



**Community Branding Project**  
Presentation to City Council

July 24<sup>th</sup>, 2017

# **Today**

**Recap:** Objective | Project Outline | Positioning

**Recommendation**

**Next Steps**

## **Objective**

Build a strong brand identity for the City of Peterborough; establish an idea that captures the uniqueness of Peterborough and sets us up for success in all of our brand communication efforts going forward.

The community brand needs to be broad enough that it can resonate with current residents/businesses and future residents/investors.

## **Role of a Community Brand**

Instill pride within the community

Attract investors/new residents

Have a consistent theme across all  
communication channels

# Project Outline

Complete ✓

**Positioning**

What can the City of Peterborough stand for?

In progress ➡

**Creative Development**

How will our brand look and sound?

**Brand Guidelines**

How will we ensure consistency?

# **Positioning Recap**

**Nurtured  
by Nature**

**Location  
Location  
Location**

**Fiercely  
Independent**

**Community  
Minded**

**Livable**

**Location, Location, Location**



~~Location, Location, Location~~

**Perfectly Situated**

# Perfectly Situated

We are a city that could not be better situated – nature at our doorstep and major urban centres just a short drive away. Our location keeps us connected to the best of both worlds.

# **Recommendation**

# Our Considerations

**Ownable** → Does it capture the essence of the City of Peterborough?

**Optimistic** → Does the tone endear you to the brand?

**Simple** → Does it fit in a tweet?

**Memorable** → Does it stick?

**Big** → Does it house all messages, audiences, and will it endure?

# **Your Considerations**

Do you have an emotional reaction?

Do you feel proud?

Does it feel differentiating?

Context

Tagline

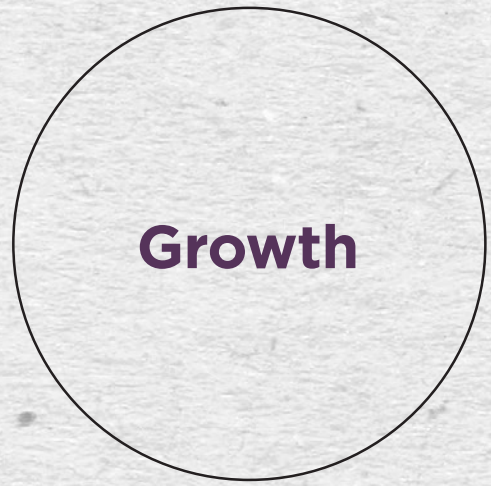
Why it works

When two different worlds meet,  
great things can happen.



This is exactly what's happening in Peterborough. There is such an array of interesting and exciting worlds coming together, which creates a sense of balance and harmony that no other city can offer.

Where roads and  
rivers meet.



**Growth**



**Innovation**



**Growth**

**Innovation**

**Growth**

**Bricks &  
Mortar**

**Innovation**

**Progress**

**Bricks &  
Mortar**

**Growth**

**Innovation**

**Progress**

**Bricks &  
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**Work**

**Growth**

**Innovation**

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**Bricks &  
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**Work**

