



**TOWN OF BLACKFALDS
REGULAR COUNCIL MEETING
COUNCIL REPORT**

MEETING DATE: February 11, 2020

ORIGINATED BY: Jennifer Hartigh, Economic Development Officer (EDO)

SUBJECT: Branding Project Update: Step 2 – Logo Testing

BACKGROUND:

As outlined in the *Shaping Blackfalds Future: A Recommendation from the Brand Development Committee to Undertake Community Branding in 2020*, which was presented to Council on September 16, 2019, the initial best practice steps of a brand audit and logo testing have been undertaken.

The results of the brand audit were presented to Council at the January 28, 2020 Council Meeting and this report will address the Logo Testing, the intent of which is to confirm that the feedback on the logo and tagline received from the 115 stakeholders who participated in the brand exploration last spring aligns with that of the larger public.

DISCUSSION:

Communication on Logo Testing Survey

The survey was announced publicly through a wide variety of mediums, including:

- “Brand Blackfalds” web page, which launched January 2, 2020. Google Analytics reported that this page received 304 unique page views between January 2 – 28, 2020 with an average time of 4.5 minutes spent on the page.
- Announcement with all hard copy and electronic January 2020 utility bills.
- Abbey Centre e-newsletter and the Talk of the Town.
- January 9, 2020 news release. Google Analytics reported that this news item on the Town website received 316 unique views with an average time of 2 minutes spent on the page.
- Posts on Town social media channels (Facebook and Twitter) on January 10, 20, and 24, 2020. These posts were shared 19 times, resulting in a reported reach of 7,386 on Facebook alone
- Articles or interviews shared through Sunny 94, Lacombe Express, Lacombe Online, and rdnewsNOW
- Hard copy post cards placed at front counters of municipal facilities, community venues, and local businesses
- Email messages to all staff, Council and other municipal partners
- Pop up information booths at public events / venues – January 17 PD Skate, January 19 Free Skate, and on January 25 at the Abbey Centre
- Presentations to Town boards / committees and community groups

Survey Methodology

All above communications regarding the survey extended invitations for participation via the online survey, which was available from January 20 – 27, 2020 as well as opportunities to provide input in person or over the phone by contacting the Brand Development Committee at communications@blackfalds.com or 403.885.6246. No requests for participation were received through this phone number or email address.

Between January 2 – 27, 2020, 151 hard copy surveys were completed by means of one on one interviews or focus groups. The online survey from January 20 – 27, 2020 generated 217 completed surveys. The combined total number of surveys completed was 368.

The survey participants were all told that their responses would be confidential at an individual level, but that they could provide their contact information should they wish to enter the prize draw. Of the total 368 completed surveys and 69 were submitted online anonymously.

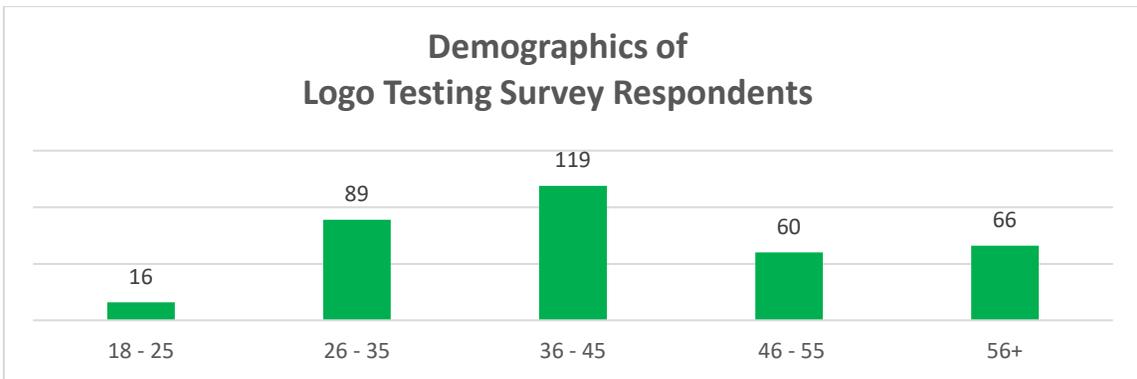


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A wide cross section of the community and its stakeholders participated in the survey, providing well rounded input from diverse points of view. Survey respondents included representation from:

Residents	Regional Municipalities	Blackfalds Youth Crew	Library
Town Boards & Committees	Provincial Ministries & Agencies	Local Schools	Tourism Partners
Town Staff	Residential Developers	Historical Society	Food Bank
Town Council	Commercial Developers	Optimist Club	Cheemo Seniors Club
Municipal Vendors	Area Media	Agriculture Society	Chamber of Commerce
Local Businesses and Community Market	Dual Ice Development Society	Area Realtors	Firefighters Association

Additionally, every attempt was made to include input from across all age ranges. There was significant success with the approaches taken, and additional efforts to further engage youth will be implemented in future branding project steps. The demographics for the respondents of the Logo Testing Survey are:

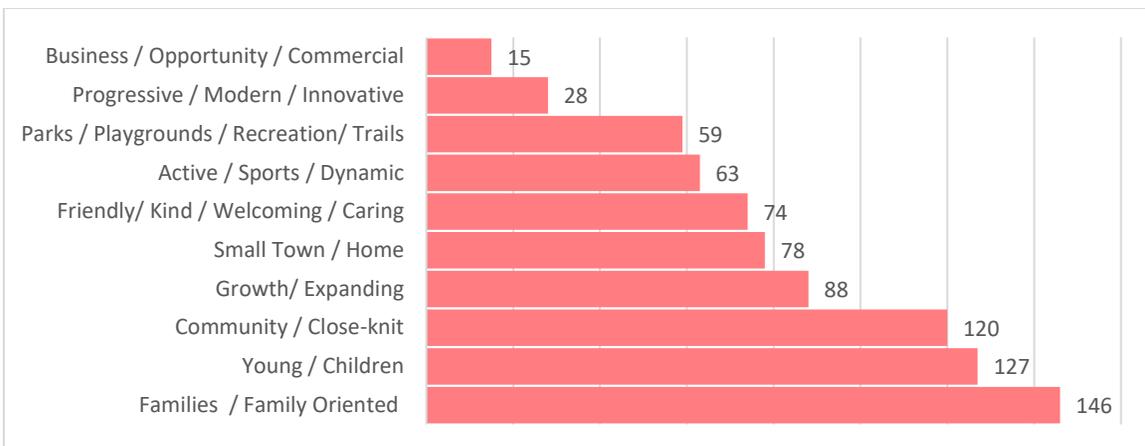


Highlights of Survey Responses

Note that the text responses displayed in the following charts are only those that were in the top 10 – 17 themed groupings, as not all comments could effectively be viewed in a visual format.

Respondents provided multiple comments to the open-ended text questions, so one respondent’s comments may be included in multiple categories – i.e. “The logo isn’t the worst I’ve seen. It’s ok. I don’t like the sun and the church, but I do like the blue and yellow colours.” As a result, the numbers associated with the comments do not add up to the total number of respondents.

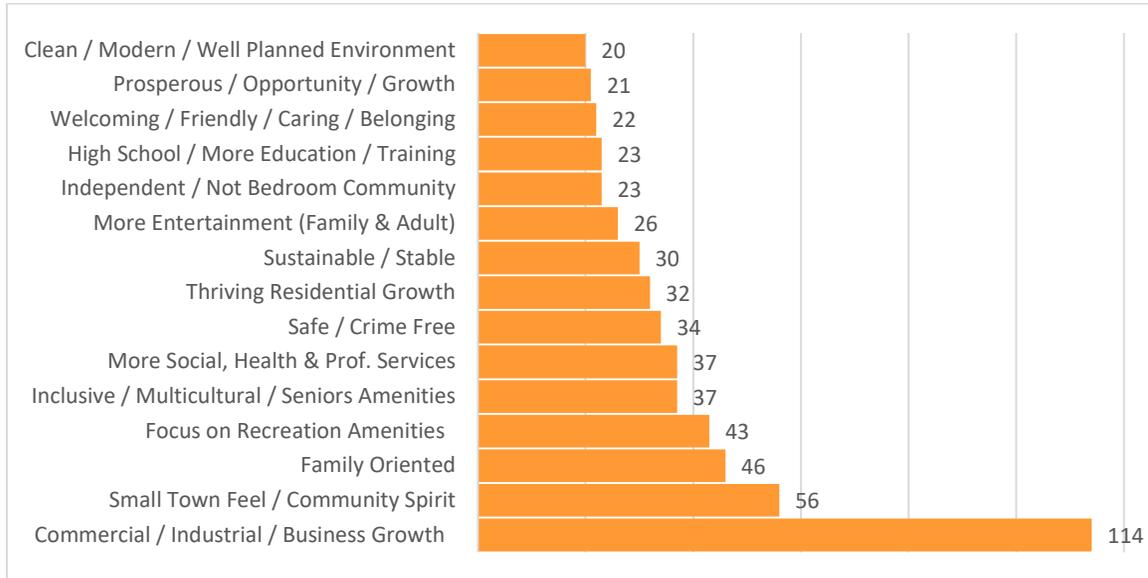
Question 1: What comes to mind when you think about the community of Blackfalds? What words best describe the community?





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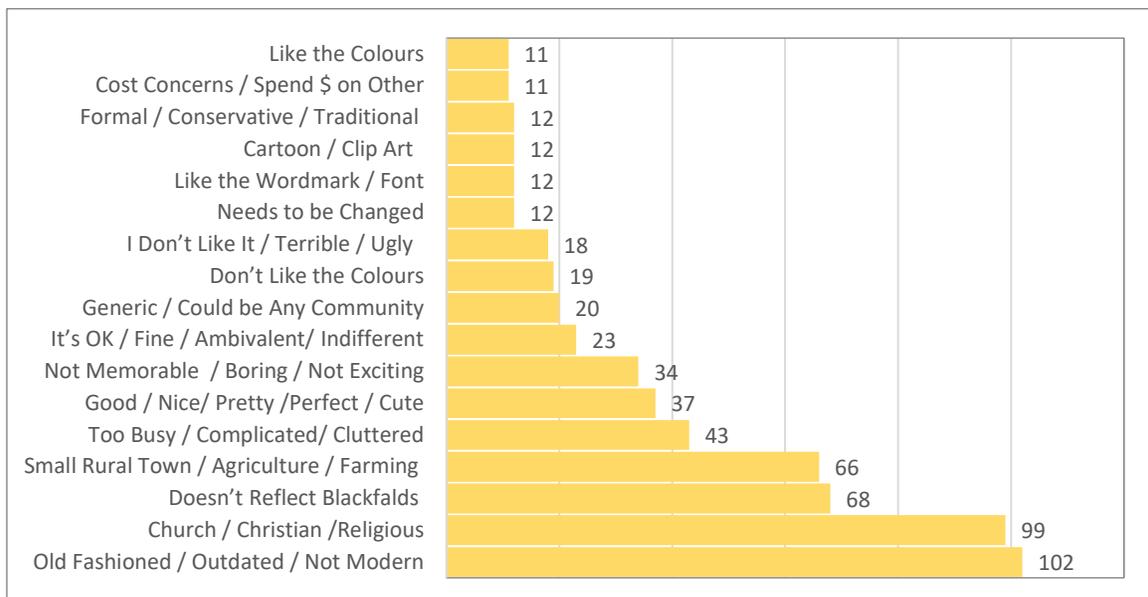
Question 2: What is your vision of what you would like Blackfalds to be like in the future?



- It is noteworthy that there are a few significant differences between the reported perception of Blackfalds today and that of the desired future ideal. These apparent differences reveal that a shift in thinking, culture and action may be necessary. Most notably:
 1. Business and investment opportunity is currently perceived to be number 10 in the minds of respondents when thinking about the community. However, in the envisioned ideal future, it is overwhelmingly the number one desired direction.
 2. Community growth frequently came to mind as a current attribute of survey respondents, earning it 4th place in the groupings. However, in the future ideal, population growth dropped to 14th place and was frequently mentioned along with the need for a well-planned and purposeful approach to residential and community development.
 3. Inclusivity in terms of being a community that is multicultural and multigenerational was not reported as being a perceived aspect of Blackfalds presently. However, this featured prominently in the desired future for the community.
- Input on areas of strength for Blackfalds that should be built upon and continue to be a significant part of our desired future included remaining family oriented and continuing to provide and enhance recreational amenities in the community.

The high-level input from these survey questions will also be very valuable in developing the 2020 – 2025 Economic Development Business Plan, allowing the Town to realize savings, in terms of time and money, by not having to include further public engagement on these items.

Question 3: What comes to mind when you think about the current Town of Blackfalds logo?

