



**City of Oshawa
Corporate Visual Identity manual**

February 2015
(updated December 2022)

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Introduction

The City of Oshawa's corporate identity is an important asset that can help shape the perceptions and attitudes of the community. Oshawa's corporate identity is expressed through various brands such as the City Crest/Coat of Arms, City Logo and Service Oshawa Logo, and badges for Fire Services and Municipal Law Enforcement and Licensing.

The City of Oshawa Corporate Visual Identity Manual presents a simple and clear explanation of how to use and maximize visibility for the various brands, including logos, badges and the crest to distinguish our city from other municipalities. Additionally, it establishes a consistent approach for obtaining approval and use of the City brands.

This manual is for employees of the City of Oshawa, members of Council, related agencies, boards, advisory committees, community partners and suppliers. Authorization to use any brands on any printed, electronic or promotional material is restricted to purposes outlined in this manual.

If you have any questions about the Corporate Visual Identity Manual, or if you are developing communication or promotional materials, contact Corporate Communications at extension 5686 or at communications@oshawa.ca.

Additionally, when developing materials that include the City brand, please complete the [online application](#) to use the City of Oshawa logo. For the staff use of the logo or Crest please complete the application on the Intranet.

NOTE: Logo measurements are provided in inches format as per graphic design industry standards.

1 City Crest/Coat of Arms

1.1 History

The proposal for a new Coat of Arms for the City of Oshawa was made by Mr. T.K. Creighton, Q.C. to City Council on April 30, 1951, and immediately received the support of City Council and local organizations. The design which was prepared by Joan M. Brook of Pickering, Ontario was formally adopted by City Council on May 5, 1952, as the official Coat of Arms, or Crest of the City of Oshawa, and incorporated in the seal of the Corporation.

A proposal to add the beaver at the top of the City's Crest to symbolize Canada was formally adopted by City Council on June 19, 1967. The proposal resulted in the beaver being placed at the top of the City's Crest and on medals which were awarded to champions for several years.

1.2 Design

According to heraldic rules, the shield will be viewed as a three dimensional object with certain forms, called charges, affixed onto it. The blazoning or describing of a Coat of Arms is done in a prescribed order, as follows:

1. The shield, being the most important, is named first. The colour is "or", meaning gold.
2. The principal charge or form, affixed to the shield, is a "FESS" (a solid piece placed across the centre of the shield; wavy, to describe the shape of the edge) which portrays the fact that Oshawa is situated on water. The colour is "gules", meaning red.
3. The next important charge or form on the shield, is the three gears at the top, which indicates co-operation and working together. The colour is "sable", meaning black.
4. The next important charge is the three maple leaves symbolizing Canada and Ontario in particular. The colour is "vert", meaning green.

5. The next charges in order are, a ship – portraying the Oshawa Harbour; a winged wheel – indicating land transportation; and a bird – symbolizing the Oshawa Airport. The colour is "argent", meaning silver.

In a black and white drawing, in order to indicate the colour, certain lines are used. These are called hatchings. Black is indicated by crossed diagonal lines; gold by uniform dots; red by vertical lines; green by diagonal lines; and silver by being left white.

In heraldry, there are definite rules to follow regarding colour and placing of charges. The choice of colours is limited and in heraldic design, it is not permitted to place one colour upon another. The governing rule is colour on metal (gold or silver) or metal on colour. The use of the old sailing ship and the eagle conform to heraldic practice and, being symbolic, will not become obsolete or dated as a contemporary ship or plane would.

Flexibility and interpretation of outlines and fills are essential to maximize effectiveness in the reproduction of the crest. It is however, essential that the integrity of the original crest design be maintained. Final interpretation will be at the discretion of Corporate Communications.



1.3 Procedure for the Use of the City Crest

The City Crest expresses the city's history and is used for official purposes such as the Seal of the Corporation, identifying City landmarks and holdings, and official Mayor's Office protocol. Examples include:

- permanent City building plaques and signs
- facility identification signs
- legal documents
- City Seal
- Office of the Mayor (Chain of Office, letterhead)

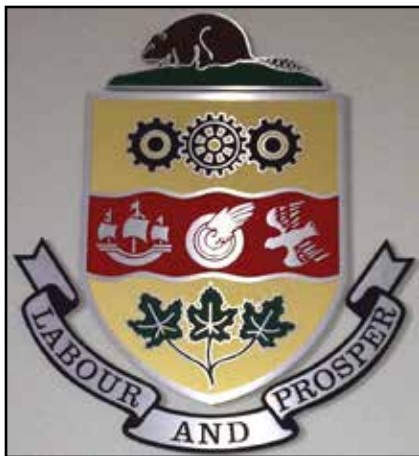
The authority to approve the use of the Crest is the responsibility of Corporate Communications. This will ensure the use of the Crest is accurate and consistent.

Councillors or staff wishing to use the City of Oshawa Crest for the purposes mandated must complete an application and attach a draft layout of the item identifying the proposed placement of the City Crest for Corporate Communications review.

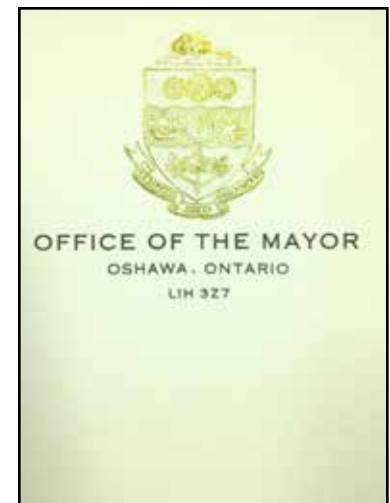
Upon receipt, Corporate Communications will review and provide feedback/approval within five business days.

Visit the City of Oshawa Intranet for the application form for internal use.

Refer to Appendix D for a copy of the Federal Government Trademark Certificate.



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CITY OF OSHTAWA
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OSHTAWA, ONTARIO
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2 City Logo

2.1 History

As a result of the feedback received from residents and the business community through the 2004 Community Strategic Plan, the City of Oshawa 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 with a tagline “Prepare To Be Amazed”. In November 2022, Council approved the recommendation that the tagline be retired and that City staff continue to implement the well-established logo without the tagline.

2.2 Design

The City of Oshawa Logo is a unique graphic composed of three elements — the symbol (arc shapes), wordmark (Oshawa), and the registered trademark symbol. The relationship among these four elements has been predetermined as shown below.

The logo design is a contemporary representation of a central hub with open ended paths. The four quadrants created by the 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 logo will display the colour standards prescribed in the manual. The Berthold Imago font is the official typeface of the logo.

In instances where City communication materials contain other City-initiative logos, the recommended size of the other logos will be no more than 65% of the size of the City Logo. This guiding principle ensures that the use of the City of Oshawa’s corporate brand is consistent and of appropriate size.



2.3 Procedure for the Use of the City Logo

The City Logo is for promotional and marketing initiatives usually associated with a short time frame. In 2009, the City of Oshawa Logo was registered under the *Trade-marks Act* of Canada and is an official mark for wares and services for the Corporation.

Members of Council, City staff and third parties are to complete the application to use the logo and prepare a draft of the promotional material and/or item including placement of the logo. Visit the City Intranet for a copy of the internal application form. Any reproduction of the logo, without the City of Oshawa's expressed permission is prohibited.

Third party partners, sponsors or groups that have received monetary or in-kind support may request use of the City Logo. Use of the City Logo implies endorsement and therefore must always be used in an appropriate manner.

Third party partners seeking permission to use the City Logo must complete the Application to Use the City of Oshawa Logo, (see Appendix B for a copy of the external application form) or e-mail **communications@oshawa.ca**.

Upon receipt of completed applications, Corporate Communications will review and provide feedback/approval within five business days.

2.4 City Logo Trademark

The information below details the City Logo as an official mark with Trademark status which has been provided by the Canadian Intellectual Property Office, an Agency of Industry Canada. Refer to Appendix A for a copy of the Federal Government Trademark Certificate.

