

ct

February 2024

Cinnamon Toast × Township of Hornepayne



Brand Presentation

What is a brand?

A brand is not:

- × A logo
- × A product
- × A service

What is a brand?

A brand is a person's **emotional connection** to your community, organization, or business.

A good brand captures attention, tells a compelling story, and forms emotional connections.

It differentiates your community, instills trust, and consistently delivers value, creating loyalty and ambassadorship amongst residents.

Project Objectives

Revitalize Hornepayne's image with a brand identity that:

- Celebrates Hornepayne's welcoming ambiance and high quality of life
- Entices investment, business ownership, and development in Hornepayne
- Positions Hornepayne as a long-term residence destination
- Showcases Hornepayne's scenic natural landscape

Our Approach

Digital survey

58 participants

One-on-one interviews

7 participants

Focus group

3 participants



Key Findings

“I’d describe the current state of Hornepayne as ‘ready.’ We’re ready for what’s going to happen, for whatever is coming next – we just need the ideas, the investors, the shakers, the visionaries.”

– Resident

What the community told us:

- Hornepayne is undeniably surrounded by nature, offering a playground for a community of outdoor enthusiasts.
- Hornepayne’s community has a selfless mentality, nurturing a sense of unity and togetherness.
- Hornepayne is hopeful for the future, giving the next generation opportunities to build and grow.

Key Findings (Con't)

“The bears are part of the community. They are built into our memories, and everyone still relates to them.”

– Resident

How survey respondents paint a picture:

- **71%** believe Hornepayne is defined by its natural landscapes.
- **64%** note that being in the geographic centre of Ontario reflects the community.
- **Only 33%** believe that Hornepayne's history and heritage are significant values.

Brand Framework

Brand Story

Tucked within the boreal forest's natural beauty in the Algoma region, Hornepayne — a little town in the geographic centre of Ontario — was founded in 1928 along the tracks of CN Rail's transcontinental line.

To this day, the town is surrounded by more nature than meets the eye, offering untapped opportunities for those looking to chart their own adventures and leave a legacy.

While the community is small, its size is contrasted by the measure of its heart. Hornepayne is a hard-working and neighbourly town where strangers quickly become family, and memories are made to share. Whether you're looking for adventure in the outdoors, a place to plant your roots amongst nature, or a site to tap into your business potential, Hornepayne is the place to be at the centre of it all.

Brand Promise

To welcome strangers as family, offer uncharted possibilities, and share unforgettable adventures in the great outdoors.

Brand Mission

Current

We are a municipality focused on providing value-added experiences to our citizens, visitors, and investors.

Proposed

To offer meaningful and valuable experiences to our residents, visitors, and investors.

Brand Vision

Current

Our quest for continual improvement and quality of life will make us the Township where people want to live, work, visit and invest.

Proposed

To strive for continuous improvement and a quality of life that entices residency, tourism, and investment.

Brand Values

Honest

We will uphold virtuous principles in our daily activities. We will demonstrate our dependability and reliability. We will be truthful and authentic in the workplace. We will strive to make good judgements consistently by carefully weighing all reasonable options and assessing how our decisions may impact others.

Accountable

We will hold ourselves accountable for our commitments and our performance. As a public organization, we will conduct business in the open, with clarity, and we will report on our major activities. This will build trust within our organization and our community.

Brand Values (Con't)

Hard-working

Diligence and consistency will be at the heart of all we do. We will find ways to work efficiently by leveraging smart technology and best practices. We will maintain high standards, work in earnest, and go above the call of duty as we deliver services.

Respectful

We will be accepting of everyone regardless of any differences. We will be kind and courteous. We will listen attentively and respond with compassion.

Brand Values (Con't)

Inclusive

We will welcome all people. We will embrace diversity of all kinds. All people will receive access to our services and resources. We will strive to build a team founded on trust and respect regardless of our differences.

Resident Focused

Our focus is our community. We will consider resident needs as we conduct our daily activities, and as we make decisions that positively impact our community.

NEW: Adventurous

We are enamoured by the natural beauty and endless possibilities that surround us. We always look to discover uncharted opportunities, continuously asking ourselves, "What's next?"

Positioning Statement

Welcome to an untapped, outdoor-loving community located in the geographic centre of Ontario. Surrounded by seemingly endless natural landscapes and along northeastern Ontario's railway, we're the place where residents, visitors, and businesses can cut their own path, blaze trails with new friends, and leave their mark. You decide what happens in the Township of Hornepayne.

Brand Tagline

ADVENTURE BEGINS AT THE CENTRE

This tagline positions Hornepayne as the starting point for one's next great adventure, inspiring visitors, residents, and investors to plot their own course in the geographic centre of Ontario.

Visual Identity

Logo Concept

One simply cannot overlook the natural beauty that envelopes Hornepayne. This hexagonal logo concept showcases the community for what it truly is: a hidden gem in the middle of Ontario. In its frame, the scene of a mama bear and her two cubs – a tribute to the “Home of the Three Bears” tagline – takes place, hinting at the Township’s nurturing mentality and dedication to future generations. The outdoor-inspired colour palette features cool blue and rich green tones, emphasizing central Ontario’s untouched ambiance.



TOWNSHIP OF
Hornepayne





TOWNSHIP OF
Hornepayne



TOWNSHIP OF
Hornepayne



TOWNSHIP OF
Hornepayne

HEXAGONAL DESIGN
IMPLIES A
"HIDDEN GEM."

SCENERY DEPICTS
THE NATURE OF
CENTRAL ONTARIO.



SUN ACTS AS A
GUIDING LIGHT.

BEAR FAMILY, STYLIZED TO
DEPICT BLACK BEARS, REFLECT
CARE AND GROWTH.

TOWNSHIP OF
Hornepayne

Example in Practice







Logo Evaluation Criteria

- Do these concepts express a brand character, affinity, style, and personality?
- Do these concepts tell a story in an authentic and memorable way?
- Are these concepts unique, authentic, and original?
- Will these concepts inspire people to visit, relocate, or learn more?

ct

Thank you!

Questions

