

shaping  
our brand  
story



## welcome!

Mississauga has an extraordinary story to tell. You can play a vital role in communicating what makes Mississauga different, why it matters, and the experience we are committed to building together.

We are a young, modern city on the cusp of something big. We know that successful cities must proactively promote their people, location, history, quality of place, lifestyle, culture, diversity and their compelling vision for the future.

In 2013, the City of Mississauga launched an ambitious brand strategy initiative that involved broad-based stakeholder engagement, research insights from citizens and businesses, numerous workshops and an international review of best practices across comparable cities.

The role of our city brand is to drive choice as well as create loyalty and pride among our residents, businesses and key audiences.

This book provides a summary of Mississauga's brand story, what makes the city unique, and how we will communicate, promote and share this story with the world.

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## why choose Mississauga...

This is the mid-size North American city that outpaces all others with its global connections, vibrant communities and aspirational vision of the future. People and businesses choose Mississauga for its unique combination of a welcoming world culture, naturally enriching options, and inspiring possibilities.

Together, these ingredients create a powerful brand idea that we can communicate as the story of where we're going and why it matters. It differentiates Mississauga from its peers and raises our reputation across Canada and around the world.



## about Mississauga

Today, Mississauga is a mature, confident, urban municipality with a population of almost 750,000. It is home to almost 54,000 businesses, 62 leading Fortune 500 companies, 2 leading community hospitals and 2 post-secondary institutions. The City has an ambitious vision for the future that's articulated in its Strategic Plan.

### Mississauga's Strategic Plan includes five strategic pillars for change:

-  move developing a transit-oriented city
-  belong ensuring youth, older adults and new immigrants thrive
-  connect completing our neighbourhoods
-  prosper cultivating creative and innovative businesses
-  green living green
-  The **Downtown21 Master Plan** details the vision for Mississauga's urban core

## our vision

Mississauga will inspire the world as a dynamic and beautiful global city for creativity and innovation, with vibrant, safe and connected communities; where we celebrate the rich diversity of our cultures, our historic villages, Lake Ontario and the Credit River valley.  
**A place where people choose to be.**



PHOTO: JOHN CARVALHO

# Mississauga's changing landscape

By the numbers, it's easy to see the dynamic growth and vitality of Mississauga's evolving population, demographics and business profile. Major international "city-watchers" are taking note. Mississauga consistently punches above its weight in international rankings.

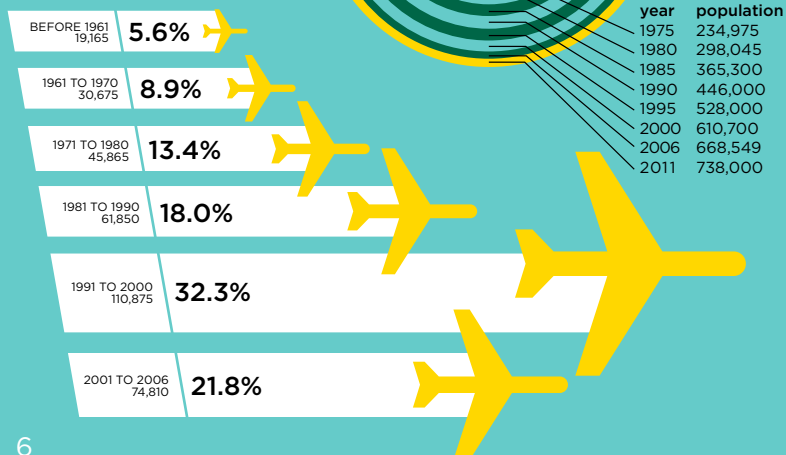
Here is a snapshot of how Mississauga is changing in terms of its demographics and business profile.

