

## **COMMITTEE OF THE WHOLE (WORKING SESSION) – MARCH 18, 2008**

### **GROWTH MANAGEMENT PROGRAM BRANDING**

#### **Recommendation**

The City Manager, in consultation with the Senior Management Team, recommends:

1. That the Council-approved *Vaughan Consolidated Growth Management Strategy – 2031* be branded to more effectively communicate the program to all stakeholders and support the public consultation process;
2. That this report and presentation be received; and
3. That Council approve the program name “Vaughan Tomorrow” to be used for marketing purposes to describe the *Vaughan Consolidated Growth Management Strategy – 2031* and approve the program logo artwork presented in this report as Option #2.

#### **Economic Impact**

The costs for this program branding process are estimated at \$4,500 and are included in the approved budgets for the Growth Management Strategy in 2008.

#### **Communications Plan**

The approved program brand will be used in all communications in support of the *Vaughan Consolidated Growth Management Strategy – 2031*.

#### **Purpose**

The purpose of this report is to provide several program branding options for Council's consideration.

#### **Background - Analysis and Options**

The Council-approved *Vaughan Consolidated Growth Management Strategy – 2031* will guide the City of Vaughan's transition from a growing suburban municipality to a fully urbanized city. The major elements of this program include the Official Plan Review, the Environmental Master Plan, and several individual master plans. All are aligned with the *Vaughan Vision 2020* strategic plan, emphasizing sustainable community development and green planning.

The communications strategy includes the development of a special section on the City's website and communications support to publicize the public consultation process. A key objective is to improve stakeholder participation levels and promote meaningful comment and input.

The key messages supported by this communications strategy include:

- The Growth Management program will provide a blueprint of the City's growth to 2031.
- Public consultation will be a key element in this process.
- Vaughan is a “green city” promoting sustainable community development.
- Vaughan is committed to sustainability

## Project Branding

A project brand supports effective communications with the public and other key stakeholders. Serving as an umbrella “program identifier,” a project brand would consist of an easy-to-remember program name and a visual identity that ties all the different program elements together.

## Program Name

*The Vaughan Consolidated Growth Management Strategy – 2031* is the official name of Vaughan’s Growth Management program. From a marketing perspective, the program name is too long and unwieldy. This initiative can be better communicated by using a program name that is shorter and easily remembered. The marketing objective is to make this initiative widely accessible to the general public and to build program recognition among key stakeholders.

It is a best practice to name programs using a short descriptive title to improve the marketing impact. Examples relating to Growth Management include:

- City of Vernon – *Plan Vernon Review 2008*
- Metro Vancouver – *The Livable Region Strategic Plan*
- Province of Ontario – *Places To Grow*
- Niagara Region – *Niagara 2031: A Strategy for a Healthy, Sustainable Future*
- York Region – *Planning For Tomorrow*
- Town of Markham – *Engage 21st Century Markham*
- Region of Waterloo – *Grand By Design: Shaping Our Community.*
- City of Guelph – *The Growth Management Strategy* (main program name); *GuelphQuest Public Workshops* (name of public consultation initiative).
- City of Kitchener – *Kitchener Growth Management Strategy (KGMS)*

At the November 14, 2007 meeting of the Official Plan Core Team, Urban Strategies Inc., consultants for the Official Plan Review, lead a discussion on program branding.

Several key concepts were identified: impressive growth, pro-environment, green city, forward looking, healthy community, sustainable living, community engagement, looking to the future, urban landscape, taking ownership of our city and our future.

The following program names were presented and discussed:

- Growing greener and greater
- Growing greater and greener together
- Vaughan Tomorrow
- Growing greater together
- Our City. Our Community. Our Home.
- Our Home Space

After further discussion, the overall Growth Management program name “Vaughan Tomorrow” was considered to be the slogan that best represents the program from a marketing perspective.

