

Environment and Climate Change Advisory Committee Meeting

held on Thursday, July 17, 2025
at 5:30 o'clock p.m. via Zoom video conference

1. Call to Order

READING OF LAND ACKNOWLEDGEMENT

I would like to begin by acknowledging that the land on which we gather is the traditional territory of the Three Fires Confederacy of First Nations, which includes the Ojibwa, the Odawa, and the Potawatomi. The City of Windsor honours all First Nations, Inuit and Métis peoples and their valuable past and present contributions to this land

2. Declaration of Conflict

3. Minutes

Adoption of the minutes of the meeting held May 22, 2025 – ***attached.***

4. Business Items

4.1 Sustainable Neighbourhood Action Plan (SNAP)

ECCAC to provide direction

4.2 Windsor International Film Festival (WIFF)

Discussion

4.3 New ECCAC Logo

City of Windsor Corporate Visual Identity Standards Guide and Information
Memo from Michael Janisse, Senior Manager, Communications, Public
Relations & Customer Service – ***attached.***

5. Subcommittee Reports

5.1 City of Windsor Bird Team Subcommittee

Jennifer Nantais, Chair

5.2 Planning and Environment Subcommittee

Councillor Angelo Marignani, Chair

5.3 Public Education and Engagement Subcommittee

Maria Boada, Chair

5.4 Youth Subcommittee
Sandra Jansen, Chair

5.5 Budget Subcommittee
Frank Butler, Chair

6. New Business

7. Date of Next Meeting

The next meeting will be held on Thursday, September 11, 2025.

8.. Adjournment

ENVIRONMENT & CLIMATE CHANGE ADVISORY COMMITTEE (ECCAC)

Meeting held May 22, 2025

A meeting of the Environment & Climate Change Advisory Committee is held this day commencing at 5:30 o'clock p.m. in Room 204, 350 City Hall Square West, there being present the following members:

Councillor Kieran McKenzie, Chair
Councillor Angelo Marignani
Maria Boada
Frank Butler
Mike Fisher
Sandra Janzen

Regrets received from:

Jennifer Nantais

Guests in attendance:

Shane Potvin, Creative Director, Spotvin Design Co.
Kathy Roy
Phillippa von Zeigenweidt

Also present are the following resource personnel:

Matthew Johnson, Executive Director, Economic Development, Climate Change and Development
Amy Nevills, Environmental and Sustainability Intern Student
Karen Kadour, Committee Coordinator

1. Call to Order

The Chair calls the meeting to order at 5:30 o'clock p.m. and the Committee considers the Agenda being Schedule A, attached hereto, matters which are dealt with as follows:

2. Declaration of Conflict

None disclosed.

3. Minutes

Moved by Councillor Angelo Marignani, seconded by Frank Butler,
That the minutes of the Environment & Climate Change Committee of its meeting held December 4, 2024, **BE ADOPTED** as presented.
Carried.

4. Business Items

4.5 ECCAC Logo Design

Shane Potvin, Spotvin Design Co. is present and provides the three logo concepts outlined in the Presentation entitled “LOGO Environment & climate Change Advisory Committee”, **attached** as Appendix “A”.

The Chair advises in 2024 operating budget dollars were allocated to create a new logo and design esthetic for the newly named Environment & Climate Change Advisory Committee.

Shane Potvin provides an overview of the three concepts as follows:

- Concept 1** Icon graphic wrapped in a leaf with a water droplet to convey that the committee is trying to make a difference and to nurture the environment.
- Concept 2** Still working with the hands in a different context and loosely looks like an eye and a leaf bringing attention to the environment.
- Concept 3** – Simple graphics that includes the leaf working with the other concepts. The 3 leaves form the shape of a “w” as in Windsor and created a containment circle to tie it all in.

The Committee members review the concepts and provide their preferred design elements. The preferred designs are concepts 1 and 3.

Mike Fisher asks if this Committee is required to follow the City of Windsor’s brand standards for the new Logo. The Committee Coordinator to contact the Communication’s Department and to report back.

Mike Fisher asks if the next step is to choose one of the three concepts. The Chair responds it appears there is opportunity to potentially mix and match elements.

Moved by Sandra Janzen, seconded by Mike Fisher,
That the Presentation provided by Shane Potvin, Spotvin Design Co. regarding three concept designs for the Logo for the Environment and Climate Change Advisory Committee **BE RECEIVED**.
Carried.

4.1 Sustainable Neighbourhood Action Plan (SNAP) Overview and Report Update

Matthew Johnson, Executive Director, Economic Development, Climate Change and Development provides an overview of the Sandwich South SNAP document, **attached** as Appendix “A” as follows:

Project Background

- Phase 1 – Establish a Shared Vision Understanding and Vision
- Phase 2 – Developing the Strategies for Local Success
- Phase 3 – Co-creating the Path Forward

The vision

When developed, Sandwich South will be the most sustainable and climate-oriented neighbourhood in Windsor. Its planning and development will provide a replicable model of sustainable community building for the City and surrounding region.

Potential Actions:

- Theme #1 Natural Environment & Green Infrastructure
- Theme #2 Green Jobs and Economy
- Theme #3 Climate Leadership and Green Energy
- Theme #4 Sustainable Transportation and Mobility
- Theme #5 Community, Land use and Design

Implementation:

- Making policy adjustments
- Providing incentive programs
- Creating partnerships
- Promoting education
- Establishing engagement forums

Immediate and Future Next Steps:

- Council Confirmation
- Submit Final Claim Form and Report
- SSSNAP as a working document – Utilize SSNAP as guiding document to inform administrative efforts toward sustainable development in the study area.

The Chair suggests that this matter be discussed at the next meeting to determine if there is more specific direction that members of ECCAC want to offer. The challenge in this plan will be the implementation

Maria Boada expresses concern regarding the composition of the climate change specialists in the Economic Development & Climate Change Department and suggests going back to the original composition of 3 employees or to expand it.

Moved by Maria Boada, seconded by Councillor Angelo Marignani

That the recommendation of the Environment & Climate Change Advisory Committee for City Council to consider filling the vacancies within the Economic Development & Climate Change Department in order to facilitate the implementation of the Sustainable Neighbourhood Action Plan (SNAP). **BE APPROVED.**

Carried.

4.2 Environmental Assessment Process

Matthew Johnson states as part of the department, the environmental assessment reviews various projects that are received across different developments or investments in the city, provincially, federally, or internationally. In discussion with staff, in the past there was a process where members were provided the links to environmental registries to review environmental assessments that are out. He suggests reinstating this process where the links would be sent to ECCAC members to provide comment on their own.

Moved by Mike Fisher, seconded by Frank Butler,

That **APPROVAL BE GIVEN** for Matthew Johnson, Executive Director, Economic Development, Climate Change and Development to send assessment review links to members of the Environment & Climate Change Advisory Committee for review and comment.

Carried.

4.3 Earth Day Debrief

Matthew Johnson advises that the 2025 Earth Day was held on April 27, 2025, at Malden Park with over 1,000 attendees. The Opening Ceremony was conducted by Councillor Fabio Costante, with remarks provided by Councillor Jim Morrison. He adds that great feedback was provided by those in attendance. He notes that planning for the 2026 Earth Day event has commenced and asks ECCAC if there is interest in participating in the 2026 event. The Chair requests that a spot be held for ECCAC for the April 26, 2026, event.

Councillor Angelo Marignani remarks that 1,200 trees were planted at the Little River Basin sponsored by ERCA with over 400 in attendance.

Moved by Maria Boada, seconded by Mike Fisher,

That the update provided by Matthew Johnson regarding the 2025 Earth Day Event held at Malden Park **BE RECEIVED.**

Carried.

4.4 Committee Sponsorship/Partnership Opportunities

Matthew Johnson asks if ECCAC is interested in being an active sponsor of the Earth Day event. There is also another opportunity to be a sponsor for our community gardens which are operated across the city and run by volunteers. Oftentimes, there are expenses which include upgrading planting boxes or the need for hoses, etc. If there is interest, a fund could be developed for ECCAC, and individual gardens could apply for funds for planter boxes or whatever is required.

Frank Butler questions if the business community has been approached to fund the gardens. Matthew Johnson responds he is not aware if there are private sector sponsors, but this can be considered.

Discussion ensues regarding funding sources from the community for the community gardens.

4.6 Partnering on a Climate Change Workshop

The Chair advises that the initiative to invite various groups to hold a Mock Council session is still in progress.

4.7 Windsor International Film Festival (WIFF)

The Chair asks if the Committee is interested in supporting WIFF in 2025 with a donation of \$2,000.

Moved by Councillor Angelo Marignani, seconded by Sandra Janzen,

That the discussion regarding the Community Sponsorship/Partnership Opportunities and the Windsor International Film Festival **BE REFERRED** to the next meeting of the Environment & Climate Change Advisory Committee for a larger budget discussion.

Carried.

5. Subcommittee Reports

5.1 City of Windsor Bird Team Subcommittee

Jennifer Nantais, Chair is not present, however, the document entitled "Update on behalf of the Bird Team Subcommittee is **attached** as Appendix "A".

