

Branding Strategy

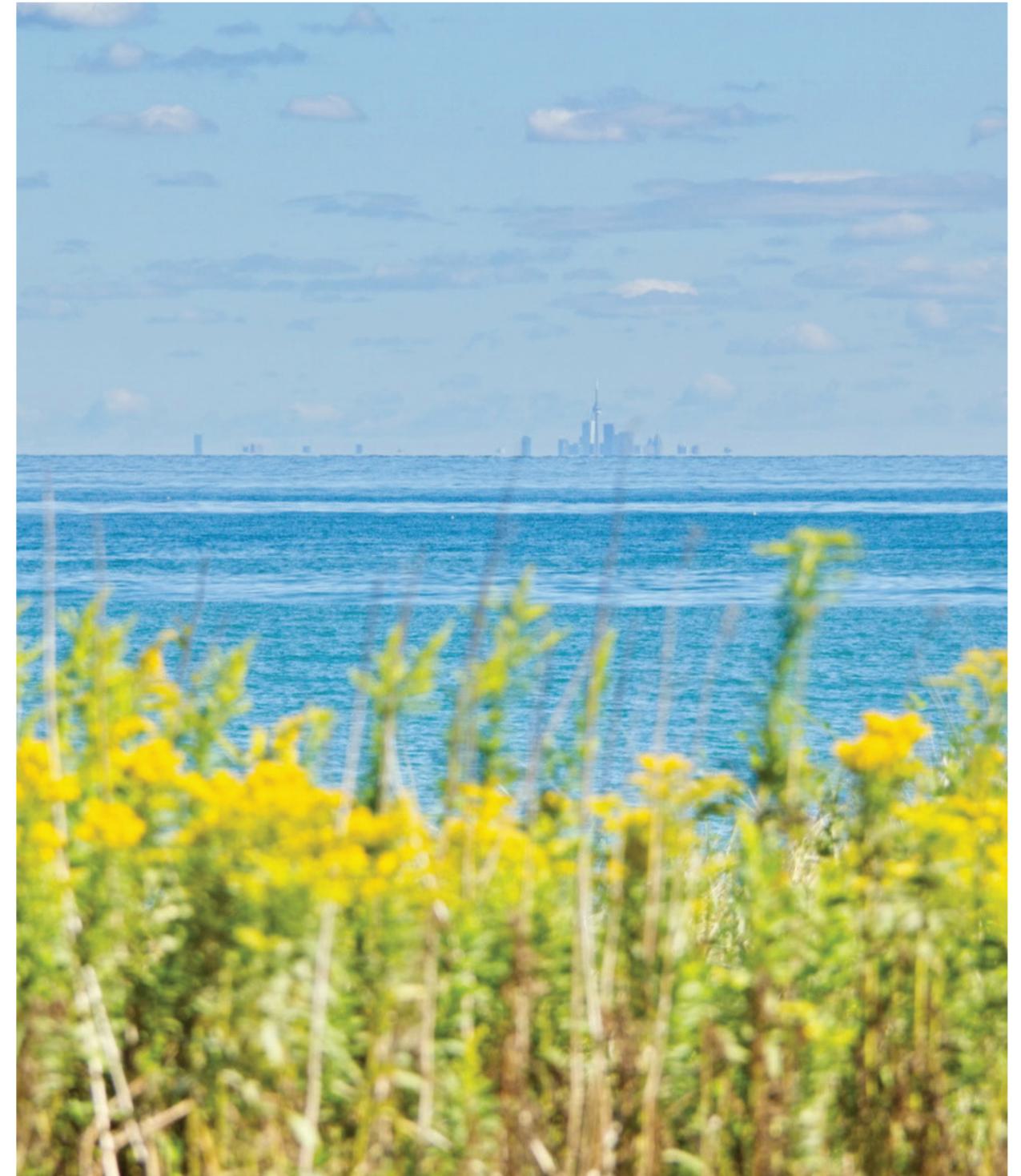
Naming

The name Confederation Park has been enhanced to include the word 'beach', with a visual emphasis on Beach Park. This strategy instantly communicates the differentiating context of this park within the City of Hamilton's Park network.

The ultimate choice to visit this park is the pleasure of experiencing destinations and attractions that benefit from being at the water's edge with its outstanding shoreline views, natural surrounds and a choice of beach activities.

