

October 1, 2024

Peterborough Housing Corporation (PHC)

New Release - Unveils New Logo as Part of Rebranding Initiative



Peterborough Housing Corporation (PHC) is thrilled to announce the launch of a newly rebranded logo, a vibrant representation of the organization’s commitment to innovation, service delivery, and longer-term strategic objectives. This refreshed design is the result of extensive input from stakeholders and a steering committee, working together the last 12 months, reflecting PHC’s mission, values and vision for the future.

The new logo emphasizes PHC’s core values of being approachable, community-focused, and respectful. The updated letter shapes in PHC’s new logo draws inspiration from roadways and features found on a map of Peterborough, embodying the solid, reliable qualities that PHC stands for. Overall, the new design contrasts stability with vibrancy, reinforcing PHC’s dedication to providing secure, well-managed housing and fostering trust-based relationships with residents.

“We are excited to unveil our new logo as a reflection of our commitment to the community we serve,” said Travis Doak, Chief Executive Officer (CEO) at PHC. “This rebranding marks an important step in our journey to become even more engaged with the residents of the City and County of Peterborough. Our new visual identity represents our values and the vibrant community we are proud to be a part of.”

As PHC approaches the conclusion of a five-year strategic plan in 2024, our team remains focused on its third strategic direction: Strengthening Our Relationships. This includes two key commitments of enhancing external communications and exploring a brand refresh that aligns with PHC’s current mandate and future goals.

The new logo will be rolled out in a phased approach across all PHC communications, including PHC’s website, media channels, and community outreach materials. We invite everyone to explore our new look and join us in celebrating this exciting new chapter for the Peterborough Housing Corporation (PHC).

About Peterborough Housing Corporation:

Peterborough Housing Corporation (PHC) is dedicated to providing quality, affordable housing to the residents of the City and County of Peterborough. Through our commitment to community engagement and support, we strive to create inclusive and sustainable living environments for all.

For more information, please visit our website at www.ptbohousingcorp.ca.

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