

THE CORPORATION OF THE MUNICIPALITY OF STRATHROY-CARADOC

BYLAW NO. 24-18

**A BYLAW TO ESTABLISH A MUNICIPAL BRANDING POLICY FOR THE
MUNICIPALITY OF STRATHROY-CARADOC**

WHEREAS the Council of The Corporation of the Municipality of Strathroy-Caradoc deems it expedient to establish a Municipal Branding Policy;

**NOW THEREFORE BE IT ENACTED BY THE COUNCIL OF THE
CORPORATION OF THE MUNICIPALITY OF STRATHROY-CARADOC AS
FOLLOWS:**

1. **THAT:** the "Municipal Branding Policy" attached to and forming part of this bylaw be approved;
2. **THAT:** this bylaw shall come into force and effect on the date of its final passage in Open Council.

**Read a FIRST, SECOND AND THIRD TIME AND FINALLY PASSED IN OPEN
COUNCIL this 19th day of March, 2018.**

Mayor

Clerk



Municipal Branding Policy

1.0 INTRODUCTION AND BACKGROUND

Corporate identity and branding is a combination of many factors, such as the name, logo, symbols, design, packaging, and performance of an organization, including also the appearance, location, furnishing, maintenance and location of buildings, property and equipment.

Marketing and communications material, such as letterheads, stationery, advertising and instruction manuals must have a consistent quality and character that accurately and honestly reflect the Municipality and its aims. Uniforms and vehicles are visible components that must reflect this consistency.

Direction needs to be provided to all Municipal officials regarding the basic requirements of corporate identity management within the municipality and standards set for municipal branding.

2.0 DEFINITIONS

Brand Identity: indicates how the municipality wants its inhabitants to perceive its brand.

Brand Management: is the process of maintaining, improving and upholding a brand so that the name is associated with positive results. Besides corporate identity, brand management involves a number of important aspects such as customer relations and satisfaction, business processes, staff motivation and communication. Brand management is built on a marketing foundation, but focuses directly on the brand and how that brand can remain favourable to Customers/stakeholders.

Brand Equity: is the value of the positive sentiment that a brand has created amongst the municipal inhabitants.

Branding: the visual representation of the municipality or product, encompassing the municipality's name, logo and visual appeal. The components typically consist of a logo in blue and black or, when appropriate, as a tone-on-tone image; two different fonts; and some graphic design rules and elements.

Communications Designate of the CAO: the Chief Administrative Officer or an individual or Committee designated by the CAO to exercise a specific function denoted within this policy.

Corporation: the Municipality of Strathroy-Caradoc, its Committees, Departments and/or any other branch or division falling under the operational or legislative control of the Municipality of Strathroy-Caradoc.

Corporate Identity: the visual means by which the municipality is recognized. It is also a means of conveying the ways in which it carries out, and values inherent in, its activities.

Corporate Identity Guidelines: is a document which describes the municipality's official colours, logo, etc. as set out in the Appendix of this policy.

Employee: Refers to any person, including a volunteer, who is acting or seen to be acting in an official capacity on behalf of the Municipality.

Image: the impression clients or consumers have of the municipality's total personality (real and imaginary qualities and shortcomings).

Municipality: the Municipality of Strathroy-Caradoc, its Committees, Departments and/or any other branch or division falling under the operational or legislative control of the Municipality of Strathroy-Caradoc.

Museum: the Museum Strathroy-Caradoc (colloquially the Strathroy-Caradoc Museum) is a division of the Municipality tasked with the preservation and showcasing of local heritage.

3.0 PURPOSE

- To provide clear rules, guidelines and structures for the deployment, management and oversight of Municipality's corporate identity and branding; and
- To maintain continuity and consistency in all applications of the corporate identity.

4.0 SCOPE

This policy applies to all Strathroy-Caradoc employees, volunteers, agents and to Council with respect to all information (general, confidential, or material) in whatever form or means, regarding the Corporation that is shared between the Corporation and Corporate personnel, and other parties.

