

**THE CORPORATION OF THE CITY OF WINDSOR
POLICY**

Service Area:	Office of the City Clerk	Policy No.:	
Department:	Communications & Customer Service	Approval Date:	December 7, 2015
Division:	Corporate Communications	Approved By:	CR232/2015
		Effective Date:	December 7, 2015
Subject:	Visual Identity Standards Policy	Procedure Ref.:	
Review Date:	December 7, 2018	<i>Pages:</i>	Replaces: Coat of Arms Policy
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1. POLICY

1.1 The City of Windsor’s visual identity is an important asset that can help guide the community’s perceptions and attitudes toward the municipality, and this policy will outline the standards governing the use of the City’s identifiers as described in the Visual Identity Standards Guide.

2. PURPOSE

2.1 This policy governs the use of the City’s visual identifiers to further the business purposes of the City of Windsor, while protecting, standardizing and promoting the image of the City.

3. SCOPE

3.1 For purposes of corporate consistency, this policy shall apply to the Mayor and members of City Council and all City of Windsor departments, agencies, boards, commissions and committees unless otherwise noted in the Visual Identity Standards Guide.

3.2 It is also understood that third-party use of the identifiers shall require permission from the Corporation of the City of Windsor as outlined in the guide.

4. RESPONSIBILITY

4.1 Mayor and Members of City Council are responsible for: Supporting compliance of this policy and the accompanying Visual Identity Standards.

4.2 Chief Administrative Officer is responsible for: Directing compliance with the Visual Identity Standards Policy and directing a review of the policy and related standards to occur as noted below.

4.3 Corporate Leadership Team and Executive Directors are responsible for: Making recommendations to the Senior Manager of Communications and Customer Service for adaptations as needed.

4.3.3 Ensuring employees and others working on behalf of the City are informed of, and abide by, the Visual Identity Standards Policy and any other applicable policies.

4.4 Senior Manager of Communications and Customer Service (with support of Marketing and Communications Officers and designates) is responsible for:

4.4.1 Monitoring the policy and accompanying Visual Identity Standards Guide, providing ongoing guidance to city departments, and suggesting revisions for Council's consideration

4.4.2 Reviewing the policy three years from the date it becomes effective or sooner at the direction of the Chief Administrative Officer.

4.4.3 Approving and overseeing the creation of logos and templates for official corporate use.

4.4.4 Liaising with departments to ensure consistent corporate imaging.

4.4.5 Ensuring corporate logos comply with applicable policies.

4.5 Employees and other authorized users are responsible for:

4.5.1 Ensuring that their use of the corporate crest, coat of arms and logo is in accordance with this policy

5. GOVERNING RULES AND REGULATIONS

5.1 Definitions:

“City Crest” – Circular identifier designed by John Jaciw as part of a public design contest and adopted for use by the City in 1971.

“Coat of Arms” – Traditional coat of arms (including shield and adjacent symbols) presented to the City of Windsor by Governor General Ramon John Hnatyshyn in commemoration of the 100th anniversary of the Corporation and adopted in 1993.

“Logo” – Word mark containing stylized “W” in the background and “The City of Windsor, Ontario, Canada” in the foreground. Original design dates to 2003-2004 when the City's website underwent a revision during a municipal re-organisation.

“Flag” – Trademarked municipal flag adopted in 1971, which includes the city crest, as well as a rose and white stripe over a blue background.

5.2 Internal Use

Logo – The logo is the most commonly used visual element and is used to identify programs, services and facilities provided through municipal tax dollars and to present a unified image to the public. This includes, but is not limited to the following: stationary,

forms, publications, newspaper advertisements, facility and project signage, staff identification/uniforms, souvenirs and vehicles.

The logo shall be used in compliance with the Visual Identity Standards Guide, and it shall not be altered in any way or combined with other visual elements so as to create a new logo or symbol.

Coat of Arms – The Coat of Arms is a distinguished and official symbol of the City which carries an elevated status that sets it apart from other elements of the City’s visual identity. As a heraldic device, it is intended for official and ceremonial purposes only as outlined in the Visual Identity Standards Guide.

As a grant of Arms under the authority of the Governor General as Head of the Canadian Heraldic Authority, the Coat of Arms may not be modified or altered under any circumstances.

City Crest – The crest is limited in use to the officially trademarked City of Windsor flag and the official seal of the corporation. The crest is a prohibited mark (commonly referred to as an “official mark”) pursuant to the *Trade-mark Act*.

Flag – The official flag for City of Windsor shall be displayed for all municipal purposes. It may also be displayed with the Canadian and/or other organizations’ flags. The flag is a prohibited mark (commonly referred to as an “official mark”) pursuant to the *Trade-mark Act*.

5.3 External Use

The external use of the City of Windsor’s identity, without the consent of the Corporation obtained in accordance with this policy is expressly prohibited.

Visual identifiers may not be used in any manner that brings the integrity or reputation of the City of Windsor, its elected representatives, officials or employees into disrepute. Any such use of the mark is expressly prohibited and shall result in immediate revocation of any permission granted under this policy.

The City of Windsor’s symbols and its guidelines for application are the property of the City of Windsor. Elements of the City’s visual identity may not be used in connection with a business and may not be employed in such a manner as to suggest the City’s endorsement of or affiliation with a product or service without the express permission of the Senior Manager of Communications and Customer Service or designate.

All requests for external use of any element of the City’s visual identity shall be submitted in writing to the Senior Manager of Communications and Customer Service. All such requests shall be in a form satisfactory to the Senior Manager of Communications and Customer Service and must specifically describe the proposed use, including the context in which the symbol is to be used.

5.3.1 Contraventions

Failure to adhere to this Policy will result in a notification from Corporate Communications, with a copy to Legal Services. Subsequent failure to comply would result in action from the City of Windsor's Legal Services.

6. RECORDS, FORMS AND ATTACHMENTS

6.1 Documents and records generated as a result of this policy will be maintained in accordance with the City of Windsor Records Retention By-law 21-2013, as updated from time to time.