

Commissionaires' New Brand Questions and Answers

Q1. *Why re-brand?*

A1. As part of our continual review of the organization and how it is positioned and perceived, a number of findings pointed towards the need to re-brand. For instance, the old logo with the red maple leaf suggested that we are somehow affiliated with the federal government, which is not the case. As well, research revealed that the old logo looked dated and did not easily represent our sub-brands.

Q2. *Isn't the re-branding exercise really just a new logo?*

A2. No, our brand is so much more than a logo. All 17 divisions of Commissionaires have come together to adopt not just a new brand, but new national strategies that will make us a more cohesive and unified national organization. The new brand really represents a new beginning and a new national vision for Commissionaires. The new brand not only means we have a fresh new look, but a new national perspective as well.

Q3. *Will this new brand affect Commissionaires' mandate?*

A3. Our mandate is to provide meaningful employment to former members of the Canadian Forces and RCMP of all ages and this will not change. We believe that our new progressive image will be attractive to them, and many others. We are expanding our service offerings not only to meet the needs of our clients but also to provide more diverse employment opportunities for our commissionaires.

Q4. *Why re-brand now?*

A4. It's really part of the on-going exercise of adapting to the changing demands of the marketplace and Canadian society. We can't be the same organization we were when we started in 1925. We must evolve and keep pace with the new realities if we plan to sustain our leadership position in an increasingly competitive market as well as expand our product and service offerings to better meet our clients' needs.

Q5. *Is the re-branding exercise more about building business than image?*

A5. It's about both. A more cohesive national brand will definitely help us build our profile and sustain our leadership position in the marketplace. And it will also allow our 17 divisions to work more effectively yielding the benefits of local understanding and national reach.

Q6. *Who designed the new look?*

A6. The new logo and tagline were designed by Hanger 18 Creative Group after a competitive process.

Q7. *What was the re-branding process?*

A7. The National Business Management Committee, which represents the entire Commissionaires' network of offices, recognized the need for a re-branding in June 2005. In the intervening months, a national branding team was established and a branding consulting group was contracted to research and develop the new brand. The results of the research phase were critical in driving the creative phase. Hangar 18 Creative was engaged and conceptual creative was presented in November 2006 with final creative presented in February 2007. The final logo was approved in March 2007 with the brand launching internally in May 2007. The new brand was officially unveiled publicly for the first time through the Commissionaires' website on July 16, 2007 at www.commissionaires.ca.

Q8. *What about French?*

A8. The new brand is also presented in French. The tag line "TRUSTED · EVERYDAY · EVERYWHERE," translates as "FIABLE · EN TOUT TEMPS · EN TOUT LIEU."

Q9. *Why did you choose this particular new logo?*

A9. The new logo that emerged from the re-branding process represents a more contemporary and progressive image that symbolizes the modernization of the organization. The colours have changed from blue and red to navy blue and orange and emphasize trust and energy. As well, the wordmark is strong and business-like and captures graphically the idea of safety and security. Finally, the icon is versatile to reflect the breadth of services offered by Commissionaires.

Q10. *Why are the regional divisions not using the new brand yet?*

A10. The new brand will be rolled out across the country by the regional divisions over the course of the coming months.