

# BRAND BLACKFALDS TIMELINE

## 1. Project Impetus

A series of community assessments led the Blackfalds Economic Development & Tourism Advisory Committee (EDTAC) to recommend that Council explore branding:

- Visitor Friendly Assessment
- University of Waterloo Economic Development Community Marketing
- Investment Readiness Assessment

## 2. Brand Exploration

Council approves learning about branding and then over 110 community stakeholders attended a series of video and discussion sessions.

Over 80% of attendees recommended the formation of a Brand Development Committee (BDC) to advance branding.

## 3. Challenges & Benefits of Public Sector Branding

Members of BDC and Council participated in 1.5 day workshop. Themes that emerged can be found in the recommendation report to Council Sept. 16, 2019.

## 4. BDC Presentation to Council

Members of the BDC presented the recommendation to undertake community branding in 2020 on Sept. 16, 2019.

## 5. Branding Project Approved

Council approved the funding for the Branding project for the 2020 Budget.

## 6. Uncover Current Brand

Completed brand audit and conducted logo and tagline test. Survey results were presented to Council on Feb. 11 & posted on brand webpage.

## 7. Define Blackfalds' Desired Brand

Public engagement to define desired new brand direction.

## 8. Design Visual Identity

Create options for desired brand direction.

## 9. Public Vote on Brand Direction Options

Community members & internal/external stakeholders will be able to select their favourite option.

## 10. Develop Brand Guidelines & Standards and Internal Brand Launch

Once Council has approved the Town's new brand, staff will develop brand guidelines & standards and other tools to support the launch of the new brand in 2021.

## 11. External Unveiling of New Visual Identity

Grand Opening of the Multi-Plex Arena and Library.

## 12. External Brand Roll Out & Evaluation

Rollout of new brand and visual identity using life cycle replacement principles.

Monitoring and assessment will be ongoing.

