



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

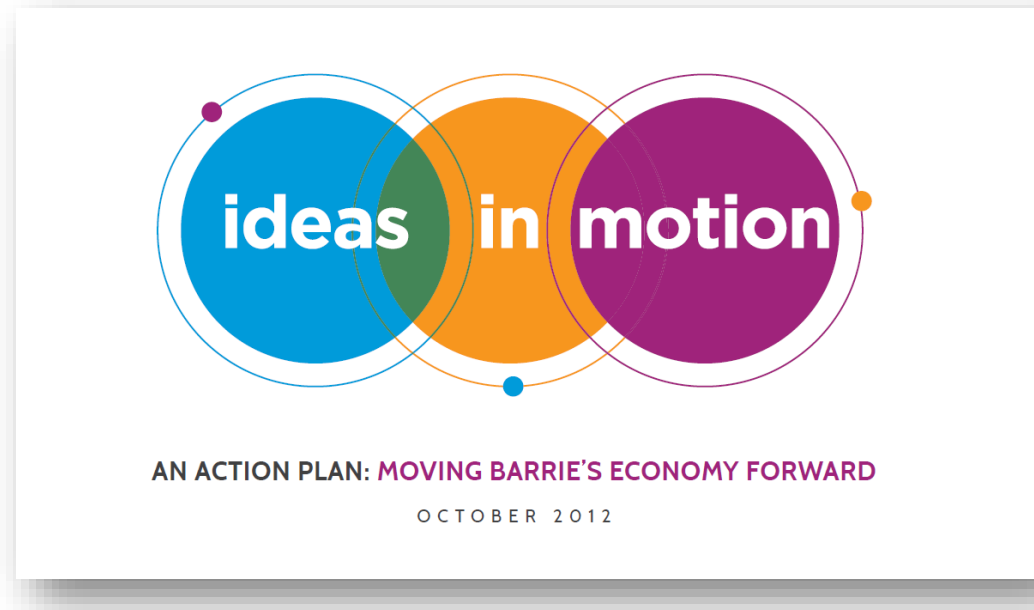
Inspired investors.
Compelling opportunities.
Competitive talent.

Ontario's top investment-ready
city.

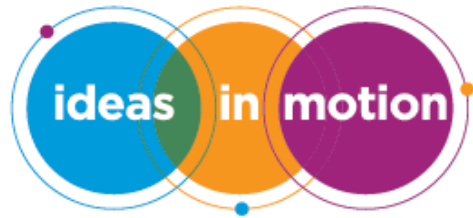
Central Ontario's premier waterfront
community.

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.



- Two hundred of Barrie's most creative business leaders from a cross section of Barrie's economy gathered for Ideas in Motion.
- The event focused on innovative thinking and idea design related to key economic development opportunities for Barrie.
- The result = over 17 innovative ideas from the teams, and complete action plans on how to turn the ideas into motion.
- One of the key priorities was our identity



