



Staff Report

Administration – Communications

Report To: COW_Finance_Admin_Fire_Community_Services
Meeting Date: March 18, 2024
Report Number: FAF.24.019
Title: Corporate Brand Guidelines and Policy
Prepared by: Madison Gane, Communications and Graphic Design Specialist

A. Recommendations

THAT Council receive Staff Report FAF.24.019, entitled “Corporate Brand Guidelines and Policy”;

AND THAT Council endorse the Corporate Brand Guidelines as attached to this report;

AND THAT Council approve the new Corporate Brand Policy as attached to this report.

B. Overview

This report provides Council with an overview of the proposed Corporate Brand Policy and Corporate Brand Guidelines for the Town of The Blue Mountains. These documents aim to standardize the Town's branding across all communication channels and materials, ensuring brand consistency, professionalism, and recognition.

C. Background

The Town of The Blue Mountains is committed to upholding a strong and consistent brand identity that reflects the Town's unique character, values, vision, and mission. The Town's brand serves as an important tool for establishing trust and fostering a sense of unity within the community.

In recent years, the Town has experienced substantial growth, further emphasizing the need for a distinct and well-defined brand. As the Town continues to evolve and engage with various stakeholders, such as residents, businesses, and visitors, maintaining the integrity and credibility of the Town's brand through proper brand management is essential.

However, the absence of formal guidelines governing the use of the Town's brand has led to inconsistencies in branding materials and messaging, challenging the Town's efforts to foster a cohesive and impactful brand presence.

To address these challenges and strengthen the Town's brand presence, staff have initiated a comprehensive review of the Town's branding practices and identified the need for a Corporate Brand Policy and Corporate Brand Guidelines.

D. Analysis

Developing a Corporate Brand Policy and Corporate Brand Guidelines represents a significant step forward in strengthening the Town's brand identity and enhancing communication efforts. By providing clear direction on how to use and represent the Town's brand (both internally and externally), these documents will contribute to a more cohesive and professional image for the Town.

These documents will foster:

1. **Consistency and Cohesion:** The proposed Corporate Brand Policy and Corporate Brand Guidelines offer a framework to ensure consistency in visual and verbal communication across all Town departments, initiatives, and materials. Consistent branding strengthens recognition and reinforces key messages, enhancing the Town's credibility and professionalism.
2. **Clarity and Purpose:** Clear guidelines on logo usage, typography, colour palette, imagery, and tone of voice provide Town staff with the necessary tools to convey a unified message aligned with the Town's values and objectives. By articulating the purpose and principles of the brand, the guidelines empower staff to effectively represent the Town in various contexts.
3. **Community Engagement:** A strong corporate brand can foster a sense of belonging and pride among residents, encouraging engagement with Town initiatives, events, and services. By promoting a recognizable and relatable identity, the Town can strengthen its relationship with the community and stakeholders.

The absence of a Corporate Brand Policy and Corporate Brand Guidelines poses multifaceted risks and negative impacts on the cohesive representation and effective communication of the Town. These include:

1. **Lack of Consistency:** Without established brand guidelines, there is a high risk of inconsistency across various communication channels, including official documents, social media, signage, and promotional materials. Inconsistent branding can confuse residents, visitors, and stakeholders, leading to a fragmented perception of the Town.
2. **Weak Brand Recognition:** A well-defined brand identity helps to create a strong sense of place. In the absence of clear guidelines, the Town's brand may lack distinctiveness and fail to stand out among neighboring municipalities. This weak brand recognition can hinder economic development opportunities, tourism, and overall community engagement.

3. **Misaligned Messaging:** The absence of a brand policy makes it challenging to ensure that all communications align with the Town's values, goals, and strategic priorities. Without clear guidelines, there's a risk of conveying inconsistent or conflicting messages, which can undermine public trust and confidence in the municipality's leadership.
4. **Inefficient Resource Allocation:** Without clear branding guidelines, resources may be wasted on disjointed marketing efforts and ineffective promotional strategies.

The proposed Corporate Brand Policy and Corporate Brand Guidelines are essential for maintaining the Town's identity and reputation. Consistent branding fosters trust and clear communication among residents, visitors, and stakeholders. Establishing guidelines for brand usage protects the Town's image and boosts recognition, supporting its long-term success and growth.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders.

2. Organizational Excellence

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

3. Community

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

F. Environmental Impacts

To minimize environmental impacts, the Town will update existing printed materials with new branding standards only when they are depleted or damaged.

G. Financial Impacts

There are minimal financial impacts.

H. In Consultation With

Senior Management Team

Tim Hendry,
Manager of Communications and Economic Development

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Madison Gane, Communications and Graphic Design Specialist communications@thebluemountains.ca.

J. Attached

1. Corporate Brand Guidelines
2. Draft Corporate Brand Policy

Respectfully submitted,

Madison Gane
Communications and Graphic Design Specialist

For more information, please contact:
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Report Approval Details

Document Title:	FAF.24.019 Corporate Brand Guidelines and Policy.docx
Attachments:	- Attachment-2-Draft-Corporate-Brand-Policy.pdf - Attachment-1-Corporate-Brand-Guidelines-.pdf
Final Approval Date:	Mar 6, 2024

This report and all of its attachments were approved and signed as outlined below:

Madison Gane - Feb 26, 2024 - 3:50 PM

No Signature - Task assigned to Tim Hendry was completed by delegate Allan Gibbons

Tim Hendry - Feb 27, 2024 - 3:13 PM

Shawn Everitt - Mar 6, 2024 - 9:51 AM