



The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: Dawn Hadre

Department: Strategy and Engagement

Date of Report: September 8, 2023

Report Number: SE-09-2023

Subject: LaSalle Branding and LaSalle Landing Graphics

Recommendation

That the report of the Director of the Strategy and Engagement Department dated September 8, 2023 (SE-09-2023) regarding LaSalle Branding and LaSalle Landing Graphics be received, and that Council approve option A as the LaSalle Landing graphic.

Report

A logo is an easily recognizable graphic symbol that identifies a company, a commercial product, or any public or private entity. It is one of the ways to distinguish a brand in a competitive world, full of graphic elements that try to attract our attention at all hours of the day and night.

A logo is generally a combination of typographies, graphics or symbols, and colors. The logo is a graphic element that is part of a brand's visual identity. LaSalle's brand began in 1991 with the introduction of the Town Crest. The images on the Town Crest depict a pair of hands shaking representing friendship; a tractor representing fertile farmland; a Canada Goose representing wildlife; and a ship representing Le Griffon that sailed the Great Lakes.

When the Vollmer Culture and Recreation Complex opened, a graphic was introduced that was used for a short time. It was cumbersome to use that logo, along with the Town Crest on promotional materials. In addition, the Town introduced a new logo in 2011, and it was important to focus on the use of the new logo to ensure its presence and recognizability, so the decision was made to stop using the Vollmer Complex graphic.

As can be seen, LaSalle's brand development started back in 1991 with the introduction of the Town Crest. The continued use of the Griffon and traditional colours of red, blue and gold have been carried forward throughout the years, including the installation of the Corten Steel rendition of the ship in the roundabout at Todd Lane.

A brand is the idea or image people have in mind when thinking about specific products, services, and activities of a company, both in a practical and emotional way. This combination of physical and emotional cues is triggered when exposed to all the touchpoints between a person and a specific brand. These can be the brand name, logo, products, visual identity, staff, and advertising etc.

LaSalle's Big Picture Landscape (BPL) was created in collaboration with Douglas Marketing Group (DMG) in 2016 and launched the Living LaSalle campaign celebrating the Town's 25th anniversary. The BPL is an extension of the Town's brand telling the story of our community. Living LaSalle is synonymous with premier, sustainable and vibrant living; a place primed for continuous opportunity, growth and advancement. The campaign was launched with the help of 25 community members who were featured in a Living LaSalle social media campaign.

Some of the first projects developed from the concepts in the BPL were the trail wayfaring signage and the transit wraps. Taken from the logo, the wave element was introduced as a stand-alone object and is slightly adjusted based on the design. The BPL provides administration with a road map of design concepts to push the branding forward making LaSalle more recognizable within our region.

The BPL was refreshed in 2021 after the update to the LaSalle Strategic Plan 2050 including the introduction of our values: responsibility, approachability, accountability, passion, forward thinking and collaboration. It provides a more prominent focus on the Living LaSalle theme. At this time, an expanded colour palette was added that complements the traditional colours of the crest and logo to give administration the opportunity to develop pieces that stand out (ex. special event promotional materials). In addition, the wave element was modernized to be used in more complimentary ways in designs.

The Living LaSalle brand is unique to our community and can be adjusted based on the existing conditions. For example, during the COVID pandemic, materials were created to welcome the public back into our municipal facilities with the "Let's Get Back to Living LaSalle" campaign. Materials were created and displayed in all municipal buildings with reminders of health and safety guidance, using the Town's recognizable branding. Again, this is building trust through the Town's brand recognition.

The “Let’s Get Back to Living LaSalle” campaign continued through the many restrictions and lifting of restrictions in the pandemic. Social media designs were created using the expanded colour palette and introduced as the public was welcomed back to fitness classes, programming, and inside businesses. Living LaSalle, Let’s Get Moving, Let’s Get Together, Let’s Get Playing and Let’s Get to Business are still being used in the Town’s promotional materials and campaigns.

Once events were reintroduced, another design element was added. “Let’s Make Memories” is now included on the Town’s event materials, giving the public an additional visual cue to recognize a LaSalle event evoking feelings of safety and trust. This was introduced at the 2022 Strawberry Festival, an important time when this was the first event hosted by the Town once the pandemic restrictions were lifted. It was also the first major event in the region setting the tone for subsequent events in and outside of LaSalle. Again, the new colour palette has been used to promote events providing the opportunity to share vibrant designs matching the tone of our events.

Recently, in collaboration with DMG and included in the Town’s BPL, the www.livinglasalle.ca microsite was launched. This is also an extension of the Town’s branding providing us with an opportunity to host information on that site that is related to the Town’s history and the trail and park system. In the future, this site will be used to highlight the Town’s waterfront as a destination point and tourism location. This site will also be used for economic development opportunities. Note the integration of the traditional colours in the timeline and the expanded colour palette in the active living map.

This brings us to the current project and the introduction of the graphics for the LaSalle Landing. Working with DMG, we have incorporated the script font in “LaSalle” and continued with the wave element. Tones from the expanded palette have been chosen to signify blues for water and greens for land, which are representative of the waterfront. A modern icon of the ship representing Le Griffon has also been included which is continuing to support the importance of the Town’s history and has been carried through since the crest was introduced in 1991. The overall design is a modern look that is recognizable as being a part of the Town of LaSalle while minimizing the corporate feel.

We continue to tell the story of LaSalle through the Town’s logos and graphics to build a brand reputation that is recognizable and evokes trust in our residents, businesses, and organizations. The use of the LaSalle Landing graphics will continue to enforce our values within LaSalle and throughout the entire region as we also invite visitors to explore all that our community has to offer.

Consultations

Waterfront Planning Committee

Financial Implications

Costs have been incurred when working on branding projects. These projects are budgeted for in the Strategic Planning – Community Engagement budget.

Prepared By:



Dawn Hadre, Director of Strategy and Engagement

Link to Strategic Goals

1. Enhancing organizational excellence - Yes
2. Strengthen the community's engagement with the Town - Yes
3. Grow and diversify the local economy - Not Applicable
4. Build on our high-quality of life - Not Applicable
5. Sustaining strong public services and infrastructure - Not Applicable

Communications

Not applicable

Notifications

Not applicable

Report Approval Details

Document Title:	SE-09-23 LaSalle Branding and LaSalle Landing Graphics.docx
Attachments:	- Branding - Overview 2023.pdf
Final Approval Date:	Sep 12, 2023

This report and all of its attachments were approved and signed as outlined below:



Chief Administrative Officer

Joe Milicia