

Hi North Kawartha! Mayor Carolyn here, with a very exciting video update. Today we are launching our new Township brand. A little over a year ago we embarked on a journey with HabitCreative to create a new visual identity system that reflects who we are as a community, and shares our story.

You know, there's something remarkably different about North Kawartha. It feels smaller, welcoming, and homey, even though it spans 776 square kilometres and is bejeweled with expansive lakes, wide forests and diverse wildlife. Being here, surrounded by the natural elements and a rich history, stirs feelings of introspection and connection. The spirit of North Kawartha is authentic and powerful. Breathtaking, unique, and captivating all at once, our Township leaves visitors and residents wanting more. North Kawartha isn't just another bucket list place to visit. It lives. It breathes. It's connected to the past but keeps a strong gaze on the future—and that is how it draws us in to find solace and to find ourselves.

You don't have to travel far to escape the pressure of urban confinement, demanding jobs, and busy lives. North Kawartha is only a few hours drive for millions of people in Ontario. A weekend camping trip, a winter ski day, or a mid-summer's afternoon spent on the lake- each does wonders for the soul. Being able to enjoy strong community infrastructure while connecting with our stunning natural environment physically and spiritually is North Kawartha's superpower. In a world that refuses to slow down, a place that makes you hit pause is everything. So relax. Reflect. Exhale. Whether you're here for a short time or indefinitely, connecting to what matters is intuitive in North Kawartha.

Understanding the story of our community is how we created our new logo. It features some of the iconic imagery of our region. A proud and majestic deer, reflecting over water while the sun rises. The colours we have chosen- greens, blues and orange are a reflection of the seasonal changes of our landscape.

North Kawartha is strong, resilient and welcoming to all. We are proud of our natural heritage, our people and our rural way of life. Our new tagline is: Connecting Community, Nature and Spirit. This motto captures the character of what makes our Township so special. It really resonates with me and I hope it resonates with you as well.

Starting today we will be rolling out our brand and logo through our various communication platforms as well as digital and print applications. I want to thank HabitCreative, Staff, Council and especially all of you who provided such positive and thoughtful feedback on this project. We all have a role to play in the story of North Kawartha and I am so honoured to be part of it with all of you. Until next time everyone, be well and take care. Thank you.