

An aerial photograph of a city, likely Edmonton, with a large yellow graphic overlay in the center. The graphic consists of a thick blue outline that follows the general shape of the city's urban area, and a wavy blue line that traces a path through the city, possibly representing a river or a specific route. The background shows a mix of green vegetation and brownish urban areas.

A visual identity  
system for  
Edmontonians

Michael Overduin  
Director  
Edmonton River

# Edmonton economy is large and growing

## The Edmonton Region Advantage

by Don Patterson | Jun 29, 2022 | Featured



Prepared by Don Patterson with input from Malcolm Bruce, CEO of *Edmonton Global*, June 2022.

Other Edmonton advantages include:

- 5th largest economy in Canada at \$105 Billion GDP
- 2nd fastest growing Region in Canada with a current population of over 1.4 Million

Edmonton / News

## Edmonton can inject \$2.1 trillion into Canada's economy: EEDC Pres.

Dave Lazzarino

Published Jan 14, 2014 • 2 minute read

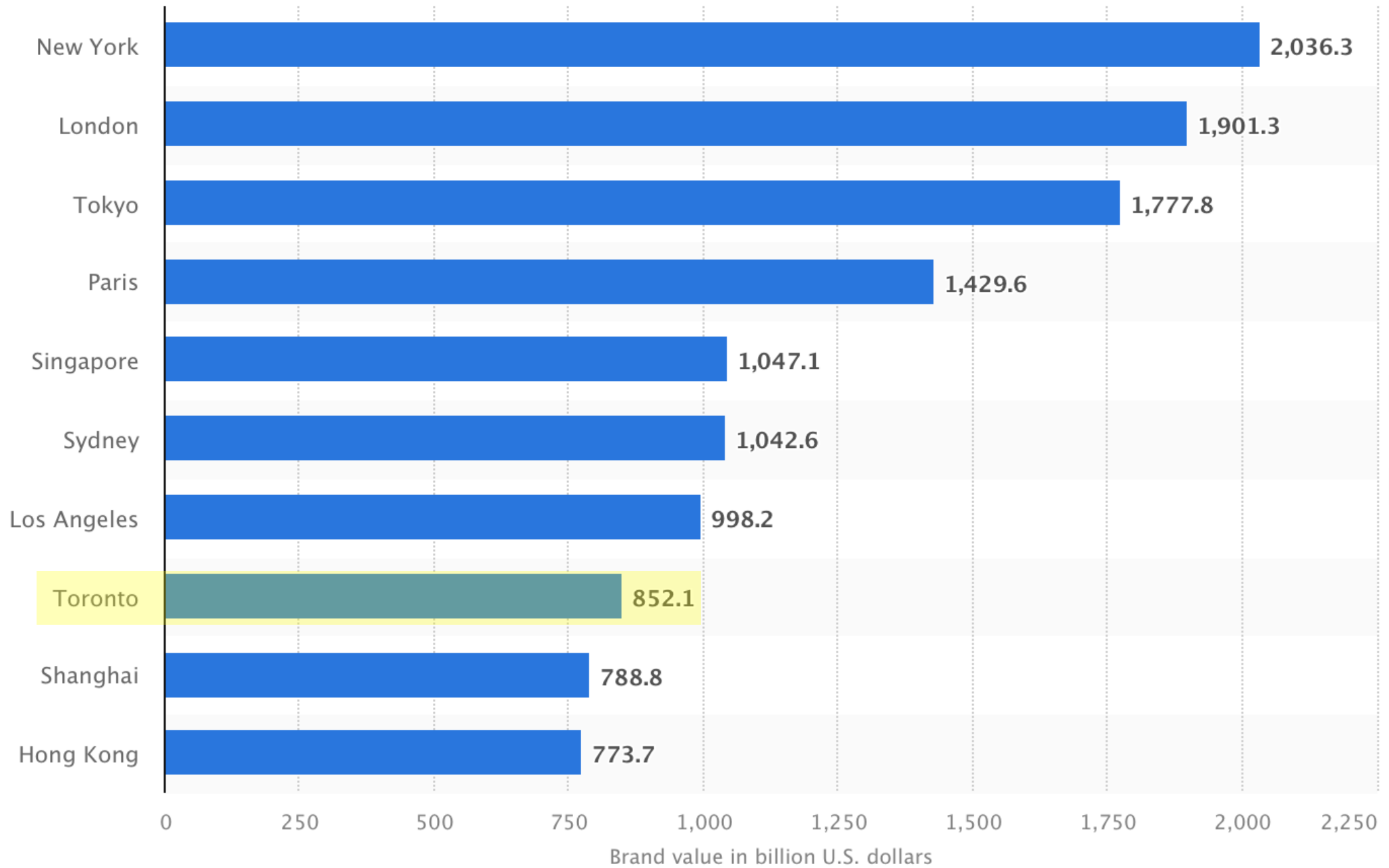
### Minister Boissonnault announces federal investments to support business growth and job creation in Edmonton region

From: [Prairies Economic Development Canada](#)

"The Edmonton metro region is an economic powerhouse. Whether in renewable technology and healthcare, quantum computing and artificial intelligence, or the energy sector, the companies we're investing in will be key to our economic prosperity for years to come. Today's investments are about supporting local, innovative businesses that are creating jobs and building an economy that works for everyone."

-The Honourable Randy Boissonnault, Minister of Employment, Workforce Development and Official Languages

# Values of leading city brands



EH Dyvik, 2024, Leading cities globally 2021, by brand value

# City Council funds grassroots creation of a new imagery



Ian Kucerak/Edmonton Sun

## Will the latest Edmonton rebranding effort be better than all those before it?

BY [KEVIN MAIMANN](#), EDMONTON SUN

FIRST POSTED: SUNDAY, SEPTEMBER 15, 2013 04:24 PM MDT | UPDATED: TUESDAY, SEPTEMBER 17, 2013 01:13 PM MDT

Mayoral candidate [Don Iveson](#) says Edmonton is the “most underestimated city in North America,” but he hopes a new re-branding campaign will change that.

City council voted last Monday for administration to fund a [Make Something Edmonton](#) office that will allow the grassroots group to create a new image for Alberta’s capital, and possibly a tag line to replace “City of Champions.”

“When we talked to business leaders and community leaders last year, they told us that Edmonton’s ambiguous brand is the biggest barrier for them attracting talent and capital,” said Iveson, who currently sits on council.

# Lamphier: **'Billion dollar brand'** called the **City of Edmonton** is in the works

*Edmonton's image? Poor to nonexistent — it's just not seen as a top-tier Canadian city, despite a metro population of 1.3 million people. No, that's not news. I've written about it umpteen times over the years. Ask any CEO in town and you'll hear the same story.*

Gary Lamphier • Edmonton Journal

Published Sep 13, 2014 • 4 minute read

EDMONTON — **Edmonton's image? Poor to nonexistent** — it's just not seen as a top-tier Canadian city, despite a metro population of 1.3 million people.

“We're going to start a wave of external marketing campaigns in targeted cities for the first time in 10 to 15 years,” says EEDC chief Brad Ferguson. The initial outlay: **\$2 million a year** over at least the next three years, split three ways between EEDC, the city and local businesses.

# Edmonton's #1 problem is its image.

CASE STUDIES

## City Branding Case Study: The Story of Edmonton, Canada

By TPBO 31 January 2017



Today we'd like to take you to **Canada** for an intriguing case study and example of city branding at its best. Todd Babiak of Story Engine introduces us to the '**Make Something in Edmonton**' brand strategy for this entrepreneurial Canadian city.

### The problem

In 2012, leaders of Edmonton's business, public service, academic, and arts communities came together to help build the city's **economic development** plan for 2040. It was a traditional affair, run by a management consultancy. The liveliest part of the day came when the facilitators asked participants to identify and rank the problems facing the city now and into the future.

The number one problem was *image and reputation*. One of the leaders put it simply: "We need a story to tell."

Edmonton has a metro population of 1.2 million. It is the most northerly major city in **Canada** and, in 2012, it probably had the poorest reputation. A firm called *Longwoods International* had studied Edmonton's internal and external image, and found citizens loved the city. They simply lacked a powerful way to express it. Outside Edmonton the results weren't encouraging. Respondents assumed it was cold, boring, and remote if they considered it at all.

"I've never seen gaps so enormous between the reality of a place and what outsiders know about it," said Bill Siegel, the CEO of *Longwoods International*.

# Most people still not aware of Edmonton

Edmonton  
Place Brand

Edmonton

Strategy  
2021 - 2023

In 2019, Edmonton Global conducted a study with international site selectors that included questions on awareness of the Edmonton Metropolitan Region. The vast majority, 82 per cent, had never considered the region for an investment, largely because they had little to no awareness of it. Those who had heard of the Edmonton region associated it with being a remote region.

