

Brand Blackfalds

Frequently Asked Questions

Key Definitions

Brand - more than just a logo or a “look.” It is a system of colours, fonts, standards, graphics and more that collectively set a community or organization apart from others. A brand impacts how you feel about a product or a community.

Brand Audit - the process to review and assess a brand’s strengths and weaknesses

Logo - a symbol that identifies a company, place or organization

Visual Identity - the graphic system, including the logo, that is used to identify a company, place or organization

Why is Blackfalds looking at branding now?

As the Town continues to experience new and exciting growth, it is important that our brand identity evolves to help tell our unique story – both locally and abroad.

The Town’s current logo hasn’t been reviewed in almost three decades. It was first approved by Council in 1991. Since then our community has seen dramatic change and as such, the logo may not adequately reflect the Blackfalds of today.

How much can it cost to develop a new brand?

Council approved a maximum of \$35,000 for this project in the 2020 budget. Most of the work will be undertaken using Town staff and volunteer community leaders, with an aim of keeping expenses as minimal as possible. If extensive outside contracts were to be used, municipal branding costs could easily be upwards of \$80,000.

How can I get involved?

There will be a number of opportunities for public involvement between January – July. Watch for ways to participate and help shape the future of Blackfalds through interviews, focus groups, pop up booths at events, open houses and online surveys.

When will a new brand launch?

It is anticipated that Council will adopt the top brand direction as voted on by the public in fall 2020. Brand guidelines and standards will then be developed to support the brand launch in spring 2021.

What is the role of the community representatives?

We have been fortunate and offer special thanks and recognition to the community members who are providing their expertise and input on the Brand Development Committee. They will be playing an integral role in the public engagement that will guide the development and implementation of the new brand.
