



In 2021, the Municipality of East Ferris turns 100 years old. To coincide with our centennial celebration, the Municipality has unveiled a new municipal logo and website.

For several years, the Municipality has discussed rebranding and developing a new logo to better represent who we are as a municipality and as a community. For decades, we have been well served by a logo that at its origin was the Municipality's official seal. Over the years, the seal evolved from a thistle to a maple leaf and from there was transformed over time to include a pickerel. The primary goal of the logo re-design is to not only reflect on our past and our present, but to identify what we aspire to be in the future. The redesigned logo clearly identifies our name; improving its readability from our former logo.

The design process began with a logo contest initiated by the Municipality in partnership with students of the Graphic Design Program at Canadore College. The students were tasked with developing a logo that would be representative of what East Ferris has to offer as a community. We then utilized the winning logo submission and worked with a marketing firm to develop a symbolic design that we could identify with as we embark on our 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. In this logo, we have combined 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.

The Municipality of East Ferris is thankful to all who were involved in the process of designing our new logo.



# East Ferris

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## NEW MUNICIPAL WEBSITE HIGHLIGHTS

During the strategic planning process, Council deemed the redevelopment of our municipal website a priority as it serves as the main communication tool between municipal government and residents. We have completed this initiative and are excited to launch our new municipal website.

Our 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, we 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.

To celebrate the launch of our new website, we are welcoming residents to participate in a photo contest. Each month you will have the opportunity to upload your images for a chance to win a monthly prize. Use your photography skills to showcase the people, places and things you love about our community! Let's show the world what makes East Ferris 'Our Home/Notre Chez-Nous'. The grand prize winner will be featured as the cover photo for our 2022 Municipal Calendar.

Are you interested in learning more about the Municipality's Centennial Celebration? We have you covered! There is a quick link located on our website home page that will soon house all information related to the Centennial Celebration. The Committee is busy planning events and gearing up for a year of celebration mindful of the current pandemic. Visit our website often and stay up to date, so you don't miss a thing!

[www.eastferris.ca](http://www.eastferris.ca)