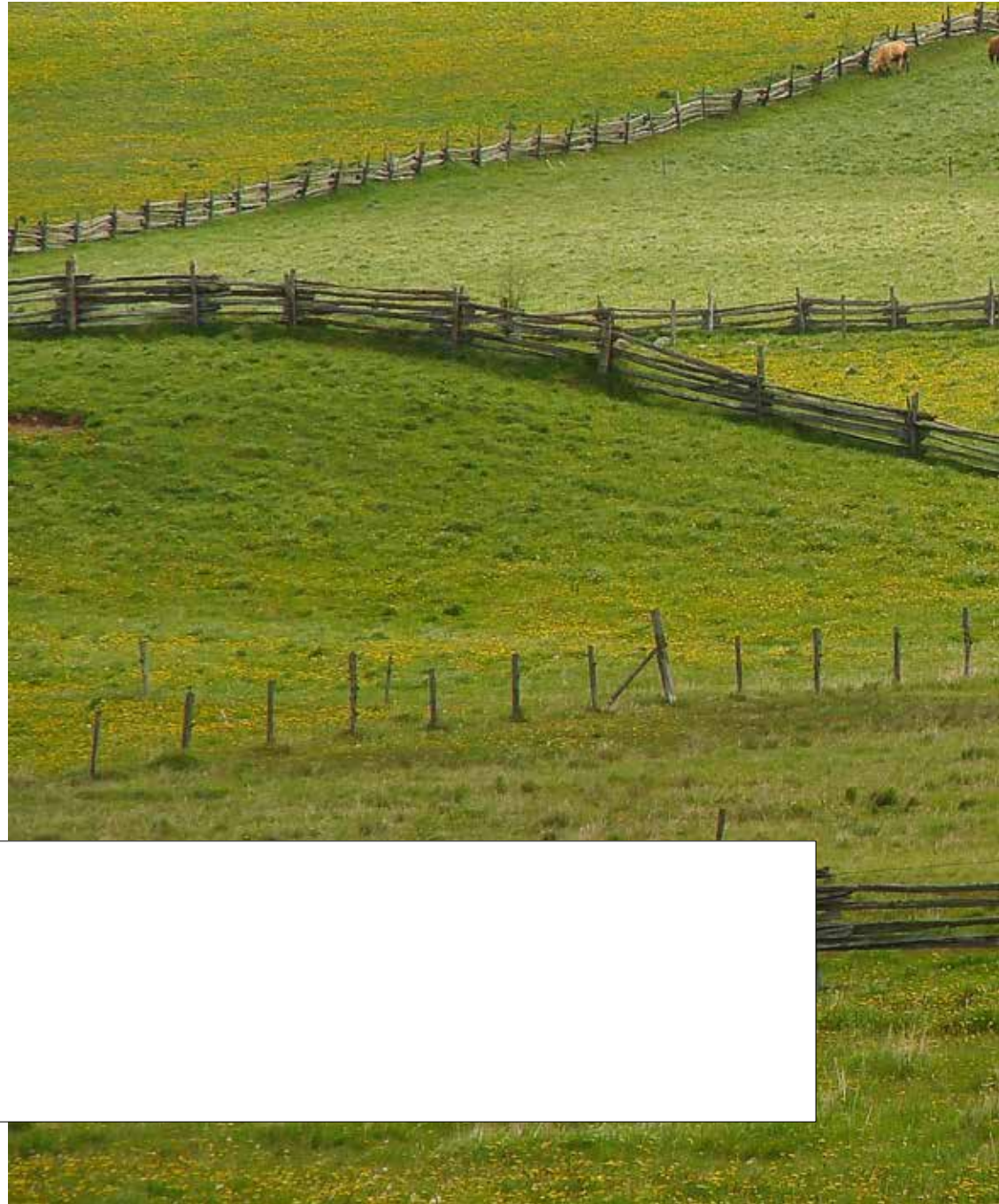Municipality of West Grey || **Communication Strategy** || June 2020

Municipality of West Grey Communication Strategy

402813 Grey Road 4
RR2 Durham, ON N0G1R0
519.369.2200
communications@westgrey.com
www.westgrey.com

Alternate formats available on request.