FILE No./No DOSSIER 918 172

Subparagraph 9(1)(n)(iii)

ADVERTISED/ANNONCÉE DANS LE JOURNAL

FILING DATE/DATE DE PRODUCTION:
PUBLIC NOTICE DATE/DATE DE L'AVIS PUBLIC:

01 fév/Feb 2007
04 fév/Feb 2009

REQUESTING PARTY/DEMANDEUR:

Corporation of the City of Oshawa
50 Centre Street South
Oshawa
ONTARIO
L1H 3Z7
ATTENTION: Lon G. Knox

PROHIBITED MARK; OFFICIAL MARK/MARQUE INTERDITE; MARQUE OFFICIELLE:



MARK DESCRIPTIVE REFERENCE/RÉFÉRENCE DESCRIPTIVE DE LA MARQUE:

Oshawa Prepare To Be Amazed & Design (Colours)

INDEX HEADINGS/RUBRIQUES:

OSHAWA (BLUE)
*
PREPARE TO BE AMAZED (BLUE)
*
ARCS (PURPLE, GREEN, BLUE & ORANGE)
*
LINES-CURVED (PURPLE, GREEN, BLUE & ORANGE)
*

CLASSIFICATION OF FIGURATIVE ELEMENTS/CLASSIFICATION DES ÉLÉMENTS FIGURATIFS:

26.2.1 Segments of circles or ellipses (except 26.2.7)
26.11.3 More than two lines or two bands

FILE No./No DOSSIER 918 172

Subparagraph 9(1)(n)(iii)

26.11.6 Thick lines, bands
26.11.12 Curved lines or bands (except A 26.11.13)
27.5.1 Letters presenting a special form of writing
27.5.17 Letters in heavy characters
29.1.1 Red, pink, orange
29.1.3 Green
29.1.4 Blue
29.1.5 Violet
29.1.14 Four colours

COLOUR CLAIM/REVENDEICATION DE COULEUR:

Colour is claimed as a feature of the official trade-mark. The upper arc is of the colour purple (PANTONE* colour #2613), the right arc is of the colour green (PANTONE* colour #390), the bottom arc is of the colour blue (PANTONE* colour #287) and the left arc is of the colour orange (PANTONE* colour 144). The letterings are of the colour blue (PANTONE* colour #287). *PANTONE is a registered trade-mark.

WARES/MARCHANDISES:

Wares/Marchandises

SERVICES:

Services

Action	Date	BF	Comments/Commentaires
filed/produite	2007/02/01		
created/créé	2007/03/08		
formalized/formalisée	2007/03/19		
correspondence created/correspondance créée	2007/03/26	2007/07/26	
correspondence created/correspondance créée	2007/08/10	2008/01/26	extension of time
correspondence created/correspondance créée	2007/08/28	2007/12/28	
correspondence created/correspondance créée	2008/03/31	2008/07/31	
translation requested/traduction demandée	2008/07/29	2008/09/27	
translation received/traduction reçue	2008/08/07		
translation received/traduction reçue	2008/08/14		
accepted for publication/acceptée pour publication	2009/01/27		
extracted for advertisement/extrait pour publication	2009/01/30		Vol.56 Issue 2832 2009/02/04
advertised/publiée	2009/02/04		Vol.56 Issue 2832

2.5 Sizes for Reproduction

The legibility of the tagline and the overall sharpness of the graphic will not be compromised. The recommended minimum size for reproducing the full Oshawa Logo (symbol and wordmark) is 2" wide and .75" high.

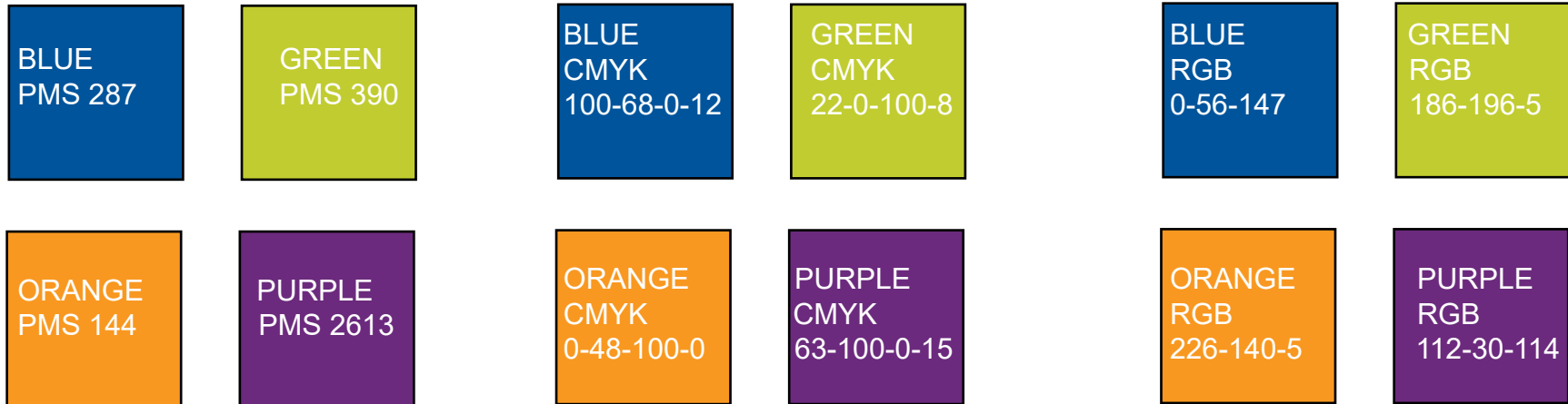
Instances where the registered trademark will not be used include clothing, small promotional items and facility identification signs. Size and method of production will be taken into consideration when deciding not to use the registered trademark. Please consult with Corporate Communications.

Minimum Recommended Size



2.6 Colour

The official colours of the City Logo are blue, green, orange and purple. The colour configuration, as shown in the logo will never be altered. The following are the PMS, CMYK, RGB, and website colours.



*Only recommended for digital or web-based applications

Pantone Matching System (PMS)

Pantone Colours

Blue	Green	Orange	Purple
PMS 287	PMS 390	PMS 144	PMS 2613

*RGB Conversion

RGB (red, green, blue)

Blue	Green	Orange	Purple
R G B	R G B	R G B	R G B
0-56-147	186-196-5	226-140-5	112-30-114

CMYK Conversion

CMYK (cyan, magenta, yellow, black) 4-colour printing process

Blue	Green	Orange	Purple
C M Y K	C M Y K	C M Y K	C M Y K
100-68-0-12	22-0-100-8	0-48-100-0	63-100-0-15

Website Colours

Blue	Green	Orange	Purple
#00539b	#c1cd23	#f8971d	#6c207e

* Note: RGB is best suited for on-screen artwork such as PowerPoint presentations. RGB is not recommended for printing. However, since programs such as Microsoft Office Suite use the RGB colour matching system RGB may be used for some internal documents that are printed in-house.

2.7 Accepted Formats

The full-colour logo will be used when printed on a light-coloured background. For darker backgrounds use the white logo.

1. Logo without tagline
2. Logo in official blue



2.8 Alternative Formats

3. Logo in black
4. Logo in white

Note: Please contact Corporate Communications for full details on alternative formats.



2.9 Logo Violations

1. Do not use a reverse logo on a busy background.
2. Do not reproduce the logo on a coloured background that will conflict with the colours in the logo. If using a dark coloured background the best alternative is to use a reverse logo (white).
3. Do not switch the wordmark to any other colour in the logo other than the official blue. For a white logo, the wordmark must be white, and black for a black logo.



4. Do not use any colour other than black or white for the logo on a coloured background.
5. Do not stretch or distort the logo.
6. Do not re-typeface set any portion of the logo.
7. Do not switch the order of the symbol and the wordmark.
8. Do not use the logo in full colour on a dark coloured background. Always use a light coloured background if presenting the logo in full colour.



2.10 Typography

Typeface - Fonts for written and electronic use

Berthold Imago is the typeface upon which the City Logo is based. Fonts that compliment Berthold Imago are Arial or Helvetica.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Berthold Imago Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Berthold Imago Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Berthold Imago Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Berthold Imago Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Berthold Imago Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Berthold Imago Medium Italic

2.11 Logo Staging

Logo Placement - Protective Space Around Logo

Logo staging indicates the minimum clear space surrounding the logo. The space prevents crowding by other printed and positioned elements or by the edges of display or signage panels.

The height of the **O** in the Oshawa wordmark represents the ideal space proportion which is represented by the coloured boxes surrounding the logo. These boxes, illustrated below, indicate the desired clear space around the logo.

If the protective space is not adequate around the logo, other graphic elements or images will blend with the logo and appear as though they are part of the Oshawa brand. This will be avoided whenever possible.



Recommended

Note: There may be exceptions in some cases due to limited available space.

3 Secondary Brands

Branches that require identification for their specific service may have a specific brand. Examples include Service Oshawa, Fire Services, Municipal Law Enforcement and Building Services. Secondary brands will be limited to avoid competing logos/brands. When appropriate, the City Logo will be placed in a predominant location and the secondary brand in a support location. Corporate Communications will be consulted before the development of secondary brands.

3.1 Fire Services badges

Developed in 2002 by Fire Services staff. The badge includes the City Crest and three symbols. The ladder symbol represents firefighters rescuing people, the axe symbol represents dedication to do whatever may be needed and the defibrillator symbol reflects the medical component of their job.

Uniforms worn by Fire Services personnel display the badge which reflects the official nature of their service. Firefighters who are officer rank or above have a gold badge while the firefighters' uniforms have a silver badge. Fire Services also displays the badge on its vehicles, correspondence and promotional materials. Approval to use the Fire Services badge will be provided by the Fire Chief and/or designate.

