




INFORMATION REPORT

TO:	Mayor and Members City Council
COMMITTEE DATE:	October 27, 2023
SUBJECT/REPORT NO:	Advisory Committee for Persons with Disabilities Logo (CM23029) (City Wide) (Outstanding Business List Item)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Andy Zimmerman (905) 546-2424 extension 5585
SUBMITTED BY:	Matthew Grant Director, Communications & Strategic Initiatives City Manager's Office
SIGNATURE:	

COUNCIL DIRECTION

At the April 30, 2021 Governance Review Sub-Committee, it was requested

“...Communications staff be directed to review the branding standards used throughout the City of Hamilton and report back to the Governance Review Sub-Committee”. The motion was as a result of a discussion by Committee related to the Advisory Committee for Persons with Disabilities Logo (Item 10.1, April 30, 2021 Governance Review Sub-Committee), and how the City of Hamilton’s Brand Standards would apply to the request.

INFORMATION

Approval of the Advisory Committee for Persons with Disabilities Logo

The Advisory Committee for Persons with Disabilities logo from Item 10.1 was approved by Governance Review Sub-Committee on April 30, 2021, following confirmation from the Clerk that the Advisory Committee’s Procedural Handbook for Citizen Appointees to

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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City of Hamilton Local Boards, attached as Appendix “B” to Report CM23029, requires that any requests for a secondary logo for promotional/educational purposes by an Advisory Committee would be subject to the following guidelines:

- (i) Requests for approval of a secondary logo are required to be presented to the Governance Review Sub-committee for consideration and approval by the Advisory Committees respective Standing Committee and Council, prior to any use
- (ii) The approved City Logo (triple H symbol, with the word mark Hamilton, with an underscoring line), as per the Identity Standards Guide, must be of appropriate size relative to the intended purpose and included in a sufficiently prominent location on the promotional/ educational materials
- (iii) Design costs are to be funded by the Advisory Committee

CITY OF HAMILTON BRANDING GUIDELINES

The latest update to the City of Hamilton’s Visual Identity and Brand Guidelines was completed in 2017. The update includes important information related to the City of Hamilton logo, colours, complementary colours, City Crest, preferred fonts within documents and marketing materials.

Staff are completing an update to the City’s Visual Identity and Brand Guidelines and are due to come forward to Council for consideration in Fall/Winter 2023, as industry practice would see adjustments made to a Brand Guidelines booklet every 3-5 years.

In this updated version, attached as Appendix “A” to Report CM23029, we will propose language consistent with the Advisory Committee Procedural Handbook for Citizen Appointees to City of Hamilton Local Boards, attached as Appendix “B” to Report CM23029, that any Advisory Committee of Council is required to receive approval from Governance Review Sub-committee to use a logo identifying their Advisory Committee, secondary to the logo of the City of the Hamilton.

CITY OF HAMILTON SECONDARY LOGOS

The City of Hamilton has a responsibility to uphold the integrity of our brand and the obligation to ensure residents, visitors and investors understand who the City of Hamilton is. While certain sectors and industries may warrant development of additional brands and channels (Tourism, Economic Development, Hamilton Civic Museums for example), the development of additional brands and logos in addition to the City of Hamilton’s may create confusion and is discouraged.

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In situations where City staff request to be identified on their uniform, vehicle or otherwise, Communications can create alternate versions of the Hamilton “H” logo featuring the Division/Section name below in 12pt Arial font. For example:



CITY OF HAMILTON PROGRAM OR SERVICE LOGOS

At times, staff may request a logo or brand be created to identify a specific program or service offered by the City of Hamilton. Any development of branding or logos for City of Hamilton programs takes place in consultation with the Communications division. If approved by Communications, any new logo/brand should always sit side by side with the City of Hamilton logo (City of Hamilton to the left). For example:



APPENDICES AND SCHEDULES ATTACHED

Appendix “A” to Report CM23029: City of Hamilton Visual Identity and Brand Guidelines (2017)

Appendix “B” to Report CM23029: Procedural Handbook for Citizen Appointees to City of Hamilton Local Boards