

FOR IMMEDIATE RELEASE - February 5th, 2018

**COMMUNITY OUTREACH AND ENGAGEMENT
BRANDING BLUEPRINT AND USAGE GUIDE**

Suggested tweet/post: The Town of #OliverBC is looking for community input into its brand identity. More info: <https://goo.gl/PD8jsG> @WineCapital

OLIVER, BC - The Branding Blueprint and Usage Guide project is well underway. Targeted research and workshops have been held and the next step is to get the community involved to share their input. Tony Munday of Munday Media & Design is the lead contract holder on this project. "The best people to engage on the brand identity of our community are the people who live here," Munday says, "We are on the phase of the project where we are looking to engage the community members to share why they live in Oliver, their perceptions of the community, and what they think Oliver offers to draw new businesses, more residents and tourists."

Members of the community are encouraged to share their ideas, opinions and advice on the online survey at www.oliver.ca/oliver-branding-survey. A print version is also available for pick up at town hall.

Along with the survey, Oliverites are encouraged to start digging through those digital files for that next great Oliver shot. "We are asking the community to help us build a stronger image bank of digital photography and video," explains Munday, "We will be engaging photographers to help us capture more images moving forward, but we feel there are some great shots that already exist that our community members might like to share". Images can be uploaded through the towns website at www.oliver.ca/image-bank-submission-form. There is a usage agreement that accompanies the image submissions that states that all images gathered will be exclusively used for the promotion of Oliver and will not be used for commercial use or resale. All photographers will receive photo credits when their image is used.

A Town Hall meeting will be held at 6:30pm on Thursday, February 22, in the 1/3 hall of the Oliver Community Centre. Everyone is welcome to come share their input and hear what information has been gathered during the brand audit.

-30-

Media & Project Contact:

Tony Munday - Munday Media & Design | 250-485-7000 | info@mundaymedia.com

Branding Blueprint and Usage Guide Contact Holder



BRANDING BLUEPRINT AND USAGE GUIDE OUR BRAND IDENTITY



What is Brand Identity? - Brand identity represents the values, services, ideas and personality of the community. It is designed to increase recognition and build perceptions of the town in its chosen marketplace. This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, colour palette, typography and photography choices and can, within its guidelines, use examples to visualize how a brand should be depicted across various different visual media.

We want to hear from you!

The best people to engage on the brand identity of the community are the people who live here. We are looking for your ideas, opinions and advice. Why do you live here? How do we draw new business, more residents and tourists?

1



IDEA

2



OPINION

3



ADVICE

4

Share your thoughts.

www.oliver.ca/oliver-branding-survey

Visit the above link or pick up a printed copy of the survey at town hall that you can fill out by hand. The survey is short but you are welcome to share as much as you can come up with!



SURVEY

5

Share you pics.

Do you have some great images of Oliver that you would like to share with the community to build our Oliver Image bank?

www.oliver.ca/Oliver-branding-0



IMAGES

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Oliver Branding Survey - The personal information on this form is collected under the authority of the Local Government Act/Community Charter for the purpose of the Oliver Branding Blueprint, and is subject to the Freedom of Information and Protection of Privacy Act. Any questions regarding this collection should be directed to the Corporate Services Department, Town of Oliver, phone 250-485-6200. Please return this completed form to Town Hall.

Name: _____ **Email:** _____

Phone: _____ **Do you reside in Oliver?** ☐ Yes ☐ No

If you require extra room please use the back of the page or attach extra sheets.

BRANDING BLUEPRINT AND USAGE GUIDE OUR BRAND IDENTITY



Why do people live in Oliver? _____

1

Why do people move to Oliver? _____

2

Why do people visit Oliver? _____

3

Do you know of or have a favourite phrase /slogan/description of Oliver? _____

4

Is there an iconic image(s) that needs to be captured that best depicts Oliver? ☐ Yes ☐ No
If so does the image already exist or where does it need to be taken from? _____

5

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