

Staff Report

Presented By: Jill Roote, Manager of Strategic Initiatives

Meeting Date: March 24, 2025

Subject: Saugeen Shores Logo Refinement

Attachment(s): Saugeen Shores Brand Guide

Recommendation

That Council approve the Brand Guidelines for the Town of Saugeen Shores to include the Town's existing logo, refreshed as outlined.

Report Summary

This report presents a refinement of the Town's logo that will enhance usability while preserving its core image. A newly developed narrative now defines its identity. These updates increase flexibility for various applications and improve accessibility. Implementation will be gradual and designed to minimize financial impact.

Background/Analysis

In January 2025, an initial report was presented to Council providing information on a newly developed brand narrative and updated logo. While there was positive feedback on the brand narrative, Council indicated a preference to retain the existing logo. Based on that input, the existing logo has undergone small refinements to maintain alignment with the brand direction and improve its application, accessibility, and consistency.

The refinements to the logo retain the core elements that define the Town's identity while ensuring it functions effectively across various applications. These updates strengthen visual continuity and address previous challenges.

Key updates to the logo include:

- Expanded Format Options: Additional logo variations have been developed to ensure effective use across digital, print, and signage applications, reducing inconsistencies in branding.
- Refined Colour Palette: Minor adjustments have been made to enhance accessibility and meet AODA compliance while maintaining the Town's recognizable visual identity.
- Brand Cohesion: The refinements strengthen the connection between the logo and the brand narrative, ensuring a unified and professional representation of the Town.

The improvements address previous limitations while respecting Council's preference to maintain the existing logo framework. By introducing flexible formats and an optimized color scheme, the revised approach enhances usability without the redesign as previously presented.

Current Logo



Refined Logo



Colour: The proposed refined logo uses colours present in the current logo with a slight refresh to create a crisper, stronger image. Because the orange text on white does not meet accessibility standards, the colors were adjusted to two shades of blue. The orange was kept but in the birds this time to ensure the text is always readable. The bottom wave has been changed from orange to blue, as the orange wave was pulling focus away from the text.

Font & Spacing: The refined logo presented proposes a slightly lighter weight font and more spacing between the letters. Both changes improve readability at smaller sizes. These are recommended to meet current AODA standards.

Stacked Logo Variation



Stacked Version: The purpose of this variation is to use this logo in instances like social media where logo placement space is limited. The waves have been intentionally separated from the text. While overlapping the wave with text worked well under the word "Saugeen," the word "Shore" does not contain a letter that descends below the baseline. This would cause the wave to cover portions of several letters, negatively impacting legibility. This placement was found to provide the most balanced and visually appealing look.

The refined logo maintains the Town's established identity while improving adaptability and compliance. Approving these updates will provide a practical path forward for ensuring consistent and effective brand application across Town communications and assets. The refinements will be implemented gradually, utilizing existing budget for signage replacement, digital updates, and future collateral refreshes, ensuring minimal financial impact and alignment within approved budgets.

The brand guidelines attached to this report will be updated to reflect the logo once approved by Council.

Linkages

- Strategic Plan Alignment: Pillar 4: Fostering a Vibrant Place to Live and Visit
- Business Plan Alignment: CAO Business as Usual

Financial Impacts/Source of Funding

No costs or revenue is associated with this report.

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Approved By: Kara Van Myall, Chief Administrative Officer