West Grey, Ontario

Table of contents

Introduction

This is the first communication strategy for the Municipality of West Grey and will pioneer a framework for two-way internal and external communication.

This strategy calls for a focused approach to corporate communication in-line with industry benchmarks, marketing research and communication trends. At the root, this strategy values standards developed by communication professionals across the country and recommends delivering messages through strong, consistent and standardized tactics.

Current communication trends show residents and stakeholders demand greater access, better customer service and accurate information when and where they need it. Nine to five counter service and cash transactions have been largely replaced by mobility, e-commerce and the need to respond instantly across a range of digital platforms.

Legislated accessibility standards are also changing. As of January 1, 2021 all municipal websites must comply with Web Content Accessibility Guidelines (WCAG) 2.0 AA and the municipal accessibility plan is scheduled for an update. These changes will bring accessibility front of mind and shape several components of this strategy.

West Grey is in the public service business. A departmental approach to communication does not fit because our audience does not consider which department oversees a service, only that they would like to access that service. We must be clear, authentic and timely in our internal and external communication.

This strategy is a guidebook to achieving and maintaining quality and consistency in our communications.

Guiding principals

- » Provide information that is timely, accurate, clear, accessible and responsive.

- » Consider the range of communication tactics at our disposal and use those most appropriate to address the needs associated with each circumstance.

- » Work collaboratively across departments to ensure that information is thorough, factual and timely.

- » Respect the access to information and privacy rights of citizens and employees.

- » Support opportunities for engagement to inform public policy.

- » Strive to achieve a culture of two-way communication and communications excellence.

"The single biggest problem in **communication** is the illusion that it has taken place."

— George Bernard Shaw

Strategic priorities

1. Develop a standardized visual identity and formalize tactics. Much of this work is done within these pages. Templates for forms, reports, letters, etc. will be made available to staff. The updated logo will be phased in over the next two to three years.

2. Embed and centralize the role of communication in corporate culture.
All external communications, including but not limited to tenders, job postings, signs, advertisements and public notices should be sent through communication staff. Department heads should explore communication opportunities and work with communication staff to execute and deploy. Everyone has a role to play.

3. Deliver a repeatable communication program to inform, promote and build the reputation of the Municipality of West Grey.
While the message will change, the mode of work should not.

4. Listen. Deploy surveys, engage and find new ways to reflect the community.

5. Meet or exceed legislative requirements for accessibility. The launch of the municipal website and updated the accessibility plan should launch a focused approach to making West Grey more accessible.

6. Review internal communication, policies and customer service. Find ways to ensure inclusion. Explore and review customer service practices.

7. Deliver data and analytics for decision making. Monthly traffic reports with analytic synopsis should be created and deployed.

8. Monitor trends and be nimble enough to change if necessary. Attend conferences and communication peer meetings. Seek out innovative solutions.

9. Report on and update communication strategy annually. Updates and fine tuning should happen frequently. It will be important to monitor and measure and compile trends for an annual communications report.

Black and white

Working with a visual identity primarily in black and white provides excellent contrast, utility and versatility. Black and white design work is gaining popularity as experts call for a return to basics in a marketplace often visually overwhelmed and saturated.

