



City of Barrie Identity Refresh

Guiding principles:
excellence, integration,
opportunity driven,
partnership.

Best of Both Worlds.
Friendliness and beauty of a
small town and amenities of
a large city.

To drive investment for a prosperous Barrie

The City of
BARRIE

investbarrie

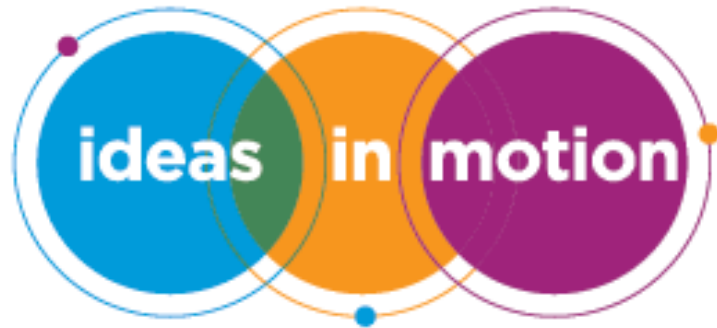
Inspired investors.
Compelling opportunities.
Competitive talent.

Ontario's top investment-ready
city.

Central Ontario's premier waterfront
community.

To be an exciting, caring and progressive
community, with a strong commitment to
growth and prosperity of Central Ontario's
leading city and most dynamic waterfront
community.

The People are the
City.



OUR IDENTITY

Who are we and more importantly what can we be? What would potential business leaders see in Barrie?

MAIN IDEAS

1. Create a brand strategy that will become the single rallying point for our business community.
2. Identify what Barrie is and define the economic vision and mission.
3. Develop a brand strategy implementation plan.

The goal

- To honour and respect our past
- To build upon the City's already strong reputation
- To modernize our city's image as we look forward to the future
- To create a brand identity that would become the single rallying point for our business community and our residents

Our approach

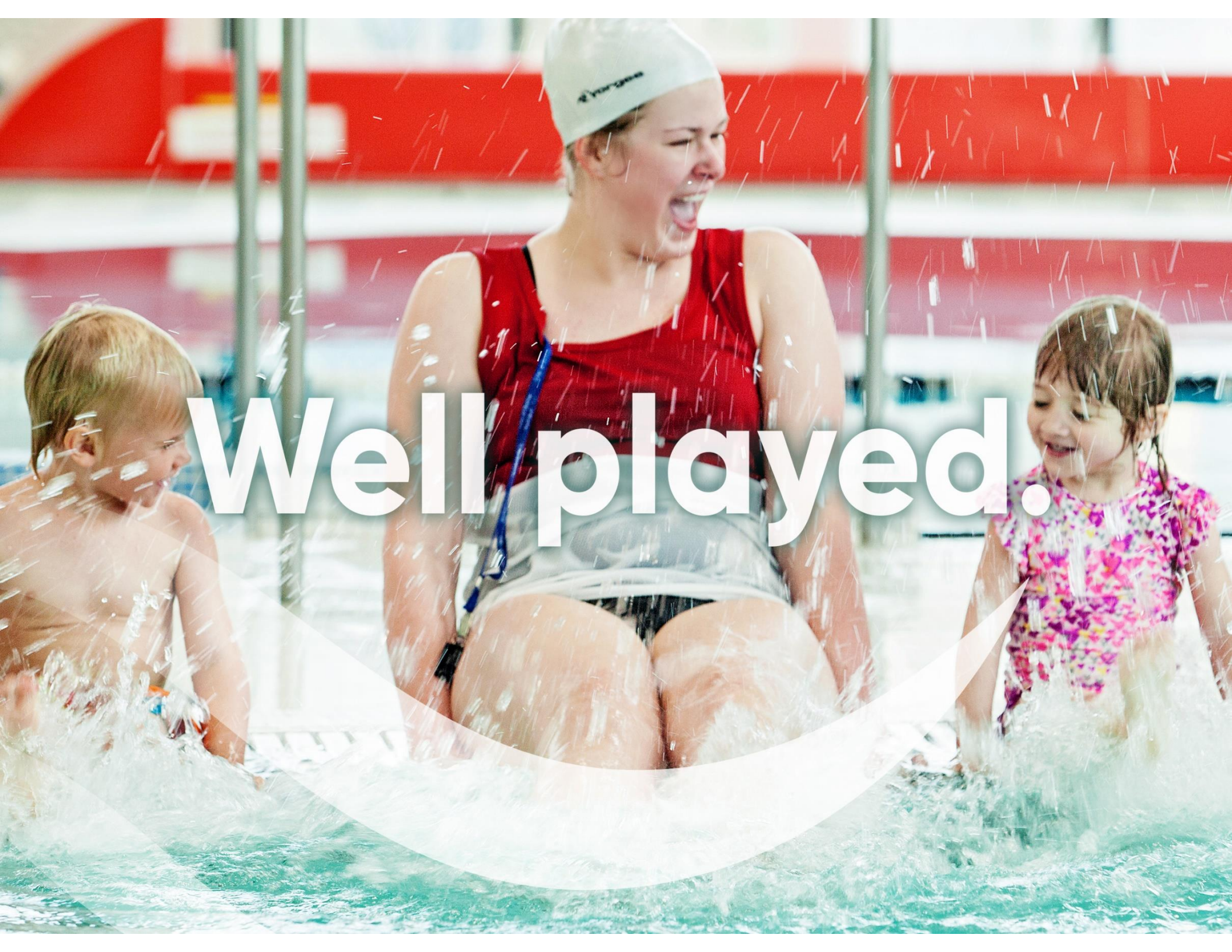
1977



1992

The City of
BARRIE





Well played.

