

THE CORPORATION OF THE MUNICIPALITY OF SOUTH DUNDAS

BY-LAW NO. 2022-116

A BY-LAW to adopt an updated communications policy for the Municipality of South Dundas.

WHEREAS *the Municipal Act, 2001, S.O. 2001, Chapter 25*, as amended, states that a municipality and a local board shall adopt policies with respect to certain matters;

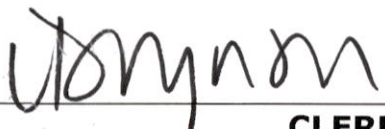
NOW THEREFORE the Council of the Corporation of the Municipality of South Dundas hereby enacts as follows:

1. THAT Policy No. 3-15, Communications for the Municipality of South Dundas, be updated to include the Corporate Identity Standards Guide, attached hereto as Schedule "A" to this by-law.
2. THAT Schedule "A" shall be effective on the date of passing.
3. THAT By-law No. 2014-54 remains in effect, in its entirety.

READ and passed in open Council, signed and sealed this 26th day of September, 2022.



MAYOR



CLERK



The Municipality of
**SOUTH
DUNDAS**

COMMUNICATIONS POLICY 3-15

Effective: June 2014

Revised: September 2022





The Municipality of
**SOUTH
DUNDAS**

COMMUNICATIONS POLICY 3-15

Effective: June 2014

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POLICY MANUAL	Policy No. 3-15
For Municipality of South Dundas	Effective Date: June 3, 2014 Revised: September 2022
Subject: Communications Policy	Department: Corporate Services

Overview

The Mayor is the official spokesperson on behalf of Council, and the CAO is the official spokesperson for all operational matters.

Co-operation and co-ordination between departments is necessary to better serve and inform the public. This ensures that municipal themes and priorities are consistently reflected in the information and messages communicated to the public.

Desired Outcomes

Provide citizens with timely, accurate, clear, objective and complete information about the Municipality of South Dundas policies, programs, services and initiatives.

Employ a variety of ways and means to communicate and provide information to accommodate diverse needs.

Provide a platform where citizens will know where to find information on their local government and will be able to complete routine transactions with the government in a timely manner.

Municipal information, both online and in print, will have a clearly recognized identity.

Visual Identity

A clear and consistent visual identity assists the public in recognizing and accessing the policies, programs, services and initiatives of the Municipality. To present a strong, unified identity, departments will adhere to the guidelines as outlined in the "Corporate Identity Standards Guide". This includes following all font, color and logo guidelines.

1. Municipal Website

The primary source for official information for the citizens of South Dundas is www.southdundas.com

The South Dundas website, herein known as "the website", is utilized to access information written by administration and is a resource for searchable reference material on the Municipality. This includes but is not limited to: Council Information, Staff Contacts, Calendar of Events, Tourist Information, Departmental Information and more.

A variety of other tools, including but not limited to social media and newsletters, are used to direct viewers to the South Dundas website, which should be considered the

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"home" for Municipal information online.

The website will maintain up-to-date information to assist citizens in their business with the Municipality. The site will be informative to facilitate communication between Council, Staff and the Public. A calendar of municipal meeting and events open to the public will be kept up to date on the municipal website.

The website is the primary source of official Council information. It shall be neutral in focus, shall archive agendas and minutes of official meetings from the current and previous term of Council.

The website is not a forum for commenting on municipal issues and services. It is a tool to share information with audiences.

The website will maintain an updated "News and Notices" section.

Community Calendar of Activities & Events

Content will be included on the Community Calendar of Activities & Events; however, in order for an event or activity to be included on the Community Calendar of Events, it must:

- Take place in the Municipality of South Dundas or be recognized as a Municipally supported event;
- Be open to the general public; this does not preclude events/activities that have applicable entrance fees or events/activities that are organized for a specific demographic or interest group;
- Be co-ordinated or sponsored by not-for-profit, charitable organizations or local community group/business;

The Municipality of South Dundas does not take responsibility for ensuring the Calendar of Events is comprehensive but will add suitable events upon request.

Third Party Links

The website may contain links to other websites (eg. government webpages, community non-profit links). These may be placed and/or removed at the discretion of the Municipality.

This type of link is provided for the convenience of the visitor. Inclusion of the link does not imply endorsement by the Corporation and the Municipality.

