

To: Development Services Committee

From: Warren Munro, HBA, RPP, Commissioner,  
Development Services Department

Report Number: DS-22-152

Date of Report: June 1, 2022

Date of Meeting: June 6, 2022

Subject: Proposed Downtown Oshawa Visual Brand Identity

Ward: Ward 4

File: 03-05

---

## **1.0 Purpose**

On September 27, 2021, Oshawa City Council approved Report [CNCL-21-77](#) which recommended a 2022 budget submission of \$40,000 to develop a distinct marketing entity for Downtown Oshawa to support recognition, an identity and the ability to position Downtown Oshawa as a unique place in the Durham Region to shop, visit, invest and operate a business.

This proposed project received confirmation of funding when the 2022 Operating Budget, which was approved by Council on December 3, 2021.

The purpose of this Report is to present Oshawa City Council with proposed directions for the Visual Brand Identity for Downtown Oshawa and receive Council endorsement on one selected Visual Brand Identity direction.

Confidential Attachment 1 is a copy of the proposal received from Aubs & Mugg Inc. expressing their interest in the project.

Attachment 2 is a copy of the proposed Downtown Oshawa Visual Brand Identity Report.

## **2.0 Recommendation**

That the Development Services Committee recommend to City Council:

That, pursuant to Report DS-22-152 dated June 1, 2022, the proposed Downtown Oshawa Visual Brand Identity included in Attachment 2, Direction A, be selected as the Brand Direction for Downtown Oshawa and be applied to designs for banners, print and digital publications and other documents and materials in accordance with the associated brand guidelines prepared by Aubs & Mugg Inc.

### **3.0 Executive Summary**

Not applicable.

### **4.0 Input From Other Sources**

- Commissioner, Corporate Services
- Aubs & Mugg Inc.
- Downtown Oshawa Business Alliance (D.O.B.A.)
- Greater Oshawa Chamber of Commerce
- Invest Durham

### **5.0 Analysis**

#### **5.1 Background**

In an effort to assist Economic Development Services in the development of documents and materials to support investment attraction, current business retention and expansion, tourism and overall reputation through social media, digital and print materials for Downtown Oshawa, a consultant was retained to support the development of a proposed Visual Brand Identity for Downtown Oshawa.

In March 2022, a Request for Quote was released to marketing firms that specialize in brand development by the Director, Economic Development Services in consultation with Purchasing Services. In total, four quotes were received and each interested firm was provided an interview with members of Economic Development and Corporate Communications. Ultimately, Aubs & Mugg Inc. were retained to undertake the project and a scope of work was executed to guide the project.

A copy of the proposal received by Aubs & Mugg Inc. is included as Confidential Attachment 1 which also includes the Company Profile.

The perception of Downtown Oshawa impacts the overall reputation of the City of Oshawa. The ability to foster economic investment and job growth, community vibrancy and effective place making are predicated on reputation. The ability to effectively promote Downtown Oshawa as a unique place to shop, visit and experience the wide range of establishments will yield positive impacts throughout the entire city and support the reputation of the city as a vibrant place where people and businesses alike want to invest, live, work, learn and visit.

#### **5.2 Project Plan and Process**

Aubs & Mugg Inc. was retained on April 5, 2022 and work on the brand development project began immediately. A core project team was formed with representatives from Economic Development Services and Corporate Communications to ensure thorough and ongoing engagement throughout the timeline of the project.



The project team determined that thorough research needed to be completed to understand the current landscape of Downtown Oshawa and overall brand perceptions. This research included review of the following:

- Reports from the Corporate Brand development in 2006-2007
- City of Oshawa Corporate Visual Identity Manual
- Vision 2000
- Plan 20Twenty
- My Main Street Downtown Oshawa Community Profile
- Community Engagement Results from Plan 20Thirty
- Downtown Action Plan
- Downtown Oshawa B.I.A. Disbandment Council Reports

Additionally, other market research was undertaken to conduct comparator analysis. This included internal and external stakeholder interviews with City staff, Council, Invest Durham, the Greater Oshawa Chamber of Commerce and the Downtown Oshawa Business Alliance (D.O.B.A.). Furthermore, it was determined that it was of critical importance to launch a formal Community Engagement opportunity to ensure the brand directions were community informed.

The total timeline for the project was approximately nine weeks in length from the date that Aubs & Mugg Inc. was retained to the date of presentation to the Development Services Committee on June 6, 2022.

### **5.3 Community Engagement**

#### **5.3.1 Public Consultation Process**

Staff undertook a three-week public consultation process beginning on April 27, 2022 and concluding on May 18, 2022 to engage community members on the Proposed Downtown Oshawa Visual Brand Identity.

The consultation process was comprised of various engagement initiatives that included the use of Connect Oshawa ([www.connectoshawa.ca](http://www.connectoshawa.ca)), the City's online engagement platform. Engagement opportunities included a feedback form available online on Connect Oshawa and on paper through Service Oshawa.

The public consultation was promoted to the community and stakeholders through various mediums, including media materials, social media, as well as print and digital promotional material.

A feedback survey was circulated within the community. Approximately 150 individuals from a range of age groups and wards responded. Survey respondents selected to participate in further conversations were chosen at random to help further shape the brand principles and visual explanations.

### **5.3.2 Public Response**

Participants were asked to select words from a provided list that they felt best represented Downtown Oshawa. An option to include additional words was provided. Free form questions provided participants with the opportunity to share wider perspectives. All responses were reviewed and categorized by theme. The most popular themes were recorded.

Approximately 30 individuals who expressed interest in further participation were invited to take part in 30-minute, one-on-one conversations about Downtown Oshawa and potential communication/identity directions. Aubs & Mugg Inc. held 1-on-1 conversations with 26 individuals to receive further input on the brand direction.

In total:

- 153 feedback forms were received.
- 42% of contributors visit Downtown Oshawa a few times a month, while 40% of contributors visit a few times a week.
- 17% of contributors visit a cultural destination when visiting Downtown Oshawa.
- 20% of contributors describe Downtown Oshawa as “changing” and 15% describe Downtown Oshawa as “historic”.
- 57% of contributors would be interested in participating in future consultation activities regarding the Downtown Oshawa story.

In terms of demographics:

- Responses were received from age groups ranging from 18 to 75+, with the majority of responses coming from those aged 35 to 44.
- 91% of respondents are either Oshawa residents and/or business/property owners.
- Responses were received from all Oshawa wards, with the majority coming from Ward 4.
- The majority of respondents learned about the opportunity via social media.

Note: Standardized questions were used in the online and paper feedback form to ensure consistency.

### **5.3.3 Findings**

Observations: the more time individuals spend in Downtown Oshawa, the more potential they see in the location. Individuals that do spend time in Downtown Oshawa are able to identify key places worth visiting.

When asked to choose three words to describe Downtown Oshawa from a provided list, the top words selected were:

- changing (53)
- historic (43)

- interesting (22)
- small (20)
- artsy (17)

The three key research takeaways that were the most prevalent through community engagement included:

- Participants familiar with Downtown Oshawa often spoke about the potential of the area.
  - The new Downtown Oshawa Visual Identity must take a bold position by shifting the narrative from potential to action. As initiatives from entrepreneurs, residents, students and the City evolve the Downtown, the visual identity must act as a communication tool to support the progress and make visible the work being done.
- The existing narrative of Downtown Oshawa is largely focused on social situations.
  - Downtown Oshawa is a place of genuine humanity. The visual identity needs to help humanize the Downtown by bringing greater visibility to the entrepreneurs, restaurateurs, community leaders, artists, residents, students, and visitors who are actively working to make the area a compelling, attractive, and accessible place.
- Participants are proud of Oshawa's history as a place of hard-work.
  - Downtown Oshawa is a place built by the people of Oshawa. Over the years, spaces have transformed – from offices, to art galleries, to coffee shops, and beyond. This spirit of building, industriousness, and hard-work should be reflected in the Downtown's visual brand identity.