For clarity, the Chief Administrative Officer (CAO) shall be primarily responsible for the general maintenance, advancement and stewardship of this policy and, to assist with this, the CAO may strike an administrative Communications Advisory Committee comprised of municipal personnel representing key departments of the Corporation. The CAO, or a designate, will chair such a Committee and that Committee will deliberate and make recommendations to the CAO with respect to the administration of this policy.

In cases of conflict or confusion, the Chief Administrative Officer (CAO) and/or the Council of the Municipality of Strathroy-Caradoc shall be empowered to make any and

all necessary alterations or clarifications needed to ensure the equitable and effective application of this policy.

5.0 BRANDING POLICY GUIDELINES

5.1 GENERAL

The custodian of the corporate image is the Department of Corporate Services, with the guidance and leadership of the CAO and Council. The department must maintain a corporate identity manual (see Appendix #1), with examples of all approved applications, which must be available in a hard copy format from the relevant manager's office or on the website. The department will facilitate the graphic design process of any new applications needed.

Deviations from the corporate identity guidelines must first be approved by the Chief Administrative Officer (CAO) (facilitated by the Department of Corporate Services). The final design of any such deviation will be facilitated by the Department of Corporate Services.

5.2 LANGUAGE POLICY

The Municipality supports and encourages multilingualism. In this context, the Municipality will consider any request to substitute any English linguistic elements of the Municipal brand and/or logo with other appropriate language options when possible.

5.3 STATIONERY

The corporate identity guidelines are intended to guide the correct logo use for items such as:

- letterhead;
- business cards
- fax covers;
- compliments slips;
- notepads;
- envelopes; and
- folders.

The corporate identity guidelines envision standardized printing and layout of stationery. Contact details can be changed according to need or use but common look and feel is required. An approved template shall be provided for all stationary.

In cases of conflict or confusion, the Chief Administrative Officer (CAO) shall be empowered to make any and all necessary alterations or clarifications needed to ensure the equitable and effective application of this policy.

5.4 FORMS FOR EXTERNAL AND INTERNAL USE

All forms for external and internal use must bear the Municipality's current logo only. No departmental or other logos are allowed unless specifically approved by the Communications Designate of the CAO.

5.5 PUBLICATIONS

The corporate identity guidelines provide for branding specifications of publications. Designs, layout and content for the following need to be approved by the Communications Designate of the CAO:

- Newsletters;
- Flyers/information brochures; and
- Other special publications (annual reports, reviews etc.)

All publications need to be edited appropriately by the Communications Designate of the CAO.

5.6 BRANDING MATERIAL

The brand guidelines deal with branding specifications of branding material. Designs, layout and messages for branding material such as banners, exhibition stands and flags need to be approved by a Communications Designate of the CAO. The messages on branding material must be edited appropriately by a Communications Designate of the CAO and must be compliant with the *Accessibility for Ontarians with Disabilities Act, 2005*.

Events and programs of the municipality must be used to create brand awareness and recognition, as well as major events of national and provincial government and community organizations if the necessary permission can be obtained.

To ensure that consistency is applied and events and programs are correctly branded on time, the following rules must be adhered to:

- Only events or programs approved by the CAO will be branded;
- The Communications Designate of the CAO must form part of the project team;
- Branding requests must be submitted at least 5 working days prior to an event or program;

- In instances where more than one venue has to be branded for one event, a detailed program and directions to the venues must be made available to the Communications Designate of the CAO;
- Typical events which qualify for branding are:
 - Mayoral function/events;
 - National or provincial events;
 - Municipal celebrations, meetings and information sessions;
 - Press conferences;
 - Departmental events;
 - Commemorations;
 - Memorial services of councillors and senior management;
- Typical events that are excluded from being branded are:
 - Political rallies and campaign events;
 - Funerals or religious services;
 - Internal events such as strategic planning sessions;
 - Events hosted by any single member of Council; and
 - Site inspections.

Any borrowed branding material or items must be returned to the Corporation once an event has concluded. On the return of the material or items, they will be immediately checked to verify condition. If the material or items referred to above are damaged, the source borrowing the item will be billed for their replacement.

