

## **COMMITTEE OF THE WHOLE WORKING SESSION – APRIL 12, 2010**

### **CITY OF VAUGHAN LOGO DEVELOPMENT**

#### **Recommendation**

The Directors of Corporate Communications and Economic Development, in consultation with the Working Group (Branding Committee) and the City Manager, recommend:

1. That Council receive this report and presentation for information purposes; and
2. That Council consider the new logo designs presented with this report and provide direction on the preferred option.

#### **Contribution to Sustainability**

Green Directions Vaughan embraces a *Sustainability First* principle which supports a healthy environment, vibrant communities and economic vitality for current and future generations. As the visual identity of the City of Vaughan, the City logo is designed to reinforce this commitment and enhance the City's overall image.

#### **Economic Impact**

The costs associated with the redesign of the City's new logo have been included in the 2010 operating budget. Once approved, the City logo will be phased in and any related costs will be included in departmental annual operating budget submissions.

#### **Communications Plan**

The communications plan to support the launch of the logo will include an official unveiling of the logo in the foyer of the new City Hall on June 29, 2010. This photo opportunity will include a City vehicle decorated with the logo. A media advisory and news release will be issued to generate news stories in the GTA media. The logo will be promoted on the City's website including, promotional insert in tax bills and local utility bills (in cooperation with PowerStream), City Page Online (posted weekly on the City's website) and the corporate e-newsletter subscriber list through an e-blast notice. Other opportunities under consideration include: Creating a flag with the new logo and holding a flag-raising and other promotional opportunities.

The new logo will be promoted to internal and external stakeholders, and provided to organizations and associations such as the Chamber of Commerce, United Way, etc. that incorporate the City logo in their communications materials.

#### **Purpose**

The purpose of this report is to provide a selection of logo designs for review and approval of Council in support of the City's rebranding initiative.

#### **Background – Analysis and Options**

In response to Council direction (Item 2, Report 36, Committee of the Whole, September 4, 2007), a staff report addressed the Corporate Identity and Branding Process (Item 2, Report 46 Committee of the Whole Working Session, approved by Council on October 22, 2007) providing an overview of the municipal branding process and the option to conduct a limited branding exercise which would include the redesign of the City logo. At that time, staff were directed to invite all Members of Council to working group sessions held on this subject matter.

At the November 5, 2007 group session, staff were directed to report on the process of conducting a public survey on the effectiveness of the current City logo and tagline. A proposed survey of key Vaughan stakeholders was approved by Council on December 10, 2007 (Item 5, Report 58, Committee of the Whole). In addition, a Working Group (Branding Committee) was formally established to oversee the municipal branding process, consisting of the Mayor, all Members of Council, the City Manager and the Director of Corporate Communications, with appropriate staff support.

Subsequently, a survey was conducted in June and July 2008. It concluded that there was an opportunity to rebrand the City as there were no strong attachments or associations with the current logo or tagline.

At the March 30, 2009 meeting of the Branding Committee it was determined that a tagline was not of paramount importance and could be removed from the new City logo.

A Request For Proposal (RFP09-497) for the design of a new official City logo was issued and a creative agency selected on November 9, 2009. The results of this initiative are provided in this report and presentation.

### **Branding Approach**

Throughout the municipal branding process, the opportunity to rebrand the City has been identified with the new City Hall, opening in 2010 – “The new Civic Centre potentially provides an iconic representation of the new Vaughan” (Item 2, Report 46 CW Working Session, October 10, 2007); and “a new visual identity for the City ... will be introduced in conjunction with the opening of the new city hall” (Item 7, Budget Report 9, adopted December 14, 2009).

The City logo is a pivotal communications tool that contributes to the City’s overall image and identity. It appears in various communication formats including stationery, advertising, print materials, online applications, city vehicles, corporate signage, etc.

The logo design should capture the essence of Vaughan’s history and reflect its continued transformation into a vibrant metropolis. It should convey a modern, progressive and welcoming brand and messaging.

The design should be flexible and adaptable to all City departments and service areas. Rather than a single fixed message, the design should allow for adaptable messages that reflect the various business units and functional areas of the City. (Vaughan Fire and Rescue Service and the Vaughan Public Library currently identify and market their services with distinct logos.)

The City’s Coat-of-Arms is to be retained for official and ceremonial use including proclamations, ceremonial events, Mayor and Council stationery, legal documents and other official uses.

### **Graphic Elements**

A new logo policy, with graphic standards and guidelines, will be produced for various applications of the logo, including City facility and gateway signage, City vehicles, print materials, promotional items, advertising and other applications. The guidelines will include standards for font selection, colour and design layouts. Sample templates and layouts will be provided.

Typeface selection is a key consideration in effective design and should reinforce the branding message. The design of the selected typeface is modern and accessible in terms of legibility. Gotham is a family of geometric sans serif typefaces designed by American type designers Tobias Frere-Jones and Jesse Ragan in 2000. It is inspired by a form of architectural signage popular in the mid-twentieth century, particularly in New York City.

The proposed design complements the existing corporate colours. Industry research indicates blue to be a “comfort” colour that is closely associated with government. The use of green is identified with Vaughan’s commitment to sustainability and environmental stewardship.

### **Branding Message**

The design of the new logo should capture the essence of the City’s “vision” as a progressive and vibrant community. A consistent theme is the transformation of five communities into a major urban centre. This transformation speaks to a “re-birth.” The new logo can graphically encapsulate this spirit through an iconic representation of the design and structure of the new City Hall, specifically the clock tower as the most prominent and identifiable feature.

### **Implementation Plan**

Corporate Communications has previously informed all City departments of this logo development initiative and requested all orders be minimized for new office supplies and related materials with the current City logo (i.e. letterhead). This cost-saving practice will continue until the rebranding process is complete and the phase in of the new City logo begins.

Implementing the logo will occur in two (2) stages. Areas where the logo has high visibility and impact will be changed immediately and areas with less visibility and greater cost will be changed over time as equipment and signage requires major repair or replacement.

#### ***High visibility and high impact applications:***

- All electronic applications using the City logo, ie: website, e-newsletters
- New Corporate stationery and office supplies, including letterhead, business cards, envelopes, etc.
- Logos applied to vehicles less than 2 years old
- Investigate use of quick-mount decals for other vehicles and equipment
- Signage for the new City Hall, new facilities, and new parks
- CN bridge banners
- City limit signage on regional and city roads, etc.

#### ***Phased-in applications:***

- Printing of corporate cheques, parking tickets, permits and other forms;
- Updated signage for City facilities, parks, trails, etc.
- All City vehicles
- Sister city signs
- CIB signs
- Promotional items, etc.

Timely approval of a new City logo will complement the opening of the new City Hall. The proposed date for the new City Hall plaque unveiling is June 29, 2010.

### **Relationship to Vaughan Vision 2020**

This report supports the strategic priorities established by Vaughan Vision 2020 to “Pursue Excellence in Service Delivery” and “enhance the City’s image and marketing position.”

### **Regional Implications**

Not applicable

**Conclusion**

Council approval of a new City logo design will support a positive image of a progressive and sustainable city and reinforce the sense of a new beginning being marked by the opening of the new City Hall.

**Attachment**

None. The proposed logo designs are being presented at the April 12 Working Session.

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Respectfully submitted,

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