

Visual Identity Policy

Department:	Chief Administrative Officer
Division:	Communication Services
Section/Function:	
Approval Level:	City Council
Effective Date:	2020-03-30
Revision #:	N/A

1.0 Purpose

- 1.1. Community Brand Identifiers and other Visual Identifiers are important assets that:
 - a) Help guide the community’s perceptions and attitudes toward the municipality.
 - b) Further the purposes of the City, while protecting, standardizing, and promoting the image of the City.
- 1.2. This Policy provides a framework for the use of:
 - a) Community Brand Identifiers.
 - b) Other Visual Identifiers for program, business or facility specific uses.

2.0 Application

- 2.1. This Policy applies to City Council and all City departments and committees and all external use of the Community Brand Identifiers and other Visual Identifiers by the City, unless otherwise noted in the Brand Guidelines.
- 2.2. This Policy applies to all Community Brand Identifiers and other Visual Identifiers of the City as defined within this Policy.
- 2.3. This Policy applies to external use of the Community Brand Identifiers where its use is approved in accordance with this Policy.
- 2.4. This Policy does not apply to the use of the City’s Coat of Arms, Flag or Seal, which are the subject of the City’s Heraldic Symbols Policy.



3.0 Definitions/Acronyms

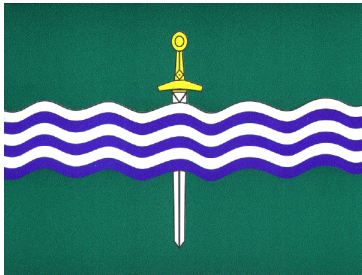
City – The Corporation of the City of Peterborough, including its departments, divisions, facilities and committees.

Community Brand – The idea developed in the City’s Community Branding process that captures what makes Peterborough special and unique, inspiring the creation of the City’s Community Brand Identifiers.

Community Brand Identifiers – The distinct elements used to represent, communicate and/or promote the City. The City’s Community Brand Identifiers include the Logo and Tagline.

Visual Identifiers – Visual elements such as logos and symbols used to represent, communicate, and/or promote the City or its activities. Visual Identifiers include any visual symbol other than the Community Brand Identifiers used to represent an aspect or segment of the City (e.g. a City program or project logo, a Division or Department logo or wordmark, a facility logo, etc.).

Flag – The official Flag of the City incorporates the sword, six blue and white waves, and green background or field from the shield in the Coat of Arms.



Coat of Arms – The City’s Coat of Arms, including the crest, shield and adjacent symbols, is a heraldic device granted by way of a warrant dated May 9, 1950 by the College of Heralds of England.



Logo – A symbol used by the City to present a unified, consistent image of the community. The City’s Logo includes the Peterborough Wordmark and the blue wave, applied above the



Wordmark, as a gentle nod to our waterway and an established and well-recognized symbol of Peterborough.



Tagline – The City’s Tagline is “**outside the ordinary**”. It is optionally anchored beneath the City’s Logo, depending on where and when the Logo is being used. A Tagline is created to communicate a consistent image and leave a lasting impression.



Wordmark – The specific design for the written name of **Peterborough** that forms part of the City’s logo. The Peterborough wordmark is all lowercase to speak to the approachability and friendliness of our City, set in two different fonts – Garamond typeface for the first part of the name and Futura for the second part.



4.0 Policy Statements

- 4.1. The Community Brand Identifiers and other Visual Identifiers are the property of the City. The use of all such symbols is subject to approvals as set out in this policy and will be in accordance with:
- The City’s Brand Guidelines;
 - The City’s Sponsorship Policy; and
 - Any other guidelines directing the use of such visual identifiers.
- 4.2. Every effort will be made by the City to ensure a consistent visual identity, with the Logo as the most commonly used visual element, in order to:
- Engage residents and instill pride in Peterborough;
 - Attract investment, business, and new talent to live and work in Peterborough;
 - Continue to build on the City’s strong community and economic reputation; and



- Improve consistency of City communications.
- 4.3.** Community Brand Identifiers are considered marketable assets in support of Corporate Sponsorship objectives.
- 4.4.** The Manager of Communication Services is responsible for monitoring and regulating the use of the Community Brand Identifiers
- 4.5.** Administrative Staff Committee is responsible for approving any departure from the Community Brand Identifiers for representation of the City, including the use of ad hoc, temporary or alternative logos and taglines for program, business or facility specific uses.
- 4.6.** External use of Community Brand Identifiers is encouraged in order to reflect the connection between the City and the community and to promote a positive image of Peterborough. External use of the Community Brand Identifiers will be in accordance with the Community Brand Guidelines and will require approval of the Manager of Communication Services.
- 4.7.** Community Brand Identifiers and other Visual Identifiers may not be used in any manner that brings the integrity or reputation of the City, its elected representatives, officials, or employees into disrepute. Any such use will result in immediate revocation of any permission granted under this Policy.

5.0 Appendix, Related Documents & Links

Note: All references refer to the current version, as may be amended from time to time.

5.1. Pertinent Resources:

- Brand Guidelines, City of Peterborough
www.peterborough.ca
- Report CPFS18-004, Community Branding Project Update, City of Peterborough
www.peterborough.ca
- The Accessibility for Ontarians with Disabilities Act
- Copyright Act
- Trade-marks Act
- City of Peterborough Code of Conduct

5.2. Related Policies:

- Policy 0003 – Accountability and Transparency Policy
- Policy 0020 – Accessible Customer Service Policy



- Policy 0030 – Integrated Accessibility Standards Policy
- Policy 0031 – Social Media Policy
- Policy 0036 – Sponsorship, Naming Rights and Advertising Policy
- Policy 0049 – Heraldic Identifiers Policy
- Policy 0047 – Communications Policy

5.3. Related Procedures:

- Procedure 0020-P03 – Communicating and Interacting with People with Disabilities
- Procedure 0030-P01 – Integrated Accessibility Standards Information and Communications Procedure

5.4. Related Forms:

- Form
- Form

5.5. Miscellaneous:

- Add content
www.peterborough.ca
- Add content
www.peterborough.ca

6.0 Amendments/Reviews

Date (yyyy-mm-dd)	Section # Amended	Comments
2020-03-30	N/A	Policy approved by Council through Report # CAOCS20-001 – Communications Policies dated March 2, 2020

Next Review Date:	2025-01-01
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