

Introduction

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International corporations and governments adopt corporate identity programs to ensure that their corporate image and brand represents their values, policies and philosophies, ensuring consistency in all aspects of communication and promotion.

The City of Toronto's corporate image/brand is one of its most valuable assets. It shapes the way the City is perceived and understood by the public.

In May of 1998, City Council approved a logo for the new City of Toronto. This Corporate Identity Program (CIP) provides standards for the use of the Toronto logo.

Please note: Graphic identifiers for the former municipalities of East York, Etobicoke, North York, Scarborough, Toronto, York and Metropolitan Toronto are not official symbols of the new City of Toronto. These identifiers are owned and copyrighted by the City of Toronto.

Standards

The guidelines and standards in this CIP manual ensure that the City's Corporate Identity Program is consistently incorporated in all visual communications, official and promotional materials as well as on vehicles and signage.

This CIP manual is for use by employees of the City of Toronto, related agencies, boards, commissions and outside service providers, including advertising agencies and direct marketing organizations.

Corporate identity items, such as logos or related graphic materials, are the property of the City of Toronto. Associated committees, boards and agencies are entitled to use these materials, in compliance with the guidelines in this CIP manual. The use of these materials by third parties requires permission from the City of Toronto.

This CIP manual provides standards for most common applications under the City of Toronto Corporate Identity Program.

The following apply to all aspects of the City's corporate identity:

- 1. The Toronto logo cannot be altered in any way.**
- 2. To preserve the integrity of the Toronto logo, it must not be combined with other elements to create a new symbol or image.**
- 3. The corporate colours of official City material cannot be altered or substituted.**

Requests for exceptions to these standards must be submitted to approvals@toronto.ca

Application of the CIP

All City of Toronto administrative components/divisions, committees, agencies, boards, commissions and other bodies that receive direct funding from the City of Toronto are responsible for the compliance of all their visual communications with the standards in the CIP manual, if using the Toronto logo.

While these guidelines cover most standard applications, they do not cover specifications for the design of display advertising, posters, books or brochures, which may require unique designs for marketing effectiveness. However, the form and use of the Toronto logo itself must always adhere to CIP standards.

Use by Others

The Toronto logo and its application guidelines are the property of the City of Toronto. Outside use is prohibited unless permission is obtained from the City of Toronto. All requests must be submitted to approvals@toronto.ca and must include a graphic example of the intended use.

Consultation Process

This CIP manual was developed through consultation with internal City of Toronto administrative stakeholders to ensure practicality and compatibility with known uses and applications. This manual is revised and updated as required.

City of Toronto Identity Policy

1. Policy Statement

To maintain a recognizable and unified corporate identity for the City of Toronto, City divisions must ensure that their facilities, programs, services and activities are clearly identified in accordance with the City's Corporate Identity Program (CIP).

The City of Toronto logo is the global identifier. Divisions must display it, within the design standards outlined in the CIP manual, in all information and communications materials, regardless of format or medium, for internal and external use.

Primary, secondary or program signatures may be used for internal purposes or as secondary logos on materials where the City logo is featured more prominently. For example, on a two-sided flyer or multi-page printed communications product, the City logo and relevant secondary graphic identifiers (e.g., Call 311) should be featured on the front side or cover. Other signatures may appear on the reverse side or back cover.

2. Purpose

A clear and consistent visual identity is required to help the public recognize the facilities, programs, services and initiatives of the City of Toronto. The objectives of the program for the City Identity Program are:

- to enable the public to clearly recognize City of Toronto activities and entities;
- to improve service to the public by facilitating access to municipal programs, services, facilities and initiatives, through clear identification of those which are operated by the City;
- to ensure effective management of the City's identity consistent with City-wide priorities; and
- to promote good management practices in the field of visual identity and design.

3. Definitions

Logo: refers to the Toronto logo consisting of a symbol (City Hall) and word mark in an unalterable form. Referred to in the CIP manual as the Primary Logo.

Primary Signature: refers to the approved divisional name used in conjunction with the Toronto logo.

Secondary Signature: refers to the use of a section, unit or facility name along with the Toronto logo.

Program Signature: refers to the use of a program name along with the Toronto logo.

Program Identifiers: refers to unique identifying graphics used to identify campaigns or programs.

Secondary Graphic Identifiers: refers to official registered marks of the City that may appear inline and/or as prominent as the City's logo. They must always appear in tandem with the logo (e.g., Call 311).

4. Application

This policy applies to all divisions in the City of Toronto.

5. Policy Requirements

a) Corporate Management

Divisions must manage the City's corporate identity within the framework of this policy and in accordance with the design standards outlined in the CIP manual.

b) Corporate Symbols

The consistent application of corporate symbols presents the City of Toronto as a coherent, unified administration. In addition to the Toronto logo and its related signatures, the City's other symbols are the Coat of Arms, the Corporate Seal and the City of Toronto flag. The restricted application of these symbols is outlined in the CIP manual.

c) Fields of Applications

Divisions must ensure that the City logo is applied in order to identify products, materials, equipment and property. The fields of application include: stationery, forms, fleet or contracted vehicles, signage, advertising, published materials (including online communications and social media accounts and posts), audio-visual productions, exhibits and staff identification.

d) Program identifiers – City initiated

- Program identifiers are occasionally created for City initiatives - usually having a specific time duration - whereby an additional symbol, or logo, is required to identify and promote the program.
- To ensure that the City of Toronto is recognized for its programs, services and assets, the Toronto logo must always appear on materials where a program identifier is used.

e) Use of other logos – City partnerships

For programs or initiatives that the City undertakes with another level of government, agency or private institution either directly or as part of a grants or sponsorship program or intergovernmental initiative, corporate identity requirements are as follows:

- It is the responsibility of the appropriate division head to determine whether or not a particular shared-cost program requires City of Toronto identification in its publicity.
- In those situations where the City and its partners/ sponsors are to be identified, the terms for identification of sponsors must be included in the contract and approved by the appropriate division head.
- The City of Toronto logo must be given equal or greater prominence to the logos or identifying symbols of partners and it must be clear that it is a City of Toronto initiated program, event or service. With few exceptions, the specified hierarchy of messaging, in order of prominence is as follows:
 - 1) City of Toronto identity
 - 2) Program identity
 - 3) Partner and sponsor logos

6 Responsibilities

The Strategic Communications Division has overall responsibility to monitor compliance with this policy. It does so through a variety of methods such as audits, ongoing liaison with divisions and the Approvals process.

Communications managers have responsibility to ensure compliance to this policy and the standards of the CIP for the communications initiatives related to programs and services within the divisions they support.

The Design Services unit of the City Clerk's Office has responsibility to maintain the CIP manual with detailed information on the specific application of the City's corporate identity in all its forms.

Employees should not use City-owned identifiers or intellectual property such as logos, photographs, graphics or other media for personal use without the City's authorization. This includes all forms of print production, websites and social media accounts, as outlined in the Application of City Policies to Social Media Use document.