

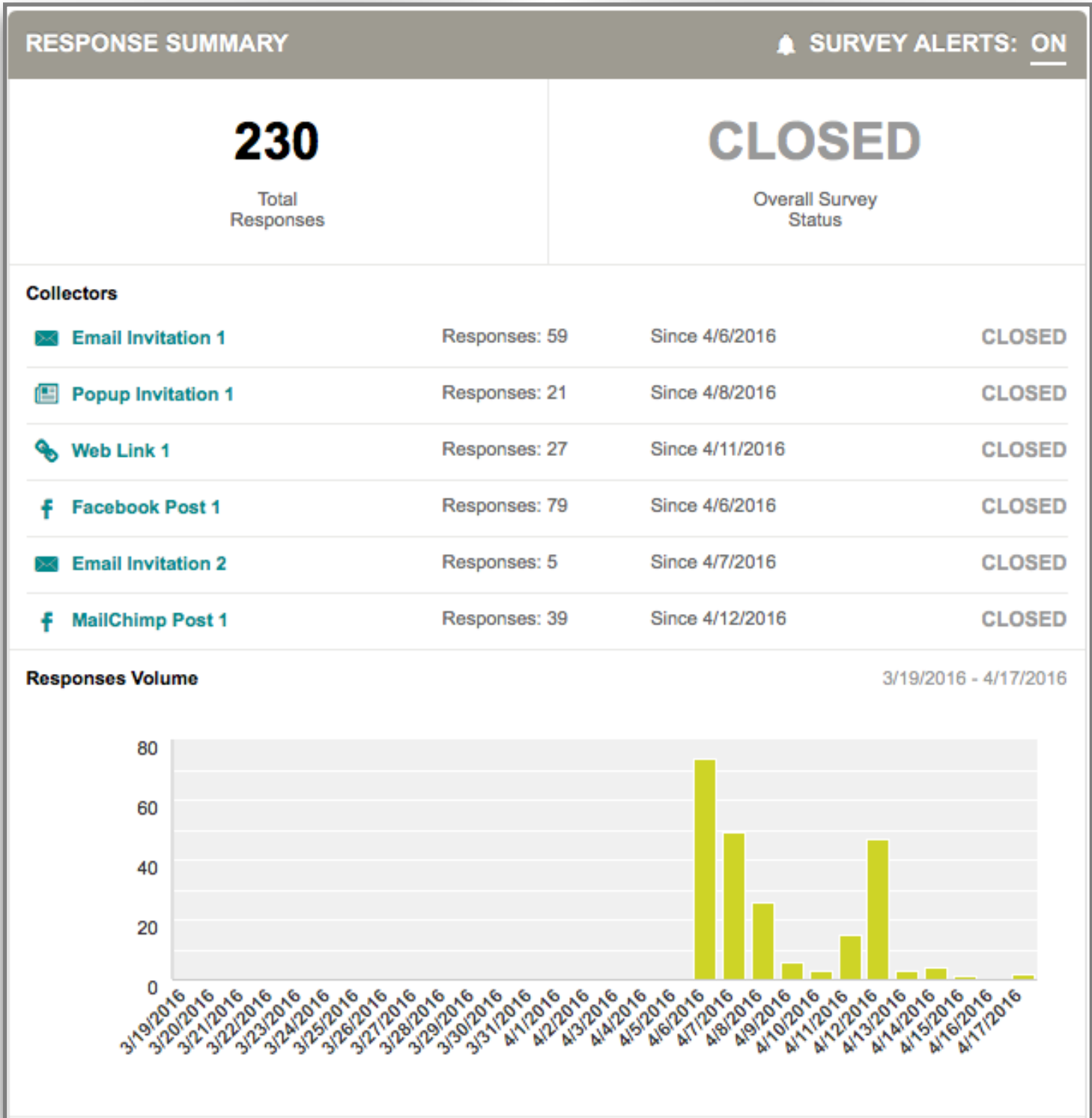
Branding Survey

The Municipality of the District of Chester

Sponsored by [VOCTADA](#)

April 2016

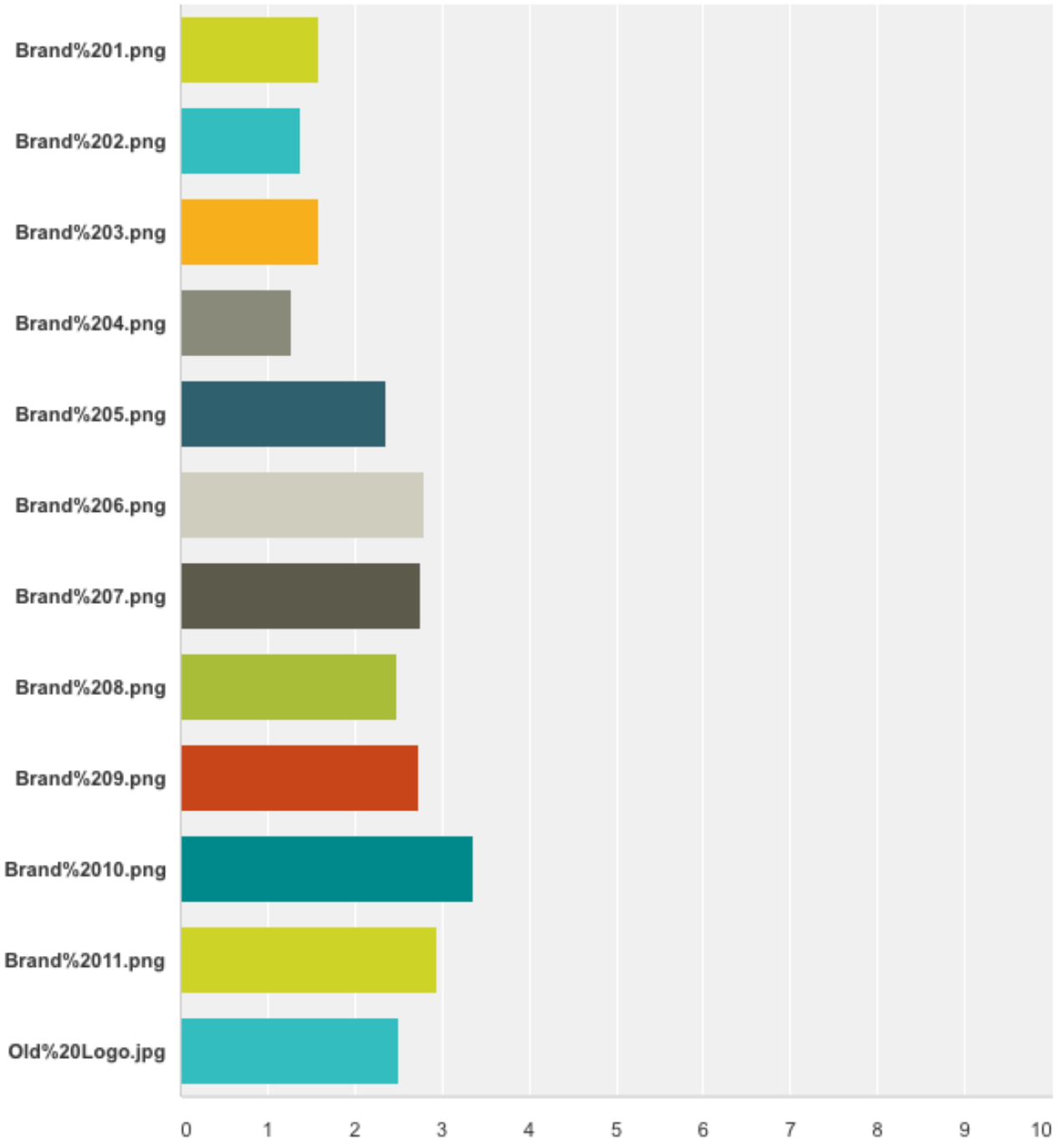
Voctada Survey - Chester Municipal Logos















