CITY OF ST. ALBERT

# CITY COUNCIL POLICY

| NUMBER | TITLE |
|---|---|
| **C-CA0-17** | **Community Brand** |

| ORIGINAL APPROVAL DATE | DATE LAST REVISED |
|---|---|
| September 23, 2013 | February 18, 2020 |

## Purpose

To establish the City's commitment towards the Botanical Arts brand and provide clarity towards strengthening and nurturing the brand during ongoing implementation.

## Policy Statement

The City of St. Albert shall maintain a community brand known as "The Botanical Arts City" in accordance with the with the "Brand Promise" as approved within the "Brand Direction and Marketing Plan" adopted January 2010, and which shall provide the expression of who St. Albert is, and serves as a foundational element in the development of all aspects of City business and operations and in strengthening the community identity.

## Definitions

"Community Brand" refers to the attributes of St. Albert as expressed in the Council approved brand program. These attributes include visual identity, positioning statements and concepts of what the community is. The Community Brand defines St. Albert, what it stands for, reveals our story, and encompasses St. Albert's unique values on behalf of the community and presents these to the world.

"The Botanical Arts City" means the approved Community Brand for the City of St. Albert, a place where people can cultivate their lives, a community renowned for its botanical arts, its commitment to a green lifestyle and the cultivation of activities that provide for a well-rounded quality of life.

"Brand Strategy" means a long-range plan for community branding that includes a stakeholder influenced process to determine/validate the Community Brand and addresses comprehensive ways to support and nurture the Community Brand.

“Corporate Visual Identity Guide” means a technical manual that provides comprehensive direction on the visual expression of the Community Brand.

## Responsibilities

1. City Council shall:
    a. Be the decision-making body to approve any significant changes to the Community Brand.
    b. Consider policies and initiatives that would support the advancement of the Community Brand.
    c. Consider resource requirements to effectively fund the policies and initiatives put forward that would advance the Community Brand.
    d. Act as ambassadors for the Community Brand.

2. The Chief Administrative Officer shall:
    a. Ensure that an ongoing corporate wide work program to advance the Community Brand is maintained and enacted upon within the approved resource allocation.
    b. Ensure, where feasible and appropriate, the Community Brand and the visual identity elements are incorporated within City policies, plans, standards, programs, services, documents, signage, tangible assets and any other aspects of the City’s operations where possible.
    c. Establish and maintain a Corporate Visual Identity Guide.
    d. Establish administrative directives, documented processes and protocols to ensure effective emphasis and support for the advancement of the Community Brand.
    e.

## Service Standards / Expectations

1. The City will endeavour to engage the community in the ongoing implementation of the Community Brand.

2. The Community Brand shall be appropriately incorporated into the City’s statutory planning documents (Municipal Development Plan, Area Structure Plans, and Land Use Bylaw) strategic planning documents (St. Albert Strategic Plan, Master Plans, Long-Term Departmental Plans, Urban Design Guidelines), Engineering Design Guiding Principles and any other strategic or guiding documents that exist or may be developed in the future. Incorporation of the Community Brand to these documents will be accomplished during the next logical planned review period.

3. The City will strive to incorporate the Community Brand into all above ground capital construction projects.

4. A budget allowance of up to $10,000 will be maintained within the Chief Administrative Officer's Office to support strategic initiatives that promote the Community Brand, in particular the Brand Slogan Cultivate Life.

5. The Community Brand shall be reviewed every 10 years to ensure its ongoing relevance and alignment with the Community Vision and key strategic documents. The community shall be engaged in a formal review of the Community Brand. Research shall be undertaken as part of a formal review on awareness and perceptions about the Community Brand. The formal review shall include a report to City Council.

## Cross References

C-CG-01 Council's Vision, Mission and Values

| DATE REVIEWED | NEXT REVIEW DATE | REVISIONS |
|---|---|---|
| **February 2019 – Strategic Services and Information Technology** | **2021 – Strategic Services and Information Technology** | **October 5, 2015 - C475-2015**<br>**February 22, 2016 – C105-2016**<br>**January 9, 2017 - AR-16-493**<br>**January 21, 2019 – AR-19-003**<br>**February 18, 2020 – AR-20-022** |