# There remains room for improvement

Edmonton  
Place Brand

Edmonton

Strategy  
2021 - 2023

## 3.1. Awareness

Independent research has shown that people's awareness of Edmonton and its reputation both have room for improvement. Research completed by Leger Marketing in 2019 showed that only 26 per cent of urban Canadians say they are familiar with Edmonton. Only nine per cent would be interested in moving to Edmonton. Not knowing enough about Edmonton was the top reason among urban Canadians (excluding Edmontonians) who neither agreed nor disagreed that they would enjoy living in or visiting Edmonton.

# Research On Edmonton Resident Sentiment

**EXPLORE  
EDMONTON**

Edmonton's Net Promotor Score (NPS) is 4 points lower than it was in the fall of 2021... The real point here is that our local NPS is very low, and that we need to understand why locals not only do not recommend Edmonton as a place to visit, but potentially discourage visitors from coming here.

Despite the low NPS and the lower level of knowledge about the industry, Edmonton believes that we need more tourists and visitors, especially from within Canada, but international visitors as well.

And we can see that Edmonton, more than almost ever other destination in Alberta, would welcome more visitors. We simply need to become advocates of our own city and take part in the countless experiences this city has to offer.

(January 2023)

2024

# Benchmarking the Edmonton Metro Region:

Insights for Global Competitiveness

resonance

Edmonton Metropolitan Region Board

Few regions in North America are, in the eyes of their residents, as understated and overlooked as the Edmonton Metro Region

Overall Lovability Rank: 16/16

Least lovable region based on 24 metrics

INDICATOR	RAW DATA	RANK
Days of Strong Heat Stress	18	7
Total Google Trends Results	9	7
Green Area per Capita (square metre per capita)	175	9
Number of Total Parks and Outdoor Activities	178	10
Number of Parks and Outdoor Activities per 100,000 population	12	10
Number of Concerts and Events	27	10
Share of Green Area	40%	12
Total Facebook Check-ins	4,400,000	12
Number of Family-Friendly Activities	140	13
Number of Family-Friendly Activities per 100,000 population	9	13
Total Google Search Results	20,275,400	13
Number of Quality Sights and Landmarks per 100,000 population	6	14
Total Instagram Hashtags	6,063,194	14
Number of Sights and Landmarks	86	15
Number of Parks per 100,000 population	5	15
Number of Museums	52	15
Number of Museums per 100,000 population	3	15
Number of Restaurants	6,719	15
Number of Restaurants per 100,000 population	438	15
Number of Nightlife Attractions	52	16
Number of Nightlife Attractions per 100,000 population	3	16
Number of Shopping	99	16
Number of Shopping per 100,000 population	6	16
Total Tripadvisor Reviews	179,701	16

## Notable historical opinions of Edmonton

*"I've never seen gaps so enormous between the reality of a place and what outsiders know about it"*

(Bill Siegel, CEO, Longwoods International on Edmonton)

*"There's really not much to admire here"*

(Hunter Tura, CEO, Bruce Mau Design on Edmonton's logo)

The author Mordecai Richler called Edmonton the  
"boiler room" of Canada with "nothing to delight the eye".

*"Edmonton's ambiguous brand is the biggest barrier for ... attracting talent and capital"*

(former Mayor Don Iveson)

# Opinions at CoE's Place Brand & Innovation meeting on April 15, 2026

River valley

Festivals

Champions

Capital city

Good wages

Affordable homes

Quality services

Cold

Remote

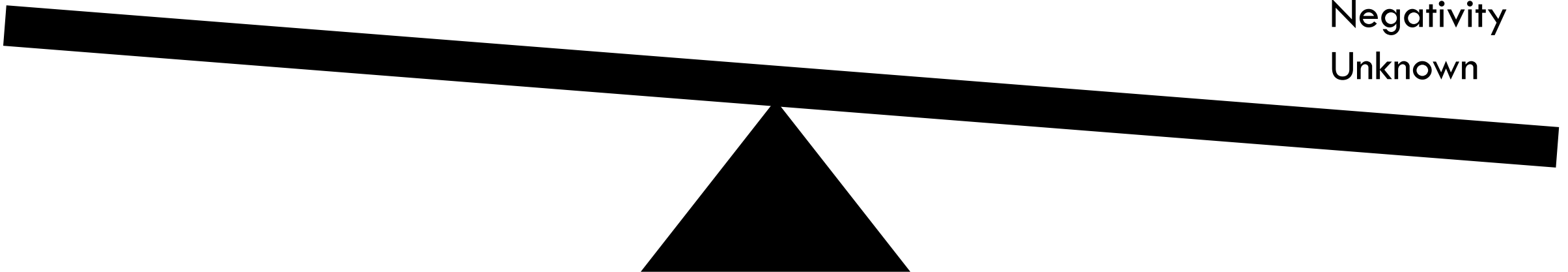
Disconnected

Unsafe

Deadmonton

Negativity

Unknown



# City Council funds grassroots project to improve global reputation

Edmonton / News

## Make Something Edmonton: City wants to adopt new brand

Postmedia

Published Sep 09, 2013

The group, which would become known as Make Something Edmonton, put forward eight recommendations to the committee that they hope will improve the city's reputation around the globe.

The report recommends firstly creating a Make Something agency and a permanent office, to be operated at an arm's length of city administration.

It also stresses the importance of adopting a "make something" attitude at city hall, to keep the grassroots, citizen driven, culture of the project while working alongside the administration.

# Unique aspects and imagery of Edmonton's place brand

City of Edmonton

## **CITY IDENTITY STANDARDS**

### **1 FOUNDATIONAL ELEMENTS**

*Designer's Edition 1.0  
Effective April, 2016  
© The City of Edmonton*

### **THE PLACE BRAND**

When we think of Edmonton the place, we recall the images: the magnificent North Saskatchewan River meandering through the city. Colourful festivals.

Character buildings. The Oilers' iconic orange and blue jerseys. These images are smaller details in a much bigger picture that displays the unique character of this place. So what makes Edmonton unique? Its people.

Edmontonians are progressive thinkers, creators, risk takers, community neighbours. Our people and their stories have shaped Edmonton into an inventive, courageous and welcoming place.

Our visual identity should be something we can wear with pride

City of Edmonton

# CITY IDENTITY STANDARDS

## 1 FOUNDATIONAL ELEMENTS

*Designer's Edition 1.0*  
*Effective April, 2016*  
*© The City of Edmonton*

## DRESSING FOR SUCCESS

Thank you for taking the time to read this guide book.

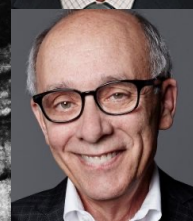
Our visual identity, like our clothing, is something we wear every day we come to work. It is a part our professional presentation to the public.

Our visual identity also says a lot about us as a team. When we display our identity proudly and consistently, we create a better impression for ourselves, our co-workers and the public we serve.

The proper use of our visual identity is, in fact, a big deal. Its success depends entirely on all of us. So let's get out there and use it—and use it well!

This is a risk-friendly, respectful and creative place

TAKE A RISK.  
IT'S THE MOST  
EDMONTON  
THING  
YOU CAN DO



With Mayors and City Councillors who care deeply about the past, present and future of our city



# Edmonton Open City asks for diverse input & citizen participation

PUBLIC ENGAGEMENT AT THE CITY OF EDMONTON  
SHARE YOUR VOICE SHAPE OUR CITY

Edmonton

## THE COUNCIL INITIATIVE ON PUBLIC ENGAGEMENT

PUBLIC ENGAGEMENT  
FRAMEWORK

CITY OF EDMONTON | APRIL 2017



OPEN CITY

*The City of Edmonton's Public Engagement Framework is part of the City's overall commitment to open government – Edmonton as an Open City.*

*Edmonton is aspiring to fulfill its role as a preeminent global city: innovative, inclusive and engaged. Building such a city takes foresight, planning and active participation by its citizens. A great city is an open city.*

*An open city creates opportunity for diverse input and participation, inviting citizens to play a larger role in shaping their community and enabling social and economic growth.*