The name 'Confederation' remains intact as it speaks to history and tradition of the park, while 'Beach Park' clearly communicates the unique character of this park.

Confederation Beach Park has wide potential to become a marketable brand that can help contribute to increasing attendance, drawing new destinations and tenants, as well as ultimately improving the revenues that support all aspects of this important public destination.



Brand - Option 1

Light Tower

Symbolically, a light tower is a universally recognizable icon representing water's edge, mariner safety, and a beacon of protection and hope.

For Brand Option 1, a light tower icon has been developed to complement the stylized wordmark for Confederation Beach Park. The light tower pays homage to the park's water-edge location, while reinforcing the distinctive tower of the popular Lakeland Centre.

The light tower is juxtaposed with a wrapping 'C' form that can be viewed as a monogram for Confederation, as well as a life ring which is also a distinctive and welcoming beach front metaphor.

The graphic design of the brand icon can be effectively presented in both single and multi-colour, 2D and 3D applications, as well as the potential to be utilized for sellable merchandise.

Distinctive with clear visual simplicity, this option will be highly memorable and quickly recognized and embraced by the public.

Importantly, this brand icon builds upon the DTAH developed light beacon gateway markers that are with strong visual reference to marine light tower architecture.



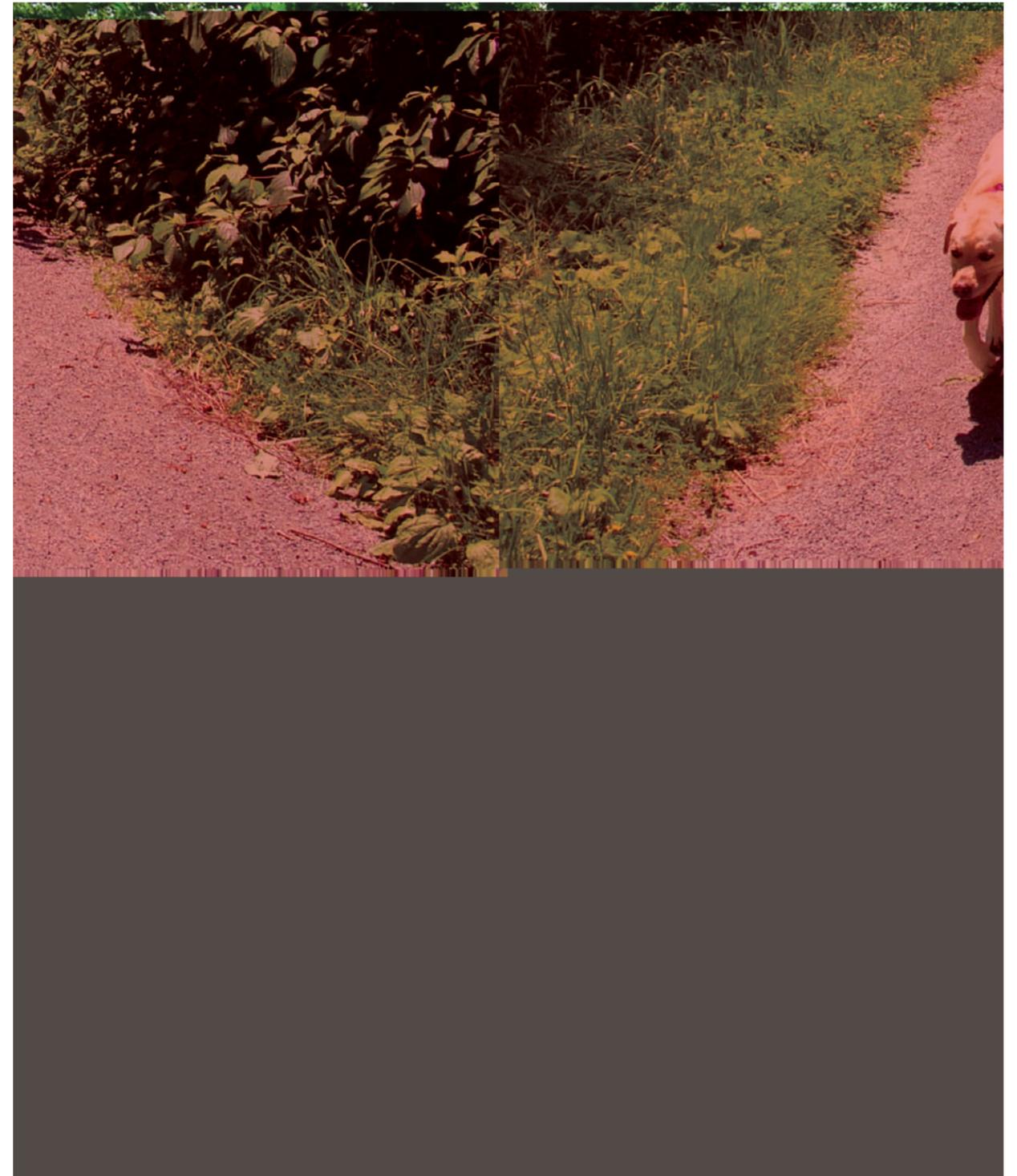


CONFEDERATION
Beach Park

Wayfinding Signage Strategy

The wayfinding strategy for Confederation Beach Park has been developed and designed to:

- Provide enhanced visibility and awareness of Confederation Park’s location, attractions and programs as a year-round recreation and services destination.
- Enhance orientation through the introduction of four (4) zoned areas that humanize the scale of the park while defining its borders.
- Present comprehensive park messaging hierarchy, signage fixture design, location plan and typographical program.
