

# Branding Committee - Nouvelle-Arcadie

## Introduction ---

The branding process for the Municipality of Nouvelle-Arcadie is a community initiative aimed at shaping a dynamic and inclusive identity that reflects our history, our present and our vision for the future. This document explains the role, expectations and process of the Brand Committee - a select group of citizens who will represent the diverse voices of Nouvelle-Arcadie.

## Project Background and Objectives ---

Nouvelle-Arcadie has embarked on a branding initiative to create a strong, resonant identity. The initiative is structured around several strategic phases:

### Discovery Sessions :

- **Council Sessions** : An initial discovery session with the city council to discuss fundamental ideas and strategic direction.
- **Branding Committee Sessions** : A two-hour session with 6 selected community representatives, hosted by Goat Branding.
- **Public Sessions** : A subsequent session will be open to other interested citizens who were not selected for the committee, to ensure that all voices are heard and representative of the entire community.

The overall goal is to gather authentic ideas, inspiration and opinions that will guide the development of a brand that truly represents the municipality of Nouvelle-Arcadie.

## The role of the brand committee ---

### The Objective

The Brand Committee is a small, dynamic group of six citizens from different backgrounds and demographics. Its main role is to:

- **Contribute to brand development**: Share ideas, inspiration and feedback to help define Nouvelle-Arcadie's visual and strategic identity.

- **Engage in constructive dialogue:** Participate in group discussions led by Goat Branding to explore the community's unique history and future aspirations.
- **Review and refine preliminary work:** Have the opportunity to review early design concepts and provide feedback for refinement.

### What we're looking for

- **Passion for community:** A deep interest in the Nouvelle-Arcadie community.
- **Local connection:** Residents who live or have lived in the region.
- **Active involvement:** People who participate in community events and local initiatives.
- **Diversity of viewpoints:** Representation of people of different ages, backgrounds and demographics (open to anyone over the age of 16).
- **Open-minded:** Candidates are encouraged to be open-minded and creative, as the process of creating a brand may involve exploring innovative concepts and creative directions.
- **Confidentiality and respect:** Candidates must agree to maintain confidentiality during all sessions, and to show respect for all participants and their points of view.

### What to expect

Selected committee members will participate in a series of targeted sessions designed to gather your ideas and shape our community brand. The process includes

#### Strategy Session (2 hours):

- Participate in an in-depth brainstorming session where we'll explore ideas, share insights and define the core strategy for branding Nouvelle-Arcadie.

#### Strategy presentation meeting (1 hour):

- Participate in a follow-up meeting where the proposed strategy is presented, allowing you to provide additional feedback and help refine the direction.

### **Preliminary logo review (1 hour):**

- Participez à une session consacrée à l'examen des concepts préliminaires du logo, au cours de laquelle vos commentaires seront essentiels pour améliorer le design.

### **Avant-première finale exclusive (1 heure) :**

- Participate in a session dedicated to reviewing preliminary logo concepts, during which your feedback will be essential to improving the design.

Overall, you can expect to spend around 5 hours on these sessions. Final dates, times and locations for all sessions will be determined as the project progresses. Selected brand committee members will receive detailed schedule information and logistical updates well in advance.

## **How to Apply**

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There are several ways to apply to the Brand Committee:

- **Online Application:** Complete the application form available on the Rogersville website.
- **Flyer and QR code:** Use the QR code on flyers distributed throughout the city.
- **In Person :** Pick up a printed application form at city hall, fill it out and hand it in directly.

## **Conclusion**

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The Nouvelle-Arcadie Branding Committee is a unique opportunity to contribute to the future of our municipality. By contributing your voice and ideas, you'll help create a brand that celebrates our history and inspires our future. We look forward to a collaborative and dynamic process that truly embodies the spirit of Nouvelle-Arcadie.

Should you have any questions or require additional information, please do not hesitate to contact us.