

PERCÉ: THE BRAND

Summary document tracing the creative approach
for the Ville de Percé brand image

Presented to Ville de Percé by:

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November 2020

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A MESSAGE FROM THE VILLE DE PERCÉ TEAM

A word about presenting the brand.

Today we're pleased to be presenting the new Ville de Percé brand image. What a source of pride it's been to work on such a landmark project for our town, as it seeks to position its image in line with international standards.

Percé is resolutely looking to the future, and wants to convey to its citizens and its partners a message that is more esthetic, more refined and more representative of its DNA.

The brand image unveiled here is the result of an impassioned journey among Percé's values and deep-seated identity. It involves a thoroughly considered merging of the present with ambitions for the future, while never overlooking the past.

We hope you'll find your reading to be enjoyable, and rich in discovery and inspiration.



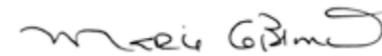
CATHY POIRIER
Mayor



ANDR ANNE TRUDEL-VIBERT
City councillor



JEAN-FRAN OIS KACOU
City manager



MARIE LEBLANC
Director, promotion of tourism and culture

A MESSAGE FROM THE DESIGN TEAM

Designing the new Ville de Perc  brand image was a stimulating challenge, which we embraced with every bit of the pride borne by the citizens of the region. With a view to meeting the expectations of the town team, our goal was to deliver an image with a current feeling to it, one that is representative of the values, the territory and the ambitions of greater Perc .

In collaboration with the Ville de Perc  team dedicated to this project, we proceeded to question, analyze, dissect, explore, learn about and push our creativity to the limits in order to arrive at a distinctive, enduring and current brand image.

Throughout the process, we attached a good deal of importance to each of the steps: from historical research and visual mood boards to the conceptualizing and design stages. The result therefore stands on solid, well-informed foundations, and is a consequence of all our observations on Perc 's past and present history. It's with a sense of having done our duty that we lay out, in this document, all the steps in our creative process. And we proudly and enthusiastically present the new brand image of greater Perc , the jewel of the Gasp  Peninsula.



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RESEARCH REPORT

Brand image

Ville de Percé 2020

Presented to Ville de Percé by:

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INTRODUCTION

As part of its process of economic development, innovation and strategic positioning, Ville de Percé is seeking to project a new brand image. The team from Comme une agence – made up of Marilou Levasseur and Fleurdelise Dumais for graphic design and Maité Samuel-Leduc for text creation – joined the committee in place to devise a new image that will make its mark.

This research report served as inspiration for the creation of the new image, which brings out the town's DNA. We launched creative reflection based on an analysis of, and historical research into, Ville de Percé, and on identified cultural and historical codes. Our research led us to design seven different mood boards in order to bring together the vital elements in the history and culture of Percé and in so doing to illustrate our ideas by way of the town's significant colors and symbols. Elements in geology, built heritage, the sea, tourist life, fauna and flora, agriculture, agrotourism, territory and, finally, culture, led to the design of the new image, one that will embody current and well-considered value, and at the same time be refined, versatile and easy to adapt.

That image will ensure an effective and professional presence in the various tools used to promote the brand, both on the Web and by other means.

PERCÉ IN QUOTATIONS

An island's a bit like a boat.
You're surrounded by water.
LOUIS BROCHET - 2009.

The sea, a majestic echo, living
mirror of the soul!
ROBERT CHOQUETTE - 1953.

I found in Percé a profound quest
for poetry.
ROBERT CHARLEBOIS - 1962.

My watercolours are a breath.
My sculpture is a cry.
SUZANNE GUITÉ - 1973.

