



Township of Severn Media Release

Township of Severn initiates project to update its brand identity

Residents invited to have their say

June 1, 2020

Severn, Ontario: In light of COVID-19 and Severn's reinvigorated sense of connection, community, and civic pride, the Township of Severn is moving forward with the development of an updated brand identity. To help secure an authentic end result that accurately reflects the community's interests, a series of engagement opportunities are being rolled out, including a randomized telephone survey and engagesevern.ca—a platform where residents can provide their insights about the community.

"Severn has always been a wonderful place to live, work, and play, and it's an excellent time for these standout qualities to be celebrated in a brand that reflects our distinct assets, personality, and experiences," says Mike Burkett, Mayor for the Township of Severn. "These interactive engagement activities—and particularly those that can be found on engagesevern.ca—will generate critical data that will help shape a brand identity that differentiates Severn from other communities, sparks curiosity in tourists, drives investment to the area, and hopefully enhances the sense of pride in those who live here."

From modules to share ideas or personal stories about the community to a map where residents can drop a pin on their favourite places, the activities on engagesevern.ca are intentionally diverse. "It's our sincere hope that everyone in the community is compelled to provide their input and enjoy themselves while doing so," Mayor Burkett affirms.

Severn's branding project is funded by the County of Simcoe's Economic Development Funding Program, and led by Cinnamon Toast—a creative agency located in Hamilton and Ottawa. Engagement opportunities will conclude in mid July, with creative development and implementation phases to occur throughout the remainder of the summer and fall.

For more information about this project, or to participate in online engagement activities, please visit engagesevern.ca. For more information about the Township of Severn, please visit townshipofsevern.com.

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