Documents

Any document that is posted on the website will be posted in PDF or fillable PDF format (except in special circumstances). This is to ensure that the original document cannot be altered or edited, and appears in a professional format.

News Updates and/or Press Releases

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News Updates and/or Press Releases

News Updates

The Municipality of South Dundas shall post updates on the "News and Notices" section found on the homepage of the website regarding municipal announcements, services, policies, and/or other information deemed acceptable by administration.

Media Releases

The media play an important role in providing information to the public on matters of civic interest.

Stories based in part on importance or length, or deemed so by administration, may be sent to local media in the form of a formal media release.

Should the Municipality choose to send a formal press release, they will be emailed to local print and local online media within South Dundas, North Dundas, South Stormont, North Stormont, South Glengarry, North Glengarry and Cornwall and posted on the "News and Notices" section of South Dundas website. The Municipality of South Dundas does not take responsibility for ensuring the media list is comprehensive but will add suitable parties upon request. In certain situations, the staff at their discretion may also send media releases to stakeholders. The media release list does not reflect or impact any advertising decisions from the Municipality.

The issuance of a press release does not guarantee publication.

Press releases may be initiated and prepared by staff in advance. Council and related staff may have the opportunity to see media releases in advance prior to submission to the local news outlets; however, in the event of an urgent situation affecting public health, safety or danger to persons or property, staff will make every attempt to distribute the media release as soon as possible, as outlined in the South Dundas Emergency Management Plan.

Social Media

The Municipality of South Dundas authorizes specific individuals to utilize social media in an official capacity to ensure that, as with all communications activities, communications through social media channels are accurate, consistent and professional. Currently, this access is distributed to the Communications Coordinator.

South Dundas accounts on social media are for the use of the Municipality, as follows, and not for personal employee use.

The primary goals of the Municipality's use of social media are as follows:

- Increase the awareness of municipal services

News Updates

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- Augment existing corporate communication methods and processes
- Provide an additional means through which the Municipality communicates with ratepayers and stakeholders
- Disseminate time-sensitive information quickly
- Promote/ make residents aware of information found on the website, departmental information, information found in Community Calendar of Events, Recreation news and programs, South Dundas 360 Community Guide, Newsletter Updates and other information as deemed appropriate by administration
- Share information from organizations with which South Dundas departments have a partnership
- Utilize social media analytic tools to help monitor, track and evaluate the Municipality's communications and marketing efforts

Currently, the Municipality of South Dundas has a presence on the following platforms:

Facebook Page: facebook.com/southdundas

Twitter: @southdundaslive

Instagram: Instagram.com/southdundas

TikTok: @southdundas

As per Policy No. 2-12 Customer Service, during regular business hours members of the public can expect a social media response within the next business day.

Social media interactions received when the office is closed will be responded to during business hours within the next business day.

I. Response

- a. Comments containing any of the following shall not be allowed on any of the Municipality of South Dundas social media presence:
- b. Profane language or content;
- c. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability, or sexual orientation;
- d. Sexual content or links to sexual content;
- e. Conduct or encouragement of illegal activity;
- f. Comments determined by the Municipality to be a specific attack on group or individuals or to be inherently political in nature or cause;

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- f. Comments determined by the Municipality to be a specific attack on group or individuals or to be inherently political in nature or cause;

- g. Content that reveals personal or private information about any particular or is otherwise protected by the Municipal Freedom of Information and Protection of Privacy Act or any other applicable privacy legislation;
- h. Content that violates a Municipal policy;
- i. Electronic Spam; unsolicited bulk messaging.

Complaints will be responded to in accordance with Policy No. 3-17 Feedback, Complaints, Inquiries and Requests.

Newsletters

Newsletters may include items of general interest as deemed appropriate by the Municipality including Council information, recreation news, new programs and policies, local events, information from local clubs (as defined in the "Community Calendar of Events") and more.

Newsletters are emailed to the CAO and Clerk for approval prior to release.

Please note that South Dundas Economic Development newsletter is a separate entity, and the Department maintains editorial responsibility for their respective newsletter.

Electronic Version

The *Minute by Minute with South Dundas* electronic newsletter will be emailed once a month to those individuals who wish to subscribe. Citizens can subscribe on the website, by clicking on the subscribe button on the newsletter itself, or by emailing the Communications Coordinator.

