

2 December 2012



City Council Committee Report

To: Mayor and Council

Fr: Heather Kasprick, Deputy Clerk

Re: City of Kenora Logo

Recommendation:

That Council endorses the adoption of the new brand logo for the City of Kenora; and further

That the former corporate City logo along with the former branded Kenora tree logo be eliminated through a transition phase; and further

That all City departments move towards integrating the new branded logo in a "phase in process" as logo items require replenishing or replacing with a complete phase in no later than January 1, 2014; and further

That the Branding Logo Policy #PP-4-1 is hereby repealed; and further

That Council hereby approves the amended Logo Policy #CU-1-1; and further

That Council give three readings to a bylaw to amend the Comprehensive Policy Manual for this purpose.

Background:

At amalgamation, the City of Kenora adopted the current "Corporate" logo which has served as our logo since 2000. This logo was developed through a transition team who held a logo contest from the public and was designed to depict the three former communities of Kenora, Keewatin and Jaffray Melick.



In 2007, The Lake of the Woods Development Commission adopted a new "Brand" logo following a branding process that they undertook to reinvent tourism in the Kenora area. This logo was well received by the public, various groups and the Development Commission and quickly became the tourism and economic development logo of choice. It was also used as the Lake of the Woods Development Commission's corporate identity and in many ways by City staff and departments for promotion of the City.



Since the adoption of the original brand logo, the City has been using two logos in a variety of capacities using the corporate logo for the City corporate business and using the brand logo for tourism and development. Having two logos for the past several years has proven to be challenging and does become a bit unclear to the public what our corporate image is with two logos and the varying ways in which they are used by both our staff and outside groups.

The Brand Leadership (BLT) that was established to lead the branding process has identified a new logo that they would like to see adopted throughout the City as a whole and eliminate the other two logos that are in current use.

The Tourism Committee of the Lake of the Woods Development Commission have took steps to develop the tourism industry and improve the community's economic outlook. Through these efforts it was recognized that we needed to "rebrand" Kenora and differentiate ourselves as a destination and we really need to stand out. The work began with destination development expert Roger Brooks and community surveys. Through these surveys it was identified that our point of differentiation was Lake of the Woods and the amenities and opportunities Kenora can provide those who use the lake. The brand redevelopment focuses on the advantages of boating through connecting with each other, the environment, our roots and the culture and arts. There are many initiatives underway to reflect the new brand development and one key one is the new visual identify that represents the experience.



As a community we must be in the business of delivering this experience and the new logo conveys this experience. Our Economic Development Officer has expressed the importance of having one unified logo to depict our community as this represents a strong community unification to potential developers to Kenora.

Eliminating the current two logos will have a cost associated with the change. Our corporate logo is on all of our letterhead, business cards, utility statements, parking tickets, merchandise, fleet, flags, public signage, both internal and external. Our current brand logo is also wide spread in the City being on our entrance signs, merchandise, letterhead, business cards, public signage, etc. A transition period will be imperative for this change otherwise there could potentially be a high cost associated with the new adoption early in 2013. It is recommended that as items need to be replaced that depict either of the two current logos, that it is then replaced with the new logo (example: City of Kenora hydro/sewer/water statements need to be ordered, we have the logo changed at that time).

Further, we currently have two logo policies that will need to be amended. The brand logo policy would need to be repealed as we will no longer have a brand logo, and the main logo policy would be amended to reflect the new adopted logo for the City. That amended policy is attached for your review.

Budget:

As applicable for each department as they transition to the new logo.

Communication Plan/Notice By-law Requirements:

The logo adoption would be posted on the portal as well as tied into our communications strategy that is currently in progress. Bylaw amendment for the policy change.