Other key themes that emerged through the feedback form results and one-on-one conversations with residents include:

- Residents desire a downtown area that is walkable and busier
- Residents desire more communication about the changes coming to/happening in Downtown Oshawa
- Residents desire more visible examples of change in Downtown Oshawa

As noted above, residents are proud of Oshawa's past and see it as something that needs to be better acknowledged and celebrated. They are aware of the architecture in Downtown Oshawa, but acknowledge that much of it needs to be repaired. They are also aware that change is coming to/happening in Downtown Oshawa. This is seen through the ongoing construction and development in the area. Residents speak to Downtown Oshawa's murals, entertainment venues, musical history, art gallery and unique businesses as giving it an artsy personality. While there is a theme of the challenges facing Downtown Oshawa as it relates to the unsheltered population, drug addiction and mental health issues, there also exists a sense of optimism, and a hope that positive change is coming to Downtown Oshawa.

#### **5.4 Rationale for Proposed Visual Brand Identity**

The proposed new visual brand identity for Downtown Oshawa is designed to act as a communication platform for the City of Oshawa. It is a tool that will deliver clearer messaging, stronger marketing, opportunities for beautification, and an authentic identity for Downtown Oshawa. Throughout the research phase of this project, the themes of opportunity and future potential were consistently identified. The proposed visual brand identity presented in Attachment 2, Direction A, will serve as a valuable tool in communicating the opportunity and future potential of Downtown Oshawa and connecting with Oshawa's many audiences.

The proposed design is heavily inspired by the physicality of Downtown Oshawa – bold architecture and prominent use of materials such as concrete and brick. This foundation to the identity is then brought to life – just as the physical spaces are – by showcasing the people and opportunities found throughout Downtown Oshawa. As entrepreneurs, artists, developers, restaurateurs, and residents continue to reimagine the spaces of Downtown Oshawa, the proposed visual brand identity also adapts to the communications it needs to support. From marketing an upcoming festival, engaging residents for feedback, to encouraging economic growth, the proposed visual brand identity is built to serve the betterment of Downtown Oshawa.

The brand principles which will articulate intentional qualities, inform decision making and act as an internal tool to effectively communicate Downtown Oshawa to a broad audience include the following:

- Downtown Oshawa is Animated
- Downtown Oshawa has Integrity
- Downtown Oshawa is Composed

See Attachment 2, Section 3 for further explanation of the brand principles.

The research undertaken has made it clear that there is no singular story of Downtown Oshawa; instead it is an anthology of creativity, entrepreneurship, industriousness, and humanity. The proposed Downtown Oshawa visual brand identity is designed to be a platform for those stories, connecting with those already in love with the places, and those yet to discover how exciting, authentic, and accessible Downtown Oshawa can be.

#### **6.0 Financial Implications**

There are costs attributed to implementing the proposed visual brand identity in physical assets following Council approval. Operating funds have already been approved for new banner creation and installation in 2022 and any other physical asset development can currently be accommodated within the Council approved Economic Development Services branch 2022 Operating Budget.

Aubs & Mugg Inc. developed the recommended brand at a cost of approximately \$30,000. The remaining \$10,000 from the 2022 Operating Budget allocation will be used for the development of additional tools to support the brand (i.e. photography and videography).

## **7.0 Relationship to the Oshawa Strategic Plan**

The recommendation advances the Cultural Vitality and Economic Prosperity and Financial Stewardship goals of the 2020-2023 Oshawa Strategic Plan which included a strategy to develop and implement a new downtown revitalization plan.



Hailey Wright, BA Honours, Director,  
Economic Development Services



Warren Munro, HBA, RPP, Commissioner,  
Development Services Department

City of Oshawa

# Downtown Oshawa Visual Identity Report for Council

---

Aubrey Mugg

From the entire creative team at Aubs & Mugg, thank you for the opportunity to explore, understand, and bring to life the visual identity for Downtown Oshawa. Over the course of this project, we have had the opportunity to meet and connect with the array of people who live, work, and learn in Downtown. Downtown Oshawa is a place of genuine creativity, ingenuity, innovation, and humanity. This is what the work in this report is designed to reflect and communicate.

Sincerely,



**Matthew Aubie**, Partner + Creative Director  
Aubs & Mugg Inc.

# Contents

- 01 The Branding Process

---

- 02 Key Research Findings

---

- 03 Brand Principles

---

- 04 Recommended Visual Identity

---

- 05 Appendix



# 01

## The Branding Process

# The Branding Process



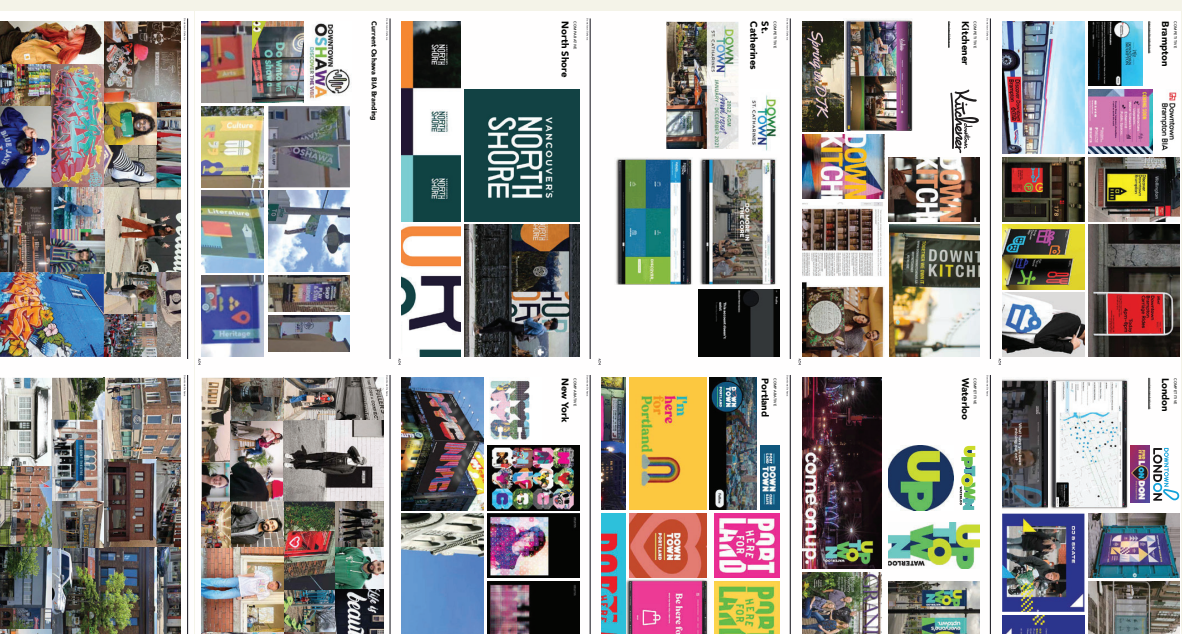
The brand project which began on April 5, 2022 involves five high-level phases outline on the following slides.

# The Branding Process Research

To ensure Aubs & Mugg had a holistic understanding of Downtown Oshawa, an extensive research phase was undertaken. The project team was provided:

- Reports from the Corporate Brand development in 2006-2007
- City of Oshawa Corporate Visual Identity Manual
- Vision 2000
- Plan 20Twenty
- My Main Street Downtown Oshawa Community Profile
- Community Engagement Results from Plan 20Thirty
- Downtown Action Plan
- Downtown Oshawa B.I.A. Disbandment Council Reports

Additionally, other market research was undertaken to conduct comparator analysis (a sample of which is shown on this slide), internal and external stakeholder interviews offered to select City staff, Mayor and all members of Council and Invest Durham, the Greater Oshawa Chamber of Commerce and the Downtown Oshawa Business Alliance (D.O.B.A.). Furthermore, it was determined that it was of critical importance to launch a formal Community Engagement opportunity to ensure the brand directions were community informed.



# The Branding Process

## Creative Exploration

Using the research from phase 1 (Research), Aubs & Mugg developed a series of brand principles. These brand principles articulate the qualities of Downtown Oshawa to be captured in the brand identity (see pg 16). Next, Aubs & Mugg began exploring visual solutions for the identity. This work involved numerous iterations of wordmarks, colour stories, messaging approaches, and art directions. The visual explorations were shared with the project team for review and discussion.

# The Branding Process Testing

With concepts in place, Aubs & Mugg began to test and validate the directions by facilitating one-on-one conversations with Oshawa residents. These conversations helped to further shape the brand principles and visual explorations. Aubs & Mugg also began validating the design approaches in real-world uses – from placemaking opportunities (e.g. street banners), to digital marketing (e.g. social media), and beyond. Examples of these explorations are shared in part 4 of this document (pg 21).

