



GRAND VALLEY

STAFF REPORT

To: Mayor and Members of Council
From: Meghan Townsend, CAO/Clerk
Meeting Date: November 26, 2024
Report Number: **2024-105**
Subject: Vehicle Decal Policy

Recommendation

THAT Council receives Report – Vehicle Decal Policy
AND FURTHER THAT Council approves the Vehicle Decal Policy as presented.

Executive Summary

Purpose

To create a policy on the types and design of decals on Town vehicles and equipment.

Key Findings

A policy will help ensure that staff and Council agree on the types of decals/branding on Town vehicles and equipment.

Financial Implications

Decal cost depends on size.

Report

Background

In 2023, Council requested that a corporate Vehicle Decal policy be developed to make the branding of our vehicles and equipment consistent across the departments.

Discussion

A draft Vehicle Decal policy is attached as Attachment 1 to this report. It describes the appearance of Decals for the By-law, Public Works and Recreation departments, along with location descriptions for where the Decals are to be attached to the vehicle.

Should the number of departments or types of vehicles owned/operated/rented by Town departments change, this policy will need to be revisited to ensure it is appropriate for all Town vehicles.

If Council wishes to take the idea of Corporate Branding further beyond these basic Decals that use our current Town logo, a graphic designer could be retained to design corporate-wide branding. The Town of Orangeville's branding guide is provided as Attachment 2 as an example of what the graphic designer could provide.

Financial Impact

The costs of new decals are factored into the cost of obtaining new equipment. Cost will vary based on size of decal required, number of decals required, and any cost increases experienced in the media printing industry.

Consultations

Matthew Bos, Director of Public Works

James Allen, Recreation Facilities Manager

Attachments

Draft Vehicle Decal Policy

Town of Orangeville Graphic Standards

This report was submitted by

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This report was approved by
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