



MEETING DATE: December 3rd, 2024

TO: Mayor and Members of Council
FROM: Lisa de Boer, Economic Development & Communications Officer
REPORT NO.: EDC-08-2024
SUBJECT: Proposed Branding/Logo Development

RECOMMENDATION:

That report no. EDC-08-2024 be received for information

AND FURTHER that Council directs staff to adopt Option #2 logo as amended with implementation in 2025.

BACKGROUND

In 2023, Council approved a Communications Plan that included the development of a new logo for the Township for branding purposes. Further to that goal, staff have been working with RedRhino (London Marketing Firm) to provide concepts for Council's consideration and direction. Staff have provided examples on how this logo can be implemented following the report below.

Note: the Corporate Logo of Lucan Biddulph would not change and will be used for formal documents unless Council would like to direct staff to use the new logo on minutes, by-laws and policies etc. (see Middlesex Centre examples below).

PURPOSE:

The purpose of this new logo/branding plan:

1. **Modernization:** Logos can become outdated as design trends evolve. Updating a logo can help keep the brand current and appealing to contemporary audiences.
2. **Rebranding:** Logos are often refreshed as part of a larger rebranding effort, which might include changes in their mission, vision, values, or target market.
3. **Improved Legibility and Versatility:** A new logo design might improve legibility and versatility across different media and devices, ensuring it looks good whether it's on a business card, a website, or a billboard.
4. **Brand Image Refresh:** A refreshed logo can signal to customers and stakeholders that the Township is evolving, innovative, and keeping up with the times.
5. **Simplification:** Simplifying a logo can make it more recognizable and easier to reproduce across various platforms and materials.

DISCUSSION:

At a previous Council meeting, staff were given direction to amend Option #2 to better balance the “Lucan” and “Biddulph” and bring that amendment back to Council for review. Following formal approval, staff will work on activating the new logo/branding in phases throughout the new year based on the budget in those particular areas (signs, printed materials etc.)

FINANCIAL IMPLICATONS: The logo development was included in the 2024 budget and any rebranding material costs will be discussed in the 2025 budget deliberations. There will be a number of branding activations that will not incur any costs.

STRATEGIC PLAN:

This matter aligns with following strategic priorities:

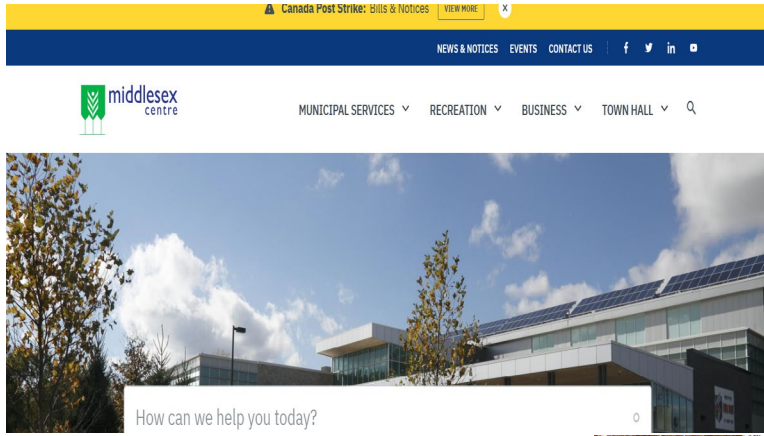
Strategic Direction: Community Pride & Accessibility

ATTACHMENTS:

Presentation of Proposed Logos

Lisa deBoer

Lisa de Boer
Economic Development & Communications



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Municipality of Middlesex Centre
BY-LAW 2023-129

Being a By-law of the Corporation of the Municipality of Middlesex Centre to provide for the adoption of budgetary estimates for the year 2024

WHEREAS Section 290 of the *Municipal Act*, 2001, S.O. 2001, c.25, as amended, provides that a local municipality shall prepare and adopt a budget including estimates of all sums required during the year for the purposes of the municipality;

Minutes ▾



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Middlesex Centre Council Minutes

Regular Meeting of Council
October 02, 2024 at 9:30 a.m.
Hybrid Council Meeting (Virtual and In-Person)
13168 Ilderton Road / Virtual
Ilderton, Ontario, N0M 2A0

