

REPORT

Chief Administrative Office

To: Mayor Johnstone and Members of Council **Date:** February 26, 2024

From: Lisa Spitale, Chief Administrative Officer **File:**

Item #: 2024-80

Subject: **Initiating process for updating the City’s corporate logo**

RECOMMENDATION

THAT Council direct staff to initiate the previously-endorsed process to consider a new logo for the organization; and;

THAT Council direct staff to provide updates to Council through the process, with the next update to focus on proposed plans for community-wide engagement.

PURPOSE

Following a previous report from June 2023 that outlined a proposed process to consider a new corporate logo, this report seeks Council’s direction to initiate the project and outlines estimated timelines for the process.

BACKGROUND

In July 2022, Council passed a motion resolving *“that the City of New Westminster begin the process to update the City’s logo and phase out the use of the ‘Royal City’ moniker in our branding.”* The motion further resolved that *“the City develop a plan to engage with the community in the development of a new brand identity that is inclusive and allows for collective pride in our City.”*

The City of New Westminster’s current “brand,” or logo, consists of a gold stylized crown centred atop the words “New Westminster” in a serif font. The logo was adopted in 2008 for use across the organization and replaced the logo that was most often used at the time, which consisted of the City’s Coat of Arms with the words “Corporation of

the City of New Westminster” arranged around the perimeter. The moniker ‘Royal City’ is no longer used in formal City communications or messaging.

In June 2023, Council passed a motion endorsing the steps outlined by staff as a process to consider a new logo, and directed staff to incorporate the logo project into their workplans and report back on a proposed timeline. See Attachment 1 for the June 2023 report.

DISCUSSION

As directed by Council, staff from Corporate Communications and Public Engagement have incorporated the logo project into their workplans for 2024. Pending direction from Council, staff are ready to initiate steps 1 and 2 as outlined below.

The outlined steps remain the same as what was included in the June 2023 report; however, estimated timelines have now been added.

- 1. Conduct RFP process to select a graphic designer to develop a new logo and help guide the process – March 2024**
 - Scope of work for design firm will include participation and support in the community engagement process, creation of logo concepts for consideration, final logo assets, and a comprehensive graphic standards guide to govern logo application.

- 2. Establish community working group to help guide the process and develop the broad community engagement approach – March-April 2024**
 - Establish a working group of diverse community members to engage in an ongoing, deeper way on the consideration of a new logo for the City.
 - Working group will help shape the community-wide engagement process.
 - Staff recommend a group of up to seven residents who represent a diversity of ages, neighbourhoods, housing tenure, and perspectives about the current logo. One of the seven seats on the working group would be dedicated to an Indigenous member.
 - Staff recommend that applicants for the Community Advisory Assembly who were not selected to join the Assembly be invited to put their names forward for the community working group. If a diverse group is not achieved through this outreach, broader recruitment would be undertaken.

- 3. Council check-in and endorsement of community-wide engagement approach – May 2024**
 - Progress report and present the proposed plans for community-wide engagement.

4. Broad, community-wide engagement on the city’s identity – May-June 2024

- Engagement approach will be developed with input from the community working group and will follow the City’s Public Engagement Policy.

5. Engagement reporting – Summer 2024

- A report on the engagement findings will be provided to participants, Council and the public.

6. New logo development – Summer-Fall 2024

- Based on community input, graphic design firm will develop preliminary themes and design direction.
- Opportunity for feedback from community working group, and Council.
- Final logo design developed for consideration by Council.

While staff will work hard to remain on schedule, it’s important to acknowledge that the estimated timelines outlined above could shift. Should substantial changes in timeline occur, staff would provide Council with an update.

FINANCIAL IMPLICATIONS

Estimated project expenses of \$40,000 to consider a new corporate logo have been included in the 2024 Operating Budget. This includes designer costs and direct expenses to deliver public engagement, such as honorariums for working group members.

INTERDEPARTMENTAL LIAISON

Staff from the Corporate Communications and Public Engagement divisions are leading the work related to a potential new logo for the organization. Staff from Parks & Recreation, Office of the CAO, Engineering, and Climate Action, Planning and Development have been consulted on the process and cost estimates.

OPTIONS

There are three options for Council’s consideration:

1. THAT Council direct staff to initiate the previously-endorsed process to consider a new logo for the organization.
2. THAT Council direct staff to provide updates to Council through the process, with the next update to focus on proposed plans for community-wide engagement.
3. Provide staff with alternate direction.

Staff recommend Options 1 and 2.

ATTACHMENTS

Attachment 1 – Report to Council, June 12, 2023: Potential process for updating the City's corporate logo

APPROVALS

This report was prepared by:
Jennifer Miller, Manager, Public Engagement

This report was reviewed by:
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Ashleigh Young, Manager, Communications
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This report was approved by:
Lisa Spitale, Chief Administrative Officer