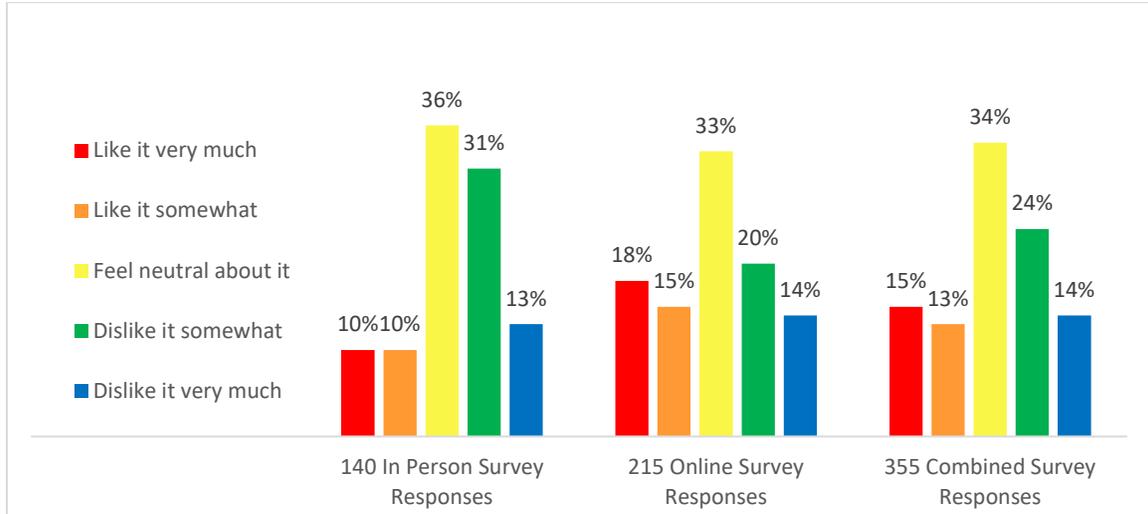




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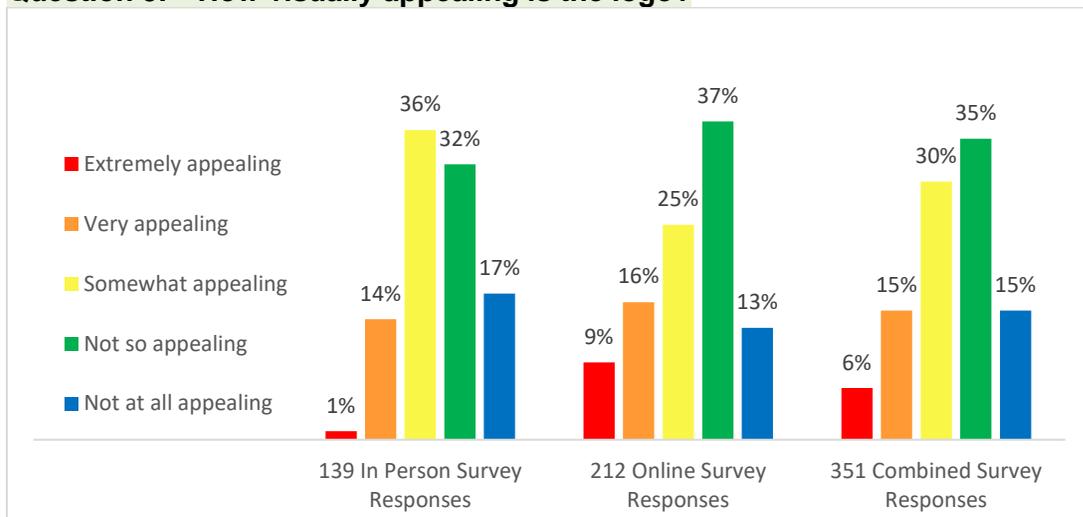
- Many of the survey responses to Question 3 are quite similar to what was expressed by the 115 community stakeholders that participated in the branding exploration last year. One new significant learning that came through from this survey was how the church in the logo is currently perceived. This may also have ties to the desire to create a more inclusive future community.

Question 4: Thinking about the logo overall, which of the following best describes your feelings about it?



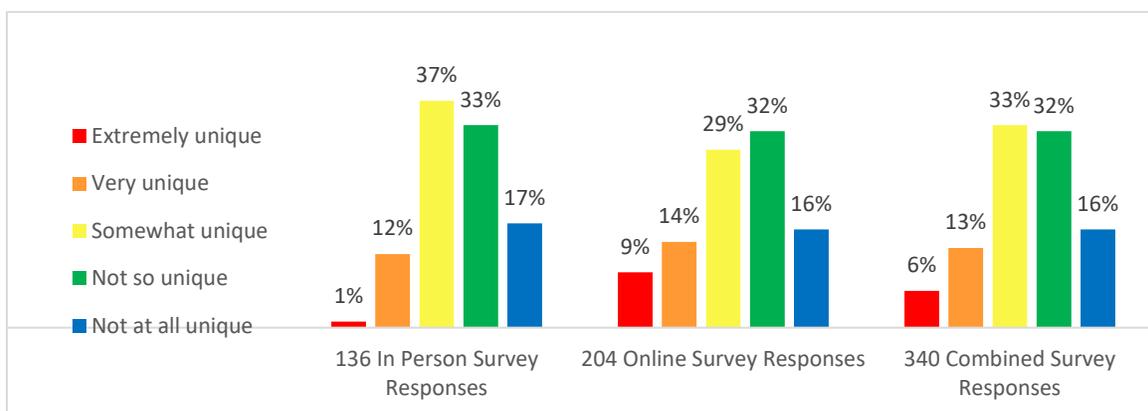
- Overall, only 28% of respondents reported liking the current logo. The other 72% were neutral about it or disliked it.

Question 5: How visually appealing is the logo?



- Overall, 21% of respondents reported finding the logo to be very appealing, 30% thought it was somewhat visually appealing and 50% did not find it to be visually appealing.

Question 6: How unique is the logo?

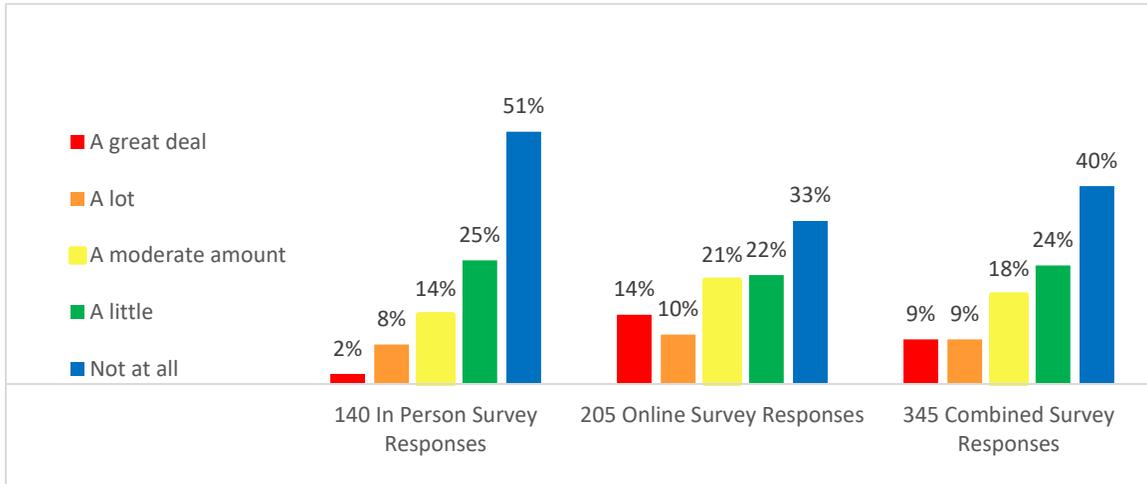




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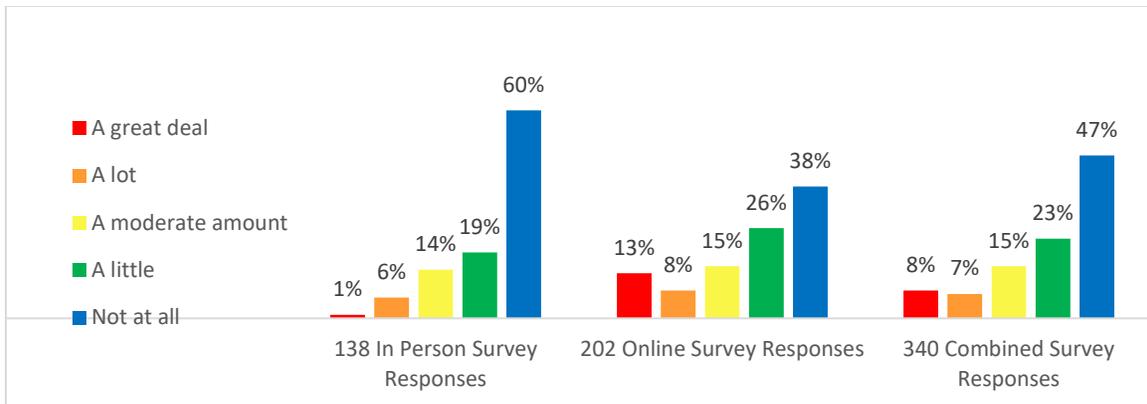
- Overall, 19% of respondents reported finding the logo to be very/extremely unique, 33% thought it was somewhat unique and 48% thought that it was not unique.

Question 7: How accurately does the logo reflect the Blackfalds of today?



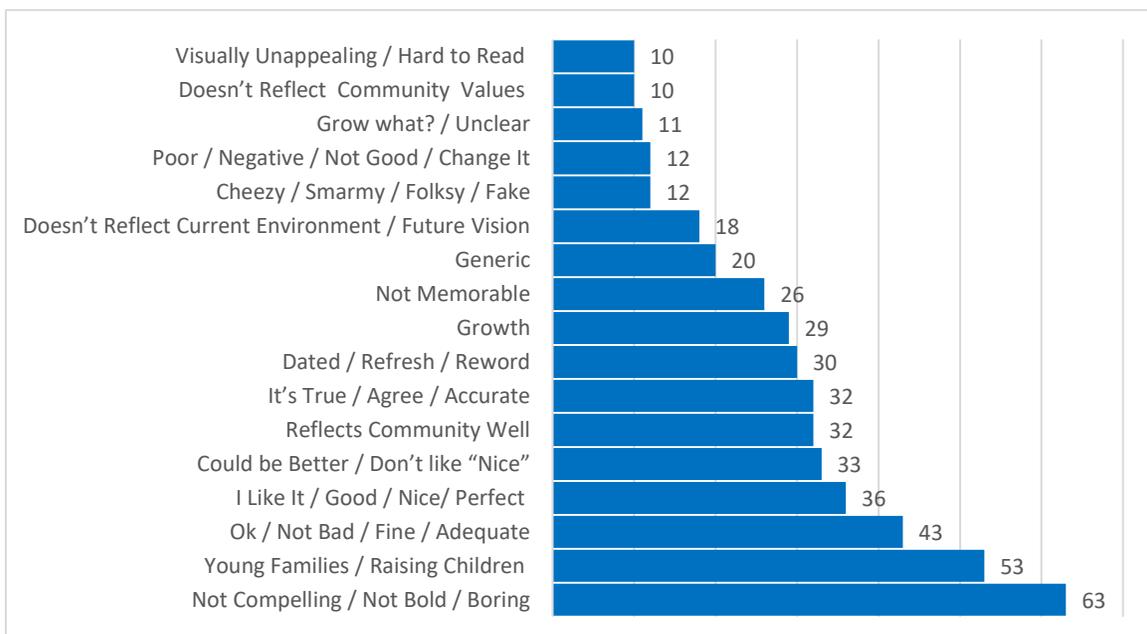
- Overall, 36% of respondents said the logo reflects the current Blackfalds moderately or better and 64% said that it only reflected the community a little or not at all.

Question 8: How accurately will the logo reflect Blackfalds in the future?



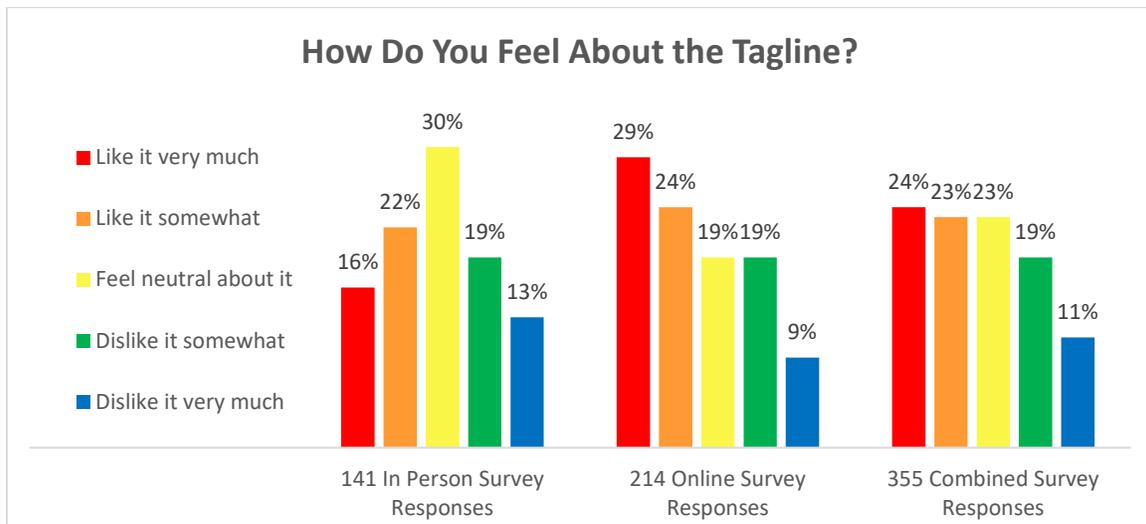
- Overall, 30% of respondents said the logo will reflect the future Blackfalds moderately or better and 70% said that it would only reflect it a little or not at all.

Question 9: What comes to mind when you think of the tagline that sometimes accompanies the current Town of Blackfalds logo?



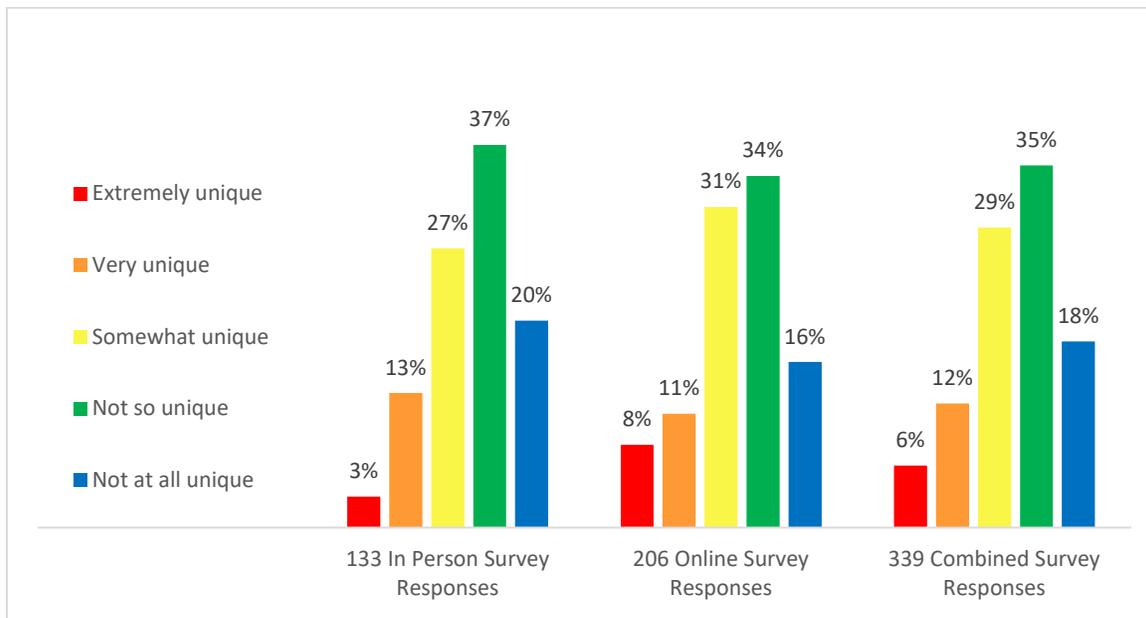
- Interestingly, responses on the tagline were more favorable than for the logo. There were many comments about appreciating the reference to young families raising their children, but even many of those respondents also reported not favoring the word “nice” and thought that the tagline could be strengthened, if it was kept.