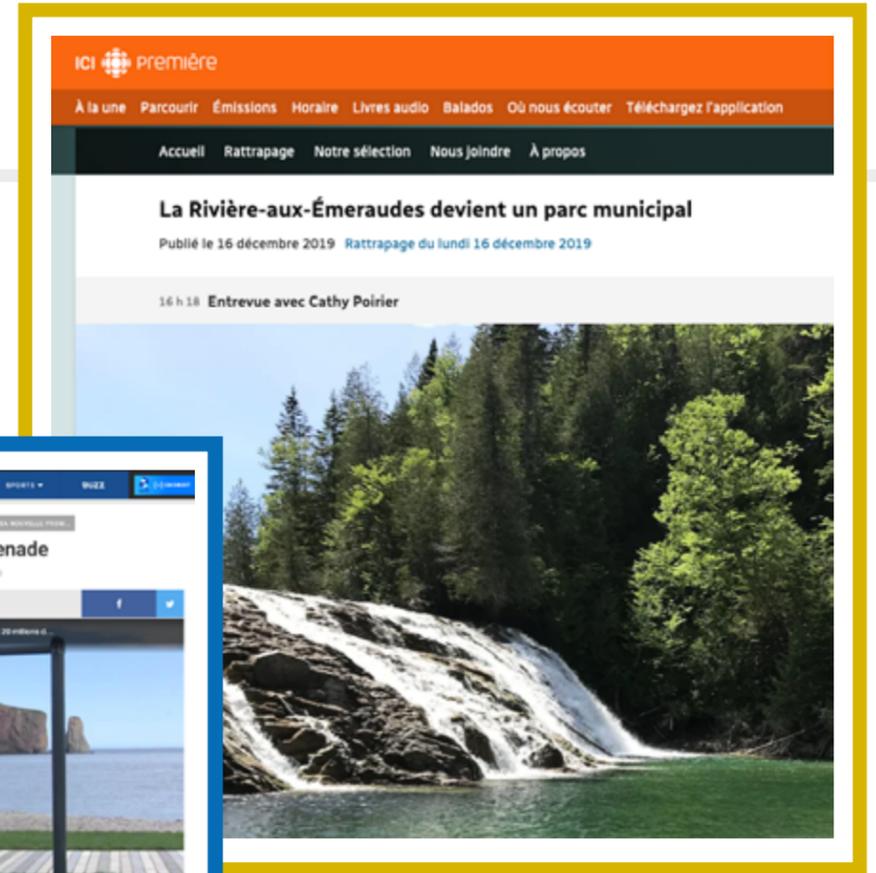
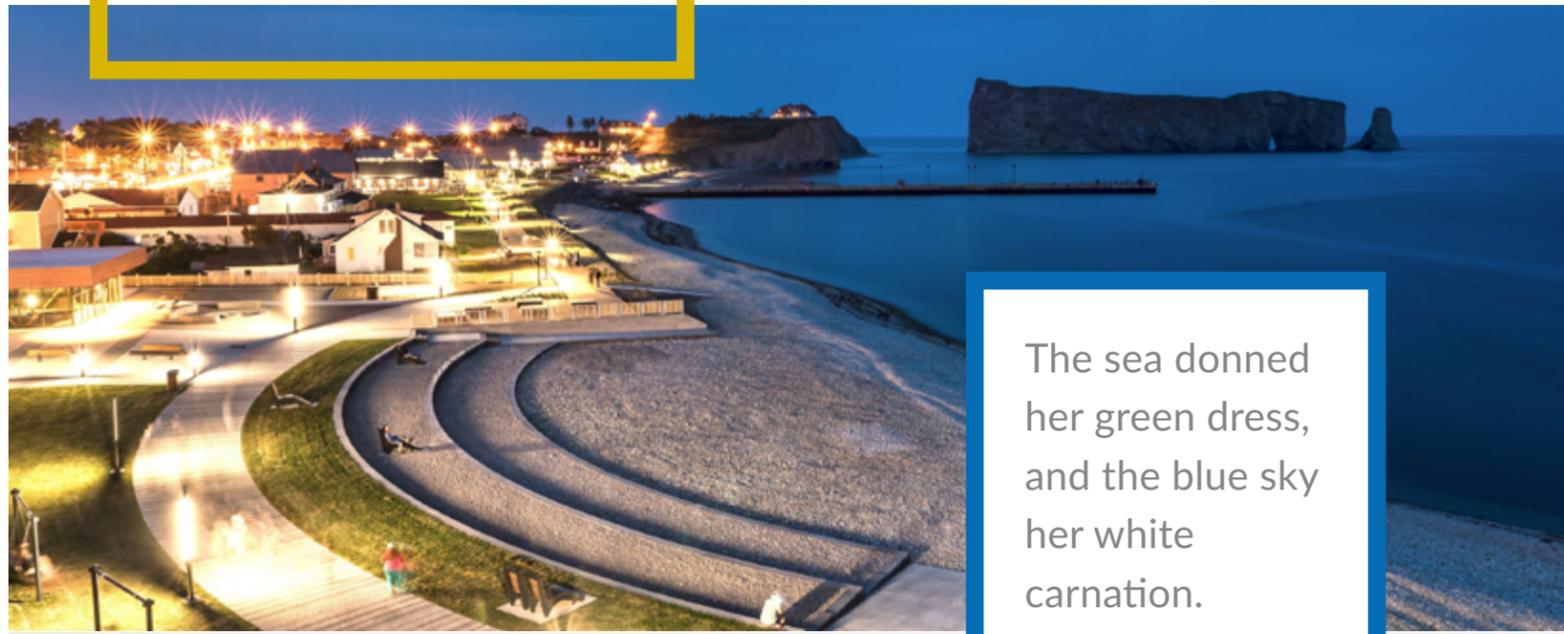
We thought it best to make landfall
between the cape and an island.
JACQUES CARTIER - 1534.

This landscape
provided me
with an
identity and
a theatre.
PIERRE
DANSEREAU
- 1978.

There is a hole
through which
rowboats can
make their
way from the
open sea.
CHAMPLAIN
- 1603.

The sea donned
her green dress,
and the blue sky
her white
carnation.
J. BLANCHET
- 1957.

You here the sea
there / You hear the
wind there / From the
depth of the ages.
G. DOR - 1967.



Un prix national de design urbain pour le projet de Percé

For Gilles Phébert - 23 octobre 2018

La firme d'architecture paysagère AECOM reçoit un prix national de design urbain pour le projet de réhabilitation du littoral et de la promenade de Percé.

Cette reconnaissance lui a été décernée pour son approche novatrice et durable de la recharge de plage et de la nouvelle promenade réalisée au coût de près de 22 millions \$.

ARCHIVES
Depuis longtemps, Percé et la Gaspésie invitent le monde à les découvrir

Percé, a vast potential¹

Ville de Percé is situated on the eastern tip of the Gaspé Peninsula. The village of central Percé extends over about three kilometers from Pic de l'Aurore to Côte Surprise, facing the renowned Percé Rock and Bonaventure Island. The new Ville de Percé was constituted in 1971 and brought together the communities of Prével, Saint-Georges-de-Malbaie, Pointe-Saint-Pierre, Belle-Anse, Bougainville, Barachois, Bridgeville, Coin-du-Banc, Cannes-de-Roches, L'Anse-à-Beaufils, Cap-d'Espoir and Val-d'Espoir. It is an enchanting corner of the world in a breathtaking environment, where people like to listen to stories.



