



# A brand for the Township of Lanark Highlands



**T D Graham + Associates**  
MARKETING COMMUNICATIONS

“Successful community economic development begins with a shared vision for the future of your community and a sound strategic plan to realize that vision.

“Community branding and marketing is more than a compelling logo, good promotional sales pitch, new website and communication materials.

“Defining the identity of your community and its **unique brand**, and promoting that **brand identity** to investors and others, is an essential component of a community strategy.”

*Adapted from the Community Branding & Marketing Toolkit,  
by the Federation of Canadian Municipalities. 2015*



# Stages in Community Economic Development



Source:  
OMAFRA





## What People Said

“Lanark Highlands provides an outdoor and naturalist experience style living that is not an urban setting.

“The lakes and rivers are very impactful for the respondents combined with quiet and peaceful country living.”

*(From the recent online survey.)*



# What makes Lanark Highlands a great place to live?

Outdoors

People

Community

Nature Quiet

Proximity to Services

Fresh Air

Wildlife Fishing/Hunting

Low Taxes

Clean Water/Clean Air

Beautiful Lakes/Rivers and  
Landscapes

Close to Ottawa and amenities

Escape from the City

Outdoor Recreation

History

Well Maintained Roads

“Rural Living”

Trails

Community Halls

Events

Access to Youth Centre

Medical Centre and Drug Store

Talented musical community

Safe

*(From the recent online survey.)*



# Public Meetings – Branding & Community Strategy



# Comments from Public Branding & Strategy Sessions

Words used in brainstorm session:

- Gateway
- Beauty of Nature
- People – blend together
- Harmony
- Celebrate History
- Embrace Nature
- Preserve Sustainability
- Diversity intangible

“Preserving the diversity,  
celebrating history and the future.”

“Celebrating history, preserving  
diversity and embracing the future  
... With openness.”

Mission: Working together as a community

- Maples
- Cedar Rail fences
- Rolling hills
- Lakes
- Perseverance
- Respect
- Recreation
- Neighbours

Community | Nature | Family

“A Community built on family tradition –  
committed to our future.”

“A place that is beautiful, healthy, exciting  
and fun for all ages.”



## Draft Slogans/Promotional Messaging

“Explore the Beauty We Call Home”

“Our Nature Welcomes You”

“It’s in Our Nature to Welcome You”

“A Natural Perspective”





“Your **logo** does  
**not give meaning** to  
the community...  
The **community** gives  
**meaning** to your **logo**.”



**Brand Expression:**  
*Making Promises*



**Brand Expression:**  
*Making Promises*



**Brand Experience:**  
*Keeping Promises*

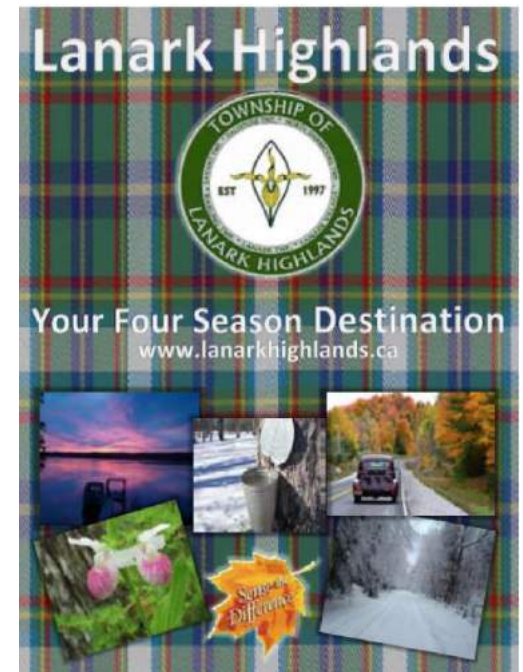


## Other Municipal Logos





# Current Logo & Brand Elements



# Lanark Highlands' Colour Palette

Colours used in drafting designs for the new brand for Lanark Highlands are derived from the actual Lanark Highlands tartan shown here.

