

# WELCOME



Please be informed that we will be taking photos tonight to capture the event. Kindly let us know if you do not want to be photographed. Thanks!



## What's Happening?

The 10 Year Community Development Strategic Plan for the Township of Red Rock (2022) identified the need to develop a community identity that is consistent with the vision of the community. The objective of the **Community Interpretation Plan** is to determine one identifying logo, message and vision and use these for consistent marketing, signage, and front-facing community messaging.

## Project Vision

The Community Interpretation Plan will:

- Reinforce the identity, brand vision and mission of Red Rock;
- Develop a modern and accessible logo with graphic standards for various uses;
- Build a strong foundation for future projects such as interpretation panels, wayfinding and marketing signage, advertising and correspondence, and;
- Establish a sense of pride and place for residents, their guests and visitors, and enhance visitors' overall wayfinding experience.

## Project Team

### Red Rock Township:



**Ashley Davis**  
Community Development Officer  
cdo@redrocktownship.com

### Consultants:



**Sean Kelly**  
Project Team Lead  
sean@ska-plural.ca

**Kelsey Moore**  
Studio Lead, Graphic Designer  
kelsey@ska-plural.ca

### Funded by:



## Work Completed to Date

PHASE 1:

### Foundations

Background Research  
Site Visit to Red Rock  
Inventory & Assessment  
**Consultation & Open House**

PHASE 2:

### Community Image Development

Logo Concept Development  
Develop Logo and Image Guidelines

PHASE 3:

### Signage & Wayfinding Development

Destination & Location Mapping  
Signage Design  
Wayfinding System Development

PHASE 4:

