

Our accessible brand journey.

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Creative Advisor



Why is the Peel Brand important?

Peel has built a reputation as a reliable service provider of infrastructure and social services. Enhancing and building on this solid reputation protects and provides confidence and awareness of our services. Building awareness of the depth and breadth of our services also engages and excites Peel citizens and partners to build a Community for Life.

is a unified brand is key to building credibility. The power could be seen through all of our services, and we will shift action.

DRAFT

Region of Peel **Brand Standards**



History

Region of Peel **Brand Book**





We are Peel Region

We've been delivering essential services and infrastructure to the communities of Brampton, Caledon, and Mississauga since 1974.

Already home to 175,000 businesses and over 1.5 million residents, Peel continues to grow by nearly 50 new residents each day.

Our partnerships also continue to grow, allowing us to create an even stronger, lasting impact on the community.

When we envision Peel's future, we see enriched lives and safe, inclusive communities where everyone feels they belong.



BRAMPTON



TOWN OF CALEDON



MISSISSAUGA

 **Region of Peel**
working with you

Our Service Commitment

A superior customer experience ensures that residents have a positive association with our brand. It builds trust and confidence, and residents are more likely to share their positive experiences with others acting as ambassadors for Peel Region while raising awareness of our dedicated frontline and essential services.

You can expect to:

- Easily find what you need
- Receive a timely response
- Be treated with dignity, respect, and care
- Receive simple and clear communication
- Be assisted by professional, knowledgeable, and helpful employees



Our tone and voice

Our tone and voice is how our residents hear and remember us.

- No matter the message, we consistently:
- Communicate clearly and directly.
 - Simplify complex topics to a maximum Grade 8 reading level.
 - Talk like real people using plain, everyday, conversational language.
 - Seek to understand context.

Our tone reflects our open, collaborative culture.

- It expresses what we do and our open, collaborative, engaging, and dynamic culture.
- It's personable and genuine.
- It conveys our knowledge and readiness to be helpful.

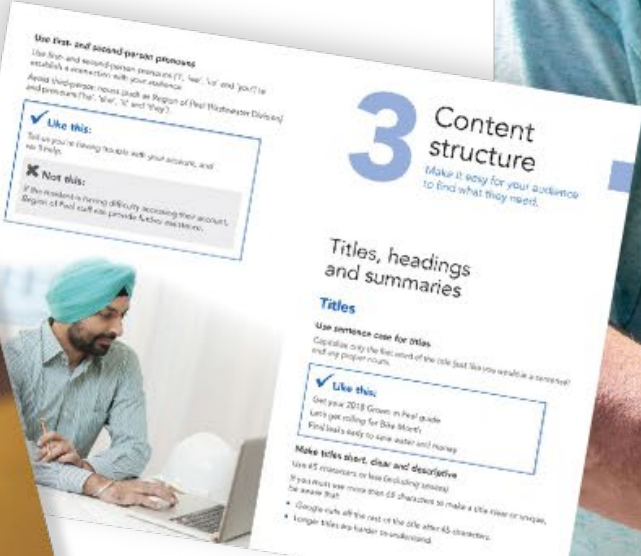
Our voice is clear, simple, and calm.

- We always sound:
- Open and friendly.
 - Approachable and genuine.
 - Direct, strong, and confident.



Download

[Writing digital content PDF](#)



We speak Peel's languages

- Peel is home to more than 90 distinct ethnic groups.
- Inclusivity and accessibility are vital, so this means providing clear, comprehensive information in English and the 10 most-spoken languages in Peel.
- Arabic
 - Cantonese
 - Gujarati
 - Mandarin
 - Polish
 - Punjabi
 - Spanish
 - Tagalog
 - Tamil
 - Urdu

Languages at home
The top five languages spoken at home as percentage of total population in Peel.



Data source: Environics Analytics | Vintage 2020.
Other languages make up the remaining 29.7% of Peel's population.