All email addresses provided will remain confidential, as described in the "Terms of Use and Privacy Policy" on the website.

The Communications Coordinator shall maintain editorial responsibility and issuance of the electronic newsletter.

Paper Version

Paper copies of the electronic newsletter will be available at the South Dundas Municipal Office upon request. A paper newsletter will be mailed twice (2) per year in March and December to residents of South Dundas with the tax bills.

Print Communications

Traditional forms of Communication are important, and The Municipality of South Dundas publishes a number of print materials to communicate with ratepayers on a semi-annual, annual or as needed basis. This includes, but is not limited to:

- South Dundas Community Guides
- Tax Inserts

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- Tax Inserts

- Event Posters
- Business Cards
- Brochures
- Newspaper Notices
- Mail-Outs

Print Communications must adhere to the Municipal identity as outlined in the "Corporate Identity Standards Guide". It is the Municipality's discretion to choose the method of communication used to disseminate information.

Additional Communications

Emergency Communications

The Municipality of South Dundas will use the tools at its disposal and use the most appropriate method to address the needs associated with each circumstance in an emergency. In the event of an emergency, the Emergency Communications Plan found in the "South Dundas Emergency Management Plan" will come into effect.

Detailed information on Emergency Communications can be found in the

- "South Dundas Emergency Management Plan".
- Referenced Policies/Guides:
- Corporate Identity Toolkit
- Website Terms of Use & Privacy Policy
- Community Calendar of Activities & Events Guidelines
- South Dundas Emergency Management Plan
- Customer Service Policy
- Feedback, Complaints, Inquiries and Requests Policy

Attachments

Schedule 'A' – Mass Notification System

Schedule 'B' – Corporate Identity Standards Guide

- Event Posters
- Business Cards
- Brochures
- Newspaper Notices
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Schedule 'A' – Mass Notification System

Schedule 'B' – Corporate Identity Standards Guide

Schedule 'A'

PURPOSE

This addition to the Communications Policy 3-15 shall establish guidelines for the use of the Municipal mass notification system and the permitted uses for sending a mass notification to the general public. The following does not apply to internal groups where supervisors may use the system to communicate with staff.

DEFINITIONS

Critical Notification: messages in which there is a potential risk to the health or wellbeing of users.

Informational Notification: messages in which there is no threat posed to the health or wellbeing of users. Informational notifications are not regular operations reminders. Messages are to be used for unexpected or rare occurrence reminders.

Internal groups: a collection of phone numbers/users who work for the Municipality of South Dundas and are included in the group list as a way to contact them for Municipal operations.

REQUIREMENTS

Administration

1. Only the identified and trained Admins are permitted to send a notification without approval or oversight from the Communications Coordinator, CEMC or CAO.
2. In the event that no admins are available to send a notification, staff will contact the system's 24-hour concierge service to send the notification on behalf of the Municipality.
 - a. Support information:
 - a. Business Hours:
 - b. Call: (877) 263-3822 x332 or
 - c. email: customer.support@voyent-alert.com
 - b. After Hours Emergency Support: (877) 263-3822 x 333
3. User contact information will not be used for any other purpose other than the mass notifications and the subscribed to public topics.

Notifications

1. In all instances, administrators will endeavour to ensure a notification is only sent when it adds value to the users.

Schedule 'A'

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Notifications

1. In all instances, administrators will endeavour to ensure a notification is only sent when it adds value to the users.

2. Excluding emergencies (critical notifications) only the listed notification types are permitted on the system. Special exceptions may only be made by the Communications Coordinator, Mayor or CAO.
 - a. Garbage & recycling Pick Up issues
 - b. Compost Depot Day reminders
 - c. Water main breaks
 - d. Water/sewer service interruptions
 - e. Road closures (discretionary)
 - f. Election reminders
 - g. Beach/Water Contamination
 - h. Boat Ramp Closures
 - i. Tax Due Date Reminders
 - j. Winter Parking/Snow Removal
 - k. Hydrant Flushing
 - l. Fire Bans
3. Excluding emergencies (critical notifications) the Municipality will not send more than one informational notification per week to ensure the system is not over-used.