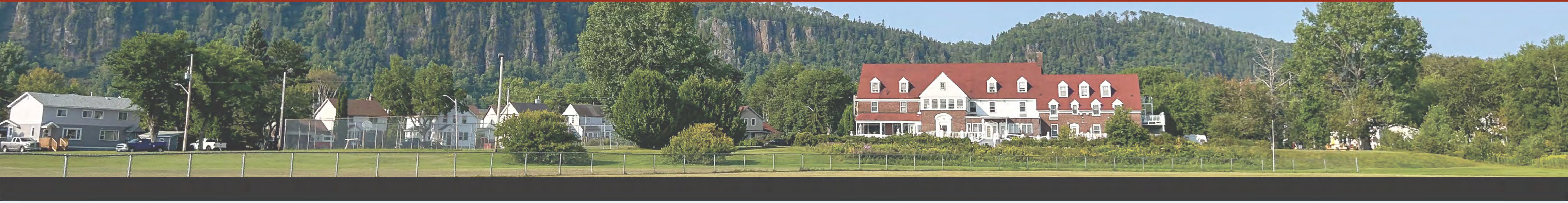
### Implementation Plan & Consolidation

Implementation Plan  
Consolidation & Review  
Presentation to Council

AUGUST 2023

MARCH 2024

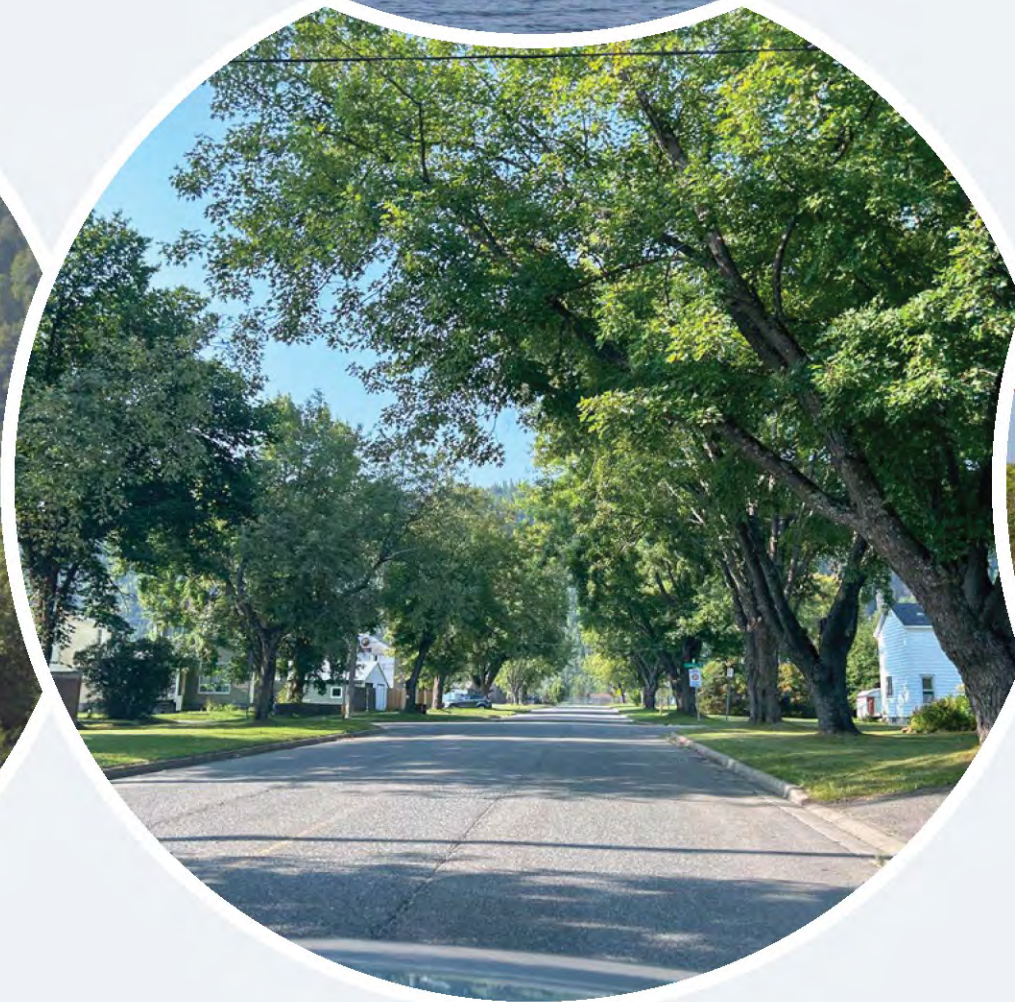
# FIRST IMPRESSIONS



On August 18 2023, our team visited Red Rock for site reconnaissance and photo documentation. Here is what we discovered:

## The Beauty of Red Rock

Your community boasts a variety of natural assets and community facilities that make it unique and a desirable place to live and visit!



## Existing Branding & Signage

The community image representing Red Rock and welcoming residents and visitors is inconsistent throughout the community.



**What did we miss?**  
Please fill out a comment card or speak to one of the plural members if you have something to share.

# BRANDING



## What is Branding?

### -More than a logo

Branding is the creative process of establishing an identity for an organization through the use of graphic elements such as **logos, typography and colours.**

Effective branding is memorable and influences one's perception of the organization in a way that supports the brand vision and mission.

Pl.ural will provide Red Rock with a full-fledged brand and Toolkit of guidelines for consistent use. Here is a list of common uses and applications you will see the new logo and branding:

- Business cards and stationary;
- Municipal communications, such as documents, presentations, and email signatures;
- Social media, marketing materials, advertisements, apparel and promotional items;
- Uniforms and municipal vehicles;
- Signage: highway, wayfinding, welcome, trails, interpretive, street banners, etc., and more!

## Vision & Mission

The Vision, Mission and Values outlined in the Strategic Plan provide direction for Red Rock's community image.