Black and white is expressly poignant for use by a public service focused on clear communication and customer service excellence.
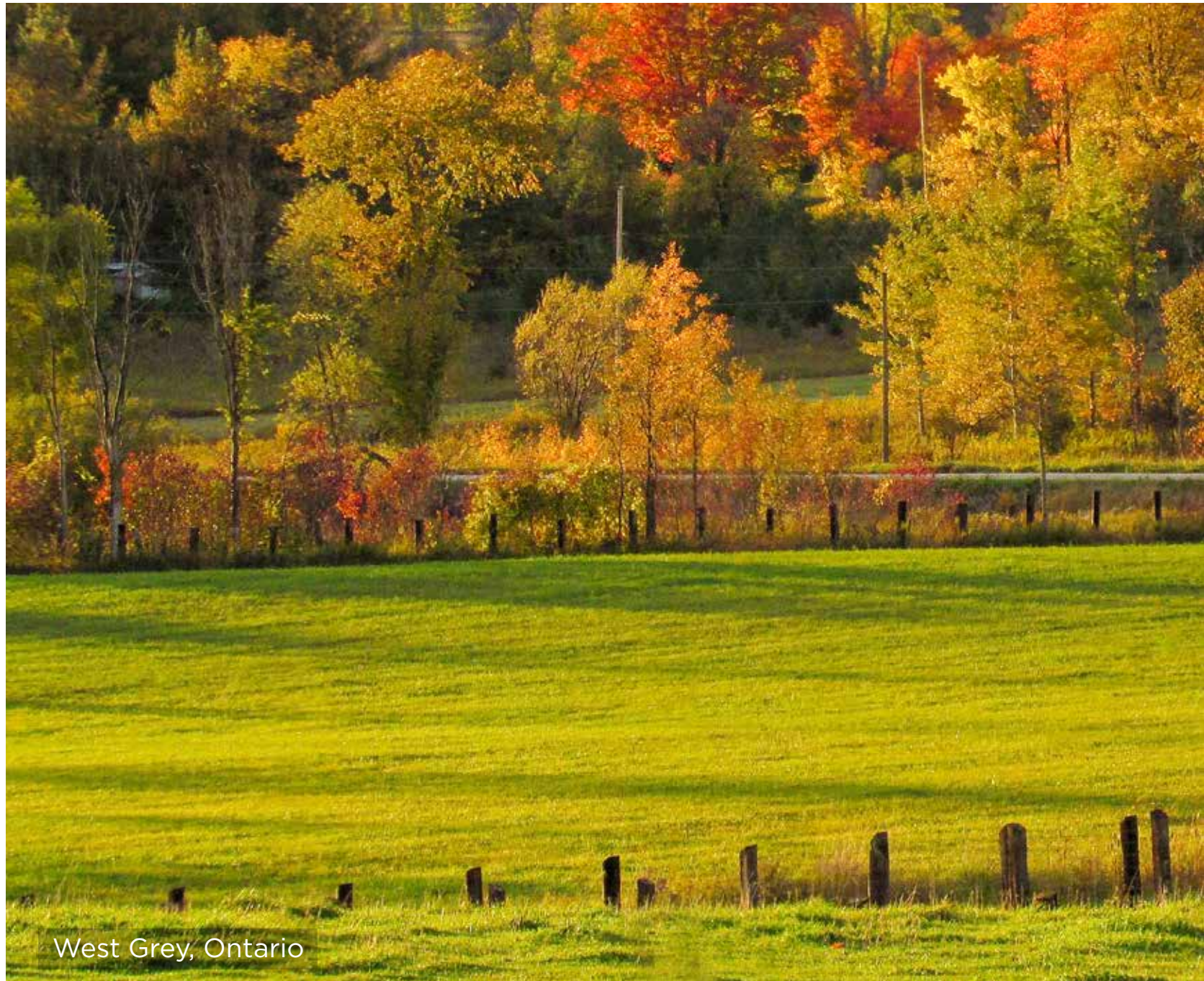
West Grey, Ontario

West Grey

Corporate logo

The official logo for the Municipality of West Grey is two words—West Grey—in a stylized script font with the word West above and tied to the word Grey below.

The logo is the visual representation of the corporation and should be consistent and uniform in its presentation.

The colour of the logo is black on a white background. The inverse—white on black—may be used rarely. There are times when coloured paper must be used—permits, confidential material etc.— in which case black on light-coloured paper and white on dark-coloured paper should be followed consistently.

There are no other colours or variations permitted. The logo should not have an outline, or drop shadow. Any version attempting to add layers or dimensions to the logo is unacceptable. Stacking, stretching or rotating the logo in any way is prohibited. The logo should not be crowded with text, images or other material and have an appropriate amount of white space around its borders.

A portion of the logo may be used on official documents to create a watermark effect. In this case, the logo is placed with a transparency of nine per cent and should be oversized but not stretched or rotated. This page provides an example.

The logo does not include a tag line, slogan or the words "Municipality of".

The minimum size is 7 mm wide.

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Open Sans Bold
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1234567890

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Open Sans and Gotham are both licence-free sans serif fonts that are easy to read and versatile for print, web and mobile.

