



Visual Identity Policy

Policy Number	POL-14
Effective	July 11 2017
Review Date	July 11 2018
Final Approver	Council
Training Course Code	CCVIDP
Document State	Current

1.0 Purpose

The purpose of this policy is to provide guidelines for using the various types of municipal visual identity symbols owned and approved by the City. The City's visual identity symbols include the City's Coat of Arms, Flag and Badge; the City logo and slogan; business specific logos; and slogans and program and project designs and logos. This policy describes the significance and appropriate use of each type of symbol. Controlling use of the City's visual identity symbols maintains their integrity and provides the public with the certainty that any associated messages are approved by the City and represent authorized policy.

2.0 Persons Affected

2.1 This policy applies to Council and to all employees, including:

2.1.1 CMT members;

2.1.2 the Director of Communications and Customer Experience;

- 2.1.3 the Clerk;
- 2.1.4 the Director of Transportation;
- 2.1.5 the Manager of the Kingston Airport;
- 2.1.6 the Cultural Director;
- 2.1.7 the Fire Chief;
- 2.1.8 the Director of Planning, Building & Licensing;
- 2.1.9 the Director of Legal Services & City Solicitor; and
- 2.1.10 the Mayor.

3.0 Policy Statement

3.1 It is the policy of the City to ensure that:

- 3.1.1 the following visual identity symbols are used in accordance with this policy with respect for their distinct status:
 - i. the heraldic symbols of the Corporation;
 - ii. the seal of the Corporation;
 - iii. the logo and slogan of the Corporation;
 - iv. business specific logos and slogans; and
 - v. project designs, logos and slogans.
- 3.1.2 the use of the City's Coat of Arms, Flag and Badge established by the Letters Patent dated January 11, 1999 granting armorial bearings to The Corporation of the City of Kingston by the Queen's Representative The Governor General of Canada shall be administered in accordance with this policy. The Coat of Arms, Flag and Badge are formal heraldic symbols of high importance as an honour from the Crown in Canada and as such shall only used by the Office of the Mayor, Office of the Clerk, Kingston Fire & Rescue, Bylaw Enforcement, the Office of the City Solicitor or for other matters of formal protocol as approved by Council;
- 3.1.3 the Coat of Arms and Flag, including their elements, established by the Letters Patent dated April 15, 2016 granting armorial bearings to the Kingston Police by the Queen's Representative The Governor General of Canada shall be recognized by the

City and only used for the official business of the Kingston Police. The City recognizes that the Kingston Police will continue to use the City of Kingston's honour of the Crown, being the City's Coat of Arms, Flag and Badge, until phased out;

3.1.4 the seal of the corporation:

- i. is mandated by the Municipal Act and administered by the Clerk;
- ii. is described pursuant to applicable municipal bylaw; and
- iii. is used only by the Office of the City Clerk to authenticate for a range of documents mandated by the Municipal Act, by municipal bylaw and upon direction of Council.

3.1.5 the City's visual identity symbols:

- i. are the intellectual property of the City; and
- ii. may not be used by a third party unless authorized by the City. Other agencies, boards and other similar municipal organizations may apply for a license to use the City's visual identity symbols. Service level Agreements and other Contracts may also include proper use provisions;

3.1.6 the use of the City logo and slogan shall be administered in accordance with this policy and the City's Visual Identity Guidelines;

3.1.7 the following business specific logos and slogans that were established with the approval of Council, shall be administered in accordance with their separate, associated design guidelines:

- i. Kingston Transit;
- ii. Kingston Airport; and
- iii. The Grand Theatre.

3.1.8 the use of ad hoc or temporary program and project designs, logos and slogans for the purposes of City branding and marketing shall be approved by the Director of Communications and Customer Experience.

3.1.9 the use of all City visual identity symbols is governed by this policy.

