

## Legislation Details (With Text)

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<b>Type:</b>	Staff Report	<b>Status:</b>		To Be Introduced	
<b>File created:</b>	6/16/2017	<b>In control:</b>		City Council	
<b>On agenda:</b>	6/19/2017	<b>Final action:</b>		6/19/2017	
<b>Title:</b>	PRESENTATION CONCERNING CITY OF BARRIE BRANDING				

Rebecca James Reid, Executive Director of Access Barrie and Cheri Harris, Manager of Marketing and Communications provided a presentation concerning a City of Barrie Identity Refresh and the launch of new branding.

Ms. James-Reid and Ms. Harris discussed slides concerning the following topics:

- The current identifiers and taglines associated with the City of Barrie;
- That the City of Barrie's re-branding was identified as a key priority by business leaders and part of the Ideas in Motion event;
- The role of a brand identity plays in the community and with businesses;
- The process associated with establishing the new brand;
- The goals associated with the new brand for the City;
- The results from public consultation;
- Photographs highlighting the many facets of the community;
- Photographs representing the new taglines of "well played" and "well connected";
- The approach used to create the new logo;
- A video launching the new logo and taglines;
- The new logo components;
- The process of phasing in the use of the new logo;
- The use of the new logo on marketing materials, digitally and on corporate assets; and
- The new logo displayed with the taglines.

Members of City Council asked a number of questions of City staff and received responses.

**Sponsors:****Indexes:****Code sections:**

**Attachments:** 1. 170619 Presentation City of Barrie Branding.pdf

Date	Ver.	Action By	Action	Result
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