Question 10: Thinking about the tagline “a nice place to grow,” overall, which of the following best describes your feelings about it?



- Overall, 47% of respondents said they liked the tagline somewhat or better and 53% reported feeling neutral about it or not liking it.

Question 11: How unique is the tagline?



- Overall, 18% of respondents reported finding the tagline to be very/extremely unique, 29% thought it was somewhat unique and 53% thought that it was not unique.

Next Steps: Defining Blackfalds Desired Brand Direction

Project steps to date have confirmed that Blackfalds should advance with defining a new desired brand direction:

- *Brand Audit* – recommended that the municipality and community would benefit from the development of a brand – a clearly defined and unified system of visual components including colours, standards, graphics and messaging, as there is not one that is currently being adhered to.
- *Municipal Plan Review* – community branding will positively influence or help to advance many of the identified goals and priorities.



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- *Logo Testing* – majority of the 368 responses received indicate a desired future for the community that is not well portrayed by the current logo and there is an appetite to participate in a meaningful way to shape the brand of the community.

The Brand Development Committee will determine engagement opportunities for input on what the desired brand direction for the community is. These will include further interviews and focus groups along with a second online survey and open houses. These tools and communication on this next step will all be in place in early March and will remain open for most of the month to facilitate as much public participation as possible.

FINANCIAL IMPLICATIONS:

Dollars for these activities have been allocated in the 2020 Capital Budget. To date, minimal expense has been incurred beyond printing costs and survey prizes, amounting to approximately \$500.00 of the \$35,000.00 available budget dollars.

Approvals:



CAO Myron Thompson



Department Director/Author

What comes to mind when you think about the community of Blackfalds? What words best describe the community?	What is your vision of what you would like Blackfalds to be like in the future?	What comes to mind when you think about the current Town of Blackfalds logo?	What comes to mind when you think of the tagline that sometimes accompanies the current Blackfalds logo?
trains, parks, ponds, young, youthful, energetic	sustainable, clean, safe, no empty buildings (homes or businesses)	peaceful	cheezy, juvenile, not compelling
family focus, growing, amenities / infrastructure that matches growth, modern, involved, playground	retail growth, customer service, attract larger retail anchors	same as many Alberta communities, too complicated, same colors as many other logos	dated, grow what?
family, opportunity, dynamic, viable, vibrant	maintain community feeling, growth that allows for community involvement, enhanced events that attract increased participation	clutter	not unique, open to interpretation
progressive, young	community spirit	old, too much going on	can't read, looks like a green blob
home town	friendly people, green spaces, big city amenities with small town feel	very old fashioned, doesn't represent the community of today with its youth and growth	doesn't speak to community values
	stable, involvement with community organizations	not relevant, too complex, too many elements for such a small image, doesn't stand out, isn't memorable	maybe re-word or freshen up
vibrant		small town - under 500 population, church, school, not captivating, would not make me want to spend time in community if I were a visitor	
		don't know what it is, can't tell what it is	
close knit community, needs more heritage preservation	keep up with the times, but not forget the past	old logo - not modern or exciting	Blackfalds is a nice place to grow, but maybe say it a different way
bedroom community	a strong community standing on its own, outside of the shadow of Red Deer	basic, generic	quiet, residential, family-oriented
young, sport minded	keep small town feel	I like it, but feel that it's outdated	definitely needs an upgrade

young, fast growing, people-oriented	a community that has all types of recreation and commercial amenities available to allow community members to stay local	don't know what it is, can't tell what it is	it's run its course
growth, family, young	self efficient	too busy	didn't remember it, just ok
family, new	self sufficient, more services	very dated	just says we're ok; not great
positive energy, forward thinking, happiness	young, vibrant, energetic	clip art, terrible	generic, not appealing
growth, family, community, trail system	multi-generational, self sustaining	dated, busy, clip art	
active, a town of the future	more amenities, so we don't have to leave town or go to Red Deer, more restaurants and fun things to do, more balance between residential and commercial, more interaction between 55+ and youth	has a church?, generic, don't like it	not bad, bland, not memorable, doesn't accurately reflect the community
growing, lots of young people	community minded, more seniors facilities and accommodations	it symbolizes various aspects of the town	don't know what it is, seems appropriate as town has grown a lot in recent years
growing and changing so fast, lots of amenities		looks good	don't know what it is, pertains to a family town that is good to grow up in
home, young, vibrant, welcoming, friendly	inclusive for all age groups		don't know what it is, inviting, makes people feel welcome
young, vibrant, family-based, excellent location with good proximity to cities, new and modern	larger more commercialized centre with golf course and curling rink. more amenities so not have to go to Red Deer for everything, have a high school	a pretty picture but doesn't fit with town - doesn't represent our demographics and overall community lifestyle. makes no sense to me. Why display a church?	not sure what it is. no doesn't fit with Blackfalds - we've moved beyond that
progressive, family-oriented	more retail and commercial properties, manufacturing companies	I still like it, road reminds me of road to Red Deer and that we are a commuter town	too tame

innovative, family, expanding, recreational community, youthful	warm, receptive, industrial meets residential, great reputation, diversity	slightly outdated, speaks to an older community instead of a younger, diverse one	doesn't seem to have longevity for me, would prefer something with more strength, bolder and catchier
young, active	even more active with pathways throughout tying all of the residential, commercial and industrial sections together	old, church stands out along with flag and green, font needs updating, similar logo to Red Deer with rolling road, similar logo to Lacombe with trees	what? are we a farming or agricultural community?
small town feel, centrally located between Lacombe and Red Deer, family-oriented	keep the small town feel but have more amenities - i.e. grocery stores	cartoony, doesn't evoke much feeling, don't mind font used, but don't like "Alberta" included, why is there a church?, what is the logo supposed to represent - a small community? I really don't like it	like the wording in that it relates to growth of families. don't like how it is visually presented with all lower case letters and on a background squiggle
small town pride, big city feeling, activities, access to lakes and Central Alberta, railway	be a competitive, self sustaining community with the amenities and social and health services that are currently lacking	laughable, complicated, there shouldn't be a church in the logo, difficult to make out elements, difficult to reproduce, REALLY dated but gives the appearance of friendliness, like inclusion of the road as our location is one of the main reasons for our community growth, don't like "Alberta" included	I like the words but not how it is visually displayed, it looks like a scribble under the logo and is all in lower case which seems juvenile
young family living, good starter community	would like the community to have all levels of education available, high school, indoor pool	can't really remember much detail, seems to suit town, like green and yellow colours, once shown - can be updated, church makes it seem like it may be a very religious community	what's the tagline? growing comment is something young families can relate to, looks messy

employer, where I work, lots of growth, community seems to focus on some things but sometimes at the detriment of other things, internal and community communication could be enhanced	a better connected community with respect to communication and physical space	can't remember much, once shown - basic, blah, what is it supposed to be a picture of? why buildings - i.e. church and school, would be better if it tied specifically to something of significance in Blackfalds' history	what is it? what are we growing? weed? children? families? businesses?
young families, active community	have a high school and an indoor pool	old, church stands out along with flag and green, font needs updating, similar logo to Red Deer with rolling road, similar logo to Lacombe with trees	what is the tagline? seems appropriate as the town is growing
young, active, growing	continued community development and expanded retail sector	dated, too many colours, overuse of green	feels too politically correct, needs a refresh, should speak more to youth, opportunity and overall community spirit
sports, agriculture, small community minded and feeling	to grow a little with more businesses	seems that the logo doesn't represent the town at all	
growing, pleasant	neat, clean, organized	too busy, old school	it is fitting but could be updated
ball, parks and playgrounds	great place for events and tournaments, stay small town but increase business	I don't like it as it doesn't reflect the town	we are growing
bedroom community to Red Deer	welcoming, growth but not too big	too busy and too much green	was good 20 years ago
young, active, progressive, retirees	balance between young residents and retired residents, more business oppoortunities and more balance with commercial and industrial	mundane, room for improvement, the church has to go, boring, doesn't reflect the community	don't remember it, once shown - boring, has done its time, could be updated
hockey, trails, bikers, place to visit, shortcut	beautiful flowers and parks, a town in a movie, picture perfect postcard, move toward innovation, self sustaining, no more residents, 15,000 population is good	too busy, gets squished, wrong size, agriculture, like the font, church, sunshine, is that a lift station?, not unique, doesn't represent us, wordmark is nice, too much gree, could have more colours	fitting but needs to be updated, meh - it's ok, was good 20 years ago, colour comination of green and black is not good / awful, I can't read it

green in age, stigma of transient community, parks	suburb of Red Deer, need more commercial and retail - especially those that support community activity - i.e. sports, more medical services for young and old, more warm and receptive, safe and stable, lower taxes, want to be different from Lacombe and Red Deer, more industrial,	church, what does the flag represent?, rolling hills but we are in the prairie, the sun rays look futuristic, super old fashioned, retro feel, should be more modern, what's up with the green - too much?, modern font, reflects the past 50 years not the future 50	grow what?, horticultural, floral, needs to be bolder and more assertive, means nothing, like the slogan, what's another word for grow?
bedroom community, growth, opportunity	uptapped market - attract new residents and provide services and amenities to rural populations	so many versions - which one is the official one? stale, outdated, rural religious community, why rolling hills? I don't understand what the purpose of having the church there is	not relevant today, misleading, sounds like a punchline for the cannabis market, overused
young community, great central location, small town feel but access to large cities, close to lakes and outdoor recreation - camping & trails	would like to see community come together and gel - i.e. residents support local more, businesses collaborate and promote one another more, more private industry involvement in tourism amenities - golf course, guided tours, recreation retail, etc.	looks like the style of drawing from an Archie comic book, doesn't have elements that represent what the community actually feels like - should reflect vibrancy, activity, youthfulness, playfulness, hard to use on many items, not appropriate to have a church as a focal point in a municipal logo	wishy washy, generic, tries to be all things to all people - appeal to families, businesses, developers, builders, etc.
family, active, small town feel	more amenities like restaurants, but maintain small town feel, don't get too big	boring, doesn't represent Blackfalds, needs to be updated	blah, not catchy, very bland, doesn't make me feel anything
young, opinionated, often caring	inclusive rather than divisive, more for adults to do, more businesses	old, church doesn't fit, colours are good, too much detail	dated, no longer applies
small town, family oriented	more education opportunities, more businesses	looks like a church logo	growing community, family
growing community, place to start a family		outdated, very formal, colourful	new homes being built, community growth

family friendly, small town feel	more social activities for adults, more businesses	boring, old	old
families, small town	more options of activities for adults, keep small town feel	weird that the church is so prominent	generic
youth, fun, energy, family, activities, excitement, current, trendy	a community that is self sufficient, has all of the needs of its residents within the Town - high school, registry, shopping, health care	the colours are nice but it is very old fashioned and could be much more current, better slogan and cleaner smoother logo - slogan combo	It's funny. It was accurate in 1991 when it was created. it has served its purpose but it needs to be updated and change because the Town has changed.
tight knit, young, explorative, fun	a community that is well know for its recreation and tourism	it looks like it could be used to sell prebiotic yogurt	accurate but bland
everyone knows everyone, sports, forward thinking, vocal, good location, people care about the community, oportubities to get involved	a safe place, opportunities for youth but also more well-rounded with adult and senior's programming, no pot shops, bowling, theatre, more entertainment and things to do	don't like the church, would make more sense if there was a train, clip art, would be a great church logo, has a stained glass look,	away from craziness, needs to be unique
pompeous and arrogant residents - not everyone but many, toxic relationships,	enhanced accessible transportation for those who need it, year-round aquatics centre, Hwy 2A be a 4-lane all the way through Town	outdated, looks like the 1970s - sun, church	what's the tag line? reminds me of Lacombe County's tagline, could change the wording a bit
beer and hotel, young population, giving community, lacking retail stores - ie. clothing, post office explosion,	more schools, high school, senior's housing, seniors lodge, subsidized low income housing, seniors centre, nursing care in home, more emphasis on seniors, spend less \$ on recreation, indoor pool, more doctors, more grocery stores, a downtown convenience store	what is it? Reminds me of Lioness Club logo, seems like a little town back in the bush, rural, small town, too much in such a compact space, cluttered, should be more representative of our community - i.e. the people here and our occupations, etc.	what's the tag line? wording could change, need something more modern, "nice" is not the right word to use
			not appealing, change it
Good walking paths, lots of green spaces, lots of trucks and oilfield workers, nice schools		was not familiar with it, but once I saw it I liked it	needs to include elements of community members - blue collar workers
Just another old roadside town		not a lot, old country town	

