

————— **CITY OF VAUGHAN** —————

ECONOMIC & CULTURAL  
DEVELOPMENT AND TOURISM BRANDING

**COUNCIL PRESENTATION**

◀ WHAT IS A BRAND? ▶

A BRAND IS **NOT:**

A LOGO / A PRODUCT / A SERVICE



## ◀ WHAT IS A BRAND? ▶

A brand is a person's **emotional connection** to your organization, community, or business.



## ◀ WHAT IS A BRAND? ▶

A place brand reflects what a place currently is  
and **inspires what it can be in the future.**





## ◀ 5 PLACE BRANDING PRINCIPLES ▶

Distinctiveness

Authenticity

Memorable

Co-Creation

Placemaking



## ECONOMIC & CULTURAL DEVELOPMENT

### ◀ BRANDING OBJECTIVES ▶

To create a refreshed brand and visual identity that:

Captures and shares what sets Vaughan apart; establishes it as an economic development hot spot

Guides the expectations of what the business community, prospective investors, site selectors, and prospective residents will experience while working in Vaughan

Builds upon the strength of Vaughan's existing brand and marketing materials

## ◀ TOURISM REBRANDING OBJECTIVES ▶

To create a refreshed brand and visual identity that:

Captures and shares what sets Vaughan apart; establishes it as a tourism hot spot

Guides the expectations of what the public will see, do, and feel while visiting

Increases participation in visitor experiences and events

Builds upon the strength of Vaughan's existing brand and marketing materials

## **WE ARE:**

Polished  
Calculated  
Ambitious  
Safe  
Evolving

## **WE ARE NOT:**

Arrogant  
Stagnant  
Timid  
Lazy  
Crowded

◀ KEY SECTORS ▶

Advanced Manufacturing

Construction

Food & Beverage

Professional & Business Services

Technology

Tourism, Art & Culture

Transportation & Warehousing

Wholesale Trade

**ECONOMIC & CULTURAL  
DEVELOPMENT  
TARGET AUDIENCES:**

- / New Businesses
- / Small Businesses
- / Large Businesses
- / International Businesses

**TOURISM  
TARGET AUDIENCES:**

- / Families
- / Business Travellers

**UPCOMING & FUTURE  
OPPORTUNITIES:**

- / Meeting & Convention Space
- / Sports Tourism

## ◀ LOGOS & TAGLINES ▶

A tagline (and logo) should act as a trigger or cue to aid recall of the **positive associations** that the place is known for.



◀ LOGO CONCEPT ▶

“

Diluting the brand in an effort to please vocal locals at the expense of target customers is the best path to a spectacularly bland brand.

”

---



## ◀ FOCUS GROUP RESULTS ▶

# PARTICIPANTS INCLUDED:

*\*some individuals were not able to attend the in-person focus groups and provided feedback separately.*

- / Hotel Industry
- / Vaughan Tourism Attractions
- / Business leaders
- / Developers
- / Partner organizations (including Vaughan Chamber of Commerce, ventureLAB, Toronto Global, York Region Economic Development, York Region Arts Council, Central Counties Tourism)
- / City of Vaughan staff

## ◀ FOCUS GROUP RESULTS ▶

Polished ● ● ● ● ○

Memorable ● ● ● ● ○

Unique ● ● ● ● ◐

Inspirational ● ● ● ● ○

The logo concept was regarded favourably and was ultimately unanimously selected as the preferred concept.

# LOGO CONCEPT

## ◀ LOGO RATIONALE ▶

This concept, full of vibrancy and movement, is meant to mirror Vaughan's constant, fast-paced – yet deeply purposeful – evolution. Its energetic colour palette celebrates continuous improvement and forward-thinking growth and ongoing commitment to attracting new and invigorating industries. Combined with sharp, 'V' shaped icons, the mark is both an appropriate and flexible solution for representing the municipality's vibrant energy.