Badge Specifications

P001798003 NI4051 - Gold

Size: 4" wide X 4" high

Background colour: Black E936

Border: Hot Knife

Thread: Red P701, White P800, Black P900, Blue P363, Green P233, Yellow P544, Brown 2756, Yellow 5535

P001798004 NI4052 - Silver

Size: 4" wide X 4" high

Background colour: Black E936

Border: Hot Knife

Thread: Red P701, White P800, Black P900, Blue P363, Green P233, Yellow P544, Brown 2756



3.2 Building Services badges



The Building Inspector badge includes the City Crest and kept in a folded wallet. Building Services personnel display the badge when attending any building service inspection.

- CHROME METAL
- RECESSED METAL
- BALCK C
- 3D
- 327c
- 2735c
- 485c
- white

3.3 Municipal Law Enforcement badges

The Municipal Law Enforcement Badge was developed in 2007 by Municipal Law Enforcement staff. The badge incorporates the City Crest.

Municipal Law Enforcement personnel wear uniforms that display the badge, which reflects the official nature of their service.

Director/manager/coordinator positions in Municipal Law Enforcement have a gold badge, while the officers' uniforms display a silver badge.

Approval to use the Municipal Law Enforcement Badges is provided by the Director and/or designate.

Badge Specifications

P100004778 (VG2698B) - Silver

Size: 3 3/4" wide X 3 7/8" high

Background colour: Black E936

Merrowed Border: Silver P800

Thread: Red P701, Silver P800, Blue

3301(sakura), Green P265, Yellow P522

P100004777 (VG2698A) - Gold

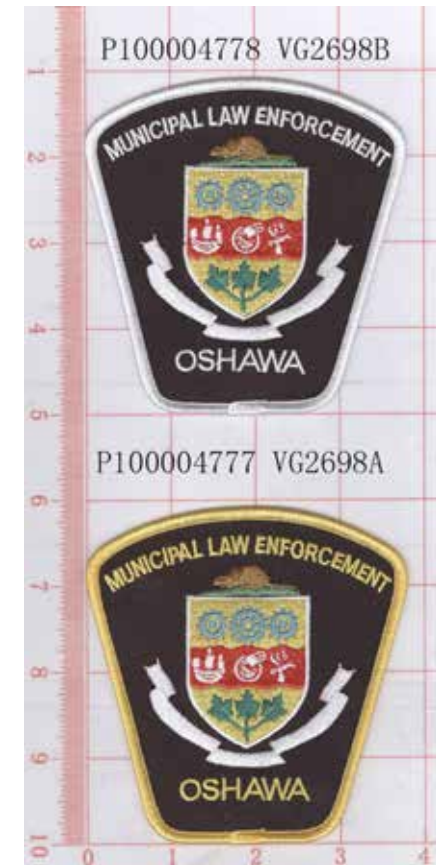
Size: 3 3/4" wide X 3 7/8" high

Background colour: Black E936

Merrowed Border: Yellow P522

Thread: Red P701, White P800, Blue

3301(sakura), Green P265, Yellow P522



3.4 Service Oshawa logo

Similar to other levels of government, the City of Oshawa developed a brand for the new consolidated customer service function to create awareness of the new service.

In 2008, City staff developed the Service Oshawa logo, which incorporates the new City Logo symbol, a figure to symbolize customer service representatives and the words Service Oshawa. The dark blue for the Service Oshawa Logo is Pantone 2945C and the light blue is 50% of this colour.

Approvals are granted through the Branch Manager and/or designate.



4 Stationery and Business Cards

4.1 Corporate Letterhead

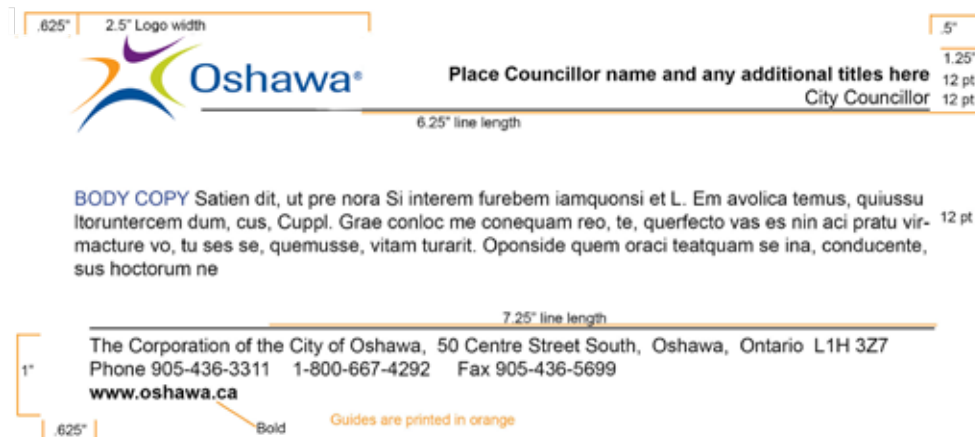
The letterhead will have the City Logo positioned in the upper left corner. Using the grid and specific measured quadrants shown will ensure proper alignment and positioning.

The header will contain the branch and department names and separated from body text by a 6.25" line length (logo to margin).

The address, phone number, fax number and website in the footer will be contained to three lines (see example) and separated from body text by a 7.25" line length (margin to margin).

Address Block (in footer):

- Spell out the street addresses in full.
- Spell out the province.
- Separate the street address, city and province with commas (e.g. 50 Centre St. S., Oshawa, Ontario). The address is on one line.
- Separate the province and postal code with one space (Ontario L1H 3Z7).
- Telephone and fax numbers follow on the line underneath, with website address in bold on the last line.
- Use dots (periods) between the sets of telephone and fax numbers (e.g. 905.436.5636, ext. 1234 or 1.800.6OSHAWA).
- Use "Phone" for telephone and "Fax" for facsimile. Do not add colons to separate.
- Separate multiple phone and fax numbers and web addresses with two spaces.



Specifications

Logo width: 2.5" wide and .85" high

Typeface:

Department name: Arial, 12 point

Branch name: Arial, 12 point

Body copy: Arial, 12 point

Address copy block: Arial, 12 point, website will be bold.

All to be printed in black ink.

Ink: Logo—City of Oshawa Pantone Colours:

Blue: PMS 287 uncoated Purple: PMS 2613 uncoated

Green: PMS 390 uncoated Orange: PMS 144 uncoated

Paper: 24 lb, white paper

Process: All corporate stationery must be ordered through Purchasing Services.

4.2 Corporate Business Cards

On the front of the business cards, the O in the logo will be positioned 1" away from the left edge of the card. Staff cards will read as follows:

Commissioner:

1. Name, credentials (maximum of 3)
2. Title
3. Department

Director:

1. Name, credentials (maximum of 3)
2. Title, Branch
3. Department

Positions below the Director level:

1. Name, credentials (maximum of 3)
2. Title
3. Branch

Specifications

Logo width: 2" wide by .75" wide

- Typeface:**
1. Card holder's name: Arial, bold, 9 point
Credentials: Arial, 9 point
 2. Title: Arial, 8 point
 3. Department/Branch: Arial, 8 point

Address copy: Arial, 8 point, website will be bold

Note: All copy to be printed in blue Pantone 287 or CMYK equivalent.
(See section 4.1 for address copy block information)

Paper: Plainfield, 80 lb, cover smooth white, or comparable stock

Ink: City of Oshawa Logo Pantone Colours:

Blue: PMS 287 uncoated, Purple: PMS 2613 uncoated

Green: PMS 390 uncoated, Orange: 144 uncoated

Note: A maximum of three credentials will be permitted on business cards. Cell phone numbers are optional and at the discretion of the Commissioner. Addresses will correspond with the employee's physical workplace location. Extensions will be included if the number is not a direct line.



4.3 Service Oshawa business cards

On the front of the business cards, the S in the logo will be positioned .875" away from the left edge of the card. Cards are generic and will read as shown.

Specifications

Service Oshawa Logo: 1.875" wide and .875" high



4.4 Regional & City Councillor business cards

On the front of the business cards, the O in the City Logo will be positioned 1" away from the left edge of the card.

All layouts will read as follows:

1. Councillor's name, credentials (suggested maximum of 3)
2. Regional and City Councillor

Councillors may choose from the four options.



Option 1.
Does not include individual photo or Durham Region Logo.

Option 2: Includes Durham Region Logo (flushed right of the address) and does not include individual photo. The Durham Region Logo will be .75" in height and .5" wide.



Option 3: Includes individual photo (to the right of name and credentials) and does not include Durham Region Logo. Individual photos will be 1" in height and .75" wide.



Option 4: Includes both individual photo (to the right of name and credentials) and Durham Region Logo (to the right of address). Individual photos will be 1" in height and .75" wide. The Durham Region Logo will be .75" in height and .5" wide.



