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Cinnamon Toast x Township of Hornepayne



Branding Project Report

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Overview

Partnering with Cinnamon Toast (CT), Hornepayne embarked on a transformative journey to redefine itself with a new brand identity and a detailed destination marketing plan.

By engaging community members and partners, the new brand identity reflects Hornepayne's values, offerings, and position in the geographic centre of Ontario.

The destination marketing plan serves as a guide to attracting visitors to the community, aligning with Hornepayne's long-term economic development goals.



Community Engagement

Community Engagement

The community engagement ensured a comprehensive understanding of community sentiments and preferences.

The process combined quantitative data from a digital survey with qualitative insights from semi-structured interviews and focus groups.

Digital survey

58 participants

One-on-one interviews

7 participants

Focus group

3 participants

COMMUNITY ENGAGEMENT (CON'T)

CT provided a detailed Report of Findings document, which outlines key Opportunities and Recommendations that served as guidelines for the brand development and destination marketing plan.

What participants revealed during conversations:

- 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.

COMMUNITY ENGAGEMENT (CON'T)

Additional findings from the digital survey:

- **71%** of participants believe Hornepayne is defined by its natural landscapes.
- **66%** of participants feel the 'Home of the Three Bears' tagline holds great significance in the community.
- **64%** of participants note that being in the geographic centre of Ontario reflects the community.
- **Only 33%** of participants believe that Hornepayne's history and heritage are significant values.



Brand Development Process

Brand Development Process

The development process for the Hornepayne brand was collaborative and iterative to ensure alignment with the community's vision and expectations.

CT translated key findings into tangible elements of the brand identity, including the logo concepts and a comprehensive brand framework.

BRAND DEVELOPMENT PROCESS (CON'T)

Brand Framework

CT defined Hornepayne's positioning statement, brand story, promise, mission, vision, values, content styles, calls to action, and measures of success with consideration for Hornepayne's aspirations.

Visual Identity

CT's Creative Director and designers drew inspiration from visual cues gathered during the community engagement process.

Each logo concept underwent rigorous evaluation against criteria such as brand expression, storytelling effectiveness, uniqueness, and potential for engagement.

BRAND DEVELOPMENT PROCESS (CON'T)

Review and Approval

CT presented the branding concepts along with rationales and application samples for Hornepayne's internal team's consideration and feedback.

Following the revisions, CT documented the brand guidelines and an implementation plan, serving as a roadmap for future marketing endeavours.

Finalization and Delivery

CT delivered the final branding documents and assets to Hornepayne's internal team upon completion.

- **Brand Guidelines:** This document offers detailed information on using the Hornepayne brand identity.
- **Logo Asset Files:** This collection includes all necessary logo files.
- **Branding Implementation Plan:** This document outlines actions to launch the new brand identity.

Hornepayne's New Brand Identity

Hornepayne's New Brand Identity

The new brand identity
for the Township
of Hornepayne
encapsulates the
community's essence
and aspirations, rooted
in its rich history, natural
beauty, and values.

The brand's positioning statement welcomes individuals to explore Hornepayne's untapped potential at the heart of Ontario.

The tagline "Adventure Begins at the Centre" invites all to embark on their own journeys in the picturesque area.

The visual identity, represented by a logo featuring a bear family amidst central Ontario's wilderness, symbolizes resilience, growth, and the guiding light of the sun.

Conclusion

This partnership between CT and Hornepayne has led to a complete transformation of the Township's brand identity and destination marketing strategy.

Leveraging community insights, the redefined brand identity successfully encapsulates Hornepayne's essence.