Voctada Survey - Chester Municipal Logos

Which of the following logos would you select as being representative of the Municipality of the District of Chester?

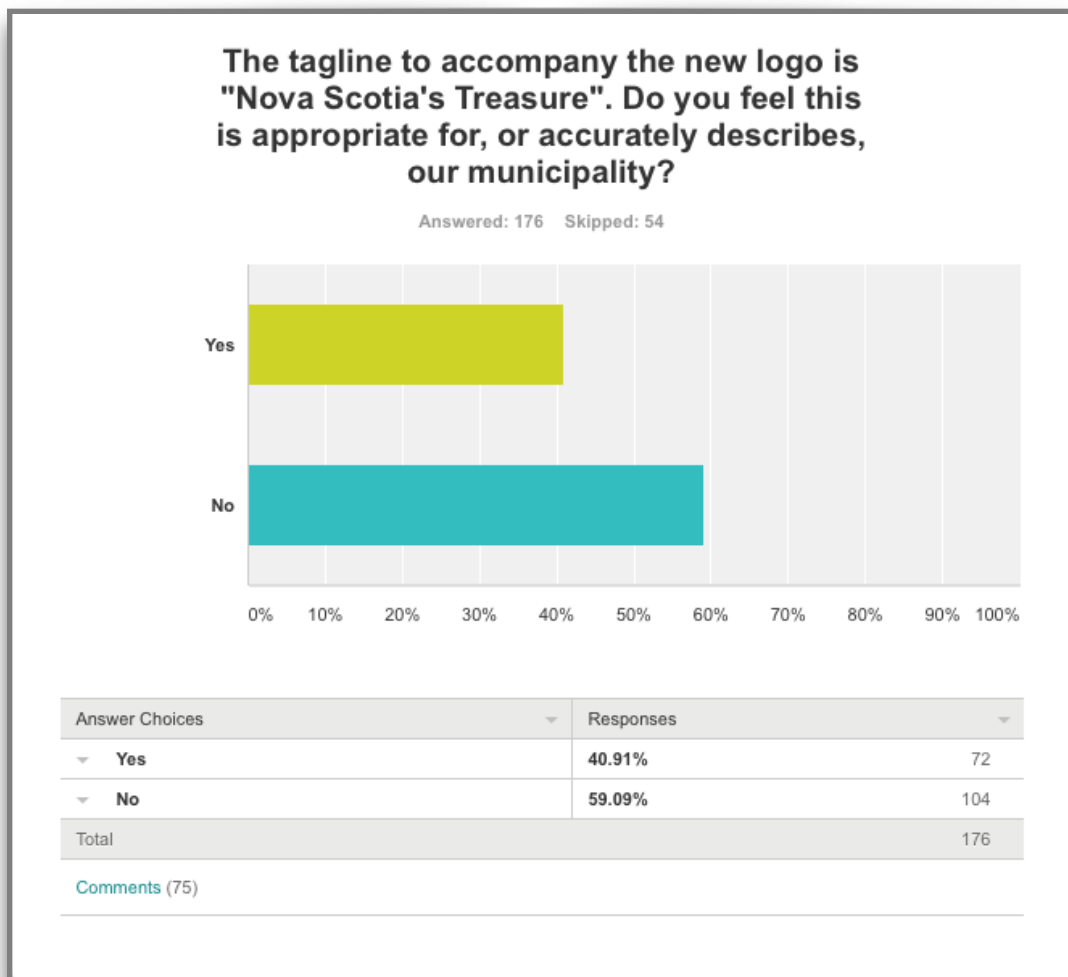
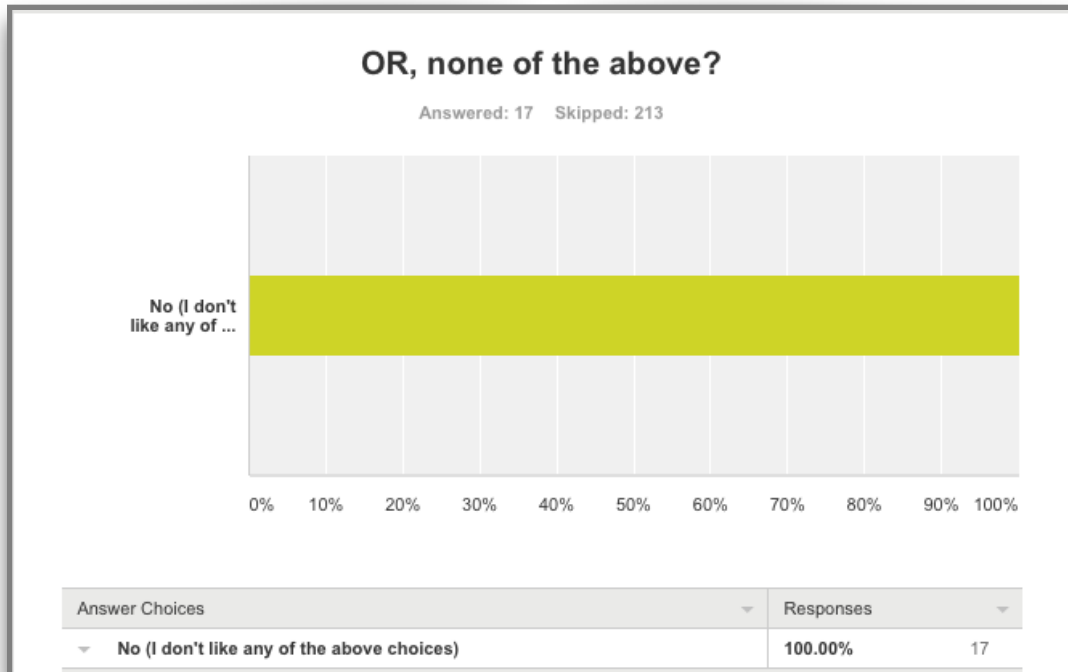
Answered: 176 Skipped: 54



