Merritt — COUNTRY MUSIC CAPITAL OF CANADA

➡ ?

Logo & Branding Proposal

Merritt

PREPARE TO BE BLOWN AWAY

Actual
Logo & Branding Proposal

Logo & Branding Proposal

Merritt

FLOURISH UNDER THE SUN
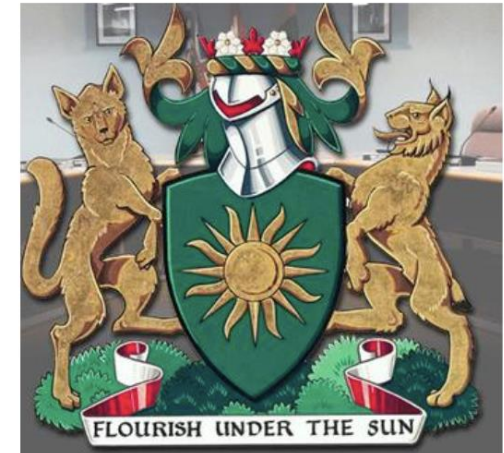
Logo

Main Logo

Explanation

The logo design is a modern adaptation of the existing coat of arms.

· It contains a simplified version of the sun, maintaining the shape and colour

· It re-establishes the slogan

"Flourish under the sun"

Logo

Font

Bree Serif

The Bree Serif font family is an energetic and mature slab serif.

The characters in Bree Serif maintain the original flavour of handwriting and provide wider support for optimal editorial usage. The slabby nature of its shapes, particularly in the heavier weights, makes for a strong impression.

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Logo variations

logo on black background

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black & white

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Without slogan

Merritt

Colours

Colour codes

Explanation

CMYK: 14,27,76,0
RGB: 220, 183, 95
HEX: #DCB75F

The main colour represents the sun and the valley. The colour is taken from the sun and animals represented in the coat of arms of Merritt.

CMYK: 61,7,20,0
RGB: 88, 185, 201
HEX: #58B9C9

The blue colour represents our lakes and sky, to commemorate a previous slogan: "A lake a day, as long as you stay"

CMYK: 50,10,100,0
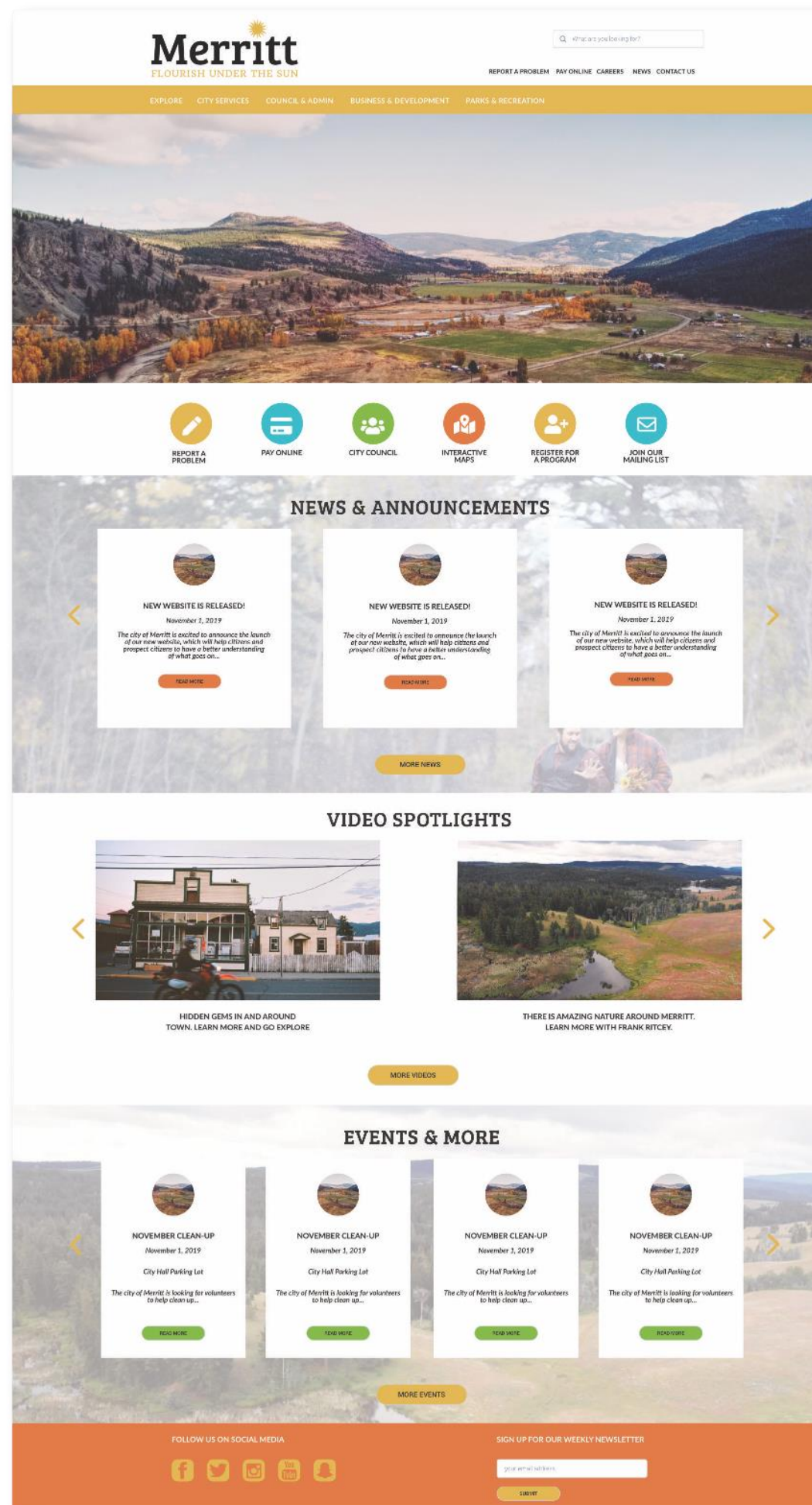RGB: 141, 182, 62
HEX: #8DB63E