Specifications

All copy to be printed in blue. Refer to section 2.6 for colours. See corporate business card specifications in section 4.4. See section 4.1 for address copy block information.

4.5 City Councillor Business Cards

On the front of the business cards, the O in the City Logo will be positioned 1" away from the left edge of the card.

All layouts will read as follows:

1. Councillor's name, credentials (suggested maximum of 3)
2. City Councillor
3. Area

Note: All copy to be printed in blue. Refer to section 2.6 for colours.

Councillors may choose from the two options.

Option 1: Does not include individual photo.



Option 2: Includes individual photo (to the right of name and credentials). Individual photos will be 1" in height and .75" wide.

Specifications

See corporate business card specifications in section 4.4. See address copy block information in section 4.1.



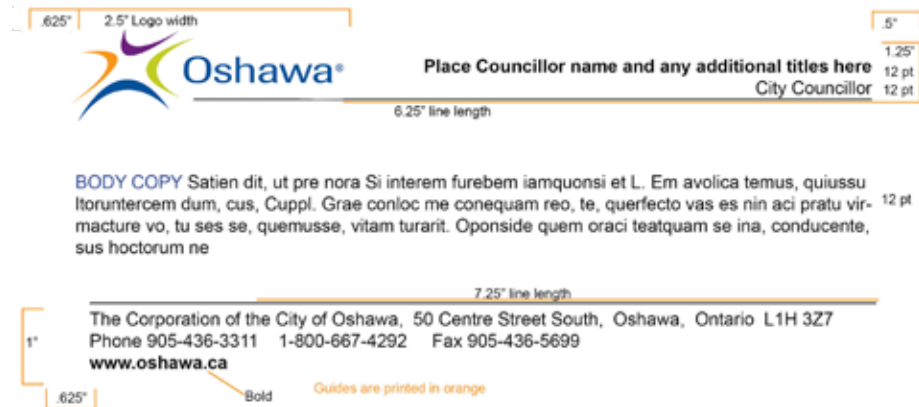
4.6 City Councillor Letterhead

Letterhead will have the City Logo positioned in the upper left corner. Using the grid and specific measured quadrants shown will ensure proper alignment and positioning at all times. Unlike department letterheads, the Councillor letterhead should have the Councillor's name and information in the header. A 6.25" line (logo to margin) should separate the header from body text.

Address, phone number, fax number, email address and website address appears in the footer in three lines (see example). The footer is separated from body text by a 7.25" line length (margin to margin).

It is recommended that the header read as follows:
Name, credentials (suggested maximum is 3)
City Councillor

Option 1: Does not include an individual photo



This manual is a corporate guideline for members of Council -- flexibility can be used when developing stationery materials.

Specifications

Logo width: 2.5" wide and .85" high

Typeface:

Department name: Arial, 12 point

Branch name: Arial, 12 point

Body copy: Arial, 12 point

Address copy block: Arial, 12 point, website will be bold.
All to be printed in black ink.

Ink: Logo—City of Oshawa Pantone Colours:

Blue: PMS 287 uncoated Purple: PMS 2613 uncoated

Green: PMS 390 uncoated Orange: PMS 144 uncoated

Paper: 24 lb, white paper

Process: All corporate stationery must be ordered through Purchasing Services.

Option 2: Includes individual photo. Individual photos should be positioned flush right of Councillor's name and information. Individual photos should be 1.25" in height.



4.7 Envelopes

Business envelopes will have the City Logo positioned in the upper left corner with full address aligned underneath the logo in two lines to three lines (three if the department name is necessary). Following a grid with specific quadrant measurements will ensure proper alignment and positioning at all times, as shown below.

Envelopes must be either:

1. White stock envelope size #10 using the full-colour logo and blue for the return address. All other text, which is not preprinted, will be black (i.e. delivery address).
2. Brown kraft using the black logo. Text for the return address must also be in black.

Logos on envelopes must not include the “Prepare To Be Amazed” tagline.

If envelopes can only be printed in one colour, black or the official blue is the recommended option for the symbol and wordmark.

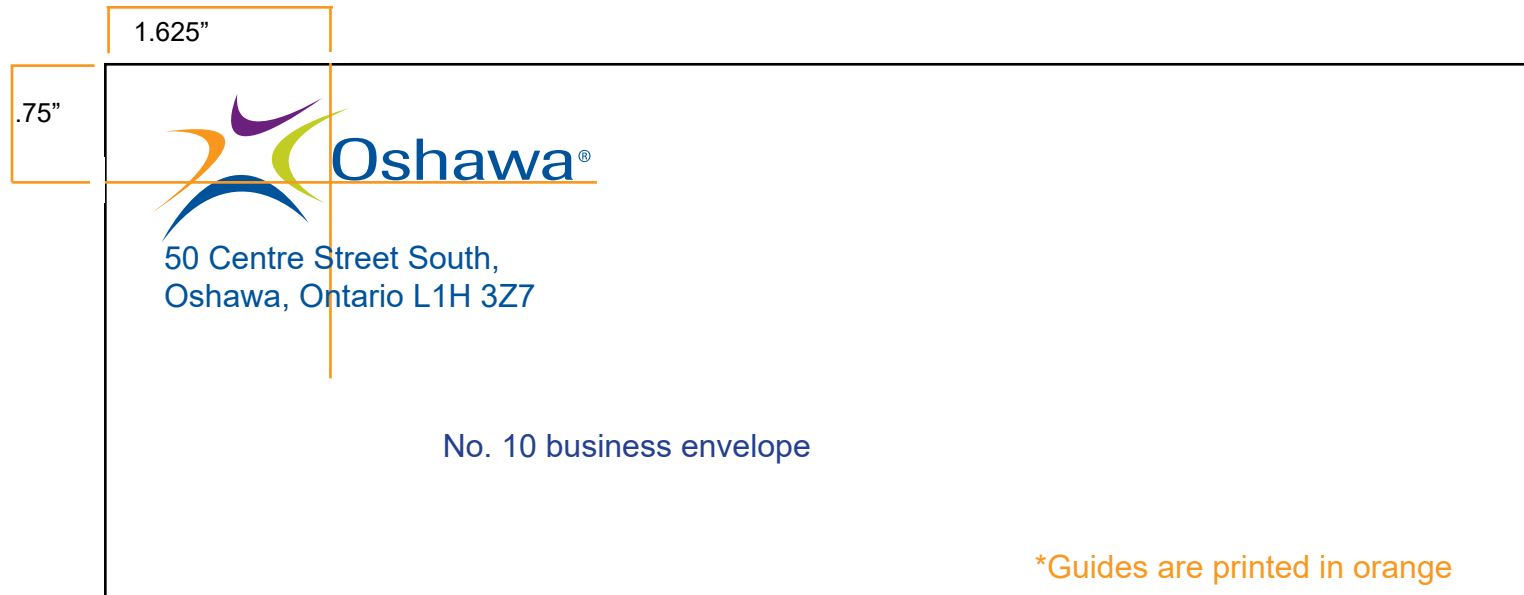
Specifications

Logo width: 2” wide by .75” high, no tagline

Typeface: Address copy block, Arial, 12 point
Printed in blue Pantone 287 or CMYK equivalent

Paper: 24 lb. white envelopes

Ink: Logo—City of Oshawa Pantone Colours:
Blue: PMS 287 uncoated Purple: PMS 2613 uncoated
Green: PMS 390 uncoated Orange: 144 uncoated



4.8 Memorandum

Memorandums in print or electronic versions will have the logo positioned in the upper left corner and the department and branch names will be aligned underneath. Following a grid with specific quadrant measurements will ensure proper alignment and positioning at all times for all electronic and internal communications (see below).

Memorandum templates are located on the J drive or from the staff Intranet.

Specifications


Logo width: 2" wide by .75" high

Logo format: jpeg or eps format of the logo to be used for electronic templates.

Typeface: Memorandum: Arial, 18 point

Department title: Arial, 12 point

Body text: Arial, 12 point

.625"	2" logo width	18 pt	5/8"
.5"		Memorandum	5/8"
	Department Name Branch Name		
	Date:	File:	
	To:		*Guides are printed in orange
	From:		
	Re:		

4.9 Fax Cover Page

The fax cover page will have the logo positioned in the upper left corner with full address aligned underneath the logo in three to four lines (four if the department name and branch name are necessary). Following a grid with specific quadrant measurements will ensure proper alignment and positioning at all times, as shown below.

Fax cover pages are available in manual and electronic formats on the J drive or from the staff Intranet.

