

Section I – Items for Authority Action

TO: Chair and Members of the Authority
Meeting #6/18, Friday, July 20, 2018

FROM: Michael Tolensky, Chief Financial and Operating Officer

RE: **LOGO, WORDMARK AND MASTER BRANDING IMPLEMENTATION**
Toronto and Region Conservation Authority Brand Identification

KEY ISSUE

Approval of proposed changes to the logo, wordmark and creation of a master brand which are essential to developing cohesive messaging for TRCA stakeholders.

RECOMMENDATION

THAT the new Toronto and Region Conservation Authority (TRCA) corporate logo, wordmark and master branding be approved, effective immediately;

AND FURTHER THAT Toronto and Region Conservation Foundation (TRCF) be authorized to utilize the attached logo and wordmark, upon approval by their Board of Directors.

BACKGROUND

At Authority Meeting #4/12, held on May 25, 2012, Resolution #A84/12 approved changing TRCA's corporate logo and wordmark. At that time, the previous logo which was officially adopted in 1972, commonly referred to as the "chevron", was replaced with the round icon. The blue, green and yellow circle represents the connection and continuity designed to reflect the on-going and ever-changing, interdependence of all TRCA aspires to achieve – healthy rivers and shorelines, greenspace and biodiversity, and sustainable communities.

The wordmark that accompanies the icon has evolved over the decades, driven primarily by the organization's name change from "Metropolitan Toronto and Region Conservation Authority" to "Toronto and Region Conservation Authority" and most recently, in 2001, to incorporate the wording "for The Living City".

In 2011, The Living City Foundation adopted a new logo and wordmark as part of a re-launch of the Foundation.

RATIONALE

The proposed logo included in Attachment 1 increases the size of the green leaf, blue wave and yellow hand symbols in the TRCA logo, while eliminating the black stylized "T". While the intention of the "T" was to integrate the three symbols together in a holistic and complete way, it actually accomplished the opposite objective – the black was seen as a barrier between the symbols. The proposed logo provides for a clean, seamless integration of the symbols and acts as a conduit between the three, which can be perceived to be a trail system, waterway or partnership.

Item 8.4

The proposed wordmark included in Attachment 1 intends to eliminate confusion as to what TRCA stands for, in conjunction with the changes to the Board of Directors Administrative Bylaw. Although The Living City vision is a vital component of TRCA's objectives, its inclusion in the TRCA wordmark has distorted branding to the point where stakeholders are unclear as to how to define the organization. The ambitions of The Living City will continue to help guide the organization, however, the provincially mandated authority designation is fundamental for building brand awareness.

Throughout TRCA's history, the organization has never had a comprehensive branding strategy for its locations and programs. As of 2018, TRCA has approximately 100 unique logos/wordmarks for its identifiable locations and programs, which makes it difficult to build brand awareness for the organization. When people are visiting TRCA parks or attending TRCA programming, their positive experiences should be associated with TRCA's brand, which helps our organization to build goodwill within the TRCA jurisdiction. The proposed master branding in Attachment 1 will help the Authority achieve this objective and provide TRCA's corporate services team with branding options, depending on the sizing of materials.

At Authority Meeting #4/18, held on May 25, 2018, Resolution #A69/18 endorsed The Living City Foundation's name change to Toronto and Region Conservation Foundation, in part, as follows:

...THEREFORE LET IT BE RESOLVED THAT The Living City Foundation proposal to be renamed Toronto and Region Conservation Foundation be endorsed;

As noted in the staff report, the name change is essential to helping the Foundation build stronger ties with the organization and stakeholders. The proposed Foundation logo in Attachment 1 will help the Foundation achieve this objective.

FINANCIAL DETAILS

The cost for primary signage replacements at TRCA's head office, park locations and TRCA's fleet is estimated to be \$50,000, plus HST. Funds have been identified in TRCA's 2018 operating budget for this additional cost.

As it pertains to interior park signage, office supplies/inventory (i.e. apparel, stationery, etc), replacement costs will be deferred whenever feasible until the current stock is depleted. As such, no additional costs will be incurred by the Authority as a result of this resolution.

DETAILS OF WORK TO BE DONE

TRCA will amend existing operational corporate branding guidelines to support changes to the corporate logo and implementation of master branding for the organization's properties, programs, events, etc.

TRCA will work with staff and stakeholders to implement the master branding strategy over the coming months, with the expectation that certain locations/programs may maintain a unique logo/wordmark for strategic purposes (i.e. Black Creek Pioneer Village), but will find a way to incorporate TRCA into the logo, in order to build brand awareness.

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Date: July 3, 2018

Attachments: 1

Attachment 1

Logo, Wordmark and Master Branding Modernization

CURRENT	PROPOSED
<p>TRCA Logo</p> 	
<p>Foundation Logo</p> 	
<p>TRCA Location Example</p> 	
<p>TRCA Program Example</p> 