



CORRECTIONS BRAND PROPOSAL

**CREATING A STRONG IDENTITY FOR
CORRECTIONS SECTOR**

PRESENTATION TO PETER KOURTIS

JANUARY 2025

PROVINCIAL CORRECTIONAL



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



INTERNAL - OUR TEAM



A word cloud featuring various themes in different colors and sizes. The most prominent words are 'Safe', 'Efficient', 'Effective', 'Reliable', 'Trusted partnership', 'Collaboration', 'Accountable', 'Standardized Services', 'Pandemic preparedness', 'Contingency-uninterrupted Food Services', 'Fixed meal rate best value for services', 'Sustainable', 'Consistent', 'Unique', and 'Partnership'.

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**

**SUBDUED
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