Specifications

Logo width: 2" wide by .75" high

Typeface: Address copy block, Arial, 12 point

Ink: Black



Corporate and Finance Services Department
Finance Services
50 Centre Street South Oshawa, Ontario L1H 3Z7

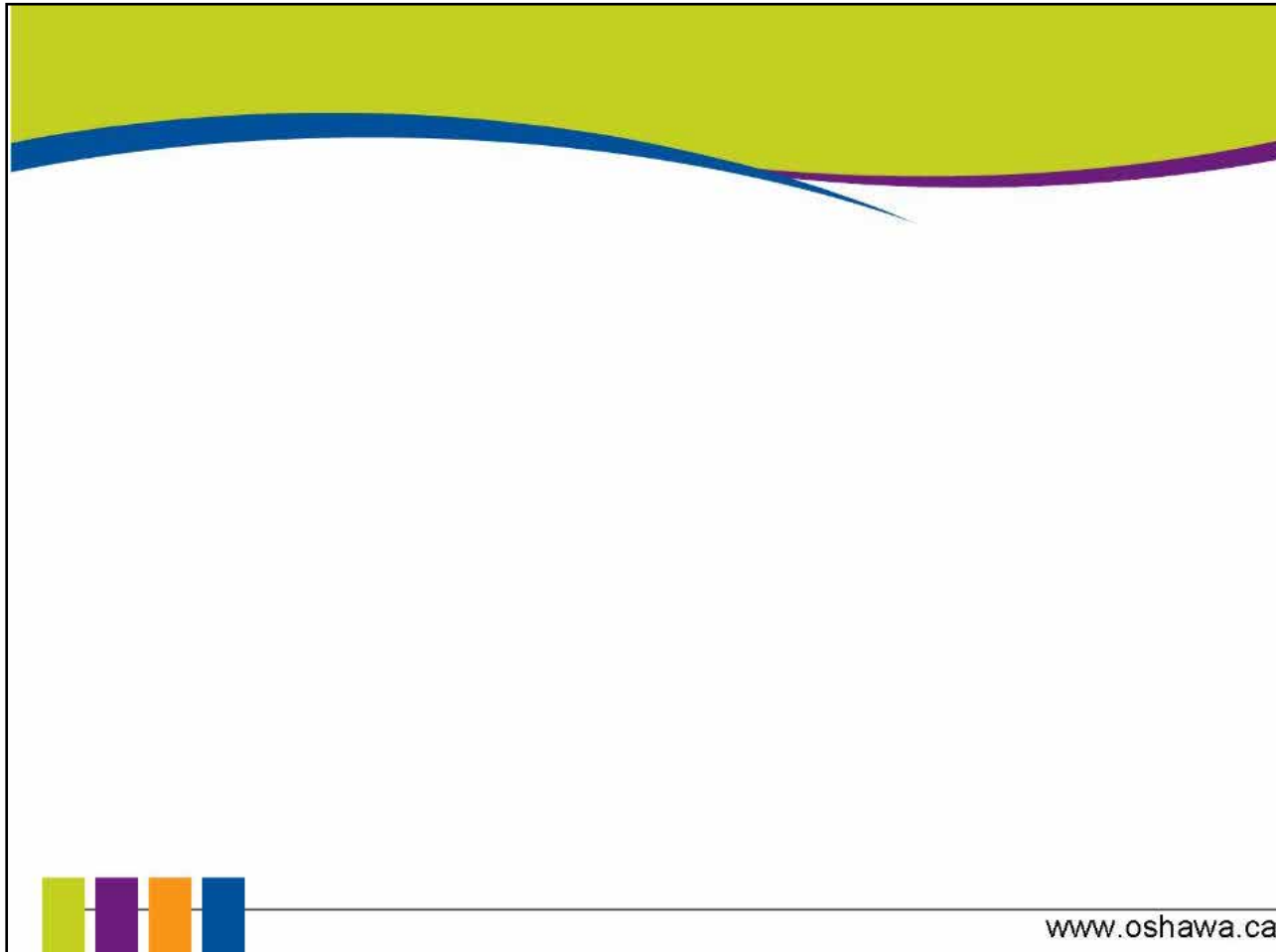
The Corporation of the City of Oshawa
Facsimile Cover Sheet

To	Fax # Date # of pages (including this page)
From	Telephone # 905-436-3311, ext. 1-800-667-4292, ext. Fax #
Subject	
Message	

4.10 PowerPoint Templates

Slide Layout

Use the accessible slide template and follow Formatting Accessible PowerPoint Presentations guidelines located on the J Drive under FORMS\PowerPoint Templates.

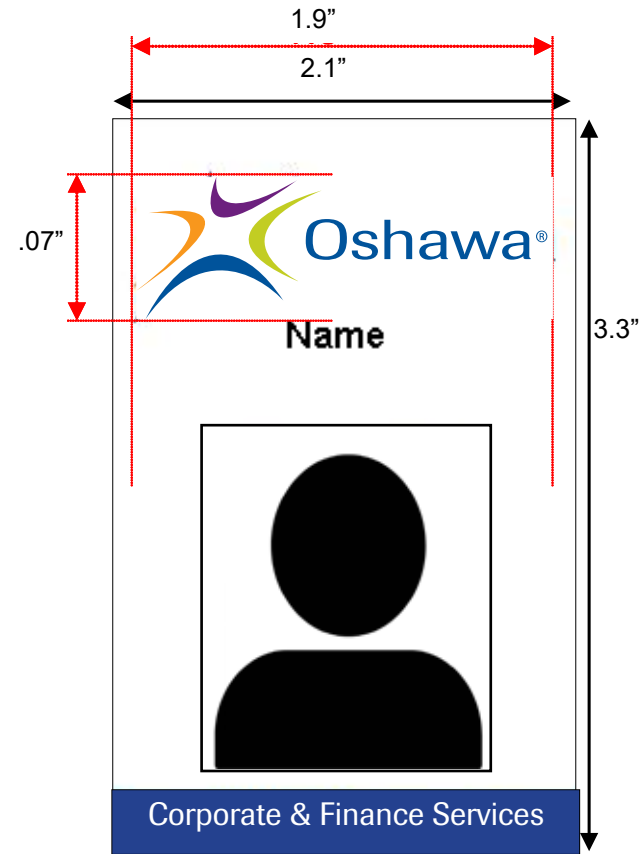


4.11 Identification and access card

The identification and access card is worn by Members of Council, City staff and contractors when they are in a City facility. The following is the standard of all access cards. The features of the card include the City Logo, name of employee or person, photo, coloured band and department name or function (e.g. contractors).

Identification cards will have a unique colour band at the bottom of the card identifying their respective group as follows:

	Members of Council and City Staff
	EOC Designated Staff
	Contractors



5 Signage

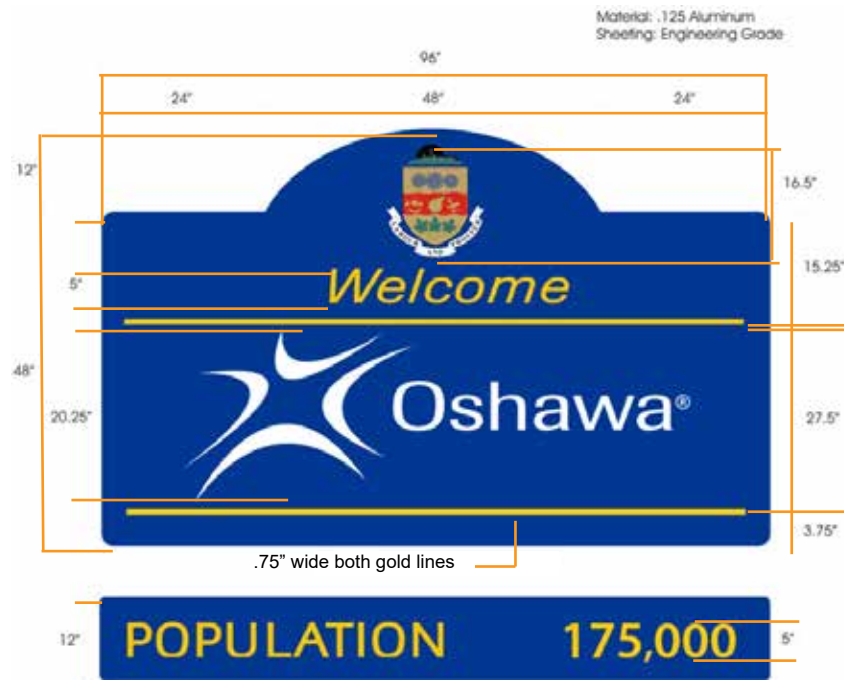
5.1 City Gateway and Hamlet Signs

On gateway and hamlet signs, the City Logo will always be white on a blue background. The logo will include the tagline and will span the width of the sign on gateway signs, and will be centered along the bottom on hamlet signs. Text on all signs will be printed in gold, with the exception of the logo and hamlet names. The logo and hamlet names will be printed in white. All text will be in Arial font. Lines will always be be gold.