Voctada Survey - Chester Municipal Logos

	Hate It	So So	Not Bad	Better	Best	Don't Care	Total	Weighted Average
	65.19% 103	22.15% 35	5.70% 9	1.27% 2	5.06% 8	0.63% 1	158	1.58
	73.20% 112	18.95% 29	4.58% 7	1.31% 2	1.31% 2	0.65% 1	153	1.38
	61.04% 94	25.97% 40	4.55% 7	4.55% 7	1.95% 3	1.95% 3	154	1.58
	75.97% 117	18.18% 28	2.60% 4	1.30% 2	0.00% 0	1.95% 3	154	1.28
	32.03% 49	26.80% 41	18.30% 28	14.38% 22	6.54% 10	1.96% 3	153	2.35
	18.99% 30	29.75% 47	16.46% 26	14.56% 23	17.09% 27	3.16% 5	158	2.80
	20.67% 31	22.00% 33	26.67% 40	17.33% 26	11.33% 17	2.00% 3	150	2.76
	29.33% 44	19.33% 29	24.67% 37	21.33% 32	3.33% 5	2.00% 3	150	2.49
	27.33% 41	14.67% 22	25.33% 38	20.00% 30	11.33% 17	1.33% 2	150	2.73
	15.03% 23	14.38% 22	18.30% 28	16.99% 26	30.72% 47	4.58% 7	153	3.36
	22.37% 34	19.74% 30	13.82% 21	25.66% 39	16.45% 25	1.97% 3	152	2.94
	28.47% 41	27.08% 39	17.36% 25	9.72% 14	13.19% 19	4.17% 6	144	2.50
Comments (73)								

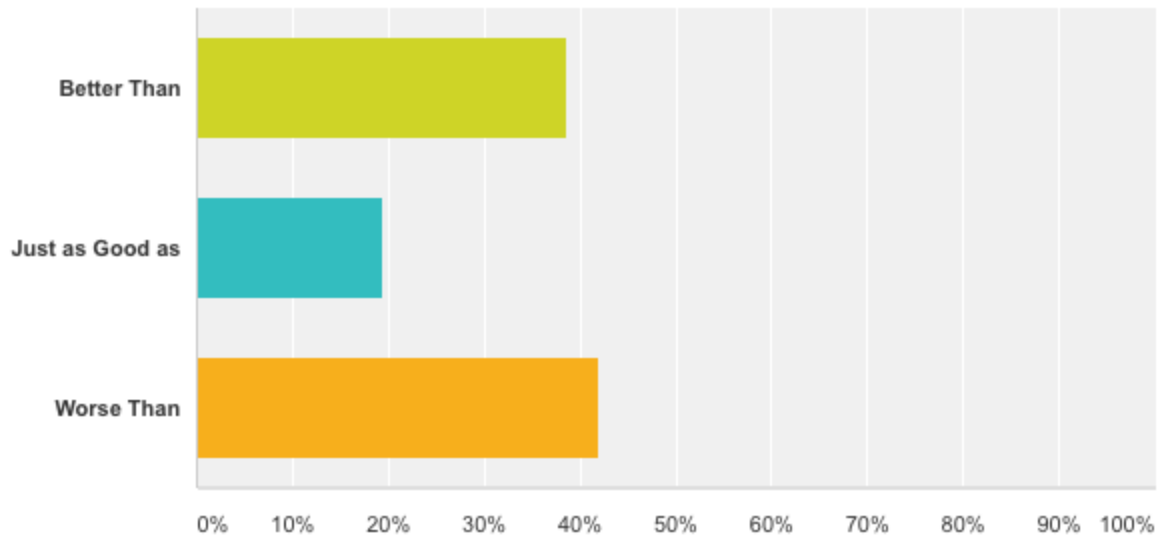
Voctada Survey - Chester Municipal Logos



Voctada Survey - Chester Municipal Logos

How do you feel about "Live ... Work ... Play" as a tagline? Is it better than, just as good as, or worse than "Nova Scotia's Treasure"?

Answered: 176 Skipped: 54



Answer Choices	Responses
▼ Better Than	38.64% 68
▼ Just as Good as	19.32% 34
▼ Worse Than	42.05% 74
Total	176

[Comments \(70\)](#)

VOCTADA Survey – Chester Municipal Logos

Logo: Comments

- Time for a logo, not a crest to market the municipality.
- The first few logos look very corporate. They are not welcoming or inviting. They look like something is being produced. Not attractive for tourism.
- None of them are great but could live with the last two, at least they have some movement.
- I prefer the second last one and then the last one, but have no use for any of the others. However, I recently saw a variation by Debbie Houser of the present logo (as shown above) with a few more symbols representing the various districts in our municipality, which I think has more potential than any of the above.
- Do not use treasure.... Already taken!
- Municipality needs to be above Chester and larger than Chester. Tree needs to be larger, the green side more dominant than blue side
- We can do better... Contact NSCAD
- Stay with the old one IF this change is costing us +++++
- I realize the municipality is about more than the ocean but the symbols on the first few don't mean anything to most people and they are too boring. The three with the multi colour sails are an improvement. The last one with the hills and trees is inclusive but not attractive. The two with the stylized wave are very dynamic and attractive and my choice.
- I think the attempt at a diamond in the first few options is a terrible idea (perpetuates an attitude of Chester as a playground for the wealthy. The 3rd, 5th and 6th look like labels on a liquor bottle. Clearly I think the 10th and 11th have more vibrancy and style in their simplicity. The current one looks like a logo for boys scouts.
- the existing logo doesn't seem to offend anyone--it might not inspire, but it is inclusive
- I guess #11 is my choice, but I didn't see any way to choose it. Am I supposed to click on it or what? There seem to be far too many choices to get any meaningful results from this survey. What kind of survey requires your name and e-mail address? You won't get as many honest opinions that way. And please ensure my e-mail address is not used for anything else. Thanks
- I feel none of these choices fit Chester, although wonderful anyone from outside of Chester or is not informed about Chester, would not understand what those colorful sails are. The keys, the gem's, I all so understand what you are doing but they make people think "not in a good way". The last thing we need is tourists or anyone for that matter wondering what this logo means and or why we used it! I feel this is a very important decision, this is what the world will see!
- they all express the word Chester too large and the typefaces are over used...The two up from the bottom one is the same typeface and design as the Chester Golf Club

