

Rebranding Notes

Why Rebrand:

- To better market the Perth area for new opportunity and growth ie. To attract new businesses, new residents and more tourists to our town, which in turn infuses more revenue into the area and strengthens the tax base.
- The Economic Recovery Task Force (including several business owners) and many individual business owners want a new, upbeat brand that can be part of their pandemic recovery
- The rebrand offers an opportunity to showcase to the world that Perth is going places, it's progressive...and it's got lots of life
- Strengthens its consistency in use, and it offers an adaptive system to the logo so that it can be used both consistently and effectively in a variety of formats and setups.
- It is an opportunity to have the BIA, Chamber, Museum and Tourism to adopt an identity that shows the town consistently to the outside world. This will be a huge competitive advantage for Perth as compared to many other communities out there!

Requirements of a brand and where our current brand falls short

1. Versatility

- **Goal:** Ensure that the logo can be versatile enough to consistently be placed on a variety of colours, backgrounds, and materials.
- **Current shortfall:** The existing logo does not allow for ease of placing on varied backgrounds. Specifically when used on a dark colour. The only way it works is to add a white box around it. For example on a poster or t-shirt this does not work well. In the Fish Fry poster below we had to insert a white box behind the other logos to match our Town of Perth logo with the white box.



2. Legibility

- **Goal:** Ensure that the logo can be placed consistently in different sizes large and small while remaining legible.

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- **Current shortfall:** Due to the amount of detail in the clock tower used in small sizes the detail gets lost, used in large sizes the clock tower loses quality as it is picture import not a scalable vector graphic. Scalable vector graphics are the standard now in digital marketing.

3. Adaptability

- **Goal:** Responsive logos are shape-shifting logos that change in size and complexity to accommodate and adapt to wherever they are placed. It is recommended that Perth has a system that is agile to these responsive needs (i.e. icon for an avatar/pin, logo with wording and tagline for larger space use).
- **Current shortfall:** The logo collection in place does not seem to have versions to support a responsive system.

4. Brand Expansion

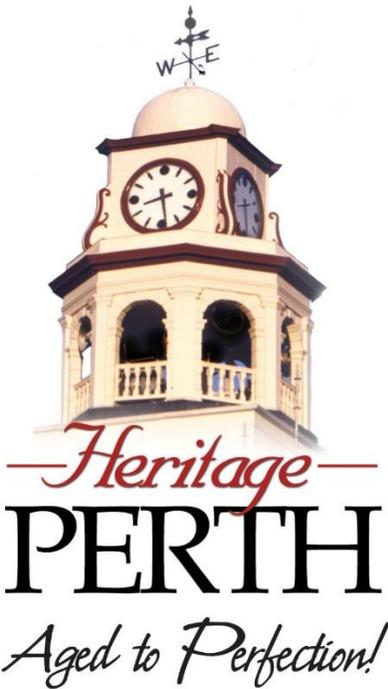
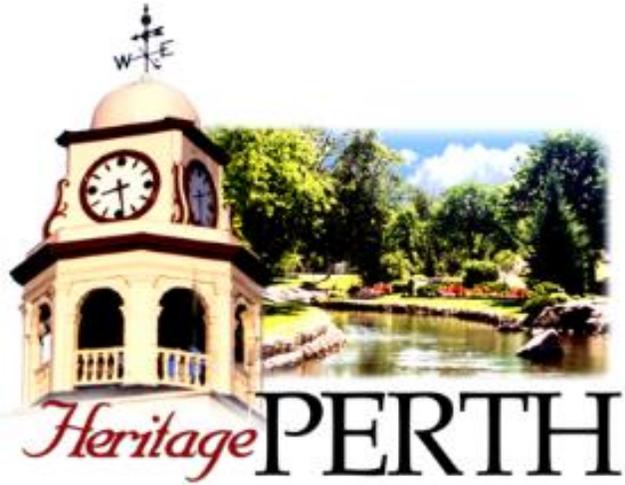
- **Goal:** Successful brands have systems that have more than just a logo. They have defined colours, graphic style treatments, standardized layout grids, tagline and messaging that can be expanded from in other communication materials.
- **Current shortfall:** The branding for Perth relies heavily on the logo and burgundy as the main elements. No further expansion of the branding system is in place.

5. Inclusivity of the Audience

- **Goal:** The branding needs to be inclusive to multiple markets as the community residents are diverse. The heritage is a big part of the niche of Perth but is not the differentiator.
- **Current shortfall:** The existing logo, colour palette, and tagline predominantly appeal to an older audience. The combination of large “Heritage” working, font choice, clocktower illustration, burgundy, and “Aged to Perfection” tagline all skew to an older market. Our target tourism market (in line with Ontario Tourism) is the “Connected Explorer”. Connected Explorers are young couples under 40, both with and without children. They are a confident, youthful, optimistic group. They have a deep-seated need to travel and expose themselves to many new experiences. Travel for them is about expanding their horizons, and they are looking for a fully packed schedule of activities. Technology is a key part of travel. They use it at all phases of a trip including researching, booking, planning and especially when sharing their travel experiences once back home.”

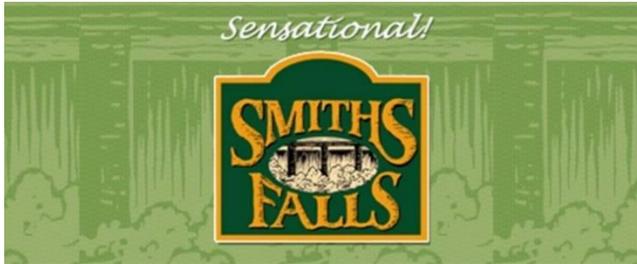
Rebranding Notes

Current Brand



Rebranding Notes

Old



Township of

Montague

Country living at its best!



New



SMITHS FALLS

RISE AT THE FALLS



FRONTENAC

COUNTY OF FRONTENAC • ONTARIO

Rebranding Notes

Old



New Concept- remember these are concepts only and can be modified.