"This tartan was designed by Susi Reinink for the Township of Lanark Highlands as one of the town's millennium projects. It was registered with the Scottish Tartans Society on the 20th November 1999.

The colours in the sett follow this symbolism:

The fields of agricultural land (brown), dependent on the township's many lakes and streams (dark blue), are surrounded by maple forests (green).

Their foliage turns into bright autumn colours (red and yellow) by October.

Soon winter sets in and the lakes start to freeze over (light blue).

Finally snow (white) covers the township, so that the granite (grey) of the Great Canadian Shield is only occasionally exposed."

From Tartans of Canada website:

<http://www.stonearabie.com/ToC/07Ontario/LanarkHighlands2637.html>



Pantone	Tartan Colours
456	Light Brown
286	Blue
357	Green
7406	Yellow
174	Red
3005	Light Blue
428	White
416	Gray





# Logo Concepts



## Logo Refinement – Final Draft

Graphic: This is a stylized treatment for the representation of nature and the Township's landscape.



Fonts: 'Lanark' in Italics highlights a friendly and approachable experience. The letter 'L' links the two words together. 'Highland' is capitalized to capture the vastness of the Township's landscape. The font used for 'Highlands' has a Celtic feel with sharp serif treatments – reminiscent of the tartan.

Colours: Lanark in a dark red or burgundy immediately attracts the eye like an autumn maple. It is an emotional colour signifying confidence, action & ambition. Green means life, the environment & safety. Blue represents water and is associated with stability, loyalty & trust.





