



Date: 09/03/2026

To: Chair and Directors, Policy Committee

And To: Murray Daly, Chief Administrative Officer

From: Kat Chatten, Manager of Communications

Date of Meeting: Policy Committee_Mar19_2026

File: 340-50

Short Summary:

CRD Graphic Standards Manual Policy

Voting:

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Memorandum:

The Cariboo Regional District Graphic Standards Manual has been updated to provide clear direction for the consistent use of CRD branding across communications materials.

The updated manual outlines standards for logo usage, colour palettes, typography, templates, layout guidance, and accessibility considerations. These standards support consistent, professional, and accessible communications across CRD departments and service areas.

The updated Graphic Standards Manual is attached for the Committee's review. If endorsed, the manual will be forwarded to the Board for adoption.

Attachments:

1. CRD Graphic Standards Manual Policy
2. CRD Graphic Standards Manual 2026

Financial Implications:

There are no additional financial implications to the Cariboo Regional District.

Policy Implications:

This update replaces the current Graphic Standards Manual that supports the CRD's corporate branding policy.

Alignment with Strategic Plan:

- Infrastructure and Asset Management:** To establish a systematic, predictable approach to managing the regional district's assets and infrastructure that builds on current asset management data and condition assessments.

- Enhanced Communications and Engagement:** To build trust and credibility of the regional district by enhancing our communications and engagement with citizens, stakeholders, and volunteers.

- Effective and Responsive Land Use Planning and Development:** To ensure our land use planning and development is responsive to future growth and housing needs, anticipates risks and hazards associated with climate change and provides efficient and consistent processes for landowners and developers.

- Relationships with First Nations:** To foster a healthy and inclusive region by building and strengthening our relationships with First Nations and embracing the principles of reconciliation.

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Options:

1. Endorse recommendation;
2. Other action.

Recommendation:

That the Cariboo Regional District Graphic Standards Manual Policy be endorsed as attached.