To:	Corporate and Finance Services Committee
From:	Tracy Adams, Chief Administrative Officer, Office of the C.A.O.
Report Number:	CF-25-26
Date of Report:	April 2, 2025
Date of Meeting:	April 7, 2025
Subject:	Updated Visual Identity Standards
Ward:	All Wards
File:	03-05

1.0 Purpose

The purpose of this Report is to propose modernized updates to the City of Oshawa's visual identity including refreshing some elements of the Oshawa Logo to improve contrast and vibrancy. These updates will enhance, strengthen and modernize our brand.

Attachment 1 is the proposed new Visual Identity Standards.

2.0 Recommendation

That the Corporate and Finance Services Committee recommend to City Council:

That based on Report CF-25-26, dated April 2, 2025, concerning updated Visual Identity Standards:

1. That the updated Visual Identity Standards be approved as set out in Attachment 1 to said Report; and,

2. That Corporate Communications staff be authorized to implement minor housekeeping updates to the Visual Identity Standards, as required; and,

3. That Council pass an amending by-law to the Delegation By-law 29-2009, as amended, delegating authority to Legal Services staff to register, apply and manage intellectual property applications and matters (e.g. trademark registrations) for the Corporation of the City of Oshawa.

3.0   Input From Other Sources

- Business and Economic Development Services
- Diversity, Equity and Reconciliation
- Legal Services
- Legislative Services
- Municipal Law Enforcement and Licensing Services
- Oshawa Fire Services
- Service Oshawa
- Municipal Benchmarking: Edmonton, Guelph, Kawartha Lakes, Leamington, Lethbridge, Milton, Medicine Hat, Orillia, Peterborough, Portland, Surrey, Welland

4.0   Analysis

A strong visual identity and consistent use of the City Crest and Oshawa Logo ensures that the City's communication materials and assets are easily identified. This helps the City achieve brand consistency and recognition, strengthens our reputation and fosters community pride. Central to this is the implementation of comprehensive visual identity standards that ensure that the City's visual identity is expressed consistently and effectively. These standards provide clear direction on appropriate use of the City Crest and Oshawa Logo, brand colours, fonts, and typography.

4.1   History of the Oshawa Logo and Visual Identity Guidelines Manual

The City of Oshawa's brand dates back approximately 20 years. It is an outcome of the 2004 Community Strategic Plan that identified the need to rebrand Oshawa from "The City In Motion" to support the Plan's goal of "improving our image by creating and promoting a new positive image of Oshawa".

The Oshawa Logo and Visual Identity Guidelines were approved by Council in 2006 following a comprehensive branding exercise and extensive engagement with key stakeholders. The design of the 2006 brandmark icon is an abstract representation of a central hub with open ended paths, and the four 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

The 2006 logo and brand included a version of the logo with the tagline 'Prepare To Be Amazed'.

In 2022, Council approved retiring the version of the logo with the "Prepare To Be Amazed" tagline (refer to Report CNCL-22-75).

4.2 Visual Identity Challenges and Limitations

Since 2006, the Visual Identity Guidelines Manual has undergone minor housekeeping updates. However, significant advancements in printing and colour reproduction processes, along with the introduction of new communications approaches and channels have been introduced and implemented to better reach audiences.

Over the years, staff have identified a growing number of challenges and limitations of the logo and associated visual identity guidelines including:

- issues with colour contrast in print and digital form;

- inconsistent colour reproduction due to the industry's shift from offset printing with custom plates to cost-effective digital printing;

- a rigid colour palette limited to four colours, restricting creative designs that stand out;

- limited options in colours, typography and design elements to create templates with a consistent look and feel; and,

- the creation of several secondary brands and secondary logos (including plans and studies), leading to inconsistency in the City brand and visual identity.

To address these challenges and limitations, staff recommend subtle tweaks to the Oshawa Logo while still maintaining and respecting the original design.

4.3 Alignment with the Modernized Communications Framework

The proposed updated Visual Identity Standards will support the newly approved "Oshawa's Strategic Communications Roadmap: A Modernized Framework" (refer to CF-24-64 Corporate Communications Modernization).

