
HALDIMAND COUNTY

Memorandum EDT-M02-2019 Additional Information to Report EDT-04-2019 Economic Development and Tourism Division Draft Branding Strategy

For Consideration by Council in Committee on May 7, 2019



To: Mayor Hewitt and Members of Council

From: Jaymie Nelson, Senior Economic Development Officer, Economic Development and Tourism

This memo is intended to provide Council with an update to Report EDT-04-2019 Economic Development and Tourism Division Draft Branding Strategy considered at the Committee of the Whole meeting on April 23, 2019.

On Tuesday, April 23, 2019, following the Council workshop to present the new Economic Development and Tourism branding strategy, Council approved the following recommendations:

1. THAT Report EDT-04-2019 Economic Development and Tourism Division Draft Branding Strategy be received;
2. AND THAT the draft Economic Development and Tourism Division Branding Strategy included as Attachment #1 to Report EDT-04-2019 and brand as presented at the April 23, 2019 Committee of the Whole meeting, be approved;
3. AND THAT the approved branding be utilized on a go forward basis for marketing and communication associated with the Economic Development and Tourism strategies and programs;
4. AND THAT the adoption of the brand as an updated Corporate Logo be approved;
5. AND THAT the final version of the Corporate Logo be brought forward to Council.

The purpose of this memo is to present Council with the final version of the Corporate Logo (above, Clause #5), and to provide a high level overview of the usage of the Corporate logo and next steps. The revised logo as set out below is in response to Council's desire to ensure the logo included the descriptor 'County' when it is being used for corporate business.

General Rules and Usage of the logo:

Based on the Council feedback from the April 23, 2019 Workshop, the following is a high level overview of how the new logo would be used. Details will be further developed through the creation of Corporate Guidelines to ensure consistency of practice.



Corporate Logo with Haldimand County wordmark. The Corporate Logo (Attachment #1) is for use in all corporate communications, across all departments. Specific uses may include: corporate correspondence (including community and public notices), corporate website, municipal signage (buildings, parks, trails, vehicles, and amenities), gateway signage, community partnerships, sponsored events, and operational uses (presentation templates, business cards, email signatures). As noted in Report EDT-04-2019 the intent is to roll out the new logo over time as assets are replaced and new assets built.



Economic Development and Tourism logo with tagline “Real. Potential.” The tagline “Real. Potential.” reinforces the Economic Development and Tourism brand as a whole. It is a concise reflection of the brand strategy and should be used whenever possible in the division’s outward facing marketing in both print and digital applications and at events such as trade shows.



Logo with divisional handle. The logo with divisional descriptor (Economic Development and Tourism) shall be used for business related specifically to the Division.

Next steps:

Economic Development and Tourism Division will oversee the remaining requirements for the Brand Strategy Project with consulting firm CQNS. This will include:

- Development of comprehensive (Divisional) brand guidelines;
- A brand implementation plan; and
- The marketing/communication plan.

Corporate Affairs will lead the development of the Corporate Logo Usage Guideline to provide staff across all divisions with formalized guidelines and parameters pertaining to the use of the new Corporate logo. The usage guidelines will outline design standards providing a point of orientation and parameters for the proper/improper usage of the logo, and its variations.