Councillor Angelo Marignani remarks there is an opportunity for ECCAC to partner with Tourism Windsor Essex Pelee Island as they have a birding pamphlet that identifies peak times to see various types of birds. He states that copies of the pamphlet will be provided at the next ECCAC meeting.

Moved by Maria Boada, seconded by Mike Fisher,
That the update on behalf of the Bird Team Subcommittee by Jennifer Nantais,
Chair **BE RECEIVED**.
Carried.

5.2 Planning and Environment Subcommittee

Councillor Angelo Marignani, Chair advises there is no report at this time and adds there is a need for additional members as two members are no longer on the Subcommittee.

Councillor Kieran McKenzie, Chair suggests that the Planning and Environment Subcommittee review the recommendations of the Sustainable Neighbourhood Action Plan (SNAP) document.

Councillor Angelo Marignani remarks that there is concern with developments around Black Oak and suggests incorporating this with the trails.

Moved by Maria Boada, seconded by Sandra Janzen,
That the update provided by Councillor Angelo Marignani, Chair, Planning and Environment Subcommittee **BE RECEIVED**.
Carried.

5.3 Public Education and Engagement Subcommittee

Maria Boada, Acting Chair reports, that a “Climate Chat” in partnership with Windsor of Change will be held on June 18, 2025 at Rock Bottom Bar & Grill from 6:30 p.m. to 8:30 p.m.

Moved by Maria Boada, seconded by Councillor Angelo Marignani,
That **APPROVAL BE GIVEN** to an expenditure in the upset amount of \$100 from the 2025 Operating Budget to support the event.
Carried.

Maria Boada requests that funding be provided to have a booth at Open Streets to be held on a date to be determined in September 2025.

Moved by Councillor Angelo Marignani, seconded by Maria Boada,
That **APPROVAL BE GIVEN** to an expenditure in the upset amount of \$100 for a booth at the Open Streets event to be held in September 2025.
Carried.

5.4 Youth Subcommittee

Sandra Jansen volunteers to Chair the Youth Subcommittee.

5.5 Budget Committee

Frank Butler, Chair Budget Committee provides an overview of the Budget Subcommittee **attached** as Appendix “B”.

Moved by Councillor Angelo Marignani, seconded by Maria Boada,

That the update from the Budget Committee from Frank Butler, Chair **BE RECEIVED.**

Carried.

6. New Business

Maria Boada recommends asking City Council to consider adding 2 additional members to ECCAC in order to bring it back to a full complement of members.

The Chair responds that Council looked at the Striking Committee and has opted to keep the complement as it is, however, ECCAC could raise the issue to determine if Council would be amendable to adding more members.

Moved by Maria Boada, seconded by Councillor Angelo Marignani,

That City Council **BE REQUESTED** to consider adding additional members to the Environment & Climate Advisory Committee in order to bring the Committee back to its full complement as approved by City Council.

Carried.

CLERK’S NOTE: In review of the ECCAC Mandate, it stipulates the full complement will consist of nine (9) members of which two (2) members be City Councillors. As the current structure of ECCAC consists of 9 members, the foregoing motion is not required.

7. Date of Next Meeting

The next meeting will be held on Thursday, July 17, 2025 at 5:30 p.m. via Zoom video conference.

8. Adjournment

There being no further business, the meeting is adjourned at 7:34 o’clock p.m.