## international recognition



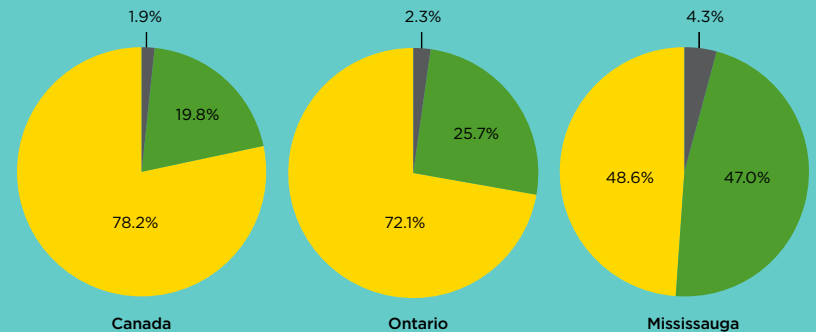
## newcomers by period of immigration

total 343,245



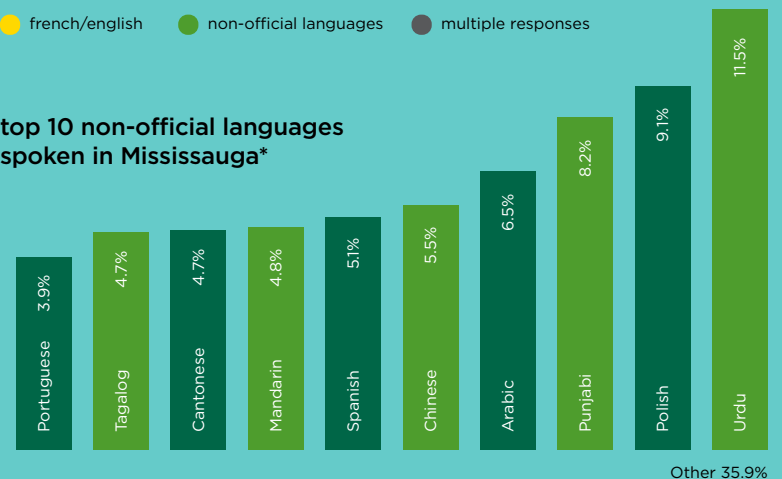
## diversity of languages and cultures

### mother tongue\*



● french/english ● non-official languages ● multiple responses

### top 10 non-official languages spoken in Mississauga\*



Source: Statistics Canada. 2012. Mississauga, Ontario (Code 3521005), Ontario (Code 35) and Canada (Code 01) (table). Census Profile. 2011 Census. Statistics Canada Catalogue no. 98-316-XWE. Ottawa. Released October 24, 2012.

### number of businesses in Mississauga\*



\*Source: Mississauga Planning and Building 2013 Employment Profile (based on Statistics Canada, Canadian Business Patterns (CBP) Database, June 2012)

## our goals

### **A strong city brand will enable Mississauga to...**

- Build and improve the City's already strong reputation
- Nurture civic pride and engagement
- Enhance the City's ability to catch the attention of local, national and international audiences
- Encourage innovative, sustainable development and experiences that support our vision
- Support and complement efforts to recruit and attract investment, businesses and talent in the "new economy"
- Promote the City's Downtown as a dynamic place to live, learn, work, and play

### **The City's many stakeholders including:**

- Residents, community partners and city champions
- Local employers and businesses
- Youth who are living, studying or working in the city
- Newcomers – people and businesses who have recently arrived or who are planning to come here
- City staff
- Investors and partners
- Seniors, visitors, and media

## our brand story ingredients

our opportunity  
our promise  
our benefits  
our expression  
our experience





## our opportunity

Mississauga is well positioned for the future. Research supports the fact that for residents and business owners, the city has many desirable advantages including its cultural diversity, sense of community, distinctive neighbourhoods, appealing geography and history.

Mississauga's quality of life is an important driver of choice for families and businesses. In fact, 74% of respondents rate the city highly for its pride and sense of community. Mississauga's diversity is also one of the top features that residents cite they like most about the city.