VOCTADA Survey – Chester Municipal Logos

Logo: Comments

- Some of these have elements that are not bad, but none are my choice.
- I like shortened to Chester Municipality. I did like "Nova Scotia's Treasure" Could that be added to the 2 I liked?
- None of these!
- Combine the two I marked with the best. the municipality of CHESTER (with the key hole) Nova Scotia's Treasure (in a less scrolled font)
- Some of these are very cluttered. One looks like it comes from UNB's Logo which would be a copyright infringement. Chester should have a strong, simple logo.
- A few very nice ones
- There is nothing wrong with the old one
- what is wrong with our present logo?
- Any logo has to reflect more than just the Village of Chester, therefore, if these are the choices, the ones with the sail and tree combined are clearly the choices to make.
- Honestly, I'd like to see the Municipality get away from the sail boats. We are far more than a seasonally playground for a few people in the Village of Chester. Wake Up and see the community spirit around you and work together to show some diversity and acknowledge all the municipality. The gem representing the 7 districts is clever! Ditch the sails and move toward something unique to the municipality.
- this survey has the opinion of husband and wife. We both prefer the tagline checked below. However we disagree on the logo. I prefer the ones with the sun, water, sails and forest.
- I like the original since it reflects areas of the Municipality that are not solely showing a seaside village. There is so much more to see or do than sailing. I hate the first 2 since the geodesic design means nothing to me as an individual. I believe a successful logo is one where those viewing it would have to be educated before grasping the meaning. Overall I feel like this is a colossal waste of money as we already had an attractive, meaningful, simple Logo. Perhaps just a little tweeking of the original would have sufficed.
- Not impressed at all !!! Hope you didn't pay for any of this. If you did it was a complete waste of our money. The gem stones are worse than laughable
- The old one is the most appealing.
- I like the last one the best because it is colorful and inclusive. The white lettering might be difficult to read.
- #'s 1, 2 and 4 look like company/corporate logos; nothing inviting as in wanting to stop and visit this area as it looks industrial; #3 and #5 are both better, although with the lack of cursive

VOCTADA Survey – Chester Municipal Logos

Logo: Comments

writing being taught in schools it is the future visitors that will lack the eye for the 'print' in these logos (there are many studies to refer to on cursive's future with logoing) #'s 7, 8, 9 and 10 all have strong attributes, especially incorporating the forest industry but the emblem looks more like a fire, ... there is something confusing about each of them; the last shield emblem, although I actually really like it seems a bit old fashion, especially in terms of ageing over the next 30 years of its possible life span; #8 has definite eye appeal, ... is colourful, has cursive, which is attractive, a green line could be swooped under the sails to add the forestry/golf/ land vision; #6 is very appealing and probably the logo with the longest lifespan as it is clean and simple

- Number 10 is clear and to the point. says to me we have sun sea and beautiful land.
- We believe the following taken from 2 designs reflects the concepts and history of our Municipality: Design from #10 Wording: "Chester Municipality" from #10 Scroll with wording: "Nova Scotia's Treasure: from #6 Design #12 is a shield and different from a logo
- Very small to see on phone!
- "Municipality" is a political / governance word & description which is distracting when considering what should be included in a single objective and small space of that a logo or "signature" as would be this objective. I would strongly consider replacing the Municipality approach with . . . " Est. 18++ " with Chester's earliest established known date.
- Council never should have wasted Taxpayer money on this crap. There is nothing wrong with the existing logo.
- Ok ...So how do you pick one of the above logos ? 5th one from the top would be my choice.
- I prefer to stick with the current logo until an appropriate one is designed.
- None of these really blows me away. It looks like any other community. Don't we want it to be eye catching and say how vital and interesting we are? We have so much to offer but none of these logos does that.
- Very, very close between 10th and 11th (counting from the top down) but 10th feels more open. 11th image is a bit small.
- Hard for me to say I actually "hate" something. "Dislike" is more appropriate from my perspective. I think we need a change from the old logo. I'm delighted the "Municipality of the district of" is being dropped. A mouthful! The stylized logo I prefer ("best") is aesthetically pleasing and conjures up images of things I associate with Chester: sunshine, sailing, nature, ocean. It isn't exclusively summer, which is a notion we want to convey. The logo I chose as "better" is definitely less sexy and daring, but tolerable. The others lack appeal to me.
- All rather cold and sterile...not warm or inviting.
- The only one I really like is the one I noted as best.

VOCTADA Survey – Chester Municipal Logos

Logo: Comments

- The old one is better by far but could be reworked or changed . We really need to know why the Municipality wants a logo. How and what will be promoted with it. Tourism promotion is one thing. Attracting businesses and permanent citizens to live here is quite another.
- I like the current crest but it is dated. Especially when you see some other municipalities snazzy logos. I'm happy to see some tress incorporated in the new logos. A little less sailboat would be great and a little more on the whole municipality would be a good focus. Love the recent fishing boats from northwest cove featured on modc's articles. Sailboats are a 3 month a year thing and then those people pull up stakes and go home leaving the rest of the municipality to support local business and volunteer to keep communities going.
- Logo needs to be colourful and bold, not boring
- I like the clean lines and color blend of my favourite pick
- Not sure of the strategy that would make need for a change from the exciting serviceable logo.
- Chester
- I think it is important want ever the Logan is that it brings people to Chester for example . Treasure is good becuse for people that may not know it called that becuse people clam there gold there . But what every it is got to stand out so people visted this area
- I think that the first four choices, frankly, are garbage. I don't see the point in using some sort of modernized logo for a township that prides itself on heritage and tradition. This smacks of imitating the new Halifax logo, which in my opinion is trash. It does nothing to "brand" the town, it doesn't speak to the tradition of Chester at all, and there is nothing in my mind that is appealing about it. The block like font is cold and conveys no spirit at all. Very mechanical.
- Hire a graphic designer of this century and get a logo tastefull and restrained. The village of Chester a suburban copy store or an engineering company, quite a few wealthy well travelled individuals support the economy here based on leisure, and I don't believe most would resonate with these clunky Badges. I think the sign on route 103 before exit 7 announcing chester is tasteful and appropriate graphical depiction of chester
- Do any of these define the true nature of Chester? We are a water community as well as a community.
- This whole thing is wasted money in my opinion. Water would be money well spent to attract people here and make business possible.
- Chester
- The last indicates it as the Municipality of the District of Chester... Which I think is important - not to estrange the rest of the municipality. it is not a simple logo, but quaint. Not always a bad thing. I love the red in the bunch of sails - that could be a great logo all by it self ... Although it is fairly generic it is pleasing to the eye and does relate back to the community.
- The next-to-last two logos I feel are best, as they are not too busy, and represent Chester for the many things it has to offer, not defining it solely by sailing. Other logos seem too vague, or

VOCTADA Survey – Chester Municipal Logos

Logo: Comments

require too much dissemination to figure out what they are saying, or suggest the wrong things. The logos I like are easily distinguishable, and brand ready, without looking like they were recycled. Having been a graphic artist, I've seen plenty. Frankly, I wanted to spend time on designing my own offering, but that time was hard to find.