LOGO

Appendix A

Environment & Climate Change Advisory Committee

by Spotvin



ONE

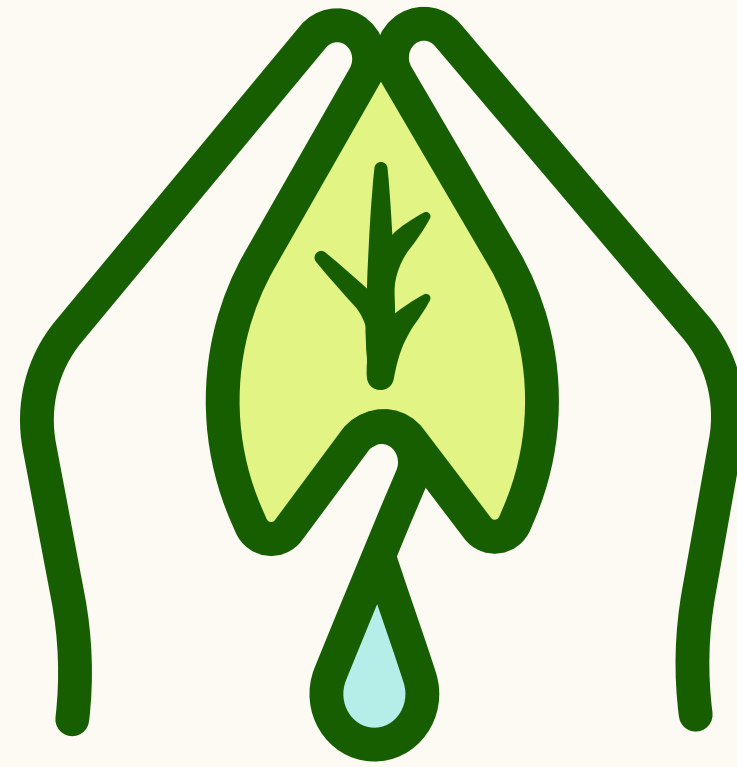
Concept 1





CITY OF WINDSOR

Environment & Climate Change Advisory Committee

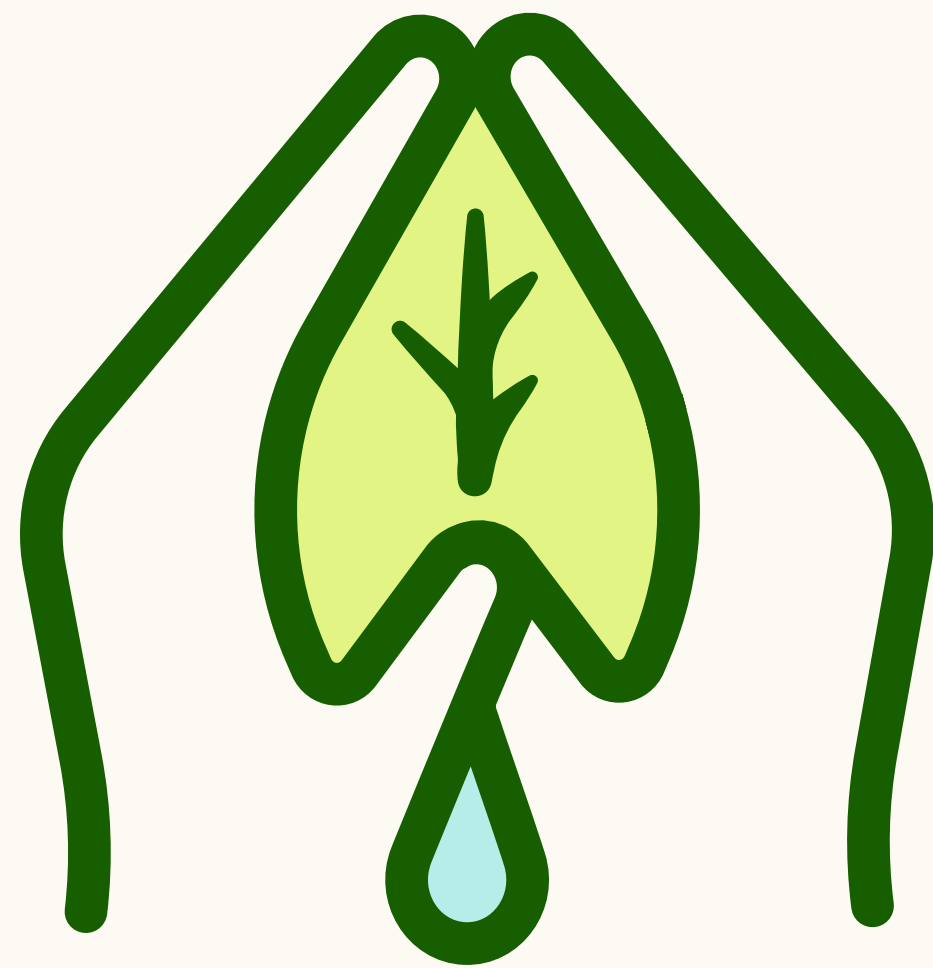


CITY OF WINDSOR

Environment & Climate Change Advisory Committee







CITY OF WINDSOR

ECCAC

Environment & Climate Change
Advisory Committee



CITY OF WINDSOR

Environment & Climate Change Advisory Committee

S O C I A L M E D I A



B A N N E R



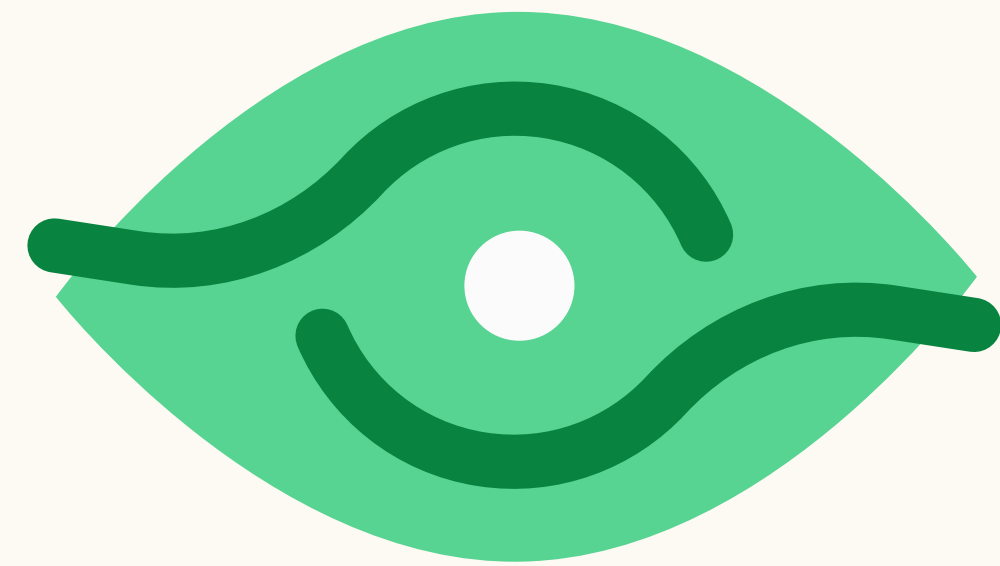
A P P A R E L



TWO

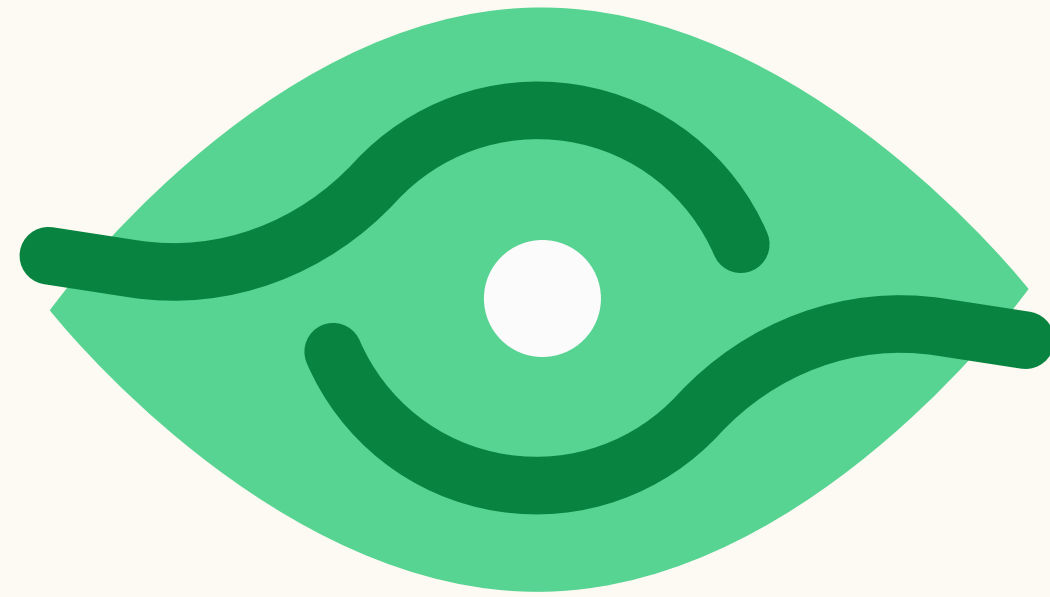
Concept 2





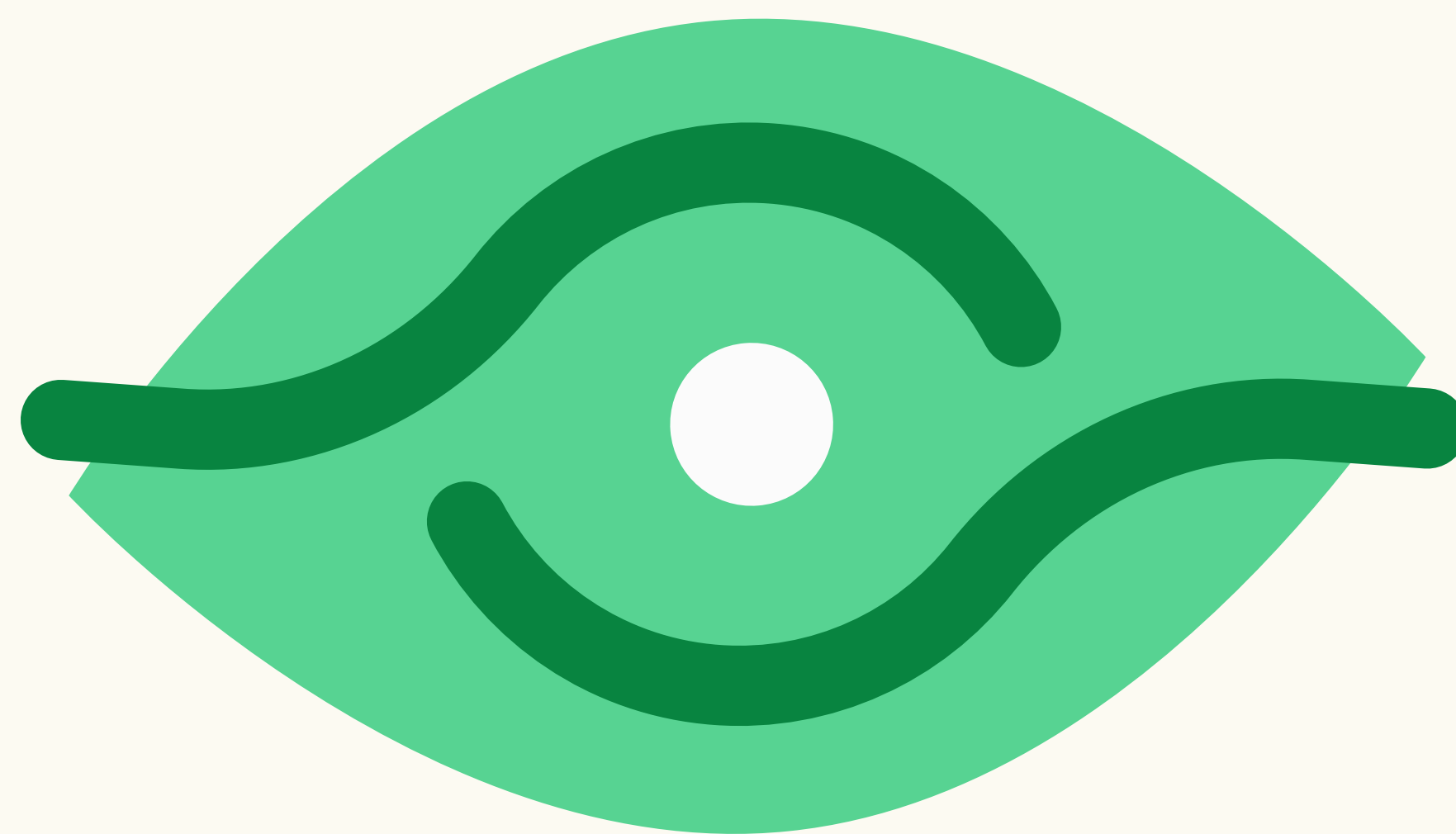
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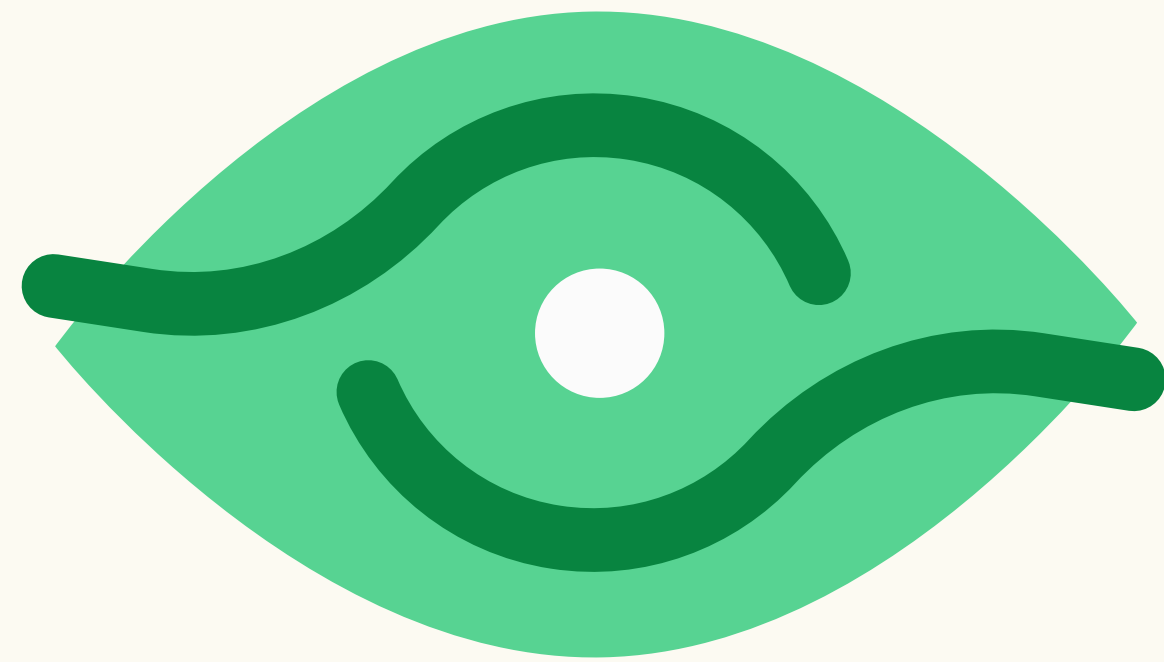
Environment & Climate Change Advisory Committee



