



## REPORT TO COUNTY COUNCIL

**FROM:** Jessica Silcox, Corporate Communications & Engagement Coordinator

Sarah Savoie, Accessibility Coordinator

**DATE:** December 6, 2023

**SUBJECT:** Refreshing the Elgin County Brand:  
Addressing Accessibility Requirements

---

### RECOMMENDATIONS:

---

THAT the report titled “Refreshing the Elgin County Brand: Addressing Accessibility Requirements” dated December 6, 2023, from the Corporate Communications & Engagement Coordinator, Accessibility Coordinator, be received and filed; and

THAT the refreshed County of Elgin logo be approved as presented.

### INTRODUCTION:

---

This report aims to provide Elgin County Council with an overview of the newly refreshed Elgin County Logo. In order to address accessibility requirements, the Corporate Communications & Engagement Coordinator collaborated with the County’s Accessibility Coordinator and a local graphic designer to revitalize the County’s logo. Detailed in Appendix One, the refreshed logo was designed to adhere to the Web Content Accessibility Guidelines (WCAG) 2.0 Level A and AA.


### BACKGROUND AND DISCUSSION:

---

In 2007, a design firm called Yfactor was hired to create a marketing and branding strategy for Elgin County. The strategy and logo were approved by the County Council in 2008. Since then, the logo has been modified by different County departments. However, due to changes in branding, marketing, visual identity, and accessibility requirements, the current logo’s colour palette and font are no longer accessible.

The Accessibility for Ontarians with Disabilities Act (AODA) was first introduced in 2005. In 2011, the O.Reg 191/11 Integrated Accessibility Standards Regulation (IASR), which applies to public sector organizations, was implemented. The IASR requires public sector organizations to comply with the W3C Web Content Accessibility Guidelines

---



(WCAG) 2.0 Level A and AA by January 1, 2021, under the Information and Communication Standard.

To comply with these regulations, staff worked with a local graphic designer to create a refreshed logo that addresses accessibility requirements (see Appendix One).

The project is very timely as the County is currently in the process of redeveloping its corporate website and branding several fleet vehicles. It is worth noting that the new logo can be introduced gradually with other lifecycle projects, including new road signage that will be implemented soon.

Corporate documents such as Council Reports, Press Releases, Human Resources Policies, etc. can all be updated in-house by the Corporate Communications & Engagement Coordinator.

Furthermore, to safeguard these newly developed County assets, the Corporate Communications & Engagement Coordinator will liaise with the Director of Legal Services to ensure that the new logo and the accompanying “Progressive by Nature” Tagline are officially trademarked through the Canadian Intellectual Property Office, thus fortifying legal protection against unauthorized usage. This strategic move will aim to preserve the County's distinctive identity and branding elements from potential misuse by external entities.


#### **FINANCIAL IMPLICATIONS:**

---

This refresh required the retention of a local graphic designer to make the revisions. At the time of writing this report, the total cost from the designer is \$316.40 (inclusive of H.S.T). However, the designer still needs to create a few other renditions of the logo, which will cost approximately \$90-\$180 more plus HST to complete.

There will also be a phased-in approach to implementing this refresh across the Corporation to minimize implementation costs.

---



## ALIGNMENT WITH STRATEGIC PRIORITIES:

Serving Elgin	Growing Elgin	Investing in Elgin
<input type="checkbox"/> Ensuring alignment of current programs and services with community need.  <input type="checkbox"/> Exploring different ways of addressing community need.  <input checked="" type="checkbox"/> Engaging with our community and other stakeholders.	<input type="checkbox"/> Planning for and facilitating commercial, industrial, residential, and agricultural growth.  <input type="checkbox"/> Fostering a healthy environment.  <input checked="" type="checkbox"/> Enhancing quality of place.	<input checked="" type="checkbox"/> Ensuring we have the necessary tools, resources, and infrastructure to deliver programs and services now and in the future.  <input checked="" type="checkbox"/> Delivering mandated programs and services efficiently and effectively.

### Additional Comments:

### LOCAL MUNICIPAL PARTNER IMPACT:

Local Municipal Partners will be notified about the new logo.

### COMMUNICATION REQUIREMENTS:

Staff will need to create a new Visual Identity Standards document as well as a Brand Manual to train staff on the proper use of the new logo, font, and colour palette. These documents will also be useful for educating stakeholders on the proper use of the County's new logo.

### CONCLUSION:

The new County logo is now compliant with accessibility requirements while still maintaining the original integrity and intentions set out by the original logo.



All of which is Respectfully Submitted

Jessica Silcox  
Corporate Communications &  
Engagement Coordinator

Sarah Savoie  
Accessibility Coordinator

Approved for Submission

Don Shropshire  
Chief Administrative Officer/Clerk

