



REPORT TO COUNCIL

To: **Mayor and Councillors**

Subject: Amendments to Council Policy No. CO-64,
Corporate Identity & Brand

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From: Samantha Paulson
Communications Officer

Date: February 7, 2023

RECOMMENDATION:

THAT Langley City Council adopt the updated Council Policy No. CO-64, Use of Corporate Identity & Brand.

PURPOSE:

The purpose of this report is to propose updates to Council Policy CO-64 Use of Corporate Identity & Brand policy to define, clarify, and govern the consistent and acceptable use of the City's Corporate Identity & Brand.

POLICY:

Council Policy CO-64 Use of Corporate Identity & Brand.

COMMENTS/ANALYSIS:

Langley City Council adopted the Use of Corporate Identity & Brand Policy in 2019. The current policy did not specifically address the following:

- use of the Brand by City Council members;
- the process for permitting usage; and,
- use of the Brand by candidates during an Election or By-Election.

The proposed changes will provide more clarity, clearly define roles and responsibilities with respect to permitting Brand usage, and provide the process for

City Council, employees, Stakeholder(s), and Person(s) working on behalf of the City as well as Candidate(s).

The updates to this policy include how the Coat of Arms must be approved by resolution at Regular Council Meeting by City Council to be displayed or used. The policy defines Designated Personnel, and how requests to use the Logo must be submitted in writing and must be approved in writing by Designated Personnel. It also outlines the unauthorized use of the Brand.

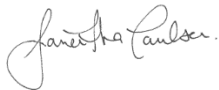
BUDGET IMPLICATIONS:

N/A

ALTERNATIVES:

Council may amend, or not proceed with, some or all of the proposed changes outlined in the updated Policy.

Respectfully Submitted,



Samantha Paulson
Communications Officer

Attachment:

1. Corporate Identity and Brand Policy

CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:

I support the recommendation.



Francis Cheung, P. Eng.
Chief Administrative Officer