

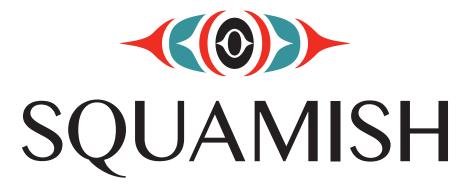
HARDWIRED for ADVENTURE







The story of the Squamish logo



The logo of Squamish represents our past and our future; our connection to the outdoors through the sky, wind, land and water; and it symbolizes our diversity.

Our name, Squamish, is an English adaptation of the First Nation word Skwxwu7mesh, meaning "Mother of the Wind" and "people of the sacred water".

The 'Eye of the Creator' icon that sits proudly above 'Squamish' represents the powerful connection that our people – from Squamish Nation residents dating back thousands of years, to residents of today – have with nature and the magnificent scenery that surrounds us. Ocean, mountains, granite, forest, wind, and rivers. These natural elements have defined us and our changing economy through the ages, and today offer a lifestyle packed with adventure that sets Squamish apart from all others.

The 'Eye of the Creator' is framed in Coast Salish red and black and adorned with blue to represent our community's youthful exuberance, vibrant nature, and a community rich with generations and cultures. Blue also tells the story of the glacial waters that pulse through our rivers into the ocean and our expansive sky. Mirror image whale tails form the centre of the eye further demonstrating our community's oceanic connection.

We are youthful. We are bold. We are deeply connected to this extraordinary landscape and the adventures it provides. We are innovative and entrepreneurial, and we stand tall as we lay down a strong foundation for an abundant future in Squamish.



Squamish's Brand Promise

You can experience the world's most epic outdoor adventures—from sea to sky—all within 10 minutes of one another.

Squamish's Brand Personality

Squamish is:

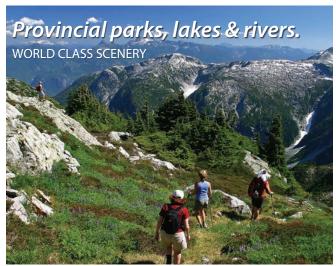
- · Adventurous, youthful, and active
- Grateful for our natural surroundings
- Real, a little rough around the edges, unscripted
- Creative, innovative, and entrepreneurial
- Proud and respectful of our heritage

Squamish offers an outdoor lifestyle that sets our community apart from all others.







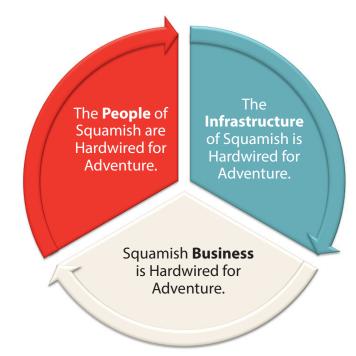






Hardwired *for* Adventure

- According to 1143 surveys, Squamish locals are hardwired for adventure. We overwhelming heard that seeking ('soft' or 'hardcore') adventure was a big deal in our community. It's in our DNA and defines who we are and why we live here. Whether aged two or 72, we flock outdoors at any given opportunity to embrace our incredible natural surroundings in search of adventure.
- The town of Squamish is also hardwired for adventure through its infrastructure, both natural and manmade.
 This includes our natural assets like our lakes, rivers, mountains and ocean, and our man-made assets such as our trails, rock-climbing routes, and water access points.
- Hardwired for Adventure also reflects how connected we are for business. From our state of the art highway connection to Vancouver and Whistler and the fibre optic cable that runs along it to our multi modal transportation infrastructure... we are plugged in for business. The growth of our tourism, education, and knowledge-based industries are all reflections of this.













Branding, Development and Marketing Action Plan

- 1. Form the Brand Leadership Team.
- 2. Brand Leadership Team assignments.
- 3. Establish a BLT speaking engagement calendar.
- 4. Secure domain names.
- 5. Begin the transition to the new brand identity.
- Bring other local organizations and partners into the brand.
- 7. Get the Brand Promise out there.
- 8. Downtown retail and business recruitment.
- 9. Encourage Downtown businesses to open late.
- 10. Create "The Very Best Of" Squamish brochure.
- **11.** Continue to grow digital library in support of the brand.
- 12. Brand District vehicles.
- **13.** Continue to improve access to and use of the waterfront.
- **14.** Solicit input from local groups to identify ways to better support and access Squamish's outdoor activities
- 15. Begin development of the 2016 Activities Guide.
- 16. Develop a branded website "jump page".
- 17. Integrate the new brand into monthly newsletters.
- 18. Launch a community clean-up program.
- **19.** Find your best Squamish spokespeople put them on film.
- 20. Develop "itineraries by locals" marketing program.
- 21. Start developing sample itineraries.
- 22. Review giving Downtown a name.
- **23.** Accelerate plans to connect the various "hubs" via trails.
- **24.** Secure funding and contract for the creation of a comprehensive wayfinding system.
- 25. Build and install new "Welcome to Squamish" signs.
- 26. Create a database of regional clubs and organizations.
- **27.** Create a series of brand awareness posters.
- **28.** Identify innovative and cost-effective local guerilla marketing initiatives.
- **29.** Start inviting clubs and organizations to host events in Squamish.

