



# Town of East Gwillimbury

## MEMORANDUM

To: Council

From: Laura Hanna, Director of Communications and Customer Service

Danielle Verneuil, Communications Coordinator

Date: July 28, 2020

Subject: Town logo update

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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.

### **Town Crest will be Maintained for Formal Use**

The Town Crest will continue to be used as the Town's official seal for ceremonial use as well as official correspondence, such as facility signs, plaques, and by-laws.



The Town's new logo will be used for everyday purposes such as branding, marketing, on Town documents (letterheads, business cards Town templates), social media, apparel/uniforms, Town vehicles and signage etc.

### **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 design 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.

### **Preferred Design Concepts**

Submission One)



Submission Two)



### **Recommended Alterations to Create Preferred Designs in-line with Town Brand**

Based off the feedback received through discussions with the Council, Senior Management, the staff working group, and an external printing vendor, staff have recommended combining the two design and to include a variety of further updates to the above submissions. Below is an outline of the summary of recommendations:

- Submission One will serve as the base logo.
- The leaf design from Submission Two should be incorporated into the base logo to enhance the overall image, and better depict the Town's overall landscape and commitment to environmental sustainability.
- For optimal printing and embroidery the E and G in Submission One should be separated and not overlap.
- To ensure adherence to the Town brand, the colours of the logo should be updated to reflect the Town's current brand.

There was also discussion regarding the best way to lay out the swoosh and leaf design at the bottom of the logo. Below are a variety of options for Council's consideration. A number of variations have been included to provide additional context.

Option 1)

Based on feedback from the group, this was the initial design recommended to the group.



Option 2)

To create a more streamlined look, there was a request to see what the above logo looked like with the E and the G as one colour. The blue lettering is preferred for design purposes.



**East Gwillimbury**

a.



**East Gwillimbury**

b.

Option C3)

Feedback from the consultation process was varied. Some individuals recommended that the leaf be more prominent, as seen in the below options. This is a direct copy of the leaf seen in Submission Two.



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a. This logo has an updated leaf on the left side, and the letters are touching the design.



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b. This logo has the same updated leaf, however the letters are not touching the design

### **Next Steps – Final Public Engagement Opportunity**

Logos provide a brand image that connect residents with their community, and they act as an icon for residents to be proud of. It is the visual signifier for residents, and therefore, must be authentic and meaningful to residents. To date, the Town has

engaged residents through multiple processes to provide feedback on what a logo could look like, and to actively participate in the design process.

At this time, there is a final opportunity to re-engage the public to provide final feedback on the preferred logo concepts. This consultation would allow residents to recommend tweaks and updates to the concept, to ensure the final product is one that residents are proud of and connect with the community.

Staff recommend proposing Option 2 A and Option 3 A or B to the public for review. These images are preferred and provide two variations for the public to choose between.

Should Council not wish to move forward with any of the above logo concepts, further direction is required to move forward.

### **Public Engagement to be Complete in Fall 2020**

The final phase for this process would include an online survey for residents to select the logo and provide any final comments for consideration. The survey would be open for the month of August 2020. Once comments are received, staff will gather the feedback and provide a final report to Council in Fall 2020 for Council's review and consideration.

### **Phased-In Implementation Plan to limit expenditures**

Once a Town logo is selected, it is recommended that it be implemented using a phased-in gradual approach to help limit financial costs, which is in alignment with our Strategic Priority of financial responsibility.

Phase one of implementation will include digital platforms such as digital assets, social media platforms and Town templates for letter heads, business cards and PowerPoint as they can be updated immediately with no formal cost to the Town.

Additionally, a number of items 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.

# Town Logo Concept Contest Submissions





