

Municipality of Lakeshore – Report to Council

Strategic & Legal Affairs

Civic Affairs



To: Mayor & Members of Council
From: Alex Denonville, Team Leader – Civic Engagement
Date: May 17, 2022
Subject: Lakeshore Crest

Recommendation

Direct Administration to proceed with Option 1 – Use of Lakeshore Logo to be used on the County of Essex Warden’s Chain of Office, as presented at the May 31, 2022 Council meeting.

Background

At the May 12, 2020 meeting, Council adopted a Name Change By-law to officially change Lakeshore’s name from “Town of Lakeshore” to “Municipality of Lakeshore.” As described in the report, the implementation of the new name has been phased. Official documents, such as legal notices and financial invoices, were changed immediately. In other cases, such as with community signage, changes are being made based on the lifecycle of the assets.

Similarly, a redesign of the Lakeshore crest was initially contemplated to be completed in 2021 pending resource availability. The current crest includes artistic depictions of a lighthouse, river/creek, stalk of vegetation and a sunrise/set in the background. The current crest reads “Town of/Ville de Lakeshore” and “1999” (see attachment 1).

Traditionally, crests and logos have been used by municipalities in different instances. Crests are often used in formal settings, such as on legal documents and official seals, with logos used in most other instances for marketing purposes.

In April of this year, Lakeshore Administration received a request from the County of Essex regarding the potential replacement of Lakeshore’s crest on the Warden’s Chain of Office. This request was noted as an opportunity to engage Council on the future direction of the Lakeshore crest.

Comments

The options presented represent a range of organizational efforts.

Option 1 – Use a circular version of Lakeshore’s logo

This option would see the crest replaced with a circular version of Lakeshore’s logo (see attachment 2) and would maintain visual consistency with the municipality’s brand.

Use of the current crest will be discontinued on a lifecycle basis (for example, where the crest is used on a sign it will remain until the sign needs to be replaced). The crest in the Council Chamber behind where the Mayor sits will remain.

Option 2 – Refresh Town of Lakeshore Crest

This option would see a “refresh” or minor redesign of the crest to update the name, as well as colours and graphic elements, to be more consistent with Lakeshore’s logo, branding, and visual identity. This redesign would also aim to produce original design files and variations of the crest appropriate for different media (eg. digital, print, monotone, etc). This option comes with a request to approve a variance of \$1,500 in advertising and promotion expense for the cost of a professional graphic design services.

Option 3 – New Lakeshore Crest

This option would be the creation of an entirely new Lakeshore crest. This would include a community engagement process to seek citizens’ feedback and opinions on the design of the crest and the internal elements needed to represent Lakeshore and its communities. The financial cost of this option, including professional graphic design services, would be incorporated into the draft 2023 budget for Council deliberation. The updated crest would be provided to the County of Essex upon completion of the process.

Additional work on Lakeshore’s branding and visual identity will also be a part of the upcoming Communications & Engagement Master Plan, which is expected to be presented to Council in Q3, 2022.

Financial Impacts

Option 1 will have no financial impact. Option 2 includes a request to approve a variance of \$1,500 in advertising and promotional expense for the cost of graphic design services. Costs identified in Option 3 would be included in the 2023 budget for Council deliberation and direction.

Attachments

Attachment 1: Lakeshore Crest

Attachment 2: Circular version of the Lakeshore logo.

Report Approval Details

Document Title:	Lakeshore Crest.docx
Attachments:	- Attachment 1 Lakeshore Crest.jpg - Attachment 2 Circle Logo.png
Final Approval Date:	May 26, 2022

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

Prepared by Alex Denonville

Submitted by Brianna Coughlin and Kristen Newman

Approved by Justin Rousseau and Truper McBride