All gateway signs will include the City Crest in the top arch. Population tabs are included on primary entrance roadways and optional on secondary roadway entrances. These will be located below the main sign. City accomplishments (i.e. Communities in Bloom, Welcome Back Students) can appear as optional tabs below the main sign and/or population tab on primary gateway roadways.

The following illustrations are examples of signage with measurements.

Gateway sign



Hamlet sign



5.2 Facility Signs

The City Logo may appear on facility signs and will be in full colour and placed on white rectangular space. The logo will span the width of the sign where possible, to ensure maximum visibility impact. All additional text will be in Arial Black font and printed in white on a blue background.

The size of the logo and text will depend on the size of the sign. The following are examples of signage with measurements where provided.



5.3 Parks, Neighbourhood Parks and Community Centres

Size and Dimensions

All Neighbourhood, Community level, and combination Community Center/Parks signs shall conform to the following size:

- Horizontal dimension: 1193 mm
- Vertical dimension to top arc: 725 mm
- Vertical dimension to corners: 568 mm

All Neighbourhood, Community level, and combination Community Center/Parks signs shall include a park amenity cross bar (Address bar in the case of Community Center identification). This cross bar shall conform to the following size:

- Horizontal dimension: 1193 mm
- Vertical dimension 250 mm

Colour

The City of Oshawa parks signage standard defines two primary colours, Blue, and white for purposes of park identification. No substitutions of colour will be allowed without the approval of the Parks Manager. In some cases gold or yellow detailing may be considered.

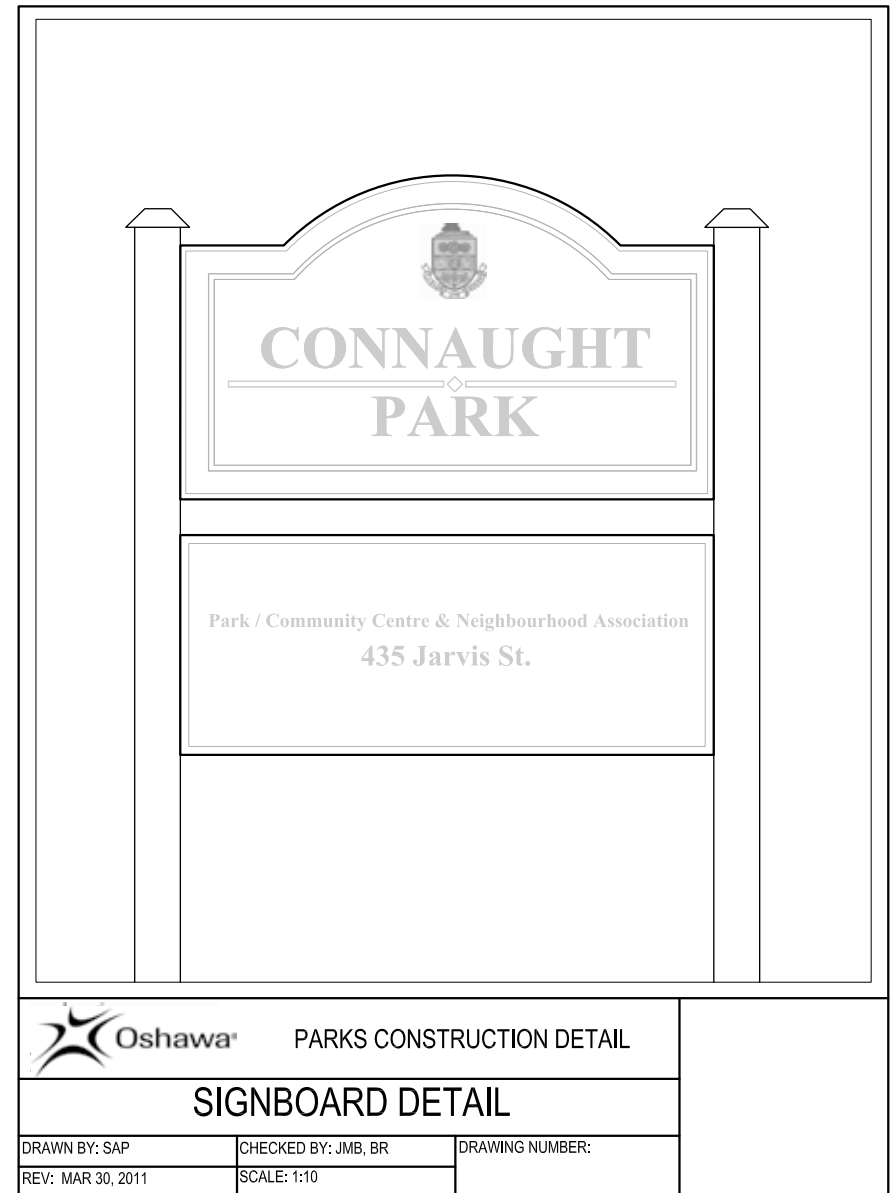
Process Colour Printing

When printing is in four colour process, the PMS colours are allowed to be separated into their respective CYMK values as follows:

Dark Blue

98	Cyan
87	Magenta
5	Yellow
1	Black

Note: The colors shown throughout these guidelines are not intended to be accurate representations of the color palette. Colour match information for reproduction must be specified from a Pantone color guide. The blue used in parks entry signs is intended to match as close as possible with the blue used in other city signage. Pantone colour options Violet 273, 662 and 072 may be considered.



Typeface and Size

The primary typeface is Friz Quadrata Regular. This typeface is used for signage applications including the actual park name.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
WwXx Yy Zz 1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()-+?'";:.,<>=

The secondary typeface is Helvetica Black. This typeface is used for signage applications including identifying park amenities.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
WwXx Yy Zz 1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()-+?'";:.,<>=

Text Information

All Neighbourhood, Community level, and combination Community Center/Parks signs shall include the following information text:

- Park name (mid center)
- City of Oshawa identification (top center)
- P – number (lower right hand corner of the sign proper)
- Listing of park amenities (amenity bar)
- Combination Community Center/Parks signs shall display the civic address in the amenity bar in addition to the amenity symbols

City Identification

Whereas the City Crest has been an important visual signage element in the City for many years. Therefore the development of a comprehensive signage guideline built around the City Crest offers the City of Oshawa the ability to continue this important visual tradition while providing lower ongoing production costs, (one and two colour sign production versus the City logo in full colour).

Construction

Sign Material

The production of all Neighbourhood, Community level, and combination Community Center/Parks signs shall conform with the following material specifications:

The sign proper shall be 25.4 mm (1") thick white expanded PVC board covered in 7-10 year 2 mm vinyl. All edges shall exhibit a 19 mm (3/4") routed cove finished with white latex paint. All vinyl graphic elements shall be covered with 2 mm matte UV laminate.