ਨੈਵਲ ਕੋਰੋਨਾਵਾਇਰਸ (COVID-19)

ਵਿਗਾੜ ਨੂੰ ਰੋਕੋ ਇੱਕ ਮਾਸਕ ਪਹਿਨੋ

ਪੀਲ ਪਬਲਿਕ ਹੈਲਥ ਇੱਕ ਨੌਨ-ਮੈਡੀਕਲ ਮਾਸਕ ਪਹਿਨਣ ਦੀ ਸਿਫਾਰਸ਼ ਕਰਦੀ ਹੈ ਜਦੋਂ ਦੁਨਿਆ ਤੋਂ ਸਰੀਰਕ ਦੂਰੀ ਬਣਾਈ ਰੱਖਣਾ ਮੁਸ਼ਕਲ ਹੁੰਦਾ ਹੈ।

1

ਆਪਣੇ ਮਾਸਕ ਨੂੰ ਪਹਿਨਣ ਤੋਂ ਪਹਿਲਾਂ ਸਾਬਣ ਅਤੇ ਪਾਣੀ ਨਾਲ ਚੰਗੇ ਢੰਗ ਨਾਲ 20 ਸਕਿੰਟ ਲਈ ਆਪਣੀ ਹੱਥਾਂ ਨੂੰ ਧੋਵੋ। ਜਾਂ ਆਲੂਸ਼ਤਾ ਖਾਰੀਆਂ ਹੋਣ ਤੋਂ ਬਾਅਦ ਹੱਥਾਂ ਨੂੰ ਧੋਵੋ।

2

ਮਾਸਕ ਦੇ ਬਿਨਾਮਾਸਕ ਕੁਝ ਹੋਰ ਟੁਕੜਿਆਂ ਨੂੰ ਧਰਨ ਦੇ ਢੰਗ ਨੂੰ ਧਿਆਨ ਨਾਲ ਚੁਣੋ।

3

ਆਪਣੀ ਮੁੱਖ ਅਤੇ ਨੱਥੇ ਨੂੰ ਮਾਸਕ ਨਾਲ ਢਕੀ ਅਤੇ ਚਿੱਟੇ ਪਿੱਛੇ ਪੁੱਥਰੇ ਵਿੱਚ ਪੁੱਥਰੇ ਕਰੋ। ਮਾਸਕ ਦੇ ਬਿਨਾਮਾਸਕ ਹੋਰੀ ਹਿੱਸਾ ਨਹੀਂ ਹੋਵੇ।

4

ਜਦੋਂ ਤੁਸੀਂ ਫਿਰ ਨੂੰ ਪਹਿਲਾਂ ਫਿਰ ਤੋਂ ਮਾਸਕ ਦੇ ਬਿਨਾਮਾਸਕ ਕੁਝ ਹੋਰ ਟੁਕੜਿਆਂ ਨੂੰ ਧਰਨ ਦੇ ਢੰਗ ਨੂੰ ਧਿਆਨ ਨਾਲ ਚੁਣੋ।

5

ਮਾਸਕ ਨੂੰ ਉਤਾਰਨ ਵਾਲੇ ਮਾਸਕ ਦੇ ਬਿਨਾਮਾਸਕ ਕੁਝ ਹੋਰ ਟੁਕੜਿਆਂ ਨੂੰ ਧਰਨ ਦੇ ਢੰਗ ਨੂੰ ਧਿਆਨ ਨਾਲ ਚੁਣੋ।

6

ਹਿੱਥਾਂ ਨੂੰ ਧੋਵੋ ਜਾਂ ਟੁਕੜਿਆਂ ਨੂੰ ਧਰਨ ਦੇ ਢੰਗ ਨੂੰ ਧਿਆਨ ਨਾਲ ਚੁਣੋ।

7

ਆਪਣੀ ਮਾਸਕ ਨੂੰ ਉਤਾਰਨ ਤੋਂ ਪਹਿਲਾਂ ਫਿਰ ਤੋਂ ਮਾਸਕ ਦੇ ਬਿਨਾਮਾਸਕ ਕੁਝ ਹੋਰ ਟੁਕੜਿਆਂ ਨੂੰ ਧਰਨ ਦੇ ਢੰਗ ਨੂੰ ਧਿਆਨ ਨਾਲ ਚੁਣੋ।

فيروس كورونا المس

أوقف العدو

ضع كمامة

تتصح هيئة الصحة العامة في منط

يصفب الحفاظ على مسافة التباعد

1

على ارتداء الكمامة افضل

عندما تكون في مكان مزدحم

أو عندما تكون على اتصال

مع أشخاص آخرين

2

لا تلمس الوجه الخارجي أو

الكمامة أثناء فترة ارتدائها

وإذا لم تستطع تجنب

لمسها فاحفظها بعيداً

Working with Peel's communities

We are committed to ensuring that Peel's residents are supported by providing essential services to advance community safety and well-being.