# The Branding Process

## Refinement

In the refinement phase, Aubs & Mugg takes a careful look at the visual identity and ensures all elements are properly crafted. This work includes considerations of accessibility, digital and print details, and consistency. The refinement phase will overlap with the “Actualization and Launch” phase as brand elements are developed for the brand roll-out.

# The Branding Process

## Actualization and Launch

This work is set to take place following the approval of the recommended visual identity. Aspects of this phase will include the development of roll-out materials, development of brand guidelines, and development of launch messaging. The work in this phase will ensure the City of Oshawa is equipped with the necessary assets and instruction to maintain the Downtown brand.

# 02

## Key Research Findings



## **Connect Oshawa Digital Engagement and One-On-One Conversations**

Oshawa residents were invited to take part in online and paper feedback forms designed to understand the perspectives and opinions of what qualities best identify Oshawa, what challenges the area has, and how a new visual identity can support the Downtown's evolution.

The engagement received **153** responses. Additionally, **26** 1-on-1 conversations have taken place as of May 27, 2022.

## Research Takeaway 01

**Participants familiar with Downtown Oshawa often spoke about the “potential” of the area.**

The new Downtown identity must take a bold position by shifting the narrative from “potential” to “action”. As initiatives from entrepreneurs, residents, students, and the City evolve the Downtown, the visual identity must act as a communication tool to support the progress and make visible the work being done.

## Research Takeaway 02

**The existing narrative of Downtown Oshawa is largely focussed on social situations.**

Downtown Oshawa is a place of a genuine humanity. The visual identity needs to help “humanize” the Downtown by bringing greater visibility to the entrepreneurs, restaurateurs, community leaders, artists, residents, students, and visitors who are actively working to make the area a compelling, attractive, and accessible place.

## Research Takeaway 03

**Participants are proud of Oshawa's history as a place of "hard-work".**

Downtown Oshawa is a place built by the people of Oshawa. Over the years, spaces have transformed – from offices, to art galleries, to coffee shops, and beyond. This human spirit of *building, industriousness, and hard-work* should be reflected in the Downtown's brand identity.

# 03

## Brand Principles

## **What are brand principles?**

- 01 Brand principles articulate a brand's intentional qualities.
- 02 Most important is their ability to inform decision making.
- 03 The principles do not have a hierarchy.
- 04 Brand principles are an internal tool.

## Brand Principles

# 01: Downtown Oshawa is *animated*

There is an undeniable energy built into the Downtown Oshawa brand. It is not representing the quiet, quaint main street of a typical Ontario city. Its focus is a place that requires movement and is powerless to its unpredictable beat. Downtown Oshawa is a melting pot of sound; metal clangs, traffic hums, guitars strum, crowds roar. The Downtown Oshawa brand leans into this building cadence and rhythm.

This brand does not only position Downtown Oshawa as a destination – it is a beautiful journey.

## Brand Considerations

Energetic

Bright

Human

**Brand Hazards**

~~Juvenile~~

~~Busy~~

## Brand Principles

# 02: Downtown Oshawa has *integrity*

Downtown Oshawa is self-assured and grounded. The brand is durable, and has longevity. It is true to itself and does not oversell, or mislead.

It takes pride in its uniqueness, celebrates the quirks of its community, and demonstrates confidence by not shying away from its rough edges.

This brand is not a veneer – it is a foundation.

## Brand Considerations

Honest

Consistent

Balanced

**Brand Hazards**

~~Stiff~~

~~Inauthentic~~

~~Restrictive~~



## Brand Principles

### 03: Downtown Oshawa is *composed*

The Downtown Oshawa brand acknowledges the experience of the community it represents. Through good times and bad, Downtown Oshawa has persevered and stood strong. It is not unscarred, but it is resilient. Armed with a thicker skin and a renewed sense of self, the Downtown Oshawa brand has an undeniable strength to it. It is structured, well-crafted and can adapt to any situation that comes its way.

This brand is not about rules – it is about purpose.

## Brand Considerations

Calm

Confident

Organized

**Brand Hazards**

~~Intimidating~~

~~Boring~~

~~Cold~~

# 04

## Recommended Visual Identity **Direction A**

# The brand story

Branding is a form of storytelling. A place-identity requires a strong narrative crafted from genuine and aspirational perspectives.

## Brand Story

### Where **space** becomes **place**

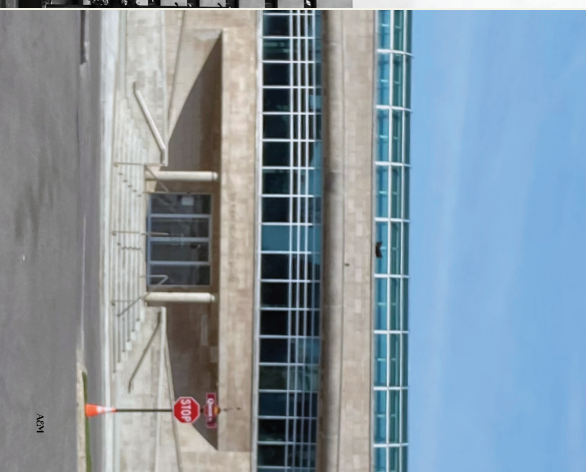
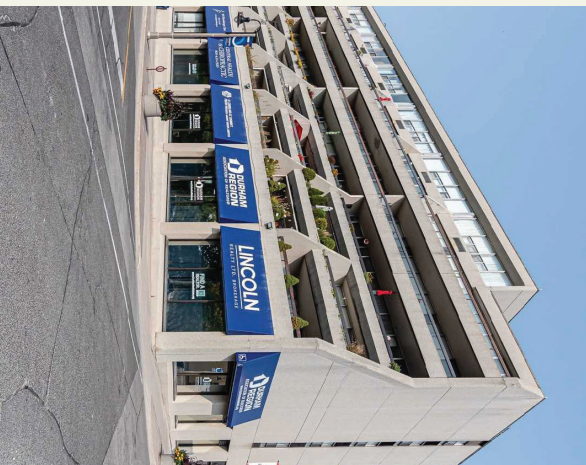
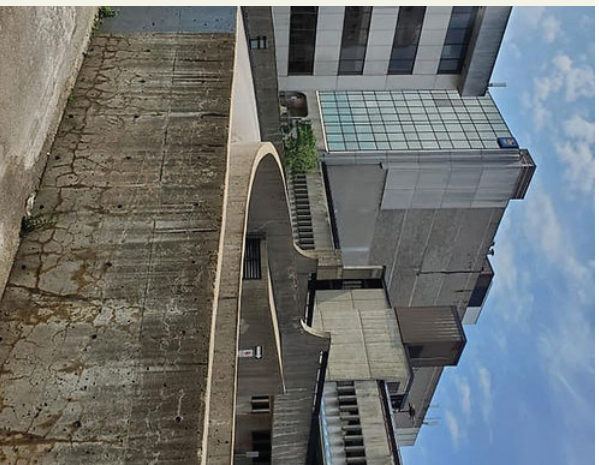
Downtown Oshawa is not a brand – it is a place.

**Place** is created when we take raw **space** and infuse it with meaning, purpose, creativity, invention, and passion. The spaces of Downtown Oshawa – its streets and structures – are filled with these qualities.

This identity provides space for the best of Downtown Oshawa to be showcased.

## Visual Identity Inspiration

The new Downtown Oshawa visual identity must be bold, visible, and authentically represent the place. The architecture of Oshawa carries the qualities of strength, adaptability, and presence with its iconic use of concrete and brick. This architecture – the backdrop of Downtown – provides the visual inspiration for the new identity.





## Visual Identity The Symbol

Strong, bold, and present, the new DTO (Downtown Oshawa) symbol acts as the primary identifier for the Downtown's new visual identity.

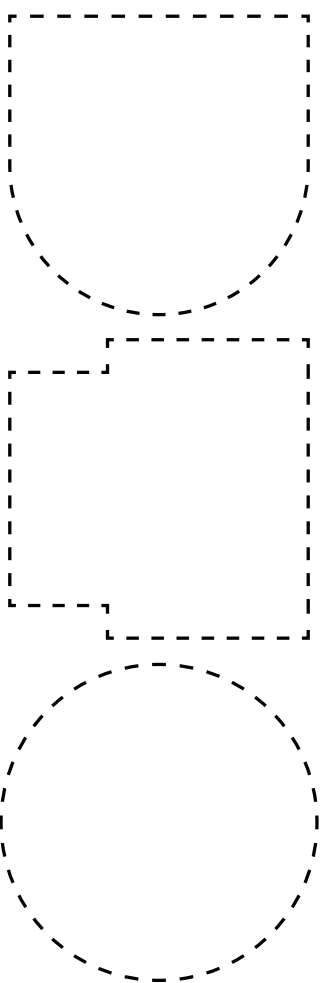
Just like the places found throughout Downtown Oshawa, the symbol is designed to be adapted, customized and built upon.



## Visual Identity The Symbol

While the symbol formally acts as an acronym for Downtown Oshawa, its architecture is its most iconic and creative quality.

This symbol is designed to move and change in all the ways an urban Downtown like Oshawa's is meant to.



## Visual Identity

### The Symbol

The DTO symbol is not delicate.

It is an invitation to build,  
deconstruct, and rebuild.

The symbol is designed to  
communicate the diversity of  
Downtown Oshawa and show this  
is a place that is always evolving.

**Downtown Oshawa is not just a  
destination – it is a journey.**

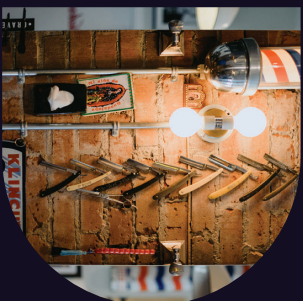




## Visual Identity The Symbol

The DTO symbol acts as a window into Downtown Oshawa, increasing the visibility of the entrepreneurs, creators, builders and communities that give it form.

1 / 2



Johnny Cuts Barbershop  
3 William Street

## Visual Identity The Symbol

The DTO symbol acts as a window into Downtown Oshawa, increasing the visibility of the entrepreneurs, creators, builders and communities that give it form.

2 / 2



**FRÈRE DU NORD**  
45 Prince Street

## Visual Identity The Symbol

Downtown Oshawa is not a place of stillness. The DTO symbol comes to life, creating beautiful abstractions of movement, density, and activity.



## Visual Identity

### The Wordmark

Downtown Oshawa's utilitarian wordmark is designed to easily identify the place. Its geometric letterforms compliment the DTO symbol. The approach to the wordmark is intentionally understated to not compete with the identity's visual volume.

Where the DTO symbol is designed to change, the

Downtown Oshawa wordmark is intentionally stoic.

# Downtown Oshawa

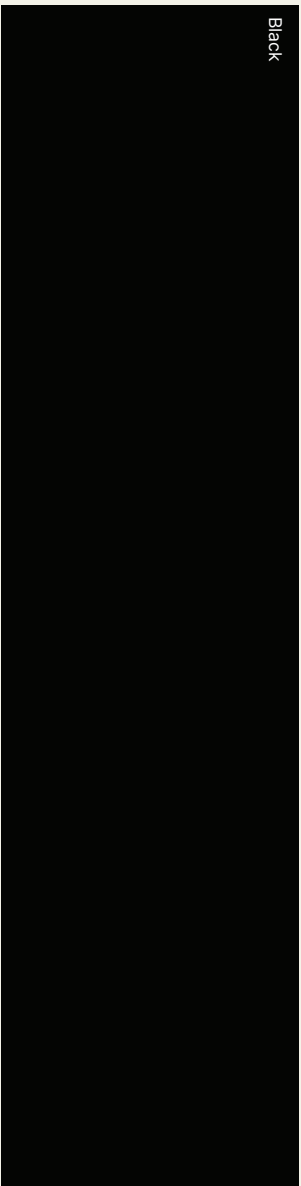
## Visual Identity

### Colour

The Downtown Oshawa visual identity is, at its foundation, a black and white brand.

Beyond black and white, the colour of this visual identity come from two sources: real-world photography of the people and places of Downtown Oshawa; and a highly-visible supporting palette.

Black



White



DTO Red



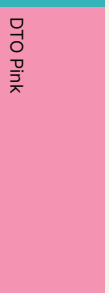
DTO Yellow



DTO Blue



DTO Pink



## Visual Identity Typography

The voices of Downtown Oshawa are expressed through its typography. A bold headline typeface (*Tusker Grotesk*) provides the volume and presence required to be noticed. A highly-legible, engineered typeface (*Inter*) provides clarity and accessibility to brand messaging.

**THIS IS  
DOWNTOWN  
OSHAWA**

Tusker Grotesk

Introduction Consequam iniaturbusa  
veritate nimum, ut anisquatur alit  
quis sumentorem si inum nis audi totati  
testis eture, verunt imus sedis aliquo  
dolessum faccusa estempo ressimaios

Inter

### Lorem ipsum dolor inip

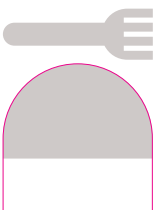
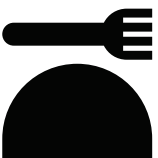
Introduction Consequam iniaturbusa veritate nimum, ut  
anisquatur alit quis sumentorem si inum nis audi totati testis  
eture, verunt imus sedis aliquo dolessum faccusa estempo  
ressimaios.

Introduction Consequam iniaturbusa veritate nimum, ut  
anisquatur alit quis sumentorem si inum nis audi totati testis  
eture, verunt imus sedis aliquo dolessum faccusa estempo  
ressimaios

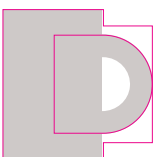
## Visual Identity Iconography

Leveraging the visual qualities of the DTO symbol, the bold brand iconography provides an additional visual tool for communication.

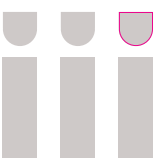
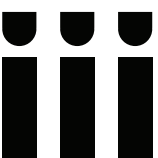
Culinary



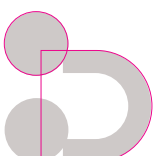
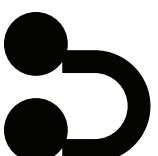
Shopping



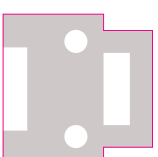
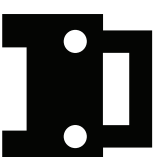
Directory



Entertainment



Transportation





## Visual Identity

### Portraiture

The new Downtown Oshawa visual identity provides a platform to humanize the Downtown. Showcasing the entrepreneurs, restaurateurs, creatives, and community leaders is critical to the Downtown's brand and reputation. Portraiture is naturally lit, with the figures found in their actual downtown environment. Downtown Oshawa is built by real people in real places – the photography must always reflect this.





## Sample Application\* Street Banners

The identity's bold colours  
and strong forms create iconic  
placemaking opportunities.

1/2

\* All sample applications in this document are concept  
only. They are intended to demonstrate design intent  
and may not be produced exactly as shown.

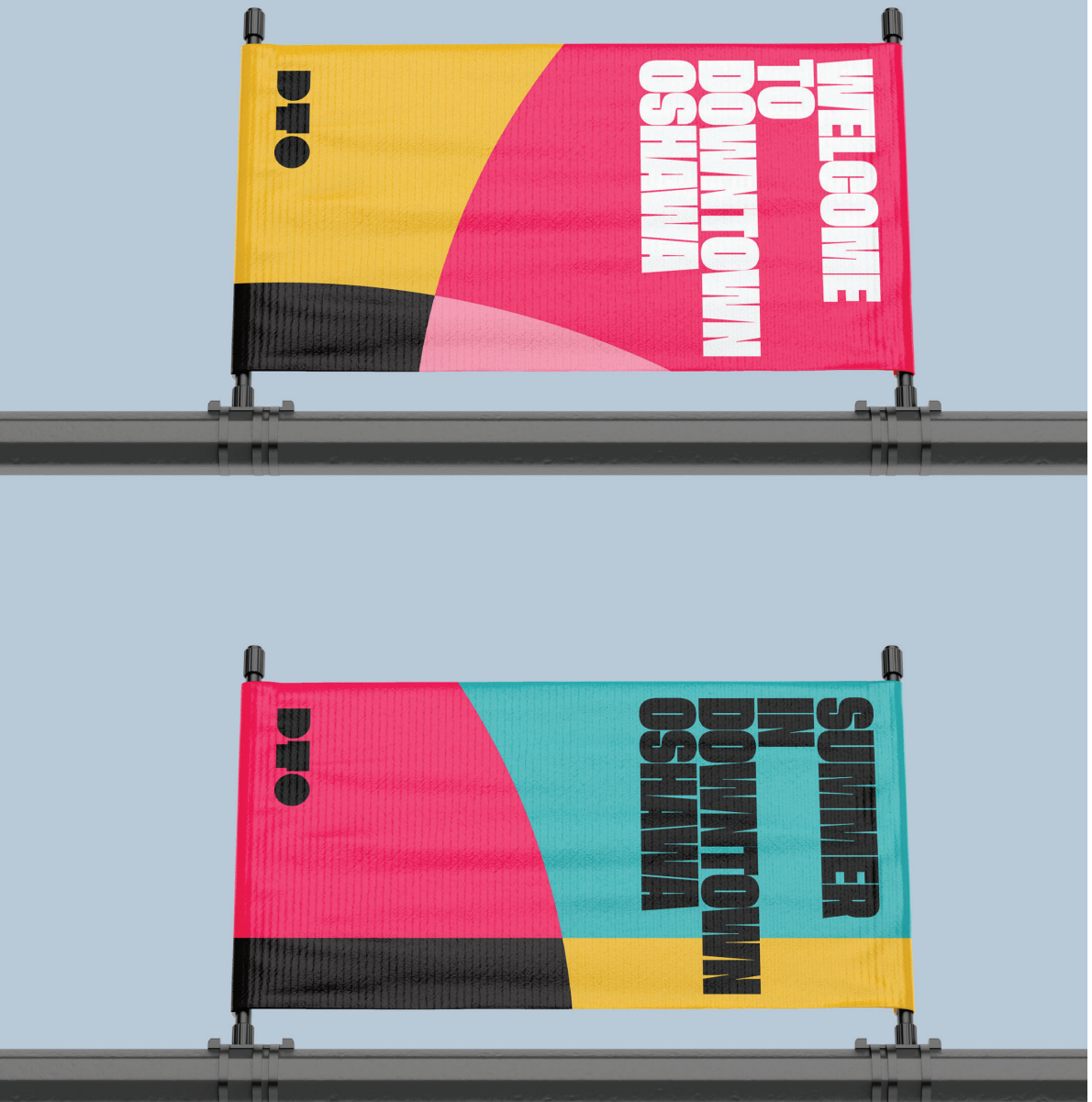


## Sample Application\* Street Banners

The identity's bold colours and strong forms create iconic placemaking opportunities.

2/2

\* All sample applications in this document are concept only. They are intended to demonstrate design intent and may not be produced exactly as shown.



Sample Application\*  
**Downtown Guidebook**

The visual identity is adaptable to print and digital – allowing the content of the piece to lead.

\* All sample applications in this document are concept only. They are intended to demonstrate design intent and may not be produced exactly as shown.





### Sample Application\* **Social**

The visual identity is applied to social graphics, quickly identifying the Downtown Oshawa content amidst busy feeds.

1/4

\* All sample applications in this document are concept only. They are intended to demonstrate design intent and may not be produced exactly as shown.



### Sample Application\* Social

Ordinary photography is elevated when used within the elements of the visual identity.

2/4

\* All sample applications in this document are concept only. They are intended to demonstrate design intent and may not be produced exactly as shown.

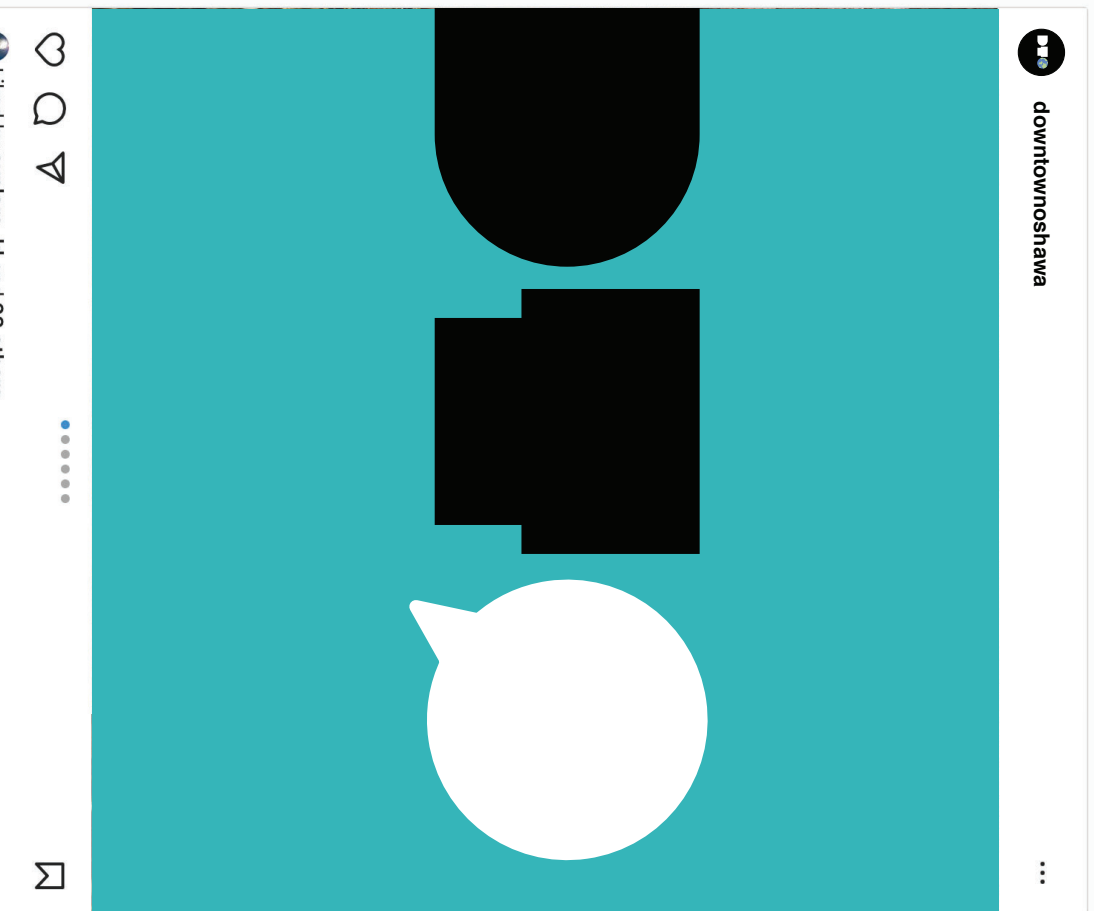


### Sample Application\* **Social**

Formal engagements with businesses and residents become more accessible with clever graphics connected to the visual identity.

3/4

\* All sample applications in this document are concept only. They are intended to demonstrate design intent and may not be produced exactly as shown.



## Sample Application\* **Social**

The identity can support partner and/or third-party events. When the Downtown brand is meant to be secondary, the identity's elements still provide compelling marketing opportunities.

4/4

\* All sample applications in this document are concept only. They are intended to demonstrate design intent and may not be produced exactly as shown.





## Sample Application\* Visual Integration

The Downtown Oshawa Identity is designed to stand out, but it is also required to integrate into the natural downtown environment.

In this conceptual hoarding, the Downtown Oshawa identity demonstrates its versatility in an informal setting.

\* All sample applications in this document are concept only. They are intended to demonstrate design intent and may not be produced exactly as shown.





### Sample Application\*

#### Collaborations

The adaptability of the Downtown Oshawa identity encourages collaborations with local artists and creatives.

In this conceptual tote bag, an illustrator has created a custom character in the DTO symbol.

\* All sample applications in this document are concept only. They are intended to demonstrate design intent and may not be produced exactly as shown.



## On ~~Taglines~~

Downtown Oshawa is a place that should not be defined by a few words. Any effort to capture the spirit and identity of Downtown Oshawa in a tagline would be disingenuous to the place.



## **On accessibility**

The visual guidelines for the proposed Downtown Oshawa identity include detailed direction on how to ensure all communications follow accessibility best-practices. This includes colour, typography, and arrangement of elements.

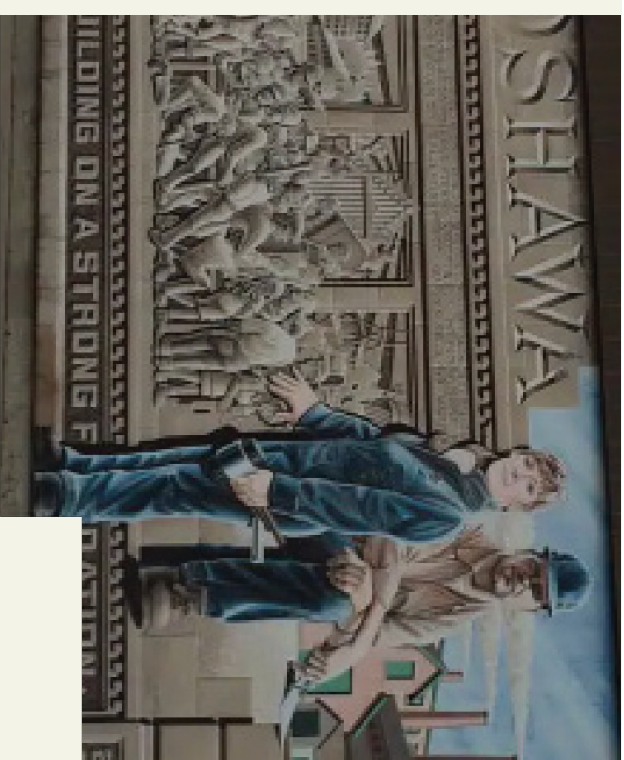


# On heritage

Downtown Oshawa is a place that was *built*, not manufactured.

Residents shared their strong connection with the history of Oshawa and its Downtown. While this visual identity is intentionally contemporary and future-focussed, it has been crafted with Oshawa's heritage in mind.

Just as Downtown Oshawa is a place that was built by the people, this identity is designed to be built upon – allowing the people of Downtown Oshawa to impact how the identity evolves.



# 05

## Appendix

## **Additional Concepts**

The following slides share two additional visual identities conceptualized during the branding process. While we believe these directions have merit, it is our recommendation to move forward with the concept presented in the main section of this document.



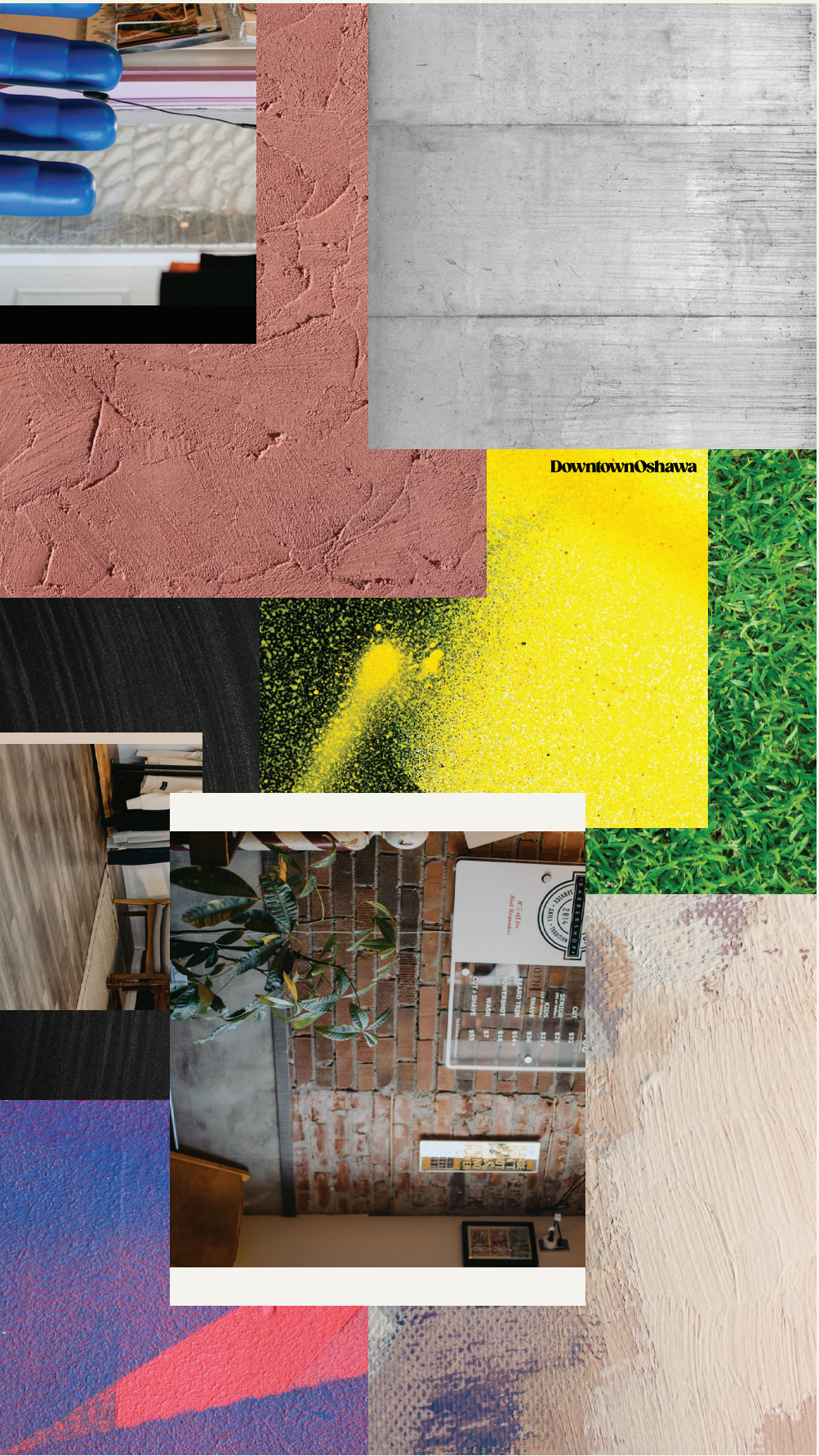
# Direction B

## Layers of impact

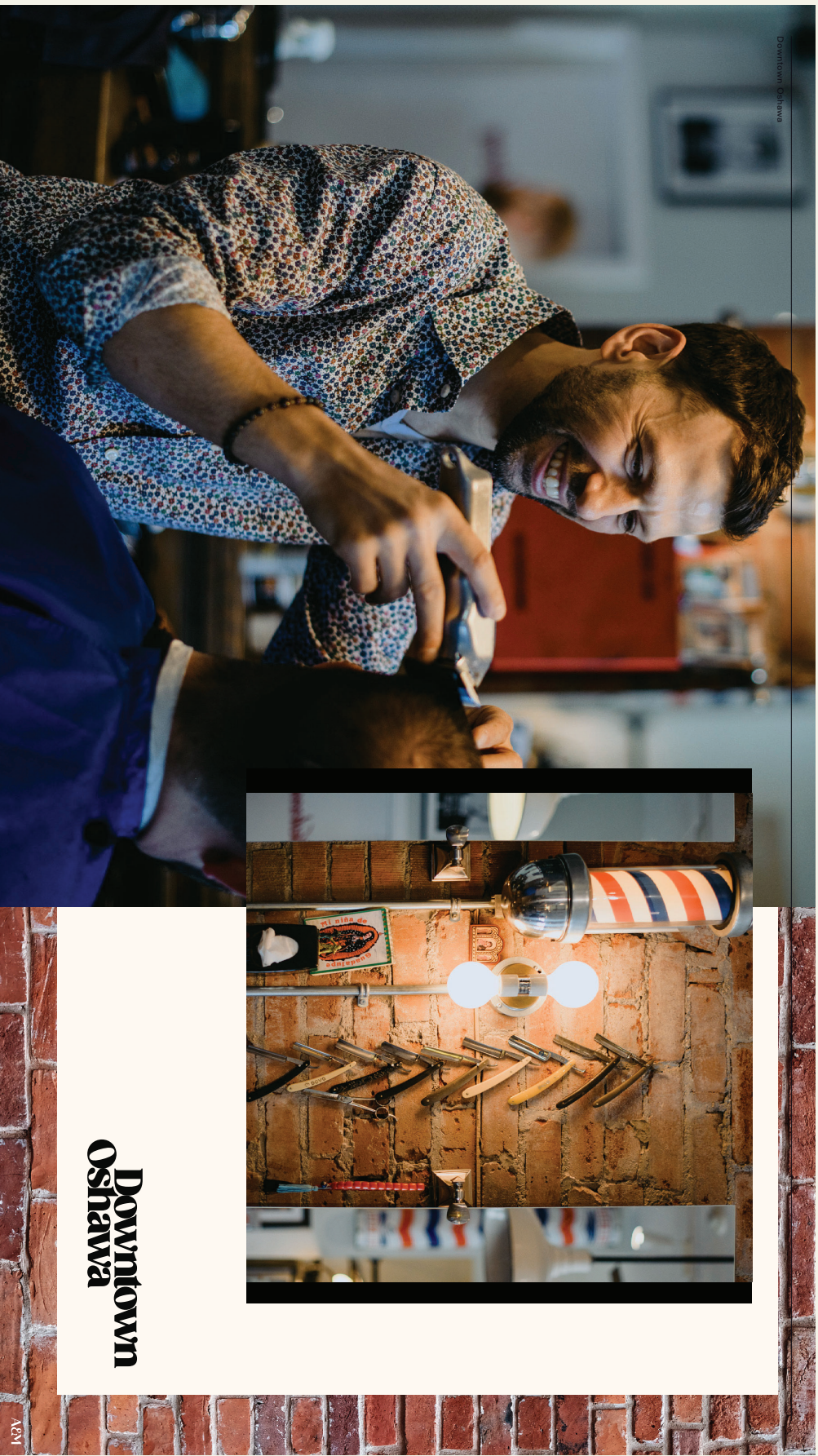
Downtown Oshawa is not new. Its conspicuous lack of *sparkle* is not from disregard – rather a legacy of industry, entrepreneurship, artistry, and community has built up a richness to the area.

