




**COUNCIL**  
**OFFICE OF THE CAO**  
**COMMUNICATIONS DIVISION**

APPROVALS	
DIRECTOR	
CFO	
CAO	

22-58

**REPORT COMM-2023-01**  
**March 21, 2023**

**SUBJECT: CITY OF WELLAND REBRANDING**

**AUTHOR: MARC MACDONALD, CORPORATE COMMUNICATIONS  
MANAGER**

**APPROVING  
DIRECTOR: STEVE ZORBAS, CHIEF ADMINISTRATIVE OFFICER**

**RECOMMENDATION:**

THAT THE COUNCIL OF THE CITY OF WELLAND receives report COMM-2023-01; and

THAT Welland City Council approve the rebranding framework as outlined in Appendix A of report COMM-2023-01; and

THAT the approved branding be implemented on a go forward basis for all marketing and communications by the City of Welland

**ORIGIN AND BACKGROUND:**

During the 2022 budget review committee process, communications staff put forward a decision unit to engage in a process to create a brand that would guide the City's marketing, communication, and economic drivers.

On December 14, 2021, City Council passed the 2022 budget, including \$65,000 in capital spending for a branding exercise in 2022. As a result, the City of Welland issued RFP22-07 City of Welland Rebranding competitively on Biddingo on January 7, 2022. In the RFP, bidders were asked to develop a concept inclusive of a brand vision and framework, marketing assets, corporate logo, redesigned administrative documents and templates, and videography. The proposal closed on January 31, 2022, and the City of Welland received eight compliant bids. On April 5, 2022, Council approved the tender award for this RFP to Cinnamon Toast New Media Inc. Scoring 95 out of a possible 100 points, Cinnamon Toast New Media Inc. is an agency with extensive place and municipal branding experience.

By the end of April 2022, work began as outlined in the proposal with Cinnamon Toast New Media Inc. with kick-off and strategy meetings. Throughout the summer, an

extensive public consultation was completed in the form of a digital survey, focus group sessions, and one-on-one interviews with key stakeholders. The public, staff, and Council had opportunities to participate in the discovery phase of these findings. Throughout the rest of 2022, the proposed brand, and its framework (story, positioning, promise, mission, values, logo concept, rationale, and colour palette), was created and revised in preparation for an in-camera presentation to Council in December 2022 (Appendix A).

At the meeting in December 2022, Council asked staff to provide an update in the new year, incorporating feedback and suggestions where applicable. This update was provided to Council on February 21, 2023, with the delivery of a final public report for the March 21, 2023, meeting.

### **COMMENTS AND ANALYSIS:**

Considering its anticipated population growth and the pursuit of strategic priorities and community strategic directions, the City of Welland is positioned as a standout city unlike any other in the region – a position ripe with opportunities with the development and implementation of a revitalized brand identity. This brand identity and its associated assets work together as a unified whole to share a distinct and compelling story about Welland, as well as inspire audiences to look beyond what meets the eye; to see the heart of a city that has much to celebrate and even more to look forward to.

A brand is not a logo. A logo is not a brand. Currently, the City of Welland only has a logo. The current logo lacks versatility and accessibility. The proposed logo is designed to be versatile, with broad applications that do not sacrifice accessibility or simplicity. The research and meaning invested in the logo represent the community's feelings for the City of Welland. Additionally, the overall brand complements the logo, representing resiliency, opportunity, recreation, connection, growth, and transformation. The logo's shape, the brand's values, and the colours associated with each firmly and accurately capture the feedback and vision of the community.

A revitalized brand identity will:

- Differentiate us from competing/nearby towns and cities.
- Forge strong emotional connections with our audiences.
- Display our community's distinct assets and exciting experiences.
- Spark curiosity in tourists, increasing the number and length of visits.
- Help attract repeat businesses and drive investment to the area.
- Facilitate renewed civic pride/ambassadorship in our residents and attract new families to the area.
- Provide an effective and polished platform to mobilize marketing activities and ongoing campaigns.

The proposed brand would be officially launched a few months after approval, with some assets being adopted immediately. For example, the City is redesigning its website and will only include the new branding once this process is complete. All digital assets would begin to activate immediately following our brand guidelines (Appendix B). Printed

materials will be activated as they are ready. Stationery assets, such as envelopes, tax bills, and statements, utilize the City crest and will remain unchanged. Additionally, the City's crest is not part of the rebranding process and will remain unchanged.

Assets recommended to be updated immediately, as per approval in the 2023 capital budget:

<b>Item</b>	<b>Estimated Cost</b>
Fleet – blue reflective stripe remains, new main logo decal	\$6,000 (190 replacements)
Event tents x4	\$4,000 (total)
Sponsorship banner (recreation) x2	\$1,000 (total)
Feather flags x 6	\$1,400 (total)
Tablecloth 8' x4	\$1,200 (total)
Backdrop 10' by 9'	\$2,000
Pull up banners	\$5,000
<b>Total</b>	<b>\$20,600</b>

In 2016, costs associated with logo implementation were \$300 for a mall gift card. In 2017, \$3,396.24 went towards branding City vehicles. In 2018 and 2019, approximately \$33,000 was spent on gateway signage. Signage and related items will be rebranded when they are due for natural replacement.

**FINANCIAL CONSIDERATION:**

In the 2022 Capital Budget, Council approved \$65,000 to complete the branding exercise in 2022. In the 2023 Capital Budget, Council approved \$50,000 to implement the brand across some of the most highly visible assets.

Assets such as park signs, street signs, printed materials (business cards, for example), event materials (including tents), etc., will only be replaced after they become in poor working condition. Instead, once they reach the end of useful life or need replenishing, new assets will be created with the rebranded designs.

Overall, phasing in the new brand will occur in stages as assets naturally need to be replaced or ordered.

**OTHER DEPARTMENT IMPLICATIONS:**

Not applicable.

**SUMMARY AND CONCLUSION:**

The proposed brand, developed after significant research, consultation, and revision, is a strong, viable, and impactful brand that captures the essence of the City of Welland. This brand is more than just a logo.

With a brand standards guide, a forthcoming logo use policy, and consistent and determined parameters in which the brand can and should be used, the proposed brand provides a uniform blueprint for how the City of Welland positions itself in the local, provincial, and national marketplace.

**ATTACHMENTS:**

- Appendix A – Brand Framework
- Appendix B – Brand Guidelines
- Appendix C – PowerPoint Presentation