**Opportunity**



**Innovation**

**Progress**

**Growth**

**Hustle &  
Bustle**

**Bricks &  
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**Work**

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**Growth**

**Hustle &  
Bustle**

**Ebb & Flow**

**Bricks &  
Mortar**

**Work**

**Rest &  
Relaxation**

**Opportunity**

**Natural**

**Innovation**

**Trees/Air/  
Water**

**Progress**

**Growth**

**Hustle &  
Bustle**

**Ebb & Flow**

**Bricks &  
Mortar**

**Work**

**Rest &  
Relaxation**

**Opportunity**

**Natural**

**Innovation**

**Trees/Air/  
Water**

**Progress**

**Growth**

**Hustle &  
Bustle**

**Ebb & Flow**

**Bricks &  
Mortar**

**Work**

**Rest &  
Relaxation**

**Opportunity**

**Sustainability**

**Natural**

**Innovation**

**Trees/Air/  
Water**

**Progress**

**Growth**

**Hustle &  
Bustle**

**Ebb & Flow**

**Bricks &  
Mortar**

**Work**

**Rest &  
Relaxation**

**Opportunity**

**Play**

**Sustainability**

**Natural**

**Innovation**

**Trees/Air/  
Water**

**Progress**

**Growth**

**Hustle &  
Bustle**

**Ebb & Flow**

**Bricks &  
Mortar**

**Work**

**Creativity**

**Rest &  
Relaxation**

**Opportunity**

**Play**

**Sustainability**



**Natural**

**Innovation**

**Trees/Air/  
Water**

**Progress**

**Openness**

**Growth**

**Hustle &  
Bustle**

**Ebb & Flow**

**Bricks &  
Mortar**

**Work**

**Rest &  
Relaxation**

**Creativity**

**Opportunity**

**Play**


**Sustainability**

**Why it works**

**True to our  
geography**

**True to our  
geography**

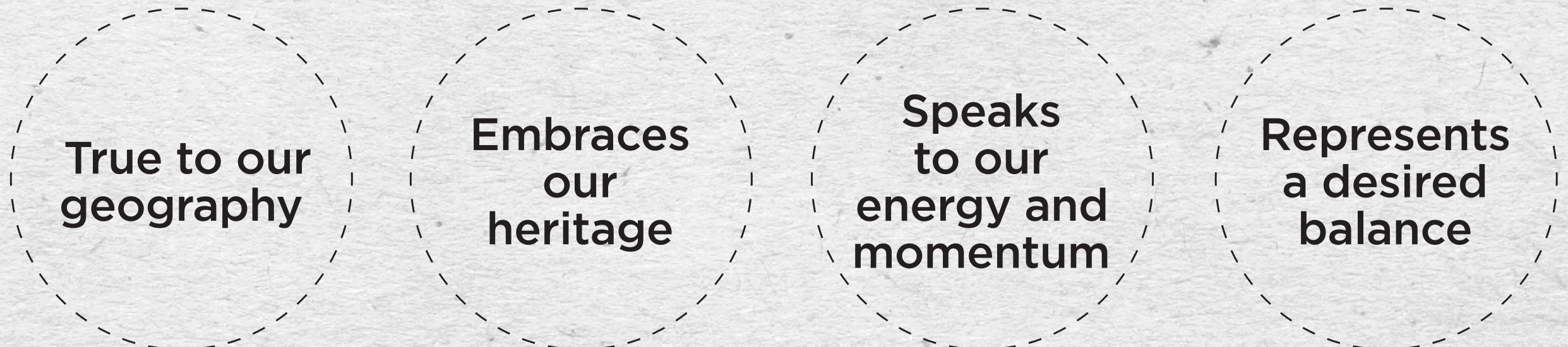
**Embraces  
our  
heritage**

Three dashed circles are arranged horizontally on a textured, light-colored background. Each circle contains a line of text.

**True to our  
geography**

**Embraces  
our  
heritage**

**Speaks  
to our  
energy and  
momentum**



**True to our  
geography**

**Embraces  
our  
heritage**

**Speaks  
to our  
energy and  
momentum**

**Represents  
a desired  
balance**

**True to our  
geography**

**Embraces  
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to our  
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**Represents  
a desired  
balance**

**Versatile in  
its meaning**

**True to our  
geography**

**Embraces  
our  
heritage**

**Speaks  
to our  
energy and  
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**Represents  
a desired  
balance**

**Versatile in  
its meaning**

**Respects the  
environment**



**True to our  
geography**

**Embraces  
our  
heritage**

**Speaks  
to our  
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**Represents  
a desired  
balance**

**Versatile in  
its meaning**

**Respects the  
environment**

**Highlights  
our  
collaborative  
spirit**

**True to our  
geography**

**Embraces  
our  
heritage**

**Speaks  
to our  
energy and  
momentum**

**Represents  
a desired  
balance**

**Versatile in  
its meaning**

**Respects the  
environment**

**Highlights  
our  
collaborative  
spirit**

**Conveys an  
immediate  
visual**

Where roads and  
rivers meet.

## **NEXT CHECK-IN**

Logo concepts in September/October.

Thank you.