Family, small town	remain a smaller town with sense of community	needs to showcase newer amenities in the community - recreation	families
High costs - taxes and groceries	more inclusive of seniors	it's ok	nothing
great small town	affordable	good	
active, volunteers	more industrial development, larger manufacturing sector, people not pompous, energetic with a view to innovation and business, efficient use of land for residential development to control sprawl, rejuvenate existing neighbourhoods and structures, strengthen disaster resources and plans	it's ok	adequate
has a warm feeling unlike larger towns, family, recreational amenities, growth	maintain strong sense of community	outdated, bland	behind the times, sounds smarmy
friendly, growing, family	best place in Central Alberta	it fits the town	although slower, growth is still happening
business growth	more emphasis on business attraction, seniors lodge, senior's housing, more grocery stores, prefer mom & pop stores to franchises, aviation industry and equipment dealers	very outdated, friendly, flag and church and school - don't see how these represent Blackfalds, intent back in 1991 was to portray family values of the time - country and religion, looks like clip art, looks like everyone else's logo also looked like in the 1970s, doesn't portray our community strengths in recreation, next logo must see the community through transition to future city status,	"nice" is very neutral, sounds like we are trying to play it safe
family oriented, tons of amenities	connected paths, less liquor stores, continue with progression	not accurate skyline	it is still a nice place to grow
family oriented, sports community, small town feel	expand, more businesses	should show recreational amenities, should reflect diversity of community	

growing	more banks and a registry		family oriented community
young people and a bright future	more businesses	show recreation facilities - new arena	a place to raise your family
lots of recreational amenities for kids and adults	steadily progressing	there is too much going on - too busy	perfect at this time
lots of houses and the abbey centre	swoop up	sunny and bright	happy thoughts
new, growing	more community involvement	aged, out of date, behind the times	
family based	become more of a destination for visitors and residents		A place to raise a family and build a future
growth, young families	more shopping areas, destination parks areas, connected pathways	outdated - does not represent what the Town looks like	it should change
growing, expanding, needing more	more parks	the countryside	
young families, hockey, recreation amenities	more mom and pop stores, more cultural diversity	dated and not inclusive - needs to be more welcoming of diversity	we need to move beyond the tagline and become more diverse and modern. With new marijuana laws, the saying has become a cliché / oxymoron
newness, hockey, small town feel, community	all amenities for every type of individual, more stores for shopping - Red Apple, downtown rejuvenation	inaccurate, should not have a church, too much happening - when embroidered on a shirt, you can't tell what is in the picture	not catchy
friendly community	keep the community friendly	shows a friendly place to live	a nice community for families to live in
growing community, young families, beautiful parks, motivated community members who are committed to improving the community	I desire a community that has an increased commercial growth to reflect our population while enhancing the downtown as a hub for socializing. I can picture meeting my friends for coffee, shopping at unique little shops and then having lunch or supper at a lounge to enjoy some music entertainment. I also hope our dream of having a high school comes true so our kids can complete grade school in Blackfalds.	a small rural community, a throwback from the fast growing community we know today, a church on a hill but also a school with a flag and a small amount of houses, a welcoming road that invites visitors or stay for a while, sunset - peaceful feel, I like the wordmark	is there a better word to use than "nice"? wonderful community to raise a family

family experiences, beautiful walking trails, fun themed parks, many sport facilities	an amazing family community that draws so many businesses that we don't have to leave to shop in Red Deer	farming community, small town, needs some updating!	nice is such a "meh" word - should have more excitement!
community members working together to make Blackfalds a thriving resilient and caring community. A community with some challenges but also many opportunities	become more inclusive, more innovative and more responsive to sustain social well-being, to value the natural environment, have high-quality of life, retain small town feel, build on our strengths, be intentional and not work in silos	It is not relevant, the wordmark is nice but the logo itself does not represent our community. Maybe it did in the past, but it looks nothing like the Blackfalds of today. I don't like the church and the sun	a young community that is a nice place to grow up, it doesn't wow me
growing	prosperous	I feel ambivalent about it	homey
friendly community, family oriented, safe	not busy, small town feeling, rejuvenate the downtown - small shops, bakery, coffee shop, have patios	costs too much to change and my street has still not been plowed	why change the tagline?
a liquor store on every corner and a stroller on every street, everything to buy is on Hwy 2A & everything to do is on the west side, the east side is the forgotten part of town	a place for tournaments - hockey, baseball, soccer, lacrosse, a facility like Airdrie has with indoor pool	Anne of Green Gables	doesn't reflect the current atmosphere
young community, clean, new infrastructure	a larger municipality with a more diversified commercial base	Not reflective of our actual community	is not representative of the true environment
young	a place for families of all ages - young and old, a place to retire	farming community - where are the cows?	neutral - it's not bad
not a city, young, families	established green spaces, a swimming lake, cross country ski track, more restaurants		
recreation, hockey town, small involved community, starter homes, young families	continued building of residential areas and light commercial infrastructure, redevelopment of downtown core	a farm	outdated, boring

young family town	more lively downtown area that sees more activity	could use an update	
friendly, quiet, family oriented			
great location	a place where all are welcome, a place to both raise a family and to retire, enough amenities to be self-sustaining	country living	could use a new one
community on the rise, people still talk about how fast the town is growing even though growth has slowed	Continued investment in recreation infrastructure	people don't really know what the logo is	boring, cliché and safe
family and friendship, small town feel with big city charm	retain small town feel, be purposeful about future growth, promote recreation, enhance downtown - more and better things to do there	outdated, makes you think of only a farming community, doesn't relate to what our town is now	
family, nice, charm	become a city, be a recreation hub, be safer, have a better RV dump	Green, church, farmland	It's ok but not memorable
family		a farm	
developing, growing, family	residential with modest business growth	christian	ok, but not catchy
young families, oilfield community, safe	a well established community with more recreation amenities	outdated and kind of plain	
community full of young families but lacking entertainment options for families	further investment in sports facilities and outdoor complexes	christian villiage or hutteritte colony, old	we are not a small community any more- we are getting close to being a mediaum sized community and we need to better reflect that
tight knit community, family	modernized	old and outdated	
commuter town, young families	become more than a commuter town - have our own stores and attractions	does not show the growth Blackfalds has seen - we are not a small main street town	Need a new tagline
growing community, Abbey Centre, paths and trails, downtown is a little run dow, too many trailer parks, slow bedroom community	move beyond being a bedroom community, become more of a consumer hub	functional but lacking flair	boring and lacking enthusiasm

many young kids, not enough infrastructure for our growth	a self sustaining community for young families	not vibrant, feels religious	ties in with young families
need more businesses, quality of life	growth but control sprawl, more mom and pop shops, fishing pond, more seniors amenities, a microbrewery, a curling rink, more recreation facilities, more balanced tax base	don't know what it is, not very modern, dairy farm, seems better suited for Kentucky or Tennessee, a country song, should better represent our community - energy sector and hockey	not too bad, folksy
the growth			
growing, family friendly, interested in improvement	more family friendly events and things to do together as a family	very busy - does not represent the town	it's a good line but it needs work to be better
family friendly	having all of the essentials - doctors, lawyers, emergency services, lots of families and industrial opportunities	what is up with the road?	something about growth? most taglines are not memorable, so Blackfalds' isn't too bad
has been home for many years, great place, friendly	to get more businesses and grow	it needs to be changed	it was and still is good
family, outdoors	quiet, crime free	farming, open space, sunny	can't remember it
family friendly	continued growth and opportunity	welcoming	reflects Blackfalds well
growth	progressive, family oriented, senior friendly, accessible	kind of forgettable and it seems dated, it is familiar though	it is still ok - maybe a bit dated
friendly, helpful	continue to grow and be a safe community, be suitable for all ages	boring - road to no where	
dormitory town	stand alone community with its own amenities and entertainment	I like the crispness and the limited colours	a bit cheesy
growing, family friendly, interested in improvement	continue being a community and family driven town that offers different services so residents don't have to travel out of town for them	small town, rural, the logo feels busy to me. I think it needs to be simpler	family - I agree with the tagline, Blackfalds is a town that you can grow with and spend many stages of life here
the Joffre plant, the new rec centre	more amenities - shopping, groceries, restaurants	Y'all love Jesus and I'm not about that life	we can do better than the word "nice"

active, exciting, family oriented, safe, green, vibrant	a great place for businesses to thrive	traditional, religious, green, bright. the logo has a church that doesn't look like any of the churches in town	strikes me as primarily a family oriented community. It could also be associated with spiritual or personal growth
young, energetic, friendly, diverse, proud, forward thinking	inclusive, welcoming, modern, forward thinking, open minded, out of the box thinking, opportunity	boring, dated, too rural, religious, old	"nice" is too passive and fake, boring, churchy, I can't relate to it
small town Alberta	don't try to be something we aren't and never will be	I like it. No need to change	I have no problem with it
family, small town	walking only downtown, lots of family activities, neighbourhood events	boring, just like Eckville	it fits with what the town should be
not enough amenities - grocery stores, etc.		too busy looking	does not reflect the town any more as we are big enough to be a city now
close to Red Deer, young	trendy, hip like Sylvan Lake	dated, generic, boring	can't remember it
growing	more businesses and services	it's ok	can't recall
young, families, neighbourhood community, many volunteers, good community involvement, fast paced development, growth, opportunity	a nice place for everyone, inclusive - all demographics, all walks of life, all incomes, every culture	old, needs a revamp, not representative of the town, church with a steeple on a hill	I like it - it is a nice place to grow - commercial, industrial, retail, residential, invokes a feeling of welcomeness
small, family oriented, family activities	more businesses (not chains) for more local work, restaurants and pubs	it's good, family oriented and safe	good for families
family oriented, growing - population and more businesses, young children	no big box stores but local businesses, keep family as the focus, recreational activities, schools, places for kids to get a job	community	it reflects exactly where Blackfalds currently is
family oriented, small town feel	one stop shop, focus on outdoor activities	small town, is that a church in the middle - might be something that turns some people off.	agree with it, goes with families and business and town growth, simple
lots of kids and young families	more access to grocery stores, more shopping / retail	like the logo	that goes good
busy, businesses	just keep growing, keep doing what is being done	didn't know there was one - not memorable	we have a tagline? Meh, not exciting

Thriving	friendly and safe community	Meh	no comment
rapidly growing, friendly, increasing amenities / facilities	don't want us to be a drive through town like Gasoline Alley. more community	it's all right but doesn't jump out	what's the tagline? mediocre
peaceful, friendly, the train, nice to know the customers	cute	new businesses, bedroom community, quaint, not like Calgary	it's ok, quite good
friendly, family oriented, growing, young community	not just a drive through community	makes me think of church	don't know what it is. it is a nice place
progressive, young, safe, active	continue to see smart growth, find its place in the stature of the size and offerings that it provides, sufficient in providing a wide array of services	I like the wordmark - very bold and classic looking. I used to like the logo for its retro look but it does appear amateurish and the graphic pieces within the logo are not representative of the community. The rays could be determined to symbolize something else, too much green, primary colours are poor, arch window shape sucks	tagline is poor, not sure what it means - community growth as a whole or a child growing up? too generic
small town community, growing business opportunities	offer more amenities but keep small town atmosphere, encourage local businesses to flourish	church logo may need to change, needs to be rebranded, more businesses and community facilities - community centre	it fits the town - just need a different logo to go with it
small community with big town feel, friendly	more local businesses to keep residents buying locally	seems slightly outdated, doesn't give the feel of the growing community that it is	I think it is great. It describes what you would hope living here, raising a family in a smaller community
young family oriented community	the same but with more services, not another typical city, focus on being a place to live with outdoor / sports amenities	not sure what it is trying to communicate, unclear	unclear, not sure what it is referring to
small town atmosphere, homey, friendly	a place with parks, outdoor activities, walking trails	what is the logo? looks churchy	don't know what it is.

growing, young families, bedroom community, largely oil based incomes, trades based, sports and community minded, some emerging ethnic diversity	environmental leadership, parks development (build on the good start with this already) keep youth focus, educational leadership, keep family focus, guard against over development of industrial parks	don't know what logo is, doesn't represent Blackfalds, is missing what defines the community	Not aware of it, feel that it implies a grow-op centred town
close knit, homey, residents who don't think twice about helping businesses and other residents in need	reduced crime rate, more unique and family owned businesses, more unique dining options, a bakery	it looks like a sign for a hutterite colony - very churchy and outdated for a community of young families	it was great when we were a small population, but now that we are reaching city population, it is outdated
growing community with developing services	a community with many services and activities	the logo looks like it's been around for 30 years	seems to still be relevant
grandkids	thriving community	Mayberry, Blackfalds is more modern	it is a growing community
used to be booming, less affluent, bedroom community	become a self sustaining community, thriving independently from Red Deer and oil and gas sector	buildings look old fashioned, looks more like a settler community than a thriving modern town, I like the sun but not the rest	"nice" is a word that you use when you really don't have anything great to say, not catchy enough
small town, good town spirit	more amenities so we don't have to leave town to complete day to day tasks	the word mark is a good size, good use of colours, not a "rolling hills" town	not really sure what is meant, it is a nice place for small families to grow, lots to do in the neighbourhoods
family, kindness, community spirit	continued growth and more fun activities for all ages to take part in	makes me think of the Town, but only because I see the sign	what are we growing here?
good little bedroom community, coming into its own, has a lot of recreation facilities	more services	what is the logo? I don't even know	I don't know what it is
a smaller town, ideally located and within a perfect distance to the larger centers	better recognition as a business center within a busy corridor	antiquated, looks like the logo for a small town	very limiting, potential does not equal progress
cozy little community	bigger hamlet to Red Deer	doesn't jump out at me	I like it - it is a nice place to grow - commercial, industrial, retail, residential, invokes a feeling of welcomeness

family, community focused, progressive, nice, clean	more / better facilities for seniors, including a lodge and extended care, more shopping, more sit down family restaurants	church, makes us seem like too small a town, too much green	nothing comes to mind
young, fast growing, I love it	more accessible, more senior friendly, a high school, more shopping options, lots more mom and pop brick and mortar shops	it's all right. I feel indifferent about it	I love it
civic pride, close knit, small business initiatives, shop local, modern, small town feel	more apartment buildings, more options for seniors, more stuff for kids, bowling alley, movie theatre	I think there's a sunrise in it? looks like clip art, I don't think of greenery when I think of Blackfalds	I think it's something about a community?
Family friendly, playful, community, growing, young, vibrant, innovative, progressive, fantastic events, beautiful parks & playgrounds, convenient location, Walking/Bike trails, Abbey Centre, outdoor pool, slo-pitch tournaments, quaint, central location, easy access.	Capitalize on its attractions/what sets it apart from other communities such as the Abbey Centre, Bike Skills Park, All Star Park, new arena, themed playgrounds, trails, events. Healthy active lifestyle, self-sustaining, eco-friendly. Keep the small town feel but with big city conveniences; a balance between big box stores and small business.	Clip art, juvenile design, too busy, too much detail, sleepy town, old-fashioned, archaic.	It's "just nice," not great. Passive, not unique. Unassertive. Not memorable. Hard to read inside the green blob.
I think Blackfalds is a very progressive, youthful community with many opportunities.	I would like Blackfalds to be known for it's positive attributes, rather than what it may have been in the past. I would like to see more businesses move to town so trips to Red Deer are few and FAR between.	I think it's dated and does not represent Blackfalds accurately at all.	"A Nice Place To Grow" Did you know, the word "nice" began as a negative term derived from the Latin "Nescius", meaning "unaware, ignorant." That's what I think of. Nice is a terrible way to describe anything.

