



Municipality of Port Hope Staff Report

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Report Title: Updated Brand Guidelines

Report to: Corporate Services Committee

Date of meeting: August 2, 2022

Report Author:

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Department responsible:

Corporate Services

Report Number: CS-13-22

Recommendation:

That a resolution be presented to Council to adopt and implement the updated Brand Guidelines for the Municipality of Port Hope.

Highlights:

- The Brand Standards document produced in 2018 has been updated to include:
 - Updated versions and templates for corporate publications and refreshed websites (2020/21)
 - Submarks and sub brands including branding guidelines for the Fire and Emergency Services Division and Port Hope Tourism
 - Reference to updated policies that support the Brand Guidelines, including the Communications Policy and the Social Media Policy.

Background:

An updated Brand Guideline manual was implemented in 2018, a project that was funded through the regular operating budget. This manual combined the revised Municipality of Port Hope logo (adopted in 2016) and further expanded on a horizontal municipal submark. The manual outlines clearer direction on logo use examples, fonts, writing tone, and photography. It serves as an educational tool to assist Municipal Staff, committees, and community partners to comply with the Municipal corporate identity.

Discussion:

The Brand Guidelines manual has been updated to include our most recent design changes. These changes include:

- Updated promotional print and web advertising samples. The refreshed website imagery has been updated and includes reference to more online content, such as forms and web fonts.

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- Addition of submark and sub-brand exceptions – such as the Fire and Emergency Services Division crest and the Port Hope Tourism identity.
 - Revised the primary font for promotional materials from “ITC Avant Garde Gothic” to “ITC Avant Garde Gothic Pro”. This font is more readily available, which will allow staff and those outside the organization greater access. The change between these two fonts is very minimal as they are in the same family.
 - Usability considerations were added. The logo exclusion zone now has a visual reference. The exclusion zone is the minimum amount of protective space surrounding the logo in order to separate it from headlines, text, graphics and imagery. Example, using the “O” in logo of “PORT HOPE” as a protective space visual cue.
 - Refreshed photography
 - The updated Brand Guidelines support current key policies relevant to the municipal brand standards, including the Social Media Policy and the Communications Policy.

Financial Considerations:

There is no immediate resource implication to the refreshed Brand Guidelines. The update has been completed by municipal staff.

Communication and Public Engagement:

Not applicable.

Conclusion:

The updated Brand Guidelines ensure that the municipal corporate brand, and its submarks and sub brands, remain relevant and usable to staff, committees, and community partners to comply with the Municipal corporate identity. The refreshed Guidelines also incorporate current policies such as the Communications Policy and the Social Media Policy. These documents collectively ensure the consistent delivery of the Municipal brand.

Attachments:

Attachment 1 – MPH Brand Guidelines 2022