



Graphic Standards

General Committee

May 2, 2005

The Challenge

Bring clarity, dominance and consistency to the use of the Town of Markham brand.

Issues

1. Brand system
 - No branding system
 - Broad array of Town, facility and program logos
2. Logo guidelines
 - Logo guidelines not followed
3. Outside signs
 - Eight categories
 - Minimal Town of Markham branding
 - Replacement program
4. Markham Museum
 - New logo/sign for revitalized facility

Current Logo Variations

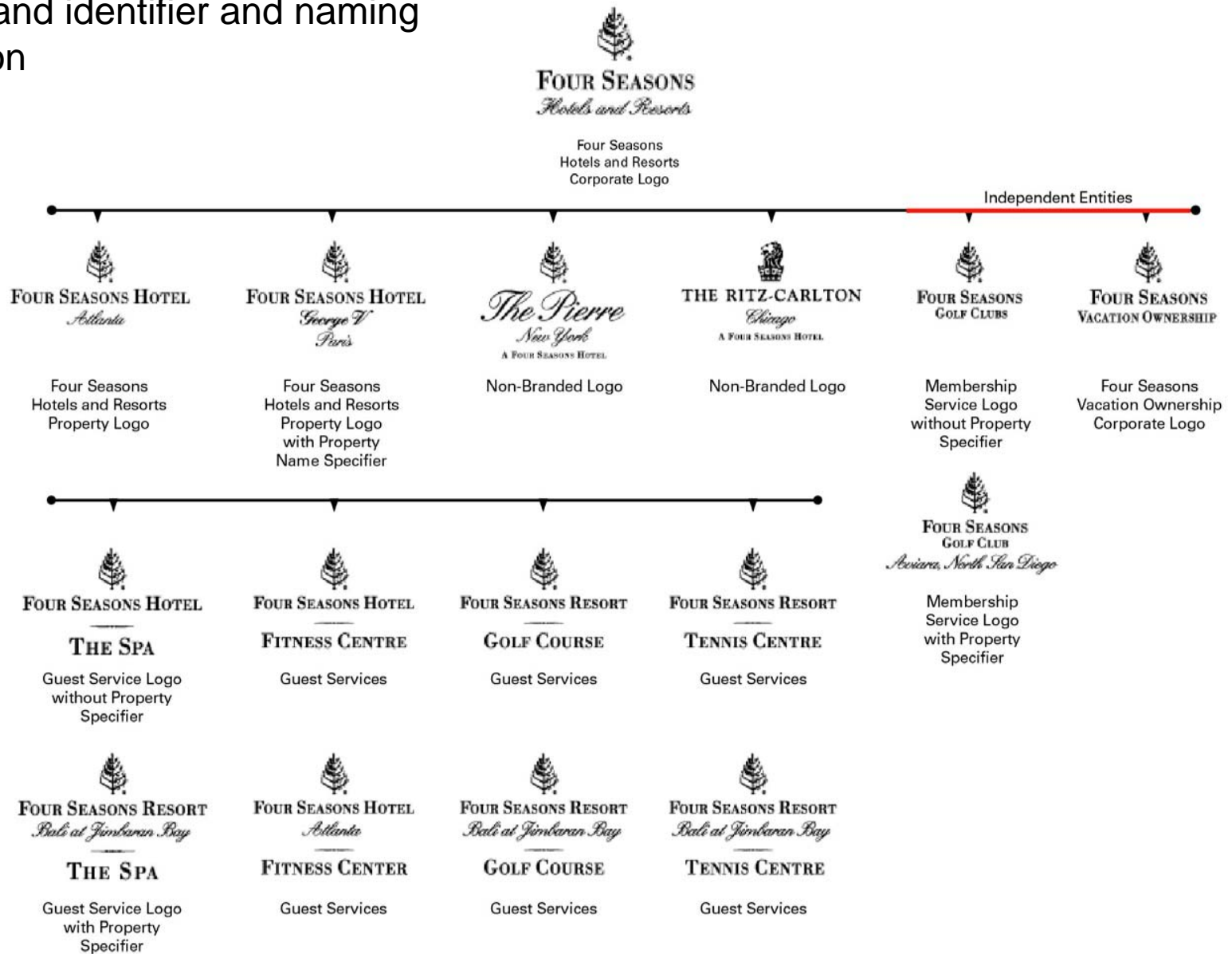


Markham Brand System

Objectives

- Effectively link Town of Markham facilities, operations, programs and services in a brand family
- Position the Markham brand as the “Master Brand” in signage and communications
- Create a system that is simple, easy-to-understand and implement
- Accommodate future growth and inclusion of new components and programs
- Provide guidelines for use of the Markham brand

