



# TORONTO STAFF REPORT

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June 2, 2000

To: Administration Committee

From: Commissioner, Corporate Services

Subject: Corporate Identity Program Principles for the use of the City of Toronto  
Corporate Logo, Coat of Arms and Official Flag

Purpose:

As the three elements of the Corporate Identity Program are now in place, this report outlines general principles for the use of the City of Toronto Corporate Logo, Coat of Arms and Official Flag.

Financial Implications and Impact Statement :

The approval of the Corporate Identity principles has no direct financial implications. Departments are phasing in each of these elements over time and within the annual budget process.

Recommendations :

It is recommended that:

- (1) The City of Toronto adopt the Corporate Identity Program principles and forms as outlined in this report.
- (2) The appropriate City Officials be authorized and directed to take the necessary action to give effect thereto and that any necessary bills be introduced.

Background:

In the fall of 1997, the Toronto Transition Team designated a Toronto wordmark as the new City of Toronto's interim symbol. This wordmark was used until May 1998 when City Council adopted a Corporate Logo to identify the newly amalgamated city (Clause 5, Report No. 8 of Strategic Policies and Priorities Committee as amended by Council at its meeting held on May 13, 14 and 15, 1999). This Logo was subsequently registered as an Official Mark of the City of Toronto. In October of the same year, Council also adopted a Coat of Arms for the City (Clause 4, Report No. 21 of Strategic Policies and Priorities Committee as amended by Council at its meeting held on October 28, 29, and 30, 1998). And in November 1999, Council adopted a new Official Flag for the City and policies for flying flags on municipal property and procedures for half-masting flags (Clause 2, Report No. 7 Administration Committee as amended by Council at its meeting held on November 23, 24, and 25, 1999).

The process of selecting each of these symbols was challenging for everyone involved. Through an open and consultative process with Council and members of the public, as appropriate, the first identifying symbols for the new, unified City of Toronto emerged.

These three symbols – the Corporate Logo, the Coat of Arms and the Official Flag – are the key identifiers for the new City of Toronto. A unique set of principles applies to each to ensure the symbol is used in the manner for which it is intended. Consideration of how they are used in relation to one another is also set out in these principles.

Comments:

The City of Toronto's corporate image is one of its most valuable assets. It shapes the way the City is perceived by the public – by constituencies, locally and worldwide, including residents, employees, partners, suppliers, other governments, and the media.

One of the key steps in building this image is the creation of a corporate identity that reflects the City's vibrancy and diversity. The adoption of the Logo, Coat of Arms and Flag is the beginning of this process, followed by the development of general principles, comprehensive specifications to guide consistent application. Based on this, these principles enable all operating departments to work together in branding the new City of Toronto and ensure that the City's brand appropriately represents Toronto as one of the largest and most successful cities in North America.

The Corporate Communications Division, in collaboration with the CAO, all Departments and the Toronto Protocol Office, has developed a Corporate Identity Program that organizes and unifies our portfolio of services to the public.

Under the City of Toronto Corporate Identity Program, Toronto services, uniforms, Web site, advertising, buildings, vehicles and even water towers will be easily identified as being part of the City of Toronto's municipal government over time. The Program ensures that the City's

identity is constantly and consistently incorporated in all official materials, stationary, signage, advertising, souvenirs/give-aways and vehicle markings. The predominant colour used in the branding of the City via its City identifiers is blue (as illustrated in Appendix A). Application of the corporate symbols is managed by the Corporate Services Department (the Corporate Communications Division and the Toronto Protocol Office). Technical specifications that support the Program have been developed and shared with Departments.

Use of the City of Toronto Corporate Logo, Coat of Arms and Official Flag indicate City approval and endorsement and, therefore, must always be used in an appropriate manner. These corporate symbols are the property of the City of Toronto. Unless permission is obtained from the City of Toronto, use of these identifiers by third parties is prohibited.

(a) City of Toronto Corporate Logo

The City of Toronto logo represents the corporation of the City of Toronto, its departments and associated bodies across all facets of municipal business. The logo, as an Official Mark, may only be used to specifically identify officially endorsed City business.

The Corporate Logo was approved by Council after an extensive consultation process. Common applications include such things as the following: stationary and forms; advertising; publications; public service announcements; souvenirs and gifts; building and construction signage; Web site content; and Councillor and City staff business cards.

Use of any City of Toronto corporate symbols or identifiers must conform to the requirements of the Corporate Identity program wherein the technical specifications for the presentation of the logo are prescribed.

The Council approved Logo is presented in Appendix A of this report.

(b) The Coat of Arms

The Coat of Arms was developed in consultation with the Chief Herald of Canada. As with the Corporate Logo, a lengthy consultative process took place, which included input from the public. Through this process, blue was identified as the colour most widely accepted by the public. It was, therefore, incorporated into the central symbol of the Coat of Arms, the Shield, as was the colour gold (yellow).

The City of Toronto Coat of Arms is a distinguished and official symbol and is intended for ceremonial application only. It is not used together with any other City symbol. Use of the Coat of Arms is restricted to the Mayor and Council and as authorized by the City Clerk through the Chief of Protocol.

A black and white version of the Coat of Arms ringed with the words, City of Toronto, form the Corporate Seal.

The Council approved Coat of Arms is presented in Appendix A of this report.

(c) The City of Toronto Flag

The selection of the Flag followed after three design competitions. The final selection built upon Council's decision to select City Hall as its identifier through the Corporate Logo. The Flag's predominant colour is blue with white lines representing City Hall and a red Maple Leaf.

Flags are symbols that identify people belonging to a group. The national flag of Canada, provincial, territory and municipal flags are symbols of honour and pride for all Canadians. They should be treated with respect.

The manner in which flags may be displayed in Canada is not governed by any legislation but by established practice. The etiquette followed by the City of Toronto is an adaptation of international usage and of customs the federal government has been observing for many years. Any questions concerning the use and display of the Toronto Flag should be directed to the Toronto Protocol Office.

The Council approved Official Flag is presented in Appendix A of this report.

(d) Election Year Guidelines for Corporate Identity Program Elements

The Corporate Identity Program elements of the City of Toronto may not be used for any non-City business or interest, including for the purpose of election signs or other electioneering material. This includes the display of campaign related signs in windows or on premises.

Members of Council are responsible for ensuring that the content of any communications material displaying the official Corporate Identity elements, including printed material, such as newsletters advertising, etc. funded by the City, is not election related.

Any questions concerning the appropriateness of a given use should be directed to the City Clerk.

Conclusions:

During the City's first three years Council has selected each of the three elements of the Corporate Identity Program. The Departments, the CAO and the Corporate Communications Division have worked together to develop the principles outlined in this report. The overall purpose of these principles is to ensure that each official City symbol is used in the appropriate manner.

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