- Assist with landmarking and place making.
- Create a unifying family of sign types consistent with the brand image of the park.
- Reduce the signage clutter and eliminate the diverse styles of existing signage.
- Consistently integrate the new brand within all sign types.
- Integrate and showcase branded wayfinding signage throughout web and social media for visual reference cues.
- Attract new potential public / private partnerships to inject additional capital or assets into the Park based on a successful brand repositioning and signage guest experience upgrade.



Wayfinding Best Practices

Whether you approach a destination on foot, bicycle or vehicle identification should provide the following:

- Clear confirmation of name
- Distance recognition
- Sub-identification of services and amenities
- Communicate brand linkage to system and place

Successful Identification and Wayfinding enables users to enjoy a richer place-based experience including:

- Improved understanding of location
- Expanded understanding of services and offerings within the place
- Confidence to explore based on clear information
- Understanding of linkage to other related places
- Extended stay based on involvement in more activities
- Improved feeling of security
- Tendency to repeat visit based on ease of experience
- Tendency to promote place to others based on quality of experience

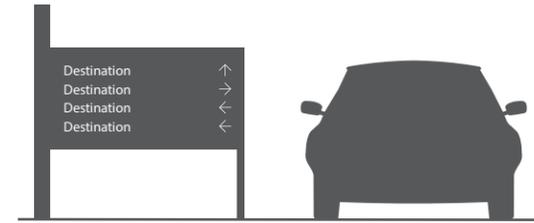
Wayfinding Signage is a navigational tool that provides directional information at decision-making points including:

- Multi-directional decision points
- Confirmation of direction at mid-points
- Distance information to assist in planning and selecting direction
- Orientation information to determine location in relation to a larger context
- Arrival information
- Linkages to connecting networks
- Landmark and zone areas to provide visual distinctions and 'cues'.

Sign Hierarchy



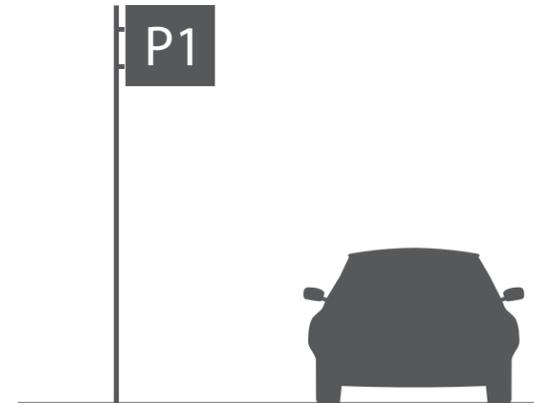
Main Entrance Gateway (MEG)
Visible from highway, identifies main property entrance and displays brand attributes. Features a self-powering wind turbine.