A Brand System with consistent use of brand identifier and naming convention



Brand System
where Sub Brands
predominate

ONEX

 CELESTICA

 LSG
Sky Chefs

DURA

 JL French

MAGNATRAX
CORPORATION

 PHOENIX PICTURES

GALAXY

vencap

ONCAP

 Lantic

 TRIM SYSTEMS

 InsLogic

@ONEX

 GCP

CLIENTLOGIC

Brand System with
strong Master Brand
and Sub-brands



Boxster

Boxster
Boxster S

911

911 Carrera
911 Carrera S
911 Carrera Cabriolet
911 Targa
911 Carrera 4S
911 Carrera 4S Cabriolet
911 Turbo
911 Turbo Cabriolet
911 Turbo S Cabriolet
911 Turbo S
911 GT3

Cayenne

Cayenne
Cayenne S
Cayenne Turbo

Carrera GT

Proposed Markham Brand System

1. Master Brand (Town of Markham logo)

- Logo always present
- Adds value to sub brands and programs
- Variant of Town of Markham logo used to identify Business Enterprises etc.

2. Sub Brands

- Independent operational identity
- Enhance Master Brand value and image
- Sub Brand logo & content dominant
- Town of Markham logo present

3. Strategic Programs

- Town priority, Council-endorsed, long-term
- May have program logo/graphic identifier
- Town of Markham logo dominant

4. Other

- Non-strategic programs, departments, committees, task forces do not have logos
- Town of Markham logo present

Master Brand System



Sub Brands

- Cultural Centres
- Markham Centre

Strategic Programs

- Town
- Region
- Community



Sub Brands

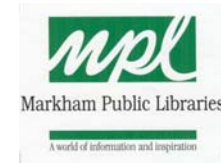
- District Energy
- Proposed Parking Authority



Sub Brands

TBD

Sub Brands



- Separate identity, complement Town of Markham brand values
- Graphics & logos consistent with Markham brand values
- Sub brand logo and content dominant
- Markham logo present in prominent position

Sub brand logo with Town logo

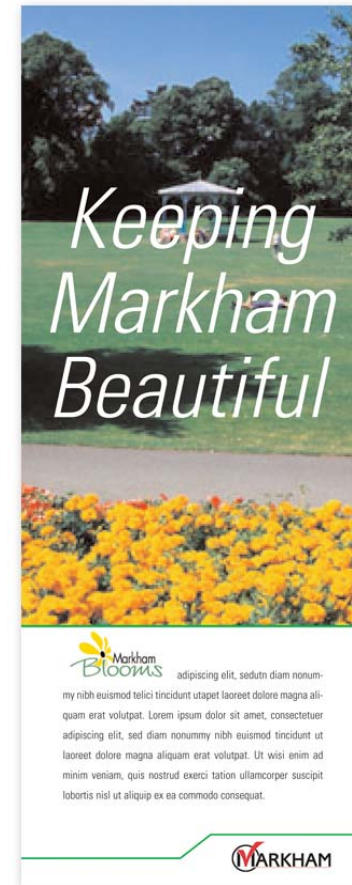
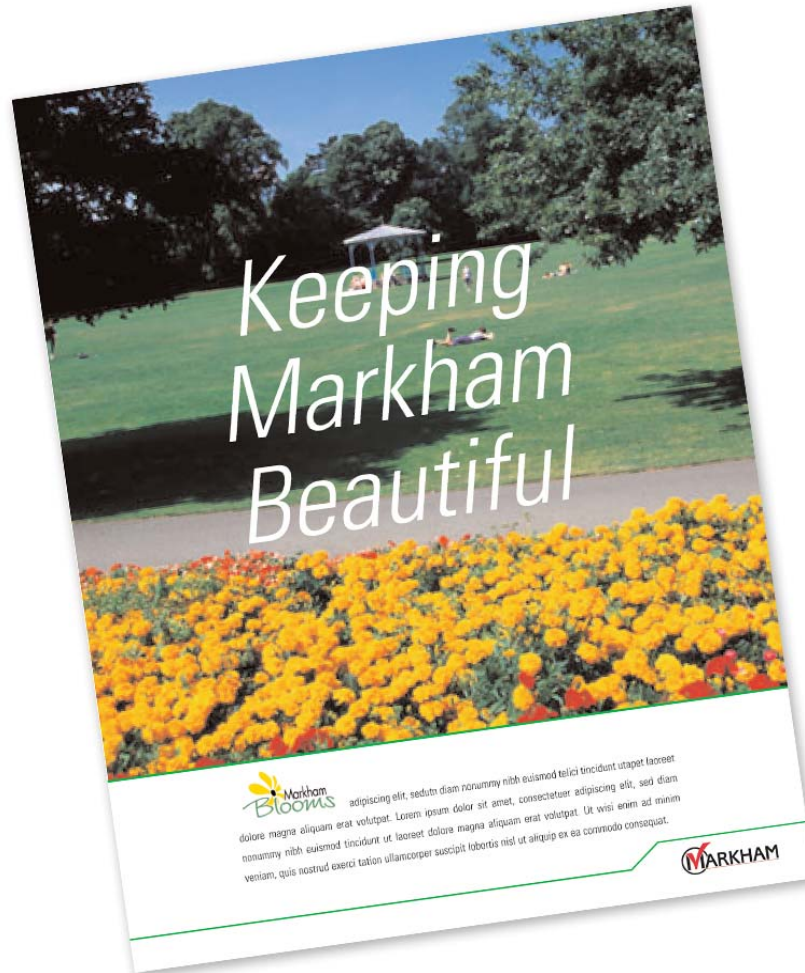


Strategic Programs

- Town priority, Council-endorsed, multi-year programs may have program logo
- Town logo is the dominant “signature” logo
- Program logo is no more than 75% the size of the Town logo



Program logo with Town logo



Logo Guidelines

Master Brand

Preferred logo has no tag

- “Mark of Excellence”/ “Canada’s High Tech Capital” used as appropriate
- No other tag lines to be used



Colour logo is black & red

- Optional versions: all black, “reverse”, gold (reserved use)



Logo Guidelines

Master Brand

- Logo should be on uncluttered, preferably white, background
- Logo should be in dominant position
 - Bottom right or centre
 - Masthead
 - Front and/or back cover
- Logo has “safe zone” around it
 - Equivalent to the width of the top of the “M” checkmark

Logo Guidelines

Sub brands & programs

- Colours complement and are compatible with Town logo
- All logos have black & white and reverse versions
- Logos do not use “checkmark” or other elements of Town logo
- Town logo generally positioned lower than sub brand or program logos but not directly under them
- Program logos are no more than 75% the size of Town logo
- Sponsor logos are no more than 75% the size of program logos

Outside Signs

Categories

- Community Centres
- Cultural Facilities
- Heritage District
- Parks
- Fire & Emergency
- Libraries
- Recycling Depots
- Cemeteries
- Town Welcome

Community Centres

Town owned & operated

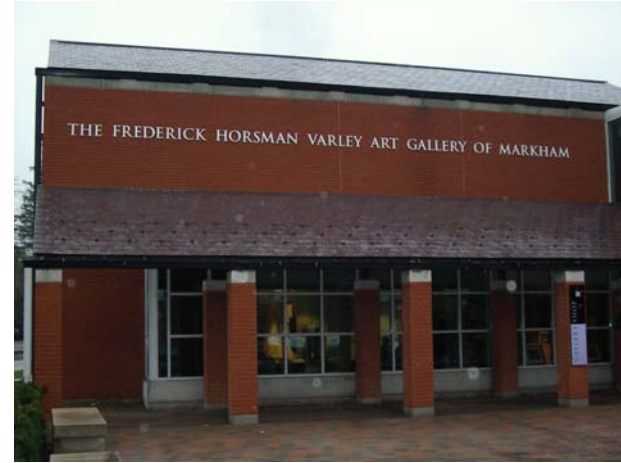


Community Centres

Town owned, Board directed



Cultural Centres



Heritage District



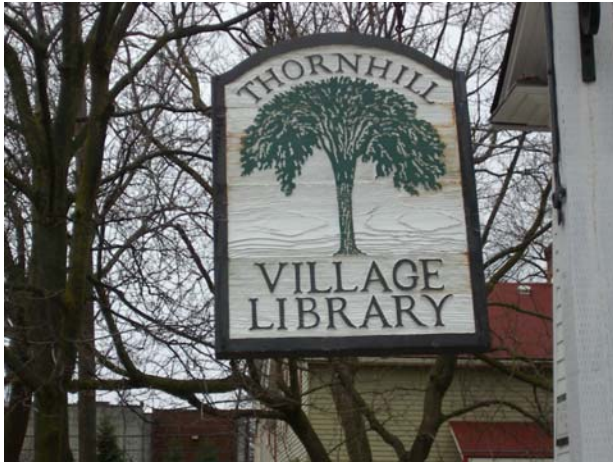
Parks



Fire & Emergency



Libraries



Recycling Depots



Town Welcome



Cemeteries



Outside Signs

Branding Recommendations

- Develop sign “Family” system
- Establish capital budget for sign replacement
- Phase in replacement over 3-4 years based on age and/or sign category
- Include Markham logo as signs replaced
- New park signs planned for 2005

Markham Museum

Proposed new logo



Markham Museum

Proposed entrance sign



Recommendations

- The proposed Town of Markham Branding System and logo guidelines be adopted
- Develop outside sign “family” system
- Develop outside sign replacement program with capital to be set aside over 3-5 years
- The proposed Markham Museum logo and entrance sign be approved