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Environment & Climate Change Advisory Committee





CITY OF WINDSOR

ECCAC

**Environment & Climate Change
Advisory Committee**



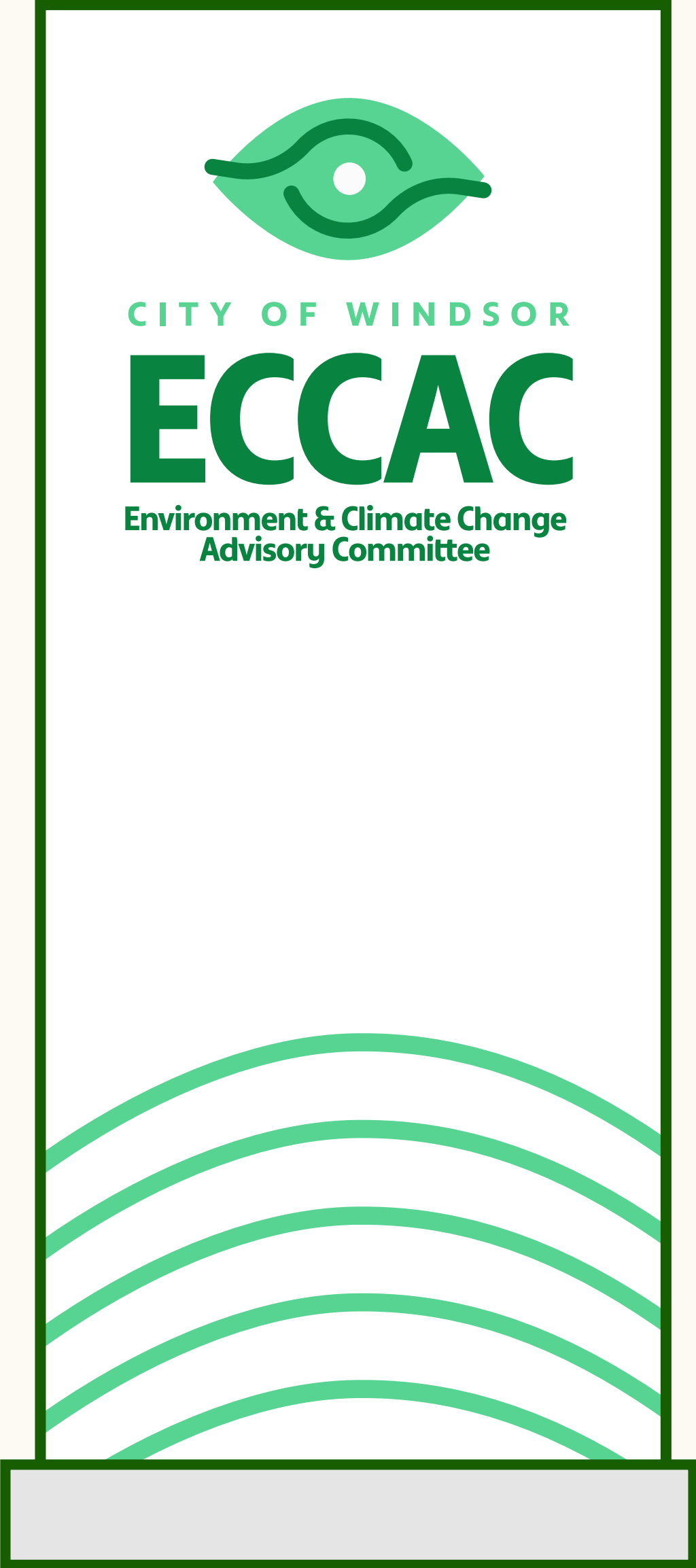
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Environment & Climate Change Advisory Committee

S O C I A L M E D I A



B A N N E R



A P P A R E L



THREE

Concept 3





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**Environment & Climate Change
Advisory Committee**



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Advisory Committee**





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Environment & Climate Change
Advisory Committee



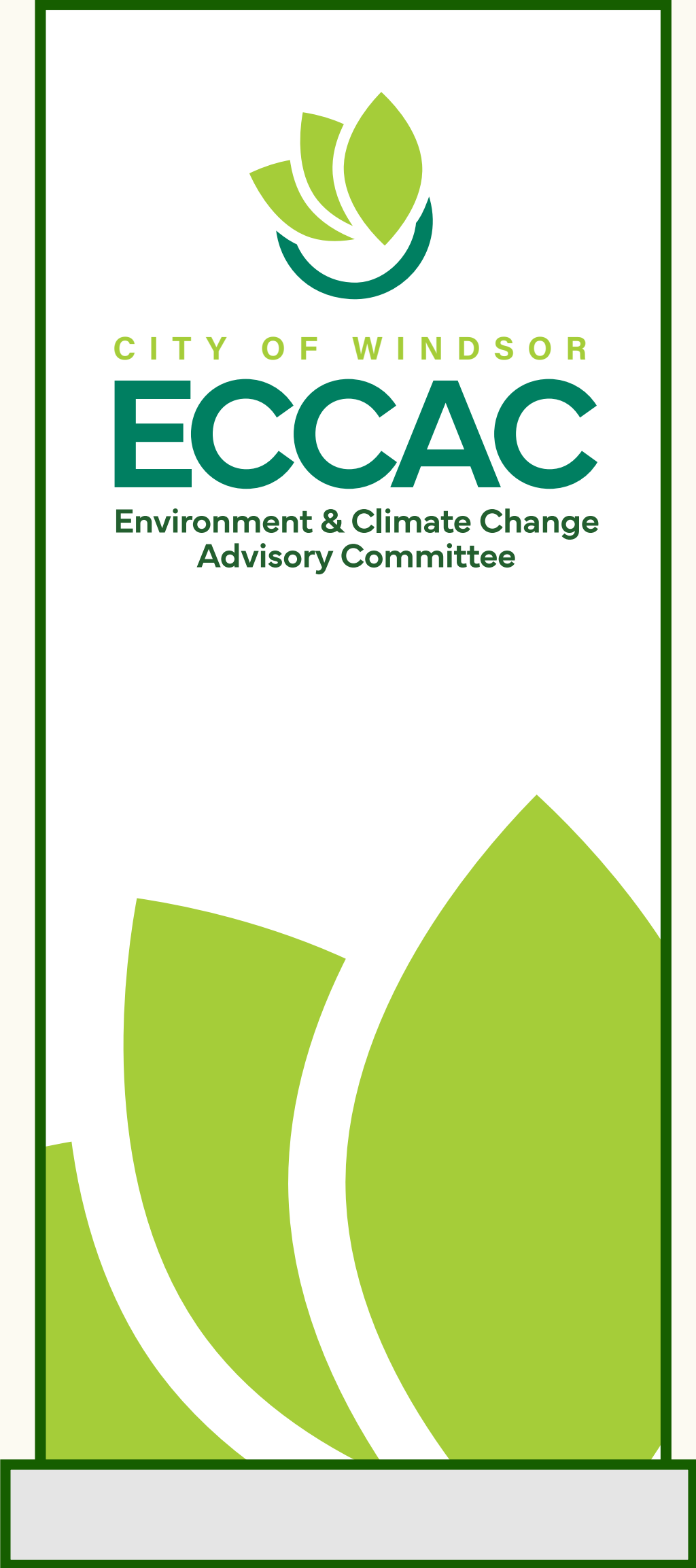
CITY OF WINDSOR

Environment & Climate Change Advisory Committee

S O C I A L M E D I A



B A N N E R



A P P A R E L



Thank you!