In the Modernized Framework, the "Enhance the City Brand" pillar includes the following actions:

- update the Visual Identity Guidelines Manual (Action 1.1);

- create modern graphic design templates for print and digital materials for staff and vendors to enhance brand reputation and maintain consistency (Action 1.2); and,

- develop refreshed look and feel and brand guidelines for staff and vendors to reflect new graphic design best practices and a modern visual identity to City communications (Action 1.3).

4.4 Updated Visual Identity Guidelines

To address the City's outdated Visual Identity Guidelines and respond to the challenges and limitations of the brand, staff have developed proposed updated Visual Identity Standards (refer to Attachment 1). The Standards reflect the following changes:

- subtle tweaks to the Oshawa Logo corporate colours to address challenges with colour reproduction and to improve contrast and vibrancy

- slight adjustments to the size and proportions of the brandmark icon and wordmark to improve legibility

- addition of a colour reverse logo to improve flexibility and maintain consistency

- addition of a greyscale logo to maintain shade dimensions for black and white printing

- addition of a secondary colour palette to provide design flexibility, enhance creativity and add dimension to our visual identity while ensuring brand consistency

- addition of complementary typography guidelines

- addition of style guidelines for iconography and photography

- streamlining secondary logos/badges to strengthen brand recognition

These enhancements will help strengthen and modernize our logo and help ensure consistency in our visual identity while maintaining and respecting the original logo design.

4.5   Oshawa Logo and City Crest Approval Process

The proposed updated Visual Identity Standards will support City staff and creative professionals in expressing the City's visual identity consistently and effectively. As outlined in Delegation By-law 29-2009, staff recommend continuing to delegate authority to Corporate Communications to review and approve applications for use of the Oshawa Logo on behalf of the City. To maintain consistency and manage requests and approvals, staff recommend that Corporate Communications continues to use an application form for those who are seeking permission to use the Oshawa Logo or City Crest.

4.6   Trademark Registrations

The Oshawa Logo and City Crest form the basis of the visual identity for the City Oshawa. In February 2012, the City Crest and the 2006 Oshawa Logo were trademarked. At that time, registrations had a renewal period of 15 years. As such, both trademarks require renewal or reapplication by the end of 2026.

Under the current Canadian Trademarks Act, the City will be required to submit and pay for a renewal of our registered trademarks every ten (10) years. Accordingly, City staff recommend that Council delegate authority to Legal Services to register, apply and manage intellectual property matters, including trademark registrations and applications, on behalf of the City.

5.0   Financial Implications

City staff will adopt a phased approach to updating / replacing the refreshed Oshawa Logo and implementing our updated visual identity through a gradual process as items are replaced or newly developed. Additionally, staff will develop templates that reflect the City's updated visual identity to create consistency and streamline the development of communications and promotional materials.

There are no financial implications related to this Report as any associated costs are included in annual Department Operating budgets.

6.0   Relationship to the Oshawa Strategic Plan

This report responds to the Oshawa Strategic Plan Priority Area "Lead: Governance and Service Excellence" with the goal to enhance effective communication and encourage all community members to actively participate and learn about City services, programs, and spaces.

Shannon Cassidy, Director, Corporate Communications,
Office of the C.A.O.

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

Visual Identity
Standards

Contents

Introduction

Oshawa's visual identity is an important asset that elevates our brand and helps shape the perceptions and attitudes of our community and beyond.

A strong visual identity ensures that all communication materials and business assets are easily identifiable. This helps the City of Oshawa achieve brand consistency and recognition, strengthens our reputation, and distinguishes us from other municipalities.

This manual supports City staff and creative professionals in expressing Oshawa's visual identity consistently, effectively, and creatively. Our Visual Identity Standards provide clear direction on appropriate use of the City Crest, Oshawa Logo, brand colours, fonts, and typography.

Anyone seeking permission to use the Oshawa Logo or City Crest must complete an application form. To maintain consistency and accuracy, the City's Corporate Communications Branch is responsible for reviewing and approving all request forms. Refer to **page 18** for more information. Additionally, Corporate Communications is responsible for updating and maintaining this manual, as required.

Logo Evolution

Since 2006, the Oshawa Logo has been the primary graphic symbol of the Corporation. It has become a recognizable emblem that represents the exceptional services, programs and work we deliver to our residents, businesses and visitors.

Our Logo was developed in 2006 following a comprehensive branding exercise and extensive engagement with key stakeholders. The design is an abstract representation of a central hub with open ended paths, and the four 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

The 2006 Logo and brand included a version with the tagline "Prepare To Be Amazed", which was retired in 2022.