### Other top rated features:

Geographic location

Parks/green spaces

Nature trails

Quality of the waterfront

Outdoor and recreational activities

Environmental quality

Economic prosperity

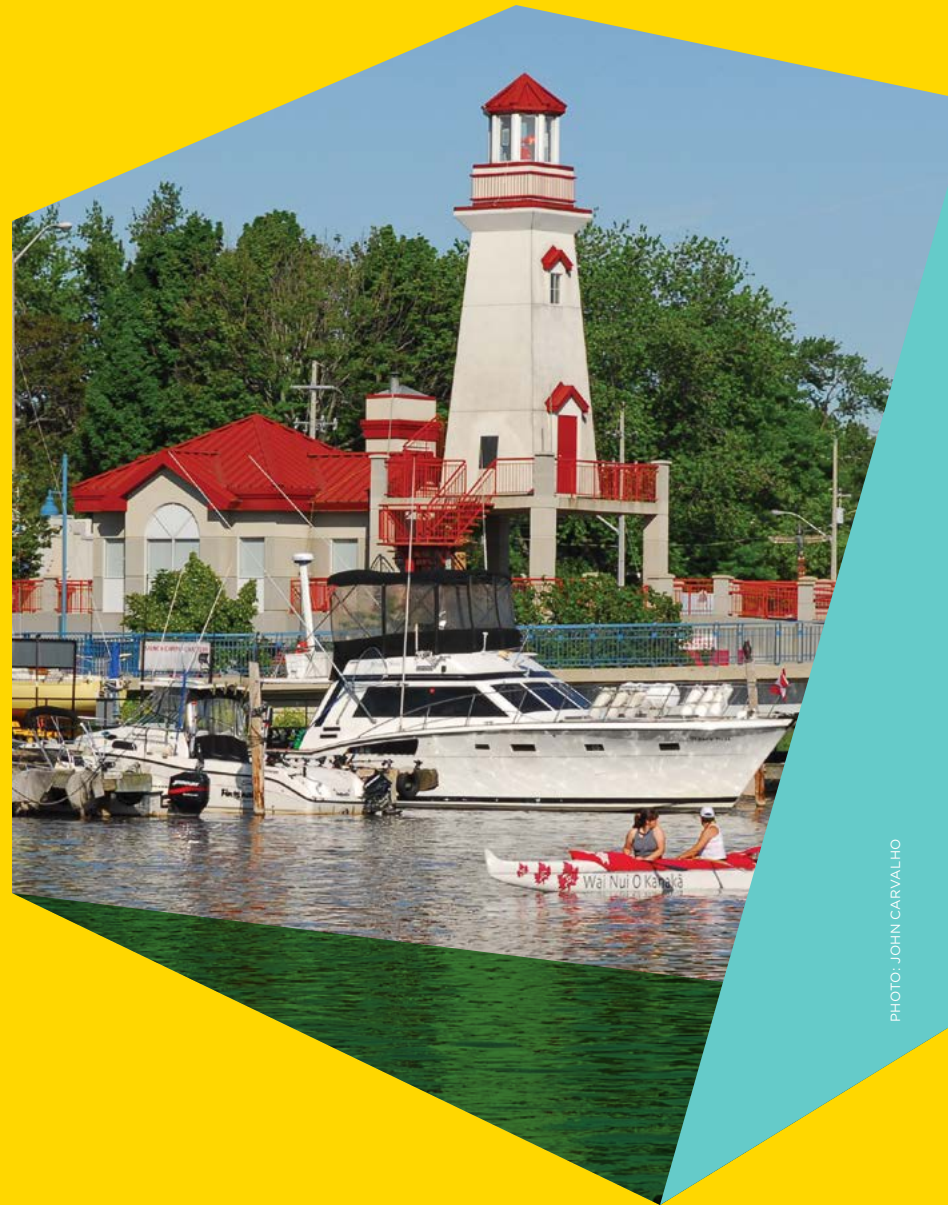


PHOTO: JOHN CARVALHO

Source: The Mississauga Brand: Findings from a Survey of Residents and Businesses, August 8 2013

## our promise

welcoming world culture  
naturally enriching  
inspiring possibilities



People choose Mississauga for many reasons, but three qualities knit the social, cultural and economic life of our city together in unique ways.

Mississauga's **welcoming world culture** is rooted in the rich mosaic of our communities. We hail from every part of the world. Our diverse energy and talents help fuel the city's role as an international hub. In North America, Mississauga enjoys the kind of global connections and cultural diversity of cities more than twice its size. That's a huge advantage for our historic villages, our businesses and our people.