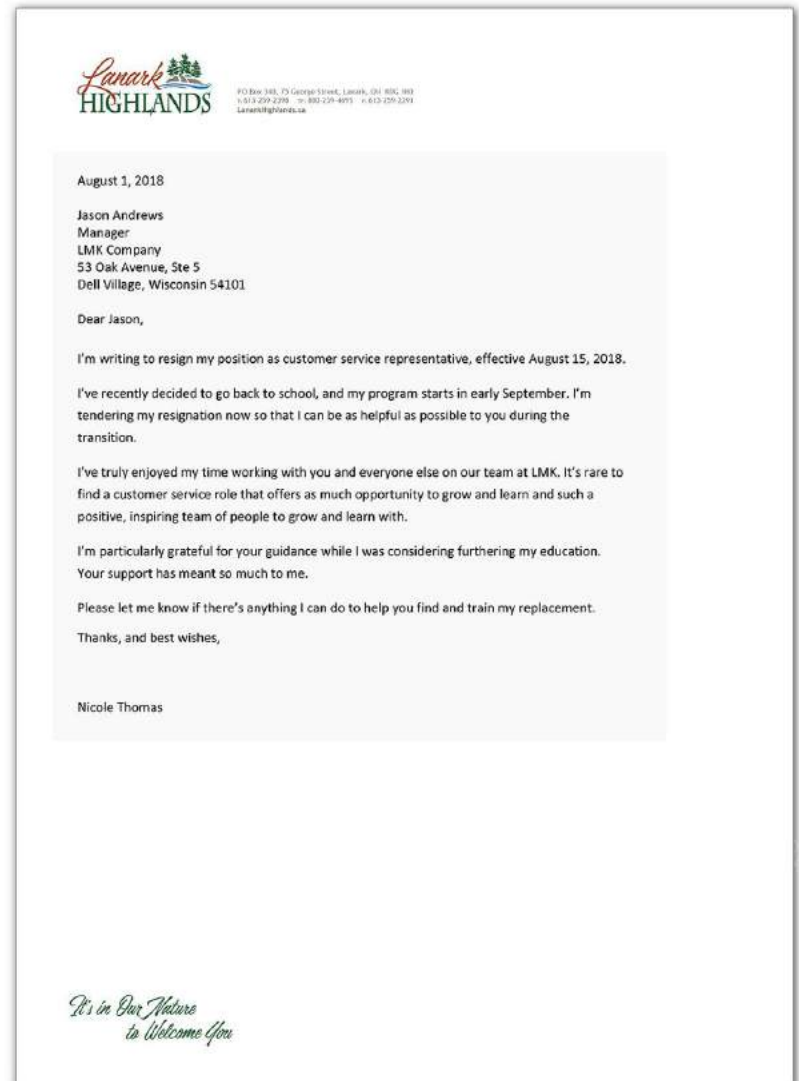
## A New Brand for Lanark Highlands



# Stationery



[Note: Graphics shown are concepts and suggestions only. Further design work will be required to implement them.]




# Website

Lanark Highlands - Home x +


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**Lanark HIGHLANDS** Resident Services Live and Discover Grow and Invest Local Government 🔍 ☰




🔄 Waste & Recycling 🏆 Recreation & Facilities 📄 Agenda & Minutes 📄 Applications & Permits

### What's New



**Municipal Grants Committee Members Needed**

The Township of Lanark Highlands is in the process of creating a Municipal Grants Committee. The Committee will be composed...



**2020 Community Grant Applications Now Open**

October 1st to October 31st only!! Do you have a community event, association, project or initiative that would benefit the...

### Public Notices

### Upcoming Events

Nov 23	<b>MERA Christmas Fair</b> 9:00 AM
Nov 29	<b>Olde Tyme Talent Night</b> 6:00 PM
Dec 07	<b>Christmas Craft Sale</b> 10:00 AM
Dec 08	<b>MERA presents Trio Corventano</b> 2:00 PM

🔴 VIEW FULL CALENDAR









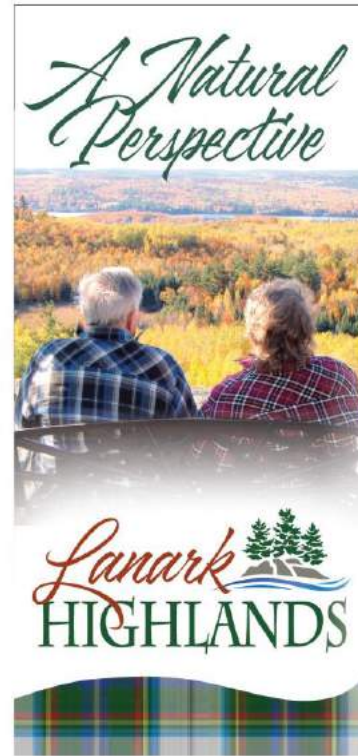
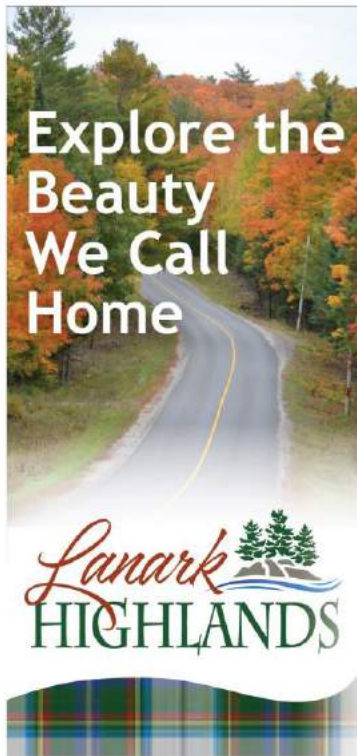
# Truck Signage



[Note: Graphics shown are concepts and suggestions only. Further design work will be required to implement them.]



## Street Banners



[Note: Graphics shown are concepts and suggestions only. Further design work will be required to implement them.]





# Municipal Building Signage



[Note: Graphics shown are concepts and suggestions only. Further design work will be required to implement them.]



# Boundary Signage



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# Discussion and Next Steps



