



Town of East Gwillimbury

CORPORATE SERVICES REPORT CS2020-13

To: Council

Date: September 22, 2020

Subject: Town Logo Update # 4

Origin: Corporate Services, Communications Branch

RECOMMENDATIONS

1. **THAT** Corporate Services, Communications Branch Report CS2020-13, dated September 22, 2020, entitled " *Town Logo Update*", be received; and
2. **THAT** Council endorse staff to move forward with logo option A to be developed into a Town logo; and
3. **THAT** staff bring back the final print-ready design and brand standards for implementation in Q4 2020.

PURPOSE

As the Town continues to grow and evolve, the Town of East Gwillimbury is seeking a logo to complement the Town's official coat of arms and reflect the character of East Gwillimbury.

BACKGROUND

On April 16, 2019 Community Parks, Recreation and Culture Report presented CPRC2019-14 regarding updating of Town signs to Committee of the Whole Council (CWC). During deliberations, questions were raised about the possibility of updating the Town's logo prior to updating the signs. As a result, Council requested that:

BE IT RESOLVED THAT Community Parks, Recreation and Culture Report CPRC2019-14, dated April 16, 2019, entitled "Community Entry Signs", be received; and

THAT Council direct staff to bring the report back at a May meeting with suggestions to proceed, including options for updating the Town logo; and

THAT Council endorse consolidating the previously approved entry feature capital projects under a new multi-year Capital project for 2020 as described in this report.

Phase One – Public Feedback, April to September 2019

Phase One launched in April 2019 using the Town's communication channels. Residents were invited to share their feedback on the creation of a Town logo and were provided the opportunity to submit initial design proposals. Staff received a great deal of feedback and a total of 18 design proposals.

Following the receipt of the initial design proposals, residents, Town staff, and all Town Council Appointed Committees were invited to provide feedback on the submissions. Through this process, an internal staff working group consisting of staff from a variety of departments, was able to develop specific criteria for what a Town logo should look like. Using these criterium, staff recommend that the Town hold a contest to receive more scoped submissions that meet the specific design requirements. This would be the final opportunity for the public to submit new and updated concept designs to potentially become a Town logo.

Phase Two – Logo Concept Contest October 2019

On October 1, 2019, the Town launched the Logo Concept Design Contest. The contest was open for one month. The contest design requirements outlined that the Town has the right to alter the initial design concept to create a final logo that is aligned with the Town's corporate brand.

The Town received a total of 66 submissions from 23 individuals. Once the contest was over, staff underwent a review process to determine which submissions met the concept design requirements and then held further consultation with Council, Senior Management and staff to determine next steps.

Through the internal review, two preferred design concepts were identified as the preferred design concepts, but it was recommended that they should be subject to alterations.

Phase Three – Final Public Engagement Survey August 2020

Following the July 28 presentation to Council, the Town launched a final Logo Feedback survey during the month of August for the public to share their thoughts on the final three proposed logo options. The survey was comprised of four questions, that asked residents to rate each logo on a scale from 1 to 5, and requested any feedback or suggestions they had to the overall design.

The survey was extremely successful and received a total 662 responses (making it one of the Town's most successful public engagement surevys to date). Once the survey was closed, Communications staff reviewed all feedback that was submitted and identified common themes, as explained below.

ANALYSIS

The Town Logo Feedback survey was open throughout the entire month of August and was a great opportunity for residents to participate in the process of choosing a logo for East Gwillimbury. The survey was made up of four questions, three of which asked respondents to rate each logo option from 1 to 5 and to share any feedback or comments they may have regarding the overall design.

The survey was advertised using a variety of media outlets to ensure we reached a wide variety of target audiences. Ads were placed in the Town Page, eNewsletter, on social media and website using the feature story and slideshow story options. Staff also sent emails to Town employees and the Council Appointed Committees as they are an important part of our community as well.

Survey Feedback Analysis

Stage One – Review of Feedback from all Logo Options

During the first stage of analysis, staff grouped feedback from all three logo options based on reoccurring themes that were identified throughout the review process. Common themes included: positive or negative sentiments, proposed edits, reference to using East Gwillimbury or EG and wanting to keep the current the coat of arms as the Town's "official" logo.

