

Compass Corrections Canada Branding Ask

THE ASK

Build a trusted, recognizable identity for Corrections that reflects our values and ensures consistency across all touchpoints.

- 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



A New Name For 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.

To address this, the recommendation is to move away from the direct use of the word "Corrections." Compass currently operates across 10 defined sectors, and this initiative would formally introduce an 11th sector with its own distinct identity.

The proposed name 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.

proposed name and logo



alternate name explorations

Institutional Services

Compliance

Secure Facilities

Critical Facilities

Secure Site Services

alternate logo



Explaining The Logo

Custom Font - Highlights uniqueness and ownership. It signals that Sector 11 has an identity distinct from other Compass sectors, avoiding a "cookie-cutter" feel. A custom font also strengthens memorability and credibility.

Condensed Width - Creates a serious, disciplined aesthetic that reflects the structured, high-stakes environment of secure sites. Condensed typefaces also maximize visual impact in tight spaces, useful for uniforms, signage, and facility documents.

Bold Display Weight - Conveys strength, security, and authority; Essential qualities in the corrections/secure services sector. Bold typography naturally draws the eye, reinforcing the seriousness and professionalism of the brand.



The Sector 11 logo uses a hand-crafted condensed boldfont that communicates strength, precision, and authority, while ensuring visibility and impact across any medium; from facility signage to client presentations."

Defining Language

RESIDENTS

VS

INMATES

PROS

Positions the brand as forward-thinking and compassionate, emphasizing rehabilitation and **humanity over punishment**.

Supports Compass' brand pillars of dignity, compassion, and respect, showing alignment between values and language.

Helps **reduce stigma** for those in correctional facilities, which **may improve staff morale and client perception** of the brand.

Reflects terminology already being adopted in progressive correctional and treatment environments, potentially future-proofing the brand.

CONS

May be perceived by some stakeholders as too lenient or "**sugarcoating**," creating skepticism about credibility.

Could confuse external partners if official documents (e.g., RFPs, contracts) still use inmate as the formal definition.

Runs the risk of **appearing inconsistent** if the brand uses residents publicly while clients and governments continue to use inmates.

Defining Language

RESIDENTS

VS

INMATES

PROS

- Clear, universally recognized term that ensures immediate understanding across the corrections industry.
- Matches existing client language in contracts, RFPs, and operational standards, reducing risk of misalignment.
- Reinforces a sense of seriousness and credibility in the sector, avoiding accusations of being "soft" or out of touch with reality.

CONS

- Defines individuals by their incarceration, which conflicts with Compass' stated goal of a human-centered, respectful identity.
- May perpetuate negative perceptions of the brand as transactional rather than compassionate.
- Increasingly at odds with evolving correctional philosophies that emphasize rehabilitation, care, and reintegration, making it potentially outdated long-term.

Defining Language

RESIDENTS AND INMATES

FOR CONSIDERATION

The most balanced strategy is a **dual-language approach**:

use *inmates* where legally or contractually necessary,
and adopt *residents* in branding, marketing, and internal
culture to demonstrate Compass' values.



Thank You

CLOSING THOUGHTS

The Sector 11 logo represents a mature, confident brand identity that balances strength with approachability. While the name itself can evolve if needed, this branding direction offers an ideal long-term fit for the sector.

In exploring alternatives, icons and extra graphics were tested but ultimately took away from the clarity and seriousness of the brand. By keeping the design clean, text-driven, and purposeful, the identity communicates trust, reliability, and focus. These are the values that matter most in a corrections and secure services environment.

In closing, this branding approach is scalable, timeless, and aligned with Compass' values. It ensures Sector 11 presents itself as serious but balanced, strong yet human-centered.