- I would prefer block letters as opposed to scrolled or hand writing since in my opinion it would be easier to read when driving by in a vehicle.
- There is nothing above that grabs me, really. The shield could work but I don't like the lettering is right nor legible from afar. I suggest you keep some of the land and road on the shield but could have more of the sea, islands and a few boats rather than just one. Maybe some lavender as well.
- I really like the old logo because it was drawn by former staff member and its simplicity reflects the easy-going nature of living here - I wish the consultants would have taken this logo and just enhanced it with a glossier look and up to date font style and colour.
- I am having trouble with this site. I think the last one, which is the current logo, is a bit "fork art". The last two logos just above it are rather nice. The rest of them are horrible. Particularly the first three. If everyone has as much trouble with this question and this questionnaire you are not going to achieve your goal.
- Too harsh for the comments section? All in all pretty weak choices. You really want my opinion? The first two are just plain ugly. I have no idea what the designer was going for. I hope no one was paid for that. The third makes absolutely no sense. A keyhole? Why? Because we're a treasure? What/who is the key? Visitors? People who live here? Weak. The fourth makes me think of a swastika but maybe that because I want to eliminate most of these choices. The fifth would be great if Chester was a beer. The sixth I'll get to in a sec. The statue of the Unknown Soldier at the Cenotaph has more personality than the font in the 7th, 8th and 9th choices. I almost chose the 10th but there's nothing about the colours that reflect Chester Municipality, though I do like the concept. The 11th is too abstract and I have the same complaint as the colours in the 10th. And I'm sorry if this is offensive but I've always thought the last option, #12, looked like it was drawn by a 4 year old. We have world class artists in our village and THIS has been representing Chester?? Unforgivable. If I had to choose: The 6th one down, with the single blue sailboat WITHOUT the awful tagline. Maybe add a few more boats. I'm sure this rant hasn't made me any friends but the whole process has just made me sadder than the morning after the New Years levee.
- I love the colours of the one I chose. It represents the municipality's ocean and inland natural resources traditions. I see a sail and the woods. The ones with the keys are too boxy - they refer to oak island treasure but that is not who we are ... we are a treasure definitely however our culture is around the ocean and inland with agriculture and the forest industry.
- Simpler and less busy. When I think of Chester I think of old fashioned signage, simple. Quaker and Meisner's, or the view of those from the front harbour could create a simple line drawing that speaks of a town on the water and is certainly iconographic to the place. But I'm myself tired of the surf, winds and sails icons as they are over used. Hate the orange against the blue which speaks of something more Latin. I prefer the original icon as it makes Chester

VOCTADA Survey – Chester Municipal Logos

Logo: Comments

seem inviting whereas the others seem rather demanding. And the colours better suit the notion that Chester was originally marketed on and which should not change into something too full blown. The only font that works for Chester is the seraph in number four and of that in eight and nine. A deep green colour could also just play against a complimentary blue without all those primary rainbow boats which look Fischer Price to me. I don't think it's necessary to tell people what to expect whether in the form of treasure, work, play, tears or laughter -but find an attractive simple line that captures Chester and work on marketing that. The space between Meisner's and Quaker is limitless- let that rest in peoples' heads as to the possibilities the Village presents.

- The original symbol is representative of our Municipality of Chester and I wouldn't mind if you keep it for another 30 years.
- While some of these designs are better than the original one we saw, all of them could have been produced by anyone using any computer and free software found on the internet. The word "treasure" is commonly used in reference to Mahone Bay and Oak Island and it is curious why was used.
- The old one is recognizable, familiar, and very good....fix up the text so its clear and stick with it.
- Our Municipality logo should represent both land and sea. Would love a splash of red in my top choice.
- The fifth logo references Chester's seashore and sailing heritage, while maintaining simplicity. Would suggest eliminating the banner around "nova scotia's treasure," but having the letters curve below "Chester" parallel to the letters above.
- there must be sailing.. that is our brand, what people see. the shield or other symbols feel like bureaucracy, not inviting to tourists and residents. the one with multiple colored sails is OK but they should be more aligned, not look like they are collapsing into one another. thank you for inviting public opinion. this is the only way to gain buy in. good luck
- The one where I checked 'best' could be done with brighter colors. The layout is very appealing but dull when it comes to color. A logo should have a least a little bit of 'pop' to make it memorable after all a brand is all about recognition. It would look awesome with color and the live....work....play tagline
- The old crest is the best only with a larger sailboat
- Not really crazy about any of them. I'm not convinced spending money om rebranding has any value at all.
- Chester Municipality is not just sailing..even though Chester village may be. The logo needs water and trees..not sailboats and a tree. This seems more about Chester getting a logo.. not the whole municipality. (Can you tell I am not a Chesterite? I live in Blandford.)
- Really like the incorporation of water/boats and land/trees.
- Don't like the Nova Scotia's Treasure byline, too much like Mahone Bay

VOCTADA Survey – Chester Municipal Logos

Nova Scotia's Treasure: Comments

- Sounds like a reference to Oak Island treasure and doesn't really speak to the benefits or what is unique about the village. It's generic
- Don't like it.
- It reminds me of oak island.
- It's insipid, and not accurate - NS has lots of treasures.
- too many of the "Nova Scotia's Treasures already exist. Something
- it is already in use for Mahone Bay
- Too close to other town's tag line. Need something reflecting our position on the ocean...
- I don't know for sure if any other municipality uses that exact tag line but often the tag line on other signs is odd. People do read them and I've chuckled at many. As long as it isn't odd or look like we had to try too hard to find something appropriate. I don't have a better idea but perhaps we could find something a bit more creative.
- Consistent with the use of the diamond and keys mentioned above: The tag line along is more appropriate for Oak Island. Chester needs to build up it's village to offer more to visitors before we can call ourselves a 'treasure'.
- it is disrespectful --why would MODC even consider using something that Mahone Bay has used for years? ('A treasure since 1754')?
- If you are determined to use this, don't you dare use the logo that doesn't capitalize the first letters of Nova Scotia. I think it's #6. Upper-case N and S please so we don't look like we texted it.
- Very similar to Mahone Bays logo
- it is the same as Mahone Bay's You can see it on the Hwy sign at exit 10
- Kind of harps on the Oak Island thingy but hey, if it brings people in.....
- Treasure really only represents Oak Island in my opinion. Chester is sailing. New Ross is the farm. And so on. We need a logo that represents all parts of our community.
- Meaningless!!! Argumentative!!! Untrue!!!
- Having a gemstone in the centre of the logo feeds into the misconception that everyone in Chester is wealthy
- It is a very overused motto, and does not describe our unique community

