



# **CORPORATION OF THE MUNICIPALITY OF BROCKTON**

Office of the CAO/Clerk

Municipal Office  
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FOR IMMEDIATE RELEASE

## **Brockton to develop a concise new brand identity**

Brockton, ON, March 26, 2018 – The Municipality of Brockton announced today, the development of a concise new brand identity that will highlight Brockton's unique characteristics to attract people and investment to the community. The Municipality will use this important branding strategy to strengthen the community's sense of place and reflect what Brockton is and what it aspires to be in the future.

The brand will be created in consultation with individuals from all areas of the community, local business owners, Council and municipal staff. Together we will look for common threads to create a positioning and story that the community can stand behind.

Public consultations on Brockton brand development will start the week of April 2, with a mix of focus groups and surveys that community members can fill out to share their ideas.

Community feedback in this process will help to ensure the new Brockton brand reflects the municipality's shared values and unique spirit.

For more information please visit [www.Brockton.ca/HaveYourSay](http://www.Brockton.ca/HaveYourSay)

### **For more information, please contact:**

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