



Corporate Report

NO: R087

COUNCIL DATE: APRIL 30, 2007

REGULAR COUNCIL

TO: Mayor & Council DATE: April 25, 2007
FROM: General Manager, Parks, Recreation and Culture FILE: 0860-001
SUBJECT: New Civic Logo and Related Messaging

RECOMMENDATION

It is recommended that Council authorize staff to proceed with the development of a new civic logo and related messaging in accordance with the work program outlined in this report and in the Terms of Reference attached to this report as Appendix "A".

INTENT

The purpose of this report is to advise Council of the process that will be followed to develop a new City logo and related messaging. The new logo will be adaptable to all City departments and customer service areas including print materials, advertising, City facility and gateway signage, and other marketing and communications mediums. It is proposed that the Coat-of-Arms (also referred to as the crest) will be retained and reserved for "official formal usage" including proclamations, ceremonial events, Mayor and Council stationary, legal documents and other similar uses.

The new logo will be used to convey a modern, progressive and welcoming brand and messaging that could be used broadly by the Corporation.

BACKGROUND

At the Regular Council meeting held on Monday, December 4, 2006, Council adopted the following Resolution:

- 1. Council direct staff to prepare a Terms of Reference for the development of a new Corporate visual identity for the City, which includes standards for its use in each of the City's major departments; and*
- 2. That the Terms of Reference rely upon the assistance of appropriately qualified professionals to undertake a public consultation and design process with a view to producing a fresh new Corporate visual identity/logo and related standards manual for the City that builds upon the input and views of the various sectors of the City's population including business, institutions, seniors, youth, etc.; and*

- 3. That consideration be given to including, in the public consultation/input process, a design competition where groups/sectors of the population have an opportunity to submit a design of a draft logo and related slogan for consideration by the City.*

The City's last review of the Civic identity dates back to October, 1994 (soon after Surrey was incorporated as a City) when City Council approved usage of the City's Official Coat-of-Arms to replace the previous logo that included a beaver as the predominant symbol. With the aid of a well-documented Graphic Standards Manual, the City has since implemented communications using the Coat-of-Arms. While the Coat-of-Arms has served the City well, the symbol by its traditional nature, conveys an official, institutional feel that is often perceived to be formal and less welcoming than may be desirable in many circumstances. Further, many cities use a Coat-of-Arms as a logo and it is difficult to distinguish between them. As such, the use of a Coat of Arms as a logo does not convey a unique identity for Surrey.

DISCUSSION

The City's Official Community Plan addresses the need to implement for initiatives that enhance the City's image and character. Image, by definition, is a combination of beliefs, impressions, perceptions and attitudes held by the public, which can be strongly influenced by effective and consistent marketing and communications. An effective logo and related messaging will contribute to a positive image and brand the City's unique qualities and characteristics locally, regionally and beyond. A logo should differentiate the City of Surrey from other cities. An effective logo should strive for a contemporary feel with a simple eye-catching design that is adaptable to a wide variety of applications and relevant to a broad spectrum of audiences and customer groups. The logo also needs to work well in all scales (sizing) and colour adaptations (including black and white). A corporate logo is further strengthened if it effectively translates the City's key messages related to key strategic directions, community values, and defined policy areas.

Process for Developing a Logo and Related Messaging

Staff has developed a Terms of Reference in relation to the development of a new logo and related messaging for the City. These Terms of Reference are attached as Appendix "A". It is proposed that a Consultant be retained to undertake the majority of the work including facilitation of public input, the development of alternative logo designs, evaluation of the alternatives, the development of key messaging for use with the logo and guidelines for usage of the selected logo and related messaging.

Public input will occur both in advance of the logo development process as well as near the conclusion of the process when final concepts are prepared for review and selection. The public process will include a concerted effort to identify what is important to the citizens of Surrey in relation to the City's image, identity and character and will include a concerted effort to engage all segments of the population.

Timeline

It is expected that the process of developing the logo and related messaging guidelines including appropriate public input will be completed by early 2008.

CONCLUSION

Staff has prepared terms of reference as the basis of moving forward with the development of a new logo and related messaging guidelines for the City. The process will aim to produce a logo that is reflective of key values identified through public consultation, City Corporate plans, Council strategic directions, and current policies. It is expected that the project will be completed early in 2008 for full roll out commencing in 2008.

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Attachment

<http://surrey.ihostez.com/content/uploaded/4c30bb250f8b488f8a9cc652c13613cd-r087.doc>
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Appendix A

Terms of Reference - City Logo and Messaging

1.0 Purpose

The project is focused on producing a new civic logo and related messaging guidelines that will be utilized by City departments and all functional areas of the City. The City Coat of Arms will be retained for “official” and “ceremonial” use.