In 2025, the Logo was refreshed. Subtle tweaks were made to our corporate colours to improve contrast, vibrancy, and flexibility, and slight adjustments were made to the size and proportions of the icon and wordmark. These enhancements help to strengthen and modernize our Logo and visual identity while maintaining and respecting the original design.

2006

2022

2025

Primary Logo

Our Logo is the most important visual element of our brand. In order to build positive brand equity, it must always be displayed correctly and consistently.

Our Primary Logo should be considered before any other variation and the background colour should provide sufficient contrast while allowing our Logo to remain prominent in your design.

Primary Full-Colour
These versions should always be considered first.

Primary Greyscale
These versions should only be used when colour reproduction is unavailable (i.e. black and white printing).

Primary One-Colour
These versions should only be used when printing in one colour (i.e. promotional items), or when the full-colour versions are not contrasting with the background.

? **Want to use the City of Oshawa Logo?**
You will need to submit an application form. See **page 18** for more details.

Primary Full-Colour: Positive

Primary Full-Colour: Negative

Primary Greyscale: Positive

Primary Greyscale: Negative

Primary One-Colour

Navy (PMS 2758)

Black

White

Secondary Logo

Occasionally, your layout may be limited in horizontal space and will not accommodate our Primary Logo. This is the only scenario in which we should use our Secondary Logo.

The background colour should provide sufficient contrast while allowing our Logo to remain prominent in your design.

Secondary Full-Colour
These versions should always be considered first.

Secondary Greyscale
These versions should only be used when colour reproduction is unavailable (i.e. black and white printing).

Secondary One-Colour
These versions should only be used when printing in one colour (i.e. promotional items), or when the full-colour versions are not contrasting with the background.

(?) Want to use the City of Oshawa Logo?
You will need to submit an application form.
See **page 18** for more details.

Secondary Full-Colour: Positive

Secondary Full-Colour: Negative

Secondary Greyscale: Positive

Secondary Greyscale: Negative

Secondary One-Colour

Navy (PMS 2758)

Black

White

Brandmark

Our Brandmark is defined as the graphic symbol in our Logo. Composed of four abstract arc shapes and distinct colors, it serves as the core visual element of our brand.

Our Brandmark should only used in place of our Logo where our brand has already been clearly identified, or where visual space is extremely limited.

Examples include:
• Social media profile pictures
• Promotional items (i.e. buttons & stickers)
• Staff clothing

Brandmark Full-Colour

Brandmark Greyscale

Brandmark One-Colour

Navy (PMS 2758)   Black   White

? Want to use our Brandmark?
You will need to submit an application form.
See **page 18** for more details.

Wordmark

Our Wordmark is defined as the text in our Logo, and the official font is Berthold Imago.

Our Wordmark should only be used in place of our Logo when visual space is extremely limited, and our brand name needs to be clearly identified.

Examples include:

• Digital advertisements

• Promotional items (i.e. pens/pencils)

Wordmark: Navy (PMS 2758)

Oshawa

Wordmark: Black

Oshawa

Wordmark: White

Oshawa

(?) Want to use our Wordmark?
You will need to submit an application form. See **page 18** for more details.

Clear Space

To maintain the visual integrity of our Logo, it needs space to breathe.

The clear space around our Logo is defined by the height of the capital O in Oshawa. Keeping this space clear ensures that our Logo is prominent in all communications.

This clear space should be applied to all variations of our Logo and Wordmark.

Primary Logo: Clear Space

Secondary Logo: Clear Space

Sizing

To ensure visibility and legibility, our Logo should always be sized appropriately.

Recommended Size
When space permits, our Logo should be sized approximately one fifth (1/5) or 20% of the width of your layout.

Minimum Size
The minimum size for print and digital reproduction is 1.25 inches wide for the Primary Logo, 0.88 inches wide for the Secondary Logo, and 0.75 inches wide for the Wordmark.

When resizing our Logo ensure that the proportions are maintained.

Primary Logo: Minimum Size

1.25 inches

Secondary Logo: Minimum Size

0.88 inches

Wordmark: Minimum Size

0.75 inches
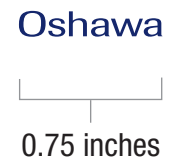
Misuse

Our Logo represents our City and the quality of service we provide. Consistency is vital to establishing brand recognition and value.