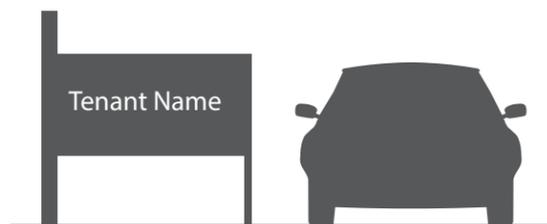
Vehicular Wayfinding (VW)
Placed at intersections and decision points. Directs vehicles to buildings, parking and points of interest. Reiterates brand identity.



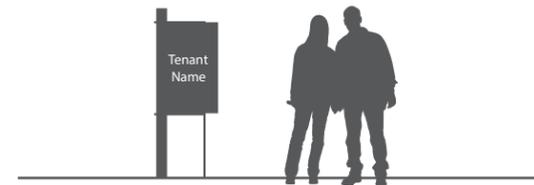
Secondary Entrance Pylon (SEP)
Identifies arrival/departure of park via secondary entrances and reiterates brand identity. Features a self-powering wind turbine.



Parking Lot ID (PLI)
Identifies parking lot numbers.

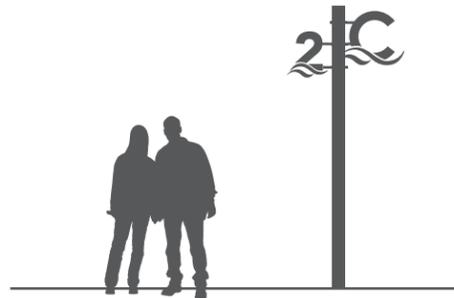


Roadside Tenant ID (RTI)
Visible from Vanwagner's Beach Road or Confederation Drive. Identifies major property tenants individually.

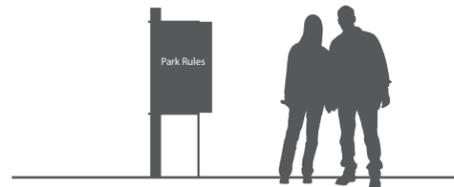


Destination ID (DI)
Designates arrival at points of interest.

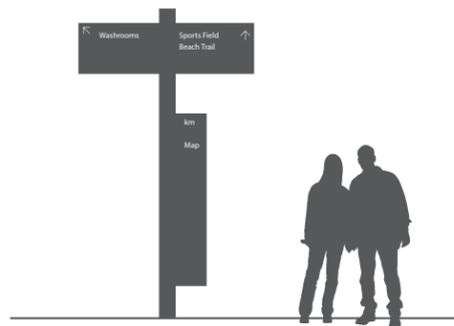
Sign Hierarchy



Zone ID Banner (ZIB)
Identifies beginning and end of park zones and reiterates brand identity.



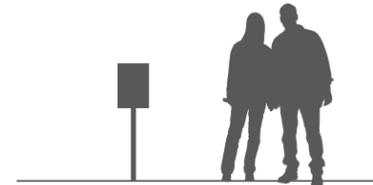
Trail Etiquette Sign (TES)
Placed at trail entrances. States proper etiquette for trail usage and reinforces brand attributes.



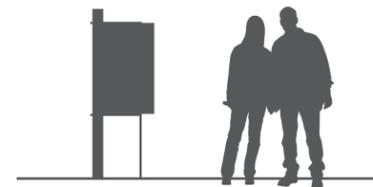
Pedestrian Wayfinding (PW)
Directs pedestrians to buildings and points of interest. Uses a map for purposeful orientation. Marks trail kilometers and reinforces brand attributes.



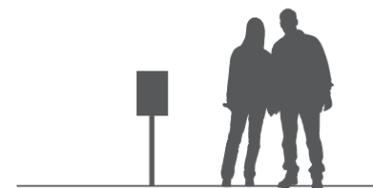
Large Regulatory Signage (LRS)
Lists park rules, water conditions and any additional needed information. Contains removable/changeable faces.



Small Regulatory Signage (RS)
States individual park regulations.