# City Branding Case Study: The Story of Edmonton, Canada

By *TPBO* 31 January 2017

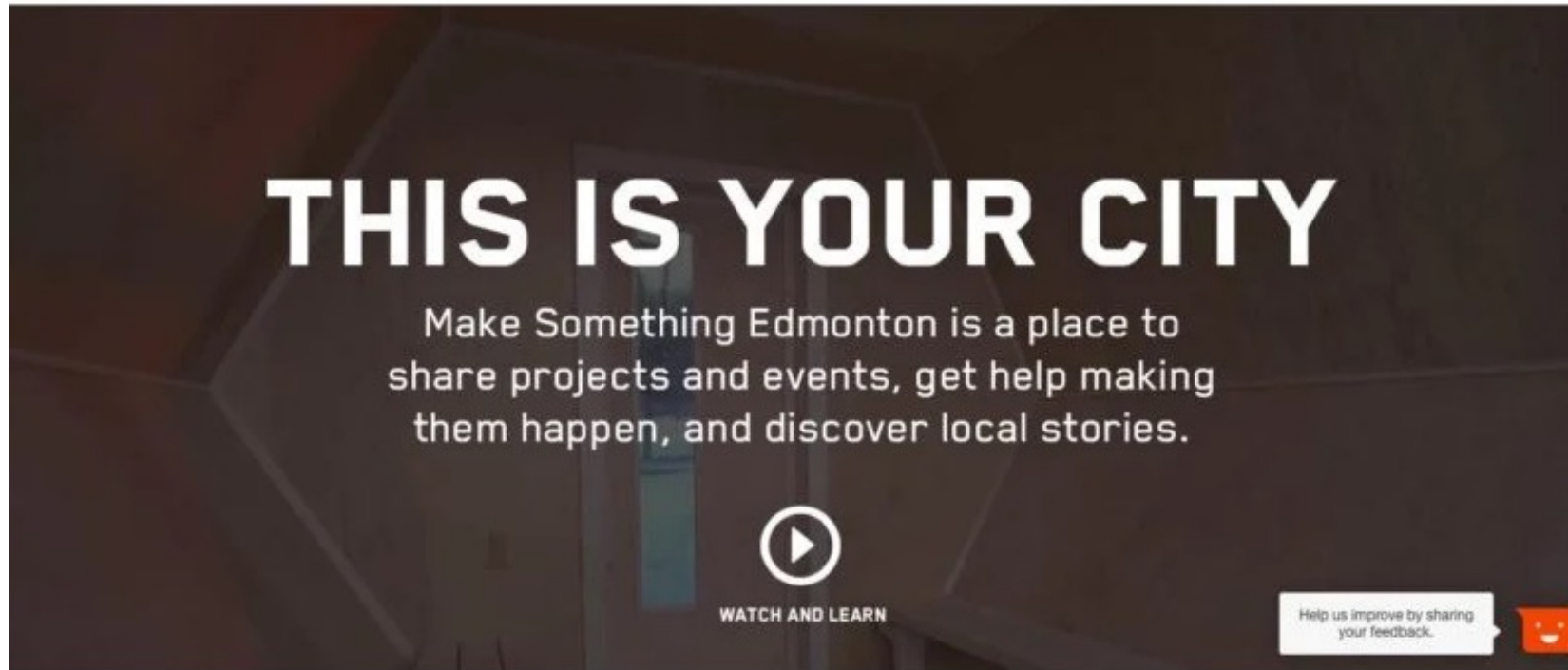
MAKE  
SOMETHING  
EDMONTON

STORIES PROJECTS EVENTS PEOPLE

SEARCH FOR SOMETHING

SIGN UP

LOGIN

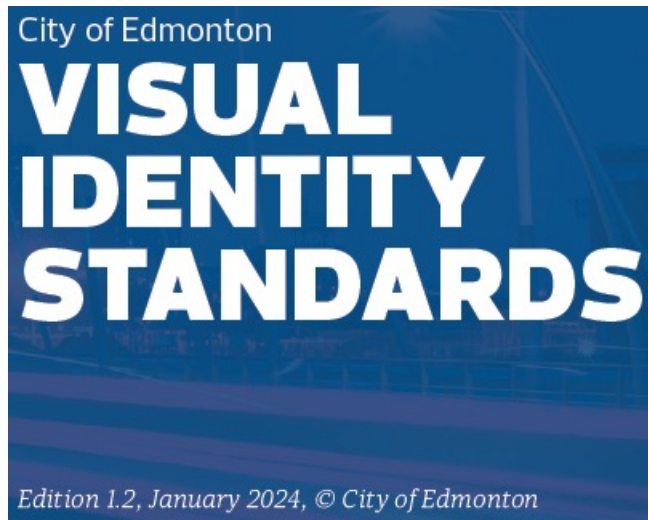


Screenshot of the 'Make Something Edmonton' website

**We asked citizens to go out and make something beautiful, make something strange, make something profitable, make something small, big, green, bright.**

**We thought, over two years of community-based brand-building, we might encourage 200 projects. In two years, there were over 1,500.**

# City of Edmonton is committed to citizen-centric thinking



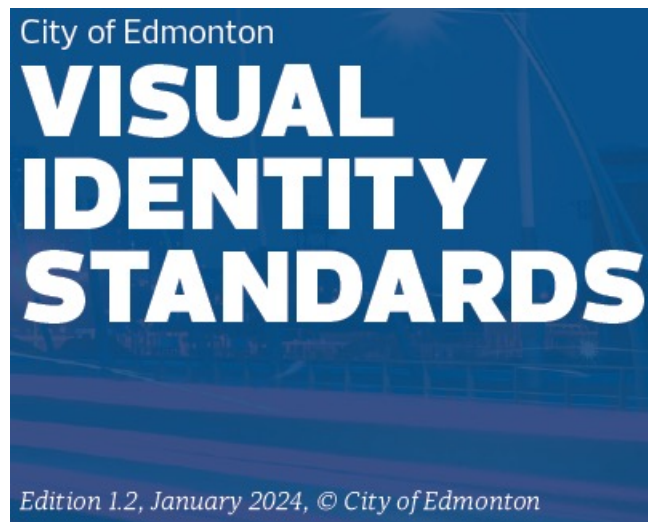
## **GUIDING PRINCIPLES**

These core principles should always guide the way we express and deliver our brand.

### **CITIZEN-CENTRIC THINKING**

We prioritize the needs of the people we serve instead of our internal requirements and processes.

# City of Edmonton's drivers are collaborative, open, progressive



## OUR BRAND PLATFORM

### PROMISE

*Working together, we enable a better life for Edmontonians.*

No matter what work we are involved in—large city-building projects, routine public-facing operations or something in between—our promise defines what we do and what Edmontonians can expect from us. Not only does it give us focus and direction, it reinforces our commitment to this goal

### DRIVERS

- *collaborative*
- *community-focused*
- *efficient*
- *open*
- *progressive*

Drivers are a set of personality traits which are the defining qualities behind our work.

## BEGINNING WITH BRAND

Before exploring the City's visual identity standards, we need to first understand our brand.

Brand is not a logo or a tagline but a perception. It is what people think and feel about an organization, company or product. It can be negative, positive or anywhere in between. Though these impressions already exist, we have the opportunity to shape them.

### THE CITY BRAND

Our corporate brand is specific to the operations of our organization – City of Edmonton, our local municipal government. Think of it as our organization's personality. It drives our culture, decisions, strategies, programs, services and interactions.

### PLACE BRAND

Our corporate brand is different from Edmonton's place brand. A place brand is the perception people have of a city, based on their awareness of and experience with that city.

# TOURISM MASTER PLAN

EDMONTON 2021–2030

less than 20% of Edmontonians agree that Edmonton is a destination people want to visit.

The engagement uncovered 13 challenges and opportunities surrounding the management and development of tourism in Edmonton.

1. Edmonton lacks the sustainable tourism funding necessary to remain competitive
2. The River Valley is an essential element of the destination experience and a critical development opportunity
3. Edmonton's Indigenous population must be engaged in experience development and place branding
4. Edmonton requires a stronger place brand to compete in a global marketplace
5. Outdoor recreation and wellness experiences represent a significant development and enhancement opportunity

# TOURISM MASTER PLAN

EDMONTON 2021–2030

## STRATEGIC RECOMMENDATIONS

1. Articulate Edmonton's unique sense of place through the co-creation a common storytelling strategy for the city
2. Integrate the river valley into Edmonton's brand identity
3. Reflect the ongoing contributions of our Indigenous peoples, culture, and history in Edmonton
4. Promote and celebrate the distinct communities that contribute to Edmonton's brand story
5. Engage partners and stakeholders to implement and manage the Edmonton brand strategy
6. Activate citizens, creatives, entrepreneurs, and influencers, curating and promoting their passionate and authentic stories
7. Further invest in attracting and hosting festivals and events that position Edmonton on the national and global stages and demonstrate alignment with Edmonton's place brand

# Edmonton's strategy for a single brand to market itself globally

## BE READY, OR BE LEFT BEHIND

Report of the Advisory Panel  
on Metro Edmonton's Future

May 31, 2016

### FROM COPING TO COMPETING – PANEL SETS A PATH FORWARD FOR THE EDMONTON METRO REGION

**EDMONTON** – The Advisory Panel on Metro Edmonton's Future today released its report *Be Ready, Or Be Left Behind*.

In the fall of 2015, the Metro Mayors Alliance of nine regional mayors asked the Panel to give them frank advice on how to make the Metro Region globally competitive.

