

# Backgrounder

## Corporate Identity Program

- ▶ The development of the City of Kelowna Corporate Identity Program was contracted to Kelowna-based R.W. Peter & Associates in February 2008.
- ▶ Design of the logo and visual standards were created by Phred Martin, principle of Kelowna-based Splash Design.
- ▶ Costs of the Corporate Identity Program were \$35,000 for community consultations and research; \$10,000 for logo development; and \$35,000 for the Visual Standards Guide, print and electronic templates and an updated design for the City's website, kelowna.ca.
- ▶ Consultations with community members and City staff included 70 one-on-one interviews, an online survey and four round table focus group sessions.
- ▶ The Visual Standards Guide provides consistent standards to ensure citizens can easily identify, recognize and access City services, programs, facilities and information. The investment in standardizing both signage and print materials will provide cost savings in design and production of materials.
- ▶ The City of Kelowna won the gold award in the Logo Redesign category at the 2009 Summit International Creative Awards among thousands of submissions from 26 countries.
- ▶ The vibrant colours in the City logo represent the sun above Okanagan Lake.
- ▶ Kelowna's natural environment and its history inspired the logo design with its shape based on a Ponderosa pinecone, the City's official floral emblem – the Okanagan Sunflower, and the weaved baskets of the Interior Salish.
- ▶ Rather than a literal design of our landscape, the abstract symbol in the new logo is distinct, clean and uncluttered providing for ease of use in a wide range of applications (business cards, vehicles, uniforms and advertising.) The stylized circle and crisp lines help it to stand out and be easily identified. The design follows a trend of other successful and recognizable government and company brands which are represented in a symbolic manner.
- ▶ The former City logo – “The Sails” – was developed 15 years ago. Technical aspects of the Sails logo made it difficult to reproduce.
- ▶ City buildings and materials will be updated with the new corporate identity as time and budgets allow. Consistent with its commitment to sustainability, the City is ensuring existing supplies of stationary are depleted prior to new orders.