In order to protect our brand, our Logo must never be modified or distorted.

Registered Trademark
The Oshawa Logo is a registered trademark of the Corporation of the City of Oshawa. Any modifications or distortions of our Logo are prohibited.

DO NOT:
• Stretch or warp
• Add drop shadows or other effects
• Alter the colours
• Place it on a conflicting colour
• Place it on a busy background
• Add words
• Adjust the orientation
• Alter the design in any way

These restrictions apply to all variations of our Logo.

? **Did you submit a Logo request form?**
Anyone who wants to use our Logo must submit an application form. See **page 18** for more details.

DO NOT stretch or warp our Logo

DO NOT add drop shadows or other effects to our Logo

DO NOT alter the colours of our Logo

DO NOT alter the colours of our Logo

DO NOT place our Logo on a conflicting colour

DO NOT place our Logo on a busy background

DO NOT add words to our Logo

DO NOT adjust the orientation of our Logo

Brand Colours

Colour is an essential component to our brand's visual identity. It helps us to connect and communicate with our audience, influences our community's perception of who we are, and improves brand recognition.

In combination, these five colours are unique to our brand and should always be used consistently.

Primary Colour
Navy is our primary colour and is central to our brand's visual identity.

Core Colours
Purple, green, blue and orange are our core colours and are used to complement our primary colour.

Understanding Colour Spaces

CMYK is used for printing. Documents must be formatted for CMYK/print. Colours may vary.

RGB is used for digital. Documents must be formatted for RGB/web/mobile.

HEX is used for web development. Documents must be formatted for RGB/web/mobile.

Pantone is used for printing. Documents must be formatted for CMYK/print and Pantone numbers must be referenced for production. Pantone ink will produce the most accurate/consistent results.

Primary Colour
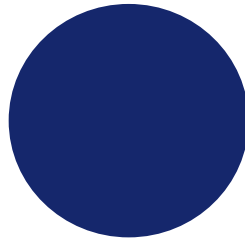
Navy
CMYK: 100 / 91 / 7 / 32
RGB: 25 / 40 / 108
HEX: 19286c
Pantone: 2758

Core Colours
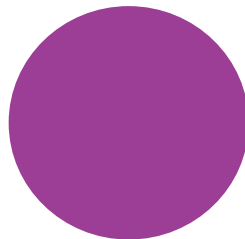
Purple
CMYK: 43 / 90 / 0 / 0
RGB: 157 / 61 / 151
HEX: 9d3f97
Pantone: PMS Purple PC
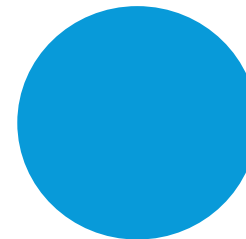
Blue
**CMYK:** 84 / 21 / 0 / 0
RGB: 0 / 155 / 218
HEX: 009bda
Pantone: PMS 2925
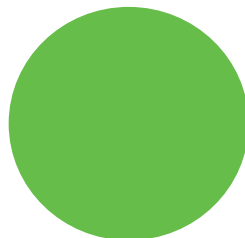
Green
CMYK: 63 / 0 / 97 / 0
RGB: 104 / 189 / 73
HEX: 68bd49
Pantone: PMS 368
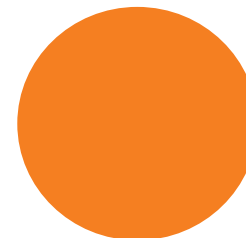
Orange
CMYK: 0 / 62 / 100 / 0
RGB: 245 / 126 / 32
HEX: f57e20
Pantone: PMS 152

Secondary Colours

Our secondary colour palette is intended to support our brand colours.

These colours provide design flexibility, enhance creativity, and add dimension to our visual identity while ensuring brand consistency.

Secondary colours can be used to communicate a specific theme, evoke emotion, highlight details, and create complex charts and graphs.

Tints of these colours can also be used, but combinations should be used sparingly to avoid overwhelming your design.

Understanding Colour Spaces

CMYK is used for printing. Documents must be formatted for CMYK/print. Colours may vary.

RGB is used for digital. Documents must be formatted for RGB/web/mobile.

