

To: Council in Committee of the Whole

From: Tracy Adams, Chief Administrative Officer,
Office of the C.A.O.

Report Number: CNCL-22-75

Date of Report: November 16, 2022

Date of Meeting: November 21

Subject: Retiring the City's Tagline "Prepare To Be Amazed"

Ward: All Wards

File: 03-05

1.0 Purpose

The purpose of this report is to respond to Council's direction at its April 25, 2022 Council Meeting:

"That CORP-22-23 being a Notice of Motion concerning an investigation process to initiate a new City Slogan be received for information" was referred to the first regular Council meeting of the next term of Council and in time for the 2023 budget on a process to retire the slogan "Prepare To Be Amazed" for consideration."

2.0 Recommendation

It is recommended to City Council:

1. That the "Prepare To Be Amazed" tagline no longer be used as outlined in Section 5.2 of Report CNCL-22-75, dated November 16, 2022, concerning Retiring the City's tagline "Prepare To Be Amazed";
2. That City staff update the Council-approved City of Oshawa Corporate Visual Identity Manual as outlined in Section 5.2 of this Report; and,
3. That City staff include a budget submission for consideration in the proposed 2024 capital budget for costs associated with updating and/or replacing outdoor signage at City facilities and "Welcome" gateway signs as outlined in Section 5.2 of this Report.

3.0 Executive Summary

Not applicable.

4.0 Input From Other Sources

- Facilities Management Services
- Finance Services
- Road Operations

5.0 Analysis

5.1 Background

The City of Oshawa's corporate identity is an important asset that helps shape the perceptions and attitudes of the community and the overall reputation of the City.

As a result of feedback received from residents and the business community through the 2004 Community Strategic Plan, the City undertook a re-branding exercise to address the goal of "improving our image by creating and promoting a new positive image of Oshawa".

In 2006, following a comprehensive branding exercise that included wide-ranging stakeholder engagement with City Council, City staff including senior management, stakeholders, businesses and post-secondary students, City Council approved the City's current logo.

The City's logo was launched with a brand promise that "Oshawa will amaze you", which was conveyed through the tagline, "Prepare To Be Amazed". The re-branding process took more than a year and cost approximately \$200,000.

The City of Oshawa logo is composed of the following elements: symbol (arc shapes); wordmark (Oshawa); tagline (Prepare To Be Amazed); and, registered trademark symbol.

The symbol is a contemporary representation of a central hub with open ended paths. The four quadrants created by the coloured arc shapes represent Oshawa's most dynamic sectors coming together:

- Blue: Recreation, Arts & Culture and Tourism
- Green: Gardens, Natural Spaces and Environment
- Orange: Innovation and Industry
- Purple: Rich Heritage

When launched, it was noted that the "Prepare To Be Amazed" tagline was intended to: draw attention to the great things that Oshawa has to offer, but with a focus on the future. City staff were provided with versions of the logo with and without the tagline to assist in the implementation of the brand and to take into account various situations in which use of the tagline was not appropriate. It was also recommended that in the future the "Prepare To Be Amazed" tagline would no longer be required and that the City logo would be used without the tagline.

5.2 Current Analysis

Over the years, the implementation of the brand has evolved in that City staff now most often use the logo without the “Prepare To Be Amazed” tagline for the following reasons:

- the legibility of the tagline is compromised as the size of the lettering would be too small and would not follow the City’s accessibility standards for font size (e.g. smaller promotional items); and,
- the tagline is not appropriate on documents related to financial, enforcement, operations or legal matters (e.g. property tax bills, payment receipts, Administrative Monetary Penalties, cemetery, temporary outages of services, etc.).

Therefore, it is recommended that the tagline (slogan) “Prepare To Be Amazed” no longer be used (retired) and that City staff continue to implement the well-established logo without the tagline for the following reasons:

- the City of Oshawa symbol and wordmark with registered trademark are well established and recognized;
- the City of Oshawa logo without the “Prepare To Be Amazed” tagline is most often used for the reasons noted above;
- the brand promise launched in 2006 that “Oshawa will amaze you” with “a focus on the future” is now outdated as the City has undergone significant growth, revitalization and transformation over the past 15 years;
- retiring the tagline will support the Council-approved City of Oshawa Communications Strategy that recommended “removing” the tagline ”;
- it allows flexibility to promote significant corporate / special events (e.g. City of Oshawa 100th anniversary) to be promoted with the City logo; and,
- it is a significant and expensive process to develop a new City slogan and/or brand.

Further, it is recommended that City staff adopt a phased approach to retire the use of the tagline. The retirement of the tagline would be reflected through housekeeping updates to the City of Oshawa Corporate Visual Identity Manual and through a gradual implementation process as items are replaced (e.g. signage) and/or newly developed.

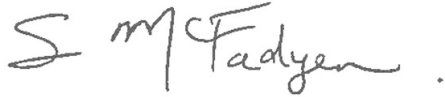
6.0 Financial Implications

With the recommended phased approach, the financial implications at this time are minimal and can be accommodated in the Council-approved Department Operating Budgets.

The costs associated with removing the tagline on outdoor signage at City facilities and “Welcome” gateway signs would be addressed in a budget submission for consideration in the proposed 2024 capital budget as new signs would be required.

7.0 Relationship to the Oshawa Strategic Plan

The recommendations in this report respond to the Oshawa Strategic Plan's goals of Accountable Leadership and Financial Stewardship.

A handwritten signature in black ink, reading "S McFadyen".

Shannon McFadyen, Manager,
Corporate Communications

A handwritten signature in black ink, reading "Tracy Adams".

Tracy Adams, Chief Administrative Officer,
Office of the C.A.O.