

Edmonton's Shared Identity: A business opportunity

Edmonton has a story worth telling — but not yet a shared way of presenting it to the world.

Edmonton has extraordinary assets: a growing economy, world-class research and innovation, a remarkable river valley, Indigenous history and culture, creative communities, and businesses building the future.

Yet Edmonton is often presented through a collection of disconnected brands, campaigns and messages.

The result is a city with a strong identity internally, but a fragmented identity externally.

That matters, as cities compete for **investment, talent, visitors, entrepreneurs, major events and attention**. A recognizable and authentic place brand can help Edmonton compete more effectively for investment, talent, visitors, entrepreneurs and events.

Edmonton River has spent 12 years developing a visual identity for the city, shaped through ongoing collaboration with Indigenous Elders, Knowledge Keepers, artists, and community leaders.

It is not intended to replace the brands of the City, businesses, institutions, neighbourhoods, festivals or organizations. Instead, it provides a **shared visual language that organizations can adopt alongside their own brands**, providing creating greater recognition and cohesion for Edmonton.

The platform brings together:

- **Visual identity** — a distinctive symbol and adaptable design system
- **Storytelling** — communicating what makes Edmonton different
- **Local products** — supporting artists, Indigenous businesses and manufacturers
- **Public engagement** — building participation and civic pride
- **Digital media and partnerships** — extending Edmonton's identity nationally and internationally

Edmonton River is a proven foundation, not a new branding exercise. Our successes include:

12 years of development
Indigenous partnerships
National media coverage

1,000+ community contributors
Registered intellectual property
Merchandise carried by major Edmonton institutions

The initiative grew from the City's **Make Something Edmonton** project in 2013 and evolved through collaboration.

The identity is grounded in amiskwaciwâskahikan and developed through long-standing collaboration with Indigenous partners.

Convergent leadership matters now. A successful place brand cannot be created by government or any single organization.

It needs the people who **develop communities, build companies, attract investment, employ Edmontonians, and promote Edmonton to the rest of the world**.

Edmonton River is inviting a small group of founding partners to help steward the identity, shape governance, and guide where it creates the greatest economic and civic value.

The goal is not another campaign.

It is to create an enduring piece of civic infrastructure — a shared identity that makes everything Edmonton does work harder.

The opportunity is for Edmonton's visual identity to appear consistently across **business, tourism, festival, neighbourhood, education, event, local product, digital media and public spaces**.

Each organization retains its own identity. **Edmonton gains a stronger one.**

We are asking Edmonton's business and community leaders to help shape what comes next.

For more details check out our [plan](#) or [sliddeck](#).

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