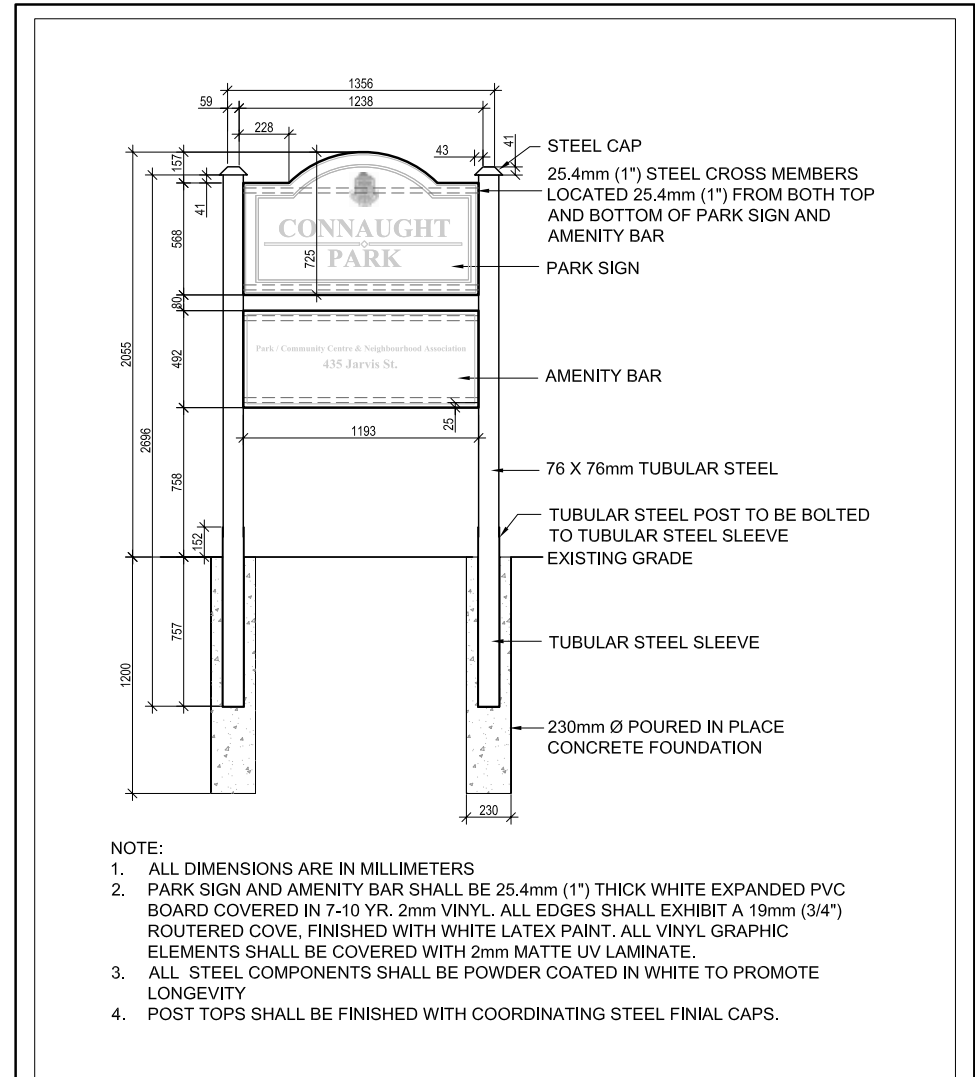
Posts


The installation of all Neighbourhood, Community level, and combination Community Center/Parks signs shall conform with the following material specifications:

- Sign mounting shall be accomplished on 5 mm 76 mm x 76 mm tubular steel joined by four 25.4 mm steel cross members to be located 25.4 mm inside the final horizontal dimensions of the sign face.
- All steel components shall be powdered coated in white to promote longevity
- Post tops shall be finished with coordinating steel finial caps
- Each post shall include a mounting sleeve at the base for the purposes of sono tube connection. The mounting sleeve shall exhibit the same white powder coated finish.

Hardware Selection

All hardware is to be stainless steel.



 Oshawa®		PARKS CONSTRUCTION DETAIL
<h2>PARK SIGNAGE</h2>		
DRAWN BY: SAP	CHECKED BY: JMB, BR	DRAWING NUMBER:
REV: MAR 30, 2011	SCALE: 1:25	

Installation

Location

As a general rule Neighbourhood, Community level, and combination Community Center/Parks signs shall be placed to the right of each main entrance for each park. Minor adjustments to location may be made based upon:

- Safety – maintenance of site lines & avoidance of physical obstructions etc.
- Potential for vandalism
- Ease of installation and maintenance

It may be deemed that additional identification signs are warranted in some park situations. The following situations may be considered for additional signs:

- Signage along major road frontages
- Signage adjacent to significant park features (structures or playgrounds)

The need for additional signs or location adjustments shall be evaluated on an individual basis and approved by the Parks Manager or approved alternate.

Procedure – sign support

Neighbourhood, Community level, and combination Community Center/Parks signs shall be attached directly to a powder coated steel frame. The steel frame shall be anchored to the ground via two 300mm sonotubes.

Procedure – sign mounting

Neighbourhood, Community level, and combination Community Center/Parks signs shall be attached directly to the powder coated steel frame with 4 (four) 38mm stainless steel bolts in the main sign and 4 (four) 38mm stainless steel bolts in the amenity bar.

6 Additional usage formats

6.1 Vehicles

The City of Oshawa registered Logo will appear prominently on the side door of all City vehicles with the exception of Fire Services vehicles. The front doors (driver and passenger side) are the primary location for the City logo. The logo shall not include the tagline but will be in full colour where appropriate. Exact logo size will depend on the specific door dimension, but the logo will be centred on the door.

The website address will appear directly under the logo, but not so close that it compromises the logo. The website address size will depend on the vehicle and door dimensions.



6.2 Promotional Items and Clothing

Promotional Items

When applying the Oshawa Logo to incentive products, the logo must have maximum visibility impact and appear on a solid background that will not mask or conflict with the wordmark and symbol. Whenever possible, the registered logo will appear, except for small items such as pens or golf tees where the full width of the registered logo is less than two inches.

On mugs, note pads and other larger items, the logo shall be at least 2" in width. The logo may be under 2" on smaller items such as pens and golf tees. The logo symbol may appear alone on Oshawa merchandise that will not fit the full logo.

Clothing

The recommended position is on the left side over the chest when applying the Oshawa Logo to clothing. The logo will be between 2.5" and 4" wide.

The registered logo is not required on clothing. The logo will appear in full colour on a light background (e.g. white, tan, pale yellow), and may be stitched directly onto the fabric. Use a reverse (white) logo for optimum legibility if the clothing has a dark background colour.

On a white background, the logo may appear in full colour, black or blue. On a silver background, the logo may appear in black, blue or another shade of silver as long as it is legible. On a dark background (e.g. black or blue) the logo must appear in white. Depending on the background colour, some flexibility of the logo colour will be considered at the discretion of Corporate Communications.



6.3 Newspaper advertising

Newspaper advertisements intended for general circulation to the residents of Oshawa are published on the “City Page” with the exception of advertisements that are time sensitive and require immediate publication. The Corporation’s dedicated “City Page” appears on the same page, same day each week in the local newspapers. The “City Page” is identified by a banner titled “City News” and includes the City logo in full colour on the upper right-hand corner. The left-hand corner of the banner is used to promote upcoming events. The bottom footer includes the City Hall address, telephone number, website address, Service Oshawa’s hours of operation and social media methods.



Share your experience with the 2022 Elections with us until Dec. 5: connectoshawa.ca

City NEWS 

Downtown Oshawa

The City of Oshawa encourages all residents to celebrate community-owned and family-led businesses this holiday season. Oshawa businesses build strong neighbourhoods, sustain services and support charitable causes.

There are many great reasons to shop local:

- Keep money in the local economy
- Create local jobs
- Product knowledge and enhanced services
- Reduce your environmental impact

To learn more about great local businesses and cultural attractions in our community, visit oshawa.ca/local

#DTOshawa

Service Oshawa • 905-436-3311 • service@oshawa.ca • www.oshawa.ca
Alternate formats available upon request.



Toys for Tickets
Nov. 17 – Dec. 1
Monetary contributions
Accepted until Dec. 3
Oshawa.ca/PayTicket

City NEWS 

Be a good neighbour this winter
The City of Oshawa is encouraging everyone to be a good neighbour this winter season as changes to on-street parking and as snow and ice removal responsibilities take effect.

Winter Parking Reminders

- Parking is not allowed on Oshawa streets between 2 a.m. and 6 a.m., December 1 to April 1. Vehicles may be ticketed and/or towed regardless of snow clearing operations and weather conditions.
- Vehicles including those with Occasional Use Parking Permits (O.U.P.P.s) parked on Oshawa streets at any time while salting/snow clearing is underway may be ticketed and/or towed.

Clear your sidewalk and walkway

- Clear snow and ice from sidewalks adjacent to your property by midnight of the first day after precipitation has ended.
- Continue to completely remove snow and ice from sidewalks throughout a snow, sleet or freezing rain event.
- Oshawa provides snow clearing assistance to residents 65 years of age or older and people with disabilities living in single family dwellings. Learn more about eligibility requirements at Oshawa.ca/SnowAssist.

Snow Clearing Activity Report
The community can view the status of snow clearing operations at Oshawa.ca/SnowReport.

Oshawa.ca/Snow 905-436-3311

activeOshawa
Winter Recreation Programs and Camps
Register today!

Learn more about winter programs and camps at Oshawa.ca/activeoshawa

Service Oshawa • 905-436-3311 • service@oshawa.ca • www.oshawa.ca
Alternate formats available upon request.