<p>A community that focuses on the community members and providing events and infrastructure appropriate for the community members.</p> <p>Family-focused Youth-driven Developing Driven Goal-oriented</p>	<p>I would like Blackfalds to maintain what has made it an enticing place to live or move to. There are other communities similar to Blackfalds in this area, but Blackfalds has expanded to a larger community over the last 10 years.</p> <p>I personally prefer Blackfalds to keep the small town feel, and not try and be like Red Deer.</p>	<p>I think the logo is great. I am not certain how long Blackfalds has had this logo, or more specifically the image in the logo.</p> <p>I wouldn't stray too far from the current design and logo, no different than major companies building a brand and trying to keep the association built up around the logo.</p>	<p>A nice place to grow.. it is a nice place to grow a family, to grow a strong community connection, to watch your children grow through the schools in Blackfalds, and hopefully soon the high school will complete the education system in our community. It is a nice place to grow a family and that is what makes it appealing to others.</p>
<p>Young, active</p>	<p>More of a well-balanced community with more commercial businesses. Continue with the beautiful recreational opportunities.</p>	<p>Old, outdated, looks like clipart, has a church in the center which really isn't reflective of our town. Tagline looks really outdated and is not a good tagline.</p>	<p>Looks outdated and doesn't have much to it, seems generic. The word "nice" is uninspiring.</p>
<p>Young, families, active</p>	<p>more active in civic duties, something that builds brotherhood and unity, more Canada anthems at public events, and prayer back in schools.</p>	<p>Traditions, quality of life, community</p>	<p>Fitting.</p>
<p>Family friendly community. Young families with kids around the town. Fast growing and quiet town.</p>	<p>A city where all members of the community can satisfied their families and personal needs. I mean we could have all kind of quality services, like quality education, hospital or health center, entertainmen and diversity of businesses, so most of people would stay in town without needing to travel to bigger cities.</p>	<p>Small and safe town for raising kids.</p>	<p>It confirms that Blackfalds is a quiet, safe and interesting town.</p>

good place for raise children small town close to amenities	provide services so that people don't have to leave attract families	too busy focus on religion (looks like church steeple) that it is in the middle of nowhere there are lots of trees and sunshine sloppy (scribbled highlight on the logo)	opportunity family-oriented
Young Progressive	A smaller community with the services we need. We moved here to get away from the big city.	A small town with a bright future.	It should reflect the community
Small town living. Less Crime	Would love to see the Pool enclosed to allow more activities to remain in the community	Very complex.	I actually dont mind it. As I agree it is a nice place to raise and grow my family.
A young vibrant community with an abundance of trails and recreational facilities. The town is constantly working on ways to make it even better which is awesome.	Continue to listen to residents and work collaboratively with the councils of the day to keep improving the lives of its residents.	Probably time for a refresh on the logo front	it's an ok tag line but I think we can do better
compact everything is accessible	We are currently really focused on the growing community of young families. I would like to see focus applied to the aging population of Blackfalds. example; Seniors living complex	Dated	I do really like the tagline. We have seen more growth with industry in the last year or two. This is good. The infrastructure needs to grow with it.
Progressive and forward thinking	to continue being progressive and froward thinking	small town in central alberta	supportive of the young families in the community
Community, Value, and Safe. Community Programs, great place to grow up	Vision I see in the future is Growth, opportunity, Community Driven, Safe, Family driven	Small Community, does not really look like town does.	it is not bad actually a lot of people want to come to communities that are like what the tag line says.
Families, Outdoor activities, Playground	A place for families to live and have fun together	dated, boring, cluttered image	nothing

Quiet and less hectic family oriented community.	More commercial services, like a registry office, more banks, a high school, and maybe a nice upscale restaurant.	Quiet community with lots of services.	Encouraging to young families looking to start up.
A warm and caring community. The people are the ones who make a community.	I would like to see more schools as we are growing so quickly, also to see some more stores for shopping and if possible a seniors lodge.		It is true what it says and who it represents as a whole. It lets people know what our town is telling them because we are a great community.
We lived in Blackfalds from 2008-2010. Bedroom community to Red Deer/Lacombe, fastest growing community. Small town living, with lots of conveniences. Convenient location. Family. Busy.	A connected community, that also embraces the central region and partnership opportunities.	Dated. Generic. A sense of "church" is felt to me - stemming from the steeple and sunrays.	I do like "a nice place to grow" as a tagline. A nice place to grow, growth for family and business
New, quaint, rural, community centered	small inclusive town	it could be any community, needs a more relevant tagline, very passive, not bold, too busy	tagline is lame, needs to be bolder
Progressive, dynamic, up and coming,	An independent community where residents can support local economy and have all amenities available to their residents.	It reminds me of a rural community, farm based, small community feel. It looks somewhat dated and too busy. I am in this field and the most recognizable logos in the world are 1 and 2 colour, Coke, Pepsi, Amazon, FedEx. The current logo is expensive to print on stationery as well as promotional products due to size, complexity and colours.	Small community?
Young, vibrant and resilient. Very young community demographics and spirit.	More businesses / services including a high school	Needs to be updated. Does not capture the spirit of the community. It's dated.	Dated and needs to better reflect town vision. My suggestion for the new slogan/tagline would be: "Come Grow with Us."

Fast growing, young families, heavily residential, bedroom community. Basic services (grocery, restaurant chains, gas, etc.) type of community.	I think that Blackfalds is progressive and on the right track. There is lots of sporting facilities but could use some more arts and cultural things. Also some unique boutique type stores that you "come to town for" could draw more visitors.	Small town charm. The church stands out and if you glance quickly grouping could be one large church. But it is pleasant and welcoming.	That it is a growing community. Evolving. Prospering.
Untapped, unknown, undiscovered	I think there's an opportunity to better promote it as an alternative to Red Deer while reminding people that they're still very close to each other. Similar to St Albert - it has more of a small-town feel but is basically attached to Edmonton	Small town, religious (because of the church-looking building)	I'm neutral on the tagline. It doesn't really evoke any emotion
Vibrant young growing	continue to increase the activities available to the community and visitors	Small town religious	Tag lines are very hard to come up with. It was good when the town was smaller, but with over 10,000 population it's not as suitable.
Progressive, growth, family, family, family	Vital, green, family oriented	Too much going on, very generic, too busy	Fluffy, busy, not unique to Blackfalds , could be any community
Bedroom community but more than that one that works to serve the needs of young families	I think you are on to something with focusing on attracting a young population and continuing to grow businesses that focus on that. Of course business development is key and establishing yourself with some sort of niche is what will help you to stand out. Take Lacombe for example, they were targeting being "foodie" and I think they are there	Could use enhancement. I see a church at first glance. What else could you add to put the focus on what you want it to be. Abbey centre, ball diamonds, etc. perhaps	I like it as I think it's a great place to focus. Perhaps could use "great" instead of nice. Nice is sort of boring

bedroom community quiet close to amenities	classified as an up and coming independent community self sustaining clear identity (known for something specific)	outdated generic tag line	overused, generic, does not say anything specific about goals or "what" the community is.
Growing	Residential hub and bedroom community for red deer	Agriculture and religion	I like the tag line and how it matches the logo. If the logo changed than the tag line may not be as appropriate
A few nouns that come to mind: Growth, business, prosperity, youth, recreation, progress.	I believe Blackfalds has the opportunity to further build upon its merits as a complete, standalone community as opposed to the 'bedroom community' perception it perhaps once had.	I believe it is quite dated and does not adequately reflect the growing/progressive nature of the community. Blackfalds is a very appealing place but it's a sentiment I don't feel is very well demonstrated in the current logo.	It is quite basic and generic and perhaps does not present the community's unique/competitive advantage(s) as well as a more robust/creative tagline could.
Central location between EDTN and CLGR. Close to Red Deer. Young growing community	A community with leaders that are innovative and willing to step outside the box.A community that wants to try new things and keep abreast of change.	I like the colors. Since it is a young community, maybe a playground could be added to the image	A young growing community
I think of the facilities and industrious spirit of the community.	A strong central option that offers alternate housing, work and community services to meet the needs of central citizens.	A nice small town	It is soft and doesn't show a strong connection to community. It's Nice isn't the best word choice.
Small Town Feel, Blue Collar, Nimble	"Arrive" as a stand alone Community with self-supporting services	OK but a "modernization" is probably due as Town is now over 10,000	Not very inspirational
Small town by Red Deer Outdoor waterslides! Great place for "growing" families	Would like to see a strong, defined identity that attracts residents and visitors in a unique but authentic way	1980	It's not a strong community tagline Some residents may be cautious of growth (development) so can be seen as a negative

Young, vibrant and well-connected due to it's location on Hwy 2. I would also say industrial and commerce would likely be top of mine for people who maybe aren't as familiar with the Town as that is a prominent feature passer-bys will see from Hwy 2	A continued growth of the municipality as it is strucutred now, namely with a strong business sector who can take advantage of Blackfalds key geographic location allied to a vibrant residential community that has leading recreational facilites.	Whilst it is far from the worst municipal logo I've seen, my one criticism would be there is nothing in the visual display of the Town in that logo that could be identified as being "clearly and uniquely Blackfalds". As such it does tend to come across as just another Town logo, rather than differetiating itself from the crowd.	Again, like with the logo I by no means hate it, but at the same time it is far from memorable.
Young and vibrant. Recreation and parks. Bustling with activity and life.	Same as it is right now, maybe bigger.	The early 90's. A farming or agriculture community.	Agriculture.
Young progressive community	Responding as a community partner I would like to see continued growth in all areas with equal supports for all segments.	Inviting. I actually like it and would not change it.	Welcoming and progressive
A desirable community to live in that offers close proximity to work and shopping in Red Deer.	A viable option for those who prefer living a smaller more interconnected community.	The current logo looks like it reflects a religious connotation.	The tagline is not reflective of the community now or in the future.
There are several amenities that make me more likely to visit my friends in Blackfalds, such as the outdoor aquatic centre in summer. It seems like a great place to raise a family.	As it's so close to Red Deer, I feel it's beneficial to keep adding amenities that are unique, to specifically draw people to Blackfalds.	Too busy. I like the font. The outline of a church in the background could be off-putting to some people.	The tagline included is too large. I like the tagline, and it could apply to residents or businesses.
dynamic growing active young	a caring community, cohesive population with people knowing their neighbours and looking out for one another. An active community,	It reminds me of a community that is well established and has been around for a long time. That's not how I see it, Lacombe would fit it better. Not sure if there is another similar but I also think of a farm community. Doesn't really match the town.	I'm not particularly in favour of it. It seems generic and too cheery.

Young North Red Deer Residential Trades/Industrial Good sushi place & Chinese food	Unsure	Typical municipal logo. I often wonder if there is actually a townscape with the church back there like that. Can't imagine the graphic without the context (BLACKFALDS), would be recognizable to anyone as the "town".	"Nice", isn't exactly an outstanding adjective...if someone called me "nice" when asked to describe me, I'd feel both confused and a little let down - so find something outstanding and unique to your community.
Small town with a large community. Best words are improving and growing.	To continue to grow with community in mind. Gain more business and keep small businesses.	Very cartoony. "A nice place to grow" isn't something someone would see as enticing to move there.	Needs to be more powerful. Blackfalds isn't just "nice"
Fast growing & young community	Stable and safe	Dated & inaccurate	nothing
Pride - strong proactive core that looks at future opportunities for all. Visual Vibrant Proactive Inclusive	Community hospitality and opportunities for all ages Marketing/ communication has been one of the strong points. Blackfalds has amazing assets from small businesses, infra structure, people to facilities definitely a drawing point Possible expand on partnerships, bidding or creating event bids	The logo was good for its time. In my opinion it is conservative and too detailed for this dynamic community. I would suggest a new simplified logo.	A sleepy but safe family community. A great place to grow your children...but does not expand opportunities to stay and grow there families or Central location, great recreation and cultural facilities
Things that come to mind: commuter community, non-local residents living temporarily	The vision should indicate a sense of belonging	From a graphic perspective, it's too busy - too many colours (4) and too much linework. It's almost 3 parts pieced together, picture, name and tagline. It shouldn't feel disjointed between the 3 pieces. The only building I can distinguish looks like a church too - which isn't the first thing that comes to mind when I think about the Town	I don't think the Highlight of your community is growth, the tagline doesn't represent the feeling of a community. It can also come across greedy by adjacent municipality residents
Home. A place with big city amenities but a small town feel	stay true to current values. Don't try and become a place that you are not	Outdated	The tagline is nice. I think the logo needs to be modernized.

Growth Families Recreation	N/A	It does look quite dated. Maybe some new colours are needed?	I think it is still relevant to Blackfalds and the growth it has experienced. But, it would go stale quickly if the community's growth slows.
Family oriented, supportive, amazing community	Stay small, stay a close community but have more stores to be able to shop local.	Honestly kind of mundane and boring, out dated	It is a nice place to grow but if the town grows too much it wont be as appealing to families. I moved here instead of Red Deer because it was small and quaint and felt like small community would be safer for my children. Too big will change that feeling
Fast growing, young community with a proactive approach to living.	The place where everyone wants to live/reside due to the amenities and Town services	Rolling hills leading to a church community.	Grow old? maybe.. not really sure
Great Parks	Fast Growing Community	A nice Place to Live :)	A quiet, peaceful place
Family oriented	A kind and caring community that seeks to take care of its residents	It looks like it is town with a Church. It would be nice to see it reflect our Abby Center or our beautiful spray park.	A nice place to grow AND TO LIVE, WORK AND PLAY
young diverse population, food and fun, family oriented,	Focused on quality of life for young families...A place to really live, play and work!	Long road across empty rolling plains to historic buildings..boring	Nice to grow then what...move away? not exciting or cosmopolitan at all!
Vibrant, growing, families	Continued growth of new residents in addition to families who have lived in Blackfalds for many years	church, conservative	1.) The growth Blackfalds has seen in recent years 2.) family oriented community
Growing, quality family oriented living	Quality family life	Feels a little old fashioned	Okay but could be more dynamic
Opportunity Young Progressive Spacious	Sustainable Progressive Forward thinking Clean	Farming, church, religion, god	Family oriented.

