

For Information

DATE: October 10, 2011

REPORT TITLE: **PEEL HERITAGE COMPLEX: REPORT ON NEW BRAND, NAME AND TRADEMARK**

FROM: R. Kent Gillespie, Commissioner of Employee and Business Services

OBJECTIVE

To inform Regional Council on the plans to rename, re-brand and re-trademark Peel Heritage Complex (PHC) under the statutes of the Federal Government of Canada's trademarking process.

REPORT HIGHLIGHTS

- The Peel Heritage Complex (PHC) is currently in capital expansion: doubling its size, the facility will re-open to the public in Spring, 2012.
- With the new facility, marketing research indicated the need for a name that would have greater clarity and resonance for PHC visitors and the community at large.
- In re-naming the facility, it was determined that a new brand program should be developed, including a new logo, and that these should be protected through formal trademarking.

DISCUSSION

1. Background

The Peel Heritage Complex (PHC) has provided arts and heritage services to the community since 1986. Those services include: archival reference; museum and art gallery exhibitions; curriculum-based school programs and memory activation programs for seniors.

The PHC is a continuation of the Peel County Museum & Art Gallery which opened in 1968, the assets of which were assumed by the Region at the time of its creation.

The program runs out of a cluster of historically and architecturally significant Region-owned buildings in downtown Brampton, and extends services through outreach into Caledon and Mississauga.

In 2007 a program review was undertaken to determine how best the program could meet the needs of a diverse community. While strong community support for the program was found through the review, lack of space was identified as a barrier to engaging new

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audiences. Cultural collections; exhibitions; public programming space and school visit space were limited by the confines of the old County Jail and Registry Office.

With the relocation of Peel Living to 10 Peel Centre Drive, new space on site became available. A proposal for Federal Provincial Infrastructure Stimulus funding was accepted and a major expansion project began in the fall of 2009.

2. Findings

As construction began, the program was analyzed. Staff consulted with peers, examined demographic data and visited numerous arts, heritage and cultural sites in order to determine the best way to make the program relevant to Peel. Interesting trends and values emerged, including high levels of trust in the population for the work of museums; growing demand for access to information; recognition of the universal appeal of fine arts; appreciation that arts, heritage and culture can serve as a unifying element in the community.

As a part of this research, the need to re-name and re-brand the organization became evident. "Peel Heritage Complex" was not sufficiently clear to members of the public as to what resources were housed within the complex. The use of clearer language was suggested, as was a logo that would re-define the new space, due to re-launch and re-open in Spring, 2012.

Ultimately the name recommended was "Peel Art Gallery, Museum and Archives," or PAMA by our internal Communications team.

PHC staff worked with internal Regional staff, PHC volunteers, board members and the public to test proposed names before selecting Peel Art Gallery, Museum and Archives.

The new brand will set to accomplish the following:

- Create a narrative that articulates what is at the heart of Peel Art Gallery, Museum and Archives (PAMA)
- A visual representation that supports the narrative and acts as an anchor between all aspects of the PAMA brand
- The virtues of the PAMA brand must provide guiding principles that will provide context for making decisions and providing consistent customer experiences throughout the organization. i.e. Live the brand
- Create a distinctive look and message that will become recognizable and have longevity through consistent and effective communications
- Inspire staff, volunteer, stakeholders, visitors

The internal Communications team then developed the new logo for the PAMA brand and created applications of the logo and adjunct designs.

The next step in the process will be to formally trademark the name and logo. Through formally trademarking the name and logo, the Region will demonstrate its determination to protect the reputation and identity of its Heritage assets.

See Appendix I for Trademarking rationale.

See Appendix II for Logo.

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FINANCIAL IMPLICATIONS

Additional costs re: the re-naming, re-branding and trademarking will be modest. To formally trademark the PAMA name will cost approximately \$1,500 which is available in the 2011 approved budget.


CONCLUSION

The creation and application of a new name and logo for the Peel Heritage Complex provide an opportunity to refresh the look and feel of the role and benefits of the programs, services and facility of the PHC operation in Peel Region. The new brand identity will demonstrate the leadership of the operation within both the community at large and within the professional community to which the PHC belongs.



R. Kent Gillespie
Commissioner of Employee
and Business Services

Approved for Submission:



D. Szwarc, Chief Administrative Officer

For further information regarding this report, please contact Claire Loughheed, Manager, Peel Heritage Complex at extension 3637 or via email at claire.loughheed@peelregion.ca

- c. Legislative Services
Manager, Financial Support Unit (FSU)



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APPENDIX I

The Need for Trademarking:

The new PAMA brand will require official trademarking.

There are five primary reasons for undertaking this:

- A registered trademark can be enforced throughout Canada, regardless of whether it is being used or enjoys goodwill in any particular area. ("Goodwill" simply refers to possible associations people have with the trademark.) An unregistered trademark can be enforced only in those areas where it has been used extensively enough to establish goodwill.
- Many parties search the Trademarks Register when selecting new trademarks. If a mark is registered, competitors who conduct such searches won't unwittingly choose a mark that conflicts with it, thus nipping potential infringement disputes in the bud. NB: This situation figured in the decision to select the "Peel Art Gallery, Museum and Archives" name
- The owner of a registered trademark may initiate infringement proceedings in either the provincial or federal courts.
- After a trademark has been registered for five years it cannot be challenged on the basis that another party used it first.
- A trademark registration can be of vital importance in registering and/or maintaining an Internet domain name.*

* www.dcpatent.us/trademarks.html

APPENDIX II
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APPENDIX II
New PAMA Logo

