

Ontario One Call Rebrand

Stakeholder Information
Session

June 23, 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

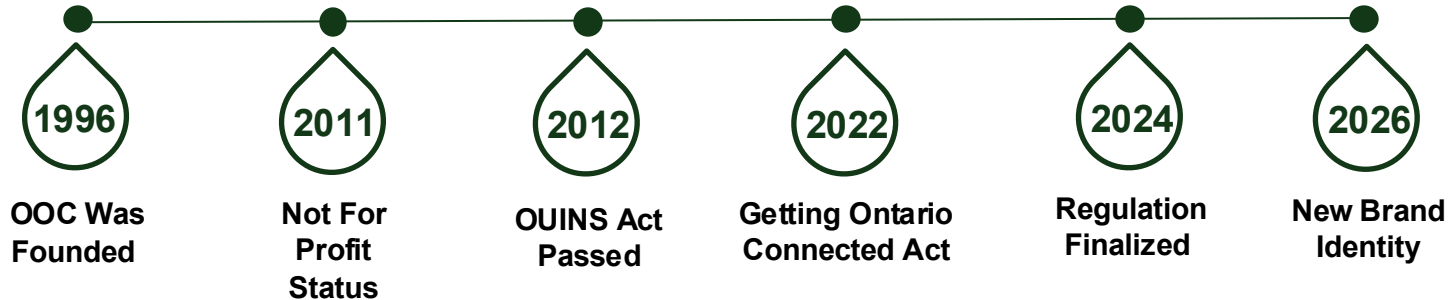
- Overview of the brand update
- What it means for partners
- Timeline and key milestones
- Preparing for upcoming changes
- Resources and next steps
- Support and key reminders

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 following will remain the same throughout and after the transition:

Legislative & Regulatory Framework

- Existing responsibilities under the OUINS Act
- Regulatory requirements and compliance obligations
- Industry rules, standards and expectations

Operational Processes

- Locate request submission processes
- Existing workflows and operational procedures
- Response expectations and service delivery standards
- Existing escalation and communication channels

Partner Relationships

- Current partnerships and stakeholder relationships
- Day-to-day operational interactions
- Existing service commitments and expectations
- Ongoing collaboration with the sector

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

The primary changes partners will notice are related to branding and communications, including:

- A new organizational name
- New email and website domains
- Updated logos and visual identity
 - Meaning the website, self-serve portal, system notifications, automated emails and branded materials and templates will have a new look.



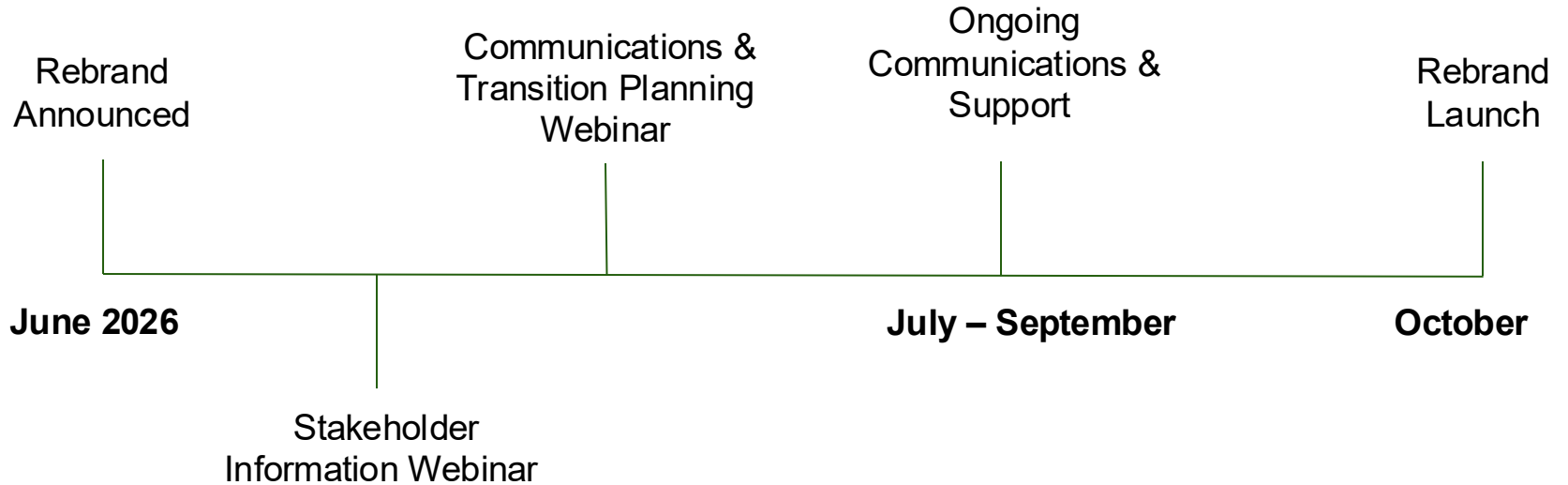
It is important that users recognize the updated branding and understand communications are still coming from Ontario One Call.