Appendix B

Update on behalf of the Bird Team Subcommittee:

The Bird Team has met three times since the last report. With recent staff changes at the City, the team has been working to confirm and fill key roles. Current positions include:

- Chair: Jennifer Nantais
- Municipal Representative, Natural Areas: Karen Alexander
- Alternate Municipal Representative, Natural Areas: Chris Hart
- Municipal Representative, Environmental Sustainability & Climate Change: Michelle Moxley-Peltier (Acting)
- Alternate Municipal Representative, Environmental Sustainability & Climate Change: *Vacant*
- Nature Canada Liaison: Suzanne Friemann
- Communications, Volunteer Recruitment & Onboarding: Suzanne Friemann, with support from students and volunteers as available
- Secretary: *Vacant*

The team continues to work on several key focus areas, including:

- Establishing a recurring meeting schedule to ensure consistent collaboration
- Researching bird-safe building requirements by reviewing policies from other municipalities and responding to community inquiries
- Exploring safe disposal processes for fishing tackle to help protect local wildlife

Recent Accomplishments:

- In December 2024, Windsor's Bird Friendly City certification was successfully renewed with Nature Canada
- In March, the Pelee Island Bird Observatory donated 20 multilingual birding backpacks to the Windsor Public Library
- In April, we had a presence at two major outreach events:
 - April 12 at the Jack Miner Wildlife Week event, engagement with over 50 attendees
 - April 27 Earth Day event, where more than 150 people visited our booth

World Migratory Bird Day Celebrations (May 1–11): This year's theme was Shared Spaces

- Both Windsor Public Library and Essex County Library branches received themed materials
- Four branches in Windsor and nine in Essex County created informative displays on migratory birds and local birding opportunities, including promotion of the birding backpacks
- On Wednesday, May 7, Dr. Dan Mennill presented *How Wild Birds Learn to Sing* at the Ojibway Nature Centre, with 20 attendees. A gift basket including Vortex binoculars and Atwood blend coffee was raffled off
- On Thursday, May 8, Gill Holmes gave an online Bird Talk on their work with Canadian Wildlife Service. This drew 25 participants
- On Saturday, an Open House at the Ojibway Nature Centre featured informational booths from PIBO, the Essex County Field Naturalists' Club, and the Purple Martin Group, with over 200 attendees and guided hikes.
- On Sunday, Dr. Mennill gave an encore talk on Pelee Island, attended by 40 people

Upcoming Activities:

- Development of a native plant garden on the University of Windsor campus, in collaboration with Birds Canada
- Support for two public viewing events to observe a chimney swift roosts. These events will aim to raise awareness about this unique urban species and recruit volunteers for ongoing monitoring efforts. Both will be free, fun, informative and open to all. Details for the upcoming one are:

Chimney Swift Roost Watch & Talk

Saturday, May 25, 2025, 8:00 PM

1646 Alexis Rd, Windsor (Back of building near Ford Test Track

Join Gabriel Evans-Cook from Birds Canada for a brief talk on Chimney Swifts, their amazing migration, why they're declining, and how you can help through the SwiftWatch program.

As dusk falls, we'll watch swifts swirl overhead and funnel into a chimney to roost – a truly unique and memorable sight!

Bring a lawn chair, blanket, and snacks if you'd like.

Funding and Support:

As the Bird Team was unable to receive 2024 ECCAC funding, the team is currently exploring alternate opportunities to sustain and expand bird-friendly initiatives in support of the City's Bird Friendly status.

Appendix C

Budget Subcommittee Report

May 2025

The subcommittee would like the following unfinished items brought back to ECCAC, namely:

- WPS to attend or comment on the 529 bike registry option to register local bikes
- Legal Dept update on steps to control unauthorized & misuse of Black Oak Heritage Park & the unauthorized trails.

Note: Both items were agreed to @ Sept & Nov ECCAC mtgs.

Subcommittee chair noted contact of the Chair & cochair in regards to concerns on scheduling of Committee mtgs on Jan 30th, Feb 19th, & April 8th. On April 28th, the subcommittee chair spoke before Council in opposition to the Admin position in regards to Deep Energy Efficiency Retrofit Program (DEER-P).

With the recent posting of the SSNAP report, the subcommittee will review & assess the file & report back to ECCAC & work with any other subcommittee on the assessment to ensure all aspects of the project are considered.

The subcommittee will also move next to review of the DEER-R given the impact that components of the study can have on the City's long-term steps to address climate change & the urgent need for action.

Submitted by

Frank Butler, subcommittee chair

ITEM 4.3

APPENDIX A

CITY OF WINDSOR CORPORATE VISUAL IDENTITY STANDARDS GUIDE

[SEPTEMBER 2015]



TABLE OF CONTENTS

INTRODUCTION3

CITY CREST4

CITY FLAG5

COAT OF ARMS6

CITY LOGO8

COLOUR USAGE10

SECONDARY IDENTIFIERS12

CITY OF WINDSOR AS SPONSOR OR PARTNER13

CITY IDENTIFIERS14

SIGNAGE.....21

CLOTHING & PROMOTIONAL ITEMS24

REVISION HISTORY25



INTRODUCTION

The City of Windsor's corporate identity is an important asset that can help guide the community's perceptions and attitudes toward the municipality. Windsor's corporate identity is expressed through various identifiers, such as the City's crest, coat of arms and logo, as well as secondary identifiers, such as 311 and 211, Fire and Transit.

The City of Windsor Corporate Visual Identity Standards Guide has been developed to present a simple and clear explanation of how to use and maximize visibility for the Corporation's approved visual identifiers to distinguish our city from other municipalities. Additionally, it establishes a consistent approach for obtaining approval and use of the City's identifiers.

This document is created for the guidance of employees of the City of Windsor and members of City Council, and as a reference tool for related agencies, boards, committees, community partners and suppliers. Authorization to use any of the identifiers on any printed, electronic or promotional material is restricted to purposes outlined in this guide, though there is an expectation that a fare amount of grandfathering will be necessary for items already in circulation. To avoid unnecessary expenditure, these standards do not require reprinting or reproduction of items currently in stock or circulation from prior printings. However, it will apply to all new marketing and communication material going forward.

If you have any questions about the Corporate Visual Identity Standards Guide, or if you are developing communication or promotional materials, contact Corporate Communications at communications@citywindsor.ca.

This guide will be made available internally on the staff Dashboard site and will also be made available to the public on the City Website.

Note: Logo measurements are provided in inches, as per graphic design industry standards.

CITY CREST

The very heart of the crest contains an industrial wheel (gear). It is located in the centre to show the importance of industry in our city.

The stylized “W” is for the word Windsor. Note how it is embracing the “Wheel of Industry”. This is to show that the city welcomes, likes and protects the industrial complex, which is the city’s most important asset. Note also how the two middle bars of the letter “W” meet and point to the very centre of the axis. This is to show that our livelihood is rotating around this point.

To show that Windsor is a peaceful place to live and deal with, the “W” is shown in white. The rose represents the known fact that Windsor is the “City of Roses”. The maple leaf and red background reassures us that Windsor is patriotic-Canadian.

Located at the bottom of the crest is the birth date of our city: 1854. The laurel leaves on each side glorify our past. The wording “City of Windsor,” date and laurel leaves are done in gold to show the prosperity – golden age of the city.



PROCEDURE FOR USE OF THE CREST

The crest is limited in use to the following:

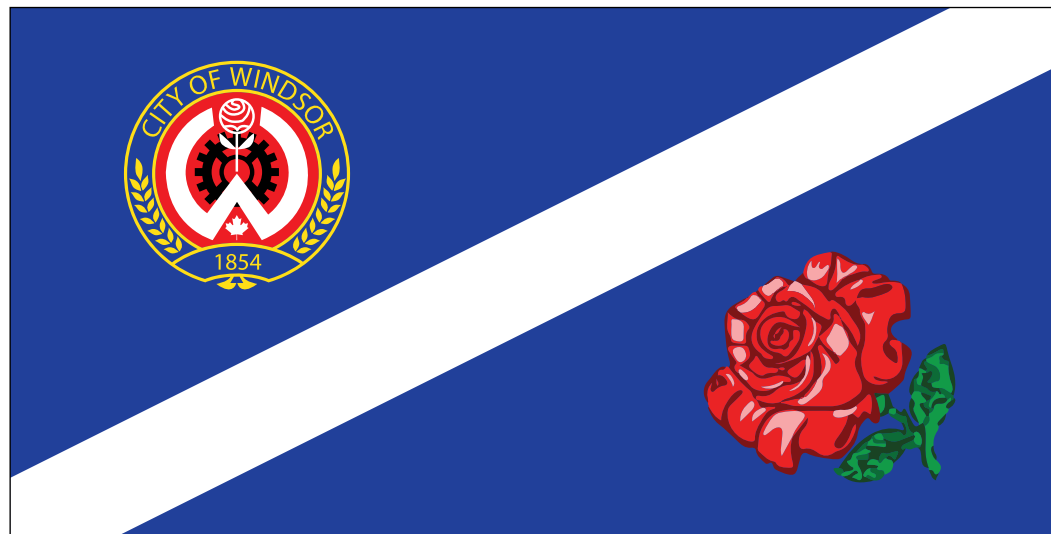
- Officially trademarked City of Windsor flag
- Official seal of the corporation

CITY FLAG

The white bar across the flag denotes that Windsor is located in the centre of the St. Lawrence Seaway, while the blue reminds us of the waters of the Detroit River. The red rose located in the bottom right tells us that Windsor is truly the “City of Roses”. The originator of the rose theme was Inspector Emerson Mitchell of the Windsor Police Department. After his retirement, the Inspector worked diligently at planting roses wherever he could and was instrumental in having Windsor known as the “City of Roses”. The flag also includes the City crest in the top left corner.

PROCEDURE FOR USE OF THE CITY FLAG

Must be in accordance with the official City Flag Policy.



COAT OF ARMS

Windsor's roots are reflected in its corporate coat of arms, which hangs in the Council Chambers of City Hall. The motto, "The River and the Land Sustain Us" reminds us of the foundation of our city's well being and the need to care for the environment.