HEX is used for web development. Documents must be formatted for RGB/web/mobile.

Pantone is used for printing. Documents must be formatted for CMYK/print and Pantone numbers must be referenced for production. Pantone ink will produce the most accurate/consistent results.
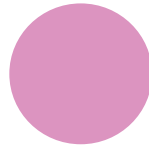
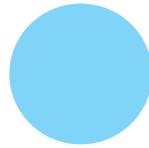**CMYK:** 10 / 50 / 0 / 0
RGB: 220 / 148 / 192
HEX: DC94C0
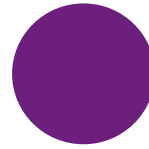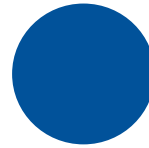
CMYK: 63 / 100 / 0 / 15
RGB: 108 / 32 / 126
HEX: 6C207E

CMYK: 0 / 95 / 10 / 0
RGB: 237 / 41 / 133
HEX: ED2985

CMYK: 0 / 100 / 70 / 0
RGB: 237 / 24 / 71
HEX: ED1847

CMYK: 44 / 0 / 0 / 0
RGB: 129 / 212 / 247
HEX: 81D4F7

CMYK: 100 / 68 / 0 / 12
RGB: 0 / 83 / 155
HEX: 00539B
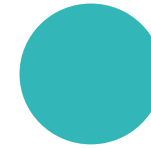
CMYK: 69 / 5 / 30 / 0
RGB: 59 / 182 / 185
HEX: 3BB6B9
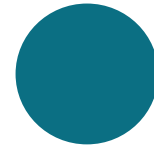
CMYK: 90 / 44 / 39 / 10
RGB: 0 / 111 / 130
HEX: 006F82

CMYK: 30 / 0 / 100 / 0
RGB: 191 / 215 / 48
HEX: BFD730
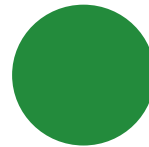
CMYK: 78 / 5 / 98 / 24
RGB: 33 / 138 / 61
HEX: 218A3D
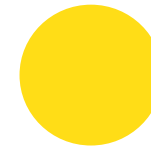
CMYK: 0 / 10 / 95 / 0
RGB: 255 / 222 / 23
HEX: FFDE17
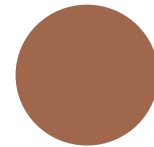
CMYK: 31 / 60 / 72 / 15
RGB: 158 / 103 / 76
HEX: 9E674C
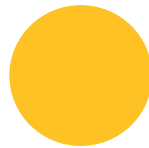
CMYK: 0 / 25 / 94 / 0
RGB: 255 / 194 / 38
HEX: FFC226
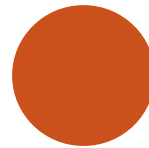
CMYK: 3 / 78 / 100 / 15
RGB: 203 / 82 / 30
HEX: CB521E
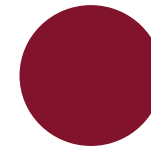
CMYK: 30 / 100 / 75 / 35
RGB: 130 / 12 / 43
HEX: 820C2B
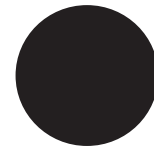
CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: 000000

Fonts

Fonts help us express our brand's personality, and play a key role in shaping our visual identity.

When used consistently, fonts become a visual representation of our voice.

Primary Font
Helvetica Neue Pro is our primary font for marketing and promotional materials. It is a clean, modern, and versatile sans-serif typeface that reflects professionalism, accessibility, and friendliness.

Licensing
Helvetica Neue Pro is a commercial typeface and requires a licence for use.

The City's Corporate Communications Branch has acquired licensing for a limited number of users. Teams using Adobe Creative software can purchase licences at **myfonts.com**

Alternate Fonts

Aktiv Grotesk
Aktiv Grotesk is an Adobe font, licensed for personal and commercial use by Adobe Creative Cloud subscribers. It is an alternate font option for marketing and promotional materials.

Visit the Adobe Fonts website to activate the font: Aktiv Grotesk | Aktiv Grotesk Condensed

Arial
Arial is a system font and is the default font for all Microsoft applications and corporate email as outlined in our Customer Service Standards.

