



CORPORATE ADMINISTRATIVE POLICY MANUAL

Policy Number: 02-001
Policy Title: Corporate Brand Identity
Business Unit: Customer Service & Communications
Approved by: Corporate Services GM on behalf of the ALT
Effective Date: 2005/06/22
Expiry Date: 2006/06/22

BACKGROUND

The City of Calgary is represented or 'branded' by several distinct and unique components: the wordmark, crest, 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. Canada's Copyright Act defines the conventions of utilizing copyrighted materials.

PURPOSE

The purpose of this policy is to ensure the appropriate use of the aforementioned 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.

Definitions

Copyright	For the purposes of this policy, "copyright" as defined by the Copyright Act of Canada means the sole right to produce or reproduce the work or any substantial part thereof in any material form whatever, to perform the work or any substantial part thereof in public or, if the work is unpublished, to publish the work or any substantial part thereof
Wordmark	The words "The City of Calgary" represent part of The City's corporate signature. The full signature also includes the crest.
Crest	<p>The 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:</p> <ul style="list-style-type: none"> ▪ 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 <i>Onward</i> 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
Tagline	Our tagline is "Proudly serving a great city" which appears beneath our Corporate wordmark and crest when used in conjunction. The tagline is a discretionary (non-mandatory) element.
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 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 crest may also be printed in white when placed on a solid, dark background.
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".
March	The official march is "Onward" as approved by City Council in 1984.
Song	The official song is "Neighbours of the World" as selected in March of 1987.
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

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.

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.

The corporate image must be preserved and protected as it applies to:

- Advertising and print materials – letterhead, envelopes, business cards, memos, fax cover sheets, PowerPoint presentations, reports and various advertising collateral
- Web applications
- Signage – outdoor, indoor, directional
- Vehicle identification – fleet, garbage, recreation, etc.
- Promotional material – products, clothing and uniforms
- Events – use of any of the brand identity elements
- New identifiers – a separate policy exists regarding the development of unique logos or wordmarks, the approval process and the exemption process (See "Creation of new City of Calgary identifiers" policy).

Further communication standards and procedures in this regard 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.

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. 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.

Guiding Principles

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, and
3. contribute to the citizens' quality of life.

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.

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.

AMENDMENTS

- Revision history

DATE REVISED	RESPONSIBLE BUSINESS UNIT
June 14, 2005	Customer Service & Communications