



## ADMINISTRATION POLICY:

### Corporate Brand Identity and Identifiers

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Policy number:	<b>GN-023 (C)</b>
ALT report:	<b>N/A</b>
Approved by:	<b>Administrative Leadership Team (ALT)</b>
Effective date:	<b>2008 / 03 / 11</b>
Next revision due:	<b>2010 / 10 / 31</b>
Department/BU:	<b>Corporate Services / Customer Service and Communications (Corporate Marketing and Communications)</b>

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## BACKGROUND

The Corporation of The City of Calgary ("The City") is represented or "branded" by several distinct and unique components: corporate wordmark, corporate crest, corporate tagline, official colours, official flag, official march, official song and official floral emblem.

Approved by City Council, these brand identity elements, used alone or in combination, serve to evoke immediate public association with The City of Calgary. They serve as signals to identify municipal services and clearly show taxpayers' dollars at work, whether they are in relation to a building, a park, a program, a vehicle, a service or an event.

All identifiers are the property of The City of Calgary and as such have been copyrighted. The *Copyright Act of Canada* ("Copyright Act") defines the conventions of utilizing copyrighted materials.

The purpose of this policy is to ensure the appropriate use of the unique identifiers that comprise The City of Calgary's brand identity. This policy ensures consistency in the application of corporate symbols and ensures the legal protection afforded to these elements is not diluted by irregular or inappropriate use.

The Corporate brand identifiers are governed by this policy document and are supported within the related communication standards developed by Customer Service & Communications. When departments and business units create customized identifiers, the result is a potential for dilution of the corporate brand identity, causing public confusion.

Further communication standards and procedures can be found on the Customer Service & Communications' intranet site. These comprehensive standards will be followed as the detailed implementation of this over-riding policy.

## PURPOSE

The purpose of this policy is to describe the rules governing the appropriate use of the unique identifiers that comprise The City of Calgary's brand identity, as well as the creation of new identifiers.

## DEFINITIONS

1. Copyright – For the purposes of this policy, "copyright" as defined by the *Copyright Act*, means the sole right to produce or reproduce the work or any substantial part thereof in any material form whatsoever, to perform the work or any substantial part thereof in public or, if the work is unpublished, to publish the work or any substantial part thereof.
2. Corporate Wordmark – The words "The City of Calgary" represent part of The City's corporate signature. The full signature also includes the crest.
3. Corporate Crest – The corporate crest is like a coat of arms or shield and captures the history and diversity of our city. It also symbolizes our character, our people and the landscape of the region. Each element of the crest carries with it a theme:
  - Upper third depicts the Rocky Mountains.
  - Lower two-thirds bears the cross of St. George on which a Canadian maple leaf is mounted.
  - With the leaf is a bull buffalo, the former master of our region.
  - A horse and a steer support the shield, representing the ranching industry, around which Calgary grew.
  - The portion above the shield contains a mural crown, a symbol of loyalty, and a sun setting in the west.
  - Below the shield are the leek of Wales, the rose of England, the thistle of Scotland and the shamrock of Ireland – all of which signify the ancestry of the majority of Calgary's early settlers.
  - The scroll contains our motto *Onward* and the dates of our incorporation as a town (1884) and later as a city (1894).
  - Under the scroll is the Union Jack, which signifies our relationship with the British Commonwealth of Nations.
  - Also under the scroll is the Canadian Ensign, which was Canada's flag for many years.

4. Corporate Tagline – Our corporate tagline is “Proudly serving a great city” which appears beneath our corporate wordmark and corporate crest when used in conjunction. The tagline is a discretionary (non-mandatory) element.
5. Official Colours – The City of Calgary’s official colours, as defined by printing press colours, are pantone process black and pantone 485 red. These two colours represent the predominant depiction of most brand identity items. In the case of the corporate crest, the full colour version is reserved for official City business; silver is reserved for the Office of the Aldermen; and gold is reserved for the Office of the Mayor. The corporate crest may also be printed in white when placed on a solid, dark background.
6. Flag – The official flag, adopted by City Council following a design competition in October of 1983, features a white Stetson in unison with the letter “C”.
7. March – The official march is “Onward” as approved by City Council in 1984.
8. Song – The official song is “Neighbours of the World” as selected in March of 1987.
9. Floral Emblem – The official floral emblem is the “anemone” as approved by City Council in 1991. The red pasque flower (anemone pulsatilla rubra) is a brilliant red, which fits with The City’s brand identity.

## **POLICY**

### **1.0. Scope/Exceptions**

#### **1.1. Scope**

- 1.1.1. This policy applies to all City of Calgary employees and anyone engaged in City business, partnerships or other joint ventures, whether they are contractors, vendors, civic partners, boards, agencies or associations.
- 1.1.2. Section 5.0 Third Party Use of City of Calgary Identifiers of this policy applies to anyone using or portraying The City's visual identity components outside of City-generated activities. This applies to vendors, civic partners, boards, agencies and associations.

#### **1.2. Exceptions**

None.

### **2.0. Consequences of Non-Compliance**

- 2.1. Failure to adhere to this policy will result in a notification of improper use of corporate brand identity element(s) from Customer Service &

Communications. A copy of the notification will be provided to the Director of the originating area.

- 2.2.** Subsequent failure to adhere to this policy, after notice of inappropriate use is received, will result in the matter being referred to the General Manager of Corporate Services and may result in appropriate remedial action, which could include a letter of reprimand or possible dismissal.
- 2.3.** Failure to adhere to Section 5.0 Third Party Use of City of Calgary Identifiers of this policy will result in a notification from Customer Service & Communications to the third party, with a copy to the Law Department.
- 2.4.** Subsequent failure to comply Section 5.0 Third Party Use of City of Calgary Identifiers of this policy will result in action from The City of Calgary's Law Department due to impacts of potential copyright infringements.