Percé is:

An area of 550 square kilometres, including 431.74 square kilometres of land

Roughly 500,000 visitors per year in the summertime, a figure that grows reliably from year to year

More than \$40 million invested in the heart of Percé by the provincial and federal governments over the past four years

Over \$7 million invested in the infrastructures of the UNESCO Global Geopark

An experienced administrative team

More than \$ 270 million in standardized property value

Percé benefits from three different labels with regard to protection of heritage and environment:

Part of its territory, including the heart of the village, is listed in the "Répertoire du patrimoine culturel du Québec" (the province's official heritage register)

The town is home to the Bonaventure Island and Percé Rock National Park

The entirety of the Percé territory has been registered on the UNESCO Global Geoparks list since 2018

HIGHLIGHTS



1672

Arrival of the first colonists in Percé and conversion to Christianity of the Micmacs in the area by Recollect missionaries.

1678

Percé is home to five permanent residents and two missionaries, but in fishing season more than 600 seasonal fishers and many Amerindians gather there.

1690

The village is destroyed by English soldiers. The small community flees to the adjoining woods.

1760



Installation of a fisheries trading post that attracts Jersey islanders, Irish and Americans, who settle on Bonaventure Island.



1780

Jersey businessman Charles Robin establishes his company's principal fishing outpost in Percé.



1845

In June, the second arch of Percé Rock collapses.



1887

Construction of the villa of American painter Frederick James on Cape Canon, where it overlooks the village of Percé.



1911

The Intercolonial Railway reaches Percé, allowing tourists to visit the town.



1927

The Québec Department of Agriculture decides to take advantage of the Gaspé Peninsula's cooler temperatures by encouraging cultivation of climate-suitable crops there, among them green peas. A few years later, as many as 300,000 pounds of peas are shipped from Cap-d'Espoir to Montréal.



1929

Inauguration of Highway 132, which allows tourists to visit Percé by road.



1938

Opening of the Agriculture School in Val-d'Espoir, which would close in 1961. Today, feasibility studies are being carried out with a view to reopening the school.



1944

A mecca for artistic inspiration, Percé welcomes André Breton, who writes in Arcane 17: "The geometry of a time not entirely over would require...the need for an ideal observation site...no site has seemed to me to conform as well to the required conditions as the Percé Rock."¹¹

1956

Suzanne Guité and her husband, Alberto Tommi, inaugurate the Centre d'art de Percé, a busy multidisciplinary arts centre where exhibits and theatre productions and movies can be enjoyed. Important artists gravitate to the location, and the site, which became almost mythical in time, would breathe life into a broader social movement: the Quiet Revolution.¹⁷

1969

In July the Percé city council adopts a resolution closing La Maison du pêcheur and evicting those living there, including the Rose brothers, Francis Simard and Bernard Lortie, who denounce among other things the exploitation of Gaspésians and the Québec people. The local merchants, for their part, accuse them of chasing away tourists.¹⁸

1971

Constitution of the new city of Percé, which now consists of the communities of Saint-Georges-de-Malbaie, Pointe-Saint-Pierre, Belle-Anse, Bougainville, Barachois, Bridgeville, Coin-du-Banc, Cannes-de-Roches, L'Anse-à-Beaufils, Cap-d'Espoir and Val-d'Espoir.



1985

Bonaventure Island and Percé Rock are grouped together in a conservation park.



2000

Opening of La Vieille Usine in L'Anse-à-Beaufils, a fish plant transformed into a show venue.

2007

Microbrewery Pit Caribou opens its doors in L'Anse-à-Beaufils.

2015

The Auval brewery sets up in Val-d'Espoir with the desire of developing a farm-brewery operation.

2017

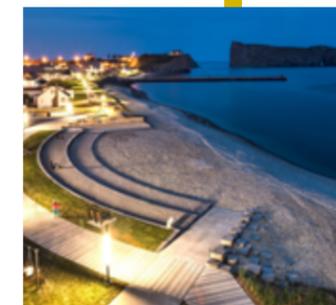
Archeologists find a fragment of the tip of a 9,000-year-old hunting projectile in Percé.

2018

The Percé UNESCO Global Geopark is inaugurated, and consists of among other things the trails and attractions of Mont Blanc and Mont Sainte-Anne.

2018

Ville de Percé finalizes, in 2018, its shoreline protection and rehabilitation project, where visitors can now enjoy a new pedestrian boardwalk.



2019

Ville de Percé undertakes to create the Rivière-aux-Émeraudes municipal park in light of the area's growing popularity.



2010

Start of Groundhog Day celebrations in Val-d'Espoir with Fred, Québec's official groundhog, who every year makes his prediction about the arrival of spring.

HISTORY

PERCÉ

Around 1672 the first colonists arrived, and Recollect brothers set up a mission with the goal of converting the Micmacs in the region. In 1678, Percé consisted of five permanent residents and two missionaries, but in fishing season more than 600 fishermen would gather there along with a number of Amerindians, attracted by bartering activities. In 1690, soldiers from two English ships took over the village and destroyed all its buildings, the little community fleeing to the nearby woods.

Fishing would prove to be the backbone of Percé's rebirth when in 1760, after the English conquest, a fisheries trading post was set up there. Fishermen from all over – Canadians, Jersey Islanders, Irish and Americans – converged on the area, and a number of them settled for good on Bonaventure Island. In 1872, a century later, Arthur Buies maintained: "Percé is the biggest fish warehouse in the entire Gulf."

Percé's one-of-a-kind built heritage is imbued with its history. The heart of Percé is the cradle of preserved former fisheries buildings and beautiful ancestral houses around which varied tourist attractions have been organized.²

Percé boardwalk

After a series of storms that destroyed the old boardwalk, Ville de Percé finalized, in 2018, its shoreline protection and rehabilitation project, where visitors can now enjoy a new pedestrian boardwalk. These projects earned various national awards.