**vaughan**

ECONOMIC & CULTURAL  
DEVELOPMENT



**vaughan**

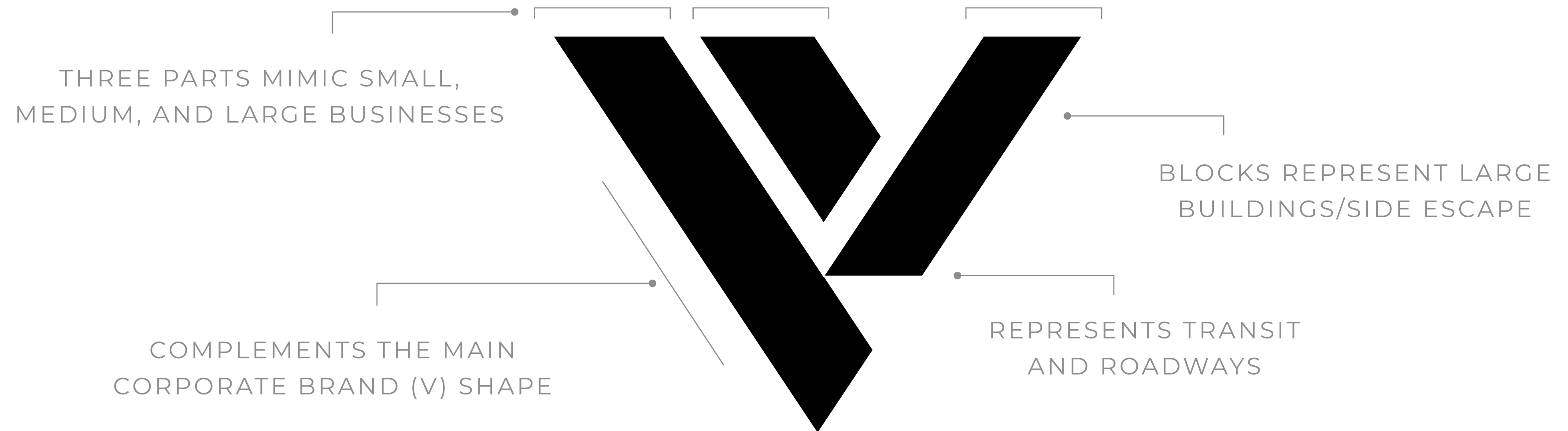
ECONOMIC & CULTURAL  
DEVELOPMENT



**vaughan**

ECONOMIC & CULTURAL  
DEVELOPMENT

## ◀ LOGO DISSECTION ▶





**vaughan**

ECONOMIC & CULTURAL DEVELOPMENT

Small Business & Entrepreneurship



**vaughan**

ECONOMIC & CULTURAL DEVELOPMENT

Small Business & Entrepreneurship





**vaughan**

ENTERPRISE BUSINESS PARK



**vaughan**

ENTERPRISE BUSINESS PARK



**vaughan**

ENTERPRISE BUSINESS PARK



DOWNTOWN

**vaughan**

METROPOLITAN CENTRE



DOWNTOWN  
**vaughan**  
METROPOLITAN CENTRE



DOWNTOWN  
**vaughan**  
METROPOLITAN CENTRE

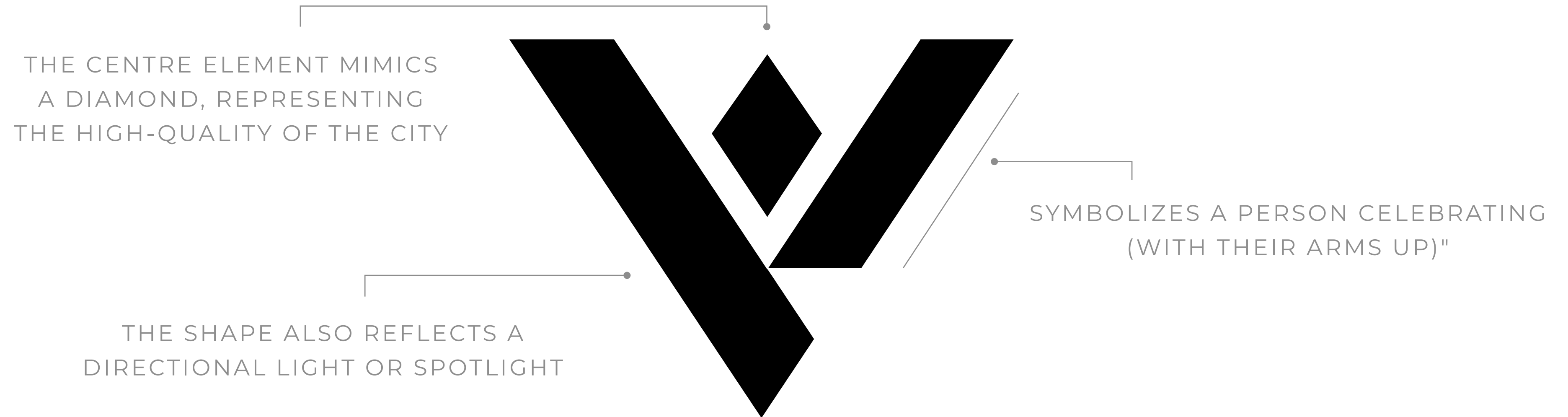


TOURISM

vaughan



## ◀ LOGO DISSECTION ▶





**vaughan**  
ECONOMIC & CULTURAL  
DEVELOPMENT



**vaughan**  
ENTERPRISE BUSINESS PARK



DOWNTOWN  
**vaughan**  
METROPOLITAN CENTRE



TOURISM  
**vaughan**



























**THANK YOU!**  
QUESTIONS?