## Vaughan Tomorrow

“Vaughan Tomorrow” is the current working title for *The Vaughan Consolidated Growth Management Strategy – 2031*. It lends itself to descriptive applications, such as “the Vaughan Tomorrow initiative” or “the Vaughan Tomorrow program.” In addition, it can be easily communicated by the media, being well-suited for writing headlines.

If this working title is approved by Council as the program name for Vaughan's Growth Management Strategy, different taglines would be developed, as required, to complement the "Vaughan Tomorrow" program name. For example:

- For the overall program: *Vaughan Tomorrow – Your City. Your Future.*
- For Official Plan Review: *Vaughan Tomorrow – Your City. Your Plan.*
- For the Long-Term Financial Plan: *Vaughan Tomorrow – Your City. Your Plan.*
- For Environmental Master Plan: *Vaughan Tomorrow – Your City. Your Environment.*  
OR *Vaughan Tomorrow – Your City. Your Sustainable Future.*
- For supporting the public consultation process: *Vaughan Tomorrow – Your City. Your Voice.*
- For other master plans: *Vaughan Tomorrow – Your City. Your Services.*

### Visual Brand Development

A complementary goal of this branding process is the creation of a visual identity that ties all the different program elements together. With the program name, this artwork will provide a visual identity to be used on all communications materials, both externally and internally. This would include public notices, website design components, advertising, letters and reports.

The following four options are presented for Council's consideration.

#### Option 1: Complement Vaughan Vision 2020 logo

*The Vaughan Consolidated Growth Management Strategy – 2031* is an essential component of *Vaughan Vision 2020*. Modeling the new program icon on the Vaughan Vision 2020 logo, which has an established brand identity, would provide program visual consistency.

This logo design employs very clean lines, a modern type face and vibrant colours. It is easily adapted to various layout designs and it can be reproduced effectively at any size. The right colour tab can be used to identify a specific initiative, reinforced by the customized tagline – the green tab for the environment; the orange tab for public consultation, etc.

#### Option 2: Graphical icon

A graphical icon (as opposed to a pictorial icon that features a stylized "picture") can create a strong visual identity using line art. The triple leaf look presented in Option 2 represents the three pillars of sustainability – environmental, economic and social sustainability. In addition, this approach is highly adaptable to animating the logo – a feature under consideration for the program website.

#### Option 3: Pictorial logo

A pictorial icon is designed with an image that can be identified with a real-life object. The stylized tree, shown in Option 3, is associated with growth, the environment, and a strong future. The leaves represent the communities of Vaughan, maturing as one tree. The icon reflects Vaughan's position as a "Green City."

#### Option 4: Other pictorial design

The light bulb and tree design is another version of a pictorial icon.

**Relationship to Vaughan Vision**

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated.

**Regional Implications**

Not applicable.

**Conclusion**

A project brand for the *Vaughan Consolidated Growth Management Strategy – 2031* will more effectively communicate this program to all stakeholders and support the public consultation process.

**Attachments**

Program logo artwork options

**Report prepared by:**

Ted Hallas, Manager, Corporate Communications

Respectfully submitted,

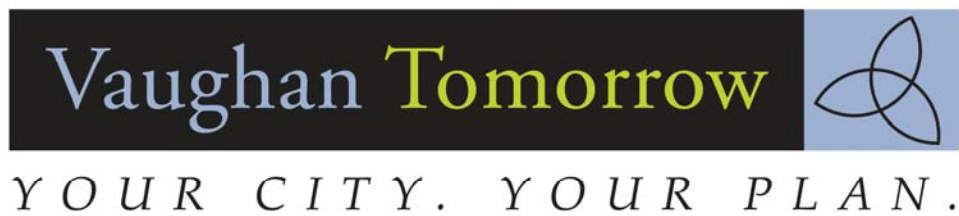
**Michael DeAngelis**  
City Manager

## Program Logo Artwork Options

### Option 1



### Option 2



### Option 3



### Option 4