École internationale d'été de Percé

For a number of years, Université Laval's École internationale d'été de Percé has made university courses available at Villa Frederick-James, located by the edge of the cliff. Different faculties have offered courses there, including Planning, Architecture, Art and Design, and Letters and Human Sciences. The school has welcomed a number of artists – Armand Vaillancourt, for example – as lecturers.¹⁹

BONAVENTURE ISLAND

Although uninhabited since 1970, the island still contains some vestiges of the cod fishing period. For the village of Percé just as it was for Bonaventure Island, cod fishing was for a long time the basis of the local economy. Today, only lobster fishing is still practiced in Percé Bay.

From its plateaued peak, sparse vegetation offers a haven for a variety of seabirds, including gannets. Bonaventure Island, situated in the Gulf of St. Lawrence across from Percé, is home to the most important colony of gannets accessible to people, with over 120,000 birds.

Located 3.5 kilometers offshore from Percé, Bonaventure Island forms an oval with an area measuring 4.16 square kilometres. Boat trips circle the island, and it can be explored on groomed walking trails. Today it is part of Bonaventure Island and Percé Rock National Park, and a number of activities are offered during the summer season, including scuba diving.²

"The cliffs and the seabed are so full of life that there are places where you can't even put your finger down!" according to the director of Club Nautique de Percé. The waters are a thousand times richer than people who stay at the surface might believe: frilled anemone, starfish, sea urchins, sponges, crabs, lobster... "Sometimes you might get lucky and come across a tuna...a sunfish, a basking shark. But it's the seals that are much more frequent diving buddies."⁴



PERCÉ ROCK

At the time Jacques Cartier was exploring the St. Lawrence River, some anecdotal sources mentioned that the rock was attached to the Cape and that it had three arches.⁴ On the other hand, 70 years later, in 1603, Champlain noted, "There's a hole through which rowboats can make their way from the deep sea."

Whatever the case, over the years, two of the arches have disappeared, the second of them officially collapsing on June 17, 1845.

It was only early in the 20th century that Percé took its first steps in the field of tourism when it welcomed rich visitors who felt they lacked exoticism in their lives and were captivated by Percé Rock. Over the years, tourism has become more democratic, and a visit to Percé has become a must in the Gaspé. "Percé!" said René Lévesque in 1947. "The incomparable, the indescribable, the unbelievable Percé!"

The rock is an internationally renowned limestone stack, 400 million years old. It weighs over five million tonnes and measures 433 meters in length, 90 meters in width and 88 meters at its highest point. Several tons of rock fall from Percé Rock every year, which makes walking visits to the Rock at low tide dangerous. The remaining arch is 15 meters high.²

PERCÉSIE: A GEOLOGICAL WONDER

In 1947, Abbé Roy, inspired by Percé's astonishing geology, wrote: "Percésie...is a contraction of the words Percé and Gaspésie, a term proposed by the well-known geologist John M. Clarke, to whom we owe the most serious geological studies of the Gaspé Peninsula, and of Percé in particular. Percésie amounts to a stretch of mountains forming the boldest point in the Gaspé and that emerges, as an appendix, from the range of Gaspesian mountains known as the 'Chic-Chocs'... Indeed, not only do we inhabit an extraordinary region in geological terms, an ancient seabed, but one whose history – and the name Percésie – confirm its unique, almost mythological, character."⁵

PERCÉ'S UNESCO GLOBAL GEOPARK

Percé's unique geological formations and the interest they have generated among geographers and geologists were at the origin of the creation of the Géoparc de Percé in 2016. There are 23 different geosites to discover there, grouped into three categories, each one with special features: 1. Terrestrial geosites, which comprise among others La Crevasse, the Cave, the Magic Forest and the Bottomless Hole; 2. Coastal geosites, consisting of the structure in bloom of the Peak of Dawn, the rocky outcrops of Cape Barré, Cape Blanc, Cape Canon and some others; and 3. Geosites on Bonaventure Island and Percé Rock National Park.⁶

GREATER PERCÉ

Constituted in 1971, the new city of Percé comprises the communities of Prével, Saint-Georges-de-Malbaie, Pointe-Saint-Pierre, Belle-Anse, Bougainville, Barachois, Bridgeville, Coin-du-Banc, Cannes-de-Roches, L'Anse-à-Beaufils, Cap-d'Espoir and Val-d'Espoir.²

Prével

The site of Fort Prével was constructed before the Second World War to keep an eye on Gaspé Bay and repel attacks by enemy submarines in the area. This setting offered an unbroken view over the Forillon tip and was therefore strategically positioned. Infrastructures from that time are incidentally still present on the site. For years the Government of Québec has operated Fort Prével, making it a well-known vacation spot. It now boasts a golf course and accommodation facilities.

Saint-Georges-de-Malbaie

Indian Head Rock

On Route 132, in Saint-Georges-de-Malbaie, visitors can admire a rock whose shape resembles the face of an Amerindian. According to legend, white men from Europe on a tall ship one day dropped anchor in a cove located not far from Plate Island facing Pointe-Saint-Pierre. When they went ashore to get supplies of fresh water and wild fruit, they saw a young Indian princess busy in the forest entertaining young children. The men from afar captured her and carried her off to their distant country.