The core of the design (shield) is a symbolic representation of the most important elements from the city's history. At the top is the broad sweep of the Detroit River. The lower portion is divided into three parts representing the three periods of Windsor's history: First Peoples, Colonial, and Canadian. The central band on the shield represents the first settlements by Europeans, the French-speaking pioneers of the mid-18th century whose fields echoed the distinctive patterns of the river-based communities of their compatriots on the St. Lawrence. The fleur-de-lis recalls the Virgin Mary who was honoured in the name of the first parish, L'Assomption in 1762. The sides of the shield represent the riches of the land including the roses of the "City of Roses" and a cogwheel centre representing the city's impressive industrial heritage.

The crest above the shield with the helmet and mantling are the traditional components of this coat of arms. Today they can symbolize, in the same spirit as the knight defending his lands, the determination of citizens to safeguard and strengthen their community. Above a coronet representing loyalties to province and country is a stag, an emblem drawn from the city's first seal. The belt of wampum honours the local First Peoples, stewards of the land for centuries, while the automobile wheel represents some of the distinctive components of civic economy.

Below the shield, there is a grassy mound rising above the waters of the river containing two floral sprays celebrating the varied and multicultural character of Windsor's population: the rose, the trillium, and fringed gentian. The gentian also honours a unique part of local natural heritage: the unusual plants and flowers of the tall grass prairie. Windsor's status as Canada's gateway to the heart of North America is symbolized by the two lions. Their collars consist of Loyalist military coronets honouring the pivotal role played by the region in the War of 1812. The collar pendants recall the steamboat and steam railway heritage.



PROCEDURE FOR THE USE OF THE COAT OF ARMS

The City coat of arms expresses the community's history and identity, and thus it is used for official and ceremonial purposes, such as identifying City landmarks and holdings and official Mayor's Office protocol. Examples include:

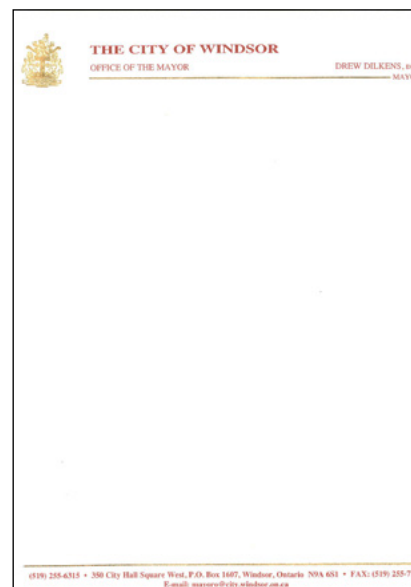
- Permanent City building plaques and dedication signs
- Legal documents
- Office of the Mayor (e.g. Chain of Office, letterhead)
- Signage for official ceremonies (e.g. podium signs)
- Official commemorative pin
- Building Inspection and By-law Enforcement badges

Authority to approve the use of the coat of arms is the responsibility of Corporate Communications. This will ensure that the use of this identifier is accurate and consistent.

CURRENT EXAMPLES OF APPROVED USES



Coat of Arms on wall of Council Chambers



Mayor's office letterhead



Official commemorative pin

CITY LOGO

In 2003, restructuring of the Corporation necessitated a complete revision of the City's website. Since an official Corporate logo did not exist, a logo was designed for the website in order to meet the deadline for implementation in March of 2004. The coat of arms was deemed unsuitable for the web, as the intricacy of the design makes it difficult to adapt to some uses, particularly online. The "W" logo that was developed for the website in 2003-2004 subsequently took on a life of its own and was unofficially adopted by a number of departments as the City's logo. However, the "W" logo existed in a variety of colours and formats over the years, so a set of standards needed to be created to ensure consistency. The logo is designed to be sleeker, simpler and more versatile than the City's other identifiers and to translate well at several sizes and in a variety of colour contexts. The standards listed in this guide will enable the City and its partners to achieve necessary consistency.



PROCEDURE FOR THE USE OF THE CITY LOGO

The City logo is used for promotional and marketing initiatives and any occasion requiring municipal identifying not listed in the section above pertaining to the crest or coat of arms.

Third party partners, sponsors or groups that have received or provided monetary or in-kind support may request use of the City logo. Use of the City logo implies endorsement and therefore must always be used in an appropriate manner.

Third party partners seeking permission to use the City logo must obtain written consent to use the City of Windsor logo and submit their request to Corporate Communications by hard copy or email to communications@citywindsor.ca.

Upon receipt of written requests, under the direction of the Senior Manager of Communication and Customer Service, Corporate Communications will review and provide feedback/approval within five business days. Corporate Communications has the discretion to refer applications to the Mayor's Office and/or CAO's Office or any related department for their review and input. This will ensure that the use of the logo is consistent and maximum exposure is achieved.

PROTECTIVE SPACE

The City of Windsor logo should always be isolated by a minimum amount of protective white space to maintain separation between the logo and other elements (type, folds, other graphics not including background colour) on all printed materials and application. The area of isolation is measured by the height of the letter "R" in "Windsor".



IMPROPER LOGO USAGE

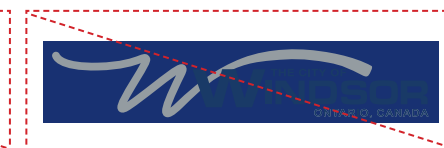
To ensure consistent identity, it is important that the City of Windsor signature always be accurately presented. Under no circumstances should any component of the City of Windsor logo ever be redrawn, modified or altered in any way. Reproduction of the logo must always be completed using the approved electronic file art provided.



Do not use a stroke around the logo



The horizontal and vertical scale should always change equally. Never stretch or condense the logo



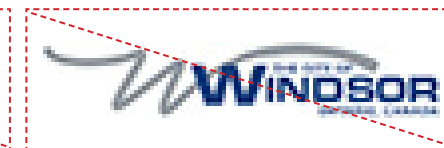
Do not position the logo on backgrounds with insufficient contrast



The logo should never appear within a white box, frame, or border



Never change the proportion of elements in the logo



Ensure the logo is sharply defined

MINIMUM LOGO SIZE

Minimum size refers to the smallest size at which the signature should be reproduced to ensure legibility. To protect the integrity and impact of the City of Windsor logo, it must never be reproduced smaller than 1.5 inches in width. For web usage, the logo should never appear smaller than 150 pixels in width.

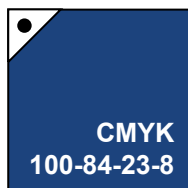
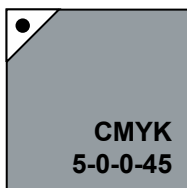


COLOUR USAGE

The official colours of the City logo are grey and blue (see specific colour values below) with accent options for black and white. The recommended combinations of these colours are detailed in the examples, however allowance may be made for alternative combinations (limited to black and white, as well as blue and grey as detailed below) to suit the needs of various uses (e.g. ensuring proper contrast).

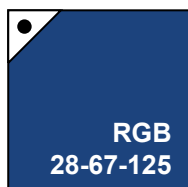
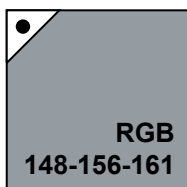
CMYK

Cyan, magenta, yellow, and key/black (CMYK) is a subtractive color model used in color printing and is also used to describe the printing process itself. Please use this colour space when you are going to print.



RGB

RGB is best suited for on-screen artwork such as the internet or PowerPoint presentations. RGB is not recommended for printing. However, since programs such as Microsoft Office Suite use the RGB colour matching system, RGB may be used for some internal documents that are printed in-house.



ACCEPTABLE COLOUR USES



The City of Windsor logo should appear in this two-colour version whenever possible with the "W" grey and the text blue.



In applications where colour printing is not available, a black and white/grayscale version should be used.



The City of Windsor logo may appear as all grey



The City of Windsor logo may appear as all blue



The City of Windsor logo may appear as all white



The City of Windsor logo may appear as grey and white



The City of Windsor logo may appear as all black



Do not use a colour other than the designated grey, blue, white or black.

ALTERNATE VERTICAL CITY LOGO

The vertical version of the logo may be used in cases where the horizontal version does not fit in appropriate scale. It is not the preferred version and should be used as a substitute. An example of such a case is a sponsor acknowledgment panel in which the accompanying sponsor logos are vertical in orientation, and the horizontal variation of our logo would have to shrink disproportionately to fit.

COLOUR USAGE

This version may only appear as one approved solid colour (blue, grey, white, black).



SECONDARY IDENTIFIERS

Selected corporate services that require an identification to promote their specific service may have a specific identifier or logo. Examples include institutions that resonate in the community's awareness independently from their role as municipal services, like Windsor Fire and Rescue Services as an official institution of emergency service and 311 as an umbrella customer service that is provided on behalf of all departments. As well, enterprise or revenue generating services, like Adventure Bay Family Water Park Presented by WFCU and Transit Windsor will be able to maintain a separate identifier or logo. Furthermore, some corporate services, due to the mandate of a partner organization must also have a specific identifier, for example 211, which has a logo mandated by the Province. Standalone projects or events may also require specific identifying, for example Community Strategic Plan. The development of secondary identifiers will be limited to avoid competing logos/identifiers and will not be undertaken without the prior approval of the CAO who receives the recommendation of Corporate Communications. The City logo should always be placed in a predominant location and the secondary identifier in a support location.