. The Panel therefore recommends:

**Economic Development:** Developing a collaborative, focused economic development strategy for the Edmonton Metro Region. This strategy, which would include a **single brand to market the region internationally**

# Edmonton's economic success depends on its image & brand

## Key Drivers of Regional Competitiveness

- **Economic development** – The attraction of industries and opportunities that provide jobs and generate taxes, supported by a **strong regional brand**.
- **Agreement on the identity or brand** being used to market the entire economic region.

## *Desired Outcomes*

- **A strong, overarching regional image and brand** make the Metro Region competitive in key markets and support our economic goals.

**BE READY,  
OR BE LEFT  
BEHIND**

Report of the Advisory Panel  
on Metro Edmonton's Future

May 31, 2016

# Do Edmonton's symbols reflect a strong overarching place brand?



EXPLORE EDMONTON

MAKE SOMETHING EDMONTON



EDMONTON All in.



WELCOME TO EDMONTON.



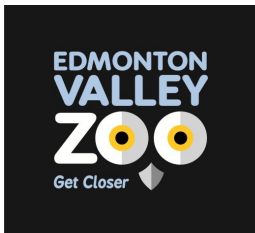
EDMONTON



EDMONTON



ETS



# Edmonton River designs visual identity systems for cities from the grassroots



Michael Overduin  
Chief Evangelist



Evelyn Eekels  
Illustrator & Artist



Marcella Erskine  
Business Strategy



Mario Minichiello  
Professor, Loughborough  
University, City Branding



Chloe, Sienna & Kyle Overduin  
Marketing, Photography & Communications

# Evolution of a visual identity system for Edmonton

1. Co-creation of imagery to capture elements of our identity



2. Produce and sell branded merchandise with local businesses

3. Collect feedback, learn, optimize and repeat each year

# Aim 1: Design an iconic initial image and depict it in diverse ways



# Aim 2: Engender place attachment with a resonant core symbol



—



—



# Aim 3: Engage the City and its diverse communities and sites



—



—



City brand

place brand

## Aim 4: Encourage cohesion and engagement



Co-create a unified and recognizable visual identity system for all Edmontonians and organizations

Instill pride and community connectedness for residents, businesses, and visitors

Photo taken at Fort Edmonton

# Aim 5: Support innovation and economic growth & diversification

Discovery<sup>lab</sup>

ALKEMY  
ENVIRONMENTAL

oro

BioLargo

CHANGE  
HEALTH

Criticare DX

dealcloser<sup>7</sup>

entos

Fly & Fetch

FOURIEN

GRÜ  
ORGANICS

HEALTH  
Gauge

iluria

inkubate  
PACKAGING

Learner

Metabolomic  
Technologies Inc.

MagnetTx

MYNORMATIVE

nabati.

Nanolog  
AUDIING.

NANOSTICS  
PRECISION HEALTH

nova  
GREEN

origamAI

Outbreaker  
Solutions

OVA

PACYLEX  
ACCELERATING THE PACE OF CANCER CARE

painworth

PROT

revive  
revive wellness inc.

ROSHAN WATER SOLUTIONS  
Clear Water, Bright Future

Ruth

SENSORUP

STORYCITY

SolAeroMed

SUMMIT  
NANOTECH

umay  
start with u

VR PATHWAYS

Wave View  
Imaging

WIKY  
BIOSCIENCES

48Hour Discovery  
Develop. Discover. Decipher.

8BIT  
CORTEX

# Aim 6: Collaborate with and support local businesses



Research  
Centre  
One



9403 20 Ave NW, Edmonton, AB

**Research Centre One is located in the City of Edmonton's Research Park and offers three different types of spaces: Lab, Production/Flex & Office**

The location offers excellent access to major roadways including Calgary Trail, Gateway Blvd, Anthony Henday (Highway 216), 91 Street and 23 Avenue.

Edmonton's Research Park offers a beautiful park-like campus that provides a highly comfortable environment for employees to enjoy.

# Challenges of City Branding

Place Branding, 5 November 2020

1. Large number of stakeholders, some having conflicting and parallel activities.
2. Limited understanding of branding and economic & social return on investment.
3. Securing sufficient funding.
4. Slowness and time-related issues.
5. Organizational issues and lack of authority to lead.

# Initial Events in our Collaborative Endeavour

We trademark our Edmonton River design in 2014 to design imagery in response to the Mayor's request in 2013



We engage with the Mayor's office and CoE to discuss our project and desire to collaborate throughout 2015



City of Edmonton updates its corporate logo in April 2016, softening the edges and enlarging the spacing



We launch our **Made in Edmonton** product line in February 2016



Edmonton Made project is launched by CoE in September 2016 and gives away free branded merchandise throughout the city



# Annual highlights of progress our collaborative project

- 2013 Make Something Edmonton launched by Mayor
- 2014 Edmonton River project initiated in response
- 2015 Meetings with Mayor, Councillors, City of Edmonton
- 2016 Meet with COE and Make Something Edmonton
- 2017 Consult on Flag and Edmonton Made
- 2018 Collaborate with United Sport on City of Champions
- 2019 Launch public vote for Face of Edmonton
- 2020 Expand consultation with citizens
- 2021 Host Edmonton mayoral forum
- 2022 Expand collaborations with several local shops
- 2023-6 Co-creation with 900+ Elders, community leaders, artists, designers



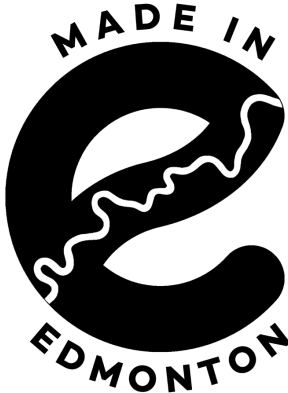
# Specific meetings held to develop an authentic, responsive, citizen-led visual identity system

May 25-29, 2015	<b>Ryan Kelly</b> , Office of Mayor, <b>Don Iveson</b> and <b>Ronna Bremer</b> , Director, Corporate Communications/Marketing, Brand & Reputation, COE	Topics: Brand
Jun 18, 2015	Meeting with <b>Chris Gusen</b> , Marketing Communications Specialist, Make Something Edmonton	
Oct 6-9, 2015	<b>Ryan Kelly</b> and <b>Ronna Bremer</b> , and I give a sample T-shirt to Mayor <b>Don Iveson</b> on Oct 7	Edmonton River
Oct 13, 2015	<b>Ryan Kelly</b> and <b>Ronna Bremer</b> regarding latest design	Visual Identity
Oct 15, 2015	<b>Michael Oshry</b> , Councillor, Ward 5, City of Edmonton, who then develops Edmonton Made project	System launch
Nov 20, 2015	<b>Ryan Kelly</b> and <b>Ronna Bremer</b> regarding latest design, City of Edmonton then updates corporate logo	
Jun 21, 2016	<b>Carolyn Campbell</b> , Deputy City Manager of Communications & Engagement, <b>Rob Klatchuk</b> , Branch Manager, Relationships & Customer Access and <b>Ronna Bremer</b> , <b>Rachel Usher</b>	Engage with the City of Edmonton
Aug 12, 2016	Meeting scheduled with <b>Carolyn Campbell</b> , <b>Ronna Bremer</b> , <b>Rachel Usher</b> , <b>Rob Klatchuk</b> at City Hall	
Oct 7, 2016	Meeting with <b>Carolyn Campbell</b> , <b>Ronna Bremer</b> , <b>Rachel Usher</b> , <b>Rob Klatchuk</b> & <b>Janice Coffin</b> , Branch Manager & Chief Communications Officer at City Hall, <b>Mary Sturgeon</b> , Branch Manager of Reputation & Brand, Executive Director, Make Something Edmonton	Work with Made in Edmonton
Dec 8, 2016	<b>Carolyn Campbell</b> , <b>Christina Chan</b> , <b>Mary Sturgeon</b> , <b>Rob Klatchuk</b> discussion regarding Councils request for flag design submissions	
Jan 15, 2017	<b>Carolyn Campbell</b> , <b>Kaitlyn Shaheen</b>	
Feb 17, 2017	<b>Carolyn Campbell</b> , <b>Kaitlyn Shaheen</b> , <b>Rob Klatchuk</b> , and <b>Mary Sturgeon</b> at City Hall	
June 22, 2018	Councillors including <b>Andrew Knack</b> , Edmonton City Councillor	Propose new Edmonton Flag
July 4, 2018	Emails with <b>Ryan Kelly</b> regarding latest design	
May –June 2019	<b>Laura Masyk</b> , Marketing & Campaign Manager, Innovate Edmonton, Edmonton Made, Make Something Edmonton <b>Michelle Ferguson</b> , Content Specialist, Innovate Edmonton	
Jan 12-17, 2020	Councillors including <b>Scott McKeen</b> , <b>Mike Nickel</b> , <b>Michael Walters</b> and <b>Joseph Lema</b> , Strategic Planning Analyst, COE regarding Face of Edmonton	Build the Face of Edmonton
May 27, 2022	<b>Jessie Radies</b> , Director, Strategic Programs and Initiatives, Explore Edmonton	
June 7-9, 2022	<b>Catherine Warren</b> , CEO, Innovate Edmonton, <b>Malcolm Bruce</b> , CEO, Edmonton Global, former Mayor <b>Don Iveson</b>	DiscoveryLab & entrepreneurs
June 11-13, 2022	Councillor <b>Tim Cartmell</b> , Councillor <b>Andrew Knack</b> and <b>Mary Sturgeon</b>	
Sept 1, 2022	Councillor <b>Sarah Hamilton</b>	
Nov 2022	<b>Why Edmonton</b> features DiscoveryLab	
Sept 2023	Consultation begins with 200 Indigenous Leaders, Elders, reporters, artists and designers including <b>Terry Lusty</b> , <b>Anita Cardinal</b> , <b>Lewis Cardinal</b> , <b>Sharon Cherweniuk</b> , <b>Jerry Saddleback</b> , <b>Jo-Ann Saddleback</b> , <b>Heather Shillinglaw</b> and many more.	Consultation with Indigenous leaders, artists
Sept 30, 2023	Meet with Mayor <b>Amarjeet Sohi</b> at the Orange Shirt Day Run in Kinsmen Park	
Oct 28, 2023	Meeting with Councillor <b>Tim Cartmell</b>	
2024-2026	Ongoing consultation with 900+ members of the public, business and government leaders, Edmonton Global, Explore Edmonton, Cllrs <b>Elliott</b> , <b>Morgan</b> and <b>Elizabeth Dwernychuk</b> , Director, Marketing, Creative And Digital Services, Office Of The City Manager	Edmonton Global & regional brand