This sad face, whose gaze is fixed on the cliff, is that of her sweetheart, who tirelessly waits for her return, resolved in his grief to turn his back to the sea as long as it fails to bring back his beloved.⁸

Pointe-Saint-Pierre

At Pointe-Saint-Pierre, the LeGros house is a testament to the years 1880-1885. The LeGros general store at one time faced the home. Loyalist and Victorian in style, it now belongs to the Nature Conservancy of Canada, which designated the land as a protected area in 2013. Laying out a trail of close to two kilometers is part of a plan to conserve and upgrade the area that will make it possible to discover the forest, the coast and the meadows of Pointe Saint-Pierre at one and the same time.⁹⁻¹⁰

Barachois

It takes its name from the Malbaie barachois (saltmarsh), located at the mouth of the Malbaie, Beattie, du Portage and Murphy rivers. The village is situated at the north end of a 10-kilometer-long sandbank. The last general store still operating can be found there, in one of the former Charles Robin and Company establishments.

The Malbaie saltmarsh is undoubtedly the largest wetland on the Gaspé Peninsula. With a total area of 1,100 hectares, it includes the longest barrier beach on the Gaspé region (5.8 kilometers), which is known for its ecological wealth: it welcomes more than 200 species of birds and over 25 species of fish.¹²



Malbaie Barachois

Bridgeville

Bridgeville is located about 13 kilometers from downtown Percé. A bridge of more than 20 meters spans the Malbaie River. At one time it served the French- and English-speaking population of the spot. Bridgeville is the source of a curious hybrid place name: the English word for the bridge and the French word for the town. The village is found at the centre of the salt marsh, at the mouth of the Malbaie River. Just to the south of the village, a road leads to the salt marsh, from which there is access to the beach.⁸

La rivière aux Émeraudes

Ville de Percé has undertaken to create the Rivière-aux-Émeraudes municipal park. That tourist attraction, located in the Bridgeville sector, will also be added to the list of geosites of interest recognized by the UNESCO Global Geoparks. A first phase, carried out in 2020, will allow for the improvement of sanitary facilities, the upgrading of trails and the addition of stairways, refreshment points and picnic tables.¹¹

Coin-du-Banc

A little village of some 50 inhabitants, Coin-du-Banc runs alongside a wonderful beach of fine sand. The famous Auberge Le Coin du Banc, moved from Bonaventure Island in 1970 by its innkeeper, Sidney Maloney, was purchased in 2017 by two young entrepreneurs from the area. Renamed Camp de Base Coin-du-Banc, the inn enjoys an exceptional site, where the new owners offer many open-air activities.¹⁵

L'Anse-à-Beaufils

La vieille usine in L'Anse-à-Beaufils

A bit further west, citizens formed a cooperative to save a fish plant from demolition. They turned it into a show venue, a recording studio and art-exhibit space whose fame goes well beyond Canada's borders. It is located in a pretty fishing port that also serves as a marina.

Robin historic general store

Close by, after the dismantling of the fishing station, the new owner of the Robin store restored it and showcased merchandise from an earlier time that had been lovingly preserved in the attic. This authentic general store is open to visitors.⁷

Microbrasserie Pit Caribou

Located in the heart of L'Anse-à-Beaufils, a pretty fishing village, Microbrasserie Pit Caribou has made a name for itself since 2007 with its knowhow, its creativity and its constant desire to innovate. And even though Pit Caribou has enjoyed record growth, has modified its facilities a number of times, opened different pubs in Québec and created hundreds of beers, it has always maintained its local character, with its wonderful family values, and without ever compromising the quality of its beers.

Cap-d'Espoir

Cap-d'Espoir was given that name by Jacques Cartier. Legend has it that one of the ships in the English admiral Hovenden Walker's fleet, intent on the capture of Québec City in 1711, broke up on the cape and that its ghost returns, on certain summer evenings, to reconstruct the scene of the disaster. A beautiful beach with fine sand just before L'Anse-à-Beaufils as well as a pretty lighthouse on the cape attract the attention of vacationers.⁸



Festi-Plage de Cap-d'Espoir

Cap d'Espoir was at one time the Canadian green pea capital. In 1927 the Québec Department of Agriculture decided to take advantage of the Gaspé's cooler temperatures by encouraging cultivation of late-maturity vegetable varieties there, among them green peas. A few years later, as many as 300,000 pounds of peas were shipped from Cap-d'Espoir to Montréal.⁵

The Festi-Plage de Cap-d'Espoir is a don't-miss among pop-music festivals in Québec. Every year it draws thousands of festival-goers to the beach.

In 2017 the microdistillery La Société Secrète set up its seven-metre-tall still in the St. James Anglican Church (1875), where it produces its own gin, Les Herbes Folles.

Val-d'Espoir

From a report by Father Poirier, 1911: The fledgling colony of Val-d'Espoir is situated in a "valley eight miles long...in the parish of Saint-Joseph de Cap-d'Espoir, about three miles from the railway." The colonists were able to avoid total control by the fishing companies and turn their efforts to cultivation of the soil.

Advertising, grants and promoters attracted many unemployed from Québec and the United States to the "valley of hope," where available land awaited them. The strong growth of the parish, where the population reached close to a thousand inhabitants, coincided with the agricultural school's period of activities, from 1930 to 1961. Invited by Monsignor Ross, the Cistercian and Clerics of Saint Viator religious communities founded the Agricultural Institute (1930-36) and the Agricultural School (1938-61) in Val-d'Espoir. The students, from all over



Agricultural School, Val-d'Espoir

the Gaspé Peninsula, and from outside the province as well, grew carrots, cabbage, beets, turnips and even hothouse flowers. They raised Ayrshire cattle and thousands of chickens and turkeys, which they sold on the local market. Harvests were sometimes shipped by train to markets in Montréal, New York and Boston.

