



Our corporation is a diverse team of talented and dedicated people striving collectively to provide leadership and services to build a healthy, safe and vibrant city.

Over the past three years, I spent considerable time thinking about how to take a very good organization and make it better. The new logo reflects the changes recently adopted within the organization to better meet the needs of our community and be flexible enough to respond to new issues. Ron Mattiussi, City Manager

VIBRANT CITY

Kelowna is a vibrant city where the agricultural and beautiful setting, community spirit, economic stability and stewardship of the environment enhance the quality of life for residents. The City of Kelowna has taken bold moves to restructure its organization and develop Kelowna as a sustainable community.

Our corporate identity represents the personality of our organization – how our values, philosophy and corporate culture is brought to life each day in the work we do to serve citizens.

CONSULTATION PROCESS

The 16 month development process included consultation with our community, City management and staff, and City Council. Prior to the logo being developed, a set of brand drivers were developed to reflect the essence of the City of Kelowna.

A DYNAMIC SYMBOL

The City of Kelowna fosters active living which maintains, respects and enhances our natural environment. The vibrant colours in the City logo represent the sun above Okanagan Lake, the connectivity of our community and the passion of our people.



KEY LOGO COMPONENTS

▶ Kelowna's natural environment and history inspired by several natural and historic features that are true to Kelowna: the Ponderosa Pine Cone, the Kelowna Sunflower and traditional Interior Salish baskets.

▶ The circle represents inclusion and has been used by many cultures throughout the globe.

▶ The colours were chosen based on the consultation process as well as the meaning behind these particular colours.

The logo contains the green of our natural spaces and the blues of Lake Okanagan. These colours represent our commitment to be stewards of the environment. The blue symbolizes loyalty and empathy and the green, harmony and balance. While the red and yellows in the logo reflect the Okanagan sun, yellow also speaks to our optimism and willingness to welcome change and growth. Red highlights the energy, passion and the desire that the City of Kelowna staff have to be the best mid-sized city.

The logo reflects the dynamic nature of our staff and the wide range of products and services they deliver to our rapidly changing community.

Be part of the dynamic

BRAND DRIVERS

Consultations with City staff and our community determined the City of Kelowna's visual identity is supported by these brand drivers:

Active: Kelowna Lifestyle

- ▶ We have a balanced approach to work and family life
- ▶ We have a strong community appreciation for sports and recreation
- ▶ We are a growing cultural community
- ▶ We are internationally recognized for our active four season lifestyle
- ▶ We are committed to creating unique festivals/events that take place throughout the year
- ▶ We are an emerging urban centre in a rural setting

Responsible: Kelowna Environment

- ▶ We are committed to growing in unison with the area's natural environment
- ▶ We are committed to preserving and enhancing our parks, green spaces and natural areas
- ▶ We are committed to preserving our air and water quality
- ▶ We are committed to preserving our agricultural landscape
- ▶ We are committed to examine best practice models on all infrastructure and sustainable initiatives

Beautiful: Kelowna Community

- ▶ We are committed to building a safe and secure community
- ▶ We have many quality recreation facilities that compliment Kelowna's demographics
- ▶ We are a caring community which volunteers and donates in support of public initiatives
- ▶ We create platforms that allow the community to be informed and engaged
- ▶ We have many levels of quality educational opportunities
- ▶ We value our community's human heritage and natural landscapes
- ▶ We are committed to supporting our health care infrastructure
- ▶ We strive as a community to be diverse, inclusive and accessible

Dynamic: Kelowna Economy

- ▶ We are the central business hub for the Interior
- ▶ We offer diverse and dynamic entrepreneurial opportunities
- ▶ We have an education network that partners with the business community to provide a sustainable employee resource
- ▶ We have a unique four season tourism industry
- ▶ We are proactive in building our community profile locally, nationally and internationally
- ▶ We have an international airport that is committed to our citizens, business people and tourism market



The new logo was honoured with a gold award at the 2009 Summit International Creative Awards in the category of Logo Redesign. Submissions were received from 26 countries for this prestigious competition.

BENEFITS

- ▶ The goal was more than a new logo, it was to develop a process the City of Kelowna could use to bring consistency to its communications and actions.
- ▶ The community can easily identify City services, projects, facilities and information.
- ▶ The new design will provide significant cost savings year after year through the standardization.

