

Lincoln's Tourism Destination Brand Identity

Oct. 18, 2021



Why Choose Lincoln?



Why Place branding Matters?

Every place has an image.

What matters is how you **actively shape it** through experiences & stories.

Place brand benefits

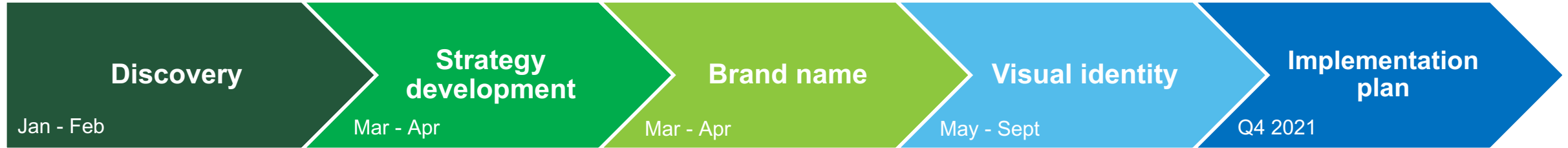
- Shift outdated perceptions
- Focus on unique strengths
- Highlight future goals and opportunities
- Align messaging and resources for maximum impact
- Nurture civic pride and engagement
- Encourage innovative development and experiences

What it's not...

- A name
- A slogan
- A logo
- A campaign

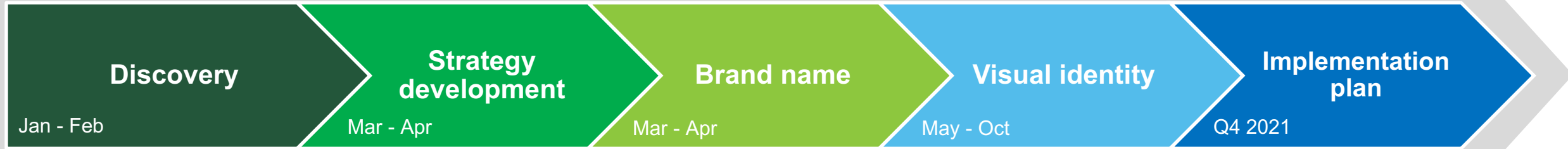
→ These are only useful tools to bring the brand story to life

Brand Development Process

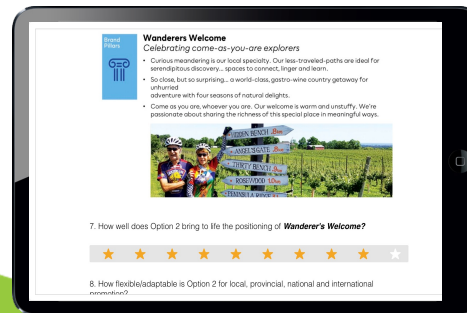
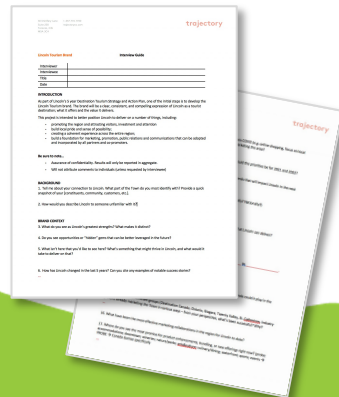


Brand Development Process

Community and Stakeholder Engagement



- TSIT Workshop
- 47 interviews with senior leaders, influencers, partners and regional tourism stakeholders
- TSIT Workshop
- Town Council presentation
- TSIT Workshop
- Consumer Survey (107 responses)
- TSIT Workshop
- Tourism Town Hall and Strategic Update (45 responses)
- Speak Up Lincoln Community Consultation (118 responses)