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CORPORATE IDENTITY
STANDARDS GUIDE

September 2022

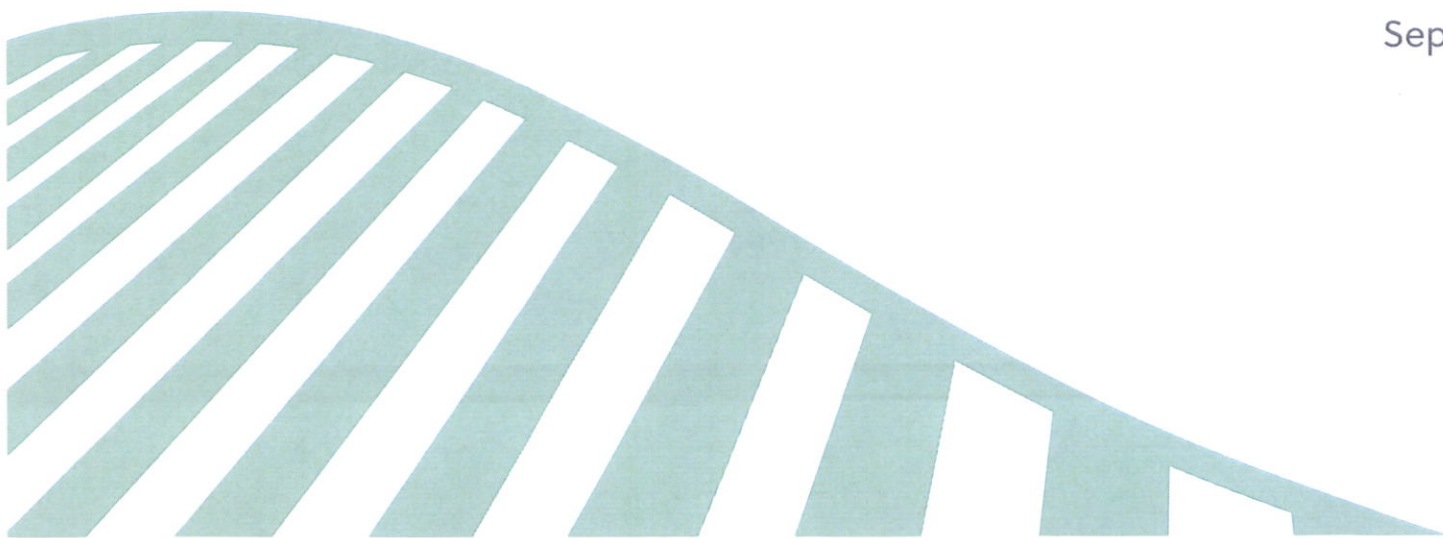




The Municipality of
**SOUTH
DUNDAS**

CORPORATE IDENTITY
STANDARDS GUIDE

September 2022



INTRODUCTION

What is a Corporate Identity?

The Corporate Identity of South Dundas is a visual representation of the Municipality across all print and screen platforms.

What does it cover?

The Corporate Identity covers local services, infrastructure and facilities offered or maintained by the Municipality as well as the sum of all people, places and things that may influence a person's experience in the community.

Who is the audience?

The primary audience for the Corporate Identity is local residents and businesses within South Dundas. Secondary audiences include prospected people or businesses interested in visiting, living or investing in the area.

Where is the Corporate Identity used?

All documentation related to business conducted by the Municipality, including but not limited to:

- Letterhead & Envelopes, Business Cards & Email Signatures, Council Agendas & Reports, Tender/RFPs, Press Releases & Newsletters, Trucks and Equipment, Website, Facility and Hamlet Signs, Staff Clothing, Promotional Items, Etc.

All promotion related to the community as a destination for visitors, residents and businesses, including but not limited to:

- Advertisements in SDG, Cornwall & Counties and SLPC Publications, Brochures for Economic Development and Tourism, Online Marketing, Promotional Items, Hamlet Signage.

Community partners are to obtain permission from municipal staff before proceeding with the use of the logo. This is to ensure that the most recent version of the logo is being used and that the desired identity (i.e. South Dundas vs. Upper Canada Region) is being represented.

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PRIMARY IDENTITY: About

Who We Are

South Dundas is a lower tier government, part of six municipalities, in the United Counties of S.D.&G. We serve over 10,750 residents.