5.7 ADVERTISING MATERIAL

The corporate identity guidelines provide for branding specifications of advertising material.

The design, layout and advertising messages of the following need to be approved by the Communications Designate of the CAO:

- Posters and flyers;
- All printed advertisements;
- Facility advertisements;
- Vehicle;
- Billboard advertisements;
- Refuse bin advertisements; and
- Standard layouts for tenders, vacancies and notices.

Advertisements need to be appropriately edited by the Communications Designate of the CAO.

Advertisements need to comply with all by-laws of the municipality.

5.8 PROMOTIONAL MATERIAL AND CORPORATE GIFTS

The corporate identity guidelines address branding specifications of all promotional materials. The purchasing of promotional material and corporate gifts must be done in strict consultation with the Communications Designate of the CAO. The Communications Designate of the CAO must give approval before purchases can take place.

All designs for promotional material and corporate gifts need to be approved by the Communications Designate of the CAO. Only the approved corporate colours, typefaces and fonts can be used.

5.9 ELECTRONIC COMMUNICATION

- For PowerPoint presentations the prescribed template must be used unless otherwise authorized by the CAO.
- The design and content of electronic newsletters need to be approved by a Communications Designate of the CAO.
- Electronic newsletters need to be edited appropriately by a Communications Designate of the CAO.
- For email signatures, a standardized format shall be used (see Appendix 2).

Note:

- The email signature must be at the bottom left.
- The use of background (Outlook stationery), decorations other distracting elements are prohibited.
- No slogans, quotations or other tag lines must be placed below the email signature, except for the municipality's standard indemnity as is provided by a Communications Designate of the CAO (see appendix 2) and an invitation to "visit us online"

5.10 NOTICEBOARDS AND NOTICES

- All noticeboards must be kept tidy, updated and relevant.
- No handwritten notices may be placed on internal noticeboards.
- Notices on noticeboards must provide information relating to who issued the notice, the contact person and telephone number.
- Notices must be put on noticeboards and not on walls, doors, windows, etc.

- Temporary signage such as directions to an event and office closure notices are permitted.

The Communications Designate of the CAO shall have the ability to approve or deny permission to post notices on Municipal noticeboards; subject to agreements struck by the Corporation.

5.11 MUNICIPAL VEHICLES

The corporate identity guidelines address branding specifications for all municipal vehicles. The logo must appear on all fleet vehicles. The design of any vehicle advertisements other than the prescribed designs in the brand guidelines must be approved by a Communications Designate of the CAO. Any text appearing on municipal vehicles (i.e.: the name of the department) needs to be approved by the Communications Designate of the CAO prior to utilization.

5.12 INTERNAL AND EXTERNAL SIGNAGE

Internal signs refer to all permanent information signs that are put up inside municipal buildings and that bear the logo and information, such as office nameplates and departmental name boards.

External signs refer to all permanent information signs that are put up outside municipal buildings and that bear the logo and information, such as departmental name boards.

To ensure consistent implementation, the design and specifications of signage boards must be approved by the Communications Designate of the CAO before procurement occurs.

The corporate identity guidelines address the branding specifications for municipal signage.

Whenever possible, no paper and/or handwritten signage is allowed; however, as a temporary measure temporary signage must be designed by an approved graphic design source taking the branding guidelines into consideration. Whenever possible, these must be laminated.

Note: Standard safety signs and road signs are excluded from this approval process.

5.13 INTERIORS OF AND ENTRANCES TO MUNICIPAL BUILDINGS AND FACILITIES

The Communications Designate of the CAO must be consulted for guidelines and approval of any branding planned at internal and external customer care locations and all municipal facilities and properties whether owned or operated.

As far as Municipal offices are concerned:

- Counters must be tidy and staffed appropriately at all times;
- All entrances must always be clean
- All signage must comply with the guidelines as set out in the corporate identity guidelines; and
- All notices must be on noticeboards and not on windows, doors or walls;

Temporary signage such as directions to an event and office closure notices are an exception.

Municipal facilities used by sport clubs and community organizations, such as rugby, soccer and netball fields and community halls, must be provided with municipal name boards, which display municipal branding, unless there is a long term lease agreement in place allowing the club or organization the exclusive use of the facility.

