

For Immediate Release

Municipality of Brockton Launches New Brand and Redesigned Website

Brockton, ON, June 26, 2018 – The Municipality of Brockton is excited to announce the launch of our new brand and redesigned website.

New Brand

The new brand, logo and redesigned website were launched and presented to Brockton Council on June 25, 2018.

The purpose of a municipal brand is to reflect a municipality's identity and clearly communicate what sets it apart from the rest of the world. Brockton Staff worked with eSolutions Group Inc. developed a plan to ensure a new Brockton brand would be a product of extensive community feedback. As part of this plan six focus groups were conducted in three different communities (Walkerton, Cargill and Elmwood) and two rounds of online and print surveys were distributed. Over the course of the consultations, close to 700 responses were received from the community.

Between June 4 and June 13, 2018, community members had the opportunity to vote on two logo concepts. A total of 532 votes were cast and Concept 1 received the most votes. The community feedback collected through this process went into creating Brockton's new brand story which includes the new logo and tagline for the Municipality.

The new three-colour Brockton logo represents the unique defining features of Brockton's economy, culture, geography and heritage:

- The urban, farming and residential areas of the community are all represented through silhouetted icons positioned above the Brockton name. The buildings include the historic Victoria Jubilee Hall, a modern commercial farm building and a residential home.
- The green swoosh symbolizes the fertile agricultural land and unique natural environment within Brockton's borders.
- The blue swoosh evokes both major bodies of water that run through Brockton: the Saugeen and Teeswater Rivers. The rivers are a defining feature, while also being a source of natural beauty and outdoor recreation.

The tagline "Come home to community" reflects the spirit of community residents feel in Brockton, both in their day-to-day lives and during times of need. Brockton is home to committed community builders, a supportive small business community and regular activities, celebrations and festivals that bring people together. Community consultation revealed that residents are proud to call Brockton home, whether they have lived in Brockton their whole lives or grew up here and chose to return as adults. The idea of "coming home" is also central to homecoming celebrations that bring friends together because Brockton holds a special place in their hearts. As a travel destination, Brockton offers a reprieve from the hectic pace and anonymity of city life, a home away from home.

The Municipality will use this new brand story to convey the feeling of the “Come home to community” tagline through the new logo, social media platforms, municipal website, publications, to connect with and attract residents and visitors. The new Municipal Logo will be placed on signs, vehicles, and other promotional materials and publications as soon as possible and as budget allows.

Website Redesign

The municipality has launched an updated and refreshed website to ensure compliance with Web Content Accessibility Guidelines (WCAG) 2.0 AA and Canadian Anti-Spam Legislation, and to provide several new features to improve user experience on the site.

New features on Brockton.ca include:

- An updated Homepage, with more features and buttons to allow users to quickly access information
- A scalable, mobile and tablet friendly site
- “I’d Like To” Menu and “A-Z Services” Menu, which helps users search the site in different ways
- A new Community Calendar representing a partnership between the Municipality and the Walkerton BIA which lists BIA, Council and Committee Events, Recreation Programs, and Community Events all on one Community Calendar for simplicity; Community groups can register to submit their own events
- Subscribe Features: The popular news subscription service remains and users can visit Brockton.ca/Subscribe to sign up to receive email notices for any of the seven News Feed categories or Emergency Alert Banner, as well notices of events that are posted to the Community Calendar
- A Subscribe button at the bottom of every page gives users the ability to receive email notices when a page is updated.

“We are excited to launch this new brand for Brockton, and feel that it reflects our welcoming community spirit. The new website has many great features for users, and has been updated to reflect accessibility standards which is very important. The website is more engaging, and reflects a great change for Brockton! We offer many municipal services and programs and users can now access all of this information more easily on this new site. Features like the Community Calendar are a great step forward.” – Mayor David Inglis

This new brand unites Brockton’s communities as one, and will help drive tourism, relocation, and investment. The Municipality thanks everyone who shared their feedback, and participated in this branding initiative.

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