Our New Brand.

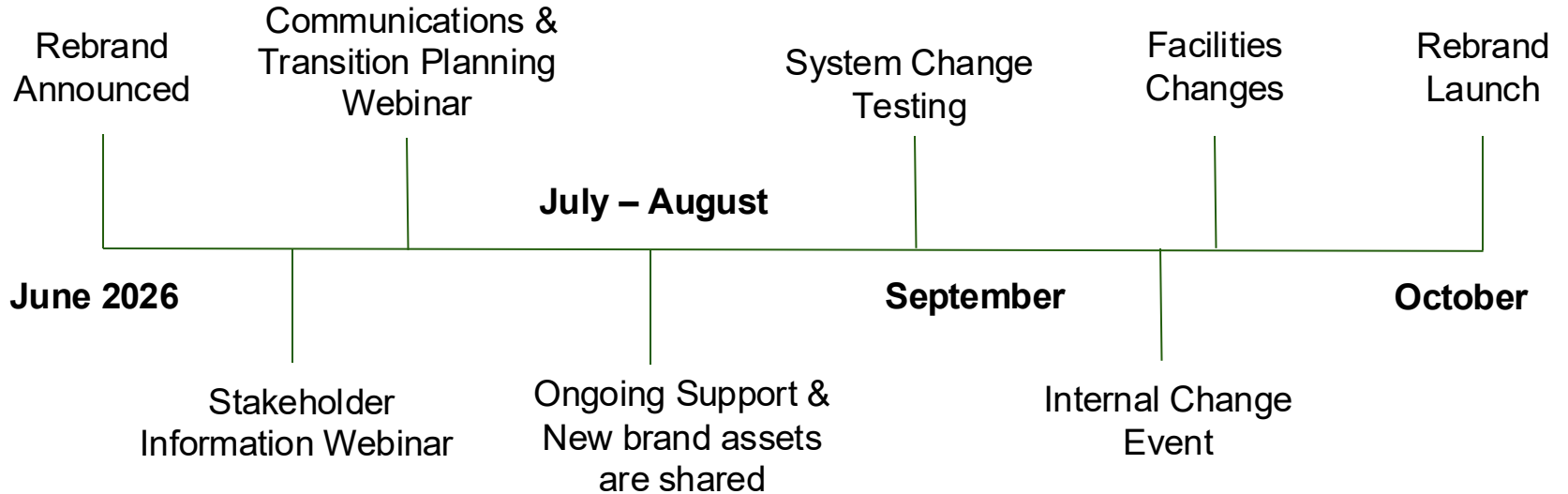


ONTARIO
DIG AUTHORITY

Rebrand Timeline & Key Milestones



Rebrand Timeline & Key Milestones



Key Dates & Activities

June 25, 2026

Marketing & Communications Webinar

- Dedicated session for teams responsible for updating websites, social media, templates, branded materials, and other communications assets. Contact DigSafety@OntarioOneCall.ca to register.

July – September 2026

Transition Support Period

- Ongoing support and resources will be available to help ensure communications continue without disruption during the transition.

October 2026

Rebrand Launch

- New brand identity and communications officially go live.



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.



Transition Support & Resources

Ontario One Call will provide:

-  Advance communications and reminders
-  Updated contact information
-  Guidance for system and email updates
-  FAQs and support resources
-  Dedicated webinar & asset transition support
-  Ongoing transition support



Key Takeaways & Next Steps

- This is a **brand change, not an operational change**. Rules, regulations, compliance obligations, response expectations, and processes remain unchanged.
- Safelist the new **@OntarioDigAuthority.ca** domain
- **June 25, 2026 (10:00–10:45 a.m.)** – Webinar for marketing & communications teams. If the right person isn't registered, contact DigSafety@OntarioOneCall.ca.
- **October 2026** – Launch of the new brand, including updated materials, and new email and website domains.



Questions? We are Here to Help

Email: DigSafety@OntarioOneCall.ca





Thank You

Questions?