Stage Two – Review of Feedback from Preferred Logo Option

Below is a summary of the comments received regarding each logo.

Summary of Survey Feedback



Logo Option A – 3.9/5 Stars Recommended Logo

Staff are recommending moving forward with this logo as the final logo for the Town as it received the highest score. Residents thought this logo was modern looking, they enjoyed the colour palette, the forward-focused design with the swoosh, and the symbolism of nature and water.



Logo Option B – 3.2/5 Stars

Logo B received a great deal of positive feedback with regards to the use of green in the design as respondents found it to be a good representation of the green space in our community, in particular there was positive feedback regarding the leaf.



Logo Option C – 2.3/5 Stars

Overall, Logo C was also well received. However, it scored the lowest with 2.3 out of 5. This could be due to a number of factors including the fact that it was the third and final option on the survey, and that there was a preference to the logo where the words touched the swoosh as the majority of feedback on this logo indicated that there should not be a space.

Logo Option A – Recommended to Move Forward

Based off of the survey results, staff are recommended we move forward with Logo Option A. Below are a few of the comments received in relation the logo.

Praise for Logo Option A:

- This logo is more modern looking
- I like the modern flare and that it seems to capture both nature with the leaf motif and water [with] the curvature of the blue line
- Logo letters seamlessly blend in with the green leaf giving a resemblance of how exactly EG stands right now and how we wanted it to be in the future too!
- [The logo] has clean lines and nice flow
- To me it symbolizes moving forward
- I like the strong upward feeling of the swoosh towards the new leaf
- I like that the blue swoosh evokes the symbolism of the water which we are stewards of, as a town on the upper reaches of the Moraine and its source of water for so much of this part of Ontario
- Love it! It's bold and clearly represents our beautiful rivers and lakes with the blue and our forests and trees and fields with the green! Has my vote!!
- The wave moves from Left to Right as we naturally read text. It's forward movement like our town!

- Looks like EG is riding the wave and moving forward. We read from left to right and that's the way my eyes move when looking at Option A. Very futuristic!
- This one is my favorite logo. I think the leaf is clear, but not overly obvious. It is sleek and modern. The blue 'swoosh' looks the most like a river in this one for me as its most thick.

Suggestions for enhancing Logo Option A:

There was also a great deal of feedback provided to enhance the logo which was grouped into the following four categories:

Public Feedback	Town Response
<p>Fonts – Many respondents indicated that the font was too blocky and/or dated looking and it should be updated.</p>	<p>A more modern, clean font can be incorporated into the logo. To ensure that we move forward with a font that is timeless and modern, staff will work with a graphic designer to choose a type face that is similar, but more modern looking.</p>
<p>Leaf Modifications – Many respondents indicated the leaf should be thicker, point up, and potentially look like the leaf from the other two logos. It was also recommended that the leaf be fully green to stand out more, rather than simply outlined.</p>	<p>Overall, most survey responses indicated that they preferred the leaf from Options B and C. Therefore, it is recommended that it be integrated into the final design. It is also recommended that, the leaf point upwards to represent a forward-thinking municipality. Both of these edits are represented in the draft mockup below.</p>
<p>Swoosh Modifications – The majority of comments received related to the spacing and look of the swoosh. Comments included separating the G from the swoosh, altering the widths, and switching the colours.</p>	<p>Spacing should be updated to reflect the comments. This has been initially addressed in a temporary mockup shown below, however, further adjustments should be made to reflect more of an “up and down” swoosh. This will be addressed through consultation with a graphic designer to finalize the design.</p>
<p>Lay out Modifications – Many respondents also recommended centering the letters more, to create a more even logo.</p>	<p>Spacing should be updated to reflect appropriate alignment. This has been reflected in the design below and will be further addressed in the final design.</p>

Revised Option A – Draft Final Concept Subject to Graphic Design Minor Modifications

The above-mentioned modifications have been represented in the below draft concept for consideration. Please note the below recommended concept is an initial draft that incorporates comments from the public consultation period. It is recommended that staff work with a graphic designer to make minor graphic design modifications to create the final product.