This includes enabling affordable housing, providing income support and improving services for seniors and children.

We've built partnerships with agencies that work with local communities so we can swiftly respond to the evolving needs of Peel's most vulnerable residents.

Together with our partners, we're striving to create communities where all individuals can thrive.



The Peel brand in action



People of Peel stories



[People of Peel webpage](#) ↗

Every connection with a resident is personal.

Even though our employees service over 1.5 million residents, each connection is personal. People of Peel showcases how Peel Region staff make a difference in the community, and the impact our services have on residents.

People of Peel stories are as diverse as those who tell them. TransHelp driver Sharon transported people with disabilities to essential appointments during the pandemic. Peel Living resident Elvira takes pride in the community gardens she tends outside her building. Peel Paramedic Joshua raises awareness about men's mental health and develops programs to help paramedics and residents. People of Peel brings the Peel brand to life.

All People of Peel stories:

- Showcase employee and resident pride through their own personal experience, giving true insight into our culture and those who cultivate it.
- Emphasize the difference our employees and residents make in Peel communities every day.
- Are authentic and relatable, making residents and employee's feel they "know" the people in the story.
- Are unique in their narrative, but alike in the emotional connection they create.
- Can be tailored to fit different formats and marketing channels.

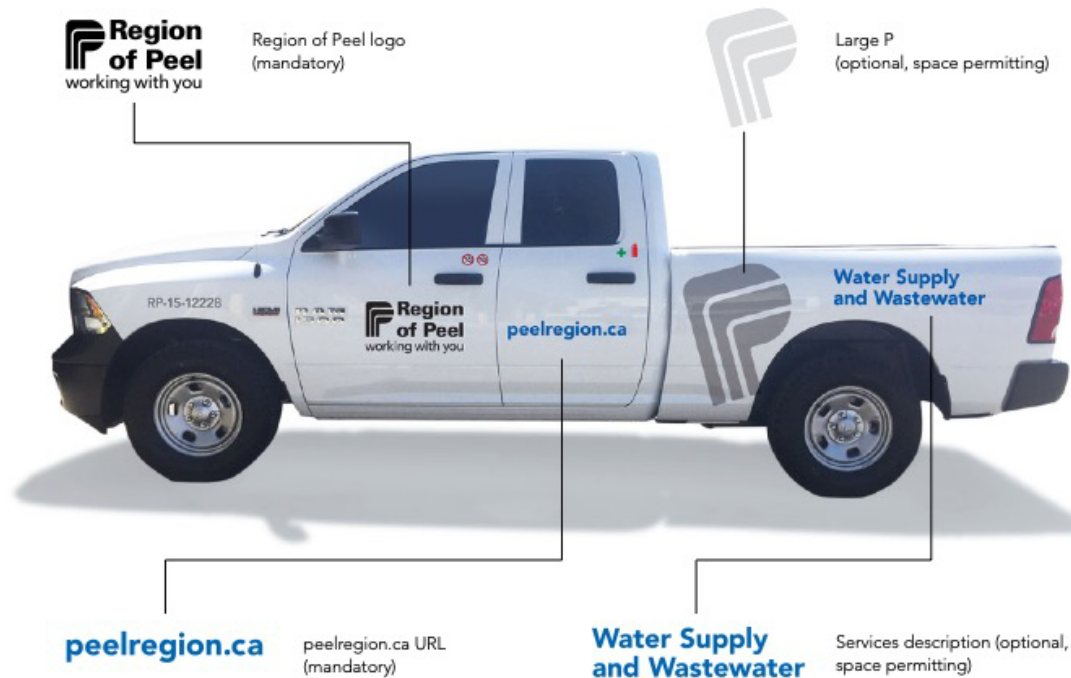


Fleet vehicles

Fleet vehicles are white with 4 brand elements. These elements vary in size depending on the type of vehicle.

We use consistently sized elements for similar vehicle types; for example, pickup trucks and vans may have larger logos than cars and smaller SUVs.