Mississauga offers its own **naturally enriching** lifestyle. Nature's so close here with more than 520 parks and woodlands. Our green "jewels" are the Credit River and one of Lake Ontario's best waterfronts. We celebrate our local heritage, arts and culture and enjoy being in the heart of one of North America's most vibrant, prosperous regions.

It's the **inspiring possibilities** that make us all so passionate about Mississauga. We've got a strong shared vision and we have the kind of "can do" spirit and commitment to excellence that makes great things happen. We're an economically prosperous community of people and businesses eager to embrace new and emerging technologies and innovations.

These three ingredients create a one-of-a-kind place we call home – Mississauga.



our promise

## welcoming world culture

- Welcoming the world for living, employment, business, study, leisure and tourism
- Open community of communities that celebrates the rich diversity of its people and enables their energy and talents to flourish
- Fosters strong, personal, global relationships and experiences
- Globally connected, thriving hub of commerce



our promise

## naturally enriching

- Variety and quality of recreation and leisure programs, services and facilities
- Strong promotion of arts and culture
- Dedication to preserving Mississauga's heritage
- Extraordinary natural assets including the Credit River system, Lake Ontario and green spaces
- Commitment to green living and development
- Located in the heart of one of North America's most vibrant, prosperous regions





our promise

# inspiring possibilities

- Bold, shared vision for the future of Mississauga
- Strong history of community engagement
- Robust economic base and employment opportunities
- Young city with the potential for exciting transformational future growth
- Excellent reputation for operational effectiveness and fiscal management
- Pioneering spirit and “can do” attitude
- World-renowned learning and research institutions

## the benefits

**Our brand story, our promise – is relevant to all of our audiences. Sample messaging includes:**

### **City employees**

We are a dynamic and inclusive team of dedicated individuals who constantly aspire to exceed the expectations of residents, customers, and community partners. The City of Mississauga has a culture of innovation and success that places a high value in supporting and developing the talents of its people.

### **newcomers**

Mississauga is home. Everyone's welcoming and supportive. This is an open-minded city with a global outlook, a city with a strong cultural diversity but with a neighbourhood feel.

### **businesses and employers**

The high quality of life makes Mississauga attractive to highly-skilled and talented employees. Located in one of North America's key economic regions, it is an attractive place for employment and investment.

### **residents**

Mississauga is a welcoming global city, committed to enriching the quality of life for residents, through celebrating diverse cultures, promoting its natural assets, and creating the knowledge, skills and jobs of the future.

### **youth and students**

Everything you need to succeed is here in Mississauga. It is an open-minded place with a real global culture, where you can grow and thrive both personally and professionally. Mississauga, like you, is young, and together we can make great things happen here.





## our expression

It is essential that the logo meet multiple requirements. First, it needs to represent the common themes. Next, it needs to display its flexibility. Third, it needs to work in a variety of applications. A key element that is stressed throughout this process is flexibility. We need to create a visual language that is ever present and consistent in all applications. The identifier is studied as a carrier of the themes that we would follow in telling our brand story.

Our logo is deeply rooted in the idea of growth. We are a young city on the cusp of something big. We are in the process of coming of age, of finding our voice, our identity. The spaces in between the lines are intentionally left blank, symbolizing the fact that we are not constrained by any limitations and we are free to realize our potential.