### **3.0. Corporate Brand Identity**

- 3.1.** The City of Calgary's brand identity elements shall not be altered in any way and shall not be combined with other elements, visual or otherwise, so as to create a new symbol or image.
- 3.2.** The corporate image must be preserved and protected as it applies to:
  - Advertising and print materials for letterhead, envelopes, business cards, memos, fax cover sheets, PowerPoint presentations, reports and various advertising collateral.
  - Web applications.
  - Signage for outdoor, indoor, directional.
  - Vehicle identification for fleet, garbage, recreation, etc.
  - Promotional material for products, clothing and uniforms.
  - Events use of any of the brand identity elements.
  - New identifiers. See "Section 4.0 Creation of New Corporate Identifiers" for the standards for developing unique logos or corporate wordmarks, the approval process, and the exemption process.

### **4.0. Creation of New Corporate Identifiers**

- 4.1.** Existing identifiers have been created at the departmental and business unit (BU) level, using the corporate crest, corporate wordmark and wordmarks for the department or BU name. All modifications of and substitutions to the corporate crest and corporate wordmark are strictly prohibited.

- 4.2. All requests for new program and project identifiers, including those depicting partnerships with external groups, are to be requisitioned through a Creative Services Advisor (CSA) who will provide a business case form to the requester. The completed form will then be passed from the CSA to the Customer Service & Communications Brand Team.
- 4.3. Only after the business case is approved will a new identifier be created that may be used, as appropriate, on letterhead, forms, advertising and other City of Calgary applications.

## **5.0. Third Party Use of City of Calgary Identifiers**

- 5.1. Use of The City of Calgary corporate wordmark and corporate crest, and any other brand identity elements, indicate City involvement, approval or endorsement and, therefore, must always be used in an appropriate manner.
- 5.2. These corporate symbols are the property of The City of Calgary, and unless permission is obtained from Customer Service & Communications, use of these elements is prohibited. The artwork, symbols and typographical content of The City's brand identity elements constitute valuable property rights of The City of Calgary. Any unapproved duplication, by any means, in whole or in part is an infringement of the copyright, trademark and / or design rights of The City of Calgary, and is strictly prohibited by law.
- 5.3. When any City of Calgary department or business unit donates in-kind goods or services to support any community initiative or partnership, however, permission is automatically granted for use of The City of Calgary logo (corporate wordmark and corporate crest) on that initiative's promotional materials, adhering to appropriateness as outlined in the Sponsorship Policy for City Owned, City-Managed Assets (Council Policy FCS007). When using The City of Calgary logo to identify sponsorship, it can be accompanied by a relevant phrase such as "Sponsored by The City of Calgary," "Supported by The City of Calgary," or "A Partnership with The City of Calgary."
- 5.4. The City of Calgary's corporate wordmark and corporate crest may not be used in any manner that brings the integrity or reputation of The City of Calgary, its elected representatives, officials or employees, into disrepute. Any such use is expressly forbidden and shall result in immediate withdrawal of any permission granted in this policy.
- 5.5. In order to provide consistency in the application of this policy, the Director of Customer Service & Communications has been delegated the authority for consideration and approval of requests for external use of The City of Calgary brand identity elements.

- 5.6.** Where permission has been obtained, the user shall follow the Corporate Brand Identity Policy (Administration Policy GN-023), which outlines appropriate use.

## **6.0. Guiding Principles**

- 6.1.** The City of Calgary name is the sum total of all experiences, contacts and impressions of the public as represented by The City's brand. The brand represents The City's commitment to:

1. Deliver quality public services.
2. Provide value to the citizens of Calgary.
3. Contribute to the citizens' quality of life.

- 6.2.** The City of Calgary's visual identity and communication standards signify:

1. We are one corporation and we want the public to know at all times who we are, what we do, and what benefits citizens receive from us.
2. We are in a diverse range of businesses, providing a diverse range of services. We want the public to be aware of these to understand how The City contributes to the quality of life in Calgary, and how citizens can best access services and business offerings.

- 6.3.** Implementation of this policy will help to afford our Corporate identity with the respect it requires and deserves by committing to the following:

1. Our communication will be professional, integrated, customer-centric and aligned with the priorities of both City Council and The Corporation.
2. Our unified corporate brand identity and messaging will leverage existing resources and technology to enhance credibility, broaden our reach and strengthen the impact of our communications.
3. Our communication will be appropriate to the needs, style and tone of the stakeholder groups (citizens, employees, etc.) for whom they are intended.

## SUPPORTING REFERENCES AND RESOURCES

Please note that some of the items listed below may not be publicly available.

### References to related corporate-wide procedures, forms and resources

- [Customer Service and Communications](#) intranet website

### References to related [Council policies](#), bylaws and [administration policies](#)

- Sponsorship Policy for City Owned, City-Managed Assets (Council Policy FCS007)
- Public Statements and Media Relations (Administration Policy MP-001)

### Other references and resources

- *The Copyright Act of Canada*

## REVISION HISTORY

Review Date	Description
2012 05 18	Minor revision: merge three policies into this document without changing the content (GN-023 Corporate Brand Identity, GN-024 Creation of New City of Calgary Identifiers, and GN-025 Third Party Use of City of Calgary Identifiers)
2008 10 30	Minor revisions approved by GM Corporate Services.
2008 03 11	New Policy
2005	Revisions
2002	New Policy
1992 01 27	Chapter 6: Public Relations (in the hard-copy-based editions of the Administration Manual)