



Town of East Gwillimbury

MEMORANDUM

To: Committee of the Whole Council

From: Danielle Verneuil, Communications Coordinator
Laura Hanna, Director of Communications and Customer Service

Date: September 17, 2019

Subject: Town Logo Update

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 – September 2019

Phase One launched in April using the Town's communication channels. Residents of all skill levels and backgrounds were invited to share their feedback on creating a Town logo and provide proposed design concepts for a logo. Staff received a great deal of feedback and a total of 18 design proposals.

Following the receipt of feedback and the design proposals, residents, Town staff, Council appointed committees, and local artists were then also invited to provide feedback on the submissions. Utilizing this feedback, an internal Town logo staff working group consisting of staff from a variety of departments, is proposing to launch a contest as a final opportunity for the public to submit a concept design to potentially become a Town logo.

Phase Two – October 2019

Public Engagement

As per Council direction, staff will continue to engage the expertise readily available in the community. A full communications plan has been developed to reach key stakeholder groups. Staff will also utilize the upcoming Community Open House on October 8th to advertise the contest and some initial concepts.

About the Contest

As the Town continues to grow and evolve, the Town of East Gwillimbury is seeking concept designs for a logo to complement the Town's official Coat of Arms and reflect the character of East Gwillimbury. To ensure the contest is fair and allows those with and without graphic design experience to participate, entries may be professional in nature or amateur concepts.

The contest will begin on October 1 and end on October 31. The successful entrant will be awarded a \$2,500 prize for their design concept. The Town will own the rights to the design and may make any necessary modifications to the winning concept to ensure it meets the Town's brand standards.

Participants that submitted concept designs as part of Phase One will receive feedback on their designs and will be able to resubmit their designs as part of the contest.

Concept Design Requirements

The following is a list of requirements developed from the Phase One public feedback process. Preference will be given to concept designs that meet the following standards:

- The concept design should be formatted in a square shape
- Text should include only "EG" or "East Gwillimbury" and should be easily identifiable
- The concept design should use modern font
- The concept design should be simple. It may include simple symbols or design elements, but should not incorporate too many elements or be busy in nature.
- The concept design should incorporate the Town colours (navy blue and green)
- The concept design should be separate from the Town crest
- The concept design should reflect one of the following:
 - The culture and spirit of EG
 - A key landmark in the Town
 - Town's [strategic priorities](#)

The Winner

Submissions will be reviewed and a winner will be selected based on the above criteria. Once selected, the Town reserves the right to work with a professional graphic designer to develop print-ready files for Town use. The Town shall have the right to alter the initial design concept to create a final logo that is aligned with the Town's corporate brand. Changes may include minor or major design changes, updates to colours, orientation etc. The winning concept will be reproduced for display in a variety of formats including online, print, clothing, and other visual mediums.

How to Enter

To enter the Town's logo contest, eligible participants must:

- Be at least 18 years of age, or have a parent sign the Entry Form;
- Complete the official Entry Form;
- Read and agree to the Official Rules
- Submit a concept design in PDF format to communications@eastgwillimbury.ca by 11:59 p.m. on October 31, 2019.

Legal Details

By submitting a concept design to the Town of East Gwillimbury you (the "**Entrant**"), agree to the following official contest rules:

- All submitted work is the original work of the Entrant and shall not include, be based on, or derived from any pre-existing or third-party designs, trademarks, or copyrighted images.
- The winning concept design will become the property of the Town of East Gwillimbury.
- When submitting an entry, Entrants must complete the Entry Form, which
- There is no limit to the number of entries per Entrant. However, each concept design must have a separate Entry Form completed with a full description.
- Once the final concept designs are received Town staff will review each entry based on the criteria set out in the Design Requirement Section.
- The Town reserves the right not to select and recommend a winner, if no suitable entries are received.
- Any entries with offensive content will be excluded from the contest.
- Town employees are ineligible to participate in the contest.