5.14 UNIFORMS AND CORPORATE CLOTHING IN GENERAL

The approved corporate colours and the logo as indicated herein must be used on all uniforms. The only deviation from this guideline is when the codes of professions dictate specific uniforms and colours. The approved typefaces and fonts must be used at all times. The design and content of text on uniforms and corporate must be done in strict consultation the Communications Designate of the CAO.

Messages on uniforms/clothing, if any, need to be approved and edited by the Communications Designate of the CAO prior to being finalized and printed/embroidered/attached/used.

5.15 CO-BRANDING

Generally, the Municipality's logo may be used together with the logos of other stakeholders. The role of the Municipality should, however, be clearly defined. Phrases such as the following may be used to illustrate the municipality's relation to the event or program. It must be written just below the logo (medium permitting).

- Made possible with the support of the Municipality;
- Proudly sponsored by the Municipality;

- Proudly supported by the Municipality; or
- Organized in partnership with the Municipality.

6.0 BREACH OF POLICY GUIDELINES

This policy needs to be read in conjunction with other requirements that govern the expenditure of public funds. For clarity, the Municipality of Strathroy-Caradoc accepts the doctrine of federal/provincial paramountcy as it relates to all municipal policies, procedures and by-laws. This acceptance means that, where there is an inconsistency or overlap between any validly enacted municipal policy, procedure or by-law and a lawful and relevant federal or provincial directive, statute or regulation, the federal or provincial directive, statute or regulation shall take precedence and override the cited municipal provision to the extent of resolving the inconsistency.

Exemption from compliance with these guidelines will only be granted on the basis of a national emergency, extreme urgency or other extraordinary reasons considered appropriate by the CAO. Non-compliance of this policy is furthermore deemed as a breach and will be referred to the relevant source for corrective measures and/or disciplinary action.

7.0 POLICY REVIEW

This policy must be informally reviewed at least once each year and be altered or amended when amendments to legislation and/or other policies necessitate amendments to this policy.


Appendix 1 – Logo Specifications/Brand Elements Manual
MUNICIPALITY OF STRATHROY-CARADOC

Logo Description

The municipal logo incorporates the furrows of the rural landscape as its foundation, emphasizing the agricultural heritage of the community.

The historic town hall building is incorporated above the name and slogan as an identifiable landmark of Strathroy-Caradoc, and the nucleus of local government.

Combined, these visual elements serve to reflect a unique interrelationship that fosters ‘urban opportunity’ and ‘rural hospitality’ in Strathroy-Caradoc.

<p>Colour Logo Design</p>	 <p>The two fonts used in the municipal logo are as follows:</p> <p>Trajan Pro Bold - “Strathroy-Caradoc” Calibri Bold Italic - “Urban Opportunity - Rural Hospitality”</p>
<p>Font Selection</p>	<p>The colours used in the municipal logo are blue and black. White may be substituted for black for enhanced visibility. A white outline may also be added. The colour ID codes for the blue tone are as follows:</p>
<p>Colour Selection</p>	<p>RGB: R=1, G=84, B=138 CMYK: C=100%, M=69%, Y=24%, K=7% Lab: L= 32, a= -13, b= -42 Web (HTML Colour Code): 006699 Pantone: 653c</p>

A black and white logo (below - left) is appropriate for the purpose of items such as photocopies.

The use of an inverted/negative image (right/lower) is appropriate in specialized instances promoting or requiring renewed interest and visibility.



Brand Feel:

The people and communities of Strathroy-Caradoc are hard-working, compassionate and honest. The population is dedicated to building upon the proud legacy of those who have come before us. Respect for tradition, innovation, kindness, a deference for each other and visitors, and a desire to positively contribute to the province, country and global community are essential elements to the make up of the Municipality. The Municipal brand and any use of the elements of the brand must, at all times, be respectful of this impression.

Brandmark:

The Strathroy-Caradoc Brandmark represents the Brand Feel described herein. Therefore, it is important that it appears on all official materials, documents and communications produced for and by the Municipality.