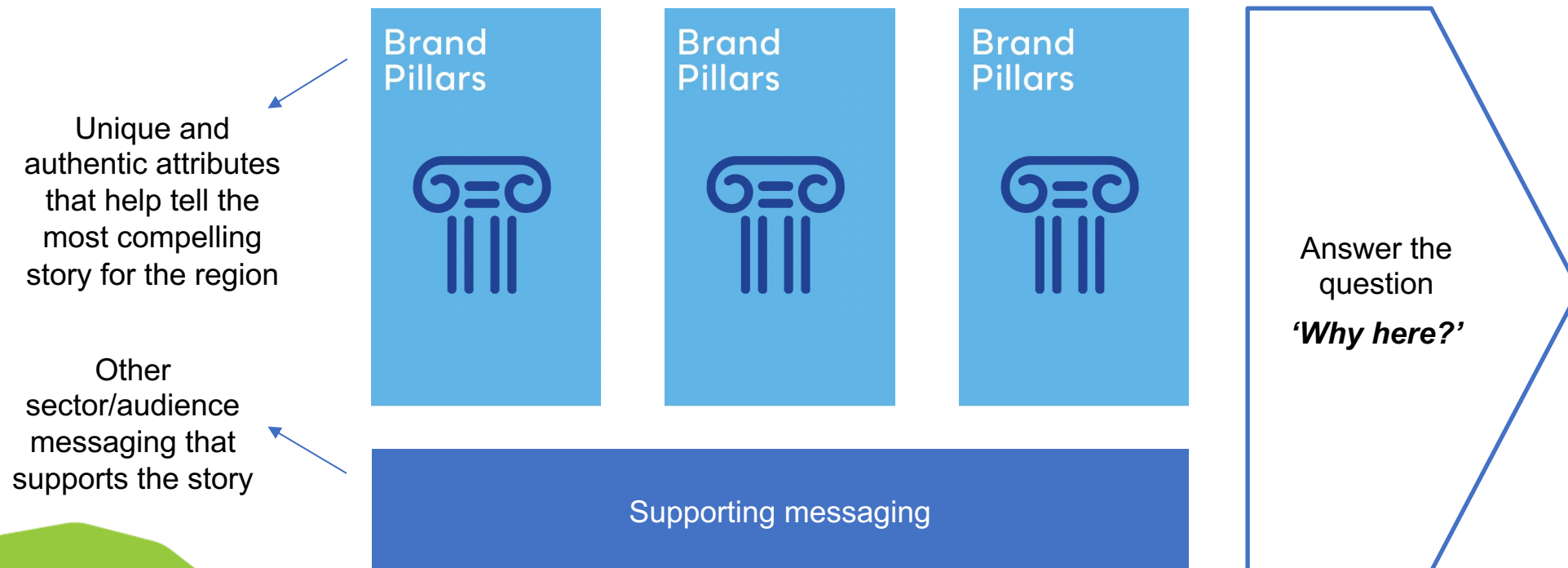
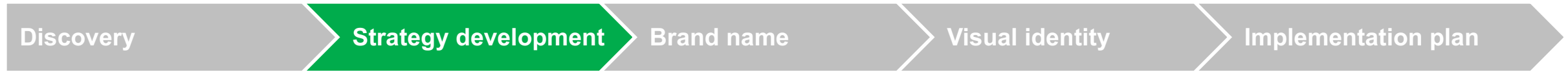


Discovery Insights



1. There's **enthusiastic support** for this initiative – it's viewed as vital.
2. Lincoln's tourism **experiences are high-quality, varied, complementary and desirable**.
3. There's strong **consensus on gaps** to be addressed: accommodations, transportation, marketing and infrastructure.
4. Design for **sustainable success!** Protect the area's rural character and natural assets.
5. Define and **promote Lincoln's unique place** in Niagara's high-profile brand.
6. The region has many **under-leveraged assets** including the waterfront.
7. Unlock more value through new **collaborations and partnerships**.
8. The brand must work on multiple levels: from **hyper-local to regional**.
9. Strong **wayfinding** – on site and online – is key.
10. Lincoln should take a key **leadership role** in tourism in the Niagara region.

Foundational Brand Pillars



Foundational Brand Pillars



Terroir of Tastemakers

Exceptional craft wine, drinks & culinary bench strength

- Destination fuelled by its bounty of 50+ small batch, boutique wineries making exceptional, award-winning vintages
- Growing complement of artisanal tastemakers in beverages (craft beer, cider and spirits) and culinary arts, from top chefs to epicurean products, that are stirring up Canada's food world

Niagara's Other Natural Wonder

Deeply rooted in nature

- In the heart of UNESCO designated Niagara Escarpment Biosphere, our lush backcountry of benches and escarpment embraces world-renowned parks, trails and lakeshore sites.
- Lively rural communities and heritage villages are the bedrock of this multi-generational agricultural powerhouse, renowned for its soft fruit orchards.
- Exceptional geologic, Indigenous, African Canadian and immigrant heritage experiences tell the story of our place.