Well played.



A group of four people are running through shallow water, splashing. The scene is captured in a warm, golden light, likely during sunset or sunrise. The water is splashing around their legs, and the overall mood is energetic and joyful. The text 'Well played.' is overlaid in a large, white, sans-serif font across the center of the image. A large, semi-transparent white arc is positioned at the bottom of the frame, partially overlapping the water.

Well played.

A group of children are in a classroom or workshop, focused on a project. One boy in a green shirt is pointing at a laptop screen. Another boy in a blue shirt is smiling broadly. A third boy in a yellow and grey striped shirt is also smiling. In the foreground, a complex robot is visible, featuring a large black wheel with yellow and black hazard stripes. The scene is brightly lit and captures a moment of collaborative learning and achievement.

Well played.



Well played.





Well connected.

BEAR CREEK
ECCO PARK

Well connected.





Well connected.

GEORGIAN COLLEGE

STANLEY CENTER
FOR RESEARCH AND BUSINESS

Well connected.





Well connected.

The story of the Barrie logo

Our history begins at the waterfront at the foot of the Nine Mile Portage from Kempenfelt Bay to Fort Willow. Our waterfront has always been the centre of our community, a gathering place for business and neighbours, and a place where the community feels connected with nature.

To honour and respect our past, we borrowed elements from 1977 that symbolize and anchor our community and we modernized the work done in 1992 by the City of Barrie's Economic Development Office by evolving the corporate sun and waves logo.

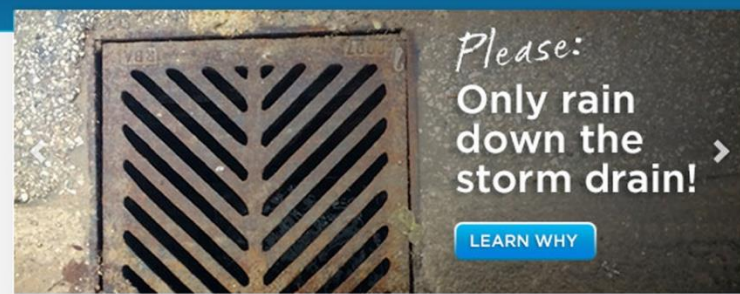
We are youthful. We are bold. We are a community deeply connected to our past, our parkland and the adventures it provides. We are innovative and entrepreneurial.

Barrie



 #11aedd
RGB | 17 174 221
CMYK | 72 11 4 0

 #094a7b
RGB | 9 74 123
CMYK | 100 76 27 11



Please:
Only rain
down the
storm drain!

LEARN WHY

What's New?

 **The City of Barrie** 
@cityofbarrie

"Life Captured in Black and White" by Roelof Pasveer exhibiting 'til end of April. [barrie.ca/gallery](#) #Barrie #BarrieArts



Spring Into Clean



GIS & Online Mapping



Licences, Permits & Applications



#840 Affordable Housing

Curbside Collection Schedule

BI-WEEKLY COLLECTION
LOOK UP YOUR SCHEDULE




EVERY

Find an Event

April 2017

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8



get active!

Drop-In Schedules



TWEETS 7,338 FOLLOWING 172 FOLLOWERS 14.8K LIKES 1,188 MOMENTS 3

Follow

The City of Barrie

@cityofbarrie
City of Barrie's official twitter feed: City info, City jobs, events & meetings. Managed by Access Barrie; actively monitored during business hours.
Barrie, Ontario, Canada
barrie.ca
Joined November 2009



Tweets Tweets & replies Media

- Pinned Tweet**
- The City of Barrie** @cityofbarrie · 6h
Overnight on-street parking now OK in #Barrie! Unless a Winter Maintenance Event is declared, OK Apr 1 – Nov 30. barrie.ca/snow
- The City of Barrie** @cityofbarrie · 2h
Follow @votebarrietyke for info on how you can help #Barrie's team win

New to Twitter?
Sign up now to get your own personalized timeline!

[Sign up](#)

- You may also like · Refresh
- Downtown Barrie-BIA** @DowntownBarrie
 - BarrieExaminer** @BarrieExaminer
 - Jeff Lehman** @Mayor_Jeff



Barrie



The logo features the word "Barrie" in a bold, dark blue, sans-serif font. To the left of the letter "B", there are two stylized, light blue wavy lines that resemble water or a breeze, partially overlapping the letter.

Barrie

Well played.

The logo for Barrie features the word "Barrie" in a bold, dark blue, sans-serif font. To the left of the letter "B", there are two stylized, light blue waves that curve upwards and then downwards, partially overlapping the letter. The waves are composed of two parallel lines of varying lengths, creating a sense of movement and fluidity.

Barrie

Well connected.