

2019

Colchester Brand



PURPOSE

— To create a contemporary brand strategy and new visual identity to support the promotion of the Municipality, its services, and the region.

— The Steering Committee, in consultation with Think Marketing and local brand expert Amanda Bent, developed a brand story and visual identity to reflect what we heard from the community.



RESEARCH & ENGAGEMENT

Internal and External Brand Research & Review

Steering Committee Workshop

Involving 12 members representing Council and all departments

Community Survey

Public (75), Staff/Council (26)

Responses received represented broad demographic and all regions of Colchester

High School Student Workshop

32 Students from Grades 7-12

Those who participated in the engagement process offered very detailed and thoughtful input that contributed to the brand development.

CURRENT PERCEPTIONS

Young people – don't have a strong desire to stay

Not with the times – old school

Conservative

Not a lot to do here

Stodgy

Imperialistic

Antiquated

Coat of arms supports this image and is holding us back

USE OF COAT OF ARMS

For more formal purposes such as:

— Certificates

— Commendations

— Official contracts and agreements

— Policies and Bylaws

— County flag



BRAND STORY HIGHLIGHTS

BRAND ATTRIBUTES

Natural Beauty
Family-focused
Welcoming
Cultural Diversity
Thriving

COMPETITIVE ADVANTAGES

Central
Quality of life
Progressive

MUNICIPAL GOVERNMENT VALUES

Visionary
Collaborative
Responsible
Engaged



THE TAGLINE...



THE TAGLINE

be centred here.

In three simple words “be centred here” encapsulates the essence of Colchester's brand and its competitive advantages.

It not only promotes Colchester's **central** geographic location within Nova Scotia, it more importantly points to Colchester's unparalleled **quality of life**.

Colchester is a place to live a **centred** and balanced lifestyle. A place that is affordable, **welcoming, family focused**, full of **natural beauty** and **centrally located** within easy access to all the modern amenities typically found in an urban setting – without the common stresses of living in an urban setting.



THE TAGLINE

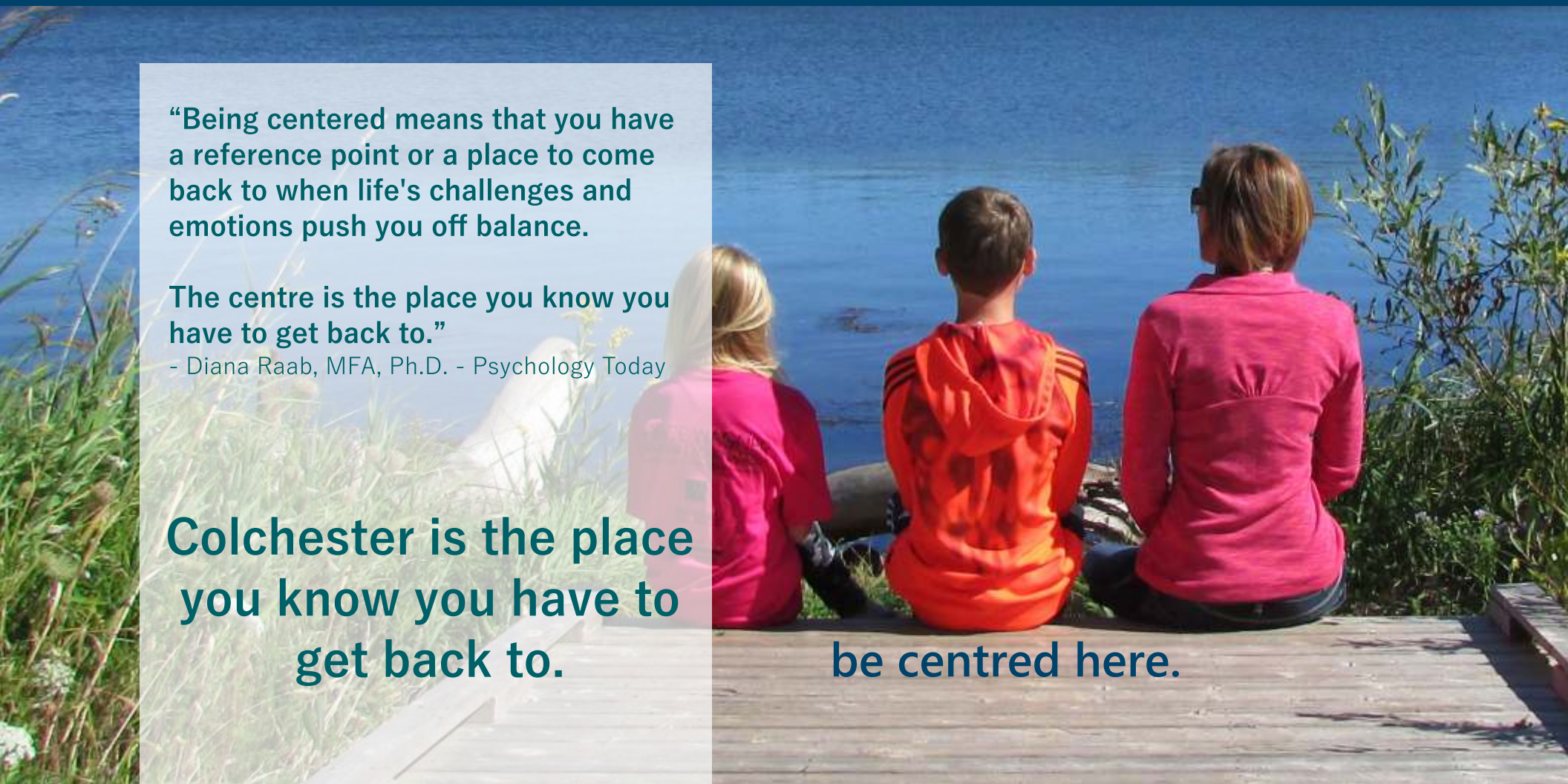
“Being centered means that you have a reference point or a place to come back to when life’s challenges and emotions push you off balance.