Wanderers Welcome

Celebrating come-as-you-are explorers

- Curious meandering is our local specialty. Our less-traveled-paths are ideal for serendipitous discovery... spaces to connect, linger and learn.
- So close, but so surprising... a world-class, gastro-wine country getaway for unhurried adventure with four seasons of natural delights.
- Come as you are, whoever you are. Our welcome is warm and unstuffy. We're passionate about sharing the richness of this special place in meaningful ways.

Naming Considerations



Naming system criteria

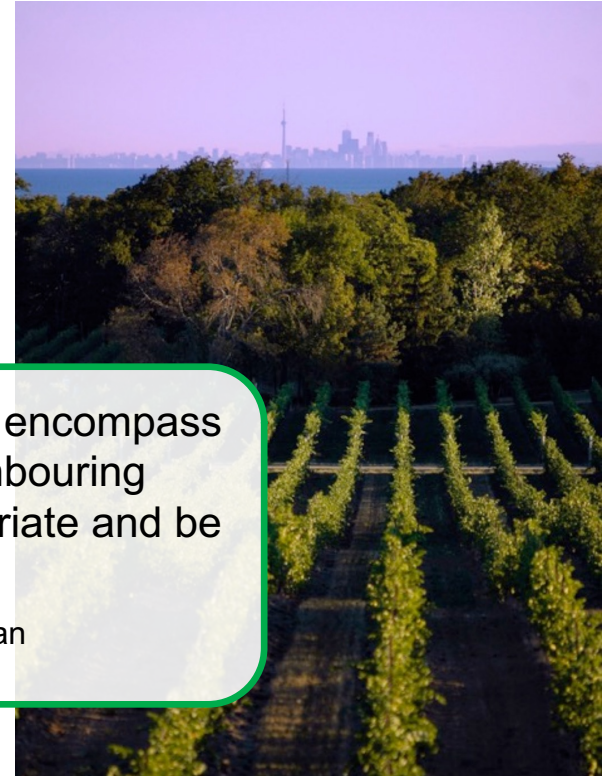
- ✓ Meaningful
- ✓ Authentic... conveys a sense of place
- ✓ Bridges existing nomenclature and descriptors
- ✓ Helps people mentally locate the area
- ✓ Memorable, distinctive and differentiating
- ✓ Easy to understand
- ✓ Adaptable for local and non-local audiences
- ✓ Supports collaborations and partnerships
- ✓ Connects diverse experiences

“Whatever they want to call themselves... they should be able to own it!”

- Lincoln stakeholder (interview)

“The Lincoln-centred destination should encompass adjacent rural/agricultural areas in neighbouring municipalities when strategically appropriate and be considered from a visitor’s lens.

– Lincoln Destination Tourism Strategy and Action Plan 2020 – 2025



Design Considerations



Design system criteria

- ✓ Reintroduce Lincoln - tell a new story!
- ✓ Authentic... conveys a sense of place
- ✓ Memorable and distinctive
- ✓ Adaptable for local and non-local audiences
- ✓ Flexible for full range of media/applications, as well as potential sub-brands, campaigns, events..
- ✓ Supports collaborations and partnerships
- ✓ Connects the diverse tourism businesses, attractions and experiences
- ✓ Easy, and interesting, to work with





Tourism Brand Recommendation

Recommendations



NIAGARA
BENCH
LANDS
LINCOLN ONTARIO

NIAGARA
BENCHLANDS
LINCOLN ONTARIO

- Progressive and bold look
- Leverages Niagara awareness
- Meaningful geographic descriptor
- Highlight unique topography; colours inspired by the land (and water)
- Reflects stature of winemaking craft in the region
- Encompasses the diverse tourism landscape that is the Town of Lincoln – local agriculture, culinary, nature, and heritage