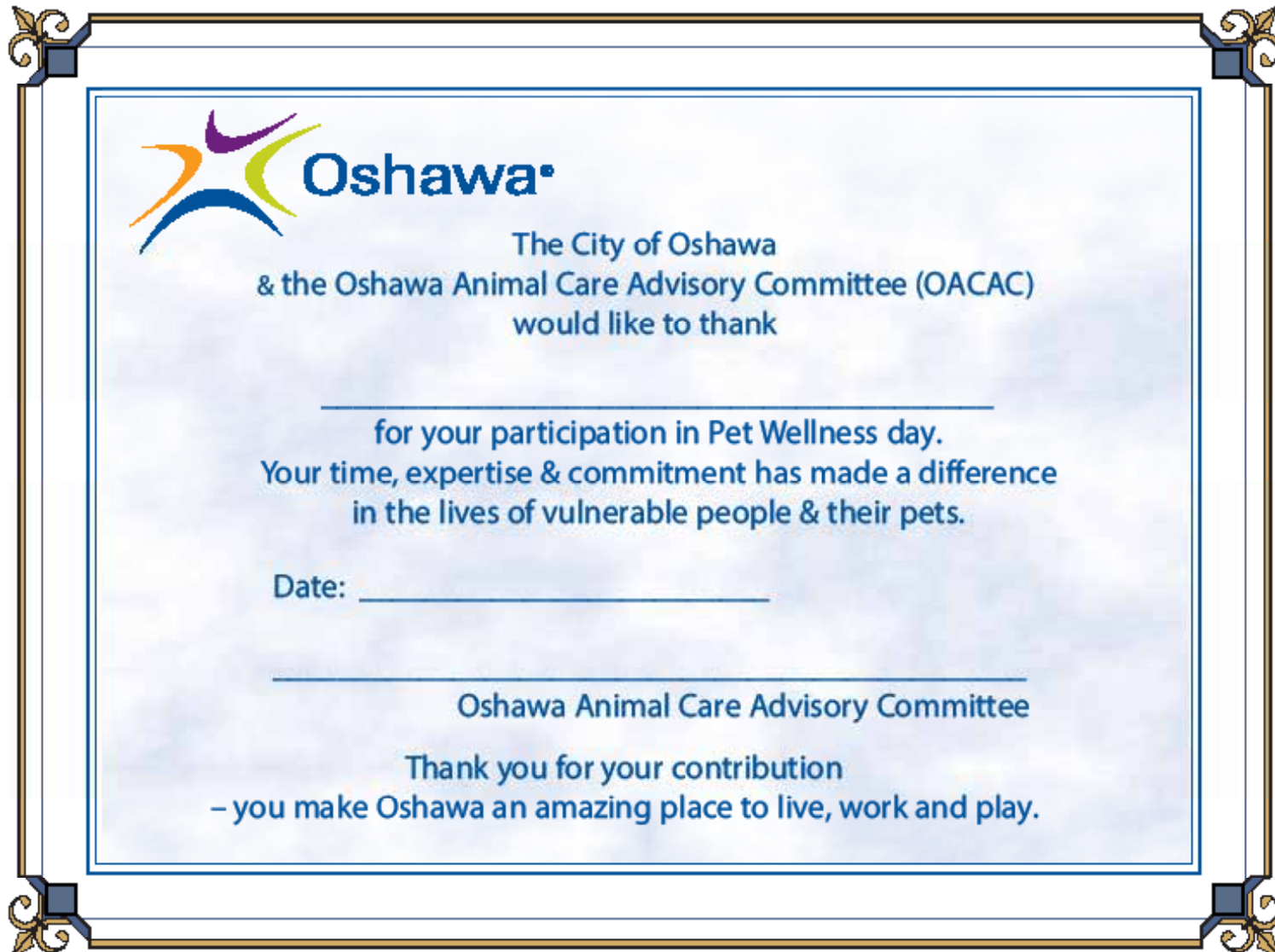
Stand-alone advertisements

Advertisements targeting a specific audience or advertisements that are time sensitive and require immediate publication may appear as stand-alone advertisements. In these cases, the City Logo is to appear in the top of the advertisement. For full-colour advertisements, use the colour logo and for black and white, use the black logo.

6.4 Certificates

The City Logo with the tagline will appear prominently on all certificates.

The logo will be in full colour on a white or light background (e.g. tan, light blue, pale yellow). If the certificate has a dark background colour, use a reverse (white) logo and ensure that the logo is not placed in a “white box” (use a logo format with transparency).



Appendix A - Logo Trademark Certificate



Office de la propriété
intellectuelle
du Canada

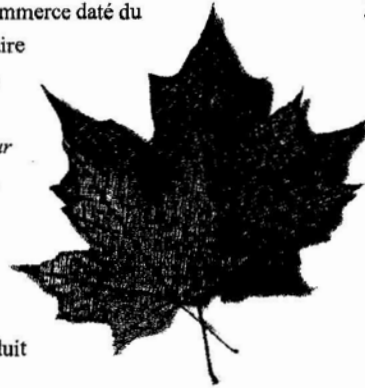
Un organisme
d'Industrie Canada

Canadian
Intellectual Property
Office

An Agency of
Industry Canada

Certificat

Il est par la présente certifié que, dans le Journal des marques de commerce daté du 15 février 2012, le registraire des marques de commerce a donné, en vertu de l'alinéa 9(1)(e) de la *Loi sur les marques de commerce*, un avis public d'adoption et emploi par le demandeur identifié ci-dessous des armoiries, écusson ou drapeau reproduit ci-après.



Numéro de dossier
File Number

921534

Demandeur
Requesting Party

The Corporation of the City of Oshawa

Registraire des marques de commerce
Registrar of Trade-marks
(C/PO 190)11-10

Canada

Certificate

This is to certify that in the Trade-marks Journal dated February 15, 2012, the Registrar of Trade-marks gave public notice under paragraph 9(1)(e) of the *Trade-marks Act* of the adoption and use by the requesting party identified below of the arms, crest or flag shown below.

OPIC  CIPO

Appendix B - Applications

External application to use the City of Oshawa logo

Link: [Oshawa.ca/LogoApplication](https://oshawa.ca/LogoApplication)

Internal application to use the City of Oshawa logo

For staff use only - visit the Intranet

Internal application to use the Oshawa Crest

For staff use only - visit the Intranet

Appendix C - City Crest Trademark



Office de la propriété
intellectuelle
du Canada

Un organisme
d'Industrie Canada

50, rue Victoria
Place du Portage I
Gatineau (Québec) K1A 0C9

Canadian
Intellectual Property
Office

An Agency of
Industry Canada

50 Victoria Street
Place du Portage I
Gatineau, Québec K1A 0C9

The Corporation of the City of Oshawa
50 Centre St. South
Oshawa
ONTARIO L1H 3Z7

Attention: Arend J. Wakeford

Demandeur - Requesting Party

The Corporation of the City of Oshawa

Marque interdite; Armoiries, écusson ou drapeau - Prohibited Mark; Arms, Crest or Flag
City Crest

PUBLICATION

Vous trouverez ci-joint un certificat. Un avis public a été donné conformément à l'article 9 de la *Loi sur les marques de commerce*.

Les détails ont été publiés dans le Volume 59 No. 2990 du Journal des marques de commerce du 15 février 2012.

Date	15 fév/Feb 2012
Votre référence - Your reference	
Numéro de dossier - File number	921534

ADVERTISEMENT

Enclosed is a certificate. Public notice has been given pursuant to section 9 of the *Trade-marks Act*.

The particulars have been published in the Trade-marks Journal of February 15, 2012 Volume 59 No. 2990.

Registraire des marques de commerce
Registrar of Trade-marks

Contact: Section du journal/
Journal Section
819-956-5394

Canada

www.opic.ic.gc.ca
www.cipo.ic.gc.ca



FILE No./No DOSSIER 921 534

Paragraph 9(1)(e)

ADVERTISED/ANNONCÉE DANS LE JOURNAL

FILING DATE/DATE DE PRODUCTION:
PUBLIC NOTICE DATE/DATE DE L'AVIS PUBLIC:

18 Janv/Jan 2012
15 fév/Feb 2012

REQUESTING PARTY/DEMANDEUR:

The Corporation of the City of Oshawa
50 Centre St. South
Oshawa
ONTARIO
L1H 3Z7
ATTENTION: Arend J. Wakeford

PROHIBITED MARK; ARMS, CREST OR FLAG/
MARQUE INTERDITE; ARMOIRIES, ÉCUSSON OU DRAPEAU:



MARK DESCRIPTIVE REFERENCE/RÉFÉRENCE DESCRIPTIVE DE LA MARQUE:

City Crest

Action	Date	BF	Comments/Commentaires
filed/produite	2012/01/18		
created/créé	2012/01/30		
formalized/formalisée	2012/02/01		
correspondence created/correspondance créée	2012/02/01		Avis de réception / Filing Notice
accepted for publication/acceptée pour publication	2012/02/09		
extracted for advertisement/extrait pour publication	2012/02/10		Vol.59 Issue 2990 2012/02/15
advertised/publiée	2012/02/15		Vol.59 Issue 2990

Appendix D - Crest Trademark Certificate



Office de la propriété
Intellectuelle
du Canada

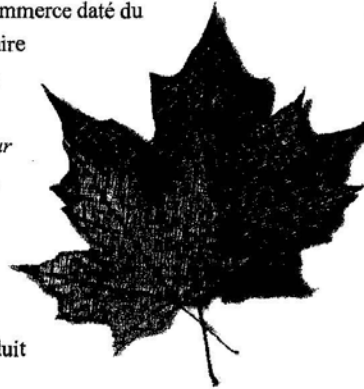
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Industry Canada

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Numéro de dossier
File Number

921534

Demandeur
Requesting Party

The Corporation of the City of Oshawa

Registraire des marques de commerce
Registrar of Trade-marks
(CIPO 198) 11-10

Canada

Certificate

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OPIC  CIPO