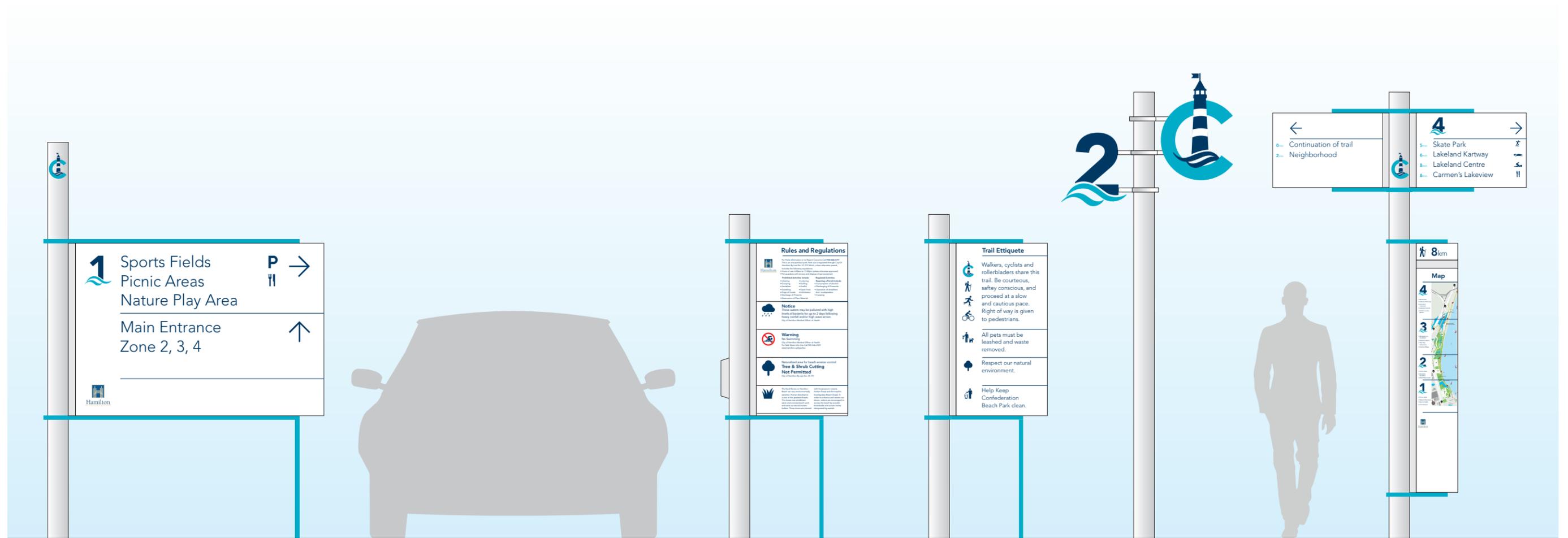
Large Educational Signage (LES)
Provides in depth educational material pertaining to the park and the surrounding environment.



Small Educational Signage (SES)
Provides brief educational material pertaining to the park and the surrounding environment.

Signage

Sign Lineup - Option 1



Vehicular Wayfinding (VW)

