



# Town of Erin

## Corporate Report

<b>Department:</b> Chief Administrative Officer	<b>Report Number:</b> CAO2024-04
<b>Business Unit:</b> Communications	<b>Meeting Date:</b> 11/28/2024
<b>Presented/ Prepared By:</b> Rob Adams, Chief Administrative Officer	

### Subject

Retention and Enhancement of the Shamrock Logo

### Recommendation

Staff are advised to:

1. **Retain the look and feel existing shamrock logo.**
2. **Work on creating a higher resolution version of the logo.**
3. **Use the higher resolution logo for all municipal branding purposes.**

This approach ensures that the Town of Erin maintains its recognizable and beloved symbol while improving the quality and consistency of its branding materials.

### Background

The Town of Erin has recently undertaken a rebranding initiative. As part of this process, Council sought and received feedback from the public. Following a thorough discussion, a motion was passed to proceed with the rebranding efforts.

### Discussion

The feedback from the public was instrumental in guiding Council's decision. The majority of respondents expressed a desire to retain the existing logo, citing its familiarity and historical significance.

After considering the public's input, Council has decided to recommend that the existing shamrock logo be retained. However, to enhance its usability across various platforms and materials, it is recommended that a higher resolution version of the logo be developed.

### Strategic Pillar

This initiative aligns with the Town of Erin's strategic goals by:

1. **Preserving Community Identity:** Supporting the connection between residents and their heritage.
2. **Enhancing Communications:** Ensuring municipal branding is professional and visually consistent.

3. **Fostering Engagement:** Reflecting public input in decision-making processes.

### **Financial Impact**

The cost of developing a higher-resolution version of the logo is anticipated to be minimal and can be accommodated within the budget.

### **Conclusion**

Upon Council approval, staff will:

1. Create a higher-resolution logo using the look and feel of the original shamrock logo similar to the image below.
2. Update municipal branding guidelines to reflect the use of the enhanced logo.
3. Begin phased implementation across all digital and print materials.

The rebranding initiative, guided by public feedback and Council's decision, aims to preserve the Town's identity while enhancing the visual quality of its branding.



[Rob Adams](#)

---

Chief Administrative Officer