### Mission Statement:

*"The Township of Red Rock is a caring, inclusive community nestled as a Superior Treasure.*

*We are dedicated to providing services in a sustainable and responsible manner."*

### Vision Statement:

*"We are a welcoming and safe community that provides all the amenities of an urban centre in a picturesque rural setting, with growth opportunities and a quality of life that is unique."*

## Community Values

INCLUSIVE      INNOVATIVE      PASSIONATE

PROGRESSIVE      ACCOUNTABLE

- 10 Year Community Development Strategic Plan for the Township of Red Rock (2022)

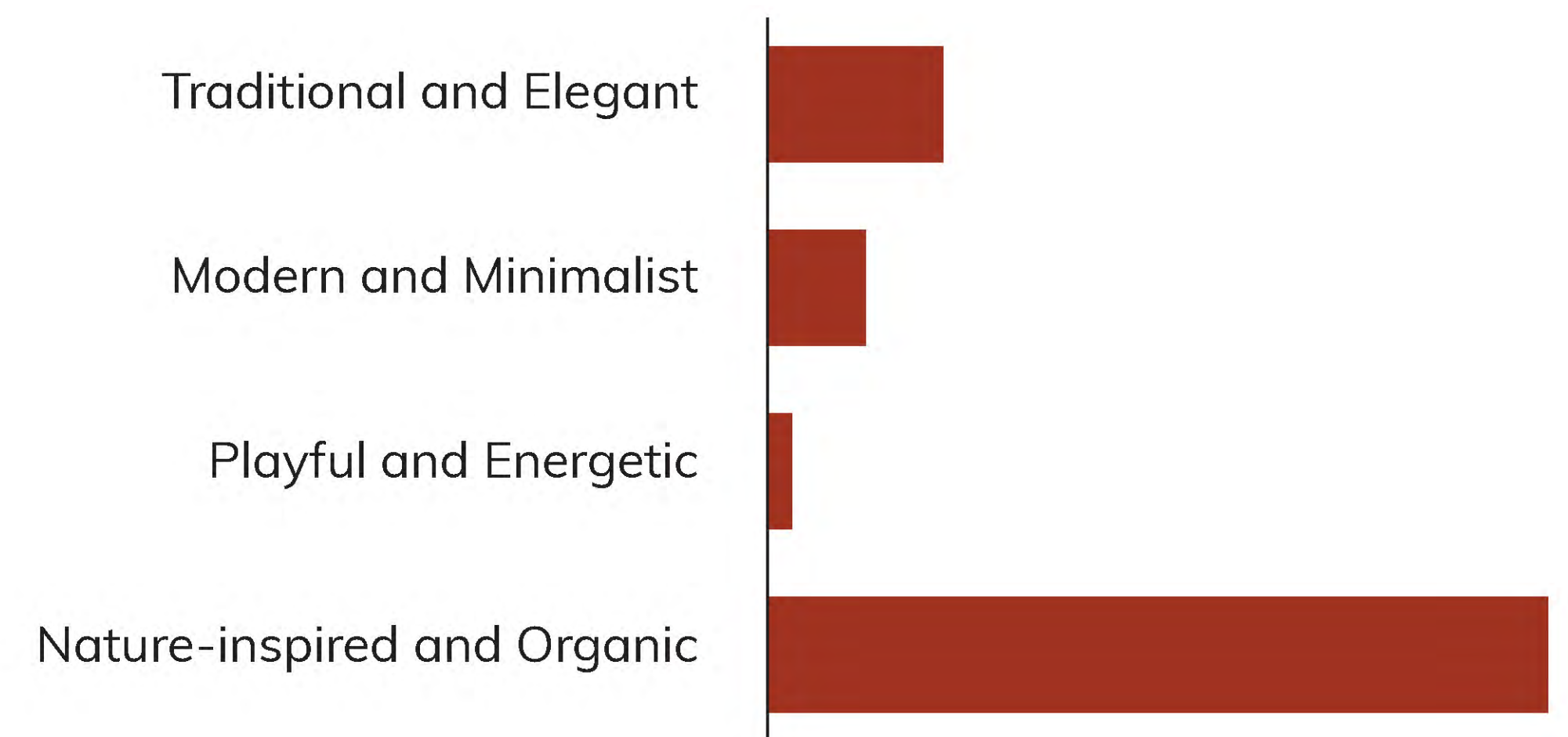
## What we've heard so far...

65 respondents shared their thoughts so far.

What adjectives would you use to describe the overall atmosphere and feel of Red Rock?



What type of logo do you think would best represent Red Rock?