VOCTADA Survey – Chester Municipal Logos

Nova Scotia's Treasure: Comments

- Our Municipality, the entire Municipality, IS a treasure, therefore, very appropriate.
- WOW! Clever! Good play on words way to use OAK ISLAND mystery. Very unique to the municipality.
- there are too many NS treasures.
- Live...Work..Play.. Describes the community. Lots of playing here but we do live and we do work here.
- It's a very vague statement. Again educating the public to the possibility that the phrase is an inference to Oak Island seems inefficient marketing.
- Completely inappropriate. Has nothing to do with Chester. Sounds conceited! Doesn't Mahone Bay use "a treasure since 1754" although not in the logo. Why do you even need a tagline!!!!
- Yes I feel it describes our municipality but is too similar to Mahone Bay's tag line.
- It sounds super egotistical.....we may be "A" Nova Scotia treasure, but not the only one....
- I think it is OK, but not sure it is necessary .
- Nova Scotia has many "treasures"....why are we the only one?...who deemed us so?
- Nova Scotia's Treasure is perfect! So much to play on: Oak Island, the wealth of sailing opportunities, all the recreational activities that are treasures to experience, the people, the food, the treasured artisans, our athletes ... the list is endless
- So how much did Council pay the Copywriter for this brilliance? \$10,000? Not that it's inaccurate.... But there's treasure (beauty) up and down the Nova Scotia coast. And, sure, we've got Oak Island, but still, it's just so bland as a tagline.
- Western Shore should have that tag line .after all Oak Island is there .
- Sort of unimaginative but not sure what's better. Maybe"best kept secret"
- Unique community
- The Town of Mahone Bay uses the tagline "A Treasure since 1754" and I don't believe we should co-opt this. I also do not like part of the rationale behind choosing the term "Treasure" being Chester's "wealthy people".
- We are a treasure! Mostly hidden from view with the highway not going through the village directly but just skirting the edge. We enjoy the small village atmosphere, but need some big village amenities (ie more accommodation for visitors, more shops to service people all year).
- It for sure is a treasure, just not sure it applies or is original
- Inappropriate.

VOCTADA Survey – Chester Municipal Logos

Nova Scotia's Treasure: Comments

- Do not need a slogan
- It does describe the municipality, but it's a very boring and uninspired tagline.
- It's bland and sounds generic.
- Very generic and unoriginal. Rip-off from Mahone Bay sign. Does not describe the Municipality.
- Too similar to Mahone Bay. Unoriginal. Says who?
- Yes! Definitely! Love the word "treasure" as play on oak island. New Ross Farm definitely a treasure. Fishing villages on hwy 329 treasure. Thank heavens we didn't focus on snobbery in the village. Definitely not a treasure. Haha
- Mahone Bay is already using "treasure" in their branding
- It's too trite and syrupy.
- Yes, I like that line... but it doesn't seem to appear on the logos I actually like.
- It does not describe the municipality at all. It makes the logo very busy. I believe that tag lines are unnecessary and they make a town or municipality look desperate (blueberry capital of the world?) It might have reference to oak island but let's face it, while oak island fascinates some it's really 1 very small place in the municipality that I don't want to draw attention too.
- ...treasure belongs to Oak Island sea, sail, sunsets, history, trees, churches,
- How about "A treasure to discover" or something like that? I find "Nova Scotia's Treasure" a bit pretentious.
- All communities claim these kinds of titles. If everyone's "special" then nobody is!
- Well I would say yes because of Gold River where they say there is gold there. But the sign could also have boats on it to for race week because people like to sail. And there could be blue for water.
- weak
- very white bread
- I don't understand what it means. Would other Nova Scotians agree or laugh at Chester for making the presumption?
- I get it. I see what is being driven at with that slogan, and while I don't hate it, I'm not in love with it. Ambivalent would be the best word for it. But it is fairly accurate, and sort of segues well from "Canada's Ocean Playground", so I see the theme. Plus the whole Oak Island connection.

VOCTADA Survey – Chester Municipal Logos

Nova Scotia's Treasure: Comments

- Cheesy. Chester is a classic summer place, and architectural Chester is a classic summer place, a place of scenic charm, perhaps suffering from exclusivity, which is also why it is the way it is and makes economic driver
- Why would we have the effrontery to say that Chester is a treasure. This applies to so many communities in Nova Scotia.
- Personally I like Nova Scotia's treasure.
- It sounds like reality tv. There are so many places in Nova Scotia that typify that remark. MODC is a different place and not worthy of that platitude. We have taken on: wind farms, made a recycling (a really annoying but) an important consideration for the way we live, have been proactive on a number of social and environmental issues before the rest of the province even thought about it. (that maybe an exaggeration, however). The Municipality is beyond its size in its concern for the future of the Municipality and its inhabitants. Thanks to the councillors and the residents.
- Chester is a unique place and is as good as it gets for summer residents and even winter is not that bad
- Its a good tie-in to the history and legends of the area, but it rings a bit off, like we're missing something. It is a hidden gem, loaded with beautiful scenery and wonderful people. A select number of shops and skilled craftsfolk provide unique goods, but its not enough to put us on the map, as many other communities are following the same formula. Golf, sailing, etc., are seasonal draws, so what does Chester offer year-round, or at least do better than what other town are doing? What can it improve on? Let's put it on the map, boldly!
- i think a more original tag line would have worked this one is very simplistic
- Boring!
- Nova Scotia's Treasure?! Hasn't that been Mahone Bay's tagline since... well... forever?
- Unoriginal and boring.
- With the logo I chose I think it still fits although wonder if there is another tagline that would be more appropriate.
- Doesn't Mahone Bay call itself a Treasure, too. The facile play on local themes is a tired approach.
- Nova Scotia's treasure sounds twee and silly to me, too cute&self-aggrandizing. Besides the treasure is supposed to be over at Oak Island. Let them have it.
- Presumptions - there are many treasures in NS.

VOCTADA Survey – Chester Municipal Logos

Nova Scotia's Treasure: Comments

- I think it says we are special at the expense of other communities. I like it but...might be too cheeky.
- I didn't like it at first until it was explained to me how it came about now I'm okay with it. When you are trying to bring attention to the entire municipality I can't help but think something like 'small communities-big heart' or 'small communities working together.....' might say more to an outsider. I know it's a little cliché but a start to something that says a bit more than 'Treasure'
- I don't think we should say treasure
- Too close to Mahone Bay's. Dull.
- I don't like taglines. This one may not be bad but we are too close to Mahone Bay who has a "treasure" version.
- It appears that the town is piggybacking off the "supposed" treasure on Oak Island, which has been 'milked' enough already. Give it a rest.
- While our municipality is a treasure to us, I don't think it gets the word out to others as to what we have to offer here.

