



## CORRECTIONS BRAND PROPOSAL

CREATING A STRONG IDENTITY FOR  
CORRECTIONS SECTOR

PRESENTATION TO PETER KOURTIS

JANUARY 2025



## AGENDA



- UNDERSTANDING WHO WE ARE
- OUR DISCOVERY PROCESS
- FOUNDATIONAL STATEMENTS & PILLARS
- CURRENT NAME, LOGO & IDENTITY ASSESSMENT
- NAME & LOGO PROPOSAL
- NEXT STEPS



## UNDERSTANDING WHO WE ARE



**THE NEED:** Build a trusted, recognizable identity that reflects our values and ensures consistency across all touchpoints.

- Define a clear, credible brand our clients resonate with and our associates stand behind
- Strengthen our position in the corrections market - competition is coming!
- Align how we present ourselves internally across sales, operations, and communications

**THE CHALLENGES:** Without a clear identity, we risk confusion, missed opportunities, and negative perceptions.

- No unified brand structure
- Naming and trademark constraints
- Sensitive sector perceptions
- Growing competition driving the need to evolve



# OUR DISCOVERY PROCESS

## INTERNAL - OUR TEAM

## EXTERNAL - OUR CLIENTS

**Safe Efficient**  
**Sustainable Effective**  
**Consistent Reliable Unique**  
**Trusted partnership**  
**Collaboration**

Fixed meal  
rate best value  
for services

Accountable  
Standardized Services

Pandemic preparedness

Contingency-uninterrupted  
Food Services

## **VALUE STATEMENT**

“We lead with safety, quality and accountability. We deliver secure, reliable services where inmates are treated with dignity and respect.”



## **BRAND PILLARS**

### **SAFETY**

Ensuring safe, secure and accountable service, setting benchmarks in food and workplace practices through a strong safety culture and continuous improvement.

### **SERVICE**

Delivering quality service with dignity and respect through experienced, adaptable teams who respond quickly, act decisively and provide best-value solutions without compromise.

### **TRUST**

Providing reliable, consistent services that exceed industry standards. We continually earn confidence through accountability, integrity and our commitment to continuous improvement.

### **LEADERSHIP**

Leveraging decades of expertise and operational excellence to lead by example. We deliver dependable, future-focused solutions that raise industry standards.

## **MISSION STATEMENT**

“To deliver secure, cost-effective and quality culinary services in correctional institutions—drawing on decades of expertise to ensure safety and strengthen trust.”



## **VISION STATEMENT**

“To be the trusted leader in correctional culinary services - driven by our people, innovation and continuous improvement to shape the future and set industry standards for excellence.”



## THE CASE FOR CHANGE

current corrections logo:



The soft, curvy symbol **communicates hospitality**—not the strength, structure, and safety expected in secure environments.

The word corrections is simply added underneath, with no integration or identity of its own. It **minimizes corrections** rather than defining it.

Eurest is ultimately a separate Compass division with a different audience and tone. Using their logo **creates confusion** and makes the corrections sector feel borrowed or secondary.

Feedback from corrections associates is that they **feel overlooked** and without a true identity. The logo didn't inspire pride, unity, or represent how they view themselves and their jobs.



THE FUTURE OF CORRECTIONS



**NORTHWOOD CORRECTIONS  
CULINARY SERVICES**



The Northwood logo captures direction, growth and renewal, aligning closely with correction's foundational roots in safety and quality. Similar to how deep roots strengthen a tree's stance, these principals guide us toward dependable and accountable partnerships built on trust that strengthens over time. The upward tree and fork symbol represent both guidance and the vast geographical locations we serve ("north"), and nourishment ("wood"), merging culinary excellence with a sense of purpose and progress.

The structured green palette and vertical form convey stability, safety and trust, and reflect strength within an environment of control and order. Northwood expresses the sector's forward-looking ambition to be a trusted leader in correctional culinary services. It communicates a balance of humanity and structure through a simple and confident visual identity.



## COLOURS

The recommended muted dark green (Northwood Green) is ideal in the way it balances strength and approachability; authoritative enough for corrections while still bright and grounded for culinary services. It reflects the Northwood identity through evergreen symbolism: Safety, Service, Trust & Leadership. This tone maintains professionalism, aligns with Compass pillars, and performs consistently across uniforms, signage, and digital applications. In contrast, the brighter, more saturated options feel too playful or energetic for a secure environment, while the darker variants become heavy, less legible, and overly militaristic. The chosen colour delivers credibility, clarity, and meaning without sacrificing practicality.



**NORTHWOOD  
GREEN**

**PALE  
SLATE  
GREY**

**SUBDUE  
GREEN**

**HEAVY  
GREY**

# NEXT STEPS

**Present to client**

Week of January 12

**Full trademark review from legal**

TBD

**Updates: Peter & client feedback**

Week of January 19

**Implementation/Execution plan draft**

Week of January 19

**Messaging Architecture**

Week of January 26

**Present to Saajid / Excom committee**

Week of next excom meeting