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# Cinnamon Toast × Municipality of South Bruce



Brand Presentation

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**A good brand captures attention, tells a compelling story, and forms emotional connections.**

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**It differentiates your community, instills trust, and consistently delivers value, creating loyalty and ambassadorship amongst residents.**

# Key Findings

## Personality Traits

Friendly, family-oriented,  
agricultural, tight-knit,  
hardworking.

## Themes

Homegrown friendliness,  
collaborative care, agricultural  
roots, forward focussed,  
opportunity for all,  
space to breathe.

# Brand Promise

To invite, inspire, and invigorate through a sense of homegrown hospitality, unique events and experiences, friendly faces, and endless opportunities to connect.

# Positioning Statements

## Municipal

South Bruce is the “Gateway to the Bruce” for residents, entrepreneurs, and visitors alike. Its warmth of spirit is flanked by boundless opportunities for connection, authentic all-season experiences, and homegrown opportunity – all of which is exemplified by neighbours who consider themselves friends, signature events, and dozens of generational farms and unique businesses.

## Formosa

Formosa is a place where natural beauty and timeless charm converge. As a hidden gem known for its quaint parks, a historic church, and refreshing water well, Formosa is a charming village made better by its distinct sense of community and deep-rooted connections.

# Positioning Statements

## Mildmay

Mildmay intersects German roots with rural countryside. Its unique generational shops, rural charm, and artesian well lend themselves to an obvious pride in place upheld by born and raised locals who are ready to welcome newcomers with open arms.

## Teeswater

Teeswater stands as a vibrant testament to its robust agricultural heritage, housing significant agri-businesses and cooperatives. In this community, the heartbeat of agriculture resonates, and innovation and tradition dance hand in hand to deliver a tapestry of unique experiences.

# Tagline Set #1

## **SOUTH BRUCE**

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Delivering hospitality from the  
Gateway to Bruce County

## **FORMOSA**

---

Nurturing community through  
beauty and charm

## **TEESWATER**

---

Sowing seeds of innovation  
between rolling hills

## **MILDMAY**

---

Cultivating connections from  
sidewalk to shop

# Tagline Set #2

## **SOUTH BRUCE**

---

Harvesting hospitality in  
Bruce County

## **FORMOSA**

---

Nurturing community from well  
to wonder

## **TEESWATER**

---

Cultivating opportunity amongst  
rolling hills

## **MILDMAY**

---

Growing connections from  
sidewalk to shop



# Tagline Set #3

## **SOUTH BRUCE**

---

Gateway to the Bruce

## **FORMOSA**

---

Nurturing community

## **TEESWATER**

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Harvesting hospitality

## **MILDMAY**

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Cultivating connections

# Concept A

The municipal logo is a subtle nod to the concept of being “open for business” and a welcoming community spirit. Farmlands within a leaf shape signify South Bruce’s agricultural roots, while a building enveloped by a door shape alludes to the growth of industry, businesses, and residents alike. Finally, the church within a gothic window shape represents tradition and a significant community moniker, all coming together to reflect a unified South Bruce.