All fonts must be set in the Avenir LT STD family.



Region of Peel logo

- The logo should appear in black on the driver and passenger doors as well as the back of the vehicle.
- It should be as large as possible while still maintaining the required surrounding whitespace.
- The stacked version of the logo is primary, but the horizontal version can be used when vertical space is limited.

peelregion.ca URL

- The URL is always set in Avenir LT STD Black and should appear in Peel blue (Gerber/3M Vivid Blue 220-17 Cast Vinyl).
- Placement should be secondary to the logo.

Services description

- To increase public awareness of the services offered by the Region of Peel, vehicles can include service names listed on the sides.
- The service name should appear towards the rear of the vehicle, set in Avenir LT STD Black weight in Peel blue.
- Text should be set flush left.

Download

[Fleet Adobe Illustrator file ↗](#)

Large P

- The large "P" must appear in a light-to-mid grey ("PMS Cool Gray 2" or "3M Pearl Gray").
- The "P" should be set on an angle, 15 degrees counter-clockwise from vertical, and as large as possible.
- The "P" can be cropped off in areas, but must still be identifiable as the Region of Peel "P."

Other messaging

- Extra phrases such as "low emissions" should be set in Avenir LT STD Heavy in "PMS Cool Gray 9C" or equivalent.
- Use your discretion in size and placement, so these messages don't overpower the Region of Peel logo and other brand elements.

Other required elements

- Fleet or ministry numbers must be set in Avenir LT STD Heavy 100%K.
- The size of the numbers will vary depending on vehicle size.

Photography



Overview

Photography is a powerful and creative tool. It makes our messaging appealing and gives it meaning.

Peel Region photographs capture true-to-life imagery. They reflect Peel's demographics and portray our services, residents, and places as naturally as possible.

We avoid stock photography or any other photographs that look staged or artificial. Instead, we seek inspiration from real life, especially in the magical moments between people.



Advancing digital service delivery

The rising importance of timely information and a seamless digital experience from a resident's perspective is crucial.

We are improving digital service delivery by bringing more services online and designing our website to help the public complete tasks and locate the information they need as quickly as possible.

Social media channels like Instagram, Facebook, LinkedIn and Twitter let us directly interact with residents, allowing us to provide key information and vital services while also sharing stories of our employees, our community, and our experiences.



 **Region of Peel**
@peelregion.ca

Not all heroes wear capes.

Some wear PPE and work in child care settings.

We recognize the hard work all EarlyON and child care professionals do to support our economy, children and families across Peel.

#EarlyLearningHeroes
#childcare #WorkingWithYou





Adult Day Services Program



Providing daily care, recreation, interaction and stimulation



Meeting the Needs of Clients and Caregivers

The Adult Day Services (ADS) program offers many stimulating activities in a safe, nurturing environment with highly trained and dedicated professional staff. The ADS program provides recreational and social opportunities for older adults with:

- Alzheimer's disease and other dementias;
- chronic illnesses;
- physical impairments; and/or
- cognitive impairments.

The program also offers families and caregivers an opportunity to take some time for themselves, caregiver support and access to community resources.

"Without ADS, I don't know what I (and I am sure all the other caregivers) would do. We could never fill their day with the outreach and special needs programming your staff provides."



Our programs include:

- exercise;
- therapeutic activities, including gardening, music and sensory stimulation;
- help with personal care, such as eating, grooming, dressing, bathing and toileting;
- access to onsite clinics, such as optometry, audiology, podiatry and dental;
- community excursions;
- a variety of stimulating recreation activities; and
- hot nutritious meals, and morning and afternoon snacks.

The programs offered at each location will vary as they address the needs of the clients.

"I have complete faith and trust in the staff that my father will be cared for, stimulated and treated with dignity and respect."

Transportation

Transportation to and from the program is the responsibility of the Adult Day Services program client and their caregiver. The Adult Day and Community Support Services Supervisor can discuss transportation options that exist in the community, such as Transhelp, Caledon Community Services, CANES ride connect and CrossWheels. These are available for a fee.



"It's a great source of relief for me and I feel that (participant) would deteriorate quicker if he wasn't attending the program."



"...we have noticed that my mother's overall level of confidence has improved and it gives her a purpose. It provides peace of mind for her family members while they are at work."



Thank you

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