# Designing dynamic, adaptable and responsive imagery



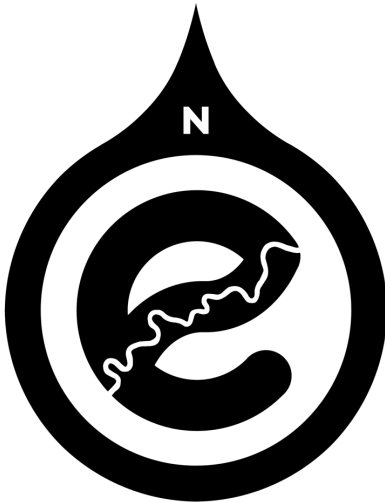
2015



2016



2016



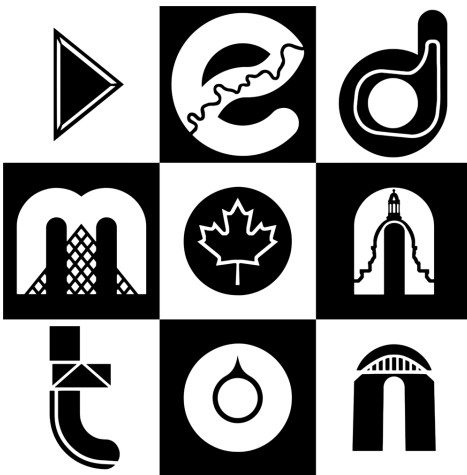
2017



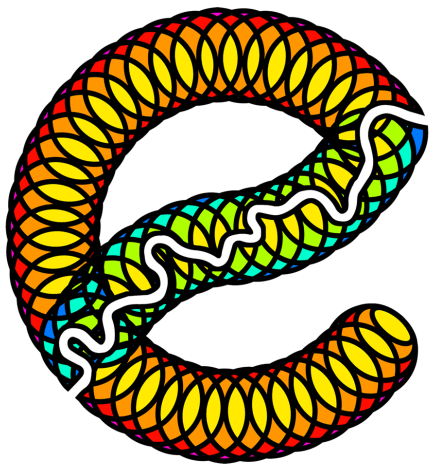
2017



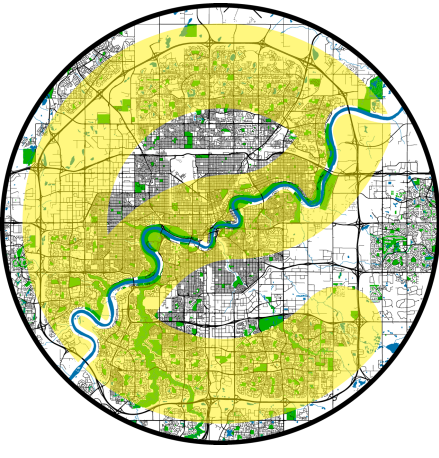
2018



2019



2020



2021



2022

# Launching new Edmonton River - branded merchandise



2015



2016



2016



2017



2017



2018



2019



2020



2021



2022

# Design Criteria: rooted in our authentic colorful spaces



Edmonton River Valley

# Promote Edmonton many festivals and guide visitors



Edmonton Folk Festival

# Feature Edmonton's amazing attractions and their locations



Art Gallery of Alberta

# Showcase Edmonton's great architecture and identity

Edmonton



Alberta Legislature

Encourage and equip people to be ambassadors



# Respect our young people and diverse communities



# Showcase the many cultures in the region



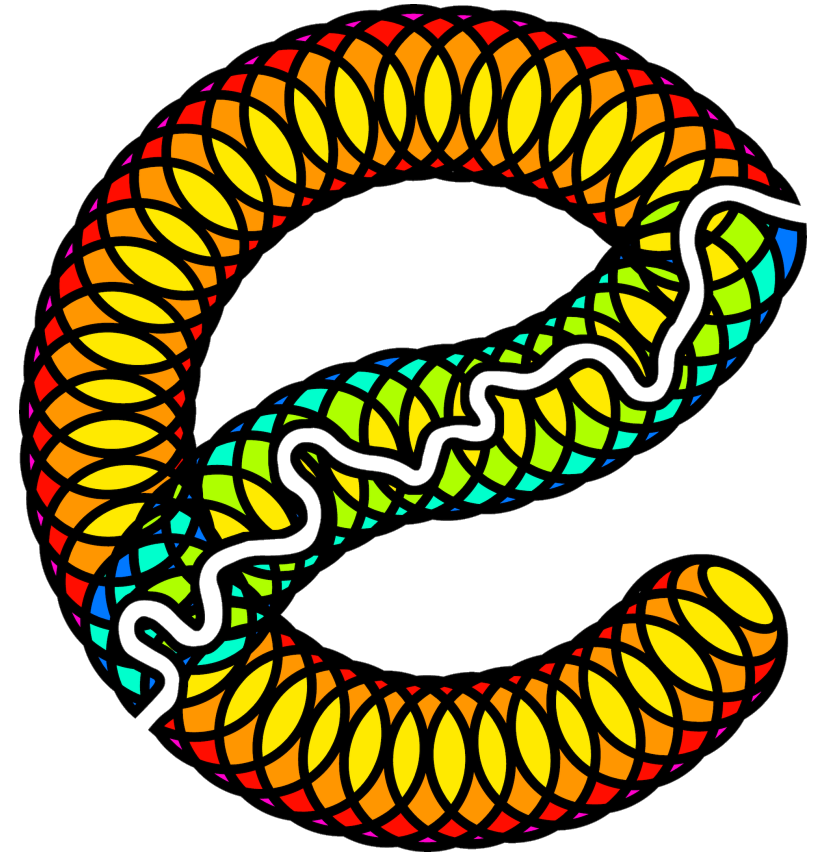
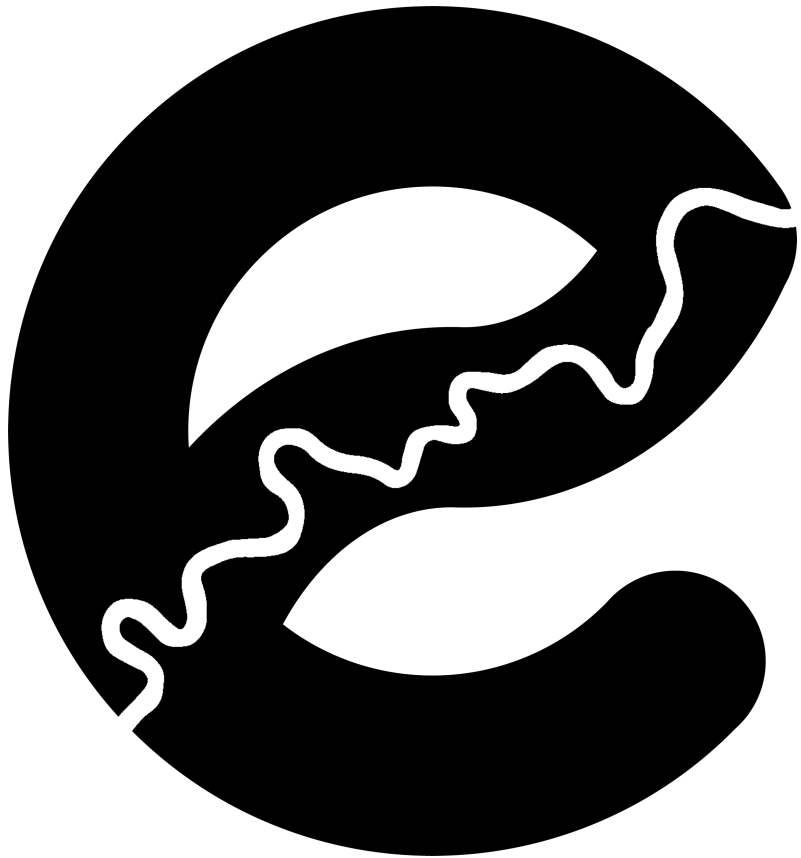
Heritage Festival