The green colour represents freshness and hope, our commitment to being a sustainable and respectable city.

CMYK: 13,60,69,1
RGB: 212, 124, 75
HEX: #D47C4B

This colour represents our roots and heritage, as Merritt main industries were/are involved in mining, forestry and agriculture.

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Branding Application
Examples

SAMPLE CONTENT

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merritt.ca

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Deputy CAO /
Director of Corporate Services
250 378 8634
ssmith@merritt.ca

City of Merritt (City Hall)
2185 Voght St. Box 189
Merritt, BC, V1K1B8

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WHAT IS CORPORATE COMMUNICATION?

Corporate communication is vastly growing, yet changing field involving many aspects outside of the field of communication. It represents the organization as a whole and defines how aware and engaged the audience is with the organization.

HOW IS CORPORATE COMMUNICATION EVOLVING?

The evolution of corporate communication can be explained with 3 keywords:

TRANSPARANCY

There is a large shift from witholding information to being (more) open with the audience. This is mainly due to the internet as everyone has to ability to search, reseach and make decisions based on multiple sources of information. Although this may seems worrying, transparancy can be used as a helpful tool to achieve respect and trust from citizens.

TECHNOLOGY

Over the last 10 years, the channels people have used to communication have changed drastically, which is mainly due to technology. The concept of many people carrying a smartphone, gives people the ability to look up any information at any time.

Besides the development of personal devices, software, tools and social media platforms are responsible for a much more diverse and specific offer in communication channels. On one side, this creates a bigger challenge to reach all citizens, as on the other hand, it gives the ability to reach citizens in a more direct and tailored approach.

Another aspect is the visual component to information. Due to the massive amount of information on the internet, it is harder to be 'seen', therefor the visualization of information has increased significantly, including the tools to create visual material. This is also no longer restricted to still images, as the popularity of online videos has increased over the last years.

TIMING

Due to a fast-paced environment, a fast response time both internally and externally offers more control over what infornation is shared in the community. This can avoid mis-information, caused by assumptions and faulty sources.

Because of the technology, not only are we able to send out information at any given time, which allows us to communicate the right message at the right time, it also allows for increased engagement as citizens are able to respond immediately.

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Two-year Budget Calendar

- **Council Activities**
- **Public Involvement**
- **Administrative Tasks**

March/April
Final roll from BC Assessment received. Council sets tax rates by class.

