



CITY OF RICHMOND

REPORT TO COUNCIL

TO: Richmond City Council
FROM: Mayor Greg Halsey-Brandt, Chair
General Purposes Committee
RE: VISUAL IDENTITY PROGRAM

DATE: March 8th, 2000
FILE: 0265-01

The General Purposes Committee, at its meeting held on Monday, March 6th, 2000, considered the attached report, and recommends as follows:

COMMITTEE RECOMMENDATION (Opposed to Part (2) - Cllrs. Barnes, Dang and Johnston)

- (1) ***That the Heron Logo and “Island City by Nature” tag line be adopted for use, in conjunction with the Corporate Shield, in City brochures, signage and any other “less formal” publications.***
- (2) ***That the Corporate Shield remain the dominant image for use in official documents such as City stationery, minutes, agendas, proclamations and certificates, (as set out in Item 3(a) circulated with the report dated February 25th, 2000 from the Co-ordinator, Customer Service Technologies).***

Mayor Greg Halsey-Brandt, Chair
General Purposes Committee

Attach.

VARIANCE

Please note that staff recommended the following:

- 1) That the Heron Logo and “Island City by Nature” tag line be adopted for use, in conjunction with the Corporate Shield, in City brochures, signage and any other “less formal” publications.
- 2) That the Corporate Shield remain the dominant image for use in official documents such as City stationery, minutes, agendas, proclamations and certificates, and the Heron Logo and tag line be incorporated at the bottom of these documents, and that the layout, illustrated in item **1) a)**, circulated with the report, be adopted for City stationery.

STAFF REPORT

ORIGIN

Recommendations regarding adopting the Heron Logo and "Island City by Nature" tag line for use in conjunction with the Corporate Shield in the City's Visual Identity Program were referred back to staff. Some members of the General Purposes Committee expressed a willingness to adopt the Heron logo for less formal purposes such as brochures, and some members thought it might be appropriate for some types of correspondence, and many Committee members believed that the Corporate Shield should be the dominant image on official documents and Council stationery.

In addition, some members expressed concerns that the simulated watermark would obscure text when an original was photocopied or faxed, or that it might impact on the cost to produce City stationery.

ANALYSIS

It would appear from comments received that there may be a place for both the Corporate Shield and Heron Logo in the City's Visual Identity Program. However, there is strong support for maintaining the Shield as the dominant image in City stationery and documents of an official nature.

Examples from private sector marketing frequently illustrate that a corporate symbol is most effective for marketing purposes when it appears on all communication originating from a corporate entity. Consequently, while it may be preferable to maintain the Shield as the dominant image on official documents, it would be beneficial to include the Heron Logo in a secondary position in order to enhance its effectiveness as a marketing tool.

An important advantage of a symbol that is as easily recognized, and easily reproduced, such as the Heron Logo is that when it is widely used by a city, residents can see where their tax dollars are being spent. The Heron Logo could be used to its greatest advantage by placing it on all correspondence and on brochures, signage and other less formal publications.

Important concerns were raised regarding the simulated watermark in the proposed layouts for stationery. Tests found that when copied at normal settings on a photocopier, or printed in a fax machine, the watermark disappeared and did not obscure text. Only when the photocopier was set at the darkest settings did the watermark begin to become visible. Even at the darkest settings, it did not obscure the text. Because the watermark is there for aesthetic purposes only. It was not considered a significant concern if it disappears on photocopies and faxes, in the same manner that it is not a concern that the colours of full colour stationery are not visible in these circumstances. Also, as the watermark is simulated by printing and not a true watermark, and, as it does not introduce an additional colour, it does not impact on the cost.

Following is a list of illustrative examples of various options, including those recommended by staff, which have been circulated with this report:

1) Modified Karo concept with Shield at the top and Heron at the bottom:

- a) Mayor's letter with Shield on top, Heron on the bottom, watermark included
- b) A photocopied sample of "a"
- c) A faxed sample of "a"
- d) Staff letter with Shield on top, Heron on the bottom, watermark included
- e) Mayor's letter with Shield on top, Heron on the bottom, watermark *not* included

2) Original Karo concept with Heron at the top and Shield at the bottom:

- a) Any letter with sender address block at the bottom left
- b) Any letter with sender address block at the top right

3) Existing Letterhead Concept

- a) An updated version of our existing letterhead, no elements added
- b) Our existing letterhead (for comparison purposes only)

4) Samples from other cities including Burnaby, Port Moody, Langley City, Langley Township, Maple Ridge, and New Westminster.

Note: all samples have been produced on a lazer printer with the exception of the existing letterhead. Reproduction quality would be improved when printed on a press.

CONCLUSION

The Corporate Shield and the Heron Logo are both valuable assets in the City's Visual Identity Program. Both should be included in all City communication. The Shield should be the dominant image on all official documents and City stationery, and the Heron Logo should be dominant on brochures, less formal publications, and signage.

Colleen Smith
Coordinator, Customer Service Technologies

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