

# CITY OF SASKATOON COUNCIL POLICY

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NUMBER  
C02-014

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<b>POLICY TITLE</b> <i>Corporate Visual Identity</i>	<b>ADOPTED BY:</b> <i>City Council</i>	<b>EFFECTIVE DATE</b> <i>November 9, 1992</i>
		<b>UPDATED TO</b> <i>March 25, 2026</i>
<b>ORIGIN/AUTHORITY</b> <i>City Commissioner Report No. 15-1990 and Committee of the Whole Council Report No. 12-1992; and City Council – Administrative Report – Item 11.2.1 - March 25, 2026.</i>	<b>CITY FILE NO.</b> <i>CK. 100-12 and CK. 165-1</i>	<b>PAGE NUMBER</b> <i>1 of 3</i>

1. PURPOSE

To ensure consistency in the visual identification of the City.

2. DEFINITIONS

2.1 City Crest – The City’s Coat-of-Arms, as described and depicted in Schedule “A”.

2.2 City Logo – The stylized “S” together with the words “City of Saskatoon” in the civic colours of green and yellow, as depicted in Schedule “A”.

3. POLICY

The City Crest and the City Logo will be used as a means of visual identification of the City.

3.1 Usage

a) The City Crest will be used in the following circumstances:

- i) Legal documents, where required;
- ii) Mayor's stationery;
- iii) Councillors' stationery.

b) The City Logo will be used in all other circumstances.

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c) The City Crest and the City Logo are heraldic emblems for the purposes of *The Cities Act*.

3.2 Special department logos are not to appear on Corporate stationery but may be used only for public relations materials (ie. brochures, pamphlets) under the condition that the City Logo is also present.

3.3 Special permission must be obtained from the City Manager by outside organizations wishing to use the City Crest or City Logo (ie. jointly-sponsored events).

3.4 Any deviation from Corporate standards will require approval from the City Manager.

## 4. RESPONSIBILITIES

4.1 City Manager - shall be responsible for:

- a) Administering, reviewing and recommending updates to this policy;
- b) Rendering decisions for special requests made from outside organizations wishing to use the City Crest or City Logo; and
- c) Rendering decisions for special requests made by departments to deviate from Corporate standards.

4.2 City Council - shall be responsible for approving any revisions recommended by the City Manager.

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## Schedule “A”

### City Crest

#### Description and Sample Images of City Crest:

**Arms:** Per chevron vert or in dexter chief an open book of learning argent leathered sable, in sinister chief a cogged wheel of six spokes in saltire and fess of the third with overall a wheat ear of the second, in base a cross and saltire voided of the last with overall an annulet of the last encircling a bezant.

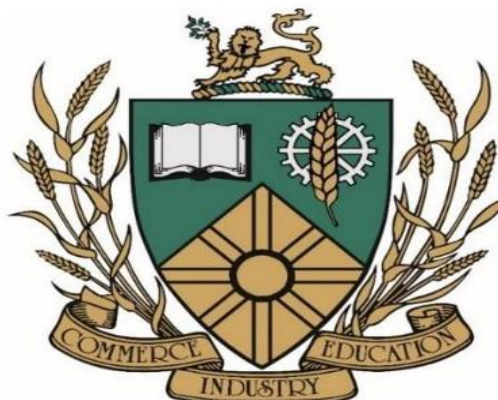
**Crest:** On a wreath of the colours a lion passant guardant or holding in its dexter paw a sprig of Saskatoon Berries (*Amelanchier Alnifolia* Nutt) proper.

**Motto:** On a scroll are the words “COMMERCE INDUSTRY EDUCATION” sable.

**Note:** The decoration flanking the shield is purely ornamental and is not mentioned in any blazoning. It is included (or omitted) both in particulars and in design according to the taste of the artist.



Sketch drawn in 1948 by Prof. A.L.C. Atkinson



#### Sample Image of City Logo:

