

THE PROJECT



WHAT'S HAPPENING?

The St. Jacobs Brand Audit and Toolkit, and Wayfinding Sign Strategy are tools for your community to showcase it's unique heritage, promote your thriving tourism industry, and enhance civic pride. As St. Jacobs continues to welcome more visitors each year, a strong brand identity, and intentional wayfinding infrastructure will be key contributions to fostering a sense of place that residents, returning, and new visitors can enjoy.



IN SUPPORT OF A UNIFIED VISION

- Reinforce the identity, brand vision and mission of St. Jacobs
- Build a cohesive brand linking the Farmers' Market District to the Village of St. Jacobs.
- Enhance a sense of place for residents, their guests and visitors
- Strengthen visitors' overall wayfinding experience



Aerial View of St. Jacobs

THE STEPS

SEPTEMBER 2022

DECEMBER 2022

PHASE 1

Brand Audit & Development

This phase will explore existing branding efforts and will see the completion of the brand audit and toolkit, which will provide a foundation to complete the remaining phases.

PHASE 2

Background to Wayfinding & Analysis

This phase will serve as an opportunity to gain insight on the two key areas, the Village of St. Jacobs and the Farmers' Market District, on which the Wayfinding Signage Strategy will be based.

PHASE 3

Wayfinding System Design & Development

This phase will see the St. Jacobs Wayfinding Sign Strategy start to take shape, through destination selection, system development, and preliminary signage design.

PHASE 4

Wayfinding Documentation

The focus of this phase is the development of materials needed to take the strategy from the report to reality, including sign detailing, implementation planning and budget estimation.

PHASE 5

Wayfinding Report Consultation

This final phase will see the report consolidate into a single, cohesive, user-friendly document, ready for implementation.



BRANDING



WHAT IS BRANDING?

Branding is the creative process of establishing an identity for an organization through the use of graphic elements such as logos, typography and colours.

Effective branding is memorable and influences one's perception of the organization in a way that supports the brand vision and mission.

BRAND AUDIT & DEVELOPMENT

The Brand Audit and Toolkit will look to past efforts, historical and cultural context, and work to evolve current branding into tangible assets. These assets could include, but are not limited to, a logo, logo use guidelines, recommended text and formatting, a dedicated colour palette, letterhead, and more. These invaluable assets will influence all wayfinding projects to follow, and add intention to the look and feel of community materials, content, and infrastructure.

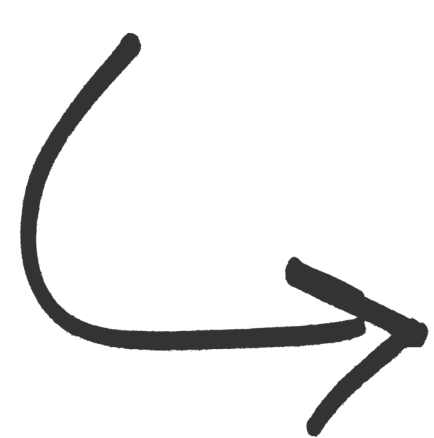
WHAT DO YOU THINK?

We want to hear from you: new and returning visitors, residents, and their guests!

- What makes St. Jacobs unique?
- What inspired you to come to St. Jacobs?
- What is St. Jacobs to you?

Would you like to share your thoughts? Scan the QR code below, or ask us for a print survey to fill out.

SURVEY



<https://www.surveymonkey.com/r/85CDCJD>



WAYFINDING



WHAT IS WAYFINDING?

Wayfinding is the comprehensive process of using information to find one's way in the built and natural environment including signage and other navigation systems.

An effective wayfinding strategy will ease and enhance the experience of navigation to and through a new (or familiar) environment.

WAYFINDING SIGN STRATEGY

The Wayfinding Sign Strategy, informed by the Brand Toolkit, will take these resources a step further, to establish a series of signage and wayfinding elements to be implemented throughout the community. It is important to understand that these assets will be responsible for more than guiding visitors. Signage and wayfinding elements, when designed and executed thoughtfully, create a sense of arrival, contribute to place-making and tourism development, strengthen connectivity, improve circulation patterns, promote community assets, and present opportunities for private local businesses.

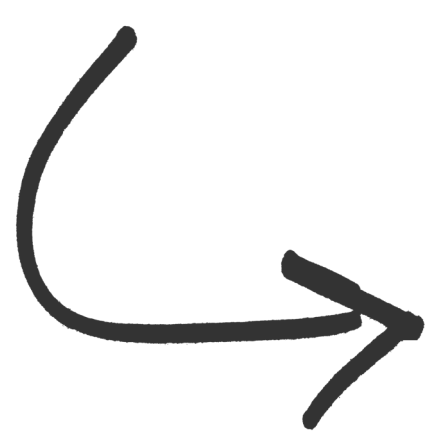
HOW WAS YOUR EXPERIENCE?

We want to hear from you: new and returning visitors, residents, and their guests!

- Was signage clear, consistent, and communicative?
- Did you have any difficulties getting here today?
- How did you get here (e.g., drive, take the bus, bike)?

Would you like to share your thoughts? Scan the QR code below, or ask us for a print survey to fill out.

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