



Policy

POL.COR.24.01 Corporate Brand Policy

Policy Type:	Corporate Policy (Approved by Council)
Date Approved:	April 2, 2024
Department:	Administration
Staff Report:	FAF.24.019
By-Law No.:	N/A

Policy Statement

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 among residents, businesses, and visitors. Proper and consistent use of the Town's brand and its various elements is paramount for maintaining a strong sense of identity and credibility.

This policy outlines the principles for managing, protecting, and promoting the Town of The Blue Mountains brand.

Purpose

The purpose of this policy is to establish a clear and consistent framework for the use of the Town's brand identity and its various elements. This policy aims to:

- 1. Ensure Consistency:** Maintain a uniform and cohesive visual identity across all communication channels, reinforcing the Town's unique character and fostering recognition among residents, businesses, and visitors.
- 2. Build Trust and Credibility:** By following a standardized set of brand guidelines, the Town aims to build trust and credibility among its audience. Consistency in branding reinforces reliability and professionalism.
- 3. Reflect Values and Identity:** Ensure that all communications align with the core values and identity of the Town of The Blue Mountains.

4. **Protect Intellectual Property:** Ensure the protection of the Town's brand from misuse or unauthorized alterations. This protection is essential in maintaining the integrity of the brand.

Application

This policy applies to all Town of The Blue Mountains departments, employees, contractors, and any community groups, organizations, associations, or individuals involved in creating or disseminating materials bearing the Town's brand identity and its various elements.

Definitions

Brand Identity:

The unique combination of visual and verbal elements that represent the Town's brand, including logos, colour palettes, typography, imagery, messaging, and design applications.

Brand Guidelines:

A subset of the brand policy that specifically addresses the visual and verbal elements of the brand, providing instructions for the proper use of logos, colours, typography, imagery, and messaging.

Policy Details

1. Brand Protection

1.1 Ownership and Governance

The Town of The Blue Mountains brand, including its logo, is owned by the Corporation of The Town of The Blue Mountains. The Town's Communications Division governs the proper use and application of the Town's brand. Any changes to the Town's brand or its components must be approved by the Manager of Communications and Economic Development.

1.2 Adherence to Brand Guidelines

All employees, contractors, and partners associated with the Town of The Blue Mountains must adhere to the Town's official Brand Guidelines when creating Town-branded materials and communications. This includes, but is not limited to:

- Print material (such as letterheads, envelopes, business cards, memos, reports, strategic documents, and advertising collateral)
- Digital material (such as PowerPoint presentations, website content, social media posts, digital displays, and email signatures)
- Signage (including outdoor, indoor, interpretive, and directional)
- Material for promotional products (including clothing and uniforms)

All marketing and communication material must align with the values, vision, and personality of the Town's brand, as outlined in the Brand Guidelines.

All external applications of the Town's brand identity and its various elements, including the Town's logo, must be approved by the Communications Division (see section 3.2).

2. Brand Identity

The Town of The Blue Mountains brand identity includes the official Town logo, colour palette, typography, imagery, and messaging. These elements must be used consistently in all applications, adhere to the Town's Brand Guidelines, and must not be modified in any way.

2.1 Logo

The Town of The Blue Mountains logo is an essential component of the Town's brand identity and must not be modified, distorted, or misused in any way.

2.2 Colour Palette

A designated colour palette has been chosen to represent the Town's brand. These colours must be used consistently across all branded materials in print and digital formats and should not be altered. Specific colour values are provided within the Brand Guidelines.

2.3 Typography

The approved primary font for all official communications is Roboto. This font and its variations must be used consistently across all branded materials in print and digital formats.

2.4 Imagery

Images used to convey the Town of The Blue Mountains brand should be authentic and create a sense of place. Follow the image usage guidelines outlined in the Brand Guidelines when selecting and incorporating images into materials.

2.5 Messaging

The brand's communication style, including tone of voice, language style, and messaging principles, must remain consistent across all branded materials in print and digital formats.

3. Brand Usage

3.1 Internal Use

To ensure internal brand consistency, employees must:

- Adhere to the Brand Guidelines in all internal communications, documents, presentations, and emails.
- Use the brand assets, such as templates and logos, provided by the Town's Communications Division.

3.2 External Use

To ensure external brand consistency, external partners, vendors, and contractors must:

- Obtain approval from the Communications Division before using the Town's brand in any external communications, advertisements, or marketing materials.
- Adhere to the Brand Guidelines and the Town's Brand Identity policy for any use of the Town's brand.
- Obtain final approval from the Communications Division before publishing or disseminating any external communications, advertisements, or marketing materials.

4. Brand Asset Management

All digital and physical brand assets, including logos, templates, and design files, are managed by the Communications Division. It is the responsibility of the Communications Division to regularly update and maintain the brand asset library to ensure that all materials are up-to-date and consistent.

Exclusions

N/A

References and Related Policies

A comprehensive set of guidelines governing the proper and consistent use of the Town's brand identity, including key messages, logos, colours, typography, and brand applications is provided in the Brand Guidelines.

The Brand Guidelines document is attached to this policy.

Consequences of Non-Compliance

Violations of this policy may result in disciplinary action up to and including termination of employment, per POL.COR.13.24 Progressive Discipline Policy.

In addition, contractors and partners found to misuse the Town's Brand Identity knowingly will be directed to remedy the issue promptly. The Chief Administrative Officer (CAO) holds the discretion to restrict their usage of the Town logo as a potential consequence.

Review Cycle

This policy will be reviewed during each term of Council by the CAO, Senior Management Team and Council in open session.