

From: Terry Prentice [REDACTED]
Sent: July-12-24 5:38 PM
To: Council
Subject: COTW MEETING ITEM 5 Place Branding and Marketing Plan

Categories: Inputted in to Mail Log

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After reading through all the material in the KIMBO DESIGN Report, I make the following observations.

The input by numbers was somewhat limited as a basis for a report of this importance. Nevertheless, the consultants have done extensive research on Esquimalt and included all the important background for their recommendations to promote Esquimalt.

On the flip side, I think the report falls off the rails when it puts forward a logo which does not do any of those things its report seeks to achieve. The logo bastardizes the "O" in our and the "Q" in Esquimalt so that neither stands out and one is left trying to figure out what the logo means/says. The colour scheme does not assist in clarifying. As a resident I can see it but I'm not sure it would attract the interest of someone looking to invest.

I don't have the knowledge or training to make suggestions on a more suitable logo, I just know I would not be attracted by this one.

Terry Prentice
1297 Rockcrest Ave
[REDACTED]