



Brand Implementation Master List *– An overview of Projects in Process*

The following items/projects are in process. Specifically background work is being conducted to put programs and procedures in place, and cost estimates are being secured in order to determine feasibility for the current budget, the 2013-2014 budget cycle or beyond.

Signage - all formats, including banners & decals:

1. Create and implement a Sign Program & Timeline for updates, maintenance & replacement for all existing signage
2. Create and implement a process for approving requests for new signs
3. Create a standard request for quote form pertaining to all signage
4. Utilizing the Brand Style Guide, and working with sign designers submit proposed design schemes for all signs

**Short List of existing & recent sign requests proposed or discussed:

- Morse Park, Donald Ross Nature Trail, Buffalo Creek Park (Morse Park highest priority)
- LL Beach House Bldgs/Fence Area
- Event Banners
- Street Flag Banners
- Welcome Climbers – Boys Camp Road near RB Climbing Access
- Lake Operations Signs
- Lake Advisory Board "Welcome-Info" Boating stickers
- Town Seal in Council Chambers
- Seal on front door of Town Hall

Municipal Collateral:

- Business cards
- Letterhead
- Envelopes
- Brochures
- All forms and applications*

Online Collateral

- Town Website
- Face book Page
- Standardized outbound email signature
- All forms and applications (available online)

Other:

- Uniforms
- Vehicle decals and/or painted on