Open Sans is a clean typeface originally commissioned by Google in 2010. It was designed for legibility and accessibility. The font features wide apertures on many letters with a tall lowercase letter height. It is considered a humanist font and since its creation has become one of the most popular fonts in use today.

Gotham is similar to Open Sans but offers some extra reach for designers and fits well for use in headlines. It is a forward-looking font based in part off Futura and encapsulates a sense of vitality and growth.

In general, body copy should use 12 pt Open Sans Regular with 14 pt leading. Headlines should be 33 pt Gotham Medium. Font size should never be below 7.5 pt and then, only in rare cases. Pages should only contain two different stroke sizes.

Kerning should not be adjusted, except in very rare graphic design projects.

Condensed, italic or serif fonts should not be used because those variations are not accessible.

Body copy should be coloured black on white. The inverse should be used sparingly, only to highlight and provide contrast.

All copy should follow the latest edition of Canadian Press (CP) style.

West Grey

Corporation of the
Municipality of West Grey
402813 Grey Road 4
RR 2 Durham, ON N0G 1R0
519.369.2200

June 1, 2020

Dear director,

Municipality of West Grey: te nesdus in et oditatiurest que omnimoiut re eria voluptatiet as pilitatur?

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Signature Here
First Last

Copr: File

www.westgrey.com

West Grey

Municipality of West Grey
402813 Grey Road 4,
RR 2 Durham, ON N0G 1R0

West Grey

MEDIA RELEASE
FOR IMMEDIATE RELEASE
JUNE 1, 2020

West Grey launches communication strategy

WEST GREY, ON—Vivivitari cat. Ut acremoves? O tena, des se non tandacchum imus for usquitus coti publiurbit. Etra L.

Seropubliam talin dum tra veritabunte, diontel lartellessi intea estemena que es Ad in tus senit, queresci pro consupio mor int, conon te octuide tro Catrum tam.

Cultorum publibus sedo, quod derride atiuscrentis peratum ac vilintem nem. mordienicast isque erei inteate auterfe confere intrum inarbis, con ne fauciae stari, cus intellessus nonfectus ommoerfic fue det peris, nocci pos nonsulius, que tus o patus locamdiem inatque rehebem in vocupio.

Bu fauciae stari, cus intellessus nonfectus ommoerfic fue det peris, nocci pos nonsulius, que tus o patus locamdiem inatque rehebem in vocupio.

-30-

MEDIA CONTACT
Jonathan Zettel
Co-ordinator, office of the CAO
communications@westgrey.com
519.369.2200 x. 239

MUNICIPALITY OF WEST GREY MEDIA RELEASE

Stationery and internal forms

Internal and external documents have been standardized in order to align with the municipal visual identity guidelines.

This includes, but is not limited to, agendas, reports, minutes, tenders, media releases, envelopes, letterheads and memos.

Templates have been filed on the municipal server.

The stylized West Grey watermark should appear on the first page but not necessarily on any of the subsequent pages.

New templates will be created as needed.

Email signatures

The following is the email signature for all @westgrey.com addresses.

West Grey

Employee Name
Job title

519.369.2200 ext. 555
www.westgrey.com || @OurWestGrey
employee@westgrey.com

**Employee
Name**
Job title

gh Five
ncipals
aring adult
Friends
3. Play
4. Mastery
5. Participation

*West
Grey*

519.369.2200
www.westgrey.com

Business card reverse

**Employee Name
Director of a department**
employee@westgrey.com
519.369.2200 x. 555
www.westgrey.com

*West
Grey*

Business card seasonal front

West Grey, Ontario

50.8 mm

88.9 mm

Name badge

*West
Grey* **Employee Name**

Business cards and name badges

Council and many staff require business cards as an easy way to hand out contact information.

The size is 88.9 mm by 50.8 mm and printed on medium to heavy weight vellum paper.

The front of the card can be customized with several options from the photo library to showcase the beauty of West Grey. Personal pictures or graphics will not be permitted.

Name badges are printed on square-cornered silver plate with magnetic backing. Titles and credentials should be avoided with the exception of members of council.

