

# Municipality of *Bluewater*

## VILLAGE OF BAYFIELD PILOT COMMUNITY FOR COUNTY WIDE WAYFINDING PROJECT

When you visit a village, it's always nice to know where to find things: the beach, the parks, the stores, the public washrooms!

'Wayfinding' is the term for this, and Huron County's Economic Development department has not only identified improving wayfinding signage as a priority for 2018-2019, they've also partnered with RTO4 (our Regional Tourism Organization) to co-fund a project to create a wayfinding system for the county.

*Form: Media*, a consultancy from Dartmouth, Nova Scotia, was selected to design a wayfinding system for Huron County using Bruce County's excellent system as a template. We're excited that they've selected Bayfield as the pilot community for implementation.

The three phase project will work through:

1. Analysis: gathering information remotely and through onsite workshops with stakeholders, a site audit and public consultations
2. System Design: designing the wayfinding signage system, followed by public consultations on the proposed system design
3. Documentation: preparing design documents for tendering of Bayfield signage

The signage to be designed will have a similar architecture throughout the county, but will be personalized with brand elements from the community in which it's placed. At the request of the County, Bluewater's Community Development Coordinator is therefore holding a **Public Meeting** at the **Bayfield Library** at **7 pm** on **Wednesday, May 16** to solicit input from residents on the creation of a Bayfield Community Brand Guide: a community-vetted document that identifies the colour palette, logos or icons, fonts etc that reflect the Bayfield brand. This guide will then inform the look of marketing materials and wayfinding signage going forward.

If you're a Bluewater resident, please join the Bayfield & Area Chamber of Commerce and Bluewater Community Development at this meeting. We need your input to create a comprehensive brand guide which reflects the values and beliefs residents hold about the Village of Bayfield.