

Wetaskiwin Brand Creative Samples

From the groundwork up – a place brand built around character

A new logo and tagline

Initially the City did not intend to change its logo, but the discovery process revealed that the community wanted to see real and meaningful change. The communications team at the City felt a logo change was necessary to tangibly demonstrate not only a desire to move forward, but also to spark change. So it expanded the project to include the development of a new logo and tagline.

A key challenge was overcoming natural resistance to change, and an affinity to the existing logo representing the water tower – the tallest structure in the city, and the oldest in Canada. We informed the case for change by researching and revealing that many communities in Alberta, and across Canada, have water towers and the identities of many of those place are associated with their water tower. As such, Wetaskiwin's water tower fails to differentiate the city. As well, there were inherent application issues with the current logo (detail lost at small size, poor colour contrast) that even some stakeholders who were resistant to change, could not deny.

Below: Wetaskiwin's original logo



Below: Wetaskiwin's new logo and positioning line



The new logo's graphic is a stylized W-A for **W**etaskiwin, **A**lberta though it is intentionally open to interpretation.



The graphic is representative of an infinity loop to highlight the connectivity of the community revealed through the visioning and brand platform development process, honouring its connection to its history and heritage, its commitment to working together to build a better future, and its deep rooted connection with the land both in rich agricultural heritage, and Indigenous origins that go back many generations.

THE CITY WE SHARE.

The tagline is both an invitation for all the audiences the City seeks to attract and a rallying cry for our community to create that welcoming place we all want. Profoundly, it also expresses the meaning of our name origin which comes from a Cree law that means "Learning to live on the land together" or "When you welcome your neighbour every day, that is wītaskīwin."

Below: examples of branded executions demonstrating application flexibility



A successful community Launch

Wetaskiwin's project leads knew it was important to present the brand with context, so the community reveal provided the case for change, explained the brand's meaning and showed it in context with communications that immediately appeared in market. The feedback from community, and especially from stakeholders, was positive and supportive.

See the brand launch video here (<https://www.youtube.com/watch?v=aAtRtUOYBFM>):



“ The honesty and thoughtfulness of the more than 1100 community members who participated in the visioning process was profound. The commitment and passion of the client team and the stakeholders they engaged was inspiring. It was impossible not to share their enthusiasm for what their city could be. They are truly the foundation for the new brand.”

- Audra Lesosky, Executive Vice President and project lead, McKim Communications Group (Wetaskiwin's agency partner)

The brand in application

Below: marketing campaign pieces (billboards and digital ads) supporting resident recruitment, tourism and business development tactics

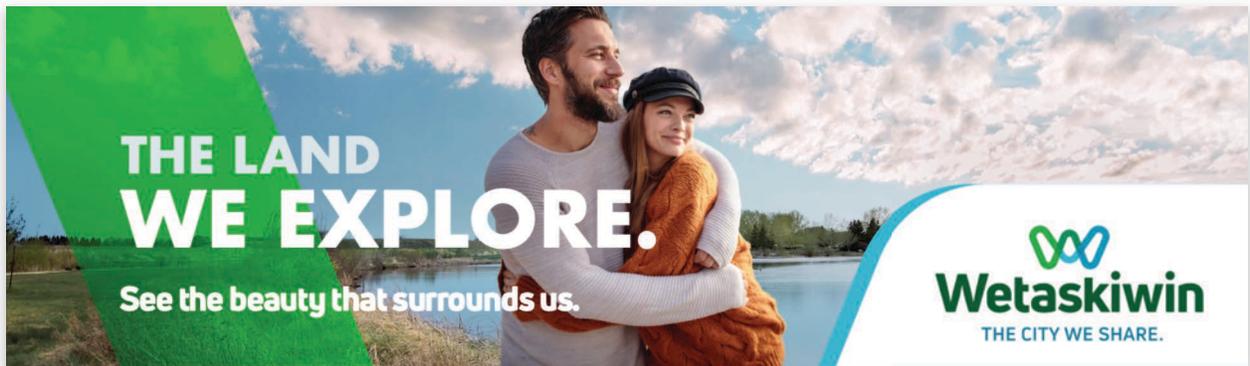


**THE MEMORIES
WE CREATE.**

Build a life on your own terms.



Wetaskiwin
THE CITY WE SHARE.



**THE LAND
WE EXPLORE.**

See the beauty that surrounds us.



Wetaskiwin
THE CITY WE SHARE.



**THE HOSPITALITY
WE DELIVER.**

Discover history, heritage and natural beauty.



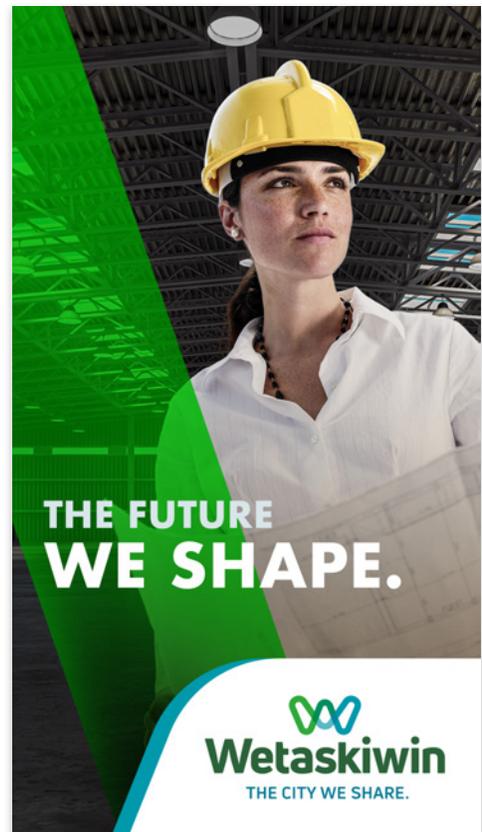
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**THE FUTURE
WE SHAPE.**



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