

Report to Municipal Council



Meeting Date: July 16, 2025	Report Date: June 24, 2025
Reason Before Council: Financial Approval	Priority: Normal
Department: General Government	Type of Meeting: Regular Meeting

Report Title: Municipal Logo – Next Steps / Options

Recommended Resolution:

That Council review the proposed options and provide direction to staff.

Options:

1. Retain consultant and approve an upset limit of \$4,000.00 and / or direct staff to research and apply for grant if available toward the creation of a municipal logo. Please note that if a grant option is preferred, there will be a delay moving forward, finding grants, applying and waiting for results, which are never assured, will add some time to the process.
2. Utilize online web services to create a new logo with an upset limit proposed at \$450 (e.g. <https://99designs.ca/>)
3. Re-visit holding a local competition that was not favoured at last Council meeting.
4. Remain with current logo / delay moving forward.

Analysis & Background:

1. Proposal from current Consultant (Karen Jones):

“I mentioned I would share the logos my firm did for Village of South River and Almaguin, just to give you something to think about. We have done a fair bit of logo design for organizations in the past.

We could design a logo inclusive of brand guidelines for you for \$4,000 should you wish to go this approach. I have enough of the brand personality from the community’s perspective to work from because of the extensive consultations we did through the Strategic Planning

process. No pressure either way, just wanted you to have another option to consider. Here is a breakdown of what we could do for you in that budget:

- *Conduct a creative consultation session with key members of staff and/or council;*
- *Design three logos for review;*
- *Three rounds of logo revisions;*
- *Final logo provided in full colour and black & white with brand guidelines; and*
- *Final logo supplied in GIF, JPG, PNG, ai. and PDF formats*

To fund it outside of your budget, you could look at including it in a funding application as part of the overall project if you wanted to.”



2. Web Service i.e. <https://99designs.ca/>

What can I get designed?

Pretty much anything! Our professional designers can create logos, branding, websites, packaging and more.

How long does it take?

Quick turnaround for simple tasks, longer timelines for big projects.

How much does it cost?

Every design category has [flexible pricing](#) for all budgets. [Logo design](#) starts at C\$409.

Some of the package options:

The complete branding package for your business



Connect with our creative experts and grow your business with a professional, custom branding package.

What you get

- 1 custom logo design
- 1 set of stationery designs including business card, letterhead and envelope
- 1 Facebook cover
- Editable, digital, and print-ready files
- Full copyright ownership
- Starting from \$819

Custom logo design made for your business

Grow your business with a professional, custom logo designed by our freelance creative experts. Because good design makes great business.

What you get

- Fun and easy process — dozens of options to choose from
 - Work with the best — all designers vetted for quality
 - Full ownership — digital and print-ready files
 - 100% money-back guarantee for contests. T&Cs apply
- Starting from \$409

Get a brand guide and logo for your business

Connect with our creative experts and grow your business with a logo design and brand guide that includes fonts, colors and styling.

What you get

- 1 custom logo design
 - 1 brand guide document including guidelines for fonts, colors and usage
 - Editable, digital, and print-ready files
 - Full copyright ownership
- Starting from \$589

How to get a logo and brand identity pack on 99designs

We offer two amazing ways to work with our community of professional designers.

1. Start a contest with our designer community

Get multiple design concepts from our designer community, provide feedback and then pick your favorite design.



2. Find a designer and start a 1-to-1 project

No matter your business needs, we've got an expert you can work with to bring your design to life.

3. **Local Competition:** I listed the option of holding a local competition just in case Council would want to re-visit the option. From last Council discussion this option was not favoured.
4. **Delay or remain with current logo:** Council has recognized that our current logo is dated, however a change in logo should be for a purpose, increase visibility for outside investment, tourism, community pride and so on. Better understanding the need and having a clear purpose on the desired outcome would lead to a better logo impact. As we are just off a strategic plan consultation, ongoing discussion may further define the purpose of a redesign.

Attachments:

- Nil.

Prepared By: Denis Turcotte, CAO