

MEMORANDUM

To: Committee of the Whole Council

cc: Senior Management Team

From: Laura Hanna, Director of Communications and Customer Service

Date: May 22, 2019

Subject: Updating of Town Logo

Background

On April 16, 2019, Committee of the Whole Council was contemplating plans for the replacement of dilapidated and deteriorated signage throughout the Town. The replacement program has been under review for the past several years. However, during the deliberation, questions were raised as to whether the replacement program should be delayed to enable a review of the Town logo as it would make financial sense to complete the logo updating exercise prior to the replacement of the signs.

Council directed staff to look at options for updating the Town logo, as follows.

- *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.*

As the Town continues to grow and evolve, there is an opportunity to review the Town logo to ensure it continues to reflect the character of East Gwillimbury. If an updated logo were to be put in place, the official coat of arms would continue to be an important part of the Town's culture, and would remain as the Official Seal of the Town and be utilized on formal documents and signs.

Logos provide a brand image that connect residents with their community, and they act as an icon for residents to be proud of. A logo can also be used to attract stakeholders, businesses, and tourists to a local community. It is the visual signifier for residents, and therefore, must be authentic and meaningful to residents. To ensure a successful process, staff will ensure public consultation is kept at the forefront of this exercise.

Initial Public Consultation

As a preliminary step in this process, the Communications branch has undertaken an initial public consultation process to receive feedback from residents and stakeholders with respect to the following areas:

- What changes residents would or would not want to see on an updated logo
- Options for potential design concepts

Outreach has been conducted via social media (Facebook and Twitter), the Town's website, eNewsletter and the Town Page in the East Gwillimbury Express. Input has been received from approximately 60 individuals. The content of the input has been mixed and the results show approximately 37 per cent were supportive of the project, 11 per cent were neutral, and 53 per cent have concerns. The positive comments from residents indicated that they were excited for an opportunity to reflect on the present and update our look for the future and concerns were primarily related to the expenditure of public funds on this initiative project.

Cost-Saving Public Engagement Strategy

As part of Council's strategic priority to be fiscally responsible, staff will continue to engage East Gwillimbury residents and its' design community to explore options for an updated logo.

Many organizations bring in consultants, undertaking a lengthy process to update and rebrand. This can cost upwards of \$100,000 to \$200,000 for similar exercises and is not something the Town is pursuing.

At this time, staff will continue the comprehensive public engagement strategy, and will continue to source feedback from residents and the local design community. Further, it would be beneficial to consider capitalizing on the expertise throughout the community by engaging the Council Advisory Committees, local artists, and students enrolled in local art courses. Future steps could include expanded social media and website information as well as a focus group for residents to attend and provide feedback.

Timelines

Typical timelines to undertake a municipal logo review and update can range from several months to a couple of years depending on the level of engagement and scope of the project. To ensure a timely but thorough process, staff will continue with public consultation as noted above, and will report back to Council with a further update in Q3 2019.

Given the estimated timeline for a logo updating initiative, it may not be advisable to further delay replacements of the deteriorated Town signage, noted above. A separate report from CPRC will be forthcoming in regards to the sign replacement program.

It is important to note, that 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.

Logo Proposals Received to Date

Although this is a preliminary process, the Town has already received proposals for consideration from local graphic designers. These designs will be utilized as part of the continued public consultation process, to receive feedback and help shape an updated logo. Design suggestions received are shown below.

Sample 1)



Sample 2)

