

City Branding and wayfinding project gets underway

For immediate release (June 19, 2014) – The City of Orillia branding and wayfinding project will kick off Monday with a presentation to City Council outlining the objectives and timelines for the initiative, with an emphasis on public involvement.

“I am pleased to see the branding and wayfinding project moving forward,” said Mayor Angelo Orsi. “Orillia is such a strong and vibrant community and our brand should be equally as strong. A good brand helps attract new residents, visitors, and potential investment and proves that Orillia is truly open for business!”

The City has hired Argyle Communications to lead the project with assistance from City staff. The project will focus on the development of a new brand for the City as well as a comprehensive wayfinding signage plan, and will have a strong emphasis on public consultation.

“The need for a branding and signage strategy has been raised by residents and visitors alike through studies such as the Business Retention and Expansion program, the Downtown Tomorrow charette and, most recently, by visitors through the First Impression Community Exchange,” said Laura Thompson, Manager of Communications. “Council heard this feedback and has driven the project forward by identifying branding as a priority.”

Dan Landry, Manager of Economic Development explains that good branding and signage can have a huge impact on a community’s economy.

“Strong community brands go beyond a logo and convey a sense of place and pride,” says Landry. “When attracting businesses and industry to the community this brand is important.”

“As tourism is a major industry in the City of Orillia, good directional signage is an important factor in visitor spending,” says Landry. “This observation was most recently made by visitors with the First Impression Community Exchange who noted that there’s a great lack of directional signage, and signs that do exist point visitors around town as opposed to through it.”

A webpage created to keep the community informed on this project will host updates, survey links, key dates and contact information and can be found by visiting orillia.ca/branding. A final presentation to Council is expected to take place in early spring 2015.

The City of Orillia is a city of 31,000 people in the heart of Ontario’s Lake Country on the shores of Lake Couchiching and Lake Simcoe. Visit our website at orillia.ca.

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