Primary Font

Helvetica Neue Pro

45 Light	47 Light Condensed
55 Roman	57 Condensed
65 Medium	67 Medium Condensed
75 Bold	**77 Bold Condensed**
85 Heavy	**87 Heavy Condensed**

Alternate Fonts

Aktiv Grotesk | Arial

Light	Condensed Light		Regular	Narrow Regular
Regular	Condensed Regular		**Bold**	Narrow Bold
Medium	Condensed Medium		**Black**	
Bold	**Condensed Bold**			
XBold	**Condensed XBold**			

Typography

Typography is the art of arranging text to make the information legible, clear, and visually appealing. It helps us tell our brand's story and allows us to effectively communicate with our audiences.

Consistent use of typography enhances our visual identity and creates a cohesive brand experience.

This example can be used as a guide to formatting copy for marketing and promotional materials:

Headline
Font: Helvetica Neue Pro, 75 Bold
Size: 50 pt | Leading: 53 pt

Subheadline
Font: Helvetica Neue Pro, 65 Medium
Size: 25 pt | Leading: 28 pt

Body Copy
Font: Helvetica Neue Pro, 55 Roman
Size: 11-12 pt | Leading: 14-15 pt
Space After: 11-12 pt

Header
Font: Helvetica Neue Pro, 75 Bold
Size: 12-13 pt | Leading: 14-15 pt

Subhead
Font: Helvetica Neue Pro, 67 Medium Condensed
Size: 11-12 pt | Leading: 14-15 pt

Bullets
Font: Helvetica Neue Pro, 55 Roman
Size: 11-12 pt | Leading: 14-15 pt
Space Before/After: 5-6 pt

Headlines are big & bold

Subheadlines are lighter in weight and half the size of headlines

Intro copy should be smaller in size and lighter in weight compared to the subheadline, but larger in size compared to the body copy. Leading (line spacing) should be approximately 4 pts larger than the font size.

Body copy should be formatted in a Roman or Regular weight, and sized between 11 and 12 points. Leading should be approximately 3 pts larger than the font size.

Headers are bold and 1 pt larger
Paragraph spacing (space after) should be the same as the font size.

Subheads are bold condensed/narrow bold

- Bullets should be formatted the same as your body copy
- Bullet line spacing (space before/after) should be approximately 8 pts smaller than the font size.

Iconography

Icons are used to enhance and simplify communication. When styled consistently, they create unity and strengthen our visual identity.
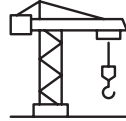
Line icons feature a seamless, uniform outline or stroke. They are minimalist and clear, and should be used sparingly to emphasize and add visual appeal to important information.

Our icons can be styled in various ways to complement and adapt to multiple platforms.
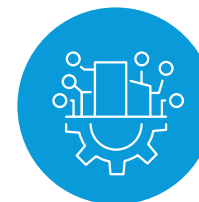
Thin Black Line with Coloured Fill

Thin Black Line

Thin Coloured Line

Thin White Line

Do you need a custom icon?
Corporate Communications can help!
Email us at: communications@oshawa.ca

Photography & Videography

Photography and videography are key elements of our visual identity, enhancing the way we communicate with our audiences, and shaping how they connect with us.

Authentic Imagery
Whenever possible, we should use authentic photos and video that showcase the amazing services and programs that we provide and our diverse community. The tone of imagery should be natural, vibrant and lively and capture the spirit of our community.

Stock Imagery
Occasionally, we will need to use stock imagery to meet our needs. It is important to select photos and video that best reflect our city and community to ensure that we maintain an authentic and consistent look and feel.

Note: Imagery, whether authentic or stock, should always aim to depict a wide range of individuals reflecting Oshawa's diverse population, including age, race, ability, and gender.

? Do you need imagery of Oshawa?
Corporate Communications regularly captures photos and video of the City's programs, services, events and initiatives. If you require photography/videography support, please email us at: **communications@oshawa.ca**

City Crest

Adopted by Council in 1952 as the official Coat of Arms, the City Crest is an important part of the Corporation's heritage. It is owned and exclusively used by the City of Oshawa.