Branding for Scale



Branding considerations

Build awareness of Lincoln as a whole

Promote distinct destinations within Lincoln

Position Lincoln as region's hub



Branding considerations

Build brand from visitors' lens

Integrate adjacent rural/agricultural areas

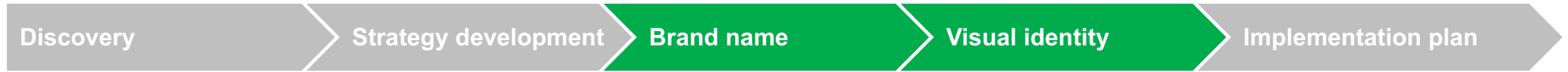
Complement Niagara's global brand awareness

Local



Non-local

Branding for Scale



**NIAGARA
BENCH
LANDS**
LINCOLN ONTARIO

**NIAGARA
BENCH
LANDS**
LINCOLN

**NIAGARA
BENCH
LANDS**

Local



Non-local

Name, Narrative, and Design Alignment



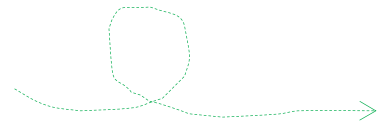
The Terroir of Tastemakers

Craft wine, drinks & culinary bench strength



Niagara's Other Natural Wonder

Deeply rooted in nature



Wanderers Welcome

Celebrating come-as-you-are explorers

Coherence + Flexibility for all of Lincoln



NIAGARA
BENCH
LANDS
BEAMSVILLE

NIAGARA
BENCH
LANDS
CAMPDEN

NIAGARA
BENCH
LANDS
JORDAN

NIAGARA
BENCH
LANDS
JORDAN
STATION

NIAGARA
BENCH
LANDS
ROCKWAY

NIAGARA
BENCH
LANDS
TINTERN

NIAGARA
BENCH
LANDS
VINELAND

NIAGARA
BENCH
LANDS
VINELAND
STATION

Coherence + Flexibility for all of Lincoln



NIAGARA
BENCHLANDS
BEAMSVILLE

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VINELAND STATION

Coherence + Flexibility for all Sectors

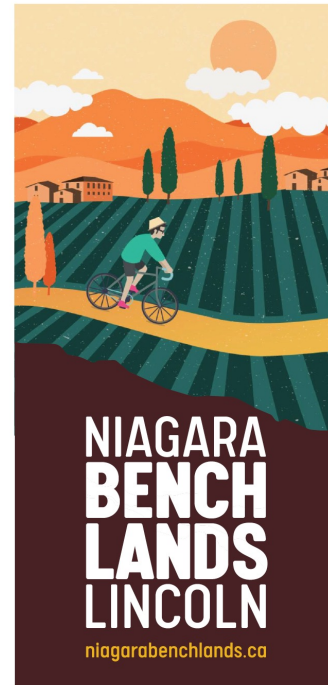
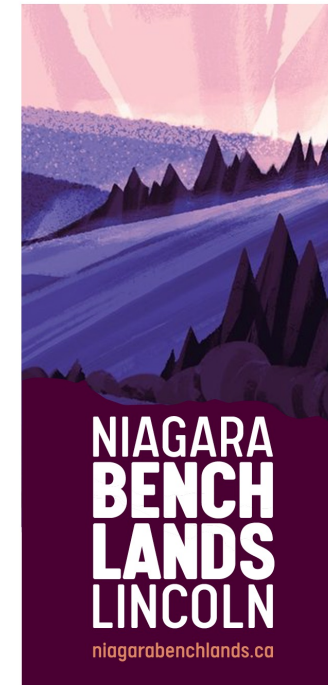
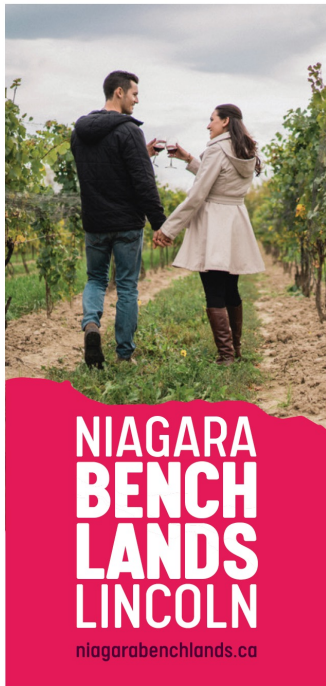
Discovery

Strategy development

Brand name

Visual identity

Implementation plan



Coherence + Flexibility for all Seasons



WINTER



**BENCH
LANDS**

SUMMER



**BENCH
LANDS**

SPRING



**BENCH
LANDS**

AUTUMN



**BENCH
LANDS**

Coherence + Flexibility for... Everything!



