

COMMITTEE OF THE WHOLE SEPTEMBER 4, 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 the implementation of the project be funded through the 2008 Budget;
3. That the review and update process be completed by May 2008 and that three options be presented to Council at that time; and
4. That a detailed report outlining the process to be used to develop and implement the new corporate identity be presented to a Committee of the Whole (Working Session) meeting in October 2007.

Economic Impact

To be determined at the time of the presentation to a Committee of the Whole (Working Session) meeting in October.

Communication Plan

To be determined at the time of the presentation to a Committee of the Whole (Working Session) meeting in October.

Purpose

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

Background - Analysis and Options

1. The City of Vaughan last introduced an updated corporate identity in the early 1990's
2. 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.
3. Over the last few years the city has also received significant negative media coverage, impacting upon the extraordinary positive aspects of the municipality.
4. A new corporate identity reflecting a vibrant, major Canadian municipality will help reflect our current reality.

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

None

Conclusion

1. That by mid-2008, the City of Vaughan begin the implementation of a new and update corporate identity reflecting the current reality of the City.

Attachments

None

Report prepared by:

Respectfully submitted,

Alan Shefman
Councillor, Ward 5