

The Township of The Archipelago

Recommendation Report to Council

Report No.: 2025-02

Date: January 16, 2025

Originator: Maryann Martin, Clerk

Subject: Branding Implementation Plan

RECOMMENDATIONS

1. That Council approve the Branding Implementation Plan and revised budget, as presented; and
 2. That Council approve the associated capital budget, as presented.
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BACKGROUND

On August 15, 2024, Banko Creative Studios provided a comprehensive review of the Logo and Branding Integrity Proposal, presenting three logo options and an implementation strategy for rolling out the updated logo across the Township. The estimated cost of replacing the logo on physical assets was \$17,970 + HST, excluding installation costs. The Committee also requested the creation of a community launch plan to introduce the new logo.

On August 16, 2024, Council approved a resolution to adopt Option B as the official new logo. Staff was directed to proceed with Phase 2 (Installation Estimate) and Phase 3 (Digital Adoption) of Banko's implementation plan and to prepare a budget for Phase 4 (Implementation Costs).

The Township's Branding Guidelines have been finalized and are included for your reference. These guidelines are designed to standardize and align all Township branding material, both internal and external. They include templates for email signatures, business cards, letterhead, and tools for print and digital presentations.

Branding and Implementation Plan and Timeline

Phase 1: Soft Launch, Testing And Feedback – (January and February)

A soft launch after a rebranding project is a gradual, low-profile introduction of the new brand identity before fully unveiling it to a wider audience. It allows time to test and refine elements while ensuring a smooth transition.

1. **Internal Rollout**
 - **Staff Introduction:** Share the rebranding with employees, explaining its purpose and providing training on new guidelines. This will include workshops and orientation sessions.
 - **Update Internal Materials:** Transition internal materials to the new brand, such as email signatures, letterheads, and presentation tools.
2. **Limited External Updates**
 - **Website and Social Media:** Begin updating digital platforms, starting with minor changes such as logos and color schemes.
 - **Teasers:** Share subtle hints or sneak peeks of the new branding through social media and newsletters to generate interest.

The soft launch will allow the Township of The Archipelago to address any issues and ensure a smooth transition before the official public unveiling.

Phase 2: Expansion – (March and April)

1. **Brand Integration and Soft Launch:**
 - **Digital and Online Presence:** Continue updating the website, digital platforms, and social media profiles with the new branding.
 - **Public Communications:** Plan and schedule a press release to raise awareness of the rebrand.
 - **Event Planning:** Begin preparations for the launch event and celebration, including the Township's 45th Anniversary.
 - **Physical Assets:** Start purchasing and implementation of branded physical assets. (e.g., signage, promotional materials).
 - **Soft Launch:** Soft Launch Celebration at March Council.

Phase 3: External Rollout – (May and June)

1. **Monitoring and Brand Perception:**
 - **Continue to monitor:** Access how the new branding is being received by the public.
 - **Partnerships and Collaborations:** Engage with strategic partners to reinforce the new brand identity.
 - **Physical Asset Implementation:** Continue with the purchase and installation of rebranded physical assets.
 - **Comprehensive Checklist:** Use a detailed checklist to ensure all brand elements are updated across all platforms.
 - **Final Transition:** Ensure all business operations and communications are fully aligned with the refreshed brand identity.

Phase 4: Official Launch – June/July

1. **Official Launch: June 30th/July 1st**

- **Event Announcements:** Host celebration, including the Township’s 45th Anniversary celebration.
- **Full Transition:** Complete the transition of all business operations and communications to the new brand identity.

FINANCIAL IMPLICATIONS - Revised Costs

Capital Costs

Item	Costs	Details
Digital Sign	\$30,000	New digital sign installation.
Facility Digital Signs	\$15,000	New digital signage at facilities.
Total	\$45,000	

Material and Installation Costs

Item	Costs	Details
Replacement Signage	\$9,300	Physical signage replacement across facilities.
Decals	\$5,860	Updated decal for vehicles, equipment, and boats.
Branded Merchandise	\$4,500	*Includes baseball hats, T-shirts, lapel pins, and other items.
Business Cards	\$3,200	*Printing updated cards with the new logo.
Installation Costs	\$5,000	*Signage installation - labour and materials.
Miscellaneous	\$1,140	Other minor rebranding-related expenses.
Total	\$29,000	

*Items marked with an asterisk indicate costs that were not accounted for in the original draft budget approved in August 2024.

Soft Launch and Community Celebration

Item	Costs	Details
Soft Launch	\$500	Includes cake and branded merchandise.
Public Celebration Launch	\$2,000	Community event (e.g. Canada Day in PAB).
Total	\$2,500	

ANALYSIS/OPTIONS

Given the complexity of the implementation plan, four options have been prepared for Council’s consideration and are detailed below.

Option #1 - Recommended

That Council approve the Branding Implementation Plan and revised budget, as presented.

Option #2 – Not Recommended

That Council modifies the Branding Implementation Plan and directs staff to update and present an adjusted budget accordingly.

Option #3 - Recommended

That Council approve the associated capital budget, as presented.

Option #4 – Not Recommended

That Council does not approve any of the options presented.

STRATEGIC PLAN

- Effective Relationships & Partnerships
- Leadership & Communications

CONCLUSION

The rebranding of the Township of The Archipelago is a critical step towards modernizing our community's identity. By following the proposed implementation plan and timeline, staff will ensure a smooth transition to the new brand while maintaining consistency and alignment across all Township communications. We recommend Council's approval of the plan and budget to proceed with this important initiative.

Respectfully Submitted,



Maryann Martin,
Municipal Clerk

I concur with this report,



Shauna Lehtimaki,
Director of Legislative and
Information Services

I concur with this report,



John B. Fior
Chief Administrative Officer

ATTACHMENTS

1. Brand Identity Guidelines