Employees

3.2 Any employee who breaches this policy may be subject to discipline up to and including dismissal.

4.0 Responsibilities

- 4.1 Council is responsible for:
 - 4.1.1 approving this policy;
 - 4.1.2 approving the use of the City's Coat of Arms, Flag and Badge, for matters of formal protocol;
 - 4.1.3 approving the use of the seal of the Corporation; and
 - 4.1.4 approving the visual identity symbols of the City.
- 4.2 CMT members are collectively and individually responsible for directing compliance with this policy.
- 4.3 The Director of Communications and Customer Experience is responsible for:
 - 4.3.1 resolving any issues or conflicts relating to this policy;
 - 4.3.2 establishing procedures, protocols and controls to safeguard the integrity and the use and design of the City's visual identity symbols as established in section 3.1.1;
 - 4.3.3 approving the use of ad hoc or temporary program and project designs, logos and slogans for the purposes of City branding and marketing;
 - 4.3.4 providing, in consultation with the Director of Human Resources & Organization Development, communication and training to employees on this policy; and
 - 4.3.5 approving the use of the City's visual identity symbols by a third party.
- 4.4 The Clerk is responsible for the use of the seal of the Corporation and for authenticating a range of documents mandated by the Municipal Act, by municipal bylaw and upon direction of Council.
- 4.5 The Director of Transportation, in consultation with the Director of Communications and Customer Experience, is responsible for the design and use of the Kingston Transit logos and slogans.
- 4.6 The Manager of the Kingston Airport, in consultation with the Director of Communications and Customer Experience, is responsible for the design and use of the Kingston Airport logos and slogans.
- 4.7 The Cultural Director, in consultation with the Director of Communications and Customer Experience, is responsible for the design and use of The Grand Theatre logos and slogans
- 4.8 The Director of Planning, Building & Licensing is responsible for the use of the Coat of Arms, Flag and Badge as it relates to heritage

buildings or property, including heritage property markers and roadside signs, in accordance with this policy and the Heritage Commemoration Program Guidelines (under review).

- 4.9 The Fire Chief, Director of Planning, Building & Licensing, Director of Legal Services & City Solicitor and the Mayor are responsible for administering the use of the Coat of Arms, Flag and Badge as it relates to their respective office, in accordance with this policy.

Breach of Policy

- 4.10 Employees are responsible for compliance with this policy and shall be aware that any employee who breaches this policy may be subject to discipline up to and including dismissal.

5.0 Approval Authority

Role	Position	Date Approved
Quality Review	Web & Policy Administrator	03/25/2017
Policy Review	Director, Communications and Customer Experience	04/24/2017
Legal Review	Senior Legal Counsel	03/24/2017
SME Review	Positions identified in section 2	04/07/2017
Directors Review	all Directors	04/21/2017
CMT Review	CMT	05/05/2017
Committee Approval	Administrative Policies Committee	06/21/2017
Final approval	Council	07/11/2017

6.0 Revision History

Effective Date	Revision #	Description of Change
1999	n/a	Corporate Identity Policy Respecting Use of the City of Kingston Logo and Slogan
2007	1	replaced with the City of Kingston's Visual Identity Standards Policy
2015	2	comprehensive review and update of content
2017	3	New Visual Identity Policy POL-14. Corporate, Grand Theatre, Transit and Airport and visual identity guidelines are linked to POL-14 but do not form part of the policy. Corporate Visual Identity Guidelines (Corporate Affairs, 2015) retired.

7.0 Appendix

Information for this section has not yet been provided.

Related Definitions

Agreement

means a bargain made between the City and any Vendor upon an acceptance of an Offer to Procure Goods and Services entered into by a Buyer evidenced by a Contract, Purchase Order or as otherwise authorized hereunder.

City

or Corporation means The Corporation of the City of Kingston.

Clerk

means the person appointed by the City as the Clerk in accordance with section 228(1) of the Municipal Act, 2001.

CMT

means the Corporate Management Team.

Contract

means a written Agreement authorized or ratified by the appropriate authority acceptable to the Legal Services Department of the City in form and content and executed by the Mayor and the City Clerk or other delegated authority properly authorized by Council.

Council

means the governing body of the municipality formed and operating under the authority of the Municipal Act, 2001, S.O. 2001, Chapter 25. Council membership is composed of a mayor and twelve councillors. The mayor and councillors are each elected for a four-year term.

Mayor

means the person appointed by the City as the Head and chief executive officer of the municipality in accordance with section 226(1) of the Municipal Act, 2001

Municipal Act

means the Ontario Municipal Act, 2001, S.O. 2001, c.25