Clause embodied in Report No. 10 of the Administration Committee, as adopted by the Council of the City of Toronto at its Special Meeting held on July 30, 31 and August 1, 2002.

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A Visual Identity for Heavy Urban Search and Rescue Team of the City of Toronto

(City Council at its Special Meeting held on July 30, 31 and August 1, 2002, adopted this Clause, without amendment.)

The Administration Committee recommends the adoption of the following joint report (June 7, 2002) from the Commissioner of Corporate Services and the Commissioner of Works and Emergency Services:

Purpose:

To seek Council's approval for the creation of a visual identity system for the Heavy Urban Search and Rescue (HUSAR) team. This proposed new identity system will enhance the visibility of the service and establish a recognition for this unique program and partnership on a local, national and international basis. The new identity meets all aspects of the City's Corporate Identity Program.

Financial Implications and Impact Statement:

There are no additional funding implications associated with Council’s endorsement of this report. The painting and applying of the graphics on the donated ambulance as a command post and the rescue squad to carry rescue equipment is $12,000.00 and is contained within the operating budget of Toronto Fire Services.

Recommendations:

It is recommended that:

(1) Council confirm its approval for the Heavy Urban Search and Rescue (HUSAR) team to use the shoulder flash or badge as a HUSAR insignia and as a secondary identifier as part of the proposed visual identity system for the City of Toronto; and

(2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.
Background:

Council at its meeting held on December 14, 15, and 16, 1999, endorsed the application process for applicable provincial grants for the development of an emergency preparedness program that identifies and distributes monies that are used to improve emergency preparedness in Ontario.

Council at its meeting held on April 16, 17, 18, 2002, approved the funding support and the establishment and operation of specialized response support to heavy urban search and rescue emergencies in Toronto and throughout the Province of Ontario. The development of the Heavy Urban Search and Rescue team ensures that a competent, multi-disciplinary team is available for the City of Toronto and on a province-wide basis to respond to large-scale or complex natural or human-caused heavy urban search and rescue emergencies in a planned, co-ordinated and timely manner.

Council at its meeting held on July 4, 5, 6, 2000, approved a set of general principles for the use of the City of Toronto Corporate Logo, Coat of Arms and Official Flag. These principles form the basis for the City of Toronto Corporate Identity Program which includes visual identity systems for Fire Services and Emergency Medical Services as approved by Council on May 9, 10 and 11, 2000, and June 7, 8 and 9, 2000, respectively. Council, in approving these visual identity systems (including shoulder flashes, badges and vehicle ID), recognized the need to raise the profile of emergency services across the city as distinctive and unique yet cohesive components of the City’s Corporate Identity.

Comments:

As an emergency service which builds on the City’s existing Fire Services, Emergency Medical Services, Police and Works and Emergency Services capacity, HUSAR is a unique and distinct program. It is anticipated that HUSAR will become recognized not only on a local and national scale but on an international basis as well. In this respect, it is desirable and advantageous for HUSAR, as a vital emergency service, to have a strong visual identity which is closely linked with the City’s established brand.

The Corporate Communications Division has responsibility for overseeing the implementation of the Corporate Identity Program for the City. The proposed new visual identity has been developed with the assistance of the Creative Services unit of Corporate Communications. It meets all the criteria of the City’s Corporate Identity Program and has the support of the Director of Corporate Communications.

The adoption of the HUSAR visual identity system clearly identifies the vehicles that will be responding to large-scale or complex natural or human-caused heavy urban search and rescue emergencies in the City of Toronto and, when activated, to assist with emergencies throughout Ontario and Canada. Implementation of this program involves only a limited number of donated vehicles and the increase in HUSAR donated vehicles will be minimal. The rescue squad will carry the local response equipment for emergencies, the ambulance will act as a command post with communications equipment, and the tractor and trailer will be full of shelters, camp supplies and the necessary equipment to sustain the HUSAR team for the duration of the emergency.
It is important that the visual identity meet the following requirements:

(i) be immediately identifiable both as a City of Toronto and a Canadian entity;

(ii) encompass the words (Heavy Urban Search and Rescue) and acronym (HUSAR);

(iii) impart, through a memorable graphic and layout, the concepts of strength and emergency control; and

(iv) be conducive to interpretation in various media.

Design Rationale:

A circle was chosen as the shape most easily applicable to a variety of applications. It commands attention as an historically and internationally recognized symbol, badge, flash or insignia shape.

A vibrant red (PMS186) and white, on a corporate blue (PMS 647) background, is based upon the ID’s applications to a blue uniform/jacket/shirt.

The circular shape, with the addition of a white border against the blue, can be applied to other colour backgrounds.

The font style, for type inside the circumference of the circle, is the corporate standard, Univers Condensed.

The words ‘HEAVY URBAN SEARCH AND RESCUE” are white, caps, Univers Condensed Bold.

The acronym “HUSAR” is white, caps, Univers Condensed Extra Black.

The word “CANADA” is red, caps, Univers Condensed Bold.

The six small maple leaf graphics (alluding to the six former municipalities) and the large central maple leaf graphic (symbolizing Canada) are also red. The maple leaf symbol references the maple leaf symbol on the flag of Canada, presupposing the possibility that Toronto’s HUSAR team may be involved in international situations.

The Toronto logo and HUSAR link prominently, in white, under the maple leaf.

The primary identifiers are in high-contrast white against a darker blue background, creating instant and memorable recognition. The secondary identifiers are in a lower contrast red against the blue background.

Application to Vehicles:

Vehicles will be painted or repainted white.
The HUSAR ID graphics will appear prominently on rear section on the vehicles sides.

The Toronto logo (per CIP standards) and horizontal HUSAR identification (acronym and a full word version) will appear on the front passenger doors.

The body of the vehicle will incorporate a large, dynamic, “wrapped” graphic evolved from the maple leaf graphic in the HUSAR ID. It uses the same red and blue colours, allowing the white base “colour” to show through as a repeat pattern of the maple leaf.

The cab remains white.

The vehicle becomes a powerful advertisement for HUSAR, Toronto and Canada.

Conclusions:

The HUSAR team provides the City of Toronto with a well co-ordinated and organized response to complex heavy urban search and rescue emergencies that would not otherwise be available.

This new visual identity system identifies the HUSAR team to the public and other emergencies responders in the City of Toronto, and when activated throughout Ontario. The adoption of this visual identity system for HUSAR is another step in the continuing implementation of the City’s Corporate Identity Program. It further establishes the City’s brand by showcasing the corporate logo and, at the same time, creates a distinctive look for this high profile emergency program which builds on the strengths of the City’s existing Fire Services, Emergency Medical Services, Police and Works and Emergency Services capacity.

Its development as a component of the City of Toronto’s Corporate Identity Program publicly establishes its connection with the City of Toronto and promotes both HUSAR and the City on local, national and international levels.

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Attachment: graphic concept - HUSAR Command Post Vehicle.

(A copy of the HUSAR Command Post Vehicle - graphic concept attached to the foregoing report was forwarded to all Members of Council with the June 25, 2002, agenda of the Administration Committee and a copy thereof is also on file in the office of the City Clerk, City Hall.)