Honour the ancestral roots of the region we share



Heritage Festival

Design Criteria: Simple and compatible with B&W or color



# Design Criteria:

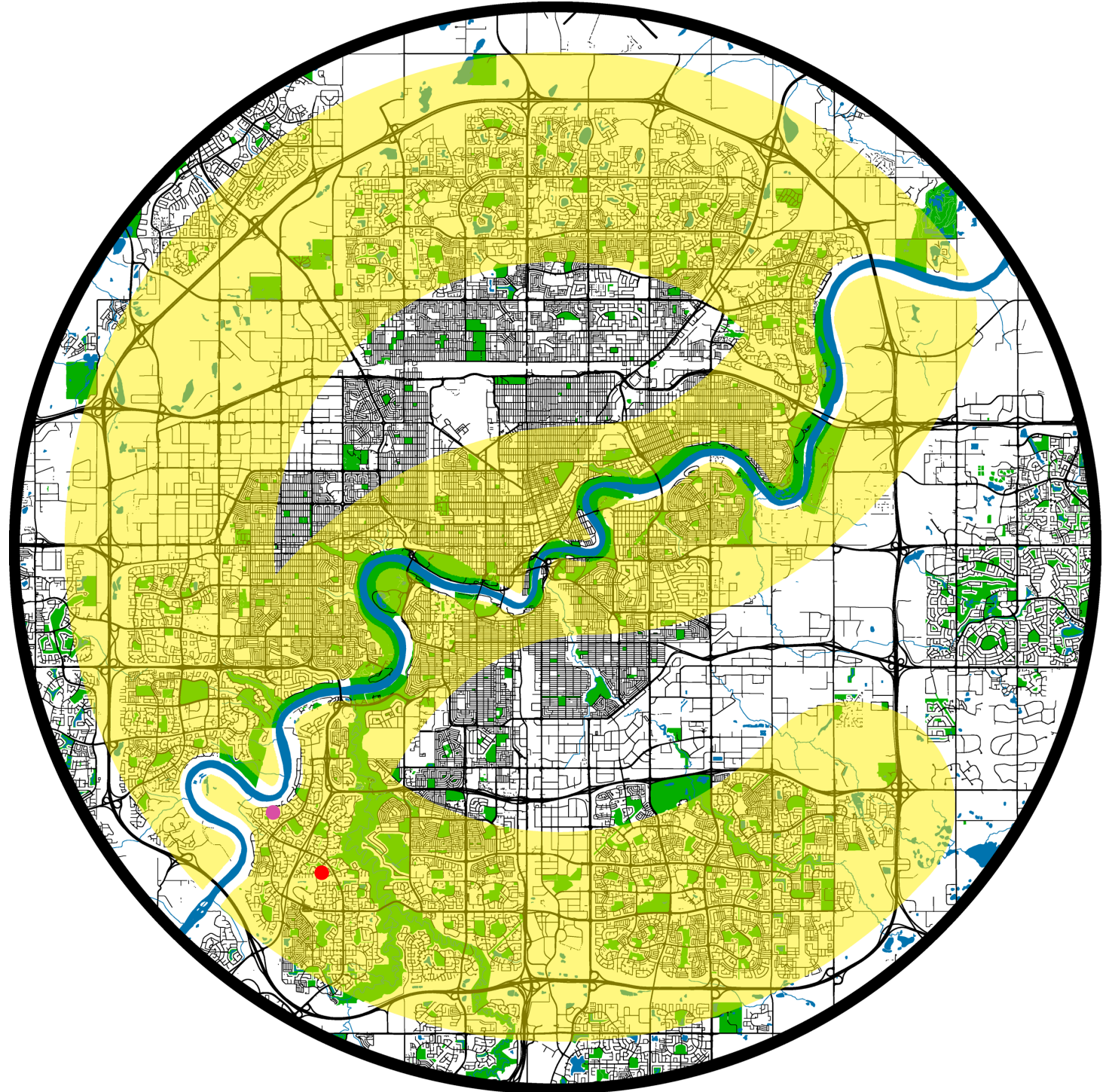
Scalable to allow

depiction of

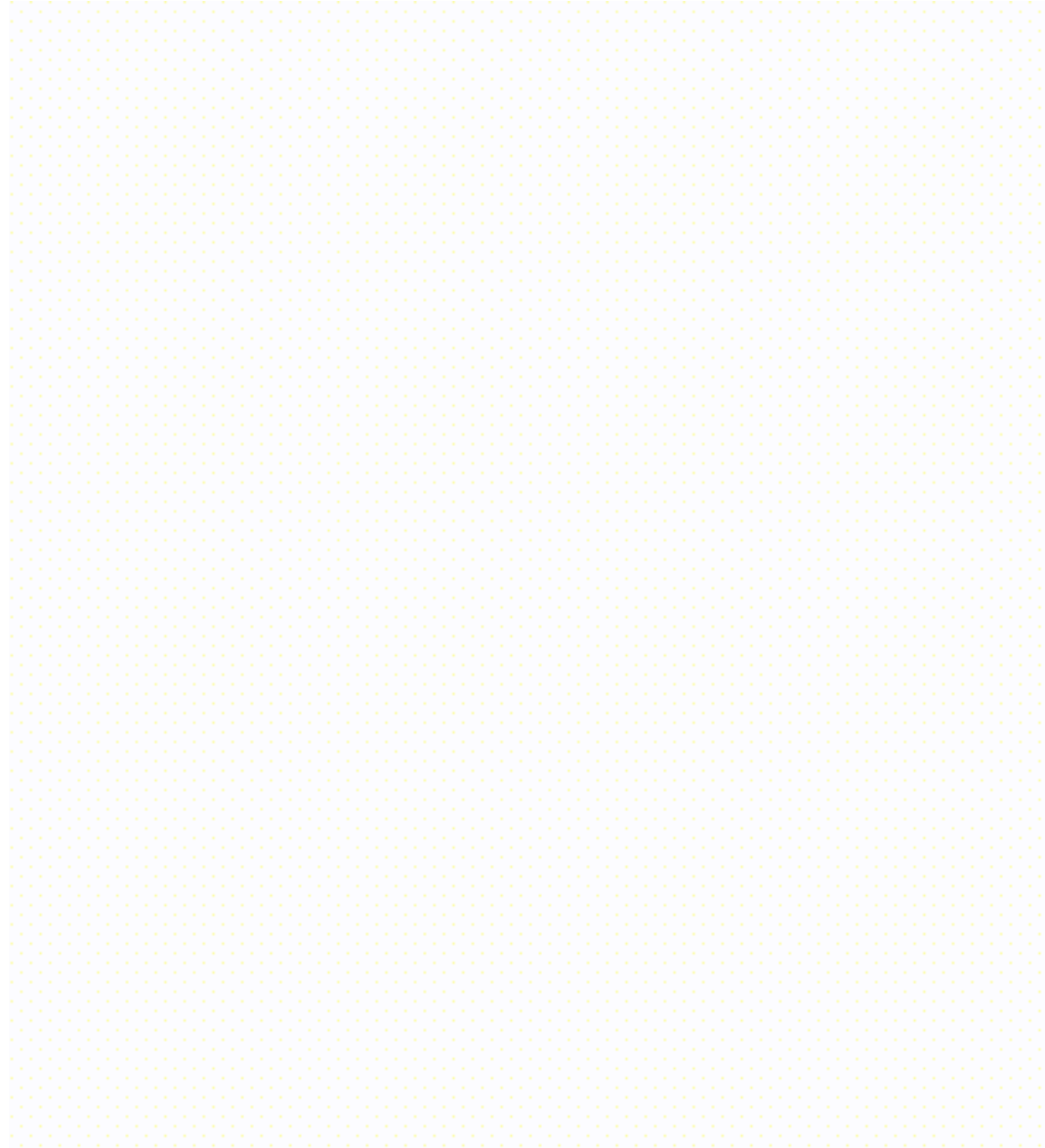
homes and

businesses

at any resolution



Dynamic and innovative to reflect creativity and industry



# Responsive: Engage people to vote for the Face of Edmonton

Which design do you like most?