VOCTADA Survey – Chester Municipal Logos

Live, Work, Play: Comments

- this is an overly common idea and tagline. I can't really comment or be helpful without knowing what it is you are trying to communicate
- Just as bad
- It is not as unique. The treasure represents oak island.
- yes, it fits the municipality better - for both residents and tourists
- Terrible !
- But still weak
- Weak. Nothing special
- Both of these tag lines are similar to other tag lines that have been used before in other places around the province. It would be nice to have an original tag line .
- It is better.
- It's important to suggest that people in Chester are 'working people' not just summer residents and vacationers. Yet, we offer good quality of living and fun...we are indeed playful.
- but not really acceptable: the concept of 'live, work, play communities' is widely used by urban planners (& realtors to market mixed-use neighborhoods). Do we need a tagline? Some branding literature suggests words or phrases should be avoided.
- Live work play is too generic, and I'm not sure it hasn't been used elsewhere already.
- I do not know why you do not use them both!! One suggest's live here and the other come visit. What is trying to be said? This tagline at least involves both.
- Overused
- Been used before????!! It's what we want but it's very unoriginal. Live... work.... play.... farm.... sail..... hike..... build.....create.....employ..... the list is endless!
- I think that Chester is written too big as compared to Municipality. We are supposed to be representing the whole municipality, not just Chester.
- Undistinguished. Everyone does that.
- Which is not very good. I would search for something better.
- Which is not very good. I would search for something better.
- Just as Bad as. Be creative

VOCTADA Survey – Chester Municipal Logos

Live, Work, Play: Comments

- maybe live, work play and STAY
- To generic. What municipality all of Canada can't say the very same thing....waawaammppp waaawwwaa...that blows.
- Nice phrase, but doesn't reflect the assets that allow one to live, work and play here. I believe Theatre / The Chester Playhouse should be prominent in the logo as an attraction that is especially important to promote for the benefit of the entire community.
- Which means just as bad!
- Too generic...could apply to any place in the world.
- "Just as Good" as in the sense Chester has the potential to be a wonderful bedroom community to the larger HRM, ... so Live, Work, Play but it is not as all encompassing as Nova Scotia's Treasure which can be applied to numerous scenarios that present themselves here in the MDC area
- I feel this is too trendy .
- I think 'Live...Work...Play' is overused and a tagline for a lot of different places.
- Sorry to take so long in replying. The screen did not come in properly last time and would not accept my choices or decision
- First problem is that it's way overused as a tagline for places across North America (If council payed money for this tagline it should demand its money back!!!). Other problem is that it's misleading--I mean, most residents would say, "good luck finding it," with regard to the "work" component.
- \$35k gets you few choices , will I get cut if I put forward a few ? " Sail with us " , Life by the Sea " , "In our own Time " , "Breath Easy " ,Slow down with us ".....More ??
- It says a lot more about the entire Municipality. I'd rather keep this for the time being until the right logo/tagline is chosen.
- Our village is capable of all that and more. The living and playing part is very evident in the housing available and the different sporting items. We are rich in artistic possibilities with the ART Centre and the Playhouse both offering venues for social and a diversity of artistic endeavours. We are growing as a community with good work opportunities from local employers who see the possibilities here.
- Love it
- Missing a "just as bad as" box (though the use of these words don't come easily - would rather "not inspiring.") Neither tagline is very imaginative and don't capture the essence of Chester

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Live, Work, Play: Comments

and I don't support either. Back to the drawing board for a tagline. Why not hold a brainstorming session to come up with a better one. Please do not use either of these!

- More thought and work should go into it, though.
- Too generic.
- Certainly don't like it as much.
- Not great but better. Wouldn't it be better with no tagline?
- In my opinion, too much money and time spent on this.
- It is better than Nova Scotia's Treasure but it makes the logo too busy.
- A lot of communities are using that tagline, including Hubbards
- Live Work Play -already used for many other towns, google it!
- They are both extremely generic and pedestrian.
- I think it just has good we got to remind our selves that there are lots of great reason to spout the Nova Scotia flim tax created . Witch is great for local jobs for young people .
- surely we can come up with something a little more original!
- I don't think we need a tag line.
- This makes sense to me. It's a town that has what it needs to be successful and to thrive without necessarily linking itself to the HRM. I work in HRM, and the happiest part of my day is when I get home. I'm far enough away from work to know that I'm no longer at work. And in terms of play, I do most of mine in Chester. It's a great place to live. That's what should be focused on.
- What are we hoping to accomplish with our brand, logo, tagline? Do we want people to go hunting for treasure or do we want people to come to Chester to live, to work, to play?
- We wish that, I'm trying to do that, but don't state the obvious with a facile tagline. Nova license plate logo is good; simple, evocative;
- Chester is close to Halifax so lots of people commute so I think thus tag line works well if you are trying to sell "Chester" as a place to live. NS treasure makes me think Of Oak Island.
- Chester is a tourist destination, let's focus on that.
- Chester is unique and a treasure. If we protect its housing stock in The Village, we have an unique both visually and historically. New English Architecture and atmosphere, combined with "Drop Dead"ocean vistas. All the basic resources resources and needs for business and retirement living. Just beautiful ! Problem is people who just want to make a buck or grew up

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Live, Work, Play: Comments

with the beauty, don't appreciate how unique it is. Chester has not yet turned into Sackville, but it is heading in that direction. How about a promotion and education effort featuring uniqueness and beauty of the place residents live in? If people knew more about the history and unique beauty and value of that beauty, they would view it with a different perspective, and respect and treat the area as a resource with visual features that are unique and invaluable both spiritually, and visually that most people would be strongly attracted to. Keep the houses neat, street scapes traditional, and in step with vernacular. Too much modernization will kill the magic, Its The Magic that enriches us both commercially and psychologically. Physical beauty creates prosperity, and contentedness. The fishing, forestry, farming, and population of rural Nova Scotia are in decline, Lets use the beauty as our cash cow. CHESTER IS REALLY MAGIC, lets protect it and profit from the treasure !

- WAY better than. Perfect, in fact.
- With the province's tough situation and the exodus of the population, its overly optimistic and certainly too simplistic. Chester started as a fishing community, became a haven for the wealthy summer visitors from the States and now is heading into its next re-invention of itself. What is that going to be? That's your tag line.
- This has a better sound to me.
- That one has been over used
- It's OK, but surely we have some brilliant people in Chester who can find a better tagline.
- You can live work and play anywhere. What make matters Chester unique in this area? \$50 and a case of beer and I'd have something more interesting than this for you in half hour.
- It is more appealing to me than the treasure one. It is a call to action. It is 'alive'. "Treasure" is not something you experience. You keep it hidden for the most part. Love the "Live ... Work ... Play" We need more "play" in our lives.
- I think it's a mistake to try to make people think things are going on when they're not..... After all, Chester is a community hobbled by the fact that the village does not have town water, which limits its potential. And remember, trite sayings can be damning. Take Springhill for example: "You should see us now," or something like that..... Yeah, bankrupt is what they became.
- Too directive- surely they'd be doing just that anyhow unless they're totally dissipated or utterly Calvinist.
- Visitors often describe Chester as "a little bit of heaven!"
- no better, no slogan
- no. who is the market?
- This is also a bit cliché but certainly says more than Nova Scotia's treasure.

