

COMMITTEE OF THE WHOLE JUNE 18, 2007

CITY OF VAUGHAN CORPORATE IDENTITY

Councillor Shefman recommends:

- 1) That staff prepare a plan to review and update the corporate identity and slogan of the City.
- 2) That funding for the project be considered in the 2008 budget process;
- 3) That the review and update process be completed within 2008 and that three options be presented to Council; and
- 4) That a detailed report outlining the process to be used to develop the new corporate identity be presented to a Working Session of Council in September of 2007.

Economic Impact

To be determined at the time of the presentation to WS in September

Communication Plan

To be determined at the time of the presentation to Working Session in September

Purpose

To develop a plan for an updated corporate identify for the City of Vaughan.

Background - Analysis and Options

The City of Vaughan last introduced an updated corporate identity in 1992. Since that time the City has undergone dramatic changes in almost every aspect of its environment from dramatically increased population, increased urbanization and broader recognition.

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council, especially those relating to "the highest quality service."

Regional Implications

None

Conclusion

That by mid-2008, the City of Vaughan begin the implementation of a new and updated Corporate Identity reflecting the current reality of the City.

Attachments

None

Report prepared by:

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Respectfully submitted,

Councillor Alan Shefman