

Swansea Town Hall Marketing and Advertising Plan

The purpose of this plan is to provide a description of the various forms of Marketing and Advertising that the Swansea Town Hall uses to promote itself

The following vehicles are used continually or from time to time:

- Website
- Brochure
- Newsletter
- Yellow Pages
- Local Yellow Pages
- Bloor West Village BIA Community Guide
- Specialty Guides
- Bloor West Village BIA Sidewalk Sales or Events
- Community Papers
- Displays and Promotions within the Building

The Board of Management sets the annual budget for this plan.

The Marketing Committee establishes the overall image that will be used for all vehicles used by the Swansea Town Hall, subject to Board approval.

The Executive Director implements the allocation of the resources to the various vehicles.

Swansea Town Hall Image

The purpose of this document is to set the appropriate image for the Swansea Town Hall. This image is to create consistency across all vehicles that are produced and used as communications by the Town Hall.

Below is a listing of the various vehicles in use:

Stationery (Letterhead, Envelopes, Business cards)
Website
Brochure
Newsletter
Yellow Pages
Local Yellow Pages
Bloor West Village BIA Community Guides
Specialty Guides
Bloor West Village BIA Sidewalk Sales or Events
Community Papers

The Town Hall will be identified as the "Swansea Town Hall" in all vehicles

Where Colour is used the "Swansea Town Hall" will be Blue

The Logo will be the David Crighton Print Dated 1997 below, and we have the consent of the artist for all purposes.