These layers create the energy and personality of a place filled with character, creativity, and opportunity.







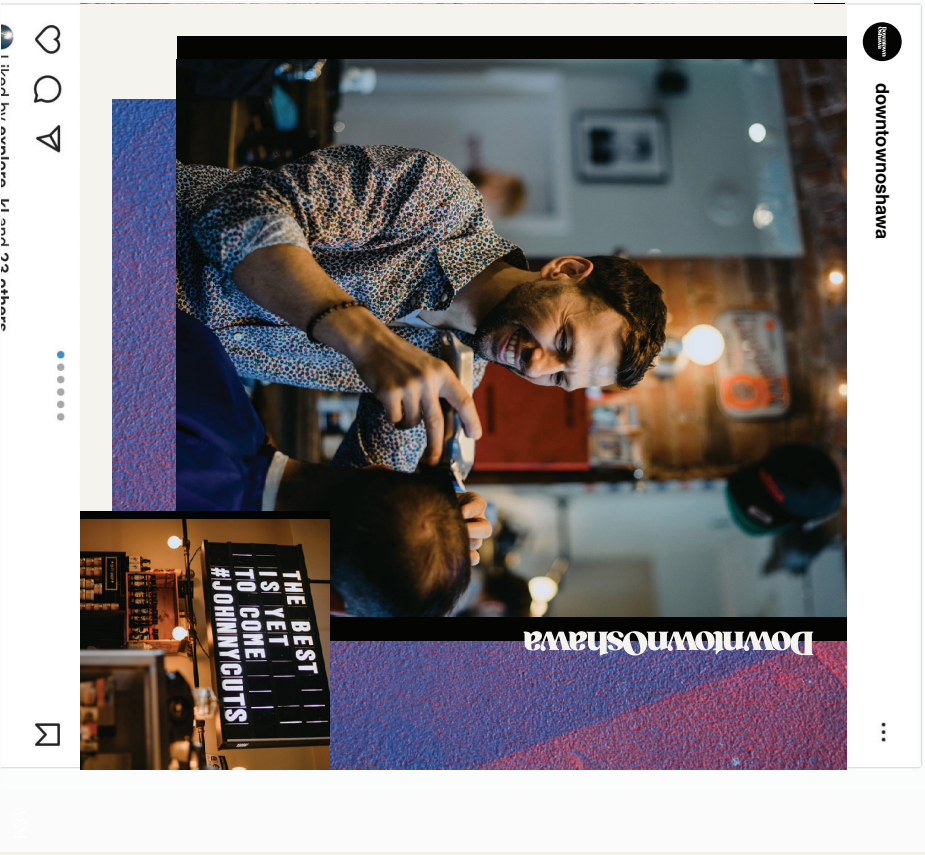
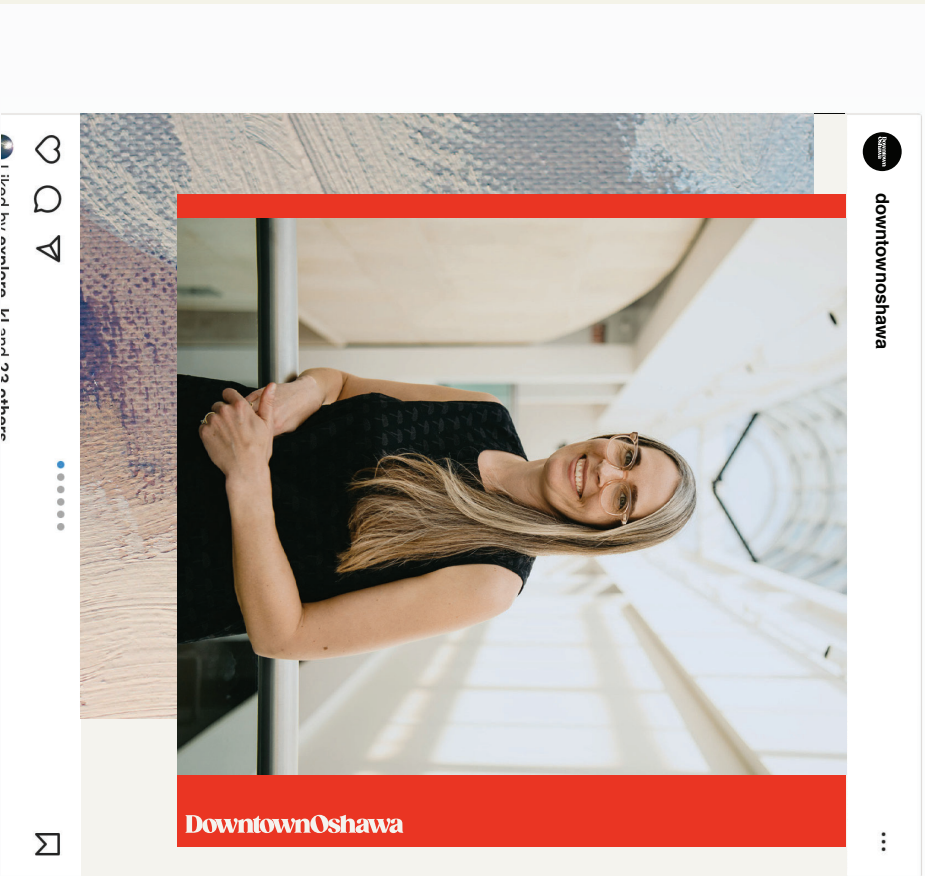