Today a strong sense of belonging unites local citizens, who promote food self-sufficiency through various programs. The church constitutes the community focal point: community activities are organized there, including the famous day when Fred, Québec's official groundhog, makes his annual prediction about the arrival of spring.

The municipality is now seeking to breathe new life into the old village school and attract new families. A feasibility study on reactivating the former Val-d'Espoir agricultural school has been submitted to the municipality.¹³

Auval Brewing Co.

Auval Brewing Co. started up in Val-d'Espoir in 2015 with the desire of developing a farm-brewery operation by growing some of its raw materials: for example, berries, honey and certain rustic grains. It is now co-owned with the organization Produire la santé, and together they maintain and develop the premises. Their beers are popular in the four corners of the province, and frequently win international awards.¹⁴

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The "Highlights" were collected from a number of articles and works on Percé.

MOOD BOARDS

Image de marque
Ville de Percé 2020

Presented to Ville de Percé by:

Maité Samuel-Leduc, communications strategist
Marilou Levasseur, graphic designer
Fleurdelise Dumais, graphic designer
Danièle Raby, research and reference

July 2020

INTRODUCTION

Further to our research focusing on the history of greater Percé, we assembled, in the form of visual tableaux, the relevant and important elements that have forged the identity of the territory.

Grouped into different themes, these visual elements underscore the shapes, colours, images and textures that will become major assets in the design of the town's brand image.

These mood boards become valuable tools in developing our vision, our graphic efforts and, finally, in the creation of a strong logo representative of all of Percé's facets.

*The images presented in the mood boards are used as inspiration and come from image banks, the Musée de la Gaspésie website, the Ville de Percé website or our personal archives. They may not be used for other purposes without authorization.

FAUNE et flore



FAUNA AND FLORA TABLEAU

The fauna and flora of Percé embody a number of distinctive elements. The epilobium, the northern gannets, the colour of the seaweed and the water: all of them inspiring elements.

Agriculture, agrotourisme ET TERRITOIRE



AGRICULTURE, AGROTOURISM AND TERRITORY TABLEAU

When we think of microbreweries, agriculture or the beauty of its landscapes, Percé, in its vision of sustainable development, is fertile ground.

ART Culture

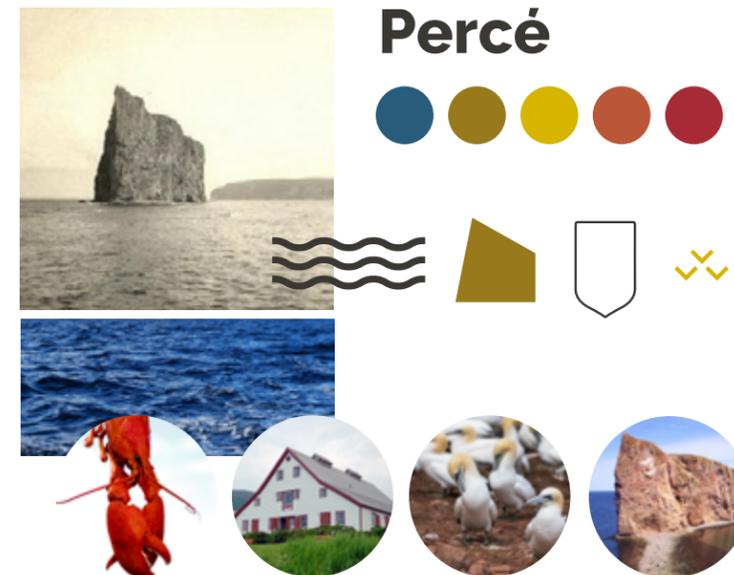


ART AND CULTURE TABLEAU

Recognized as a destination that has shaped and inspired a number of great artists, this component colours the greater Percé personality, illustrated here by related visual elements.

INSPIRATIONS RETAINED FROM THE TABLEAUX FOR FURTHER CONSIDERATION

At this stage of the process, we retained, by way of the different mood boards, evocative and inspiring elements for the continuation of the work.



CREATIVE APPROACH

Brand image
Ville de Percé 2020

Presented to Ville de Percé by:
Marilou Levasseur, graphic designer
Fleurdelise Dumais, graphic designer
July 2020

INTRODUCTION

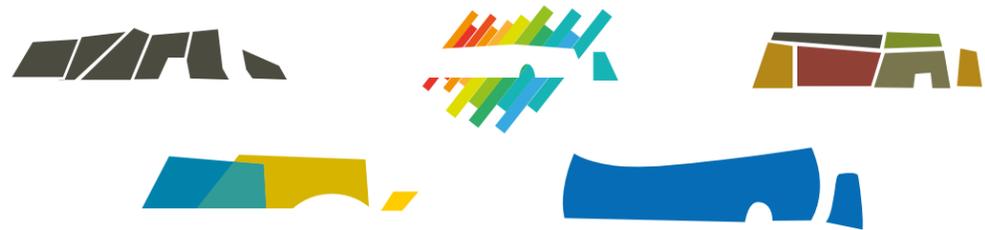
Stretching over a number of weeks, the creative work took shape in different stages. An initial idea-discussion and model-design session took place, which led to a visual presentation revealing four preliminary logos. Obviously, at that working session, our many explorations helped us make relevant graphic choices for further action.

With the collaboration of the Ville de Percé team, we targeted relevant visual directions to be developed further. That crucial stage made it possible to advance our thinking and to adjust or improve the construction of the logo. At the end of that stage, different versions of the selected logos were presented.

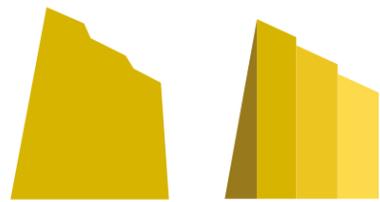
Following the choices of the previous step, we began the last stage, which would culminate in the unveiling of the final logo.