# BRANDING



## Mood Boards

*Which one are you drawn to?*

The following mood boards are a preliminary stage of design meant to develop a strong concept and aesthetic direction. These mood boards were created with inspiration from our site visit and background information research, and in response to feedback from the community.

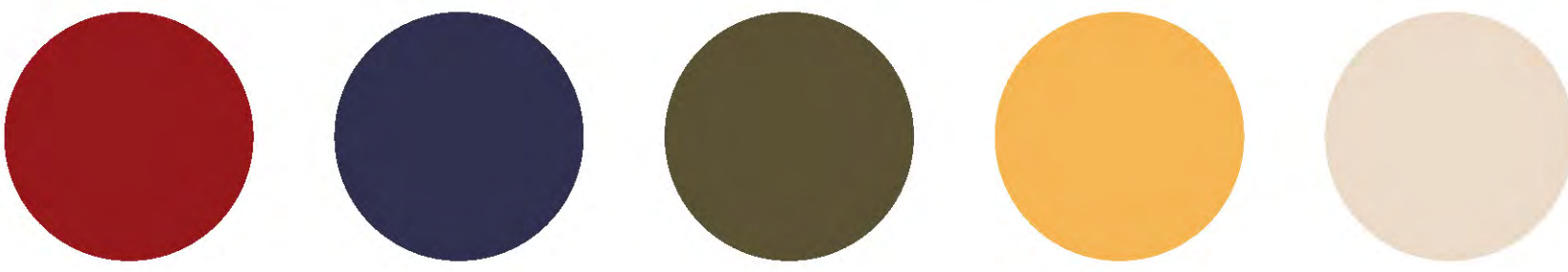
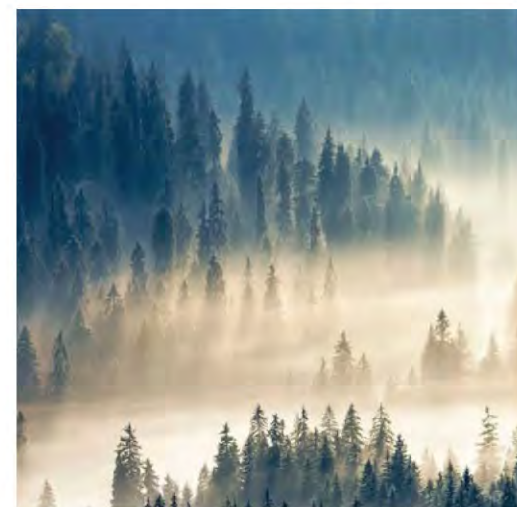
### Traditional and Elegant



Strong  
Beautiful  
Sophisticated  
Trustworthy

Aa

abcdefghijklmnop  
qrstuvwxyz



Deep Red

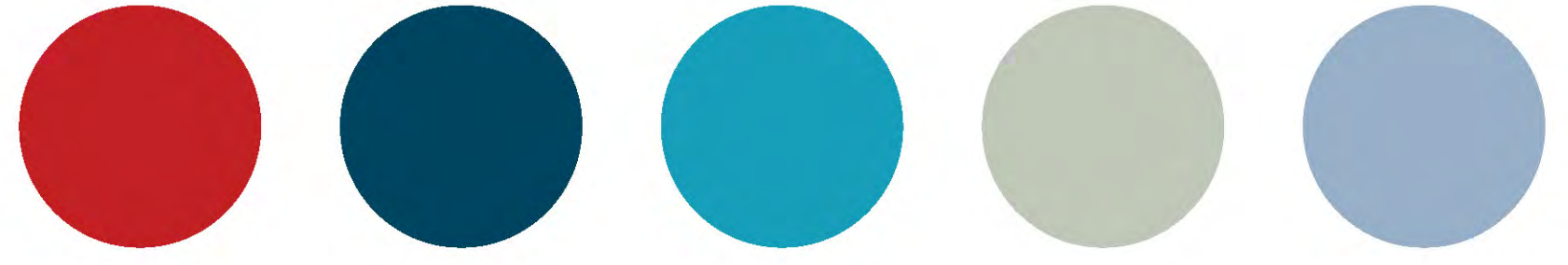
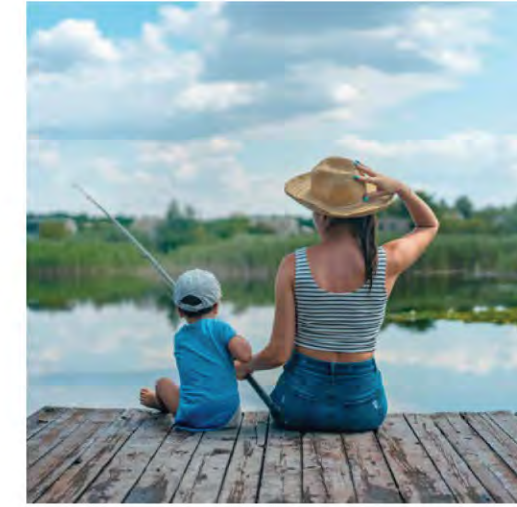
### Modern and Minimalist