The Brandmark incorporates the furrows of the rural landscape as its foundation, emphasizing the agricultural heritage of the community.



The historic town hall building is incorporated above the name and slogan as an identifiable landmark of Strathroy-Caradoc, and as the nucleus of local government.

Combined, these visual elements serve to reflect a unique interrelationship that fosters 'urban opportunity' and 'rural hospitality' in Strathroy-Caradoc. These elements have a fixed relationship and must never be separated, modified or altered in any way (medium

permitting) and must be presented in approved colours and fonts only as outlined in these guidelines. This Brandmark may not be used by any individual or organization for commercial or any purpose without the written permission of the CAO or the Council of Strathroy-Caradoc.

For clarity, do not:

- Alter the size, relationship or position of the type or shield in the Brandmark;
- Alter the colour of any part of the Brandmark beyond the approved variations provided in this guideline;
- Overprint type or photos, or place elements over the Brandmark;
- Add graphic elements to the Brandmark; or
- Separate the elements of the Brandmark.

Minimum Size:

To ensure quality and readability, the minimum size of the Brandmark should not be less than 3.75cm (1.5 inches) wide. The elements of the Brandmark must be used in their entirety and must remain proportionately sized.

Fonts:

The two fonts approved for use in the municipal logo are: Trajan Pro Bold (Strathroy-Caradoc) and Calibri Bold Italic (Urban Opportunity - Rural Hospitality)

Deviation from approved fonts must be preapproved unless otherwise stipulated herein.

Additional Taglines:

Special taglines may be added from time-to-time as a peripheral element to the Brandmark but only with the approval of the CAO or Council of Strathroy-Caradoc and only in exceptional circumstances.

Exceptions:

An exception to the guidelines noted herein is the Strathroy-Caradoc Medal of Distinction (image right) and the corresponding lapel pin. This specialized Order was introduced in 2017 as a sesquicentennial item and, while it incorporated several brand items, is intended to be distinct from all other municipal branding in recognition of the unique nature of both the occasion and the Order.



In addition to the Medal of Distinction, for reasons of heightened visibility and design constraints relating to the materials involved, the following are acceptable variant uses of the Brandmark. While this policy recognizes that variant uses are, on occasion required, it is envisioned that the use of variations of the Brandmark are minimized whenever possible.

Moreover, all variations (excluding photocopies) must be pre-approved by a Communications Designate of the CAO.

Examples of existing (2017) variant uses of the Municipal brand include:

1. With a white outline (on coloured vehicles);
2. Tone-on-tone clothing or stationary items; and
3. On signage for the purposes of visibility.



It is also understood that the Museum, Strathroy-Caradoc Police Service and the Strathroy-Caradoc Fire Service shall be authorized to initiate and maintain their own branding elements within a policy that is approved by the CAO and complimentary to the municipal branding policy as is appropriate for organizations of their nature. Notwithstanding this, should the said organizations opt to use the Municipal branding elements (including the Brandmark), they shall be subject to this policy unless specifically exempted in accordance with the provisions of this policy. For clarity, the cited organizations are expected to obtain Municipal approval for their marketing strategy and initiatives unless otherwise stipulated in federal or provincial legislation.

Absence of Municipal Branding:

Notwithstanding and despite all previous practices, all future Municipal assets, or any asset for which the Municipality assumes ownership and/or fiduciary responsibility (including care and control), containing any identifying logo or third-party branding, must also include Municipal branding with equitable prominence.

Implementation:

As an acknowledgement of the cost implications associated with a full rebrand, this policy shall apply to all future branding initiatives and efforts. This application includes replacement of existing items even when the item being replaced did not conform to this policy originally.

APPENDIX II

In keeping with Section 5.9 of this policy, below represents an acceptable email signature block example. The custodian of this information is the CAO. In this capacity, the CAO shall keep this Appendix current and relevant. Moreover, the CAO shall review this Appendix from time-to-time and present any implemented changes to Council for their information.

Sample signature block:

Gregory W. McClinchey, BA, MPM
Chief Administrative Officer

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