



TOWNSHIP OF ZORRA

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NEWS RELEASE

FOR IMMEDIATE RELEASE

Doing Our Part

Zorra Township Launches New Brand

NEWS

Zorra Township - December 20, 2017: The Township of Zorra publicly launched its new look and brand, "Doing Our Part" at its Council meeting this week as part of its plan to position the township for a successful future.

"We felt that defining and articulating our brand would help current employees be more effective in their roles, make it easier to recruit new employees and help Council in strategic planning and prioritizing resources," comments Mayor Margaret Lupton.

"During the Brand Development process, we realized that residents, businesses, employees and members of our local council are all willing to get involved, pitch in to help and go above and beyond without hesitation to make Zorra better. Everyone here is willing to do their part and that is what defines Zorra," she explains.

We also strive to do our part to be good neighbors and citizens beyond Zorra borders, Mayor Lupton adds.

A cross section of residents as well as Township employees from all levels participated in the process, which helped put into simple language four key points that make Zorra unique as well as the proof that backs up these points.

Chief Administrative Officer Don MacLeod comments that "throughout the years, employees of Zorra Township have all worked towards the same goal – making Zorra a better place for our residents. 'Doing Our Part,' really defines this in very simple terms for current staff, as well as for future employees."

The Township was guided through the brand development process by Zorra resident Karen Sample, President and owner of 31st Line Strategic Communications in Embro and the only Certified Brand Strategist in Canada.

As part of the brand process, the Township's logo was simplified and modernized. "We had some good debate over our logo," Ward 3 Councillor Ryan comments. "Once we had the brand language developed, we realized that the star is very appropriate because countless residents, businesses and employees quietly do their part every single day to make Zorra better. They are the true stars that make Zorra unique."

Continued.....



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THE ZORRA BRAND ESSENCE:

We strive to make Zorra better by doing our part. In Zorra, we take great pride in maintaining our exceptional rural lifestyle, made possible by our highly engaged community and government. Our location allows residents and businesses to enjoy a small village atmosphere with abundant green space, easy and fast access to big city amenities and large consumer markets. Zorra is progressive, environmentally conscious, economically strong and prosperous. Our highly productive rural land provides a solid foundation for successful and varied agriculture and food production.

In Zorra Township, we care.

PHOTO



Council is pictured with new logo. (Left to right) Councillor Marcus Ryan, Councillor Marie Keasey, Mayor Margaret Lupton, Councillor Doug Matheson, Councillor Ron Forbes.

BACKGROUND

Located in the heart of southwestern Ontario, Zorra Township has a population of approximately 8,300 people in a rural/urban setting.

MEDIA CONTACT

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