

# THE NEW GANS BRAND...

## & THE STORY BEHIND ITS CREATION

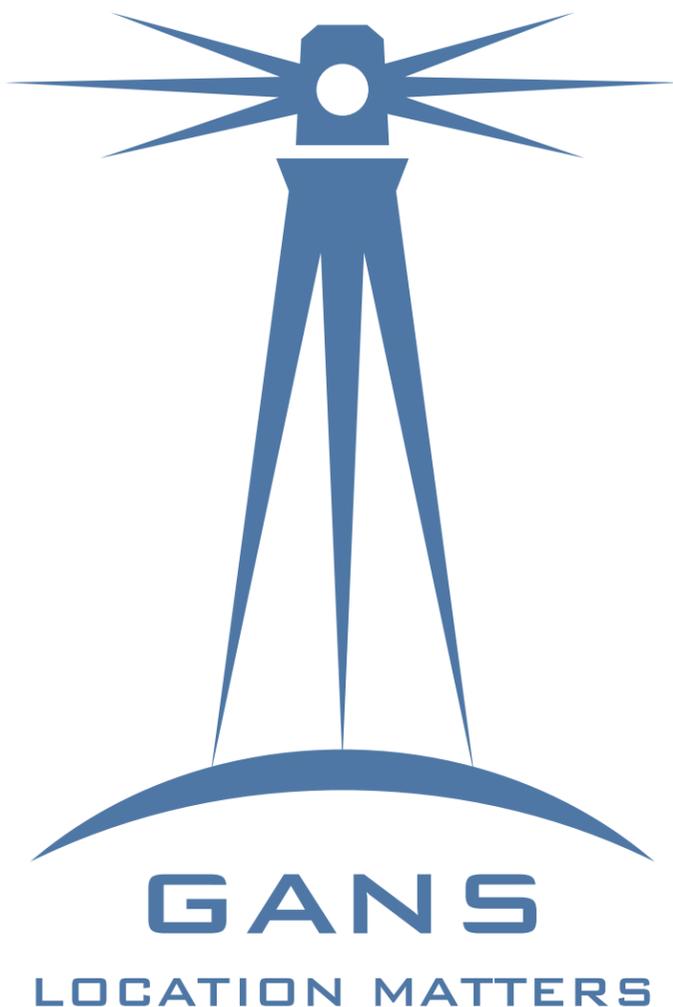
**W**ithin minutes of accepting leadership of the GANS Board at the 2013 AGM, GANS President Eric Melanson promised to deliver an updated look for GANS; a new brand that would embody the forward momentum of the revitalized association. The Board quickly got to work on the redesign project. Paul Douglas of Melon Design was hired to assist with the process. He led us through a creative strategy process that asked tough questions like; What is the GANS business approach and what should our new brand achieve? What services do GANS offer and what is our target audience? The creative process forced the Board to revisit the objectives of the Association and helped identify challenges that weren't being addressed. It also enabled us to model the new GANS brand around those challenges in an effort to tackle them head on. An example of this would be attracting students and young professionals to the Association; we've attempted to design a brand that is youthful, fresh, compelling, and easily read / understood.

We unveiled the GANS new brand at the annual GANS Holiday Social on December 11th 2013, followed by a digital release of our updated website and an upgrade to all social media sites on December 20th.

## INSPIRATION...



## RESULTS - THE 'LIGHTHOUSE'



**T**he GANS 'Lighthouse' provides guidance and is a beacon for everyone interested in geomatics in Nova Scotia. The lighthouse is symbolic of the Association's maritime roots. The base of the lighthouse represents both a survey tripod and a compass / divider, measuring the shape of the Earth and surveying everything on top. The top of the lighthouse is meant to resemble a total station. The radiating light symbolizes the arms of a compass rose, portraying the notion of direction. The light itself is representative of knowledge and the Association's long history in promoting the geomatics industry in Nova Scotia. The GANS 'Lighthouse' is distinct and memorable.

## WELCOME TO THE NEW FACE OF GANS!