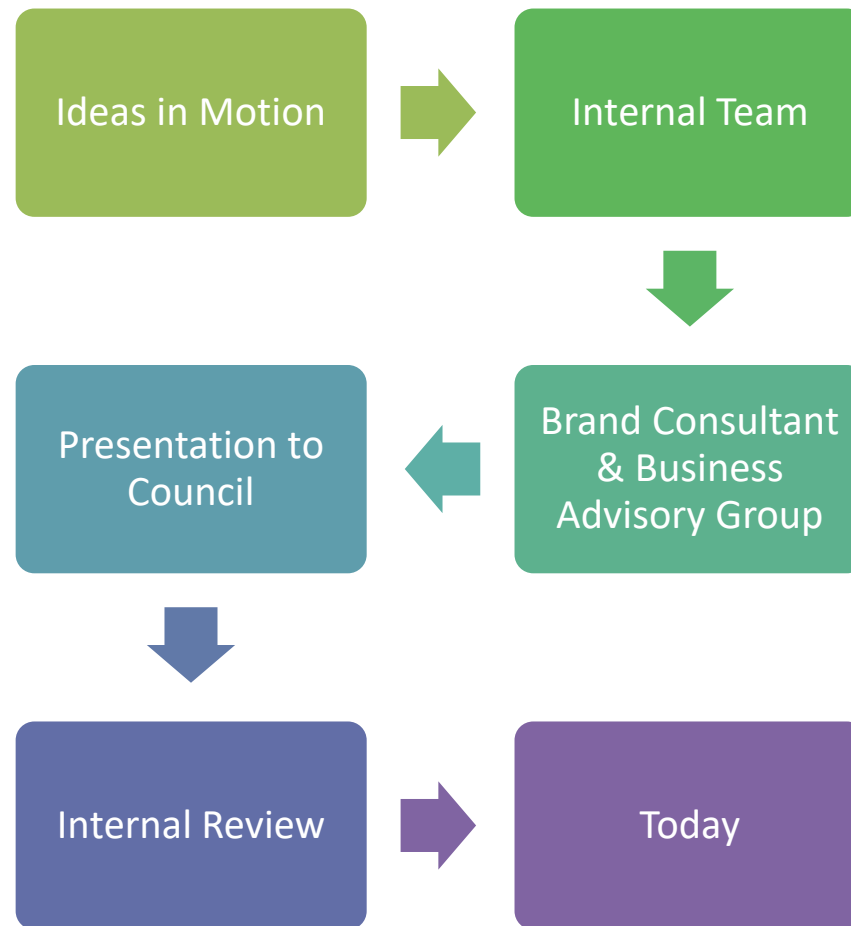
OUR IDENTITY

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 process



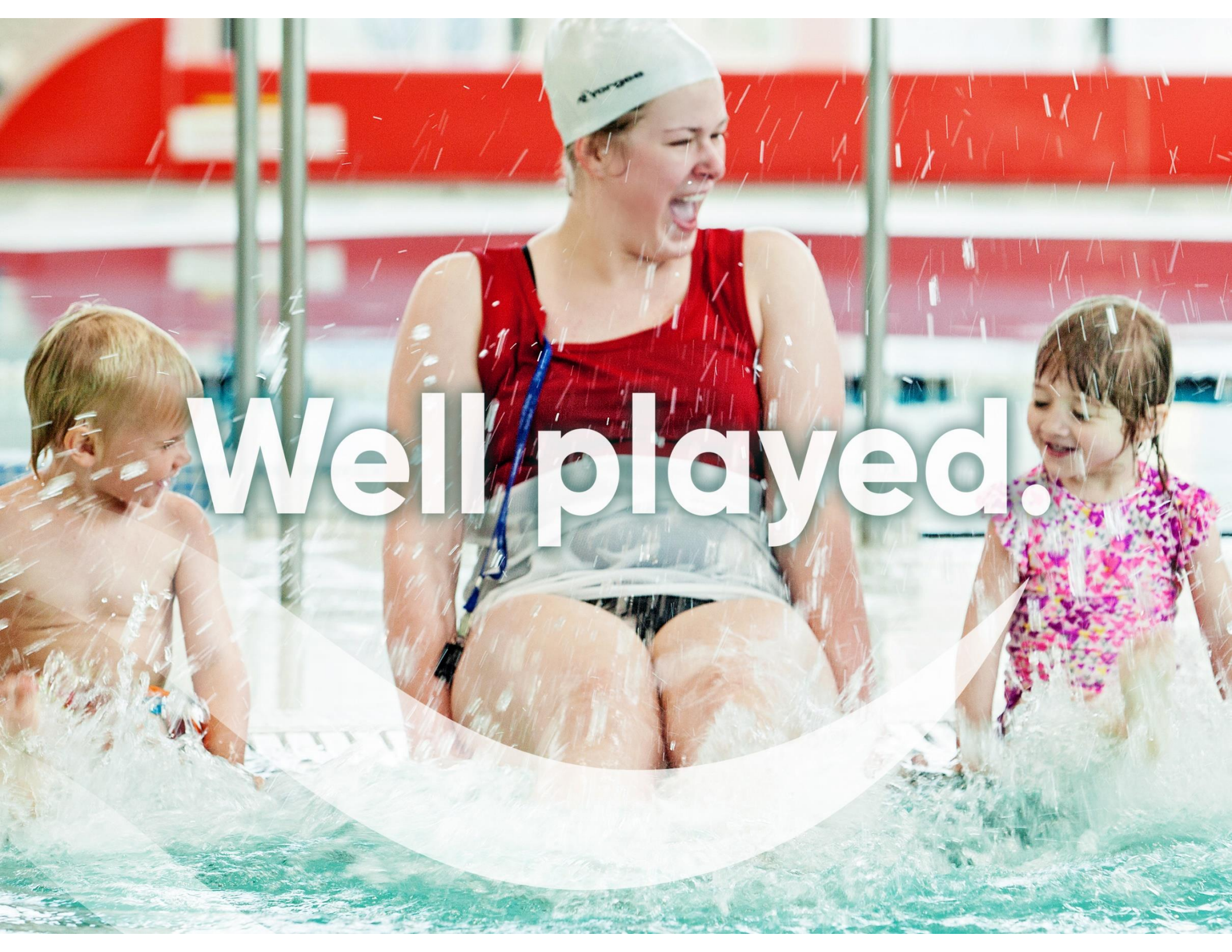
The goal

- 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

What we learned

A place for people to value	Barrie Buzz	Focus & Promote
<ul style="list-style-type: none">- Affordable- Family-oriented- Sense of community- Proximity to cottage country- Distance from urban nightmare of Toronto- Connectedness- Independent retailers & restaurants- A community where you run into people you know- You know your neighbors	<ul style="list-style-type: none">- All the right ingredients- Has a drive to move things forward- Is authentic- A city where the lights are on- A better place to raise your family- People have a deep commitment to this community- Progressive- Unique personality – live different	<ul style="list-style-type: none">- Capital of Central Ontario- Promote the workforce, education, skill, work ethic- City is responsive- Show how you can operate in Barrie but also enjoy a better lifestyle





Well played.

