



# Town of East Gwillimbury

## CORPORATE SERVICES REPORT CS2020-13

To: Council

Date: November 3, 2020

Subject: Town Logo Update # 5

Origin: Corporate Services, Communications Branch

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### RECOMMENDATIONS

1. **THAT** Corporate Services, Communications Branch Report CS2020-13, dated November 3, 2020, entitled " *Town Logo Update #5*", be received; and
2. **THAT** Council approve the final design of the new Town logo, as shown in Option A; and
3. **THAT** staff develop the brand standards for implementation and report back 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.

This report has been prepared to make the final determination of the logo and enable staff to develop the brand standards for implementation.

### BACKGROUND

On April 16, 2019 Council requested that staff undertake a public process to create a Town logo. Over the last 16 months, the Town has undergone an extensive public process to shape the development of the logo.

#### **Phase One – Public Feedback, April to September 2019**

Residents were invited to share their feedback on the creation of a Town logo and were also provided the opportunity to submit initial design proposals. Following this process, it was identified that a formal contest could be held using the feedback provided during these initial months.

### Phase Two – Logo Concept Contest October 2019

On October 1, 2019, the Town launched the Logo Concept Design Contest to receive submissions of concepts for a potential future logo. Through the contest, two preferred design concepts (shown below) were identified internally as the preferred design concepts, but it was recommended that they should be subject to alterations.



Graphic Designer: Stephen Smith



Graphic Designer: Holly deWinter

### Phase Three – Final Public Engagement Survey August 2020

Staff used feedback from the internal review to combine the two logos. A final public survey was posted on all Town communication channels to receive feedback on the final three designs (shown below). Once the survey was closed, Communications staff reviewed the scores and feedback and developed a final design for Council's endorsement.



Logo Option A



Logo Option B



Logo Option C

### Phase Four – Final Design Selection

On September 22, 2020, staff shared the final design proposal for Council's review (shown below). This design was based on Logo Option A, which ranked the highest through public feedback, but also included numerous updates based on the comments the public provided. Council endorsed that staff move forward with the design and bring back a final design for approval.



### **ANALYSIS**

Following the September 22, 2020 Council meeting staff retained a graphic designer to finalize the above noted concept and make final tweaks to ensure the design would meet the needs of the Town. The Town’s graphic designer was Holly deWinter, a local resident, who was also the designer of one of the logo concepts that was selected for the final design.

The logo design is now complete and prepared for Council’s final approval. At the September 22, 2020 Council meeting, Council requested the option of adding green writing into the logo, as shown below.

#### **Option A**



#### **Option B**



Following a review of the final design, staff are recommending that Council approve Option A, with the blue text, as it is consistent with the “EG” letters and therefore more appealing from a design perspective

### **Next Steps**

Once Council approves the final design, staff will finalize the brand standards for implementation. Staff will also invite the two winning designers, along with all the participants in the logo design concept contest to participate in the November 17, 2020 evening Council meeting to receive thanks from Mayor and Council.

Staff is also recommending that each of the 21 other participants in the design contest be recognized by Council with a certificate and a \$25 gift card to a local East Gwillimbury business.

## FINANCIAL IMPLICATIONS

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.

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.

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

The roll out of an updated logo will 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

Build an engaged and strategically aligned staff team to deliver high quality programs

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. Once the final logo is selected staff will work to create the final brand guidelines and launch the new logo at the next evening Council meeting which will be held on November 17, 2020.

Prepared by:

*Original signed by*

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