



Meeting Agenda - Additions  
General Committee

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Monday, June 19, 2017

5:00 PM

Council Chambers

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3.1 PRESENTATION CONCERNING THE CITY OF BARRIE BRANDING

**Attachments:** [ADDITIONS - Presentation Branding.docx](#)

**CITY OF BARRIE CORPORATE BRAND**

1. That the new corporate logo, brand promise and taglines as identified in Appendix "A" to Staff Report ACC002-17, be approved and Access Barrie staff be directed to move forward with a phased implementation of the City's new brand identity (logo and taglines) to replace the "sun and waves" logo.
2. That the City of Barrie Coat of Arms continue to hold the prominent position as an official symbol to be used for significant commemoration, historical or ceremonial purposes.
3. That use of the Coat of Arms on business stationary be restricted to the Mayor and Members of City Council and as authorized by the City Clerk in conjunction with Access Barrie.
4. That staff replace the logo on the Welcome to Barrie signs located along Highway 400 to the new corporate logo using resources from the 2017 Operating Budget.
5. That staff in Access Barrie be directed to update the Visual Standards Guidelines and Corporate Logo Policy. (ACC002-17) (File: M16)

**Attachments:** [ACC002-170619.pdf](#)  
[ADDITIONS - Appendix "A" - Branding.pdf](#)  
[Appendix "B" - Branding Consultant.pdf](#)  
[Appendix "C" - Resident Survey.pdf](#)