Logo Contest Winners

The final logo was a combination of two submissions in the October 2019 Logo Concept Design Contest. Two participants submitted concepts which ultimately led us to the final designs in this report. As such, the Town is recommending that both designers be awarded with the prize money of \$2,500 each, taken from the Town's Communications budget. The Town would like to thank the two designers:

- Stephen Smith: @Smith_Design
- Holly DeWinter: <https://www.hollydewinterdesign.com/>

Staff are also recommending that each of the 21 other participants in the design contest be recognized by Council with a certificate and token of appreciation.

Logo Meaning

Logos are an important element in any community identity and is representative of the Town in both design and meaning. The following is a brief description of the new Town logo which was developed from a combination of the initial logo design descriptions and feedback from residents as part of the final design process:

The Town of East Gwillimbury logo first and foremost focuses on the EG, which is commonly used by many local residents and businesses. As we continue to grow and create a sense of place, we will continue to be known throughout Ontario as "EG" a great place to be.

The colours selected carry on the tradition of the Town's official coat of arms but encompasses the strong green and blue colours which evoke symbolism of water, green space and the natural environment which East Gwillimbury is a proud steward of.

The wave was selected to showcase forward movement, carrying the Town forward. Part of the reason many people choose to live and work in EG is the amount of green space and outdoor amenities available. The green leaf highlights the importance of these spaces to our community and maintaining it in the future. Together, these features show a strong unified image, depicting the strong unified community, living and working together with the same goals of enjoying a balance of city life with an abundance of outdoor amenities.

Phased-In Implementation Plan to Limit Expenditures

Once the Town logo is endorsed, staff will work with a graphic designer to finalize the design and to receive print-ready material. Once complete, Communications staff will also work with the designer to create brand guidelines with appropriate use of the Town logo and official coat of arms.

The Town will also phase-in the use of the logo to help limit costs. Items that will be updated as part of the first phase of implementation will be digital platforms such as digital assets, social media platforms and Town templates (PowerPoint, business cards, letter heads) which have no formal cost to update.

Phase one of implementation will also include, items that have been put on hold pending the new logo which will move forward. These projects include the new community way finding and entry signage, Town vehicle branding and uniforms.

Moving forward, additional Town assets will be updated with the new logo over time, as they are ordered, printed or in need of replacement. This would occur from existing budgets as part of regular replacement costs.

FINANCIAL IMPLICATIONS

The cost of implementing the Town logo has been included in the Town operating budgets, including the contest winners and graphic designer.

As part of Council's strategic priority to be fiscally responsible, this project focused on engaging East Gwillimbury residents, advisory committees, students, and local design community to explore options for creating a Town logo.

Many organizations bring in consultants and choose to undertake that process to update and rebrand. Instead, staff have undertaken this role internally to look at the branding process, consult with the public and now develop a resident design.

The roll out of an updated logo would occur over a phased-in period, being incorporated as documents, signage and items require updating to avoid unnecessary expenditures.

NEED FOR PUBLIC CONSULTATION

The Town has conducted numerous public consultation sessions regarding the development of the Town logo. Further public consultation is not required at this time; however, further public communications will occur to announce the new logo.

ALIGNMENT TO STRATEGIC PLAN

The recommendations of this report align with the following Strategic Priority(ies):



Quality Programs & Services

Continue to support and promote the arts, culture and heritage of East Gwillimbury



Culture of Municipal Excellence

Ensure strong fiscal responsibility and program delivery
Foster an environment of innovation and flexibility

CONCLUSION

The Town logo process has been ongoing with a variety of public consultation processes since April 2019. Through these processes a final logo was narrowed down with a final recommendation made to Council through this report. Once the final logo is selected staff will work to create the final required files and begin the roll out of the Town logo. A final roll out would be expected to occur in Q4 2020 once work with a graphic designer is complete.

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