



The Rebranding of the Town of Sexsmith:

Sustainable Identity

Shared Vision



Purpose of the Rebrand

The Town of Sexsmith's rebrand reflects its evolving values and unique character through a unified identity. With a new logo, tagline, and brand guidelines, it ensures consistency while honoring the past and looking ahead. Shaped by community input, it aims to build pride, attract visitors and investment, and strengthen connections.



Effectiveness/Meeting Objectives



A May 2024 survey guided the brand's direction. Since launch, the new identity has unified Sexsmith's visuals and improved social media engagement with positive feedback.

Challenges & Changes Made

The rebranding process introduced a refreshed visual identity that reflects the town's growth, character, and aspirations. Key changes included:

- A modernized logo with simplified elements to ensure clarity and flexibility across digital and print formats.
- A refined color palette and updated typography to convey a more contemporary and welcoming tone.
- Thoughtfully updated symbolism that honors the town's heritage, landmarks, and community spirit.

Comprehensive brand guidelines were created to maintain consistency across all media platforms. The development process was deeply grounded in community engagement, with insights from the May 2024 survey directly shaping the final design choices.

Meeting Award Category Objectives

The Town of Sexsmith's rebrand takes a bold, creative, and community-driven approach—rooted in local input and designed to reflect the past, celebrate the present, and inspire the future with a meaningful and compelling identity.

Comprehensive Brand Guideline

A brand guideline was created outlining rules for logo use, typography, color, layout, and tone. It ensures consistent implementation across touchpoints—from municipal communications to community events and digital media—supporting long-term stewardship.

Consistency Across Multiple Media

The brand has been implemented across a wide range of applications, including:

- Digital platforms (official website, social media)
- Printed materials (brochures, business cards, municipal documents)
- Physical signage (welcome signs, facility wayfinding, vehicle decals)
- Merchandise (apparel, promotional items)

This multi-channel rollout reinforces the identity's reach and ensures a cohesive experience for residents, visitors, and partners alike.

Community Engagement & Sustainability

The rebrand was deeply shaped by community involvement, with a broad and inclusive survey conducted in May 2024. This participatory approach fostered local buy-in and ensured the brand genuinely reflects the people it represents. Additionally, there were individual key stakeholder interviews from a variety of sources along with focus group sessions administered by 3rd party consultants to gather feedback. The information gathered from these sources informed the discussions of the rebranding committee. The rebranding committee was comprised of members of the Town Administration, Economic Development Advisory Committee and the Sustainability Committee.

Sustainability was a guiding principle throughout the project. Materials for signage and printed collateral were selected for their low environmental impact. The brand messaging also emphasizes connection to place, heritage, and stewardship—encouraging long-term thinking and local responsibility. The visual identity was intentionally designed to be timeless and adaptable, reducing the need for frequent redesign and minimizing environmental waste.

Budget Category

Total economic development
operating budget (including salaries)
Less than \$200,000

\$86,129.52 – Brand Development Cost
\$50,000.00 – Brand Roll Out Expenses
\$136,129.52 – Project Total





ALBERTA
WHEAT POOL
FARMER OWNED
CO-OPERATIVE
SEXSMITH

WHEAT POOL