1



2



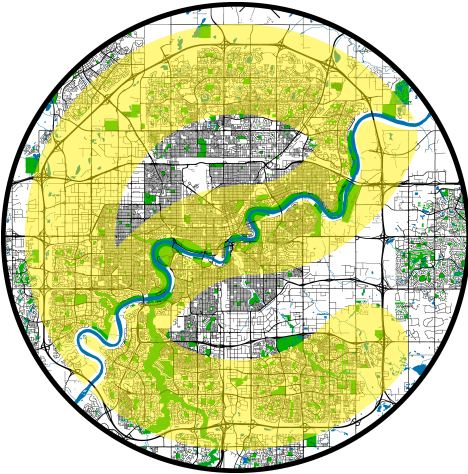
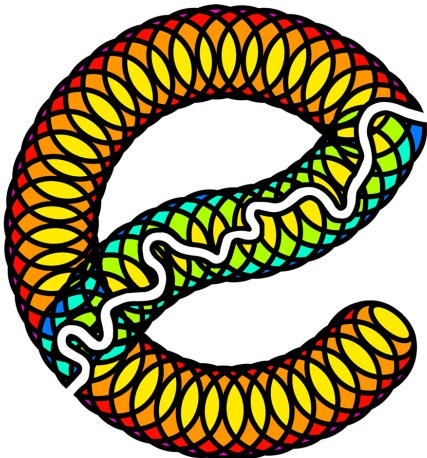
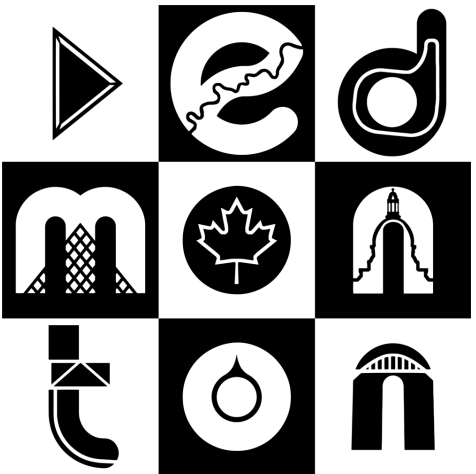
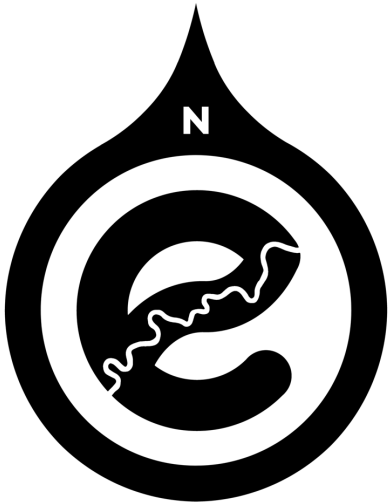
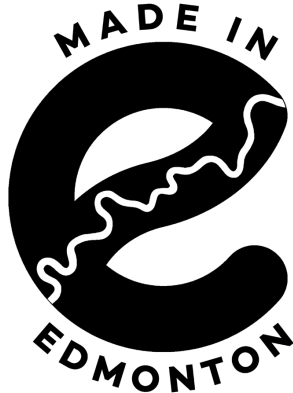
3



1: 52%  
→  
(including all  
City  
Councillors  
responding)



# Edmonton's evolving visual identity system & place brand



# Submissions for the Face of Edmonton 2024

Goal: depict the ancestry, diversity and aspirations of the region



Beaver in bough



Beaver in house



Beaver in heart

# Comments from Evaluators (2024)

Amazing

Beautiful!

I appreciate the legibility of option one.

I like its fluidity, the river, it's reference to nature, and the inclusion of Cree syllabics . Colors are great too.

The design truly encompasses Edmonton and its history

The Cree name is literally "Beaver Hill House". So I think no. 2 is the most appropriate.

I prefer #1 because it delivers a clear message that I feel gets lots by complicating it with additional elements.

Beaver Mountain House= Beaver in House

Excellent design with so much detail about the culture of Edmonton.

I really like the heart design with so many stories in the design

I love the idea of a home which also covers the cultural and indigenous peoples' philosophy.

this encompasses love and safety.

Lookin good

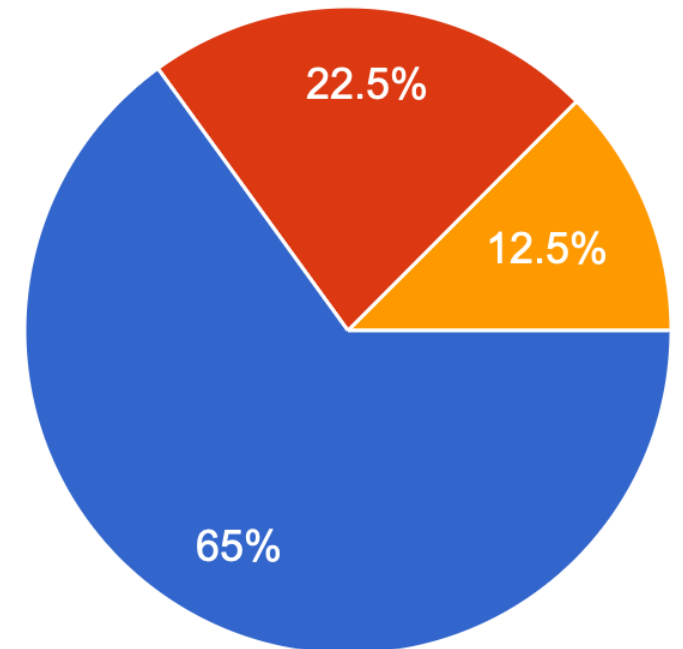
They are all beautiful, with the complexity of number 3 it's hard to see the beaver.

They're all good.

Great contest!

Looks amazing

- 1. Beaver in bough
- 2. Beaver in house
- 3. Beaver in heart



# Bringing it together in 2024



**SPORTSNET**

NHL

MLB

NBA

NFL

UFC

More

## 'Play La Bamba': NHL world reacts to Oilers making Stanley Cup Final



Edmonton Oilers forward Connor McDavid and forward Leon Draisaitl embrace after defeating the Dallas Stars in Game 6 of the Western Conference finals of the NHL hockey Stanley Cup playoffs in Edmonton, Sunday, June 2, 2024. (Jeff McIntosh/CP Photo)



# Submissions for the Face of Edmonton 2025

Goal: depict the wildlife of the region

1. Coyote



2. Magpie



3. Sturgeon



# Comments from Evaluators (2025)

I absolutely love this image and what the Magpie represents. The image is eye catching and quite stunning. Hiy Hiy

I think this one is very nice, magpies are so common around Edmonton it seems they've become a kind of mascot for the city.

[The] images are beautiful and representative of the region. I slightly prefer the magpie image, as it captures movement and a "bird's-eye" view of the river valley.

Interesting and subtle design, almost didn't realize the scene in the center [of the Coyote image], I do like this one as well although it may prove to be a little busy when presented in its final format. It is very creative and fun to look at as an art piece

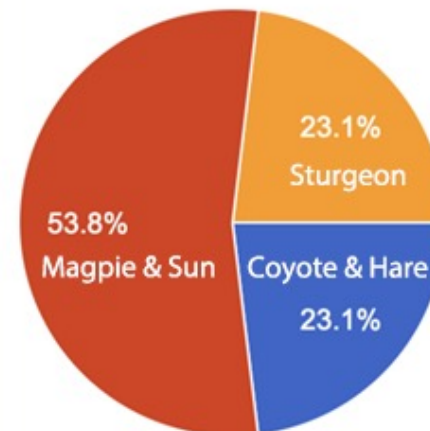
It took me a bit to see the images [in the Coyote image]. I like the story though.

I think this is very well done. Very identifiable logo.

I like the addition of the tracks on the outer ring [around the Coyote].