MUNICIPALITY OF  
**South Bruce**



MUNICIPALITY OF  
**South Bruce**



MUNICIPALITY OF  
**South Bruce**

COMPOSED OF THREE SHAPES,  
EACH REPRESENTATIVE OF ONE OF  
SOUTH BRUCE'S COMMUNITIES

CHURCH DOOR ACCOMPANIED  
BY THE STAR REPRESENT  
TRADITION AND A SIGNIFICANT  
COMMUNITY MONIKER



FARMLANDS SIGNIFY  
SOUTH BRUCE'S  
AGRICULTURAL ROOTS

BUILDING ALLUDES TO  
GROWTH OF INDUSTRY,  
BUSINESSES, AND RESIDENTS



**Formosa**  
SOUTH BRUCE



**Mildmay**  
SOUTH BRUCE



**Teeswater**  
SOUTH BRUCE



**Formosa**  
SOUTH BRUCE



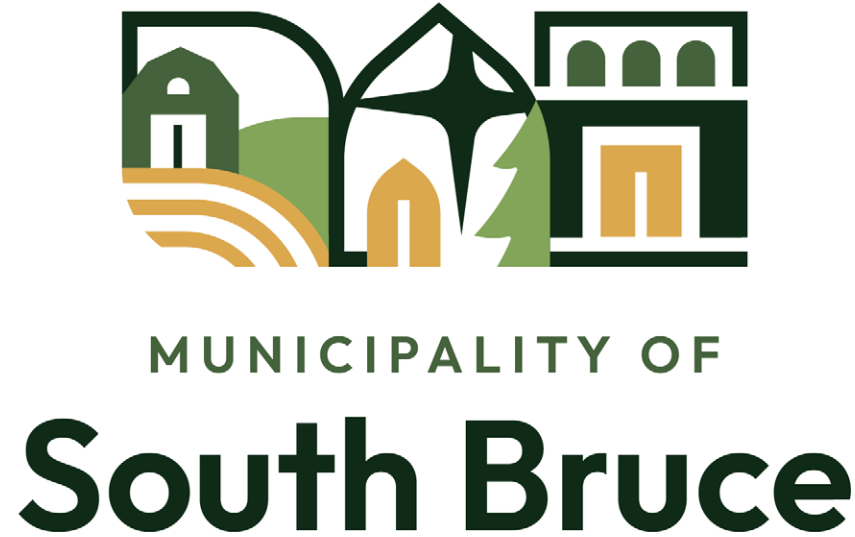
**Mildmay**  
SOUTH BRUCE



**Teeswater**  
SOUTH BRUCE



# Example in Practice





# Concept B

Similar to concept A, this concept features a family of logos, with the municipal one celebrating the area's water, wells, and combined community assets. Hill-like shapes represent Teeswater's agriculture, while the church shape is a subtle nod to Formosa's Church of the Immaculate Conception. Building shapes appear in the foreground to reflect Mildmay, while a bold, rising sun imparts a summertime feel and a sense of warmth.

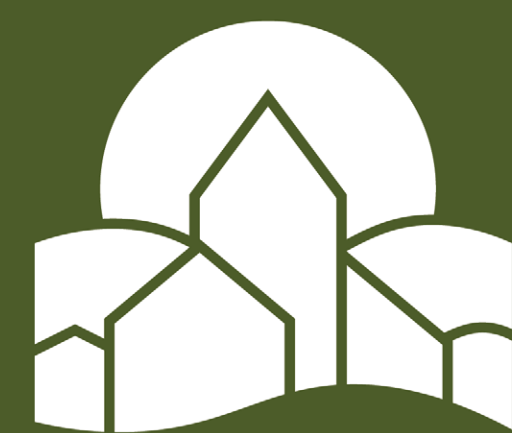




MUNICIPALITY OF  
**South Bruce**



MUNICIPALITY OF  
**South Bruce**



MUNICIPALITY OF  
**South Bruce**

BOLD, RISING SUN  
IMPARTS A SUMMERTIME  
FEEL AND A SENSE OF  
WARMTH & CONNECTION.

BUILDING SHAPES  
REPRESENT MILD MAY

CUTOUT ALONG BOTTOM  
REPRESENTS THE AREA'S WATER

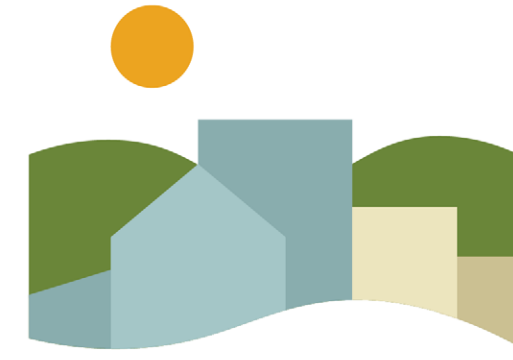


CHURCH SHAPE NODS TO  
FORMOSA'S CHURCH OF THE  
IMMACULATE CONCEPTION

HILL-LIKE SHAPES REPRESENT  
TEESWATER'S AGRICULTURE



**Formosa**  
SOUTH BRUCE



**Mildmay**  
SOUTH BRUCE



**Teeswater**  
SOUTH BRUCE



**Formosa**  
SOUTH BRUCE



**Mildmay**  
SOUTH BRUCE



**Teeswater**  
SOUTH BRUCE



# Example in Practice





# Concept C

This concept features a family of symmetrical logos, with the municipal one reflecting a summer-esque colour palette and hints of South Bruce's communities combined. Rolling hills arch inward to represent Teeswater's agricultural roots, while a church window at centre reflects Formosa's iconic church. A sidewalk below signifies Mildmay's opportunities to connect, with a rising sun perched above to hint light, warmth of spirit, and a bright future.



MUNICIPALITY OF  
**South Bruce**



MUNICIPALITY OF  
**South Bruce**



MUNICIPALITY OF  
**South Bruce**

USE OF SYMMETRY  
ACROSS ALL LOGOS

RISING SUN HINTS AT LIGHT,  
WARMTH OF SPIRIT, AND A  
BRIGHT FUTURE



ROLLING HILLS SIGNAL  
GROWTH AND  
AGRICULTURAL ROOTS

SIDEWALK AT BASE  
REPRESENTS AN ACTIVE  
COMMUNITY

CHURCH WINDOW SHAPED  
LIKE THOSE FOUND IN THE  
CHURCH OF THE  
IMMACULATE CONCEPTION





**Formosa**  
SOUTH BRUCE



**Mildmay**  
SOUTH BRUCE



**Teeswater**  
SOUTH BRUCE



**Formosa**  
SOUTH BRUCE



**Mildmay**  
SOUTH BRUCE



**Teeswater**  
SOUTH BRUCE



# Example in Practice





A



MUNICIPALITY OF  
**South Bruce**



**Formosa**  
SOUTH BRUCE



**Mildmay**  
SOUTH BRUCE



**Teeswater**  
SOUTH BRUCE

B



MUNICIPALITY OF  
**South Bruce**



**Formosa**  
SOUTH BRUCE



**Mildmay**  
SOUTH BRUCE



**Teeswater**  
SOUTH BRUCE

C



MUNICIPALITY OF  
**South Bruce**



**Formosa**  
SOUTH BRUCE



**Mildmay**  
SOUTH BRUCE



**Teeswater**  
SOUTH BRUCE