**Downtown  
Oshawa**

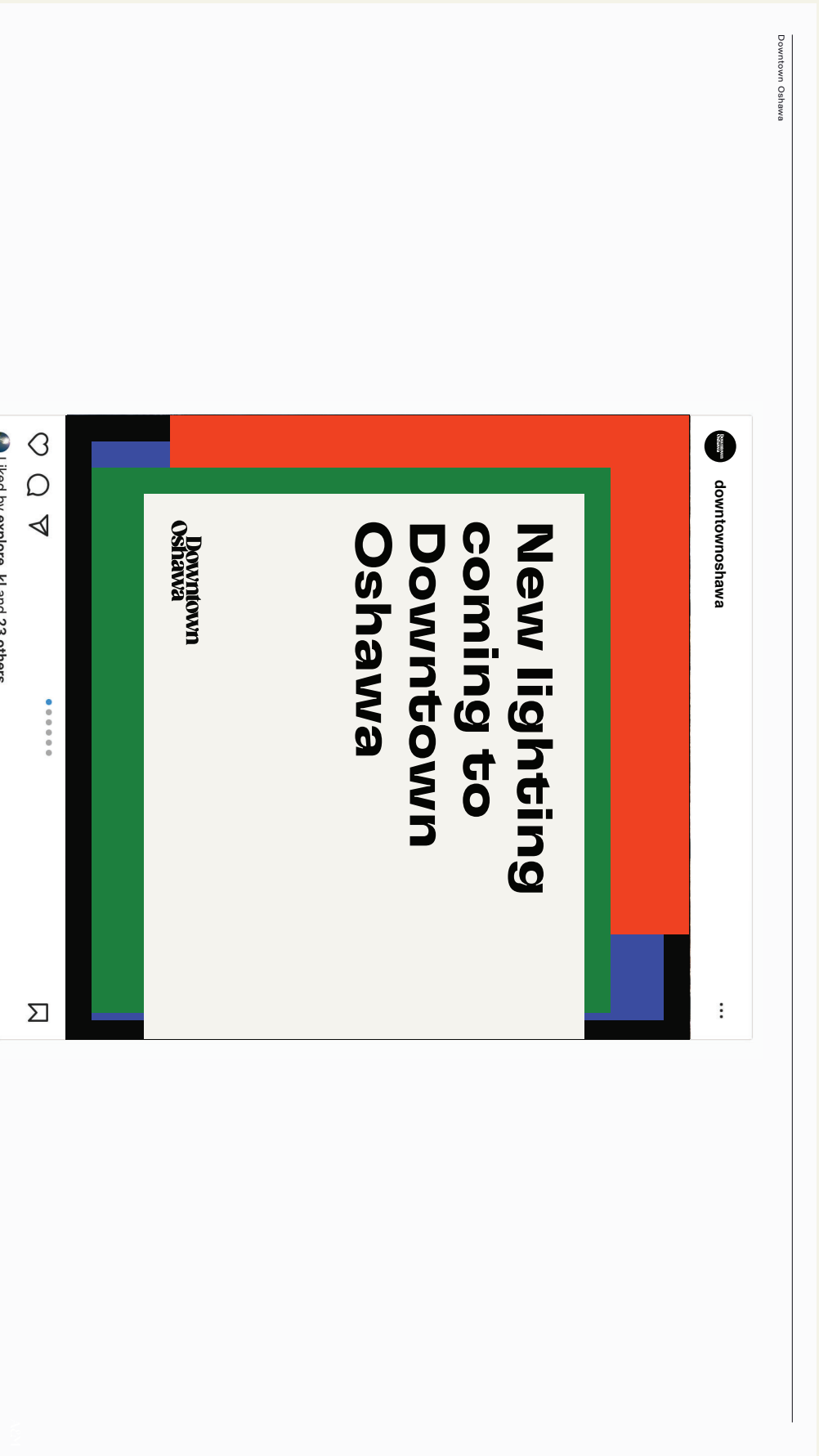




Downtown Oshawa



Downtown Oshawa











Classic wordmark designed to find its place.

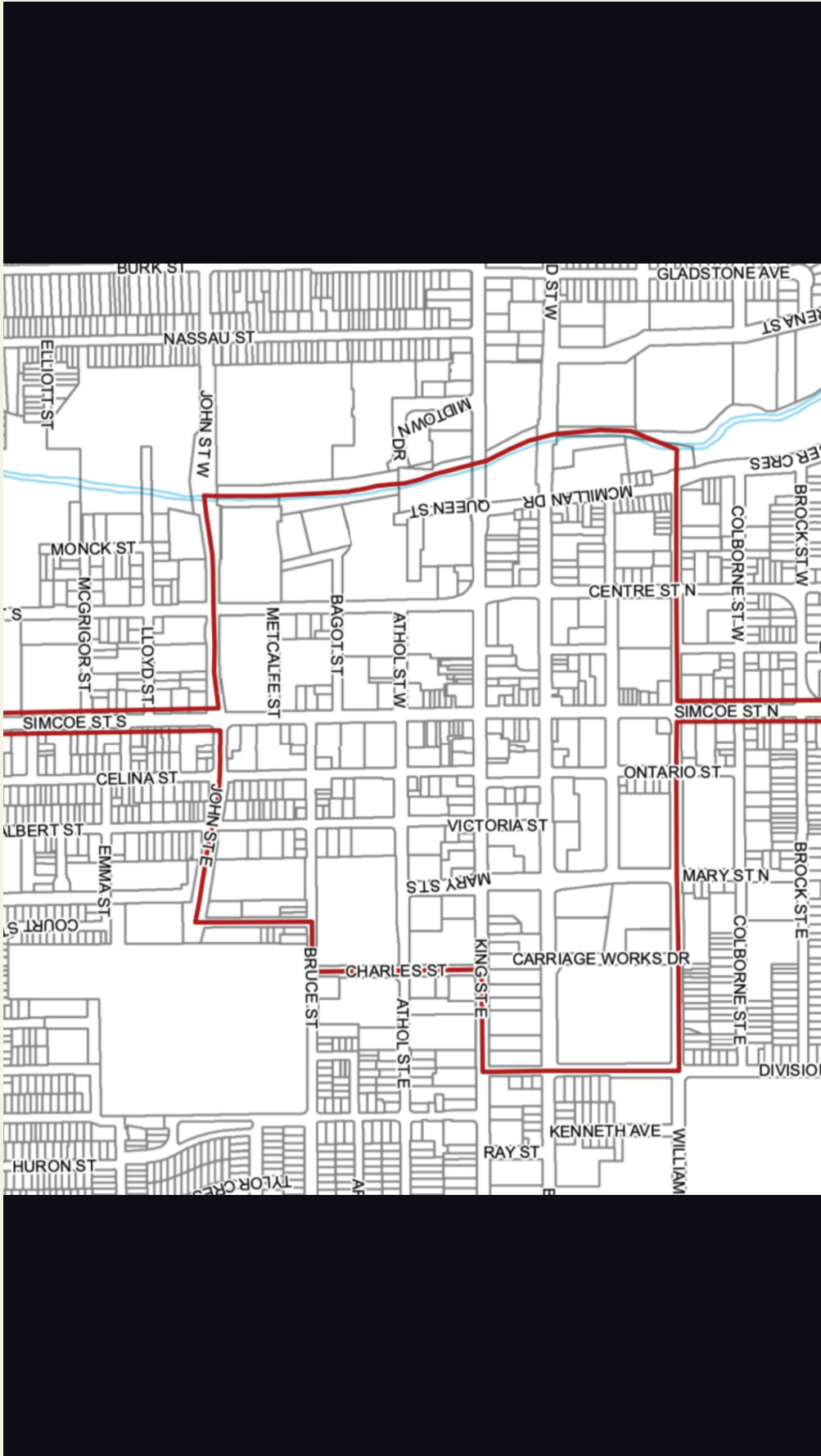
# Direction C

## The shape of Downtown

The boundaries of Downtown Oshawa not only define a geography – they frame the stories of entrepreneurs, residents, visitors, creators, and community leaders.

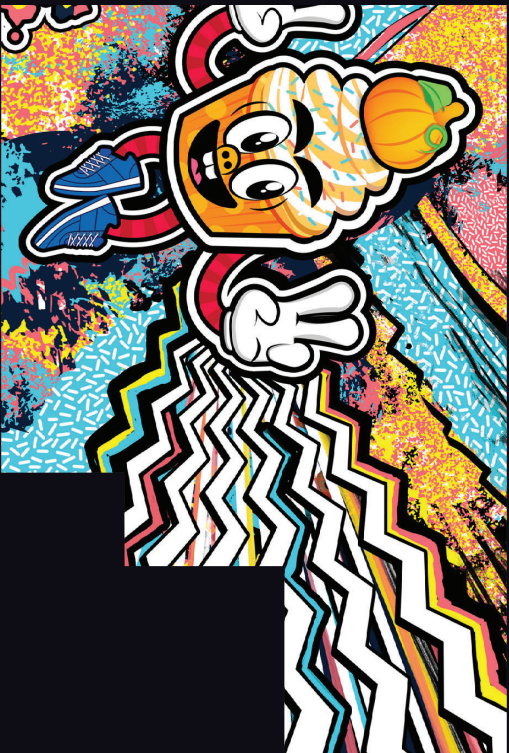
These physical boundaries are elevated to become an icon and a beacon for all that Downtown Oshawa has to offer.







**DOWNTOWN  
OSHAWA**



# DOWNTOWN OSHAWA









Downtown Oshawa











**DOWNTOWN  
OSHAWA**

# Aubs&Mugg