What We Offer

With a budget of \$20 million and 35 full time employees: South Dundas has a range of services in the rural and urban areas such as economic development, emergency management, fire and emergency, garbage pick-up, recreation programming, festivals, parks, etc.

How We Are Governed and Serve Residents

The business activities of South Dundas are governed by a 5 member Council. Council meets on average twice a month to deliberate issues and make decisions on matters ranging from the setting of tax rates to community requests.

Municipal Elections are held every four years with the Mayor and four members elected at large.

Where We Operate

South Dundas Administration Office is located at 34 Ottawa Street, Morrisburg, Ontario. This location serves as the meeting location of our Council meetings, and administrative offices of CAO, Clerk, Treasury, Public Works, Planning & Enforcement, Fire and Emergency, Economic Development and Recreation Programming.

Municipal Name

Effective May 21st, 2013 the official name was changed to "Municipality of South Dundas". It is understood that the Municipality would commonly be known as South Dundas and as such, that is the name which is used in the logos shown below. For legal purposes, the entity is known as The Corporation of the Municipality of South Dundas.

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PRIMARY IDENTITY: Elements

LOGO



ICON

The Municipality of
SOUTH DUNDAS

WORDMARK

PRIMARY IDENTITY: Elements

LOGO



ICON

The Municipality of
SOUTH DUNDAS

WORDMARK

PRIMARY IDENTITY: Spacing

For optimal visibility, allow uninterrupted white space to surround the logo. For reference, use at minimum height of two stacked uppercase letters in "South Dundas."

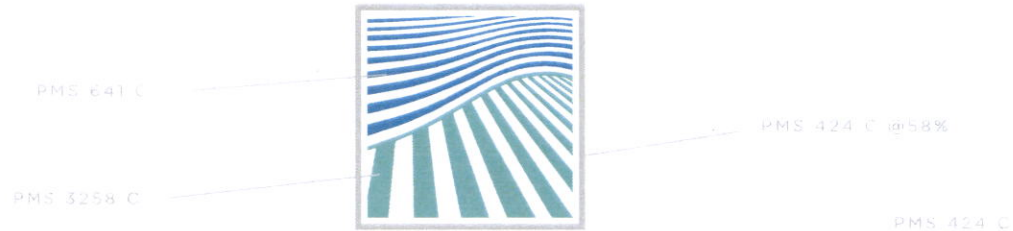


PRIMARY IDENTITY: Spacing

For optimal visibility, allow uninterrupted white space to surround the logo. For reference, use at minimum height of two stacked uppercase letters in "South Dundas."



COLOUR USAGE:



The Municipality of
SOUTH DUNDAS

COLOURS



ORIGINAL
BLUE

SCREEN	PANTONE®	PRINT
R=0 G=105 B=152	641C 641U	C = 100 M = 22 Y = 0 K = 29
#006998		



TEAL

SCREEN	PANTONE®	PRINT
R=73 G=197 B=177	3258C 3258U	C = 59 M = 0 Y = 30 K = 0
#49C5B1		



DARK
GREY

SCREEN	PANTONE®	PRINT
R=112 G=115 B=114	424C 424U	C = 30 M = 20 Y = 19 K = 58
#707572		



LT
GREY

SCREEN	PANTONE®	PRINT
R=169 G=171 B=170	424C @58% 424 U @58%	C = 0 M = 0 Y = 0 K = 40
#A9ABA4		



COLOUR USAGE:



COLOURS



ORIGINAL
BLUE

SCREEN	PANTONE®	PRINT
R=0 G=105 B=152	641C 641U	C = 100 M = 22 Y = 0 K = 29
#006998		



TEAL

SCREEN	PANTONE®	PRINT
R=73 G=197 B=177	3258C 3258U	C = 59 M = 0 Y = 30 K = 0
#49C5B1		



DARK
GREY

SCREEN	PANTONE®	PRINT
R=112 G=115 B=114	424C 424U	C = 30 M = 20 Y = 19 K = 58
#707372		



LT
GREY

SCREEN	PANTONE®	PRINT
R=169 G=171 B=170	424C @58% 424 U @58%	C = 0 M = 0 Y = 6 K = 40
#A9ABAA		

CORPORATE TYPEFACE:

PRIMARY FONT

Soleil

Soleil Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Soleil Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Soleil Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Soleil Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Soleil Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Soleil Semibold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Soleil Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Soleil Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

ALTERNATE FONT

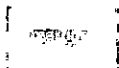
Arial

Arial Regular

Arial Bold

Arial Italic

Arial Bold Italic



CORPORATE TYPEFACE:

PRIMARY FONT

Soleil

Soleil Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Soleil Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Soleil Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Soleil Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Soleil Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Soleil Semibold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Soleil Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Soleil Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

ALTERNATE FONT

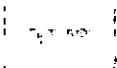
Arial

Arial Regular

Arial Bold

Arial Italic

Arial Bold Italic



ALTERNATE VERSIONS:

HORIZONTAL



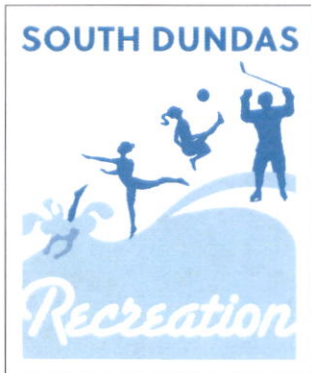
EXTREME HORIZONTAL



SIMPLE (FOR SMALL USE)



RECREATION LOGO



ORIGINAL BLUE SEE PAGE "COLOUR USAGE"

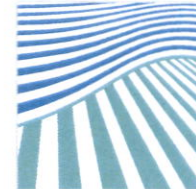
LIGHT BLUE

SCREEN	PANTONE®	PRINT
R=124	305C	C = 54
G=206	305U	M = 0
B=235		Y = 10
#7ccceb		K = 0

BLUE

SCREEN	PANTONE®	PRINT
R=103	659C	C = 59
G=149	659U	M = 27
B=188		Y = 0
#6795bc		K = 0

ICON / AVATAR



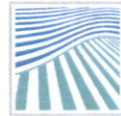
ALTERNATE VERSIONS:

HORIZONTAL



The Municipality of
**SOUTH
DUNDAS**

EXTREME HORIZONTAL



The Municipality of
SOUTH DUNDAS

SIMPLE (FOR SMALL USE)



SOUTH DUNDAS

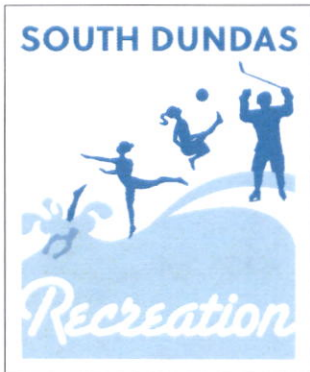


**SOUTH
DUNDAS**



SOUTH DUNDAS

RECREATION LOGO



**ORIGINAL
BLUE**

SEE PAGE
"COLOUR USAGE"

**LIGHT
BLUE**

SCREEN	PANTONE*	PRINT
R=124 G=206 B=235 #7ccee8	505C 505U	C = 54 M = 0 Y = 10 K = 0

BLUE

SCREEN	PANTONE*	PRINT
R=103 G=149 B=188 #6795bc	659C 659U	C = 59 M = 27 Y = 0 K = 0

ICON / AVATAR



CONTRAST & TONE:

GREYSCALE



The Municipality of
SOUTH DUNDAS

MONOCHROMATIC



The Municipality of
SOUTH DUNDAS

REVERSE



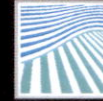
The Municipality of
SOUTH DUNDAS

TRUE REVERSE



The Municipality of
SOUTH DUNDAS

COLOUR REVERSE



The Municipality of
SOUTH DUNDAS

CONTRAST: COLOUR VERSION

Use background colours with 15% tone or less:



The Municipality of
SOUTH DUNDAS

15%



The Municipality of
SOUTH DUNDAS

50%



The Municipality of
SOUTH DUNDAS

15%



The Municipality of
SOUTH DUNDAS

50%

CONTRAST: MONOCHROMATIC & REVERSE VERSIONS

For background colours with a 0% - 40% tone use the monochromatic logo, for 40% - 100% tone use the reverse or colour reverse logo.