The City Crest is a formal symbol of civic authority and should only be used for official purposes such as:

• Permanent City building plaques and signs

• Legal documents

• City Seal

• Office of the Mayor (Chain of Office, letterhead, certificates)

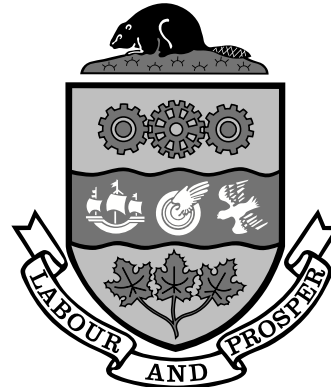The City Crest is not authorized for external use.

Registered Trademark
The City Crest is a registered trademark of the Corporation of the City of Oshawa. Any modifications or distortions of the City Crest are prohibited.

(?) Want to use our City Crest?
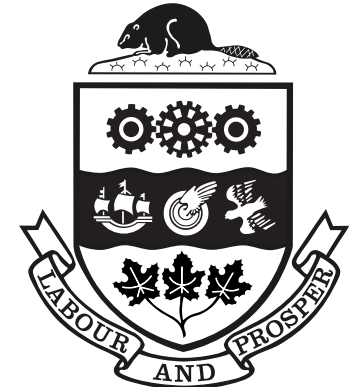You will need to submit an application form. See **page 18** for more details.

Full Colour

Greyscale

Black

Official Badges

Select service areas use a distinct badge which incorporates the City Crest to illustrate the official nature of their service. Oshawa's official badges are:

Oshawa Fire Services (O.F.S.)
The O.F.S. badge is symbolic and indicative of the emergency services that they provide to our community. It is displayed on O.F.S. uniforms and vehicles, official certificates/correspondence, and permanent plaques on fire halls.

All O.F.S. communication materials must be co-branded with the Oshawa Logo wherever space permits.

Municipal Law Enforcement (M.L.E.)
The M.L.E. badge is displayed on M.L.E. uniforms.

All M.L.E. communication materials must only be branded with the Oshawa Logo.

Building Services
The Building Services badge is used by Building Services personnel. It is kept in a folded wallet and used as identification.

All Building Services communication materials must only be branded with the Oshawa Logo.

Oshawa Fire Services

Municipal Law Enforcement

Building Services

Secondary Brands

For marketing purposes to identified unique external audiences, the following are the City's official secondary brands:

• Oshawa Economic Development
• DTO (Downtown Oshawa)
• TeachingCity Oshawa

These official secondary brands have unique visual identities and/or brand guidelines.

Secondary Logos
Select City programs use official secondary logos (e.g. Vote Oshawa, Oshawa Accessibility Advisory Committee, Oshawa Executive Airport). Corporate Communications is responsible for managing the use of all official secondary logos.

When appropriate, marketing/promotional materials using secondary brands and secondary logos are to be co-branded with the Oshawa Logo placed in a consistent and prominent location (typically bottom right).

Oshawa Economic Development

oshawa ——
—— economic
development

DTO (Downtown Oshawa)

DTO
Downtown
Oshawa

TeachingCity Oshawa

TeachingCity
Oshawa

Logo Requests

Do you want to use the Oshawa Logo or City Crest?

The Oshawa Logo and City Crest are registered trademarks of the Corporation of the City of Oshawa. Any reproduction of our Logo or Crest without the City's expressed permission is prohibited.

Anyone seeking permission to use the Oshawa Logo or City Crest must complete an application form. To maintain consistency and accuracy, the City's Corporate Communications Branch is responsible for reviewing and approving all request forms.

Oshawa Logo Request Forms

Internal Use:
For City Staff or Members of Council.
oshawa.ca/InternalLogoAppForm

External Use:
For third-party partners, sponsors and community grant recipients.
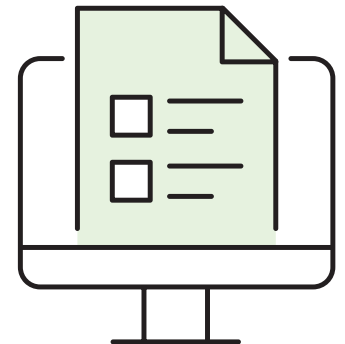**oshawa.ca/LogoApplication**

Oshawa City Crest Request Form

Internal Use:
For City Staff or Members of Council.
oshawa.ca/CrestAppForm

Corporate Communications will review all applications and provide feedback/approval within five business days.

(?) Questions?
Corporate Communications is here to help!
Contact us at: **communications@oshawa.ca**