

Compass Corrections Canada Branding Ask

THE ASK

- Define a clear logo and brand identity to meet client expectations
- Establish a strong sector identity for the corrections market (internal ask)
- Ensure market consistency across sales, operations, and communications

current logo



Naming Options Compass Corrections Canada

Corrections is a sensitive subject, and for many in the general public, it is something they prefer not to dwell on. The challenge lies in creating a brand identity that acknowledges the gravity of the sector while still projecting a balanced and positive outlook.

Compass currently operates across 10 defined sectors, and this initiative would formally introduce an 11th sector with its own distinct identity.

One proposed option is "Sector 11"—a title that strikes a careful balance between being neutral and serious, while also aligning with the naming conventions often used for government facilities.

CORRECTIONS

Culinary Services

alternate name explorations

Institutional Services

Compliance

Secure Facilities

Critical Facilities

Secure Site Services

SECTOR 11

Secure Site Services

SECTOR 11

Nourishing Better Futures

BALANCED STRENGTH

Strengths:

Clean, professional, and modern – mature without being intimidating. Bold condensed typography communicates authority and seriousness while remaining approachable. "Sector 11" positions this as a distinct identity under Compass, aligned with the other 10 sectors but differentiated.

Considerations:

The name may feel abstract at first and could require explanation. It is strong for internal/structural alignment but less obvious for external audiences unless paired with storytelling.



microsoft teams background sample



FEEDING BRIGHTER HORIZONS

Strengths:

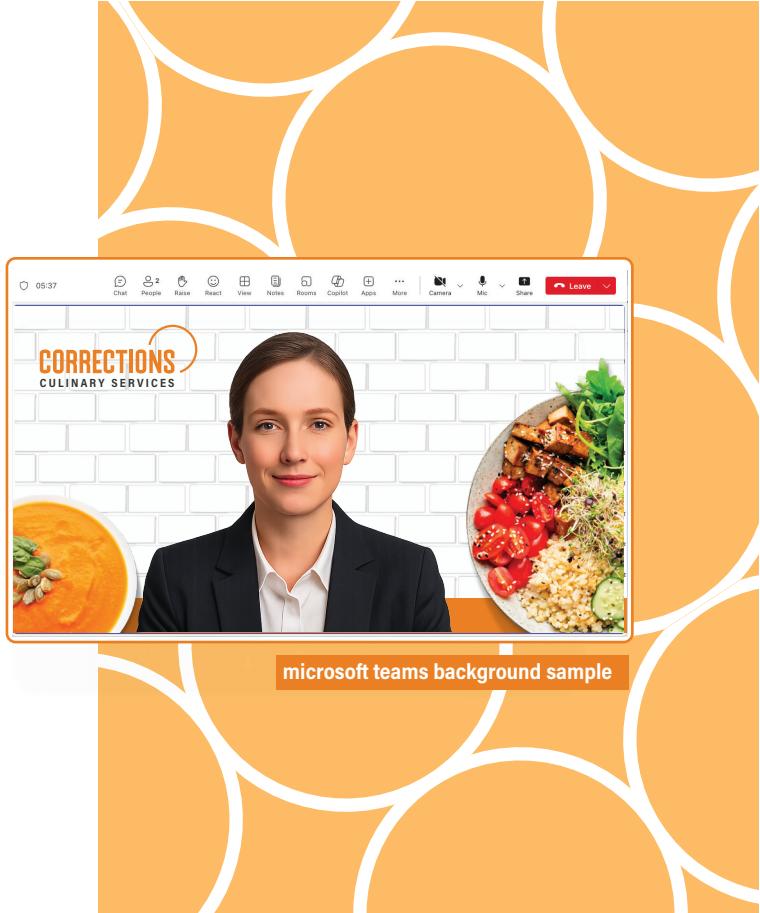
Immediately clear what the sector is. The offering “feeding Brighter Horizons balances safety, expertise, and food service in plain language – ideal for RFPs and external clients.

The orange arc adds visual energy, suggesting completeness and forward motion.

Considerations:

Retains the word “Corrections,” which may feel heavy or stigmatized for some audiences.







canteen



Foodbuy



SECTOR 11
Nourishing Better Futures

CORRECTIONS
Feeding Brighter Horizons