The centre is the place you know you have to get back to.”

- Diana Raab, MFA, Ph.D. - Psychology Today

**Colchester is the place
you know you have to
get back to.**

be centred here.



THE TAGLINE

“Be centred here” also applies to how we aspire to conduct business and make decisions within the Municipality – centred on shared values, respectful conduct, and thoughtful consideration.

AND IT CHECKS ALL THE IMPORTANT BOXES:

- ✓ Simple, easy to understand, and memorable.
- ✓ Short and straight to the point.
- ✓ Reflects our identity and brand.
- ✓ Highlights key competitive advantages to differentiate from competitors.
- ✓ Compliments and is consistent with logo, name, image, and product.
- ✓ Reflects our goals and vision.
- ✓ Evokes emotion and encourages a positive reaction from target audience.
- ✓ Timeless.
- ✓ Original.
- ✓ Has a call to action.

THE LOGO...



THE LOGO



THE LOGO



Dynamic, progressive, and intentionally abstract.

Resembles our highways and emphasizes our importance as a central transportation hub.

Four interconnecting C-shapes promote the togetherness of family, and of the diverse communities and cultures that make up Colchester.

Represents the elements that contribute to our centred way of life here.

The shapes coming together reflect collaboration and engagement.

THE LOGO

We wanted to choose colours based on characteristics that represent our region's natural beauty:

Red-orange is inspired by our cliffs of Fundy. Red is the colour of passion and strength.

Gold-orange is a colour symbolizing vision, prosperity and is inspired by our radiant sunsets.

Green represents energy, growth and our strong agricultural roots and natural resources.

Blue symbolizes the waters of our North Shore and many rivers. Blue conveys depth and stability as well as trust, wisdom, confidence, faith and honesty.



FITTING IN

How our area tells a cohesive story:

PRIDE OF PLACE



Make Connections.

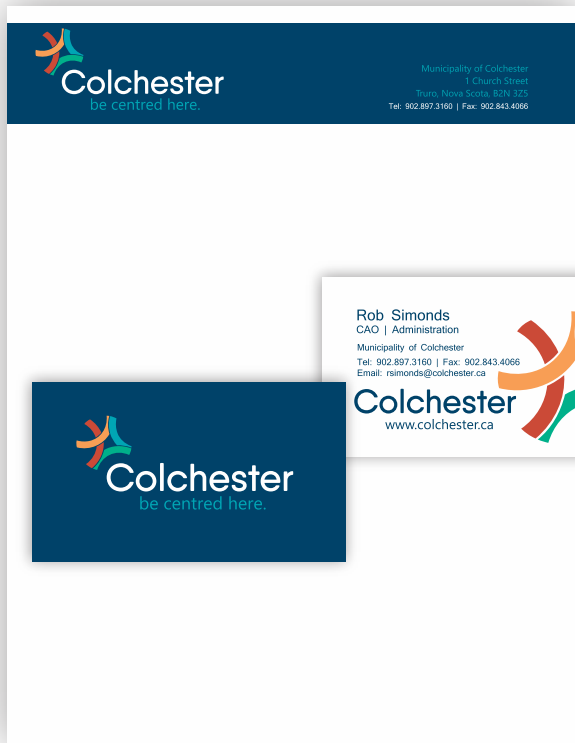


Find Your Centre.



Be Rooted.

STATIONERY OPTIONS



VEHICLE OPTIONS



APPAREL OPTIONS



JUST 4 FUN

The Four “C’s”:

Four symbolizes the safety and security of home, the need for stability and strength on a solid foundation of values and beliefs.

The four energy is constructive, realistic, traditional and cautious.

The Mi'Kmaq have long recognized the importance of four as representing the four Elements (Earth – Air – Fire – Water), Directions (North – South – East – West), Seasons, (Spring – Summer – Fall – Winter) and Races of the world.





Colchester
be centred here.

THANK YOU!