PERMITTED SECONDARY IDENTIFIERS

(AS OF NOVEMBER 2015)

ENTERPRISE

- Adventure Bay Family Water Park Presented by WFCU
- Parks and Recreation
- Transit Windsor
- Windsor International Aquatic and Training Centre Presented by WFCU
- WFCU Centre



UMBRELLA

- 311 Customer Service
- 211 Ontario

COMMUNITY RESONANCE

- Windsor Public Library
- Museum Windsor
- Windsor Fire and Rescue Services (logo and official badge)



CITY OF WINDSOR AS SPONSOR

When used to acknowledge donations and sponsorships by the City, the City of Windsor logo will be used on all appropriate promotional materials. The logo will be preceded by the words, "Sponsored by".

Sponsored by:



CITY OF WINDSOR AS PARTNER

When used in partnerships, the City of Windsor logo may be placed to the far right or bottom of other partner logos (depending on orientation) when responsibility is shared. Equal visual prominence should be ensured as much as possible. If the City of Windsor is the lead partner, then the logo should appear on the far left or top (depending on orientation).



**Government
of Canada**

**Gouvernement
du Canada**



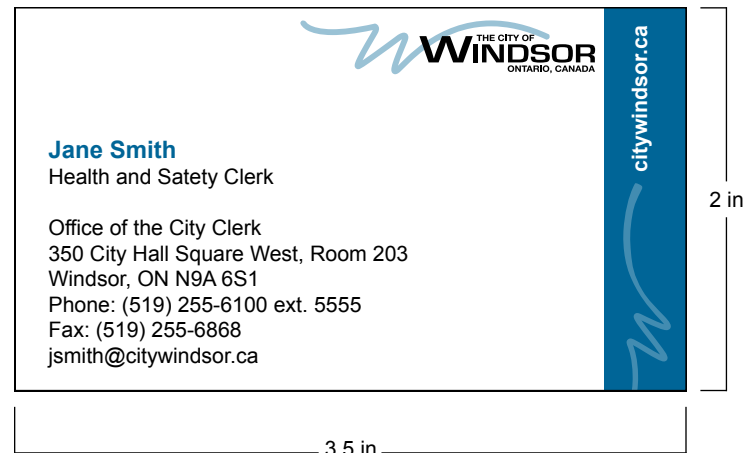
CITY IDENTIFIERS

BUSINESS CARDS

Business cards for staff and elected officials are issued on a pre-set template (see example) at 3.5 x 2 inches, which is accessed through our contract printer for this item. Designated contact persons from each department gather information from employees in need of new cards and the order is made through an online template.

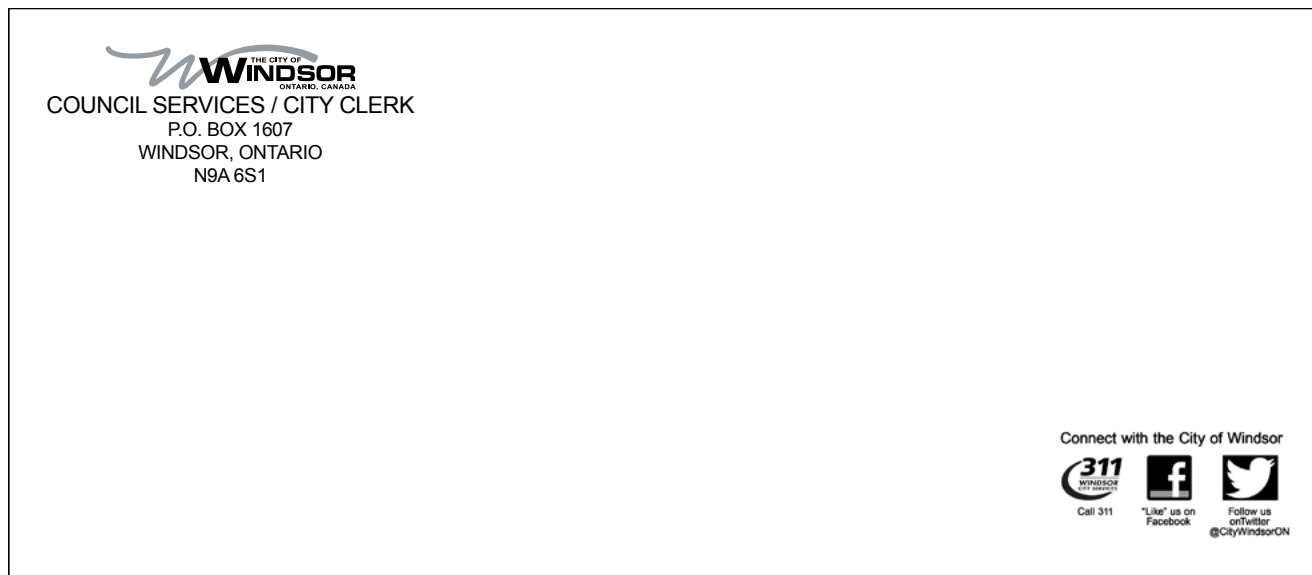
The business card template includes designated spaces for the following information, as needed: name, credentials, job title, department, division, mailing address, phone number, fax number, email address and cell phone number.

Variations of the corporate business card are not permitted.



ENVELOPES

Business envelopes will follow a pre-set template as follows: City of Windsor black and white logo in the top left corner, under which will be placed the appropriate departmental return address. In the bottom right corner, a set graphic is positioned inviting the recipient to “Connect with the City of Windsor” via 311, Facebook and Twitter. (Example below depicts a #10 envelope variation).



STANDARDIZED DOCUMENT TEMPLATES

Except as outlined above in regards to usage of the coat of arms and crest, all document templates and letterheads provided for staff must use an approved version of the City logo. Documents that use a corporate template do not need to be created from scratch by staff but are available via pre-sets within Microsoft Word, e.g. memo, letter, cover sheet.


Font for headings and body text on corporate documents must be in a sans serif (i.e. Arial, Helvetica) font.

SANS SERIF FONT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ


SERIF FONT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ


INTER-OFFICE MEMO


TO:
 FROM:
 DATE:
 SUBJECT:

City of Windsor | 350 City Hall Square West | Windsor, ON | N9A 6S1
www.citywindsor.ca



MEDIA RELEASE

FOR IMMEDIATE RELEASE
 (DATE HERE)

City of Windsor | 350 City Hall Square West | Windsor, ON | N9A 6S1
www.citywindsor.ca


CORPORATE COMMUNICATIONS


City of Windsor | 350 City Hall Square West | Room 203 | Windsor, ON | N9A 6S1
www.citywindsor.ca


FAX COVER

TO:
 COMPANY:
 FROM:
 CC:
 SUBJECT:

DATE:
 PHONE:
 PAGES:

City of Windsor | 350 City Hall Square West | Windsor, ON | N9A 6S1
www.citywindsor.ca


**OFFICE OF THE CITY CLERK
COUNCIL SERVICES**

MISSION STATEMENT
"Our City is built on relationships - between citizens and their government, business and public institutions, city and region - all interconnected, mutually supportive, and focused on the brightest future we can create together"

LiveLink REPORT #	Report Date:
Author's Name:	Date to Council:
Author's Phone:	Classification #:
Author's Email:	

To: Mayor and Members of City Council
 Subject:

City of Windsor | 350 City Hall Square West | Windsor, ON | N9A 6S1
www.citywindsor.ca

POWERPOINT TEMPLATES

An officially sanctioned template for PowerPoint presentations is available for staff to use freely, however it is not mandatory. Staff are welcome to customize presentations to suit their needs, with the exception that they must always include the City of Windsor logo in the design, and its inclusion must comply with the guidelines set out in this document.