Beautiful

Fun design



design  
refinement  
with  
Elders



# Submissions for the Face of Edmonton 2026

Aim: recognize the historic and growing role of the bison here

1



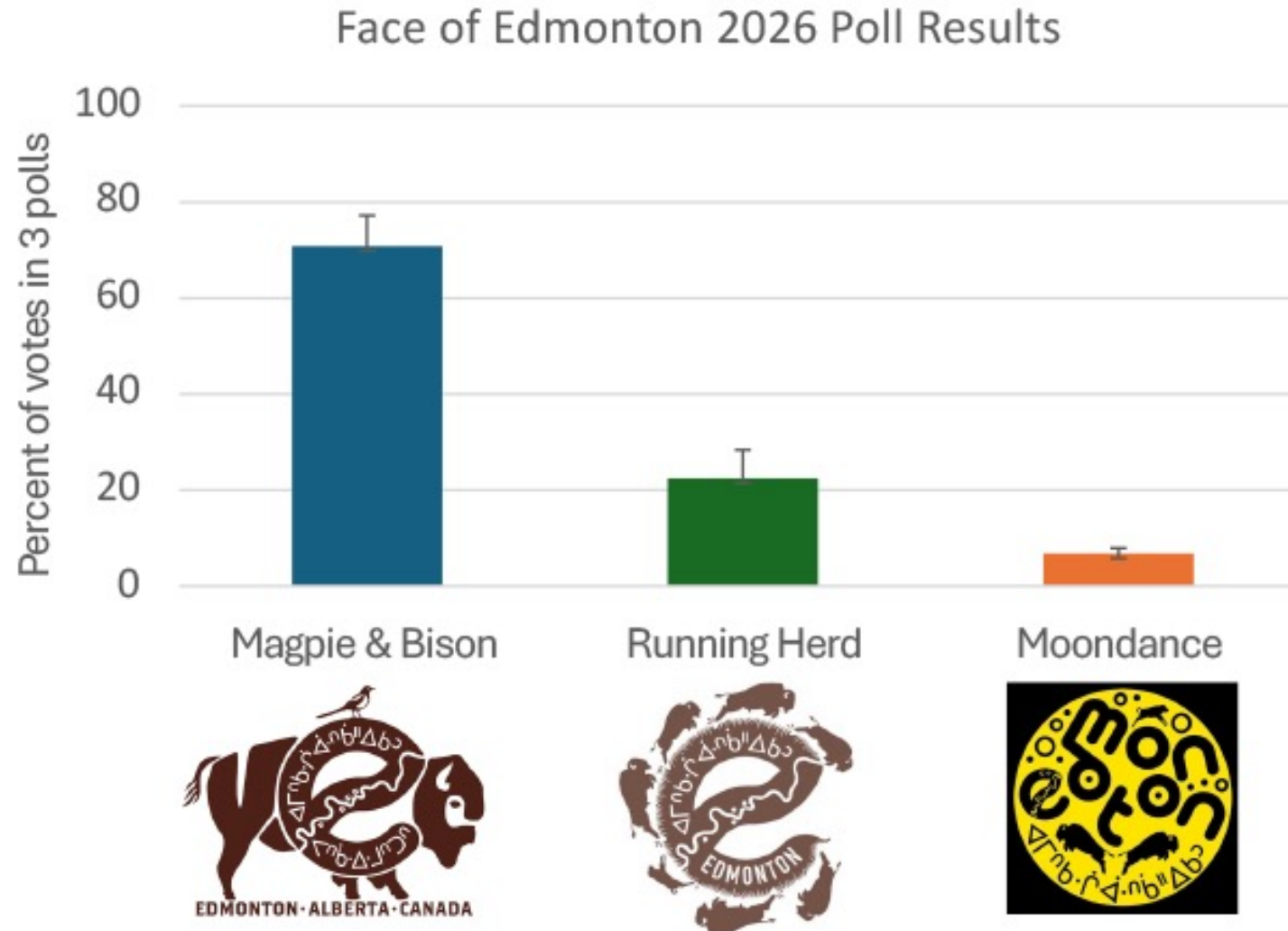
2



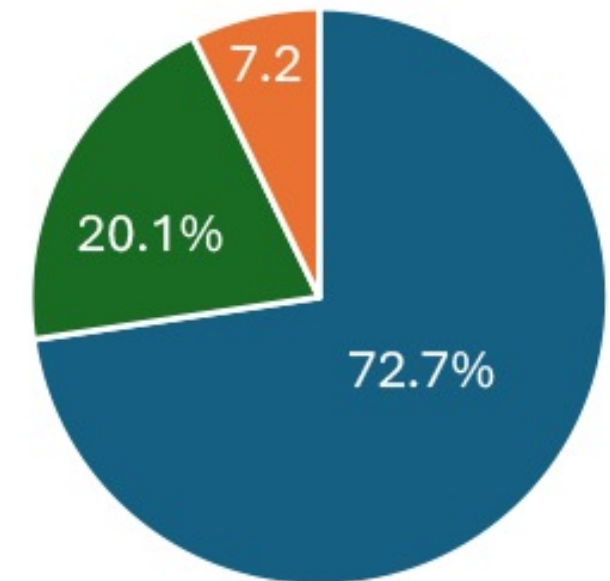
3



# Public vote Magpie & Bison in as the 2026 Face of Edmonton



Percentage of All Votes (417)



Thanks to CBC Radioactive, 880 CHED and Edmonton Journal for encouraging people to vote  
Press release: <https://www.edmontonriver.com/2026-FoE.pdf>

# Comments from Evaluators (2026)

- Love it!
- This one to win.
- A great piece of work here. Thank you
- Best over all choice. Looks good on a cup or a t- shirt
- Love this!
- Enjoy the energy in the design.
- Easy to see details from far away. It is a much stronger brand symbol.
- Lovely collation of imagery and nice nod to the magpie.
- I like the E, the Cree, the river and dots.
- This one is less busy than the other two and captures the essence of Edmonton and the river valley best.
- The moving bison herd presents a dynamic energized logo which parallels the growth, innovation & energy of the city
- I would like to modify the design and remove the young Bison it just does not fit in looks like a sick cow.
- The best graphically & symbolically
- This is the clear winner. I would change the design to have the bison to the East of Edmonton where Elk Island park is located. That would take it next level.
- One element that maybe missing is the inclusion of the Beaver or a Beaver symbol, since it was the Beaver as the economic engine for Fort Edmonton for 100 years and for Canada for 200 years.
- Aesthetically pleasing with good balance and ease of understanding.
- THIS ONE IS MY FAVOURITE. It's simple and understandable. PICK THIS ONE FOR SURE!!**



Min Dhariwal, CBC Radioactive Co-Host

We support businesses selling and licensing our brands and products

at the EAC, Muttart Conservatory, John Jantzen NC, and The Makers Keep in South Edmonton, St Albert, Sherwood Park gift shops

The image shows the interior of a gift shop. The space is well-lit with warm, yellow pendant lights. Shelves and tables are filled with various gift items, including books, cards, and decorative objects. A sign on the left wall reads "EAT. DRINK. REPEAT." and another on the right wall says "POP UP WITH US!". A central white table displays a collection of items, including a white ceramic wheel, a blue basket, and several cards. A large blue plant in a glass vase is prominently featured on the right side of the table. The overall atmosphere is cozy and inviting.

**SOUTH EDMONTON COMMON**

SHOP NOW

We've collaborated with **Edmonton Global** to develop an easily recognizable image for our entire region







EDMONTON  
CONVENTION  
CENTRE





# EXPLORE EDMONTON



# Opportunities

Attract visitors and help guide them to destinations and festivals

Build local pride and engage citizens through a unified brand strategy

Co-create custom logos for organizations, initiatives or companies

Show that Edmontonians and the City are working together

Promote our citizen-inspired imagery in Canada and abroad

# Advantages

Authentic, adaptable, broadly useful and positive place brand system

Grassroots, citizen-driven and consultative community initiative

Designed with graphic designers and global city branding expertise

Co-created with input from Indigenous, Councillors and CoE leaders

Financially viable, selling attractive, popular merchandise for >10 yrs

Supportive press from the CBC, CTV, Edmonton Journal, Global News...

# Ways to engage

Join as a subscriber to find out about news, imagery and events

Nominate a theme for the Face of Edmonton competition

Submit original designs, co-create and refine images

Vote for your favorite and share your feedback

Download and use images *via* the creative commons

Develop, make and sell your own branded products

Give, wear and talk about products that feature Edmonton

Partner with us – let's work together!

# Contact:

Michael Overduin, Director  
Edmonton River

c: 780 222 6281

e: michael@edmontonriver.com



900+ leaders, Elders, storytellers, artists, designers including

Mario Minichiello  
Professor, Loughborough  
University, City Branding