## 3 Brand Ingredients

welcoming  
world culture

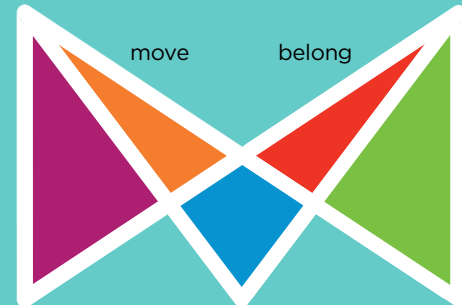


naturally  
enriching

inspiring  
possibilities

## 5 Strategic Pillars

connect



green

prosper

## 3 Amalgamated Municipalities

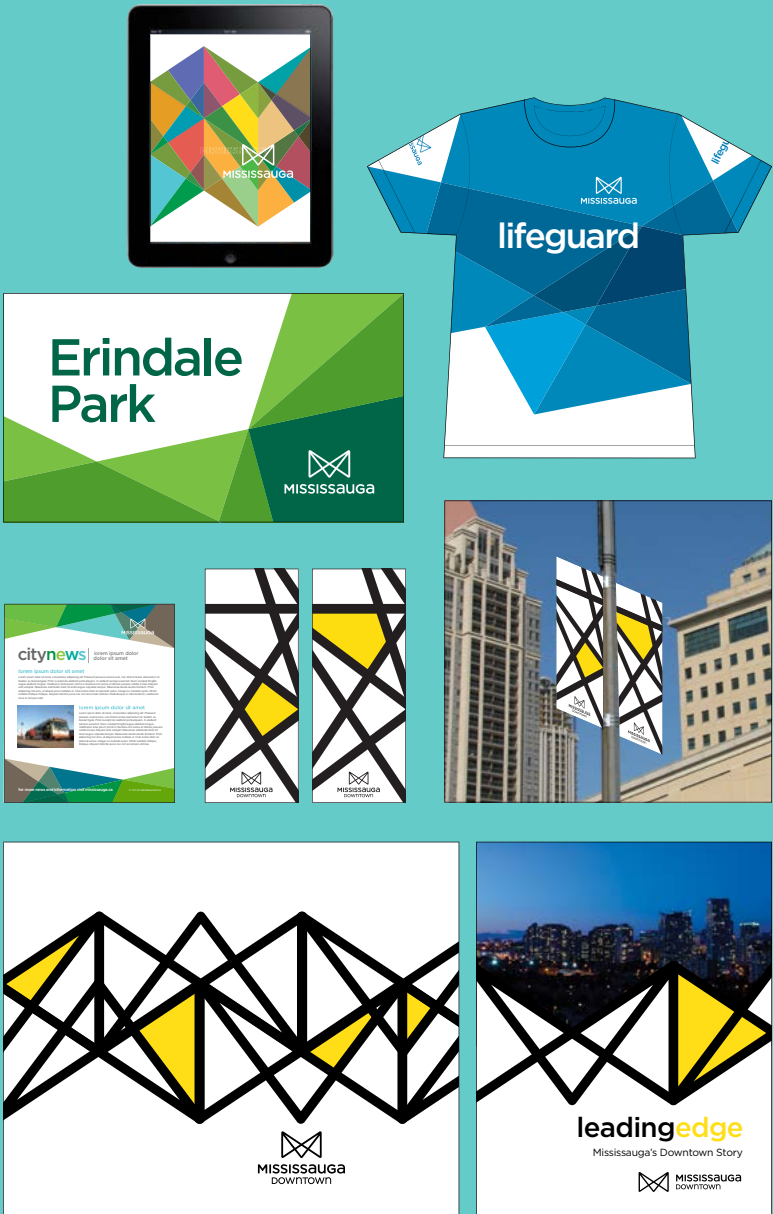
Streetsville



Port Credit

Mississauga

More than a logo, the design system creates a versatile, distinctive palette for bringing the positioning to life across all media. Downtown Mississauga has its own distinct, but complementary, expression.



## our experience and character

How we behave and communicate is an essential part of the brand experience. Our character attributes help define not only what we do but how we do it!



## keeping our promises

The power of our brand is in the authenticity and relevance of its promise, its benefits for stakeholders, its forward-looking brand expression and the character of the experiences that support it.

Our brand is meaningful, works locally as well as globally, and positions Mississauga as a uniquely welcoming and enriching place that inspires great possibilities for today and tomorrow.



Additional photo credits:  
front cover: yoga on the square: mississauga.com  
pg. 23: dancers: mississauga.com; painter, Streetsville, Port Credit: John Carvalho  
pg. 24: autumn leaves: John Carvalho





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[mississaugabrand.ca](http://mississaugabrand.ca)