In the following pages we review all these stages, illustrating the background and the approach that creation of the Ville de Percé brand image required.

REINVENTING THE ROCK



Playing with shapes



Playing with textures



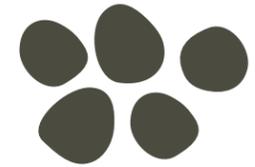
Playing with key-forms

PERCÉ

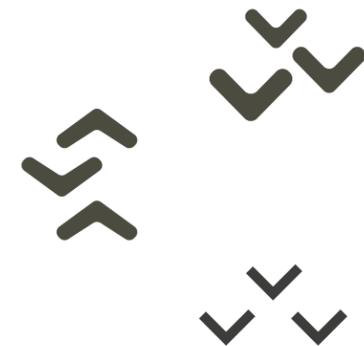


GRAPHIC ELEMENTS AND TYPOGRAPHY

PERCÉ
Percé
PERCÉ
Percé
PERCÉ
Percé
Percé
PERCÉ



Pebble shapes



Birds



Waves

IDEAS AND DESIGN

DESIGN OF VARIOUS LOGO PROPOSALS BASED ON PREVIOUS RESEARCH
Our aim was to vary the proposals, with or without rock.



IDEAS AND DESIGN

FINE-TUNING OF FOUR PRELIMINARY PROPOSALS
Evolution and graphic testing of the most relevant avenues





LOGO 1: BIRDS

This proposal centers mainly on the type selected. The typeface evokes the past but is firmly anchored in the present through its boldness. It is solid, lively and warm. The graphic play of the R and the C illustrates both the waves of the sea and the bond and goodwill that exist among the communities and among all citizens of greater Percé. The birds, flagship symbols of the region, represent the city's dynamism, leadership and vision for the future.



LOGO 2: STRIPED ROCK

In this proposal the rock becomes the principal graphic element. Its horizontal lines evoke certain key elements of Ville de Percé's history and identity: the ocean, fishing and the geological aspect (strata), as well as the seaside aspect. The use of spaced lines, allowing the viewer a glimpse of what lies behind the rock, evokes the municipal team's concern for transparency while also representing openness and boldness. The graphic play between the rock and the accent on the "é" unifies the rock with the letters, which despite being mostly lower-case make a solid impression with their thickness.



LOGO 3: WAVES

This proposal is bold through its wholly controlled refined appearance. The waves, representative of the territory's coastal aspect, illustrate a vision for the future and a dynamism, as well as leadership and forward thinking, by way of their ascending arrangement. The graphic play between the wave, the E and the R, meanwhile, evokes openness to creativity but also the relationship between the different environments. The choice of a solid, strong typography in capital letters refers to the rocky capes and the solid aspect of the rock.



LOGO 4: KEY-FORM

This proposal features the key-form of the rock. That use of the rock becomes the element that unites and holds together the other shapes of the logo. Those shapes, in evocative colours, offer a number of meanings: the diversity of the region, the rocky capes, the pebbles, the sea, the wave. The feeling of the ochre-yellow is that of a vision for the future, a sense of moving forward. The elements considered together become lively, warm and festive all at once.

EVOLUTION OF THE SELECTED PATHWAY

At the conclusion of the first stage, the choice fell on logo 1: the birds. At the request of the town team, we continued with our work in order to integrate Percé Rock into the hallmark without distorting the essence of the work done.

From this other design stage, two new proposals were added: in the first, the addition of the rock from what we might call the “traditional” point of view, and in the second, the rock as seen from the side.



EVOLUTION OF THE SELECTED PATHWAY

Our explorations tell us that at this stage the introduction of the rock as an additional visual element alters the sense of the basic logo: the feelings of elevation and freedom, the vision for the future and openness, boldness and innovation are much less present. The use of a colour evocative of the colours of regional rocks could be considered in order to evoke more subtly the notion of the Rock.

The team in place continues to think that the Rock, the emblem and jewel of the town, must be found in the final logo. To meet that expectation, we will carry on with the work in order to include it, without however weighing down the existing logo.

We are therefore returning to our first key-form attempts, with the goal of having a proposal that is solid, intelligent and evocative of the multiple facets of greater Percé.

THE PERCÉ BRAND

User guide to the brand
Ville de Percé 2020

Presented to Ville de Percé by:
Marilou Levasseur, graphic designer
Fleurdelise Dumais, graphic designer
July 2020

THE VILLE DE PERCÉ LOGO

Presenting a typeface evocative of the past, the logo at the same time is firmly anchored in the present through its boldness and distinctiveness. Solid, lively and warm, this typography relates to the past, present and future of the municipality. The graphic play of the R and the C illustrates both the waves of the sea and the bond and the goodwill that exist among the communities and among all citizens of greater Percé. The birds, in flight and illustrated in the colours of the greater Percé environment, are flagship symbols of the region, representing the dynamism, leadership and vision for the future embodied by the town. Hinging on a rock that is both central and there to be discovered, this logo is meant to reflect the culture of Percé as it exists now and as it remains to be created around and beyond this emblem.