Fresh  
Bright  
Safe  
Clean

Aa

abcdefghijklmnop  
qrstuvwxyz



Bright Red

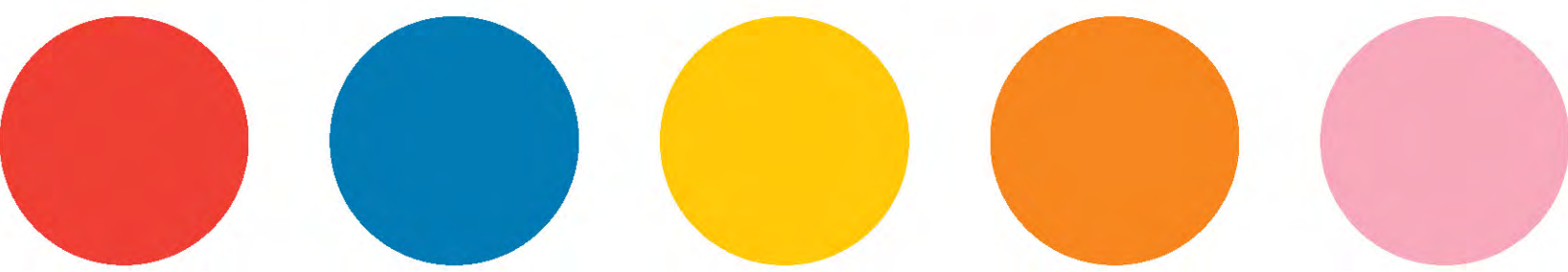
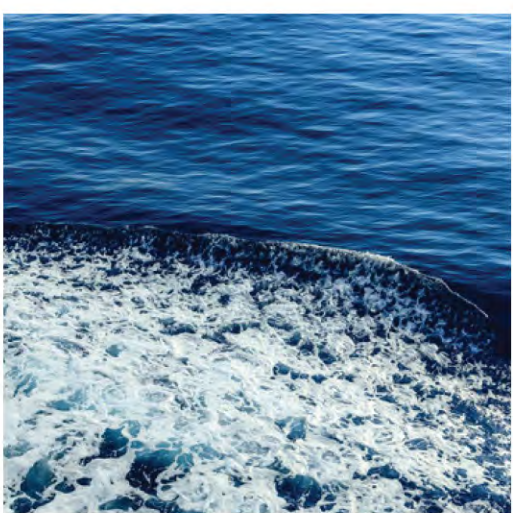
### Playful and Energetic



