

**Present:** Mayor Mitchell  
Councillor Alexander  
Councillor Leahy  
Councillor Lee (arrived at 5:03 p.m.)  
Councillor Newman  
Councillor Roy  
Councillor Shahid  
Councillor Yamada (arrived at 5:03 p.m.)

**Also Present:** M. Gaskell, Chief Administrative Officer  
K. Nix, Commissioner of Corporate Services/Treasurer  
J. Long, Head of Human Resources  
J. Romano, Manager, Facilities - Operations  
H. Ellis, Executive Advisor to the Mayor  
K. Narraway, Manager of Legislative Services/Deputy Clerk  
L. MacDougall, Temporary Legislative Coordinator (Recording Secretary)

**Regrets:** Councillor Mulcahy

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1. Declarations of Pecuniary Interest

1.1 There were no declarations of pecuniary interest.

2. Presentations

2.1 Marsh Thornley, Vice President, Client Service and Strategy and Carmen Serravalle, Vice President, Creative, Scott Thornley + Company Re: Corporate Rebrand

Marsh Thornley, Vice President, Client Service and Strategy and Carmen Serravalle, Vice President, Creative, Scott Thornley + Company (STC), appeared before Council and provided a PowerPoint presentation about the Corporate Rebrand. Highlights of the presentation included:

- an overview of STC's role in developing three adaptable brand directions that promote Whitby inside and outside of the

- community;
- the creation of the brand directions with a view to showcasing changes taking place in Whitby and capturing the essence of active spaces and family;
- opportunities for engagement with the community and Town Staff through meetings, pop-up activations, a community open house as well as a survey to obtain input and feedback;
- STC's objectives related to developing a modernized corporate brand for the Town including distinguishing Whitby from other municipalities;
- the corporate brand achieving a more professional and modern corporate image while establishing standards and consistency, and developing an image that Town Staff, Council, and the community would believe in;
- the brand directions evoking a sense of optimism and transformation, and presenting Whitby as dynamic, natural and grounded;
- the focus on active spaces including greenspace, the waterfront, sports and recreation, and community including family, home, and diversity;
- how objectives would be accomplished and defining what branding means to Whitby;
- detailed information related to the brand directions including the brand story, the brand design, the logo and colour palettes; and,
- industry standards and best practices related to readability and accessibility.

A question and answer period ensued between Members of Council, Marsh Thornley, Carmen Serravalle, and Staff regarding:

- an outline of the next steps in the process and timelines;
- the future being dependent on the past and present and whether the past was considered as part of the alternate brand direction designs;
- the longevity and flexibility of a colour palette and whether consideration was given to utilizing the traditional Town colours of yellow and blue within the brand directions;
- the ability to use different colour palettes to differentiate between Town programs;
- the possibility of incorporating the traditional Town colours of yellow and blue in brand direction "A";
- the continued use of the Town crest for official communications;
- the importance of ensuring that the brand directions would be presented to the public for community feedback, and the methodology of the public survey;
- whether the brand story for each direction would be available to

the public, the measurement of feedback, and the number of individuals that would be involved through the consultation process; and,

- the timeline associated with a recommendation report to Council.

3. Adjournment

**3.1** Motion to Adjourn

Moved By Councillor Alexander  
Seconded By Councillor Shahid

That the meeting adjourn.

**Carried**

The meeting adjourned at 5:43 p.m.

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Kevin Narraway, Manager of  
Legislative Services/Deputy Clerk

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Don Mitchell, Mayor