



Media Release

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***East Ferris Launches New Website
and Unveils New Logo***

East Ferris, ON

During the strategic planning process, East Ferris Council deemed the redevelopment of its municipal website a priority as it serves as the main communication tool between municipal government and residents. East Ferris has now completed this initiative.

Priorities in redeveloping the municipal website were to modernize the look but also assess the need for existing content, improve content layout and expand content availability. In the near future, East Ferris will endeavour to enhance the website and modernize service delivery by enabling residents to access numerous services online. The redeveloped site provides many new enhancements and features: modern look; improved search function; simplified organization of content; updated business directory; online concerns and service requests reporting tool; and a repository for municipal plans, studies, and policies.

Along with the redesign of the Website, East Ferris has unveiled its new municipal logo. For several years, the Municipality has discussed rebranding and developing a new logo to better represent the municipality and community. For decades, East Ferris was well served by a logo that at its origin was the Municipality's official seal.

The design process began with a logo contest initiated by the Municipality in partnership with students of the Graphic Design Program at Canadore College. Students were tasked with developing a logo that would be representative of what East Ferris has to offer as a community. The winning logo submission was utilized by a marketing firm to develop a symbolic design that East Ferris could identify with as they embark on their next century.

The loon symbolizes tranquility and nature, which is abundant throughout the region, and its presence is a strong indicator of lake health. It is believed by traditional cultures that the loon teaches us to follow our dreams. The loon has been placed in a forward motion to capture the idea of progressive leadership. The forest-scape silhouette represents nature, strength, peace, abundance, and also serves to embrace the rising sun. The sunrise symbolizes growth and opportunity. The use of a complete circle is a universal symbol that welcomes you in and invites positivity. The circle symbolizes a strong community.

The logo combines the elements in a representation of the municipality. Nature, abundance and tranquility surrounds the positive, welcoming community; a community filled with a deep appreciation of their environment; a community led by progressive leadership.

For further information, please contact Jason Trottier, CAO/Treasurer, Municipality of East Ferris – (705) 752-2740.