Vibrant  
Friendly  
Youthful  
Proud

Aa

abcdefghijklmnop  
qrstuvwxyz



Vibrant Red

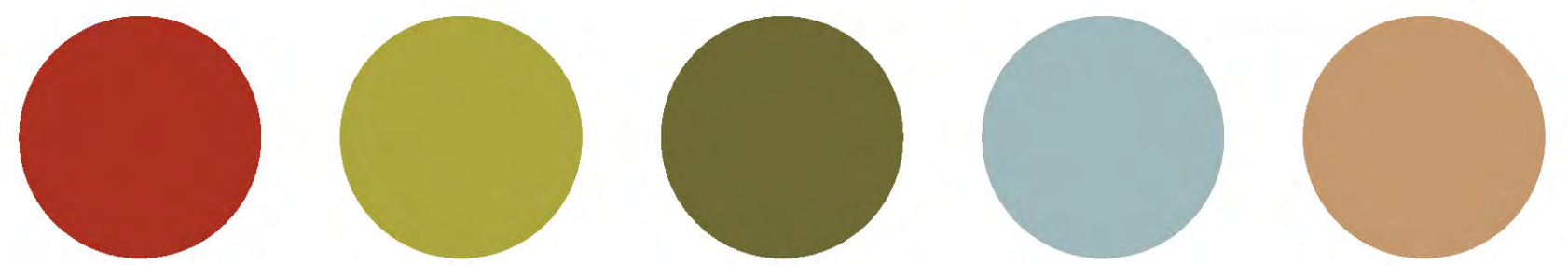
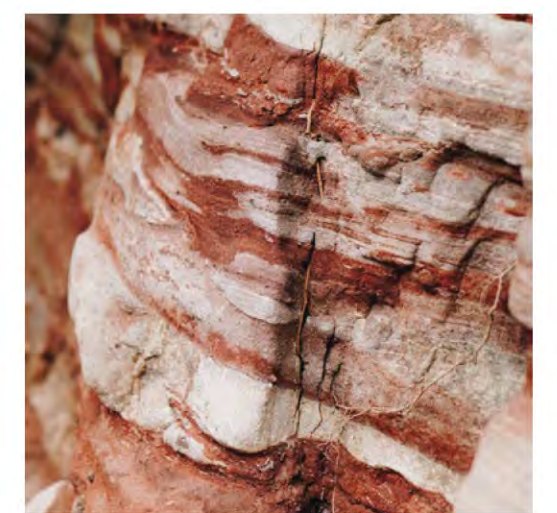
### Nature-inspired and Organic



Natural  
Inspiring  
Warm  
Tranquil

Aa

abcdefghijklmnop  
qrstuvwxyz



Muted Red

# WAYFINDING



## What is Wayfinding?

### -More than signage

Wayfinding is the comprehensive process of using information to find one's way in the built and natural environment including signage and other navigation systems. Wayfinding includes **identification, orientation, information and interpretation.**

An effective wayfinding strategy will ease and enhance the experience of navigation to and through a new (or familiar) environment.

### Sign Types

A Variety of signs make up a complete, functional wayfinding plan and include, but are not limited to:



Gateway



Directional



Interpretive



Trailheads



Trail Markers

### Guiding Principles

- Be Clear & Concise
- Be Accessible
- Be Approachable
- Be Scalable
- Maintain Consistent Composition
- Be Respectful to Their Context