WINE



**BENCH
LANDS**

- ✓ Agriculture
- ✓ Waterfront
- ✓ Festivals
- ✓ Pride
- ✓ Halloween
- ✓ Holidays
- ✓ Events
- ✓ Special Occasions

Strong Wordmark = Functional Utility



Sample Website



Sample Applications

Discovery

Strategy development

Brand name

Visual identity

Implementation plan



Wayfinding + Community Signage Options

Discovery

Strategy development

Brand name

Visual identity

Implementation plan



Sample Corporate Materials

Discovery

Strategy development

Brand name

Visual identity

Implementation plan



Strategic Tourism Partnerships

Discovery

Strategy development

Brand name

Visual identity

Implementation plan

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Thanks to our partners and sponsors:



Competitive Comparisons



Brand Story

Discovery

Strategy development

Brand name

Visual identity

Implementation plan

NIAGARA
BENCH
LANDS
LINCOLN ONTARIO

Welcome to the Niagara Benchlands, rooted in Lincoln, Ontario.

From the southern shores of Lake Ontario to the Niagara escarpment and beyond, this one- of-a-kind destination shares its warm welcome from the heart of a UNESCO biosphere and awaits your serendipitous discovery.

With over 50 wineries, breweries and distilleries, renowned hiker-worthy trails and paddle-friendly waterfronts, Lincoln's 'come-as-you-are' experiences perfect for families and foodies alike are just a few of the reasons this destination is known as Niagara's other natural wonder.

Come wander the terroir of tastemakers and enjoy the extraordinary farm fresh fare. It won't be long until you fall in love with the Benchlands' rural charm and lively, welcoming communities.

Activating the New Tourism Brand



Council can expect to see elements of the new Niagara Benchlands branding and visual identity strategically used in to launch Lincoln’s new tourism and destination branding in the following ways:

- ✓ Social media creative – profile images and headers; imagery
- ✓ Administrative products – stationery; presentation templates; digital newsletter masthead templates, business cards
- ✓ Outfitting – co-branded clothing; retail point-of-purchase promotional tools for local businesses
- ✓ Program promotional efforts – posters; paid advertisements; marketing efforts
- ✓ Creation of standalone Niagara Benchlands website
- ✓ Community signage – banners; wayfinding design updates
- ✓ Tourism product development – Destination Development fund encouraging the creation of collaborative and innovative experiences, festivals, and events with local tourism businesses

