



# halton hills

Small Town Living at Its Best

## Branding offers new Town logo

In his inaugural presentation to councillors, Tony Iavarone, the Town's new and first Manager of Communications, unveiled the Town's first brand, including a logo – a take on the smiley face with lower case letter h's for the eyes, with a curve for a smile under the name halton hills, all lower case.

One version includes the tag line: *Small Town Living at Its Best*, and will be available this summer on signs, T-shirts, hats, water bottles and bags.

On the job for less than a month, Iavarone called the Community Brand committee's work "visionary" and said its report is "quality work" produced in a community-driven, inclusive process.

And just what is a brand? Iavarone said it is a promise, it's symbolized by identity, its communicative marketing through public relations activities, and it's delivering through experience and through actions."

Iavarone said a great

brand allows a community to find a common purpose, while protecting unique aspects of heritage and character. "This community has that in spades," he said, adding a community brand "declares its distinctiveness, values and character... it's also something that our residents can wrap their arms around for a real sense of civic pride," Iavarone said.

He said the logo and tag line were developed in response to a desire to create a comprehensive

brand that embodies what Halton Hills represents, and, that the real strength comes when it's used by the community.

Iavarone said the Branding Committee's research found that Halton Hill is a unique and special blend of character, community and countryside, with shared values and appreciation for a slower, simpler life and a sense of belonging.

With a mix of urban and rural settings, strong positive characters and shared values, the tag

line: *Small Town Living at Its Best* will hopefully be broadly used across the community, Iavarone said. "We hope that these symbols express to our community that we are value-centred," with connectiveness to local issues.

He said, the existing Town logo will remain the official logo on Town vehicles and business cards, and the existing Town statement "Working Together, Working for You" will still be used. The new brand and logo

will be unveiled over the summer, with a community-wide launch in September.

Halton Hills Mayor Rick Bonnette said he liked both the tagline: *Small Town Living at Its Best* - "That's exactly what we are about," he said.

Bonnette called the new logo "fun and creative" and acknowledged it will take time for to catch on, just like the Nike Swoosh, now one of the most recognized logos on the planet.

## TOWN DIGEST

### COMMUNICATIONS MANAGER

Tony Iavarone, the Town's new, first Manager of Communications made his council chambers debut last Monday, presenting a branding project update to general committee members.

Iavarone, on the job for almost a month, has "a lot of public sector experience" most recently with Horizon, a distribution company in Hamilton, according to Town CAO David Smith who formally introduced Iavarone to Council and the public – via Cogeco Cable – at last Monday's council meeting.

Iavarone said he'd been in public and private sector communications for more than 25 years, and it was very clear early on that Halton Hills is a very special community and he looks forward to contributing to initiatives already underway.

He said the time is right for the Town to hire its first Manager of Communications as it faces a growing demand for communication and information beyond its initial forays into social media.

## Heat Tips

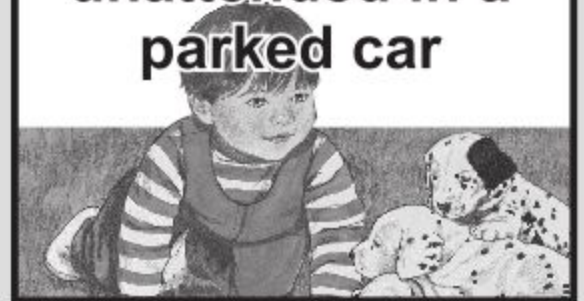
With a Heat Alert in place for Halton, Health officials offered suggestions to avoid heat-related illness:

- Stay out of the hot sun or heat.
- Call or visit friends/neighbours who are at risk
- Outside, stay in the shade and limit activity to morning/evening.
- Where possible, go to air conditioned sites like malls, community centres

- If you don't have air conditioning, keep shades drawn and blinds closed
- Use fans in or next to windows
- Avoid heavy meals and using the oven
- Take a cool bath or shower periodically or cool down with wet towels
- Avoid strenuous outdoor physical activity
- Drink lots of water and natural fruit juices – avoid alcohol, coffee, cola
- Wear loose-fitting clothing that allows for evaporation of sweat
- Wear a hat and use sunscreen of at least SPF 15

PLEASE REMEMBER

**NEVER** leave a child or a pet unattended in a parked car



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