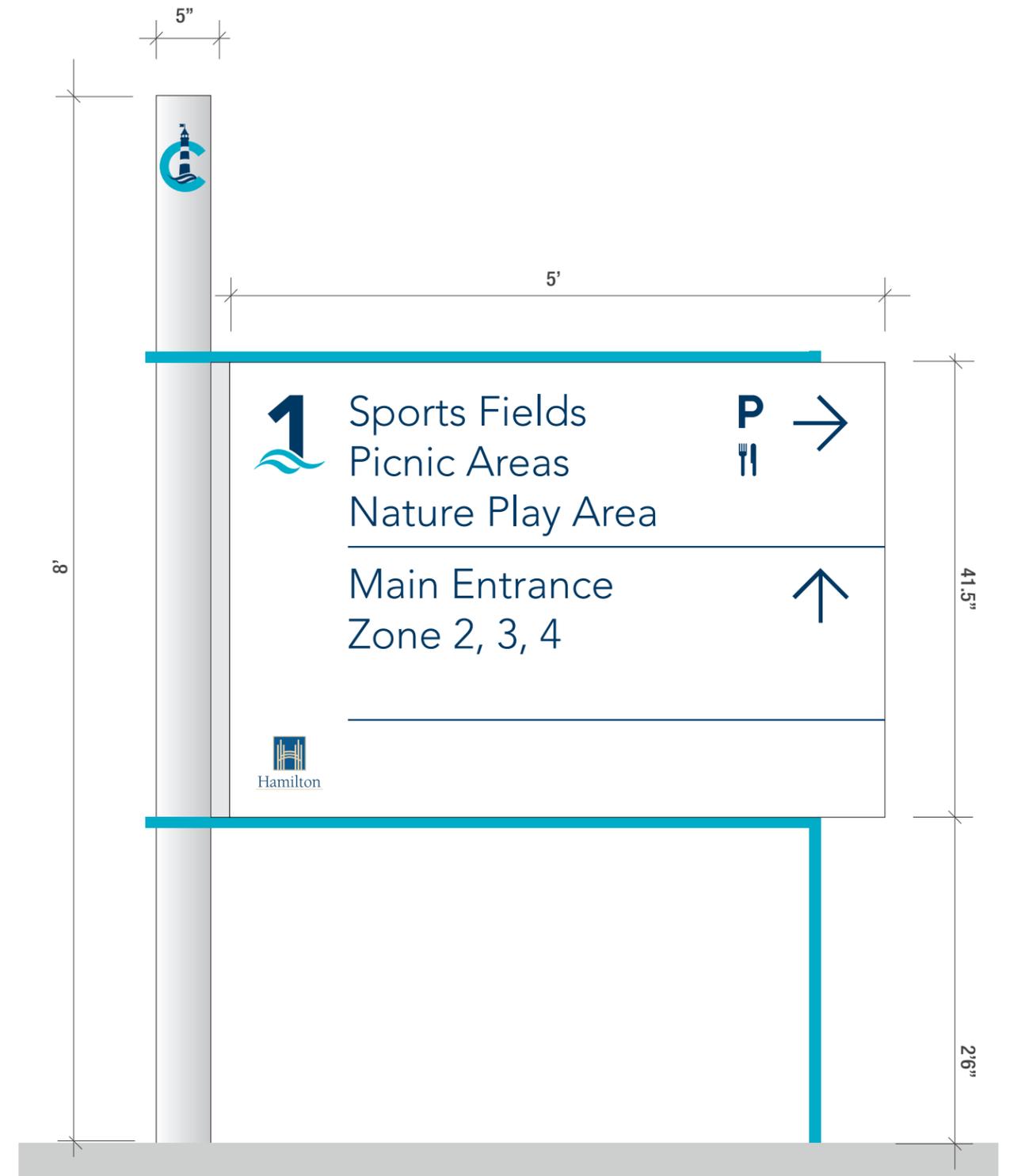
Large Regulatory Signage (LRS)

Trail Etiquette Sign (TES)