Well played.



A group of four people, two men and two women, are captured in a dynamic, joyful moment as they run through shallow water. They are silhouetted against a bright, hazy background, and their bodies are covered in water droplets, suggesting they have just splashed or are running through a wave. The water is splashing around their legs, creating a sense of movement and energy. The overall mood is one of carefree fun and outdoor recreation. The text 'Well played.' is overlaid in a large, white, sans-serif font across the center of the image.

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. 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.



A white high-speed train is parked inside a large, modern industrial hall with a high ceiling and steel beams. The train is the central focus, with its sleek design and multiple windows visible. The floor is highly reflective, mirroring the train and the hall's structure. In the background, there are some smaller vehicles and equipment, suggesting a maintenance or assembly area. The overall atmosphere is clean and professional.

Well connected.

GEORGIAN COLLEGE

STANLEY CENTER
FOR RESEARCH AND INNOVATION

Well connected.





Well connected.

Our approach

1977



1992

The City of
BARRIE

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.

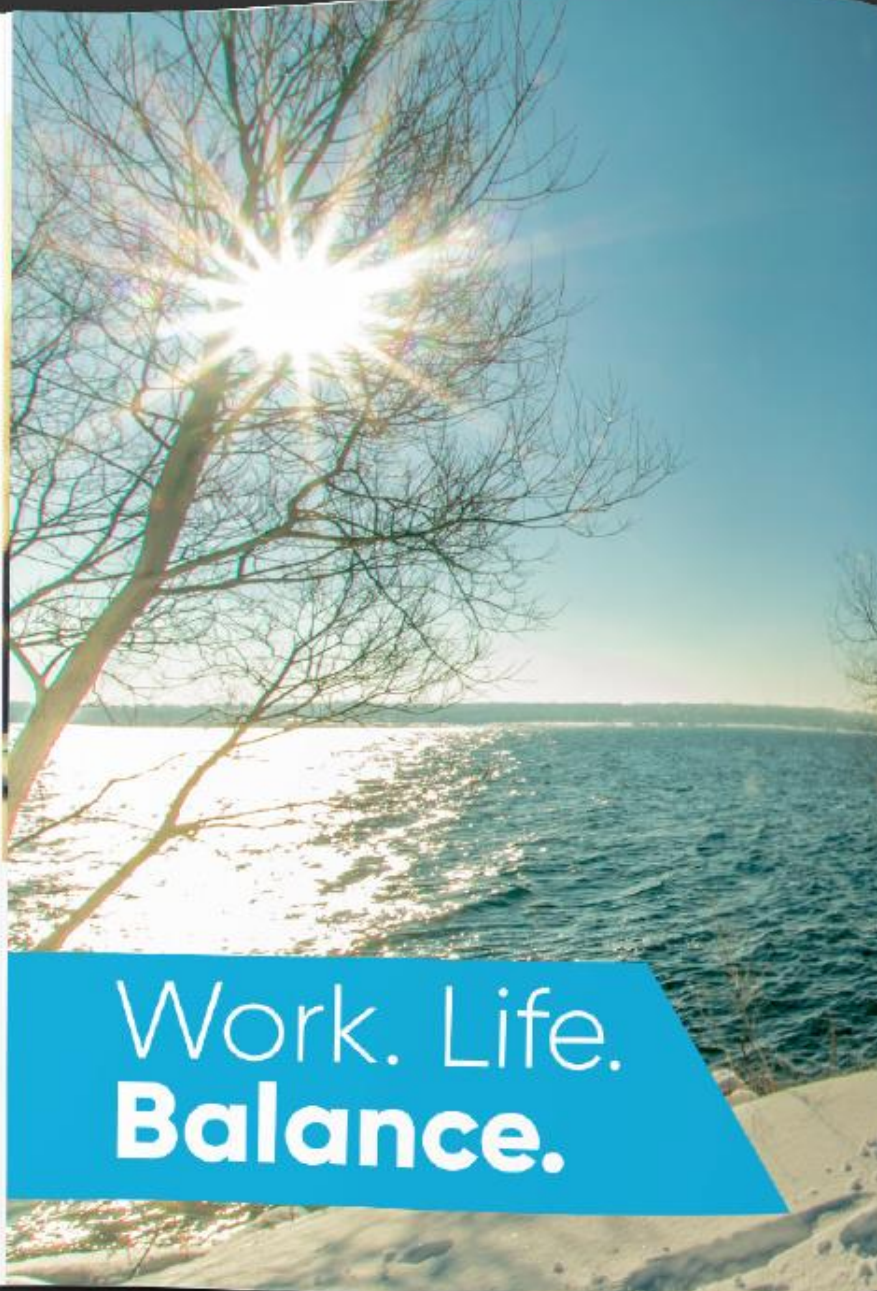
We are youthful. We are bold. We are a community deeply connected to our past, our parkland and the adventures it provides. We are innovative and entrepreneurial.