- **30.** Integrate the brand into existing economic development marketing materials.
- **31.** Rebrand the trail guide.
- **32.** Update District policies and processes to support the Brand Promise.
- **33.** Encourage merchant blade signs in Downtown Squamish.
- **34.** Continue to grow a Downtown beautification program.
- **35.** Work with local organizations to develop a branded customer service program.
- **36.** Develop free wi-fi access throughout Downtown Squamish.
- **37.** Improve visitor transportation linkages to Squamish.
- **38.** Integrate the new brand into logo gear and collectibles.
- 39. Develop the public market.
- **40.** Explore ways to connect existing Squamish events to the brand.
- **41.** Begin the process of implementing a highway banner program.
- **42.** Integrate the brand into partner organization websites.
- **43.** Review the plan every two months, update it every year.
- 44. Develop a Squamish adventure app.
- **45.** Contract for urban planning expertise (plaza).
- **46.** Develop a cross promotion program.
- 47. Create and manage social media campaigns.
- 48. Create a YouTube channel and load it with adventures.
- 49. Develop a buskers program for Downtown Squamish.
- **50.** Support Tourism Squamish with building a brand-focused marketing program.
- **51.** Contract for a public shuttle service (hop on / hop off).
- **52.** Make the plaza a reality.
- 53. Hire plaza management/programming staff.
- 54. Begin programming the public market.
- **55.** Measurables and accountability.



More about the Squamish brand

Branding Team

Christy Allan, Expand Marketing Group – Business owner and citizen representative

Yanick Belanger, Squamish Chamber of Commerce – Board Member; Web Development Manager, The Web Division

Deanna Bell, Britannia Mine Museum – Director of Sales and citizen representative

Christine Campbell, Downtown Business Improvement Association – Executive Director

Vanessa Carrington, District of Squamish – Economic Development Officer

Jeff Cooke, Squamish Off Road Cycling Association – President; Chamber of Commerce - Board Member; Bark Busters – Business owner and citizen representative

Glenn Davies, Downtown Business Improvement Association – President; The Ledge Café - Business owner

Tim Emmett, Professional Athlete, Television Presenter and citizen representative

Alice Guss Tsawaysia Spukwus, Squamish Nation – Educator

Patricia Heintzman, District of Squamish – Councillor ex-officio

Paula de Jong, SquamishAdventure.com – Business owner and citizen representative

Dan McRae, District of Squamish – Economic Development Officer

Christina Moore, District of Squamish – Communications Manager

Colleen Myers, Form Business Design – Founder and Lead Consultant; Entrepreneur and citizen representative

Michelle Neilson, Squamish Arts Council; Mclean Meats – Business owner and citizen representative

Auli Parviainen, Squamish Chamber of Commerce – Board Member

Darren Roberts, Publisher, Chief Newspaper

Toran Savjord, Quest University - Vice President, Operations and Development & Director of Recreation and Athletics

Tracey Saxby, Imagine Squamish – Creator; Greener Footprints - Co-Founder and Director and citizen representative

Randy Stoyko, District of Squamish – GM Business and Community Development

Lesley Weeks, Tourism Squamish - Executive Director

Stephanie Wells, Capilano University Schools of Tourism Management, Business & Communications – Instructor, Program Convener and citizen representative

Roger Brooks International was retained to facilitate the process, led by Roger Brooks, Jordan Pogue and Creative Director, Greg Forsell. Competitive analysis, research and feasibility work was a team effort between the Brand Development Committee and the Roger Brooks team.

More Information

Visit www.squamish.ca/brand to view:

- Branding, Development and Marketing Action Plan
- Presentation to Council September 30, 2014 (video and PowerPoint presentation)
- Background information and news releases on the Brand Enhancement Project

