

**From:** "Mochrie, Paul" <Paul.Mochrie@vancouver.ca>  
**To:** "Direct to Mayor and Council - DL"  
**CC:** "City Manager's Correspondence Group - DL"  
"Pickard, Gail" <Gail.Pickard@vancouver.ca>  
"Hendren, Paul" <Paul.Hendren@vancouver.ca>  
**Date:** 2/19/2021 2:58:43 PM  
**Subject:** Memo: Brand Policies - RTS 014324  
**Attachments:** Memo - 2021 City of Vancouver Brand Policies.pdf

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Dear Mayor and Council,

Please see the attached memo from Maria Pontikis regarding City Policy on Use of City Emblem and Logo (RTS 14324). A short summary of the memo is as follows:

- This memo is provided in response to an enquiry received from Councillor Dominator at the Council meeting on February 9, 2021 about policies related to the City emblem (logo) and other City symbols.
- There are a number of relevant policies, as referred to in the attached.
- The [internal guidelines](#) for use of City symbols can be found on our intranet.
- The public can find information about [City symbols](#) on our web site.

If you have any questions, please feel free to contact Maria Pontikis at 604-673-8121 or [maria.pontikis@vancouver.ca](mailto:maria.pontikis@vancouver.ca).

Best,  
Paul

**Paul Mochrie (he/him)**  
Acting City Manager  
City of Vancouver  
[paul.mochrie@vancouver.ca](mailto:paul.mochrie@vancouver.ca)



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməŋəm (Musqueam), ləwú7mesh (Squamish), and səliwətał (Tseil-Waututh) Nations.

## MEMORANDUM

February 19, 2021

TO: Mayor and Council

CC: Paul Mochrie, Acting City Manager  
Karen Levitt, Deputy City Manager  
Lynda Graves, Administration Services Manager, City Manager's Office  
Rosemary Hagiwara, Acting City Clerk  
Anita Zaenker, Chief of Staff, Mayor's Office  
Neil Monckton, Chief of Staff, Mayor's Office  
Alvin Singh, Communications Director, Mayor's Office  
Gail Pickard, Associate Director, Civic Engagement and Communications

FROM: Maria Pontikis,  
Director, Civic Engagement and Communications

SUBJECT: RTS 014324 - City Policy on Use of City Emblem and Logo

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### Background

At the February 9, 2021 City Council meeting, Councillor Dominato enquired about City policies governing the use of the City emblem, logo and other City symbols currently in place.

### Current Status

The City currently has a number of separate policies in place governing the use of the City's emblem or logo and the Coat of Arms, as well as other City symbols. Information about these City symbols is available to the public on the City's web site: <https://vancouver.ca/news-calendar/city-symbols.aspx>.

Current City policies include:

CP-001-01 – Civic Symbols – Coat of Arms

CP-001-02 – Civic Symbols – Official Civic Colours

CP-001-03 – Visual Identity – a more recent policy that covers the use of the Coat of Arms and the City emblem (or logo), and roles in governing usage

Internal guidelines for the use of the City's brand assets are included in the City's Visual Standards guide found on the internal web site Citywire.

<http://citywire.city.vancouver.bc.ca/communications/identity-brand/documents/cov-visual-standards-guide.pdf>

The Graphic Design team who report to the Associate Director monitor use of the City's brand assets, including by outside parties e.g. grant recipients. Any issues with use of the the City's brand assets are escalated to the Director, Civic Engagement and Communications.

If you have any questions or concerns, please do not hesitate to contact me.

Maria Pontikis  
Director, Civic Engagement and Communications

604.673.8121 | [maria.pontikis@vancouver.ca](mailto:maria.pontikis@vancouver.ca)