

Category: Communications

## **Official Use of Branding and Intellectual Property**

Policy Number: COM-130

Approved by: CAO/CLT – October 30, 2025

Administered by: Strategic Communications, Tourism and Events, Corporate Support Services

Effective Date: October 30, 2025

---

### **1. Background**

The Corporation of the City of Brampton (The “City” or “City of Brampton”)’s brand and graphic assets are integral to how the City builds trust, fosters a positive public image, and effectively communicates policies, services, events and programs to citizens and stakeholders. This directive ensures consistent and appropriate creation and use of all branding elements and provides guidelines for intellectual property protection. It establishes a set of criteria for when the creation and use of a branding elements is required.

### **2. Purpose**

The purpose of this Administrative Directive is to establish standards, roles and responsibilities that ensure brand consistency and the protection of the City’s branding assets and intellectual property (IP).

### **3. Application and Scope**

This Administrative Directive applies to all City staff, contracted third parties and external organizations engaged in branding, marketing, creative services, and/or marketing campaign work for or with the City.

#### **3.1 Exceptions**

- 3.1.1 This Administrative Directive does not apply to Revenue-generating and emergency services business units such as Brampton Transit, Brampton Fire, The Rose, Recreation, and Experience Brampton (Tourism, Festivals & Events, Culture) may continue to use their own branding systems, which are approved exceptions due to their distinct marketing needs.
- 3.1.2 Council Members, Mayor’s Office and Council Office staff are excluded and may refer to the Council Office Handbook.

## 4. Outcomes

- 4.1 Consistent and professional representation of the City's brand across all channels.
- 4.2 Centralized oversight of branding decisions and usage.
- 4.3 Protection of the City's intellectual property assets.
- 4.4 Reduced reputational and legal risks associated with misuse or unauthorized use.
- 4.5 Stronger public recognition and trust in City communications.

## 5. Mandatory Requirements

### 5.1 Branding and Logo Creation

- Creative Services & Marketing (within Strategic Communications) is the sole authority for the development, creation, and distribution of City branding and related assets. No department may create an independent brand without approval from the Senior Manager of Creative Services & Marketing or the Director of Strategic Communications.
- No operating department may create or use City branding or logos externally without written approval from the Senior Manager of Creative Services & Marketing or the Director of Strategic Communications.
- All marketing materials must adhere to corporate visual identity standards.
- New sub-brands or logos will only be considered under the following conditions:
  1. The operating area is revenue-generating.
  2. The initiative is a corporate priority campaign or project.

### 5.2 Logo Use and Approvals

- The City logo is a registered IP and must represent the City as a whole.
- The use of the City logo by external organizations is prohibited unless the organization is a funded, affiliated, partnered, or sponsored entity and has written consent from the Director of Strategic Communications or designate.
- Unauthorized distribution of logo files to third parties is prohibited.

### 5.3 IP Registration and Protection

- Legal Services is responsible for registering all City trademarks, copyrights, and related IP protections.
- Associated registration costs must be paid by the requesting operating department.
- Legal Services will take necessary legal action in instances of IP infringement or misuse.

## 6. Roles and Responsibilities

### 6.1 Strategic Communications

- Maintain and update this directive.
- Approve all branding, logo requests and applications.
- Provide training and enforce compliance with brand standards.

### 6.2 Creative Services & Marketing

- Design and maintain brand guidelines and assets.
- Manage all creative design and branding development.
- Ensure all materials align with the City's visual identity.

### 6.3 Legal Services

- Register trademarks and IP.
- Maintain an inventory of protected assets.
- Enforce IP rights and pursue legal action as required.

### 6.4 Operating Departments

- Submit requests for branding to Strategic Communications.
- Comply with brand guidelines and usage policies.
- Pay required fees for IP protection of specialized marks.

## 7. Monitoring and Compliance

7.1 Strategic Communications will audit brand use annually and respond to non-compliant use.

7.2 Consequences of non-compliance

7.2.1 Failure to follow this Administrative Directive may result in:

- a) Revocation of brand privileges
- b) Formal training sessions.
- c) Escalation to senior leadership or Legal Services.

## 8. Definitions

8.1 **Branding** – All visual and written elements that represent the City, including; logos, taglines, fonts and templates.

- 8.2 **Creative Services & Marketing:** A team within Strategic Communications responsible for branding.
- 8.3 **IP (Intellectual Property):** Includes registered trademarks, copyrights, and other brand assets.
- 8.4 **Logo:** The official symbol used to identify the City.

## 9. References and Resources

This Administrative Directive should be read and applied in conjunction with the following references and resources as updated from time to time. Please note that some of the following documents may not be publicly available.

### 9.1 External references

- [Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c. M 56 \(“MFIPPA”\)](#)
- 

### 9.2 References to related bylaws, Council policies, and administrative directives

- [Council Office Handbook](#)

### 9.3 References to related corporate-wide procedures, forms, and resources

- City of Brampton Brand Guidelines
- [Access & Privacy Manual](#)

## 10. Revision History

Date	Description
2025/10/30	New. Approved by CAO/CLT on October 30, 2025. <i>(typically three years after approval)</i>
2029/10/30	Next scheduled review <i>(typically, four years after approval)</i>