

Legislation Text

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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.