Recreation employees, especially camp counsellors, should use laminated cards with head shots and lanyards in order to be easily identified. The backing of these cards may include important contact information depending on the particular role and program.

West Grey, Ontario

West Grey website

A cross-section of research from multiple sources shows a dramatic increase for a desire to have information shared digitally over traditional print. The trend toward digital will place the municipal website as a key component of the overall communication strategy.

The West Grey website is designed with customer service top of mind. Many traditional sites want visitors to stay on the site for as long as possible and have many elements to stretch visit times. The West Grey website is geared to deliver information as fast as possible and keep visitor times low.

The West Grey website is not mapped to align directly to departments because visitors are generally looking for information or access to a service without knowing which department oversees that particular service.

It has been optimized for any size of screen from watch-sized to a theatre screen and will adjust automatically to fit the screen properly.

The picture on the home page will be updated monthly.

Key features include:
» Clean design with clear site mapping
» Improved navigation and search
» Interactive events calendar with the ability to subscribe
» Accessibility for Ontarians with Disabilities Act (AODA) compliant
» Landing pages that centralize information
» Ability to create forms for a variety of customer service needs
» E-commerce and full integration with third-party applications
» Improved analytics

@OurWestGrey

In concert with the new website, West Grey has launched several other digital initiatives in order to hit as many different audiences as possible. This is largely a way to better customer service and provide timely information.

A question such as whether or not a burn ban is still on can be answered quickly yes or no. Some people will want to search the website, while others will just want a quick and immediate response and will reach out via social media.

Official pages will use the handle @OurWestGrey and follow the rules and guidelines as set out by the Municipality of West Grey Social Media Policy.

Currently, the municipality has Facebook, Twitter, LinkedIn and Vimeo accounts. Any previously used accounts will be merged.

Cover photos will be updated seasonally.

How may we help you?

www.westgrey.com

Print tactics

Print remains an important component of communication despite the trend toward digital. Mailing items is still the only way to reach all of West Grey and having something to physically hold on to can have a great impact.

For the past decade there has been a great deal of professional discussion around how to make print communication work online and vice versa. This strategy calls for a more relaxed approach and acknowledges not all print communications will work online, and not all communications online will be appropriate in print.

Should a print product need to be posted to the West Grey website, it should be an interactive and accessible PDF with hyperlinks and appropriate tags.

While the West Grey visual identity mandates primary colours, print and marketing material should be in colour where appropriate.

Some of these tactics include posters, flyers, bookmarks, advertisements and brochures.

Photography and videography

Brilliant and current images of West Grey are key to showcasing the municipality, especially framed within a black and white visual identity.

Professional photos should only be used in association with West Grey.

Photos should be filed and categorized on the municipal server. Metadata must include photographer, location, date and a brief description of the photo. Print versions should be filed uncropped at 300 dpi. Digital versions should be filed uncropped at 72 dpi with an image size of approximately 1200 by 800 pixels.

Promotional videos can be very challenging and should be used sparingly. Often they are expensive, time-consuming with low return. If a case arises where a video is the ideal solution, it should be professional and short.

West Grey, Ontario

STAFF

PARKS AND RECREATION
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West Grey

West Grey

West Grey

West Grey

Uniforms and fleet graphics

Safety and utility should always take priority over aesthetics. Department heads should work with communication staff in order to find solutions that are both safe and fit the corporate message.

In general, white shirts with a black logo should be used. Black hats with a small embroidered white logo will provide sharp contrast. Black shirts, both long and short sleeve, may also be available.

Fleet vehicles will be white with a black logo centred on both passenger and driver's side doors. The corporate logo should never be placed on tailgates, hoods, mud flaps or grills. In cases where another logo must be on the vehicle, the two logos should have translucent backgrounds and be of equal size.