### Accessibility

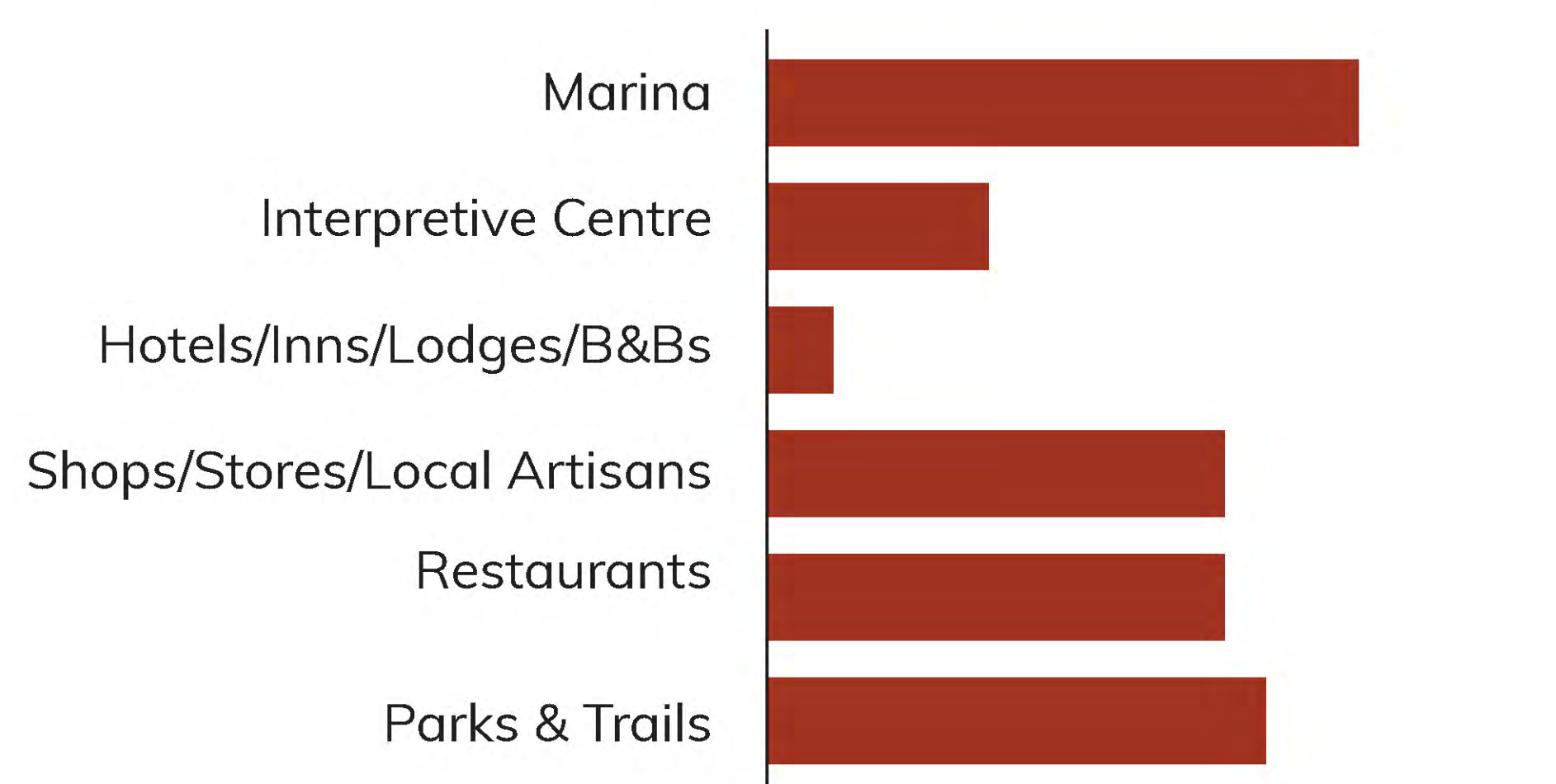
- Use an appropriate typeface
- Scale content appropriately
- Maintain Visually Accessible Colour Themes
- Include Plain, Simple, Clear Messaging
- Universal Symbol System
- Consider Other Languages

Accessible design principles based on AODA compliance, 'best practice' and industry standards.

