

B.4

MOTION ON NOTICE

4. Modernizing the City of Vancouver's Visual Identity

MOVER: Mayor Robertson

SECONDER:

WHEREAS

1. Vancouver's last visual identity was created over a decade ago, prior to the need for social media-friendly graphics and key City policies including the City of Reconciliation;
2. In February 2017 Council approved the roll-out of a new City wordmark;
3. The public expressed a strong desire to provide feedback on a new wordmark;
4. In response to the new wordmark, some local graphic designers expressed a strong desire to engage in a broader discussion with the City about the City's visual identity, and raised several suggestions on how the City could do a better job working with and supporting local graphic designers;
5. The Graphic Designers of Canada (GDC) is Canada's national certification body for graphic and communication and design, and has a BC Chapter based in Vancouver.

THEREFORE BE IT RESOLVED

- A. THAT Council officially affirm that the rollout of the new wordmark approved by Council on February 22, 2017, not proceed.
- B. THAT the City, in collaboration with the Graphic Designers of Canada, BC Chapter, engage the public on a new visual identity, within existing budgets.
- C. THAT the City and the Graphic Designers of Canada BC Chapter develop a process to bring forward professional design options for a new wordmark.
- D. THAT the City provide the opportunity for an online public vote by Vancouver residents on the final design of a new City wordmark, to be held by Fall 2017.

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