



TOWN OF BRADFORD WEST GWILLIMBURY



EDAC 2020 AWARDS ABSTRACT

CATEGORY: Branding

TITLE: The Town of Bradford West Gwillimbury Economic Development Marketing Strategy
(New Brand Identifier)

AUTHORS: Town of Bradford West Gwillimbury

CONSULTANT: Amplify Marketing & Communications Canada

PURPOSE/OBJECTIVE:

The Town of Bradford West Gwillimbury (BWG) is the second fastest growing community in Ontario and the 11th fastest growing community in Canada. Faced with such growth, the Office of Economic Development (OED) sought to [adopt a proactive approach to business attraction and retention](#) by developing a comprehensive [Economic Development Marketing Strategy](#).

The objective was to create a professional and meaningful economic development identity that integrates the town's rich rural and agricultural legacy with contemporary goals for business development. This new brand identity would be used as a unique identifier to position BWG as a preferred location to invest and do business, to both [laypersons](#) and [business professionals](#).

PROCESS/CHALLENGES:

The OED worked collaboratively with Amplify Marketing & Communications Canada to [survey and interview](#) multiple local [stakeholder groups](#), including manufacturers, retailers, community partners, Council and residents for their input into a new graphic identifier.

The recommendations were vetted in a series of interviews with members of the [Society of Industrial and Office Realtors \(SIOR\)](#) to determine if the suggestions would resonate with [key site selectors](#) and [business investment decision-makers](#) and serve as an effective identifier to attract investment.

[Combining the results of these diverse groups proved quite challenging](#); however, Amplify made a series of recommendations and jointly developed a new graphic identifier, colour scheme and tagline with the OED and other internal town marketing professionals.

OUTCOME/EFFECTIVENESS:

BWG successfully created a new brand identifier, utilizing the tagline [Build, Work, Grow](#) to represent the community's agricultural legacy and future course.

- [Build](#) represents a place to establish a business and new construction
- [Work](#) highlights an increasing and diversifying labour force
- [Grow](#) reflects both the Town's agricultural heritage and recent expansion



The tagline also has a dual meaning, with the first letters representing the community's shortened moniker – **BWG**.

The design colours of blue and green correspond to the municipality's corporate logo, with green representing the bountiful growing legacy of the surrounding Holland Marsh and blue representing the waters of the Holland River which feed this rich agricultural area.

To illustrate BWG as a strategic location in which to invest, a unique identifier – a **geotag** – was incorporated as a stylized element in the 'W' and as a stand-alone component, serving as a directional indicator leading to Bradford West Gwillimbury.



The stand-alone feature is depicted in deep red, a colour adopted by many successful multinational companies to demonstrate confidence, with also serves to act as a contrasting and eye-catching element.

The new branding forms the cornerstone of BWG's economic development marketing efforts, and is present on all promotional material, including banners, business cards, letterhead, brochures, merchandise and economic development website. A standards guide was developed, outlining permitted uses.

The new, fresh look has contributed to a 50 per cent increase in website traffic and a 40 per cent increase in site selection inquiries.



BUILD • WORK • GROW | gotoBWG.ca





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BWOG

ECONOMIC
DEVELOPMENT 

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Corporate Identity Brand Manual

April 16, 2018

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Introduction

The BWG economic development graphic identifier and tagline will differentiate the economic development department with a memorable graphical image (the letter form of BWG with geotag location markers within the design) which is supported with a descriptive tagline Build. Work. Grow. The words “build”, “work” and “grow” are descriptive and illustrate actions that are currently reflective of Bradford West Gwillimbury.

The design colours of the blue and green exactly match the corporate Municipal colours from their logo. The consistent use of colour indicates synergy between both entities physically when shown together on the website, printed material and other materials. On a subliminal level, it re-enforces municipal synergy emotionally and philosophically.

The BWG identifier will be included on all future Economic Development collateral materials, including but not limited to: new business cards, letterheads, envelopes, addition to website, electronic signature (if required), kit folders, ad mat template(s) and general information brochure template. The program will also include a brand manual on the correct use of new identifier.

In addition to the BWG identifier, the marketing brand will incorporate the tag line “Build Work Grow”. “Build” represents a place to establish a business, the physical construct. “Work” centers around the economic opportunity and available labour. “Grow” reflects the Town’s agricultural heritage, the growing population/workforce and the Town’s economic growth. BWG is a commonly used short form for Bradford West Gwillimbury used in the community.

A positioning statement is an expression of how a brand fills a particular customer need. The following statements reflect the service the economic development office provides for businesses and their service providers or facilitators and the offering the Town provides to businesses.



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Positioning statement #1 The Bradford West Gwillimbury Office of Economic Development assists business decision makers or facilitators to locate a new business, expand an existing business and/or find commercial or industrial land or buildings.