The Municipality of
SOUTH DUNDAS

20%



The Municipality of
SOUTH DUNDAS

90%



The Municipality of
SOUTH DUNDAS

70%



The Municipality of
SOUTH DUNDAS

20%



The Municipality of
SOUTH DUNDAS

CONTRAST & TONE:

GREYSCALE



The Municipality of
SOUTH DUNDAS

MONOCHROMATIC



The Municipality of
SOUTH DUNDAS

REVERSE



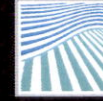
The Municipality of
SOUTH DUNDAS

TRUE REVERSE



The Municipality of
SOUTH DUNDAS

COLOUR REVERSE



The Municipality of
SOUTH DUNDAS

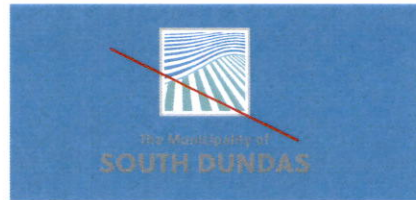
CONTRAST: COLOUR VERSION

Use background colours with 15% tone or less.



The Municipality of
SOUTH DUNDAS

15%



50%



The Municipality of
SOUTH DUNDAS

15%



50%

CONTRAST: MONOCHROMATIC & REVERSE VERSIONS

For background colours with a 0% - 40% tone use the monochromatic logo, for 40% - 100% tone use the reverse or colour reverse logo.



The Municipality of
SOUTH DUNDAS

20%



The Municipality of
SOUTH DUNDAS

90%

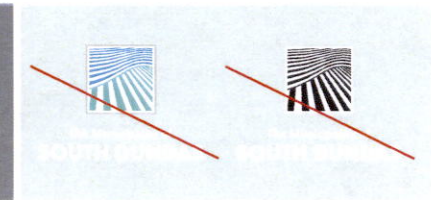


The Municipality of
SOUTH DUNDAS

70%



The Municipality of
SOUTH DUNDAS



20%

INCORRECT USAGE:

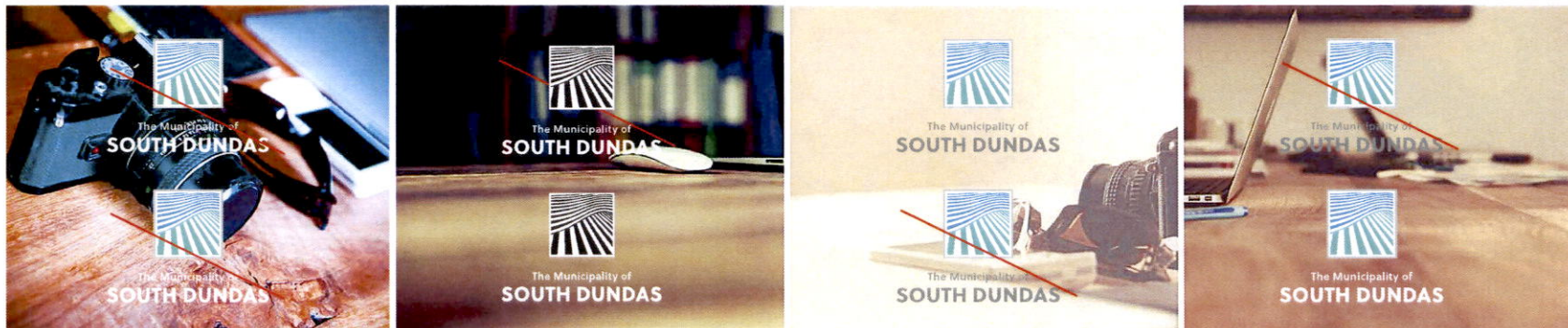
DISTORTION

Do not stretch, distort, rotate or displace elements of the logo. Do not use off-brand colours.



PHOTO BACKGROUNDS

Avoid complex backgrounds that interrupt the logo. Use the reverse or reverse colour logo for dark to medium backgrounds and the colour logo for light backgrounds.





INCORRECT USAGE:

DISTORTION

Do not stretch, distort, rotate or displace elements of the logo. Do not use off-brand colours.



PHOTO BACKGROUNDS

Avoid complex backgrounds that interrupt the logo. Use the reverse or reverse colour logo for dark to medium backgrounds and the colour logo for light backgrounds.

