

Mississauga's new brand – FAQ's

List of key definitions

- **Brand** - The perception and/or reputation of a company, place, or organization in the minds of a target audience
- **Brand Audit** - The process to review and assess a brand's strengths and weaknesses
- **Logo** - A symbol that identifies a company, place, or organization
- **Visual Identity** - The graphic system – including the logo – that is used to identify a company, place, or organization

Mississauga's City Brand

On February 26th 2014, City of Mississauga Council approved a new city brand and logo. The new brand and logo tells a compelling and authentic story of a dynamic city on the cusp of something big. It will help Mississauga to:

- Communicate the story of who we are, where we're going and why it matters
- Build and improve on our already strong reputation
- Nurture civic pride and engagement
- Enhance the city's ability to catch the attention of key audiences
- Provide a flexible visual identity system for the future

Why did the City of Mississauga decide to rebrand?

The City's current logo and visual identity hasn't been reviewed in over 25 years, it was first approved by Council in 1987. The logo was developed for the City at a different time and was successful in providing an identifier for a young city. The City has seen dramatic change and the current logo no longer reflects the Mississauga of today.

What was wrong with the old City of Mississauga logo?

The old logo was tested through a series of focus groups to see if it resonated with residents, businesses and other stakeholders. Participants were asked if the logo represented Mississauga today. The current logo had little brand value with most participants not able to recall what the logo looked like. When shown the current logo, participants used words such as; industrial, conservative and boring. Overall, there was a consensus that it was time to refresh Mississauga's logo.

Is there a technical name for what you've unveiled today?

It is a 'place brand' or 'city brand'. The goal of any brand is to drive a positive reputation and ongoing brand loyalty within its audience. The new Mississauga brand will help build civic pride among residents and communicate to key audiences why they should choose Mississauga to live, work, invest, play, study, and visit.

The new brand is much more than a logo, it is a new dynamic way of communicating and promoting Mississauga's story to key audiences. It provides the City with a focused and compelling story to tell the world; to share the great things that are happening in Mississauga and our shared vision for the future.

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Who designed the new logo?

The new logo and visual identity was internally developed by the Communications Creative Services team at the City of Mississauga.

Who can use the new Mississauga brand?

The City of Mississauga's brand and logo is copyrighted material and is intended for use by the City, its partners, sponsors and affiliated groups. Together, these groups are committed to promoting and telling the City's story and strengthening Mississauga's reputation locally and globally.

Is there any specific meaning associated with the new 'M' Mississauga logo?

The new City of Mississauga logo is made up of three overlapping triangles that form an open, bold, and modern 'M'. The open spaces in the design represent the spirit and possibility of a young city that continues to build and shape its future story. The logo can be used with a variety of colour backgrounds to represent the vibrancy and diversity of Mississauga and its residents.

Why is there no tagline?

A city can't express its brand story in a meaningful way in a single tagline. Mississauga's attributes and personality are too many and too varied to be captured in one or two short phrases. This will allow us to be more flexible and targeted in how we communicate this story to key audiences.

How will the new brand be rolled out?

The roll-out of the brand and new logo across City facilities, vehicles, signage, and other promotional materials will be carried out through a cost-effective multi-year phased approach. This will allow us to leverage pre-scheduled initiatives (eg. lifecycle replacement) and take advantage of opportunities as they arise.

How much did the brand project cost the City of Mississauga?

The cost for developing the brand story and designing the new logo was \$170,000. The project included:

- Detailed brand audit
- Research into municipal branding best practices
- Internal and external stakeholder engagement
- Final testing and validation of the brand story and logo through a number of focus groups

The result is a new dynamic Mississauga brand story and logo that will help communicate the City's unique personality and its bold vision for the future as a place where people choose to be.