



City of
Peterborough

To: Members of the Committee of the Whole

From: Sandra Clancy, Director of Corporate Services

Meeting Date: July 24, 2017

Subject: Report CPFS17-045
Community Branding Project Update #2

Purpose

A report to provide Council with the second update on the Community Branding Project by project consultants BrandHealth Inc.

Recommendation

That Council approve the recommendation outlined in report CPFS17-045 dated July 24, 2017, of the Director of Corporate Services as follows:

That the presentation on the status of the Community Branding Project by Gillian Hill and Klint Davies from BrandHealth Inc. be received for information.

Budget and Financial Implications

There are no budget and financial implications of this report. A budget of \$77,000 has been allocated for the Community Branding Project.

Background

History

The Community Branding Project was approved by Council as part of Report CAO16-007A Shaping Our City for the Future Strategic Framework dated June 20, 2016.

On October 19, 2016, the Administrative Staff Committee approved Report CPFS16-036 awarding RFP P-29-16 for the Community Branding and Implementation Strategy to BrandHealth Inc.

On May 29, 2017, Report CPFS17-024 was presented to Committee of the Whole. It provided the first update of the Community Branding Project to Council. This report provides a second update to keep Council in the loop of the development of the Brand and seek feedback as the process moves along.

The goal of the Community Branding Project is to establish a theme or an idea that captures the uniqueness of Peterborough. Branding is a way to look and sound consistent across the City's efforts, such as a corporate logo, wordmark and usage guidelines, as well as an identity that is embraced by the greater community which instills pride in what makes Peterborough such a compelling choice as a place to live, work and play. Successful brands are also aspirational and can communicate what a community hopes to be rather than just what it is.

Community Consultation was a key step in the early stages of the project as described in Report CPFS17-024. As the process proceeds, BrandHealth and staff will refer back to the feedback obtained through the consultation.

In this second update, BrandHealth Inc. will present the recommended brand position and tagline for the City of Peterborough.

Next Steps

The next steps are:

- Develop the "creative" (artwork resulting in a logo, wordmark, etc.) to support the approved brand position tagline, and
- Develop brand guidelines that will include rules to guide branding efforts for the City of Peterborough.

Submitted by,

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