<p>Innovative. Open for business. Resilient. Adaptive.</p>	<p>A prosperous community that benefits from its heritage while adapting to its future.</p>	<p>Main text is good but image and tag line are too detailed and not well suited to modern small screen format. Tag line is terrible. "nice" infers mediocrity.</p>	<p>adapt and prosper</p>
<p>Highway 2 growth satellite community of red deer hard working energy sector connection</p>	<p>major hub in the corridor with increased diversity and specialization more of a unique identity without the association to Red Deer</p>	<p>Rural Religious Green space</p>	<p>Too passive, nice is not a word that elicits an emotional response</p>
<p>Bedroom community Industrious</p>	<p>A community that offers an alternative to life in the city of Red Deer. Not to compete but to support the growth of Central Alberta.</p>	<p>Old fashioned; farming; church</p>	<p>Simple; unimaginative</p>
<p>Dynamic. Vibrant. Spirited. Determined.</p> <p>Where there's a will, there's a way, and the community of Blackfalds digs deep when it matters.</p> <p>Blackfalds as a whole - its government, its leaders, its business, its neighbourhoods, its citizens - it all comes down to people helping people.</p> <p>Blackfalds sets the standard for community spirit.</p>	<p>If one can realistically recognize the sheer geographical disadvantage of being so close to Red Deer, Blackfalds does not appear to have a 'booming metropolitan centre of import' in the cards.</p> <p>'Bedroom Community' is often wielded as a negative indicator, but that's its true strength - a quiet, convenient, family oriented 'shelter' from the city.</p>	<p>It is for sure a product of its time, and from an application standpoint is VERY difficult shape/size to incorporate consistently across all mediums (print, online, letterhead, etc.)</p> <p>Does Blackfalds even have a steepled church? Is it situated on multiple hills? It just doesn't seem to be a true reflection of the community.</p> <p>Green is good.</p>	<p>Tagline is dated - too many words.</p> <p>I'm putting in my formal tagline suggestion of 'Believe It!'</p> <p>It suggests that Blackfalds is nearly too good to be true, and whether you dream of starting a family, a career or a business in this town - you can begin to envision & believe it. It rallies people & businesses:</p> <p>Blackfalds - Believe It!</p>

Blackfalds is a growing community with a vision for the future. It has amenities and activities for all residents whether a young family or retired adults. Overall it is clean and well kept which shows pride in the community.	Continued slow managed growth to attract residents and businesses to upkeep and expand the Town.	It is very busy and you have to study it to see what it is trying to tell you.	Grow is okay but what if I want: a place to call home? put down roots? possibilities and opportunities? safety and security? warm community?
small, but growing; compact, but expanding, part of central Alberta/Red Deer region	I would hope it becomes a pivotal part of what drives the region's economy, and a small city where families have lots to do and can raise their children.	Small town, church, must be lots of forest or park area	reflective of the fact Blackfalds is one of Canada's fastest growing municipalities... "nice" seems kinda boring
Small but growing community. Family-oriented.	A balanced mix between residential, commercial and industrial developments, with continued recreational opportunities for residents.	Small but prosperous future ahead.	Content, happy place.
a young community with great amenities, blue collar community	young and fun	blah	it suits but does not sell
I primarily consider it a suburb of Red Deer. I'm not aware about the many things to do there, the quality of living, or any of the fun activities and amenities that might exist.	I think that Blackfalds' urban core could be drastically improved with an improved design that promotes pedestrian-friendliness, and those elements that support what Richard Florida calls 'third places' - social gathering spots.	It's nice... maybe a little dated though. Strikes me as a pretty, small town. I think the tagline could definitely be improved. No offence.	It's not very good. It's boring. It's generic. It's not incentivizing.
Family friendly	An independent Town/City, apart from Lacombe and Red Deer	Outdated, religious	Small town thinking, needs revisiting

Growing / Together / Supportive / Community / Active / Motivated / Green / Young / New / Helping / Events / Year Round Activies / Opportunity / Diverse	Green / Environmentally Conciious / Amenities / Beautifully Developed / Active / Re-new+Maintained / Opporuntistic / Nice Architecture / Aesthetically Pleasing	Outdated / Too Busy / Not Very Legible / Caters to Religion / Tagline Needs Contrast / Use more upbeat colours / alberta font is very small / buildings look old / like how much greenery is in it / Reserved / Not very versatile	Not Bad, Not Great, Mediocre / Colors aren't Legible / To Wordy Good message, maybe use "Growing Together" just shorten the text? Then you're already implying it's a nice place because you belong to a growing/ adapting community
Growth, trains, young families, the industrial section. What Lacombe should be, and what Red Deer is unable to be.	Green, welcoming.	I like it, but maybe lose the church. Keep the green and the sun, feels like it's the beginning of a new place, which I feel Blackfalds is. The promise land. A new start.	Old sounding, like it's a 1950's homestead. Make it about the future. "The Place you'll want to Grow".
A small prairie town that has moved from nondescript with no particular focus to a growing community that is forward-thinking and aggressively focused on growth of it's citizen and business base.	A family-oriented community with amenities to attract young families and businesses to the area. Progressive regulatory framework to attract businesses. A community that one is very proud to live in.	A small town in the heart of Agriculture. Traditional, family-oriented. The church in the centre is very prominent leaving me with a feeling that there is a strong faith component to the community. It looks friendly, albeit dated.	It speaks to family for me... a place to raise children with small town values and in relative safety. It does not reflect a town that has an eye on growth. It says to me - "... leave us alone, we're all fine here!"
-strong community -very family oriented -a community that watches out for each other -helpful and friendly	-hopefully not change that family feel you get here -keep up the varieties of activities for families to do	Not to sure what exactly it is representing.	The tagline is not bad as Blackfalds is a very nice place to grow. At the same time I am sure there are better taglines that are a little bit more trendy.
Growing, Together, Strong, Future	Blackfalds future should be a relaxed but yet excited I'm home feeling.	Feels like we are promoting an OLD small town community which I think we need to move past it as it needs more attractive with Zing and pop.	OLD TOWN, SMALLVILLE
Family, recreation, park system	Continue to be family focussed	I like the tag line, the picture of the town with the church could change though	The tag line fits.... we are very family friendly and provide a nice place to grow
Small town, comfortable, secure, kindness	Growth, amenities, with a safe, small-town feel.	90's, old fasioned	I like the idea of growth, but "a nice place to grow" feels lame and limiting

What comes to mind when I think of Blackfalds is family friendly, peaceful, and town pride.	I would love to see the town of Blackfalds to be seen as a destination, and a town you want to learn more about and spend more time. I would love to see more shops that bring people in to shop at, boutiques and great coffee, a town people don't want to pass by.	I believe the town logo is great.	I like the tagline. I've been in Blackfalds for 19 years, and felt like it suited my family, we grew here.
Young, vibrant and multicultural	Young, vibrant and multicultural	Christian's only. The logo seems like something from Alabama. Why a church? There's many religions observed in Alberta and I think the message is Christian or bust. It's a bust!	Like the tag line
Family & home	A safe place for my kids to grow up	I think it is good	I think it is suiting and welcoming
Family Small town feeling Community	High school Better sports opportunities Safe Opportunity	Opportunity	Meh
Small town feeling	Grow in size	Doesn't say anything about the town	It's decent
Youth, fun, excitement, trendy, opportunity	Leading community	Outdated and generic	Served its purpose
The way the town has grown over the past 35 years we've been here....we see no need to waste 35,000 to rebrand!!! Spend it on slowing traffic down on Womacks and other main arteries!!	See 1st answer!	See 1st answer!	No thought
Vibrant, innovative, forward thinking, strong community spirit, great community for young families	A community that not only young families find appealing but a community that people of all ages want to live in complete with full retail and professional services available.	It is a little generic, not representative of the town's vibrancy and appeal for young families.	Tag line is OK as it speaks the appeal of the town for a place a family can grow.

As a long time resident of Blackfalds, I unfortunately feel like the town has LOST the feeling community.	I would like to see Blackfalds take a step back in the sense of trying not to grow to fast. I understand growth is important, but in growing to fast we are losing the "small town" feeling of neighbors looking out for neighbors. Feeling safe in the community is a long gone feeling.	I don't think about the logo to much at all, but I love the slogan of a nice place to grow. Doesn't really ring as true as it used to, but it always made you feel warm saying it.	A strong sense of community Question 11: it was obviously unique and good enough for other place to adopt a version on it.
Family friendly. Warm welcoming	Exactly how it is now. A wonderful community filled with people who enjoy getting involved	I love the phrase, but the picture needs more color. It has too much of a farm feel to it.	A nice place to grow, I's perfect. I love it, as blackfalds has so many young families.
The community is very welcoming. It feels like home! We moved here nearly four years ago and we absolutely love it here! The pride the town and community takes in caring for the community speaks volumes! The natural beauty and the Small town feel are what we love most! We like that its A growing community, but still has small town feel!	I would like to see some growth for sure, like a high school, another grocery store, dollar store as well. I would also like to see more option courses available for our juniors gr7-9. The options right now are pitiful. To keep the small town fee An indoor swimming pool would be nice and allow families more to do within our community year round.	A small community Centrally located, with potential for growth.	I think it suits our town! I just hope that we maintain the small town feel going forward. A lot of the reason why we moved to Blackfalds is because of the crime and the drug abuse in red deer. Both myself and my spouse grew up there, but it's changed so much! We wanted more for our kids, to be able to play safe
Growing, family centered, kid friendly	Family centered, more shopping/restaurant options, safe	Average	Somewhat fitting
Community - coming together Small town feel with big appeal!	Continually growing and attracting new businesses but maintaining that small town feel and closeness.	Traditional and a bit outdated, with the church being at the pinnacle of the town it makes it seem that Blackfalds is very religion oriented.	The tag line is fine, it is a nice place to grow!

Over taxed, under serviced. Unlimited spending. A spending class and a paying class where the majority pays for the pet projects of the few. Like this year's rebranding & last years speed reduction. A few people are always looking for ways to spend. Costing the rest of us in perennial tax increases.	Smarter growth. Penhold and Lacombe seem to have scored the new Gasoline Alleys. How does Blackfalds continually miss out on these growth opportunities? I envision a future where our town officials stop lying to themselves about what we are and thus costing us less money.	The current logo perfectly captures who we are, a young community with a bright future. A nice place to grow captures what thousands that made us one of the fastest growing communities thought.	The current tag line is the perfect brand for Blackfalds. A nice place to grow captures what the thousands that moved here think.
Community Clean A place for a family to grow	To continue doing what it has been doing. Making kids our future and giving them what they need to learn and grow such as awesome skate parks, library, spray park and the abbey centre Blackfalds is filled with growing family's so to have the resources here and close to us is what I look for and what in blackfalds	Blackfalds is more than a place to grow, it's a place to live & learn the logo is nice but not impactful	Blackfalds is definitely a place to grow but there isn't so much too
Quiet Town, with old school values	A bit bigger then it is now.	outdated, not visually appealing.	your place to call home
Progress Family Community	More self-sustaining, keep the beautiful trails, paths, and ponds. Having a composite high school for our growing population. Foster a sense of life-long learning.	It's religious, outdated and ugly.	I think it is mundane and outdated.
Family Community Friendly Neighbourly Green spaces Parks	Small town More small business with Value placed on independent business over corporations Continued investment in community programs/recreation/activities	Church is too prominently featured Otherwise, nice but old fashioned graphics	It's fitting. Blackfalds is full of young families and it's a growing town.

<p>A community of ppl helping others is what comes too mind when I hear blackfalds</p>	<p>My vision for blackfalds is too continue too grow like we always have with the same logo and the same tag line</p>	<p>It's great! I have lived here my whole life... when it was a small town and now too this and it's brought in a lot of business and a lot of revenue so I don't feel the need too change something that isn't broken.</p>	<p>Blackfalds is a place to grow and it has suited this town in the past and I feel it still reflects the future... that's think rebranding is a good idea. We have had no problem in the past making blackfalds bigger and better with this logo and our tag line . So why change it?</p>
<p>Young, energetic and helpful community</p>	<p>Active and prosperous with more services like shopping and more parks and rec events.</p>	<p>Old, generic and out dated</p>	<p>The town is a great place to grow, but the tagline is generic and doesn't specifically speak about what Blackfalds is about.</p>
<p>I have called Blackfalds home for 20 years and this town has always been about family. This town has always been known as a safe and comfortable place to call home and raise your family. Many dads work on the road and feel piece of mind knowing they are safe at home while away. Family would be the word I would use to describe our community.</p>	<p>I like the fact we are growing and businesses are looking to move here but I don't want to lose the quaint small town feel that we all love about our community. I fear we will turn into red deer and have all the social issues that come with it.</p>	<p>I personally do not dislike it.</p>	<p>It's true! Blackfalds is a great place to grow</p>
<p>Community & Family! I have lived here for 25 years and that small town feeling has never left</p>	<p>To continue on the path of "independence", not relying too much on surrounding communities for things such as recreation, shopping and infrastructure. Some form of registry would be nice too.</p>	<p>Is it a little dated? Maybe, but it still conveys the spirit of community.</p>	<p>I think the tag line is timeless, and does imply community and Family</p>
<p>Natural, Play, Fun, Family</p>	<p>The perfect bedroom community. Enough amenities through recreation, and businesses but an emphasis on local entrepreneurs.</p>	<p>It's a window into our town.</p>	<p>The word nice is terrible....</p>

Young, active, growing	Simple, inclusive	Dated. Too busy. Church/religious buildings have no place in a town logo. Looks like clip art.	It's fine
Its a place for people to live that need close access to the city. Thats why people live here, the town doesn't need all the services that the city has because it's 10 min away.	Less theft.	Its a good logo. Keep it.	The town doesnt need a "slogan"
Family oriented	Small town family feel with the services of a city center.	Welcoming community	That Blackfalds is a great community to raise a family.
Peaceful	Small slow growing	N/A	N/A
Family oriented	Keep small town feel with more businesses	I think its good	It's good
Small, friendly, strong community	We need more infrastructure, more food options, more stores, and better transit	It's fine	The town is growing a lot and it's great for families we just need more things local.
Active Family friendly Middle class Growth	I have no idea. We do need more shopping (clothes, housewares, not anymore pizza/fast food/liquor stores)	Religion Christian Oppressive Unfriendly to outsiders/different religions White Conformist Unfriendly	Watered down Uninspired Bland yet accurate
A flock	More honest	Too busy	Needs update
A community! As we already have this in spades!	Less of digging into our pockets for rediculas thins like rebranding	Perfect wouldn't change a thing	It is a nice place to grow. It's where family grew
Small tow , friendly	Town with more stores, more family friendly restaurants	Nothing is wrong with it. Unnecessary to spend that kind of money on branding when it could be used elsewhere.	It is a great place to grow, so why change it?

