

# Ontario One Call Rebrand

Communications & Transition  
Planning Session

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June 25, 2025



A close-up photograph of an excavator's bucket filled with dark soil and green grass, positioned on the left side of the slide. The background is a bright green gradient.

# Agenda

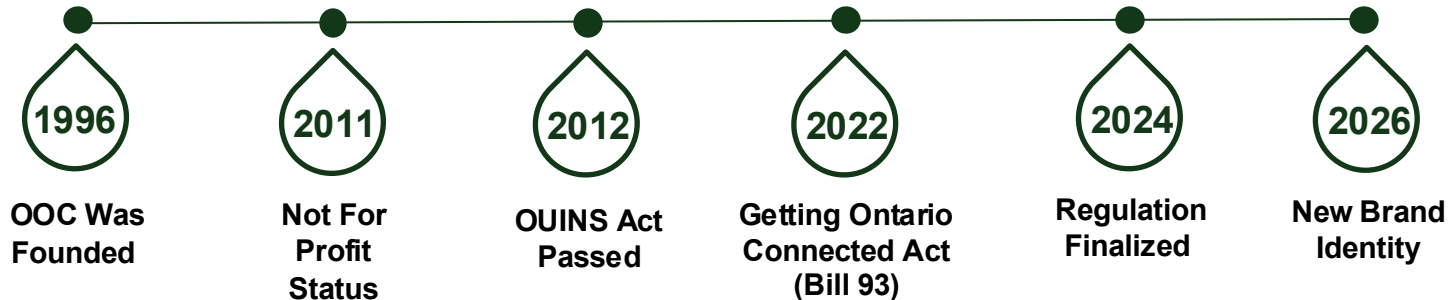
- Overview of the brand update
- Summary of changes
- Impact on partners
- Timeline and rollout highlights
- Preparing for upcoming changes
- Resources, support, and key takeaways

# Why Ontario One Call Is Evolving Its Brand

Ontario One Call has grown significantly since the OUINS Act was introduced in 2012. The organization's role, responsibilities, and strategic direction have expanded over time.

## The updated brand is intended to:

- Create clearer public understanding
- Improve consistency across communications
- Better reflect the organization's role today
- Support stronger awareness and education efforts across the sector



# This Is a Brand Change — Not an Operational Change

The upcoming rebrand does not change:

- Rules or regulations
- Locate request processes
- Compliance obligations
- Response expectations
- Operational standards
- Existing responsibilities under the OUINS Act

What this means for partners:

- Your day-to-day operational relationship with Ontario One Call remains the same.



# The "Click Before You Dig. It's the Law" Campaign Continues

- The slogan is not changing as part of the rebrand.
- Ontario One Call will continue to use and promote it.
- Industry partners may continue using it to support safe digging awareness.

**CLICK  
BEFORE  
YOU DIG  
IT'S THE LAW**

# What Changes Partners Can Expect

## Beginning in October, Ontario One Call will introduce:

- A new organizational name
- Updated logo and visual identity
- Updated communication materials
- New email and website domains
- Refreshed branded assets and templates

## This Will Affect:

- Websites
- Printed materials
- Signage
- Social media graphics
- Templates and presentations
- Co-branded materials



# Our New Brand



ONTARIO  
**DIG AUTHORITY**

# What this means for your organization

Many organizations reference or co-brand with Ontario One Call materials.

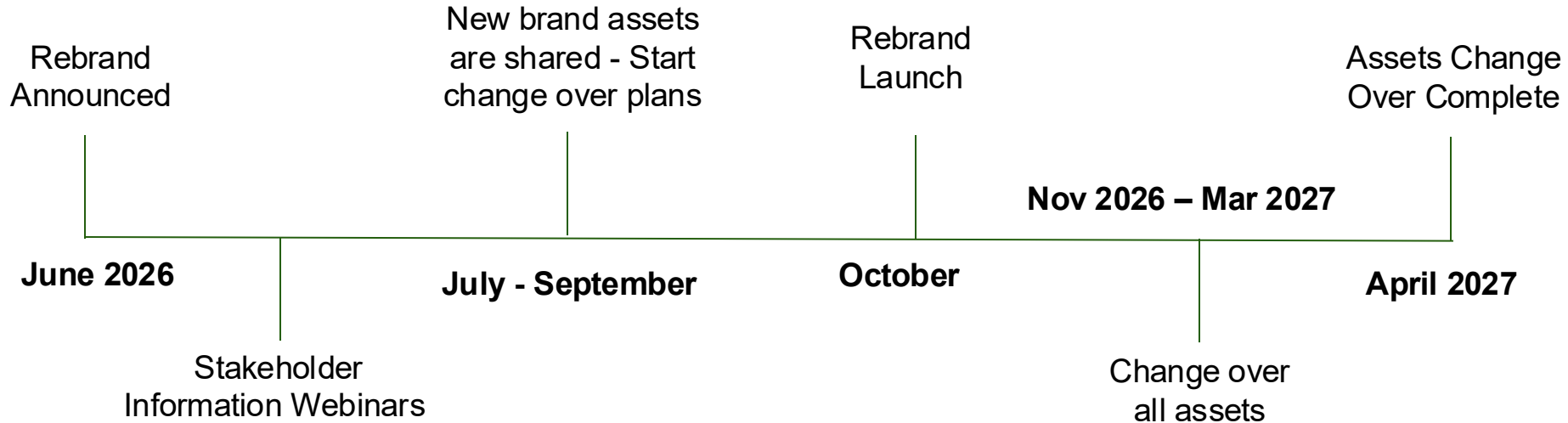
To maintain consistency and reduce confusion, external communications will need to be updated.