THE PRINCIPAL VILLE DE PERCÉ LOGO



THE DIFFERENT USES



Where
great stories
happen



Where
great stories
happen



Where **great stories** happen



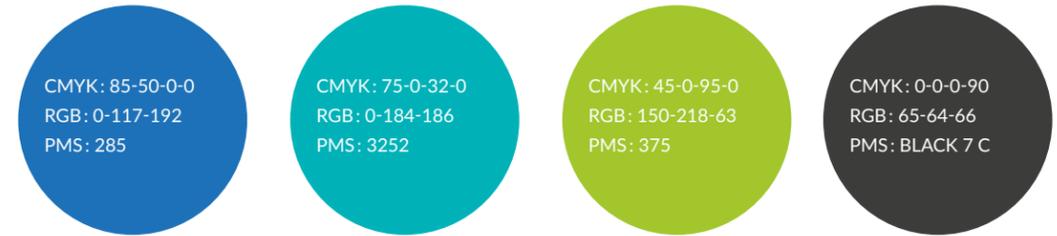
Where **great stories** happen

THE TOURISME PERCÉ LOGO



THE COLOURS OF THE LOGO

COLOUR VERSION



1-COLOUR VERSION



REVERSE VERSION



THE TYPOGRAPHY

The official typefaces of Ville de Percé are Museo Sans for titles and subtitles, and Lato for ordinary text.

TITRE ET SOUS-TITRES

MUSEO SANS 500

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%?&()!

MUSEO SANS 900

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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TEXTE COURANT

LATO REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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LATO BOLD

abcdefghijklmnopqrstuvwxyz
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THE STATIONERY

Ville de
PERCÉ

Juillet 2020

OBJET : LOREM IPSUM DOLOR SIT AMET

Chers citoyens,
Chères citoyennes,

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CATHY POIRIER
Mairesse

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Ville de
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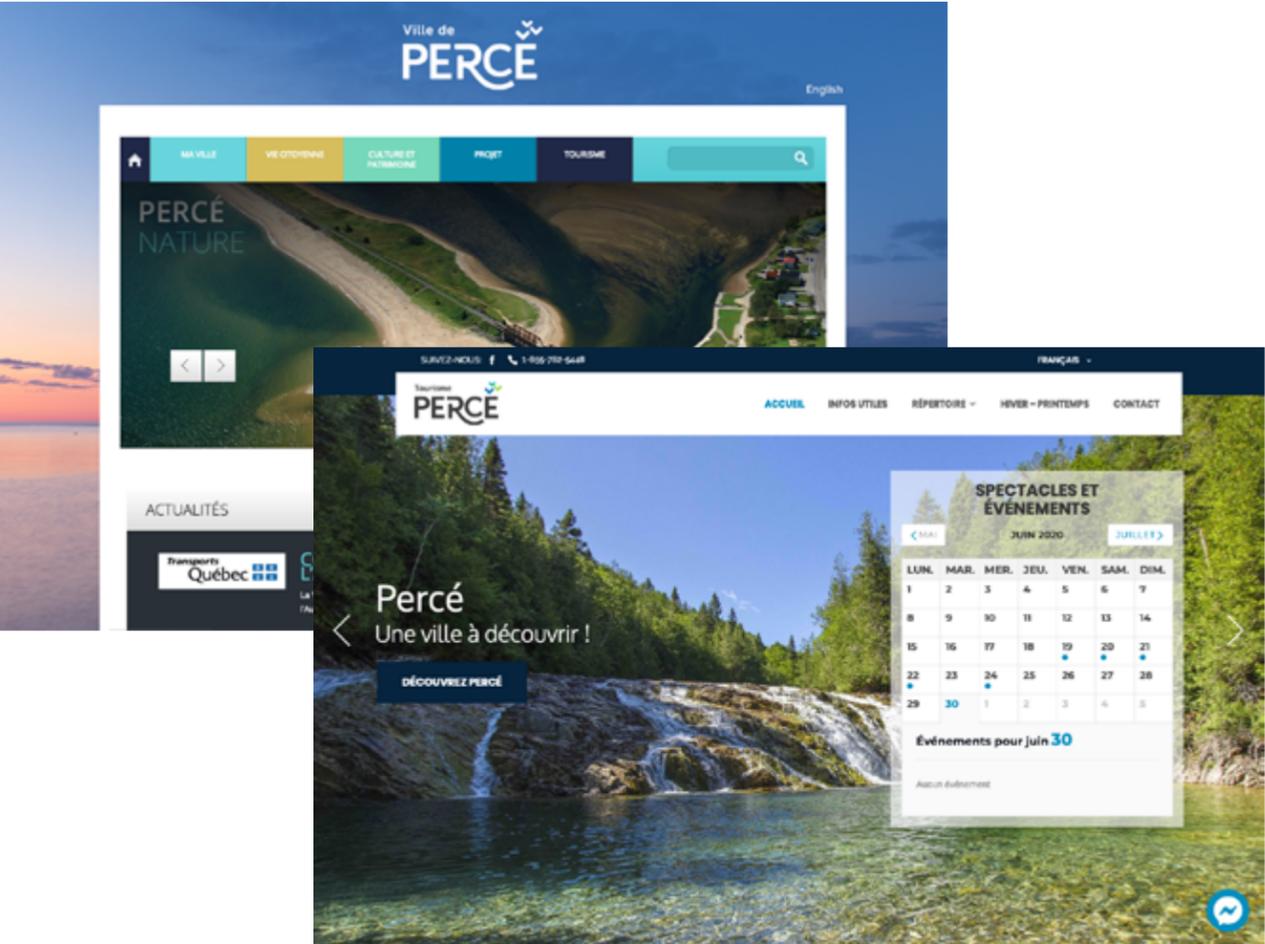


Ville de
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OTHER USES



PERCÉ: THE BRAND

Presented to Ville de Percé by:

Maité Samuel-Leduc, communications strategist

Marilou Levasseur, graphic designer

Fleurdelise Dumais, graphic designer

November 2020