## What we've heard so far...

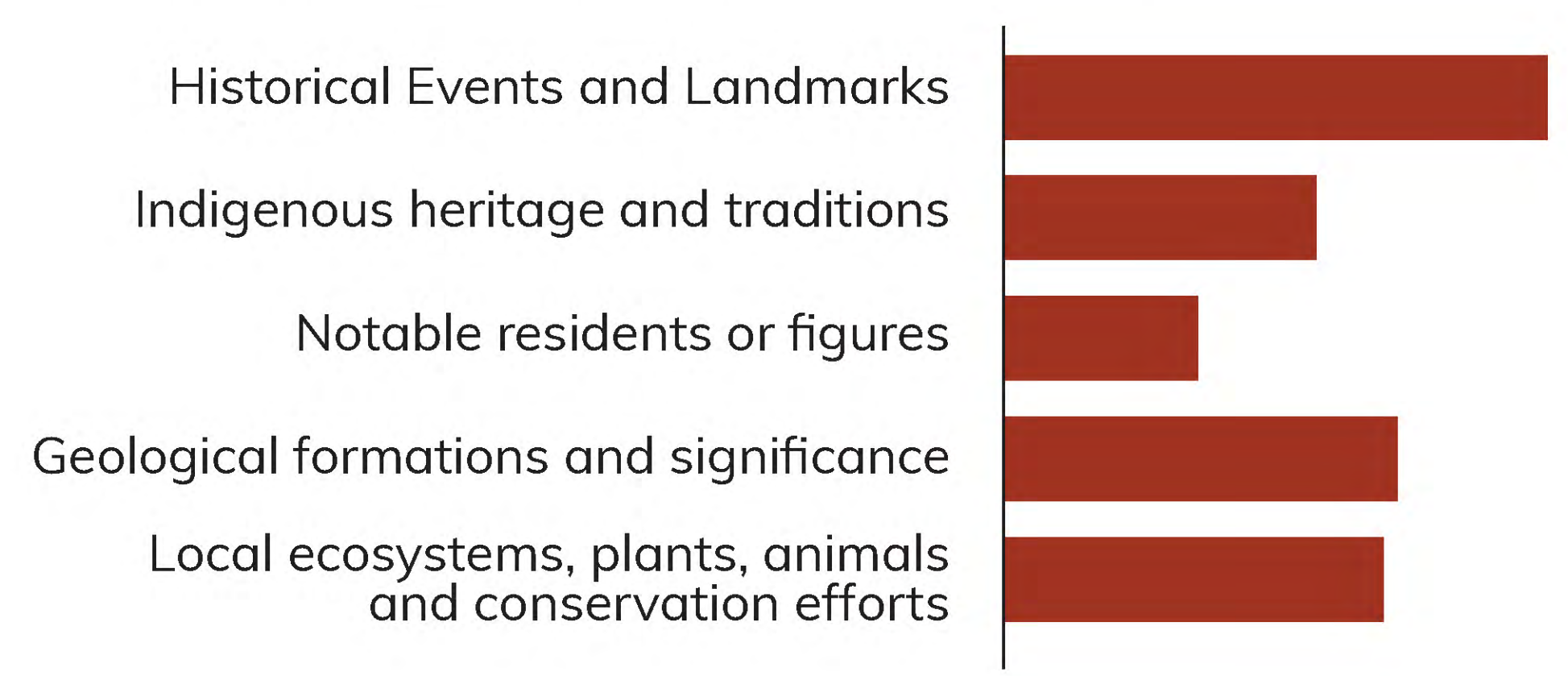
65 respondents shared their thoughts so far.

Which of the following destinations do you visit in Red Rock?



Other: Library, Schools, Municipal Office, Escape Route Loop...

Which aspects of Red Rock do you think should be highlighted on interpretive signage throughout the community?



Other: Annual Events, Lake Superior, Waterfront Activities...

# WAYFINDING



## Mapping Exercise:

### *What do you think?*

Place a sticker where you believe a gateway sign should be placed to welcome residents and visitors, and invite tourists. In other words, where do you believe the boundaries of Red Rock begin?

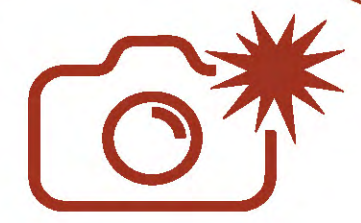


### Did You Know?

The namesake of Red Rock is after the red rock you see on the highway, not the cuesta backdrop in town.



# THANK YOU



Please be informed that we will be taking photos tonight to capture the event. Kindly let us know if you do not want to be photographed. Thanks!

## Stay Informed

Thank you for joining us this evening!  
Keep up-to-date with progress of the Community Interpretation Plan:



[cdo@redrocktownship.com](mailto:cdo@redrocktownship.com)



(807) 886-2235



[redrocktownship](https://www.facebook.com/redrocktownship)



[www.redrocktownship.com](http://www.redrocktownship.com)

Click: Government, Municipal Services, Administration

## Take the Survey

Last chance to take the survey and share your thoughts at this stage. Grab a paper copy or scan the QR code below. Survey will close this Sunday, October 8.



Scan Me