VOCTADA Survey – Chester Municipal Logos

Live, Work, Play: Comments

- It's better than, but still not great
- That describes every place ..
- Why not just say, "Settled in 1760" (or whatever date is applicable) & leave it at that?
- Really like the tag line, live...work...play. Encompasses what we do here! "Treasure" tag line is used too frequently

VOCTADA Survey – Chester Municipal Logos

General Comments

- Look into the rough up Debbie Houser has come up with and don't waste anymore money on the company who produced the first four logos. I think they should give us our money back!
- Very disappointed in the money spent and the results to date.... Glad at least someone is including the people who will have to live with it being asked..... Cant believe that almost didnt happen.....
- if use tag something like "the future is ours"
- Back to the drawing board . Suggestion : Contact NSCAD
- The new logo should have a sail boat on it somewhere
- as us we are reactionary rather than proactive
- Coouncil: please put the brakes on making a choice in the next few months-- there is no need to rush to judgement. I would like to see the process opened-up so other professionals have a chance to contribute; then the public needs to be widely engaged (one workshop is not sufficient) through the MODC website, Municipal Insights or other avenues. Time to say 'thank you for your time' and goodbye to Sperry (they lack sensitivity, ingenuity and design skills to match the challenge associated with 'branding' MODC.
- I'm thinking that maybe Survey Monkey is not your friend. Very cumbersome to use from my point of view. I almost gave up on it before I found out I had to scroll all over the place to answer.
- The Logo should be a ship with a sail and the lettering should be on the ship (Chester) on the sail (live..work..play), with a little blue under the ship and a little green behind.
- I feel there is little or no imagination put into any of the Sperry stuff and do not represent ALL of the Municipality
- Thanks for all the hard work.
- Selection of a logo/message is something that, if done badly, is better not done at all.
- Keep at it - one will be preferred...
- A sailing town with.... a great theatre
- Does the cost of this process come out of my pocket? if so I would say scrap it and keep the good logo we have.
- Although I love the municipality I grew up in an have seen the crest and used the crest for my school events, childrens sporting events as tokens when hosting or going to tournaments it is dated and a fresh snazzy logo would be awesome but only if the municipality acknowledges all districts and stays away from pleasing a few with time to cry about what they want. GO! Elected

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General Comments

officials represent your district and squash the sails. I trust in you to do what is right for all the the municipality.

- Other things that a logo could reflect is seafood (lobsters), farming, Christmas trees, Theatre
- Time to start over again.
- Should keep the present logo until something better is offered...quaint is better than confusing or meaningless.
- Whatever logo is used it need to be consistent in all marketing formats. Thanks
- I've copied and pasted together the various parts of the design. I'll forward it to a few interested persons.
- For a tagline how about: "Tax Dollars Well Wasted" "Where Land and Sea Both Beckon"
- by the way this survey sucks and seems to be trying to sell ppl on one basic theme . Took 12 tries to fig. out I had to move the logos to the left to make a choice. Most ppl would have given up after 3 tries .
- Thank you for allowing us to input!
- We don't need a tag line Font for chester should be easy to read
- Start over, we need a vision to begin with ,wait till next council is elected and have a more comprehensive plan for our municipality .Elect a Mayor with a vision!!
- We need to take the time to get this right. Muni staff and Council seem willing to select a poor logo/tagline for the sole purpose of meeting self-imposed deadlines.
- We are more than one thing... definitely a treasure but more importantly a place of opportunity and beauty with friendly neighbours, businesses, churches, history, and activities for all to enjoy.
- Much appreciation for working on this very important issue
- Put some personality into it.
- Keep up the good work,VOCTADA !
- I noticed this is not a municipal website page but wonder if they support this. I thought the process was not a public consultation but a council decision. If it is a coucil decision I trust council at least my elected official to make a good decision and work with the rest if the coucillors to find use a logo that fits with the municipal vision
- Thanks VOCTADA

VOCTADA Survey – Chester Municipal Logos

General Comments

- I might be biased because I tried to win this job because I'm a graphic designer. I live and work in Chester full time and I was disappointed that Sperry Design won the contract because they are based in Dartmouth. How can a firm in Dartmouth know anything about the Chester municipality? I'm aware that the design at the top of the list (the first one) is the one that they favour but that one is absolutely horrible and I believe there will be backlash if that is chosen.
- Thanks for giving everyone the opportunity to weigh in on this and get a true Community input
- These uninspired logos and extremely generic tag lines are all unreflective of Historic Chester or the Beautiful surrounding area that make up the Municipality.
- I think what ever the sign is it has to have boats for Chester water for race week , somthing to do with the flim tax , and somthing to do with tancook island ferry and oka isiand .
- appreciate you requesting feedback
- Thank you for taking the trouble to do this!
- The problem s Chester faces, ageing demographic, increasing exclusivity, erosion of charm on its edges, lack of a critical mass of businesses and seasonal population, etc are not likely to be addressed by throwing money at a poorly conceived branding program. Increasingly people simply cannot afford to live there.
- THE ANSWER IS CONSERVE WHAT IS ALREADY THERE, SPREAD THE WORD, AND PROSPERITY WILL FOLLOW !
- Green triangle, three yellow horizontal flashes from the top of the triangle "tree" (like a Christmas decoration or a light house light) and a blue wave running from left to right over and under the green triangle. Green triangle = forests 3 yellow streaks = wind Blue Horizontal "wave" through the triangle : the water history. The lovely coloured sails ... What about putting the great yellow sun behind them (any micma connections in any of these thing?) OR Make all those coloured sails green, like the woods , except for one red one, and add a circle of yellow setting sun behind those.... That would make it more unique.
- My email isn't provided because I don't know how it will ultimately be used or circulated. Most people who know me can also contact me. Aloha!
- Thanks!
- I hope that the people who came up with the new logos will be paid for their effort. Thank you for taking this initiative
- I think I've shared enough. Good luck!
- Unless the community is determined to modernize and compete, all this promotion is probably a waste of money.
- We appreciate having the public input.

VOCTADA Survey – Chester Municipal Logos

General Comments

- It is possible to fire the firm hired and get a refund? Possibly hire someone local to submit a logo.
- Nice work. Thanks for offering the survey!
- We have the privilege of residing in one of the nicest areas of Nova Scotia. It's just a shame that the #3 highway, between Chester and Mahone Bay is such a disgrace. Pretty hard to convince tourists to come here, when we subject them to such a horrid road. On a positive note, thanks for the new Health Centre.
- Thank you for the opportunity to comment on this topic. Much appreciated!