

# Zorra Township has new look and an all-new brand



SUBMITTED PHOTO

Zorra Township council is pictured with the municipality's new logo. From left are Coun. Marcus Ryan, Coun. Marie Keasey, Mayor Margaret Lupton, Coun. Doug Matheson, and Coun. Ron Forbes.

**HEATHER RIVERS**  
SENTINEL-REVIEW

Zorra Township has a new look and logo.

The township officially launched its new brand "Doing Our Part" last week as part of an effort "to position the township for future success."

As part of the brand process, the township's logo was simplified and modernized.

Township Mayor Margaret Lupton said defining and articulating their brand would help current employees be more effective in their roles and make it easier to recruit new employees.

It was also designed to help council in strategic planning and prioritizing resources.

"During the brand development process, we realized that residents, businesses, employees and members of our local council are all willing to get involved, pitch in to help and go above and beyond without hesitation to make Zorra better," she said. "Everyone here is will-

ing to do their part and that is what defines Zorra."

Lupton said the township also strives "to do our part to be good neighbours and citizens beyond Zorra's borders."

A cross-section of residents, as well as township employees from all levels, participated in the process, which, Lupton said, helped put into simple language key points that make Zorra unique.

The township was guided through the brand development process by Zorra resident Karen Sample, president and owner of 31st Line Strategic Communications in Embro.

"We had some good debate over our logo," said Ward 3 Count. Marcus Ryan. "Once we had the brand language developed, we realized that the star is very appropriate because countless residents, businesses and employees quietly do their part every single day to make Zorra better. They are the true stars that make Zorra unique."

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