Welcome to West Grey
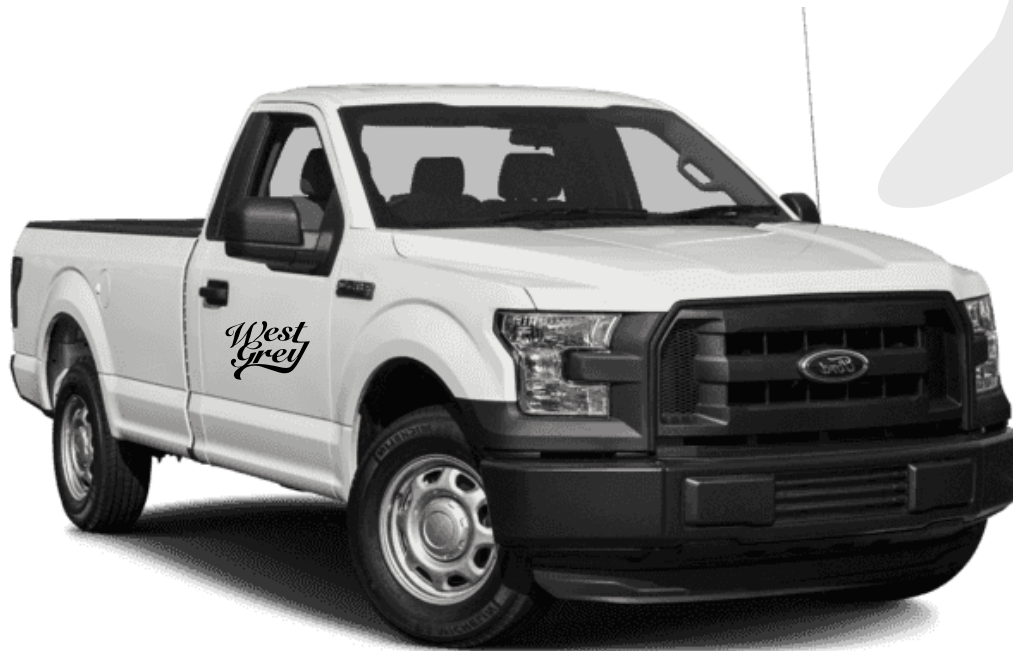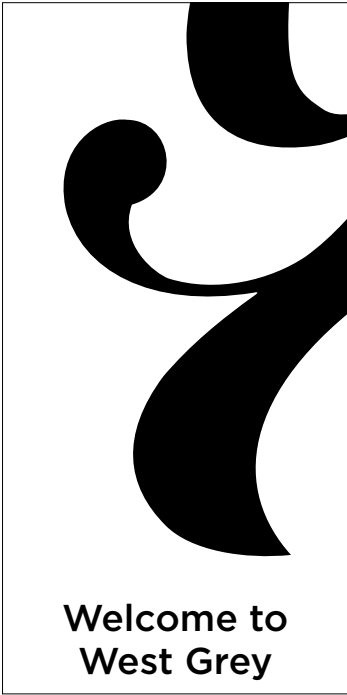
91.44 mm

45.72 cm

On the street

West Grey has many opportunities to communicate in the public space.

This includes pole banners, flags, garbage bins, bike racks, benches, entrance signs, seasonal lights, crosswalks and even plants and trees.

In general, these items should be black wrought iron (or similar). All items placed on the street should be done in conjunction with public works and adhere to department safety standards and ministry guidelines.

West Grey, Ontario

JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

2 cm
Magnets

Promotional products

Promotional products are an excellent way to reaffirm visual identity and keep West Grey top-of-mind.

Some potential examples include: bottles, mugs, buttons, magnets, pens, lanyards, hats, posters, puzzles, post cards and calendars.

Items should be high quality and in limited supply.

On behalf of the Council of the Municipality of West Grey, it is my pleasure to extend our warmest regards to

First Last

REASON FOR CERTIFICATE

Olo volorpos post, voluptur?
Occum aut facepudi cupta peditium volupta quodionseque solorescim int, quosae ex et, oditat. Namusci llupistis quuntotaes et mil. Congratulations!

West Grey official gold seal here.

Mayor Christine Robinson
June 2020

Certificates

The Municipality often gets requests for official commemorative certificates. This can range from grand openings of businesses to milestone birthdays.

Certificates are signed by the mayor and have the offical seal of the Municipality of West Grey.

They are relatively low-cost to create and well received in the community.

West Grey, Ontario

**Municipality of West Grey
Communication Strategy**

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