Positioning statement #2 Bradford West Gwillimbury has available land ready for development, business grants and a rapidly growing market and workforce

The value proposition exercise begins with an examination of the target sectors including its demographics, psychographics and values. The following table provides a summary of these characteristics for ICI/developers/referral organizations, small/medium industrial businesses and downtown businesses

Value Propositions For BWG Target audiences

Selling to: General Awareness

- **BWG product or service – you sell:** The Bradford West Gwillimbury Office of Economic Development assists business decision makers or facilitators to locate a new business, expand an existing business and/or find commercial or industrial land or buildings.
- **They are really buying:** Understanding - of the opportunities offered to industrial commercial institutional realtors, developers, referral groups, small medium industrial businesses, downtown businesses & lawyers / accountants
- **Because they believe in:** Opportunities – Being able to take advantage of opportunities so they can Build. Work. Grow.
- **They have a fundamental need for:** Success - Beating their competitors to provide the best deals and best fit for their clients/customers



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Logo Variations

Master Brand

The BWG Master Brand consists primarily of a typographic wordmark, and a supporting tagline. This is the preferred method for representing the brand, and must be used in all but extenuating circumstances. Variations outlined in this manual offer alternative brand representations based on design criteria. No other variations are to be made to the Master Brand under any circumstances.



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Logo Variations

One Color - Black



One Color - White



Greyscale





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Typeface

Master Brand

The BWG Master Brand is comprised of two typefaces. The Signature uses a combination of Baskerville Old Face Regular and Gotham Medium Regular, while the tagline is rendered solely in Gotham Medium Regular. These are the preferred typeface choices for the Master Brand.

Baskerville Old Face Regular

BWG

ECONOMIC
DEVELOPMENT



BUILD • WORK • GROW

Gotham Medium Regular

Minimum Size

To guarantee the legibility of the Master Brand, ensure that it is never shown at a size smaller than what is defined in this manual.

For Print (Master Brand)

The diagram on the right shows the minimum size allowed for print applications.



1 inch wide

The diagram on the right shows the minimum size allowed for web applications.



96 pixels wide

Brand Colors

Process Inks

The BWG Logo is rendered in 3 colours; a light blue, a light green, a red, and black. These colors are created using CMYK Process Inks. Unless otherwise stated in this manual, no other colors are to be used.



Logo Colour Blue

C - 76	R - 16
M - 25	G - 153
Y - 0	B - 214
K - 0	

Logo Colour Green

C - 58	R - 121
M - 22	G - 155
Y - 100	B - 62
K - 4	

Logo Colour Red

C - 0	R - 237
M - 100	G - 28
Y - 100	B - 36
K - 0	

Process Black

C - 0	R - 0
M - 0	G - 0
Y - 0	B - 0
K - 100	

Brand Colors

PANTONE Inks

The BWG Master Brand can also be printed using the supplied PANTONE swatches from the Solid Coated PANTONE Color Book. No PANTONE Inks are to be used other than those defined in this manual.



PANTONE 2925 C

C - 76 R - 16
M - 25 G - 153
Y - 0 B - 214
K - 0

PANTONE 377 C

C - 58 R - 121
M - 22 G - 155
Y - 100 B - 62
K - 4

PANTONE 485 C

C - 0 R - 237
M - 100 G - 28
Y - 100 B - 36
K - 0

Process Black

C - 0 R - 0
M - 0 G - 0
Y - 0 B - 0
K - 100

Clear Space

To ensure maximum impact and legibility, a mandatory clear space must be preserved around the Master Brand at all times; no graphical or type elements may enter this space.

As shown on the right, the height of the uppercase letter 'E' in the Signature is used as the standard unit of measurement for calculating clear space.





Invalid Logo Applications

The BWG Master Brand is one of BWG's most valuable corporate assets and the integrity of the identity must not be compromised or depreciated in any way. Adhering to these guidelines helps to ensure proper reproduction and application of the BWG Master Brand.

This section outlines the various application errors that are unacceptable and must be avoided.



Invalid Logo Applications



DO NOT alter the proportions



DO NOT use on a gradient fill



DO NOT use outlines



DO NOT crowd logo



DO NOT use in low contrast



DO NOT alter signature text



Logo Applications

**Three Colour Imprinting/
Screening on white or light-
coloured product.**

When Screening or imprinting on
a white or light-coloured product,
use the Logo Colours.



Imprint Colour: Logo Blue



Imprint Colour: Logo Green



Imprint Colour: Logo Red



Imprint Colour: Process Black



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Logo Applications

**One colour imprinting/
Screening on white or
light-coloured product.**

When screening or imprinting
on a white or light-coloured
product, use Process Black.



Imprint Colour: Process Black

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Logo Applications

**Full colour imprinting/
Screening on black or
dark-coloured products.**

When screening or imprinting
on a black or dark-coloured
product, use the Logo Colours.

Identity must be imprinted
on a white overlay that is offset
by 1pt.



White Overlay



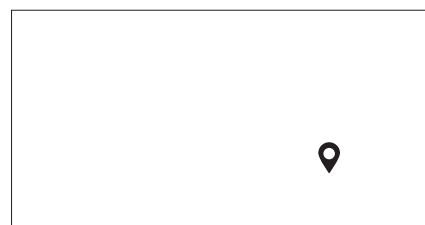
Imprint Colour: Logo Blue



Imprint Colour: Logo Green



Imprint Colour: Process Black



Imprint Colour: Logo Red

Logo Applications

One colour imprinting/
Screening on black or
dark-coloured products.

When screening or imprinting
on a black or dark-coloured
product, use white.



White Overlay

Logo Applications

Embroidery

For embroidery the logo should be no smaller than 3.5" wide.



3.5 inches wide

Logo Applications

Mug Imprint

The standard imprint size is 2.5" wide.



2.5 inches wide