Barrie



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

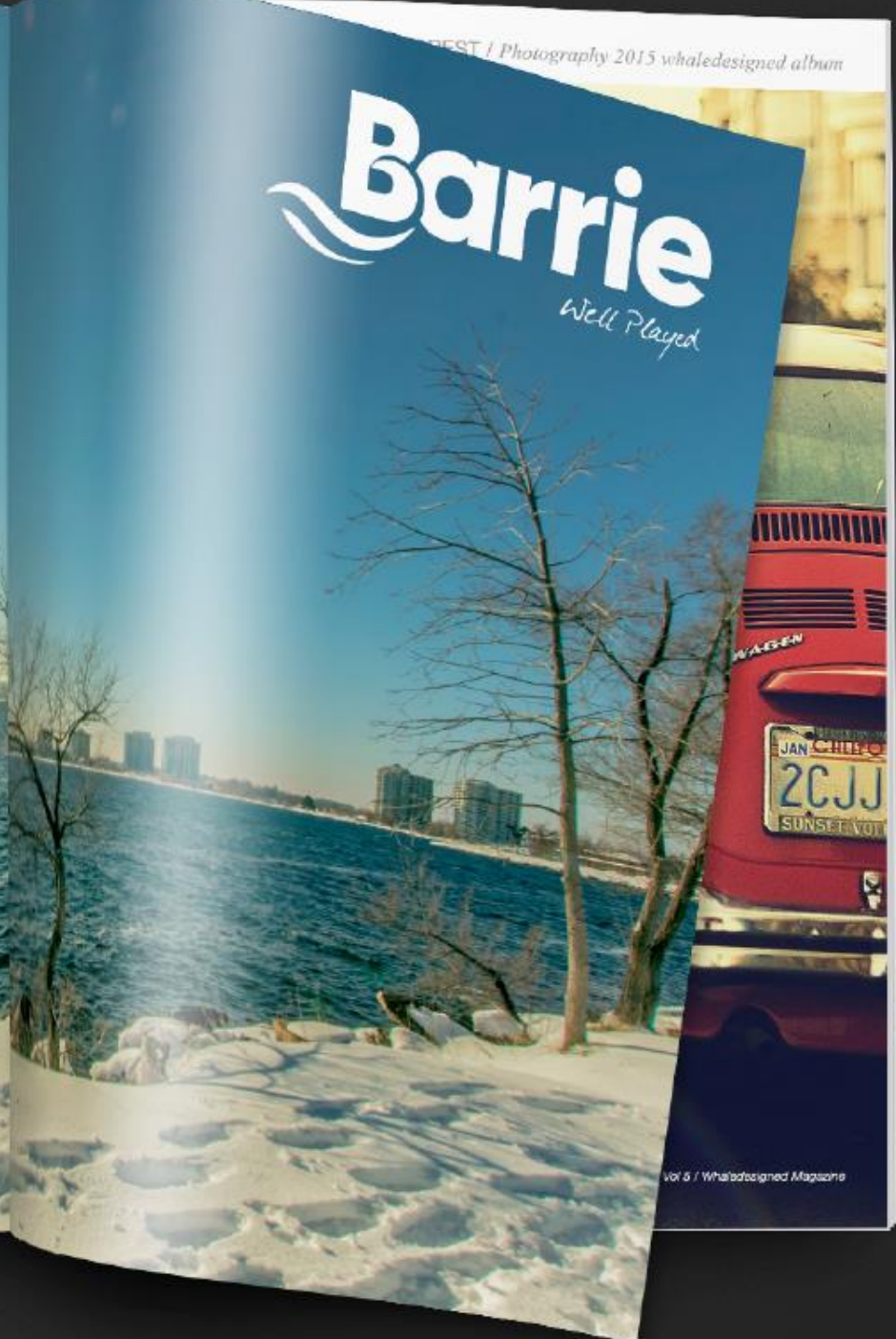
 #094a7b
RGB | 9 74 123
CMYK | 100 76 27 11




Work. Life.
Balance.

BEST / Photography 2015 whaledesigned album

Barrie
Well Played



vol 5 / Whaledesigned Magazines



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

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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

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- You may also like · Refresh
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 - BarrieExaminer** @BarrieExaminer
 - Jeff Lehman** @Mayor_Jeff



Barrie



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 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.