2.0 Project Scope

The City logo is a pivotal communications tool that contributes to the city’s overall image and identity. It appears in multiple communication forms and in multiple mediums including stationary, application forms, advertising, extensive print materials, website applications, city vehicles, signage, etc.

A new corporate City logo will be developed to replace the existing Coat-of-Arms for most circumstances and the current Parks, Recreation and Culture logo. The new logo is to be adaptable to all City departments and service areas with the exception of Fire Services, the RCMP, and the Surrey Public Library that identify and market their services with distinct logos. The new logo will be designed to convey a modern, progressive and welcoming brand and messaging. The logo will not include a single fixed message; rather, will be designed to allow for adaptable messages that reflect the various business units and functional areas of the City. These messages will be determined through a message development process that will occur simultaneously with the logo design process.

Graphic standards and guidelines are to be produced that will provide direction in relation to the various applications of the logo including: City facility and gateway signage, city vehicles, print materials, promotional items, advertising and other applications. The guidelines will include standards for typestyles, colour, and design layouts and will include sample templates and layouts.

The Coat-of-Arms is to be retained for official and ceremonial usage including proclamations, ceremonial events, Mayor and Council stationary, legal documents and other more formal and official uses.

3.0 Public Input

As the predominant symbol of the City, the logo and related messaging should reflect community values, image and character. It is vital that public input be solicited and considered in the process of developing the logo. Public input is proposed as follows:

- 1) Pre-Design Public Surveys– Customized surveys will be prepared in advance of logo design work. Consultant resources will be used to help design the survey questions which will seek to identify community values in relation to the City’s image and identity. The survey will distinguish responses for all customer segments (youth, seniors, businesses, non-profit agencies, stakeholder groups, City staff, students, and residents of all ages and cultures). A devoted survey will be prepared for youth tailored to their

unique perspectives. The survey process will be supported with prize/giveaway incentives and marketed in community newspapers and other mediums to encourage responses. The surveys will be delivered both in print and on-line (accessible from various locations throughout the City website). The completed surveys will provide data that will assist in guiding the logo design work to follow.

- 2) Message Development – The public input will be reviewed along with various relevant City master and strategic plans and policy documents to form the basis for developing logo messages that reflect City values and long-term directions.
- 3) Web Polling – After logo concepts have been developed, they will be posted on the City’s website for public input, feedback and ranking. Incentives will be used to encourage strong participation in this process. Community groups and associations and other key stakeholders will be notified of the information and encouraged to provide input and preferences.

4.0 Logo Development Process

Logo concepts will be developed with the assistance of freelance agencies working independently on distinct logo concepts. The following process will be undertaken to complete the project:

- 1) A Pre-qualification of Consultants and Request for Proposal (RFP) process will be initiated inviting proposals from reputable graphic design agencies.
- 2) Community values related to City image and identity will be explored through a survey designed to effectively engage public input.
- 3) Three separate graphic design agencies will be short-listed from the pre-qualification process and each asked to prepare three (3) separate logo concepts taking into account the public input.
- 4) An interdepartmental staff team will review all logo concepts and provide direction to the consultants to refine concepts and subsequently will short-list three logos for further public review and consideration.
- 5) Public input will be invited for the short-listed logo designs through advertisements placed in community newspapers encouraging the public to provide feedback, voting and rank the designs using an online voting tool accessible on the City’s website.
- 6) A separate consultant process, occurring simultaneously with logo development, will produce a series of messages and messaging guidelines in relation to the various applications of the logo based in part on public input on community values.
- 7) The input on the finalist logo options (including public rankings) will be compiled and submitted for Council consideration in Corporate report along with a recommendation regarding a preferred logo. The report will also provide recommendations in relation to the messaging guidelines in support of the logo.
- 8) Once the logo and supporting messaging is defined, a manual that includes graphic standards, style guides, and templates will be developed to ensure a unified and consistent rollout of the new logo and related messaging.

5.0 Timelines

It is expected that the process of developing the new logo and related messaging including a complete standards manual will be completed by early 2008.

6.0 Staff Steering Committee/Evaluation Team

A Steering Committee for the project will be comprised of:

- General Manager, Parks, Recreation and Culture
- General Manager, Planning and Development
- Manager of Marketing and Communications (chair)
- Manager, Economic Development
- Manager, Legislative Services or a designate
- The City's Senior Graphic Designer
- A representative from the City's Purchasing Section