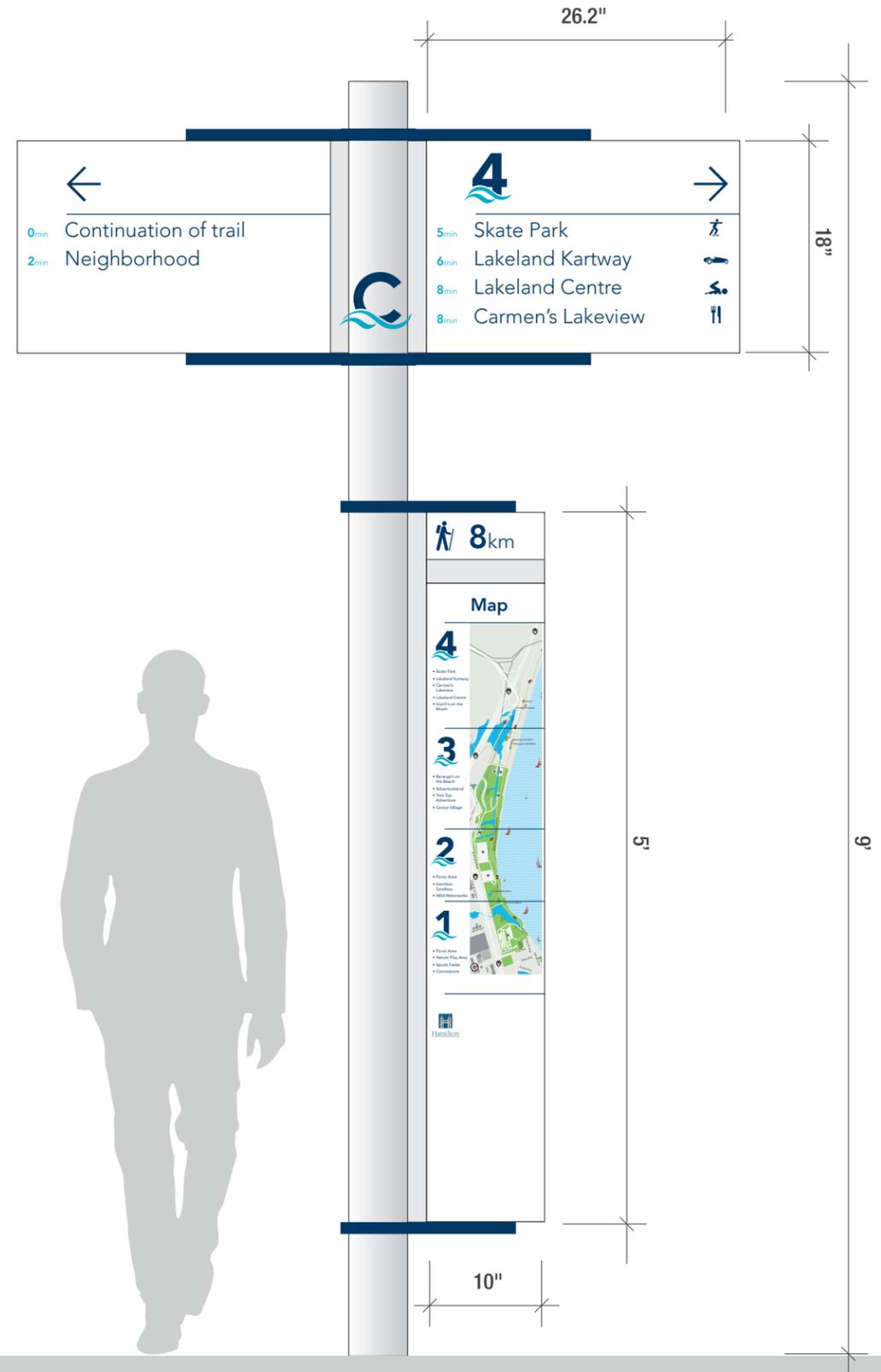
Zone ID Banner (ZIB)

Pedestrian Wayfinding (PW)