Friendly, fun, beautiful and growing.	Cooperative housing for seniors and low income. Keep as many green spaces as possible more social services and supports for those in need. Stay local business friendly.	I always think it should say it's the best place to grow, nice isn't strong enough. Brighter colours less complex. Is a bit old fashioned looking.	Nice is not strong enough.
Tied together helping neighbours	Family oriented activities (to continue)		I really like it a nice place to grow means a number of things a place for your family to grow, the community itself is growing, activities continue to grow and expand growing as a family oriented community
young families, bedroom community, great events, great parks, lacking stores/restaurants	Ideally, a place we can actually do everything in (ie, shop, go to restaurants, the doctor, the registry etc), there are still a lot of services Blackfalds doesn't have. Continued growth of recreation opportunities and community events	I don't have any issues with the text (Blackfalds, Alberta) part, everything I see branded with that logo is fine. The rest has got to go. The green scribble is tacky. I'm not sure we have many rolling hills, looks pastoral and nothing like our town, and a church doesn't need to be highlighted. and the shape of it all is funny.	I mean it's not bad...as there are a lot of families growing here, but it would be more suited to an agricultural town
Family oriented, close knit	Family oriented, close knit	I love it. Remove the church steeple and it's perfect.	It perfectly fits our community and why we moved here.
Drugs	Shopping friendly.	It works.	What a lie.
Family orientated, local, up and coming, young family	Not too big, small town vibe, lots of activities for children and families	Love the nice place to grow! Could use a better picture	Love it

<p>Young families.</p>	<p>A trendy place to hang out that offers something that Red Deer is lacking. Blackfalds is doing good so far with the parks, trails, abbey center so keep it up. I think we need to advertise Blackfalds uniquely from Red Deer and Lacombe. Blackfalds also shouldn't focus too much on trying to be a small town, small towns aren't unique.</p>	<p>Religious, old, boring, uninspiring, typical small town logo, nothing special.</p>	<p>While it may be a true statement, it's a pretty uninspired and dull statement. It's isn't very unique sounding. Sounds like a statement that any small town would make.</p>
<p>Family-oriented, young families.</p>	<p>More opportunities for kids, less reliance on neighbouring communities.</p>	<p>I never looked close enough to realize it was a church</p>	<p>Fits the community.</p>
<p>young; growing; vibrant; rural/small town feel with good amenities</p>	<p>I like to see it growing, and more commercial development, but I also would like to see the small town feel maintained. I would like to see Broadway Ave ("downtown") invested in more than the outskirts. It seems to be a problem with a lot of communities, but we don't have the issues that larger cities have downtown, so no reason not to develop it.</p>	<p>I think it's fine, except that it seems to feature a church right in the middle which is odd. We don't have a church-centred town or even a special church that would attract tourists.</p> <p>I like the sun in the background.</p>	<p>I like it, it fits the young, growing community demographics.</p>
<p>If you aren't in a sport or an outdoors person there is nothing for you.</p>	<p>A place that makes all individuals feel welcome, not just sports clubs</p>	<p>It's perfectly fine. Why waste money changing things. Case in point how many times did downtown get changed. Find better ways to spend tax dollars, like better snow removal. It was fantastic when I moved there 18 years ago. Now it's a joke.</p>	<p>I think it's great.</p>

Growing Family oriented community together	keep that small town vibe but with more amenities	Is that a church?	I like the tag line
Family oriented	A fun safe place you can raise your family And enjoy local affordable businesses that has everything available that red deer or lacombe would have to offer example: hospital, registries, clinics, grocery stores Ana more schools.	It's fine	It's ok
Young families, growing community with small town feel	A thriving city, with a lot of commercial business and support, and a destination city.	Needs refreshed, the building in the logo isn't in the town is it?	Young families and fast growing community.
For a growing community besides a skate park and out door pool there is not much of a activities year round, not all families are hockey happy	Put tax dollars to proper use not throwing away our over taxed dollars	It's fine leave it!	Does it really matter your going to change it anyways
Small town feeling Sense of community	Maintain the small town young feeling but increase levels of retail services to minimize travel to other communities	The church is very prominent. That gives an impression that religion is the heart of the community yet that's not the feeling of the community to live in it.	It's very ho hum. No energy to it

The town is rapidly growing, and businesses are already seeing that with the development at the south end of town.	I would like to see it thrive, but stay about the same size that it is now... along with too much growth also comes increased crime and political corruption.	Wonderful... If the town insists on this change, then we should expect a property tax break, or at the very least, no increases, seeing as how the town has an extra \$35,000 to burn. I find it very financially irresponsible of the town to approve this when the economy in this province is in a shambles, as well as having to endure the Carbon tax.	Attractive to families, and the more families that come here, businesses will follow... it doesn't work the other way around
Young, vibrant, energetic,	Loving family friendly community	Does not match our town, do not relate	Better than the logo as we are a growing community
Young families and not enough schools	More stores to keep people more local. Another public elementary school and a high school!	Haven't really ever paid attention to it. But now looking at it it's old looking needs to be nicer and brighter colors	Young families can grow
A young, but quiet, safe, respectful, and mature community. A place to raise your family in.	The same. It's what drew so many families here.	Blackfalds. Respectful, quiet, safe, peaceful. A community to raise a family in.	I think it represents what everyone that moved here wants. A place to grow. Have a family. In a peaceful neighbourhood.
Poorly ran. Expensive. Terrible lay out. Prides itself on its progressiveness but falls short on everything. Town cares more about a hockey arena than actual town development and budget consideration. Roads are constantly in need of repair. Unsightly.	Not sure, I bought my house in 2014 with plans on staying here for the rest of my life. These 5 years have been eye opening. I don't see myself being here for another 5 years.	Perfectly fine. No need to change whatsoever.	Virtue signaling. Lazy.
Family oriented	Thriving	Don't think about it honestly	Nothing
Young Fresh Small town feel Home	Safe Affordable Fresh	Stiff Flat Heavy	I like it! Blackfalds is a awesome place to grow up in!! That's the reason we moved here before our kids started school

Great place to raise a family Many great community events (ie winter fest, blackfalds days, Christmas lights at the spray park)	Small town feeling, friendly community	Nothing	We are a fast growing community
Young families. The reason we moved here, 15 years ago, was because of the younger families that we could bring our family up with.	Bigger than Lacombe. Attract larger commercial tenants (Canadian Tire). I don't believe that Blackfalds is tapping into the potential of being so close to Hiway 2.	Old! Maybe we are a town of Amish!	It makes me feel like "a nice place to grow" is describing the town itself as in the town is young and behind the times.
The place to grow for young families	To grow with the families that live here so they dont have to depend on red deer amenities to have a full and enriched life in their community	This logo is great	I think its accurate and appealing for the community
Young, active community	An active community with lots of activities for children & youth	Outdated	It's fine, maybe a little tacky
Small town who wishes to be a big city.	I think Blackfalds should stay a nice small town where families come for the escape of a big city. We should focus on parks and places that families can get outside and do things for free, making memories and enjoying time away from tvs and technology devices.	I don't see anything wrong with the current logo. In a time where history is being erased because of it offending other groups I feel we are in turn erasing the old logo to do the same.	Blackfalds was a nice place for young families to move to to grow in but it seems now the towns agenda is to make Blackfalds a big city with all a big city offers. I feel being 10 mins outside of 2 bigger communities that we are lucky to only have to travel a short distance to have a big city experience. Let's keep it that way.
Family orientated	Continue to cater to families less liquor stores, a few more activities and health related businesses in town	Rural	Accurate

A big pot of stew with whatever was laying around as the ingredients.	Not having train tracks right through the middle of town close to a playground for starts. I'm also deeply confused as to who would want to go shopping or eat across from a welding yard, grease soaked tents and giant cranes aren't exactly nice to look at while having lunch.	Nothing.	I think the tagline still works for Blackfalds today, tons of homes are being built, Blackfalds is a nice place for young families to grow along with the town. A place to grow should remain the tag line a while longer.
Vibrant, friendly, family oriented, bedroom community, safe, affordable Small town living, close to everything.	Blackfalds can be a 'place to stay' not just a 'place to grow'. With challenges facing cities like Red Deer (safety, downtown, transients, etc.) Blackfalds feels safer, we can use this to our advantage! People here are less worried about 'big city issues'. Blackfalds need the growing businesses & services balanced with this small town feel.	Has a "churchy & farming" feel. Keeping the "Blackfalds Alberta" font would make sense to keep a recognizable element in the new logo and making for less signage to replace (therefore less ruffling of feathers on replacement costs). Time for updating the graphic! Feels dated. Quality of graphic elements for print/scaling could be better.	Appeals to young families. Seemed very relevant when we were among the fastest growing communities in Canada, not as relevant anymore. Excludes singles, seniors, geared more to families.
Growth	To continue to provide youth oriented initiatives	Who looks at it and makes a decision on moving here or opening a business? No one!	The proof is in provincial and federal stats.
Growing community	Safe, smaller community	I think it is fine. If it changes, there is a tax payer cost to the logo. For example, every piece of equipment in the abbey center has the logo on it, all the staff clothing. This is a big budget that does not need to cost more in taxes.	Not applicable
Nice	Nice.	Perfect.	Perfect.
Bedroom community	I would like to see more to attract seniors.	I like it.	Agriculture

Growth, young families, proximity to Red Deer and QE2, active,	Blackfalds will be a growing prosperous suburb of Red Deer with and active community. There will many facilities for recreation and plenty of trails for walking and jogging/biking.	busy, small town, church at focus, rolling hills	it is fine
Young families and recreation facilities and events	The same but with more businesses to off set property tax more. Establish more of an arts community as well	Churches, old style logo, inconsistent color scheme. The tag line is missing energy of a young community	Lack luster, doesn't sound established
Young families, small town with high taxes and over crowded schools	Improvement in many areas.. too many to mention	It suits our town.. I love it..	It's great. We want our town to grow.
Caring Community	Commercial Industry to help support the tax base Property taxes are waaaaay to high.	It's wonderful, perfectly represents the town.	A great place to raise a family and start a business.
Excellent opportunity for family recreation.	Still a small town with needed amenities (we are so close to Red Deer and Lacombe we don't need to fill space with business. We recently moved to Blackfalds because it wasn't the city.	Dark and dated	I think more of the town growing than an individuals growing up. We have lots of services and places for young families but not lots for seniors. So not a great place to grow old.
Extravagent! The town seems to need the best of the best (Wadey House, new operations shop, new hockey Rink). All cost alot of money compared to much cheaper alternatives. Even putting a team together to waste time and money on rebranding the logo when there is nothing wrong with the current one	Less extravagent. It seems that will likely not happen though	It is perfect. No need to change something that is tried and true	I think it says its a nice place to grow your family
Youth Oil patch Kids	Strong community that has opportunity for kids to become great	Crops, pump jacks, pipelines, family, sports	Kids and family's of different stages and ages

Small town living, by the city	More shopping, food establishments, etc	It could use a facelift but not at a high cost	Its ok
Crime, ridiculous spending on projects, lacking trails that connect.	Safe.	It doesn't represent us at all.	We need to stop growing!
Blackfalds is a fast growing community, filled with small families. It has a small town feel, with huge potential.	I'm not entirely sure. I would love Blackfalds to have strong community spirit. It doesn't really bug me that much that we do not have big box stores, because I really enjoy the small town feel. Plus, if you want the big box stores, Red Deer and Lacombe, or even Sylvan Lake are just a short drive down the road.	I feel like it definitely needs to be updated and modernized. It looks like it was done on a computer program back in the early 2000s, and technology has come so far, it just needs to be updated. I do not see anything wrong with the tag line	I don't mind the tag line. I don't think it necessarily needs to change, but if someone were to come up with something that describes Blackfalds better, then by all means, change it
That it is a small community with a small town feel	To keep the small town feel with moderate services and taxes that are lower than red deer. A town that curbs unnecessary spending like we have surplus cash. I don't want to see Blackfalds become stagnant but currently it seems like all the town is doing is spend spend spend. Especially when the multiplex is not even paid for.	It could use an update but with the economic slump we are in it is not feasible. We still have a multiplex to pay for. But, the town like to push things through that make no sense so this logo business is par for the course.	If the province of Ontario can steal the tag line I think it is just fine for a small town in Alberta
Family Growth	Small town feel with some of the necessities that a city provides. Locally owned businesses Lots of greenery, eco friendly, earth-forward ideas (loved the solar panels at the Abbey)	Nothing really. That it's weird that a church appears to be the focal point...	...

Family Community Outdoors Active Friendly Helpful Dogs Freedom	Work opportunities and business growth. Less crime. Transit to stay. Comp High school with learning opportunities like Lacombe comp. Football team. Cheaper taxes.	Outdated. Boring colours. Has the look of a small village and doesn't represent the town we have grown to be. I like the tagline, a nice place to grow.	I like it. Blackfalds is a nice place to grow.
Community! Helping others.	Inviting. Small town atmosphere with many amenities.	It portrays warmth. It's inviting to want to explore the possibility of staying.	It seems almost an afterthought
Progressive and forward-thinking	A more cohesive community instead of fractured	gaudy picture but great tagline	A great place to grow is perfect description. It's an amazing community for small families and start-up businesses.
Young, vibrant, family centric, growing, youthful	Continue growing in a family focused way. Blackfalds has amazing parks, programs and facilities for the young family... It's quite special.	It is a bit dated and the scene doesn't represent the town. It just needs to be a clean modern outline. Maybe an artistic rendering of a family?	It's okay. But it could be amped up... not just a nice place to grow but maybe a vibrant place to grow.
Family Community spirit beautiful Parks and Recreation	A wonderful place to raise family and inspire community spirit. A community where all needs are met within it.	It's a little boring and blah.	I dislike the word nice, I don't think it has enough punch and is very nondescript
young	innovative, flexible, responsive, friendly, safe	wholesome, green	it's a growing community
Family oriented, fast growing, strategic planning to accommodate new growth, town office engages with the public to get their ideas	Slow steady strategic growth, keeping the balance between growth and concern for keeping a small-town feel and quality of life	Haven't given a lot of thought to the logo to be honest	Thw tagline is appropriate as it matches our status as a growing small town....not sure if it should be changed or not

Friendly and welcoming	Still friendly and welcoming, but a little larger with a few more services	The religious reference in the current logo is a bit heavy handed. Aside from the sun, it doesn't bring to mind what Blackfalds means to me. Having three separate parts to the logo makes it complicated to view and difficult to easily interpret. It also feels very dated and it's likely time for a refresh.	Family and new opportunities come to mind.
50% small town vibe 50% city vibe	Keep growing!	Always wondered where exactly the church that is in the picture is located? I've never seen a church in Blackfalds and if there is one it's certainly not the forefront of the town like it's portrayed in the town logo.	Its simple, yet fitting
Young, vibrant, sporty,community	A place where people of all ages feel like the town has something to offer them. A town recreation,arts , culture, and education.	Too agricultural, doesn't truly reflect our community. Somewhat religious?	I like the idea of it.
Family oriented, Growth, outdoor recreation	Being able to not make multiple trips to red deer hopefully in the future. Growth in general- accessible health care ie. appropriate walk in dr clinic	New logo needed	Nice tagline
young, a lot of amenities fr residents, growing, starting to get businesses	expand trails and parks, better RV dump, better campground to continue attracting ball tournaments	totally outdated, what's with the big church? Looks like the village from Little House on the Prairie.	not ideal or really catchy, but I don't have a huge problem with it. Needs more punch - should be awesome or fantastic instead of nice.
Growing town. Almost Out of the reach of the crime from red deer	Not too crowded at community events. Community that is still small enough to know people at the grocery store.	It's fine. No one should judge a book by the cover	Cute. Makes me think of a small town. Which is what I want blackfalds to feel like in the future

