

————— **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

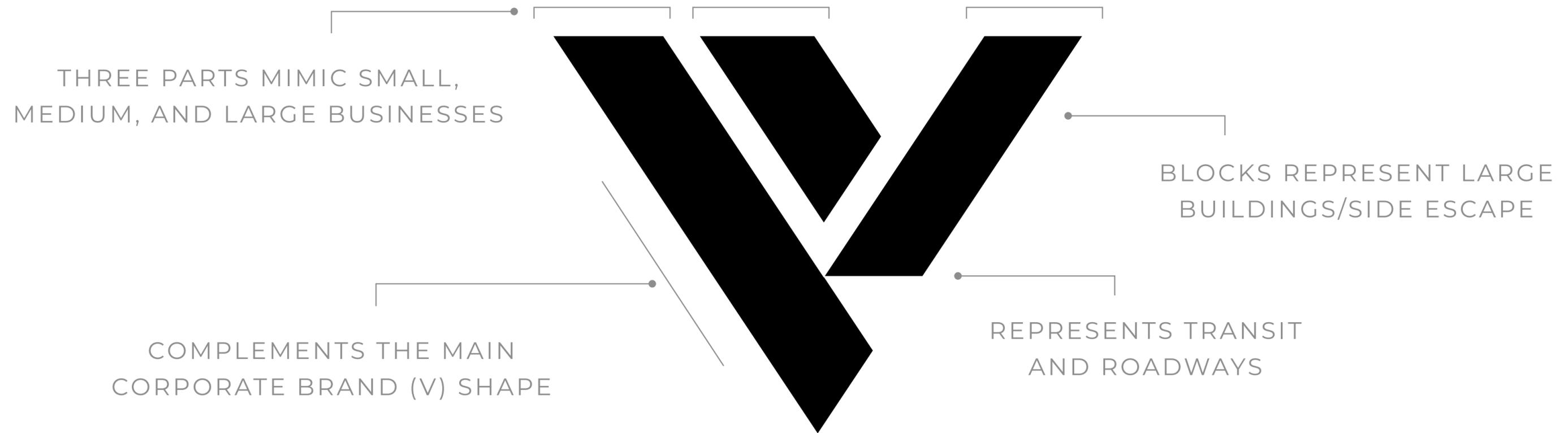
ECONOMIC & CULTURAL
DEVELOPMENT



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 ▶

THE CENTRE ELEMENT MIMICS
A DIAMOND, REPRESENTING
THE HIGH-QUALITY OF THE CITY

THE SHAPE ALSO REFLECTS A
DIRECTIONAL LIGHT OR SPOTLIGHT

SYMBOLIZES A PERSON CELEBRATING
(WITH THEIR ARMS UP)"





vaughan

ECONOMIC & CULTURAL
DEVELOPMENT



vaughan

ENTERPRISE BUSINESS PARK



DOWNTOWN

vaughan

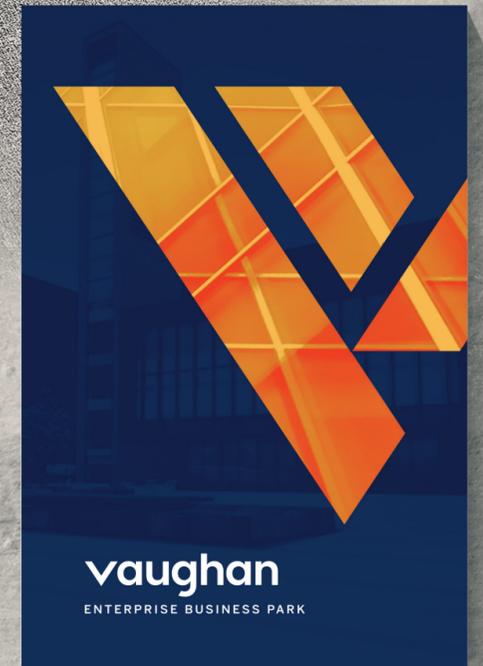
METROPOLITAN CENTRE



TOURISM

vaughan















THANK YOU!
QUESTIONS?