



City of Peterborough

City Council Check-in

November 6th, 2017

Goal for today

Parameters

The work

Next steps

Parameters

- Clear and simple
- Capture the spirit of the community
- Optimistic, warm tone
- Convey that Peterborough has momentum and opportunity

The Work

Outside

Ordinary

Manifesto

Live outside the
ordinary.

Next Steps

Develop creative assets

Develop brand guidelines

Thank you.