



Subject: Corporate brand and style guide

Department: Corporate Services

Division: Communications

Report #: CPS-2025-050

Meeting Date: 2025-06-09

Recommendations

That report CPS-2025-050, Corporate brand and style guide, be received.

Overview

The Town of Orangeville is enhancing foundational documents that help guide organizational direction and ensure future readiness. This report updates council on the development of the Town of Orangeville Corporate Brand and Style Guide, including a logo refresh. It is important to note that while the Town is taking steps to modernize its logo, it is not a rebranding exercise; staff intentionally incorporated heritage details from the existing logo while maintaining the meaning of the logo's iconography.

These key foundational tools will support service excellence, collaboration, and future readiness by ensuring a consistent approach to the Town of Orangeville's brand identity. They will empower those responsible for upholding and adhering to brand standards across all communication methods. This work, led by the Communications division in consultation with the Senior Leadership Team, is guided by best practices in municipal branding and accessibility to develop a comprehensive guide. This guide outlines the tone, voice, logo use, design, and written style standards, and will provide templates to ensure the development of consistent, professional communications.

A phased approach to implementing the new guide and assets will commence in the second half of 2025. Digital assets will be updated first, followed by physical/printed assets as they become refreshed or replaced, ensuring a fiscally responsible approach to implementation. There are no direct financial or operational impacts at this stage. Any future actions requiring council approval will be presented in a separate report.

Background

In the Town's 2023-2027 strategic plan, **Objective 3 – Collaboration** supporting **Goal 1 – Corporate Capacity**, identified a need to improve internal and external communications to help ensure the Town is organized, resourced, positioned and ready to deliver on its mandate.

The communications landscape in Orangeville and the expectations of the community are shifting; the Town's communications needs have evolved. The existing guide no longer meets the Town's needs, leading to inconsistencies in tone, formatting, visual identity, accessibility, and written style across the organization and its platforms.

A refresh of the Town's existing logo is deemed necessary to enhance accessibility while preserving the logo's meaning and its iconography.

Analysis/Current Situation

The Communications division is finalizing the development of a Town of Orangeville Corporate Brand and Style Guide (Attachment 1) to:

- strengthen and unify Town communications
- define and document voice, tone, personality and accessibility guidelines that reflect Town values
- refresh and re-establish visual identity standards including colour palette, typography, logo use, photography and design templates
- create writing style guidance for reports, web content, social media and promotional materials
- support internal consistency and empower staff with the tools to create effective, inclusive and on-brand professional communications

As part of this work, a logo refresh (Attachment 2) is necessary to modernize the logo and align it with current best practices, which include addressing deficiencies in accessibility like font style, colour contrast, level of iconography detail and more. It was thoughtfully designed to maintain nods to heritage details found in the original logo and not disrupt logo recognition. As part of this work, the Town will also refresh sub-branded logos, including Transit, Recreation and Fire Services, to ensure improved alignment with the primary brand. It will not include changes to Love, Orangeville or Orangeville Public Library branding.

Implementation of the Town of Orangeville Corporate Brand and Style Guide, including refreshing the logo, will be strategically implemented in phases. Initially, digital tools and documents will be updated, with existing physical or printed brand assets updated gradually as part of replenishment, refurbishment or replacement lifecycles.

This work has and will continue to be completed in-house with no requirement for new funding. The Communications division proactively provided an update regarding this

work to the Accessibility Committee to ensure any concerns were addressed. No additional public engagement is required.

Corporate Implications

If future actions related to this report, such as updates to facility signage, uniforms or other applications of the brand, carry a corporate impact, these will be considered and brought to council through separate reports and budget processes, if required.

The development and implementation of the guide and logo refresh are being managed within existing staff capacity and budget allocations.

The Communications division will work with the Information Technology division to ensure support for the distribution of digital brand assets at a systems level. Both teams will collaborate during the planned website redevelopment project to ensure the Corporate Brand and Style Guide is reflected in the final product.

Conclusion

The Town of Orangeville Corporate Brand and Style Guide project, along with the logo refresh, will strengthen the organization's ability to communicate clearly, professionally and consistently with the Orangeville community, partners and other audiences.

The development of this toolset, including a refreshed logo, supports the Town's 2023-2027 Strategic Plan by improving internal and external communications processes, while supporting transparency and enhancing accessibility and professionalism. It aligns with best practices in public sector communications and reflects the Town's guiding principles.

The final Town of Orangeville Corporate Brand and Style Guide will be introduced to staff later in 2025, with a strategically planned implementation beginning with digital assets followed by a gradual rollout of remaining elements and assets. No council action is needed currently.

Strategic Alignment

Strategic Plan

Strategic Goal: Corporate Capacity

Objective: Collaboration