Families.....	I'd like to steps taken for better affordability. Lower franchise fees on utilities, lower taxes even if a few services need to be reduced such as slow down on arena expansion...such an expensive project that is only few a few people	It's nice but a bit busy, are logos really that important? Like I cannot even visualize any other communities logo	Kind of corney
A small quiet community that's great for young families	A safe place to grow my family	It's nice and simple	Punch line is good
Family	Safe and family fun	A nice place to grow	Love it because it's true
Family	Family	Why change it? It is a nice place to grow!	It's the truth!
Nice town	Keep the small town mentality	It's fine the way it is. Don't need to waste money that could go something better by changing the picture	It's a good place to grow
	Have the business that would get the people to shop here instead of Red Deer Have better sports facilities Indoor pool a curling arena A high school		
Family oriented.	Maintain the small town feel, dedicated to families	The logo is outdated.	I think it's good.
Lacking essential services such as Doctors' office, ambulance, paid firefighters and better policing, strong industrial base, more recreational opportunities including curling & indoor pool	Having all the things I mentioned in question #1	It's ok	it's fine

Family, kindness, community, recreation, peaceful.	More local restaurants, not just pub grub, fast food and pizza. Most travel out of town to have a nice meal/beer/wine. Get people out of their houses and appreciate the beauty of Blackfalds, most have no idea about what is around them.	Dated and old, a church	Small country town
Family, growth, close knit community	A town that supports all of its residents in many ways	the logo could use a revamp	I like it, has a good ring to it without being too cliché
Families	I would like to be to the point where you don't have to go to Red Deer, Sylvan or even Gull Lake to find a place where all ages can enjoy themselves.	Bland...	It says "a nice place to grow" but what in the logo represents growth? Road? Buildings? Fields? When I do look at it I get a nostalgic feel... it's very 1950's.
Family oriented, active, go big or go home	Maintain the small town feel continue to offer so many activities for families of all ages	I like the logo and the slogan it is a nice place to grow	I love it it's a great place to grow yourself and your family
Still has that small town feel...people smile and speak to u. Lots of young families	Well, it's obvious the town will continue to grow. Although there should continue to be programs/ activities for our youth, let's not forget our seniors	Still has that small town feeling	Young families...growing business
I've lived here my whole life - born in Red Deer - and my vision on the town used to be 'an absolute mess'. It's definitely changed now, I would probably say Blackfalds is something along the lines of 'a really nice hub between Edmonton and Calgary, with lots of liquor stores' lol	'a really nice hub between Edmonton and Calgary, with lots of options for food' - we need more variety in fast food! Then again my diet is terrible. I'd like to see more options for recreation as well. I don't participate in sports or gym exercise, so there isn't too much for me to do out of the house. Host a Smash Bros tournament or something!	It looks dumb. I do like the font, but it's outdated compared to modern brand design. It emulates Alberta's coat of arms too much.	It's accurate, even more so now than it was when I was born. I don't know if I'd use it as our slogan when appealing to the masses outside of town however.

young, growing	A hub for entertainment (concerts, hockey, conventions, art etc.). Not just a bedroom community to Red Deer.	Old, outdated, doesn't represent the current town, religious	The tagline is still somewhat applicable as the town is growing rapidly. But it doesn't feel like it packs a lot of "punch". I don't feel like it's that memorable.
Young Involved Community Focused	safe, active, thriving community. own identity separate from close by cities	Small farm town	generic. could apply to any town
Family, young community, small town	More developed business/commercial sector, expansion of the existing facilities & services. More of what we already have, just with a larger population.	Boring. Doesn't reflect the community, just looks like a stock photo that doesn't actually represent anything here. Does kind of look like it is trying to represent a peaceful small town, but it is generic.	True statement, but also generic.
Progressive	more sustainable	Good feelings I like it. too much detail	Growth, newness, cutting edge
Young, at across road. Growing pains	To be financially stable	I like it	I think it's fitting, as the generally population of the town is very young
Small town vibe, caring and integrated people.	Self-Sufficient, not relying on the services of neighbouring communities for all aspects of daily life. Increase in the amount of options, thinking of businesses and food/entertainment establishments.	It's lame, looks more like it belongs in the U.S. than here in Blackfalds.	It's simple and generic, doesn't capture any kind of unique character traits of the town. It is a tagline that every town could use to describe itself.
youthful; family-oriented; expanding;	small-town charm with big town opportunities	"this town must focus on religion, or it be important to the town because of the church at the centre of the logo" I don't like the logo for this reason.	"nice" is a soft word and makes the people of the town sound weak. Great place to grow is stronger than nice.
A nice place to grow!	Continue to be family friendly	I love it!	It perfectly suits our community
Dynamic, involved, close knit, civic pride, young, supportive, frugal	Full of amenities, shop local, range in ages	off the mark, church not the central focus, too busy, too many colours, too detailed	contradictory given there is no high school, doctors, or medical facilities to date. Grow implies that services are within the community, not outsourced.
small town, close to everything	the same small town feel	shows where the town came from	I think it's cute

Youthful, growing.	A safe fun place to live. I'd love to see crime go down. Lots of robbery, kids getting held at knife and gun point scary to think of raising kids in this town when theres so much crime going on.	Dated	I dont feel it's the most accurate with the crime. Although I do love Blackfalds and all the new things it's bringing in. It's not always the nicest or safest place to grow when theres gun shots at the community center, multiple police standoffs in residential areas with young children.
Over taxed	Dont spend tax payers money when so many are out of work and expenses keep going up..	Looks good. Don't change it.	How about you ask if we want to spend money on this???
Hockey obsessed. Lots of school bullying in public schools. No indoor pool to keep kids active during cold winter (Abbey centre no longer provides badminton rackets so Abbey centre pretty useless for under 14s)	A subdivision of Red Deer so I can access indoor pools with my Abbey Centre pass	We have one? Why waste money changing it? Put this money towards an indoor pool	Perfect...it is a great place to grow
Caring, generous, friendly, home, encompassing, compassionate,	A few basic retail stores, not liquor or gas, decent doctor, senior housing. As a bedroom community it is hard to find a balance in what businesses will survive and what won't. Lots of seniors in community, we need to ensure housing and events that allow them to utilize them affordably.	I think it needs to be modernized. This one reminds me of an Amish community. However, I love the rural/farm feel to it.	It's ok. Not great.
Young community	Family orientated	Old fashioned. Looks like it was made on Microsoft paint.	It doesn't really have any meaning. It doesn't describe the town.
Spends way to much money on stupid stuff.	Spending less money.	Money saver	Spending less money
Growing	More business to shop local & not have to drive to RD for more selection	Too rural	Bland
Sadly crime	Not sure	It's fine	Not sure

Family oriented, United	I would like it to continue growing and offer more businesses so I dont have to always travel out of town for my needs or pay outrageous prices for the businesses that are already here. I'd also love to see more things for families to do. I would love to see it grow to the size of what sylvan offers but remain small enough to keep that town feeling	Outdated. Looks like a village or like settlers live there lol	I don't mind it as blackfalds is continuously growing but it could be more inventive
home; caring community young caring community young community progressive exciting dynamic	A fiscally responsible community that provides superior services and facilities to our community in a compassionate and caring manner	It is too pastoral, can evoke images of a highly spiritual community and does not reflect the dynamic sports nature of our community represented by hockey, bike skills park and Abbey Centre among others.	In some ways I think the tag accurately reflects what Blackfalds is, however it fails to provide excitement and a sense of active and growth of a primarily young community.
Friendly, family, opportunity for new things	Small town feel with strong local businesses that are unique to other town. A place where families feel safe and welcome.	It's not us. Nice picture but it looks like a cookie cutter town. I like the colors but the "nice place to grow" is cheesy.	It could have stronger wording. It's definitely a true statement of the town but maybe needs to be reworded.
Family friendly, young, fast growing	Continue with family friendly, still keeping community feel.	It's outdated and I am not a fan of the shape or colors	It's semi accurate but needs to stand out
Young, active, city population, but with small town offerings. At the moment (and I know people never want to hear this), it still feels like a bedroom community to Red Deer.	A thriving small city where people can live, work and play without leaving the community.	It very much brings to mind the feel of a very small, quiet, perhaps even sleepy community nestled in hills.	Don't like the lower case lettering. The tagline feels a little childish. "A nice place" is kind of meh, and doesn't really sell the community.
New faces that seem familiar. Current and fresh mixed with old familiar places from the past.	A place to bring people together as often as possible. A place that draws friends and family together. A place that you just want to take a closer look at.	A place that's growing towards something fresh and new.	They send opposite messages.

Close knit, supportive	Continue the small town feeling but have a wider range of businesses, more than pizza and liquor stores.	No thoughts on it.	I like it. Bring your family here to grow up.
Recreation Schools Trains	Safe Quiet	It shows a small town. Our churches don't look like what seems to be a church. We have no rolling hills. Its inaccurate.	Enough growing. Its feeling crowded.
Young	School for k-12 Abundance of small business	Inaccurate - too much church prominence	Very true representation of a young, growing community
Continually growing, higher than desired crime	A town that my children will want to come back to raise their families	Recognizable representing Blackfalds	I think the tag line is very appropriate for Blackfalds
Youth, families, growth, forward-thinking	A family friendly community with a small town feel, but with all of the amenities you need to stay local	Old-fashioned, rural, religious	Nice is very generic, but I like the reference to growth
Friendly Accepting Family Fun Bright Beautiful Welcoming	Id like to see our town able to bring in more businesses, but to do so with balance in order to continue supporting our local shops.And for Blackfalds to continue reaching out to the residents for feedback on new proposals. (ie: urban chicken coops. Which is another thing I'd like to see in blackfalds.) And more walking paths as we expand	I think the only part that isn't representing our community as well as it could, is the church as a focal point. Our community is one that strives to embrace and respect everyone's individual beliefs and backgrounds.	A much smaller town comes to mind. We are still growing and it is for sure a nice place to do so...but this current tag line is a little bland. The word NICE sounds like it's someone saying, um it's nice I guess We are better than nice!

Positives: Dynamic, Bright, Forward-thinking, Great Location, Parks, Great for Families, Opportunity. Negatives: High Taxes, Lots of pizza & liquor stores, lots of churches, not much for adults to do in town	I would love Blackfalds to grow well past 30,000, to a point where it offers different types of retail and local entertainment businesses to our citizens. Lots of places to go, and things to do. Walking distance amenities - restaurants, recreation, retail. Lots of POSITIVE, FORWARD-THINING residents. A safe community for all.	Dated. Ugly. Aging old quiet church town in the middle of nowhere. The logo is cluttered and busy, it id difficult to even know what's going on in it, unless you really zoom in. Absolutely NOT somewhere I would want to visit.	Cheesy. VERY BASIC - not compelling at all - super generic.
Family, and friends first come to mind. A small town feel, where everyone tries to know everyone, and is friendly to each other. A sense of community and supporting those within it. Also a town thats quickly becoming city like growing so big, so fast.	One would like to maintain that small town feel and sense of community. One would hate to see Blackfalds become a 'bedroom' community where people commute to work outside of it instead of within it.	Grew up with this logo so love the retro feel of it. Esp love the teal color, no other town has that! I'd keep the tagline and use the town name as the logo instead of trying to capture the towns buildings in it.	Well its not wrong. It is a nice place to grow, and clearly has worked for the town as it has grown!!
Very fast growing with young families	More room for seniors to be able to stay in the town they were living	A very church oriented town	Church
Hockey town!	Keeping up with growth and not becoming an outdated community we need more modern and interactive facilities/updated spray park.	It's outdated and busy	Singles out the youth in a way
Welcoming		I think it reflects our current times	
growing, volunteer, opportunity	safe, fun, lots of opportunitys	small, green, clean, agriculture	blackfalds is a growing community and would be a nice place for families to grow and connect

<p>A small town I used to be proud to be a part of that has transformed into a want to be big city.</p> <p>Big corporations over local investors.</p> <p>-Dirty -Drugs</p>	<p>To return to a small community, we didn't move from Red Deer to Blackfalds years ago to raise our family just to have Blackfalds pretend to Red Deer.</p>	<p>That it's perfectly fine except the town is having trouble putting it on promotional items. Also that town council wants have a new logo as some part of a legacy.</p>	<p>It should say used to be a nice place to grow</p>
<p>Inconsistent law enforcement, egocentric town council, poor town management, poor financial management, lacking strong leadership. Entitled, shady, and behind the times.</p>	<p>Growing healthy community with common goals. Community input on all projects and spending up front. Strong leadership with a collaborative team. Equally strong individuals that represent diversity and from different socio economic backgrounds to represent everyone in our town not just the 1%.</p>	<p>I wish that church steeple was the second cell phone tower our council should be fighting and spending so much time on for their citizens instead of rebranding. Considering how dangerous it is to not have cell service in areas during extreme cold snaps or during crime in progress. Now this is important.</p>	<p>Nothing. Any educated person knows these surveys are subjects and only filled with self serving loaded questions...this survey is a joke.</p>
<p>Small</p>	<p>Young family</p>	<p>It's nice</p>	<p>No stores but it's slowly growing</p>
<p>That it's a young family community.</p>	<p>Continue growing the same it is now with a young family demographic and growing parks, schools and businesses. We're on the right track.</p>	<p>I'm not happy with it. And in an economy where people can't find work, I don't think now is the time to be spending any money on rebranding, I'm sorry. We have people in town who can't afford their day to day life. The new signs were upsetting enough to see in an economy like this.</p>	<p>It's the truth- but maybe not the catchiest or more attractive tag line. Certainly not enough of a worry to go spending money changing it.</p>
<p>Family, Youth, Community</p>	<p>Be all well rounded to all ages & families. This includes ages 1 - 100. There is something for everyone.</p>	<p>Church, too much green, basic</p>	<p>We have grown so much in the past 10 years I think even if we want to still grown, we need to shift our focus to who has helped make our community grown now.</p>