## Key considerations for partners

- Updating outdated logos or references
- Planning for replacement of printed materials
- Updating websites and digital assets
- Preparing communication teams for domain and email updates
- Aligning messaging across departments and stakeholders



# Rebrand Timeline & Key Milestones



# Key Dates & Activities

**October 2026**

## **Rebrand Launch**

- New brand identity and communications officially go live.

**Nov 2026 – Mar 2027**

## **Asset Transition Period**

- Update and replace all branded materials and digital assets.

**April 2027**

## **Assets Change Over Complete**

- All brand assets successfully updated and transitioned to Ontario Dig Authority.



ONTARIO  
DIG AUTHORITY

# Preparing for System & Communication Changes

Ontario One Call email addresses and web domains will transition as part of the rebrand.

**New email domain @OntarioDigAuthority.ca**

Ongoing support will be provided by our Support Services and Infrastructure Accounts teams.



# Recommended actions

To prevent disruptions to communications and ensure continuity during transition:

- Safelist the new **@OntarioDigAuthority.ca** domain
- Update contact directories and approved sender lists
- Review spam filters and email rules to ensure messages from the new domain are not blocked.
- Update saved bookmarks and links
- Notify internal communications and IT teams
- Ensure shared inboxes and notification systems recognize the new domain

**It is important that organizations take steps to prepare their systems in advance of the transition.**



# Important Compliance Reminder

Organizations are responsible for ensuring they can receive notifications sent from the new domain. Email filtering, blocked domains, or outdated contact configurations may result in missed notifications and associated operational or compliance impacts.

If the new domain has not been appropriately safelisted or configured, organizations may experience:

- Missed communications
- Delayed responses
- Operational disruptions
- Increased risk of compliance-related issues

**To help ensure a smooth transition, organizations are encouraged to prioritize safelisting and testing of the new domain as part of their operational readiness activities.**



# Guidance for Co-Branded Assets

## Some partner materials may include:

- Ontario One Call logos
- Shared messaging
- Educational campaigns
- Joint communications materials
- Updated assets and usage guidance will be provided to support consistency across the sector.

## Why consistency is important

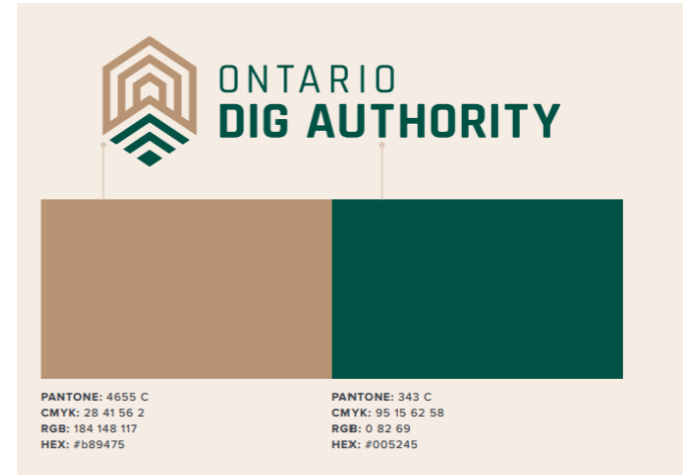
- To help reduce public confusion
- Improve recognition
- Support coordinated public education efforts
- Maintain professionalism across partner communications



# Transition Resources & Support

To support implementation, Ontario One Call will provide:

- Brand toolkit and visual guidelines
- Approved logos and assets
- FAQs and stakeholder guides
- Communication templates
- Training and implementation support
- Ongoing updates and reminders



# Recommended Actions for Partners

Communicators and marketing teams are asked to complete an inventory of existing Ontario One Call-related assets.

## **Identify:**

- What materials currently reference Ontario One Call
- Where they are used
- Which formats exist
- Replacement timelines and priorities

## **This will help organizations:**

- Plan budgets and production timelines
- Coordinate internal updates
- Prioritize high-visibility materials
- Prepare for rollout efficiently



# Key Takeaways


- This is a **brand change, not an operational change**. Rules, regulations, compliance obligations, response expectations, and processes remain unchanged.
- Safe list the new **@OntarioDigAuthority.ca** domain
- **October 2026** – Launch of the new brand, including updated materials, and new email and website domains.
- **Nov 2026 – Mar 2027** – Update and replace all branded materials and digital assets.
- **April 2027** – Complete transition of legacy brand assets



**Questions? We are Here to Help**

**Email: [DigSafety@OntarioOneCall.ca](mailto:DigSafety@OntarioOneCall.ca)**





# Thank You

## Questions?