Thank you

NIAGARA BENCH LANDS


Town of
Lincoln

trajectory

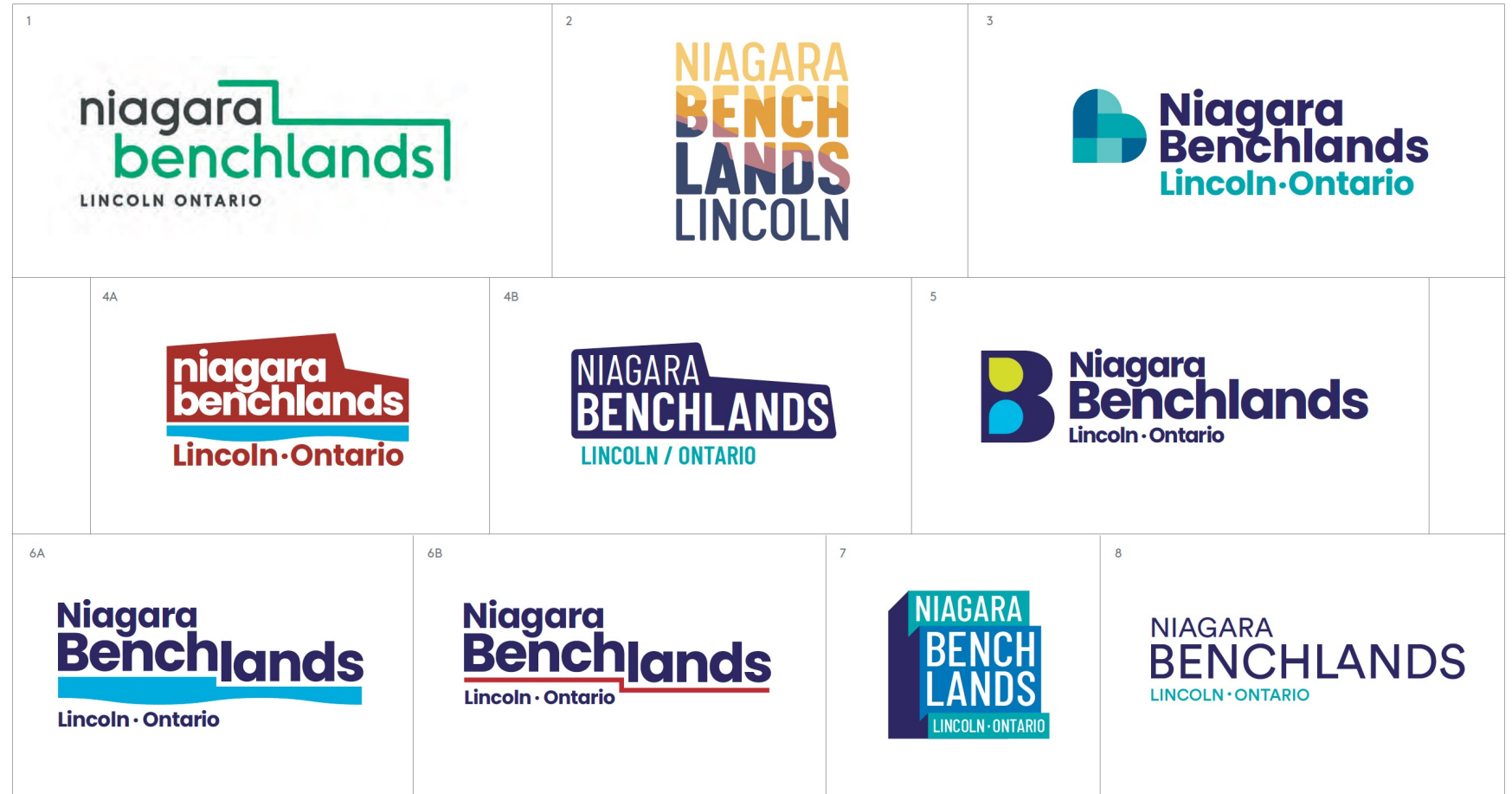
The background features a series of overlapping, wavy, organic shapes in various shades of green and blue. The top right corner is a solid light blue. Below it, there are layers of light green, medium green, and a large, dark green area that occupies the bottom half of the slide. The word 'Appendix' is written in white, bold, sans-serif font on the dark green background.

Appendix

Creative exploration and validation

A broad range of names and visual styles were explored and examined for potential fit.

Through engagement with the TSIT Steering Committee and key tourism partners and stakeholders the most promising options were refined for additional validation and input.



Creative exploration and validation

Strong support for the brand recommendation

NIAGARA
BENCH
LANDS

niagara
benchlands

Most proud to be a
resident of, or business
owner in, Lincoln

67%

33%

Most unique and distinct

67%

33%

Most compelling
representation of Lincoln
as a destination

70%

30%

“These are both really compelling. Eye catching, modern and effective. Very difficult choice.

“Just keep moving forward - we need this stat for future projects.

Survey delivered through
Speak Up Lincoln; N = 118

Creative exploration and validation



Consumer Brand Perception
Survey Results

Describe your reaction
to the suggested
creative examples

62%

Love it!

36%

Like it

Describe your
perception of the
Niagara Benchlands
destination branding

49%

Very positive

44%

Very positive

What are you most
compelled to do in
Lincoln after reviewing
the Niagara
Benchlands branding?

45 respondents

Book/reserve an experience

66 respondents

Purchase a product/service

27 respondents

Search for the Town of Lincoln
online to find out more

46 respondents

Tell a friend/family member
about the destination

Survey delivered in-person at
the Ball's Falls Thanksgiving
Festival; N = 107