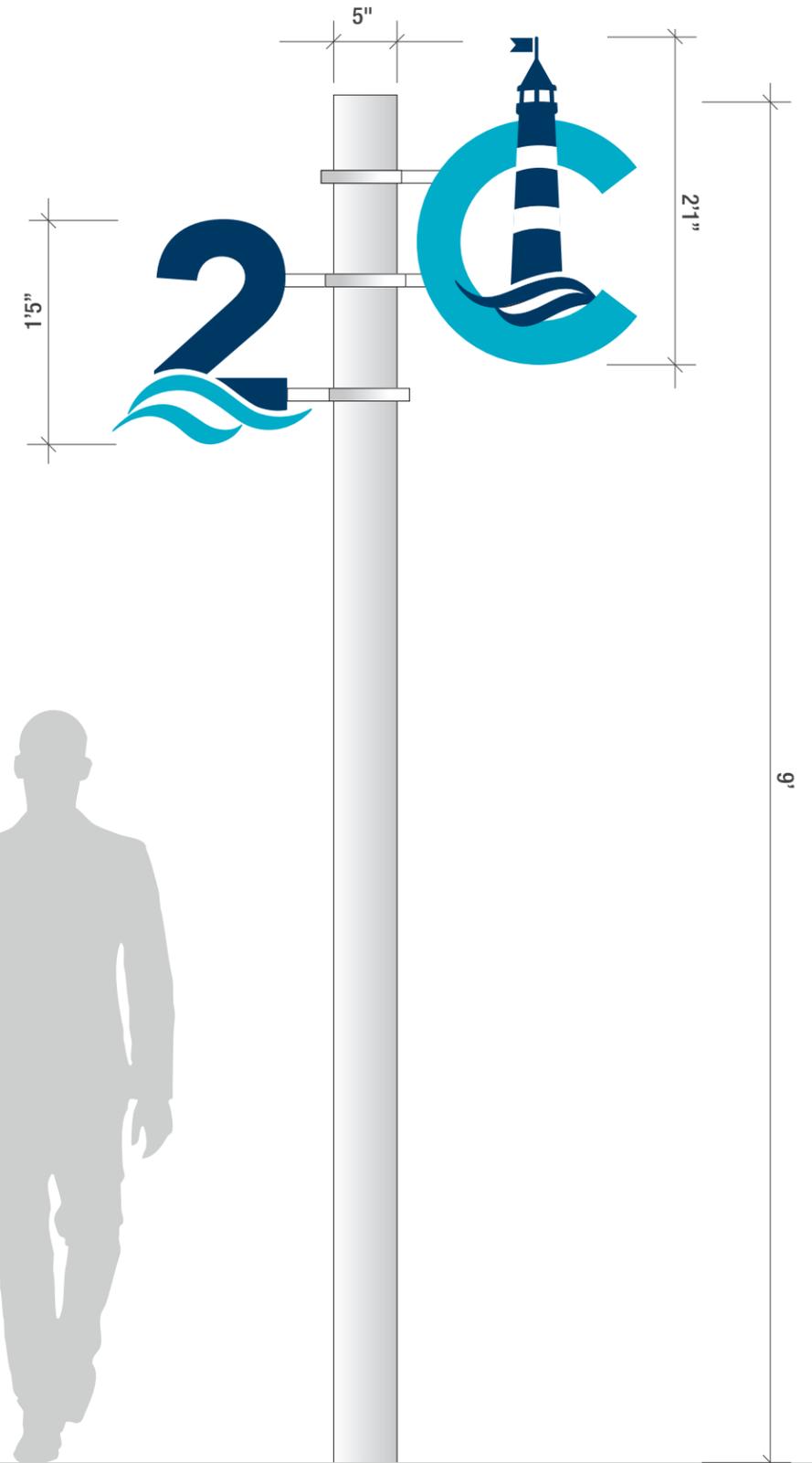
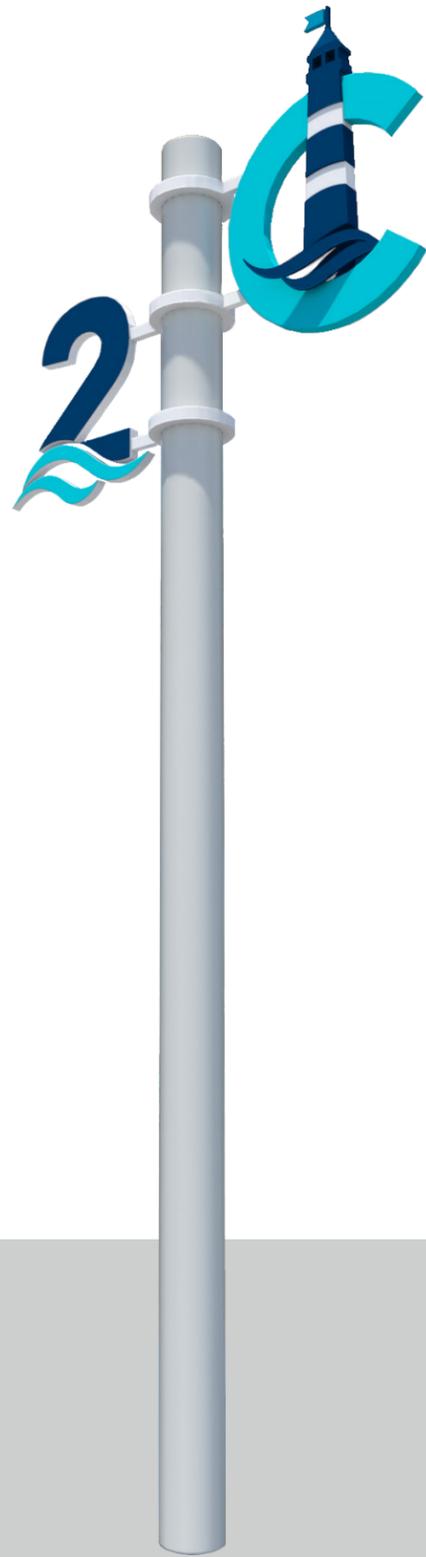
Vehicular Wayfinding - Option 1



Pedestrian Wayfinding - Option 2



Zone ID Banner - Option 1



Large Regulatory Signage and Trail Etiquette Sign - Option 1

