



Staff Report

Council Meeting Date: March 24, 2025

Subject: Corporate Image and Visual Identity

Report from: Jennifer Isber-Legge, Economic Development Coordinator

Attachments: Draft Corporate Image and Visual Identity Policy

Recommendation

Be It Resolved that Council hereby approves Report ECDEV.2025-08 – Corporate Image and Visual Identity;

And further bring forward a By-law to bring force and effect to the Corporate Image and Visual Identity Policy at a future Council Meeting.

Background

Community Toolkits including Community Brand Identifiers were created for the Village of Paisley in 2018, Chesley and Tara in 2023, and South Bruce Peninsula has granted the Municipality the use of Allenford's Community Brand Identifier for consistency.

The Municipality of Arran-Elderslie uses a Community Crest that was created at the time of amalgamation and a logo that was created in 2019 to identify our Municipality.

Analysis

The Municipality of Arran-Elderslie believes that one of the means of building a consistent, professional and distinct image is through the use of an official corporate logo and crest, community brand identifiers, as well as various other Images that are easily recognized and associated with our community. The Municipality's corporate identity is a valuable organizational asset that distinguishes Arran-Elderslie's services from those of other organizations.

By governing the use of the logo, crest and community brand identifiers, the Municipality can ensure that only those initiatives being supported or endorsed by the Municipality are granted permission to use the logo, the crest, and/or community brand identifiers as applicable.

A Corporate Image and Visual Identity Policy will clarify when the various logos that represent the Municipality are used and how they may be used.

1. Municipal Crest is only used for official purposes
2. Municipal Logo is used for corporate activities including apparel, awards, vehicles, buildings and sponsorship
3. Community Brand Identifiers are used for activities promoting individual towns including tourism brochures, social media, downtown décor.

Link to Strategic/Master Plan

6.6 Modernizing Services

Financial Impacts/Source of Funding/Link to Procurement Policy

None

Approved by: Emily Dance, Chief Administrative Officer