

# Community Branding Project Update

## Objective

The purpose of the community branding project is to:

Capture the uniqueness of the City of Peterborough

- Instill pride among current residents and appeal to potential new residents and businesses

Drive consistency in how we identify the City

- Unify the City's corporate communications under one platform, look, and feel

## Importance of a brand idea

The brand idea is a simple articulation that captures what is unique and special about the City of Peterborough. It's not a tagline or a logo. In fact, it won't ever be seen by the public. It's a statement that is used internally to inspire a way to portray the City that is consistent and memorable.

It can influence things like speeches, presentations, press releases, and how the City website looks and feels. It can help inform the content on our social media feeds, how we advertise an event, and how we make the disparate parts of our community feel connected and part of something bigger.

## Peterborough's brand idea

The brand idea for Peterborough was inspired by two things: our people and our location.

The people in Peterborough have qualities that not only make the City what it is today but set us up for future success. Our people are creative and resourceful, proud and passionate about the community. There is a willingness to help and support each other, and the confidence to think and do things our own way.

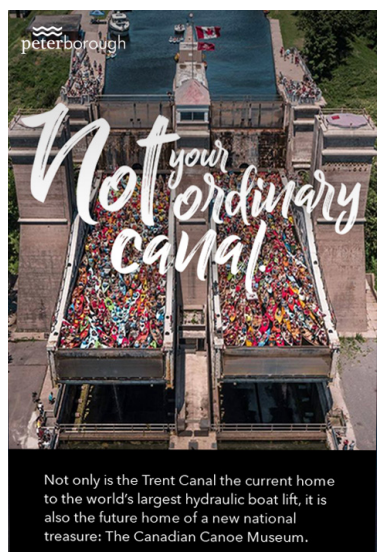
Our location also sets us apart. Peterborough is close enough to major centres yet far enough to have its own soul and spirit. There is so much to see and do. And being on nature's doorstep helps create a balanced lifestyle.


These two elements come together to inform the brand idea statement:


**Our location and the energy of the people who live here make Peterborough far from your average city.**

## Bringing the idea to life

Here are examples of how the brand idea might be expressed in a variety of formats. These are rough, conceptual examples only, not final versions. The headline reinforces the brand idea, and it would be signed off by the City of Peterborough.

1. 

2. 

3. 

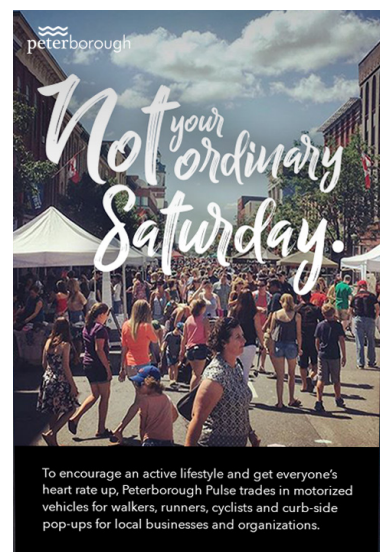
4. 

Photo Credits:

1. Stephen Patrick 2. Trent University, Adam Woodhouse 3. Mark McNeilly, Lance Anderson 4. Jungeon (Joon) Kim

## The City tagline and logo

The brand idea also inspired how we will identify our City with a logo and tagline. These two elements will help drive consistency in all forms of communication, like our City website, signage, promotional material, etc.

Simplicity is critical to the flexibility and shelf life of the logo and tagline. While both the logo and tagline should be immediately impactful, simplicity ensures they get stronger and more memorable over time.

### Logo



### Tagline

Our tagline is **Outside the Ordinary**. It pays tribute to our home which is nestled in the outdoors. It also celebrates Peterborough's uniqueness, from our vibrant culture, to our innovative business community, to the quality of our post-secondary institutions, to our long-standing leadership in sports and recreational opportunities. We are capable of achieving exceptional things.



In some instances, the logo will appear without the tagline. This will depend on where and when the logo is being used.

Details around usage will be available in the brand guidelines when they are developed.