Late February
Budget approved and tax requirements set.

Early February
Public consultation on additions/deletions to the Five-year Financial Plan and specific supplemental requests.

Mid-January
Presentation of supplemental requests (for all years in the Five-year Financial Plan) to Council.

Mid-December
Utility rates set and the provisional Five-year Financial Plan approved.

Early December
Council discussion on the provisional Five-year Financial Plan, early capital requests, and next year's utility rates.

Mid/Late November
Public budget consultation. Feedback on the provisional budget and Five-year Financial Plan. Collection of new ideas, opportunities, and changes in service levels from public to be considered for future budget planning cycles.

Mid-November
Presentation to Council on the provisional Five-year Financial Plan to confirm direction. Provide an initial look at base budget with new items approved in prior years. Initial presentation of utility budgets.

June/July
Finance determines base budget impacts based on contracts and known economic factors.

July
Confirm Council expectations and assumptions for budget preparations.

August
Finalize community requests for inclusion in budget planning.

July/Mid-September
Budget preparation by departments.

Mid-September
Business Case Committee meets to review new budget item requests for upcoming years.

Early October
CAO and Finance meet with departments to review budget submissions and the overall impact to City budget.

Late October
Senior Management/CAO meet to prioritize new capital and operating requests, service level change requests, and utility budgets/rate proposals.

SAMPLE CONTENT

Have your say

on 2019 budget priorities

How would you **adjust property tax funding** for key City programs and services?

What are your **top priorities**? What's **most important** to you?

What **changes** would you suggest?

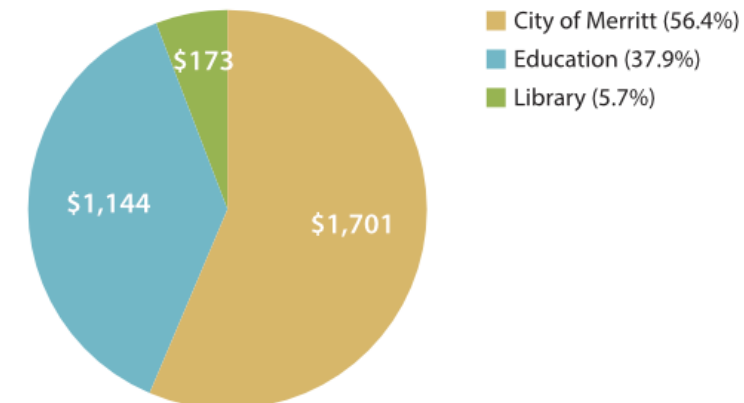Our new **Citizen Budget Tool** is an easy way to tell us what you think:

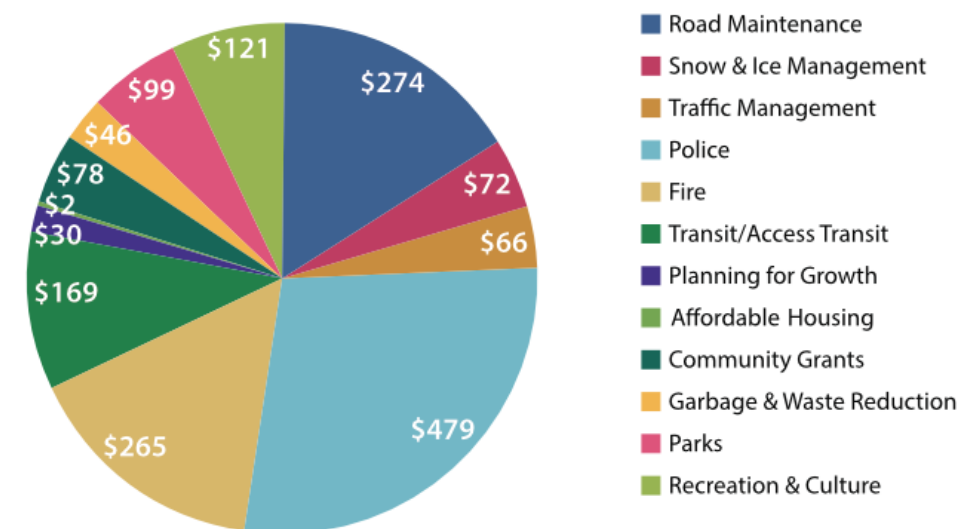Shaping Our Financial Future

merritt.ca/citizenbudget

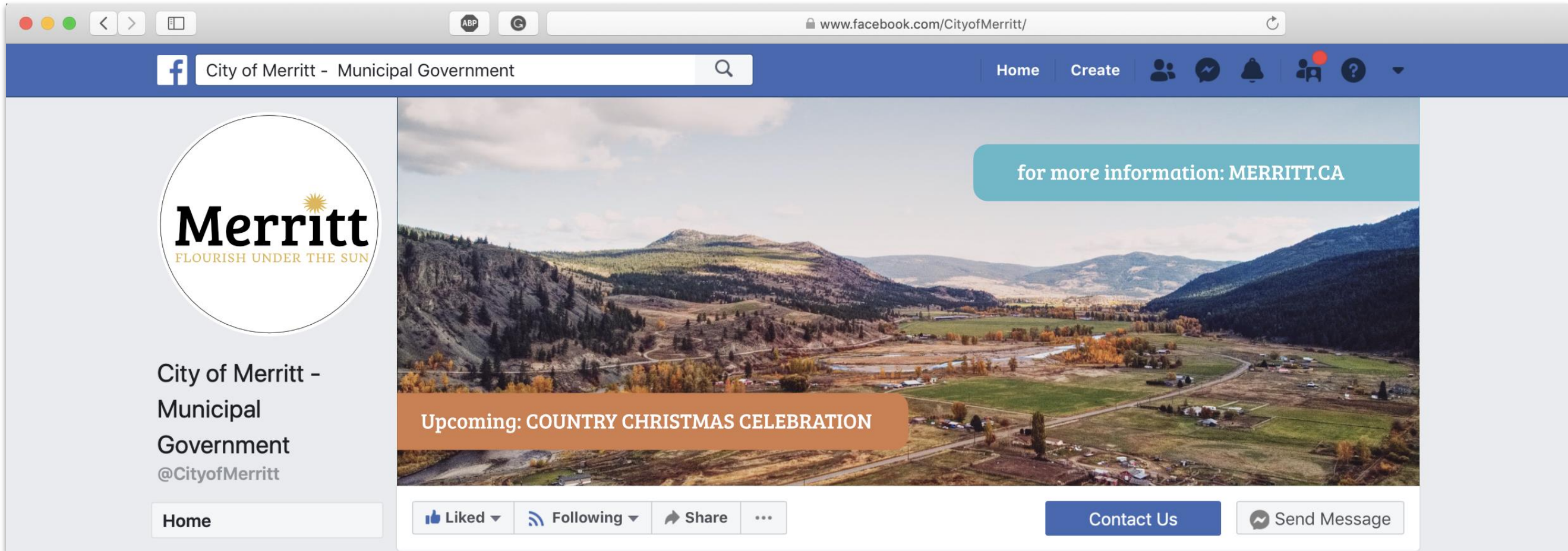Nov 16 - Dec 24, 2019

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Based on an average property assessment value of $325,000 with property taxes of $3,018 in 2019, the Property Tax dollars are allocated this way:

- City of Merritt (56.4%)
- Education (37.9%)
- Library (5.7%)

$173
$1,144
$1,701

The $1,701 tax portion that goes to the City is then distributed this way:

$121
$99
$46
$78
$2
$30
$169
$265
$274
$72
$66
$479

- Road Maintenance
- Snow & Ice Management
- Traffic Management
- Police
- Fire
- Transit/Access Transit
- Planning for Growth
- Affordable Housing
- Community Grants
- Garbage & Waste Reduction
- Parks
- Recreation & Culture

Public feedback gathered through Citizen Budget will be considered by City Council and Administration prior to the final 2020 Budget review, December 2019.

City of Merritt - Municipal Government

for more information: MERRITT.CA

Upcoming: COUNTRY CHRISTMAS CELEBRATION

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City of Merritt - Municipal Government
November 7 at 8:01 AM ·

Employment Opportunity: Casual Maintenance Labourer – Recreation & Facilities
Posting Expires: Friday, November 15, 2019
More info: www.merritt.ca/.../casual-maintenance-labourer-%E2%80%93-recr...

We're hiring!

Casual Maintenance Labourer -Recreation & Facilities

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Any Questions?