**CLICK HERE TO
ADD TITLE**

CLICK HERE TO ADD SUBTITLE



**CLICK HERE TO
ADD TITLE**

CLICK HERE TO ADD SUBTITLE



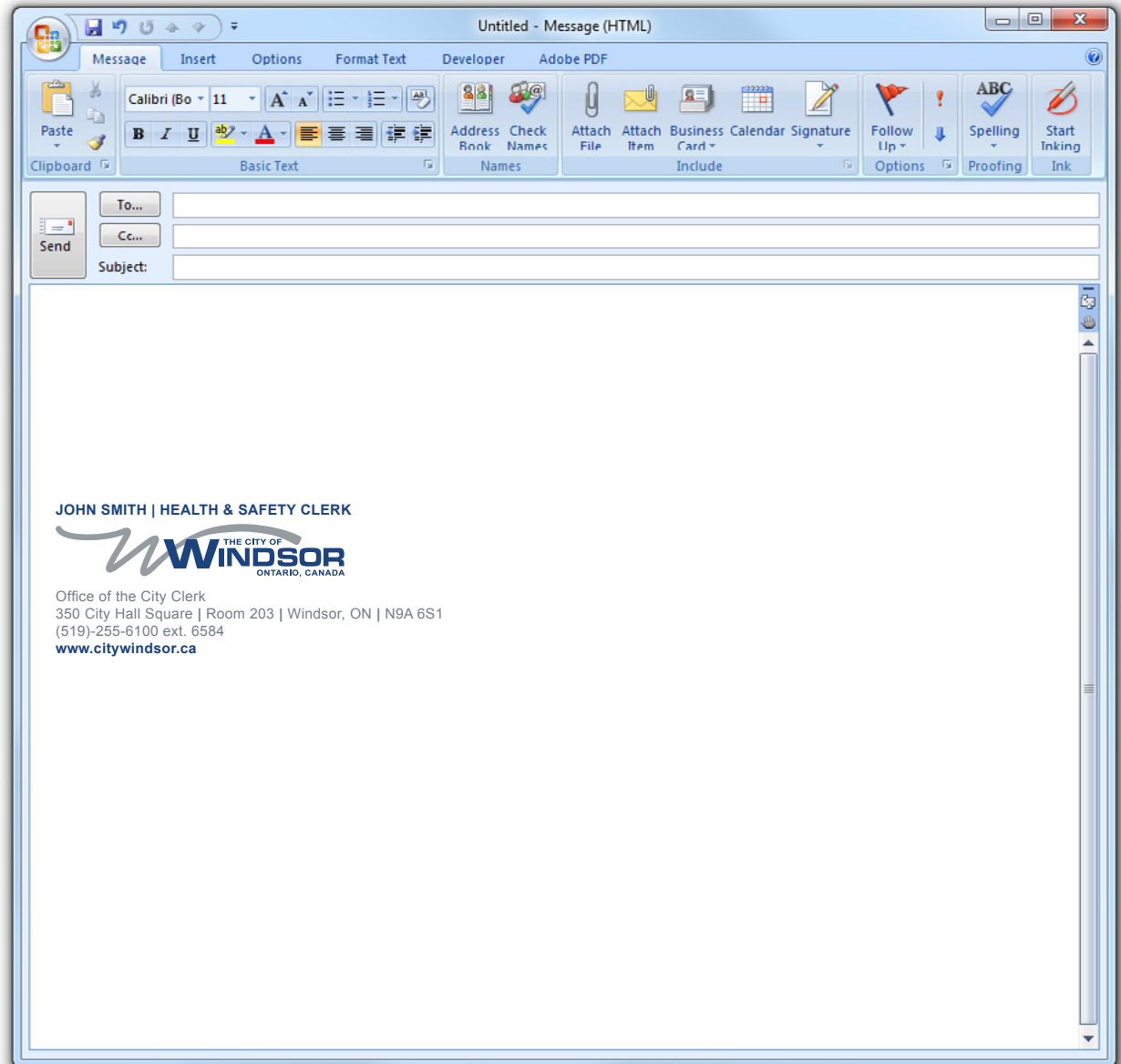
ACCESS CARD

The access card is worn by City staff when they are in a City facility or when representing the City in the community. The features of the card include the City logo, name of staff member, photo (except in the case of generic or visitor passes) and department name. Identification cards are issued to staff by Human Resources.



EMAIL SIGNATURES

Email signatures feature all info in the designated internal web font, Calibri regular, in 11pt. The employee's name and title are above the words City of Windsor. Below this is the contact information including address, phone and City of Windsor web address. City guidelines discourage the use of program logos, "quotes of the day" or supplementary information.



NEWSPAPER ADVERTISING

Newspaper advertisements intended for general circulation to the residents of Windsor are generally published in the Windsor Star using a set template. The same template can be adapted for use in other publications (e.g. national newspapers) when needed. The template is in black and white and includes standard bars for the logo and heading at the top, as well as contact information at the bottom. This reduces space and the need to duplicate this information within the body text.

Standalone ads for municipally hosted or endorsed events and initiatives can be created, but designs must be reviewed by Corporate Communications and must include the City of Windsor logo, subject to the guidelines detailed above. If the event or initiative is official or ceremonial in nature, the coat of arms may be used instead of the logo (e.g. inaugural meeting of City Council).

	Notice Committee of Adjustment
 CALL 311 WINDSOR CITY SERVICES	TTY: 1-866-488-9311 www.citywindsor.ca

	Notice Closings-Streets/Alleys/Walkways
 CALL 311 WINDSOR CITY SERVICES	TTY: 1-866-488-9311 www.citywindsor.ca

SIGNAGE

FACILITY SIGNS

Facility signs, including those for municipal offices, parks and community centres will be posted using a uniform template. Standards for graphic elements are relative to the size of the overall design, which may change depending on its context. The template includes the logo to ensure identification as a municipal resource, as well as space for the name of the facility and address number (if applicable).



PROJECT SIGNS

Outdoor project signage must be in compliance with Ontario Traffic Manuals. A standard template identifies municipal projects, but functional signs (e.g. detour) are not required to include the same municipal identifiers, as accepted standards for their presentation (colours, size, etc.) must be respected.



**THE CITY OF
WINDSOR**
ONTARIO, CANADA

WINDSOR'S COMMUNITY MUSEUM EXPANSION PROJECT

Recreation and Culture Department

Expected Opening: October, 2015	Tender No: 108-14
Consultant: Hariri Pontarini Architects (H.P.A.)	Contractor: Oscar Construction Company Limited

The Art Gallery of Windsor on floors 2 and 3 remains open during construction.

www.citywindsor.ca



VEHICLES

The City of Windsor logo will appear prominently on all City vehicles. The front doors (driver and passenger side) and back doors are the primary locations for the City logo, though this may not apply for some vehicles (e.g. tractors), in which case an appropriate location on the side and/or back panel should be chosen. The logo will be in full colour where appropriate. Exact logo size will depend on the specific door or panel dimension, but the logo should be centred within the door or panel. Sufficient protective space must be ensured between the City logo and all other required and approved logos and identifiers (e.g. division name, vehicle number, 311, etc.). Logos will be grandfathered on some vehicles, i.e. old logos will not necessarily be removed, but the new standards must be met for new logo placements. Note: temporary signs for charities can only be added with approval of the CAO.



CLOTHING

When applying the City of Windsor logo to clothing, the approved position is on the left side over the chest. The logo should be between 2.5" and 4" wide.

The logo should be presented using the approved colour variations noted above, but depending on background colour, some flexibility of the logo's colour may be considered at the discretion of Corporate Communications.

Division name should appear at the bottom left of the sleeve for short sleeved shirts or bottom of the upper left arm for long sleeves (e.g. jackets) or on the back of the shirt under the collar.

PROMOTIONAL ITEMS

When applying the City of Windsor logo to promotional products, the logo will always have maximum visibility impact and will appear on a solid background that will not mask or conflict with the legibility of the wording. Whenever possible, the logo must appear no smaller than the minimum size outlined in this document. The official commemorative pin for the municipality is an exception to this rule, as it will depict the coat of arms instead of the logo.

FRONT



BACK



REVISION HISTORY

REVISION	DATE	AUTHOR(S)	DESCRIPTION

TO: Environment & Climate Change Advisory Committee

FROM: Michael Janisse
Senior Manager, Communications, Public Relations, & Customer Service (A)

DATE: July 10, 2025

SUBJECT: Logo Development for the Environment & Climate Change Advisory Committee

Dear Environment & Climate Change Advisory Committee,

A question was asked at the ECCAC meeting held May 22, 2025, asking if the Committee is required to follow the City of Windsor's brand standards for a new logo based on presentation provided by Mr. Shane Potvin of Spotvin Design Co.

The City of Windsor Corporate Visual Identity Standards Guide was developed to present a simple and clear explanation of how to use and maximize visibility for the Corporation's approved visual identifiers to distinguish our city from other municipalities. Additionally, it establishes a consistent approach for obtaining approval and use of the City's identifiers. This document is created for the guidance of employees of the City of Windsor and members of City Council, and as a reference tool for related agencies, boards, committees, community partners and suppliers. Authorization to use any of the identifiers on any printed, electronic or promotional material is restricted to purposes outlined in this guide. While the guide does not currently provide explicit standards for the development of new logos, it does emphasize the importance of consistency, clarity, and visual alignment with the City's established identity.

The guide does outline the use of secondary identifiers for select corporate services and community-facing entities, such as Transit Windsor, Windsor Fire & Rescue Services, and the Windsor Public Library. These identifiers are designed to complement the primary City logo and are subject to approval by the Chief Administrative Officer, following a recommendation from Corporate Communications. In this context, careful consideration should be given to ensure that any new logo accomplishes the following:

- Clearly conveys the objectives and values of the committee.
- Maintains visual harmony with the City of Windsor's primary logo.
- Avoids competing with or diluting the City's corporate identity.
- Is appropriate in tone and design and does not risk being perceived as inadvertently inappropriate or misaligned with the committee's mandate.

We recommend that the selected logo be treated as a secondary identifier, subject to the same approval process outlined in the guide. This will ensure consistency across all City-affiliated visual materials and uphold the integrity of the City's brand.

Should the Committee wish to proceed, Corporate Communications is available to assist with final refinements and ensuring the logo meets all necessary standards.

Sincerely,

Michael Janisse

Senior Manager, Communications, Public Relations, & Customer Service (A)