

BRAND STRATEGY WORKING DOCUMENT



WHAT WE THINK

- We know that an ideal strategic direction for Calmar leads towards:
 - **Affordability;**
 - **Business (Local, Ag, and Industry) and Recreational Opportunity;**
 - **and Deeper Connections to People and Experiences**
- While lake proximity is a key community differentiator, and stunning sunsets and award-winning floral arrangements certainly add to scene setting, these are simply not strong enough value props (or main brand story plot points) to hang our hats on
- **The most successful community brands are always experiential. They must convey a feeling because audiences are looking for things to do, not just things to look at**
- **True value is measured by the assurance that where you live, work, or visit, like-minded people ‘see’ you and ‘get’ you, and the idea of deeper connection to people, land, and opportunities becomes key to attracting residents, visitors, and investors from all walks of life**
- **Commonality is found in the desire for more engagement and connectedness**
- **There’s a place and a role for everyone in Calmar**
- Whether looking for relaxation or vibrancy, opportunity or ease, Calmar provides, enables, or supports. It connects. **It’s the real deal, and its story should be told in the soulful stories of individuals getting by and getting busy living**
- **Life is connected and shared here, but more importantly, it’s shared on “my terms,” and “my budget”**
- The Town of Calmar matters because unlike surrounding communities which focus on limited aspects of personal and professional life, **small town Calmar affords the breathing room needed for deeper connection to people and opportunity**

WHAT WE FEEL

THE TOWN OF CALMAR — A STRAIGHT-FORWARD BRAND STORY

Show me an image of small town Alberta that doesn't strike the heartstrings as charming and captivating, even with its rough and worn edges masking all the dirt and endless flatland just out of frame. Show me a town where the setting sun doesn't drip over the horizon like hot grease to catch a curtain of prairie clouds and hay bales ablaze in hot stabs of orange, pink and purple flame. Show me a place where I can come to know my place, and I'll say with frank sincerity: *True story; this looks like my own, which is my town to a T, but let me show you my Calmar, where more than this, Adventure Awaits, Grit Happens, and Happiness Blooms.*

This is my hometown. The real deal. My Calmar...a familiar place of no strangers. Whether dusty with chaff or soil, slick with keyboard sweat, or sticky with the remnants of a toddler's lunch, our hands are as storied as our faces are recognizable. Yes, my Calmar is all natural small town Alberta, but much more than that, it's breathing room for farming and agriculture enterprises going with the grain, O&G and heavy industry operations going with the flow, remote workers going with the times, and for innovative entrepreneurs and small business owners going the distance to gain home advantage. My Calmar is for seniors slowing down, for the adventurous speeding up, for parents determined to safely and responsibly raise their growing family, and for the impressionable young who could truly stand to raise their life and experience a reality unplugged. This is small town living for all it's worth—a better place of raw opportunity better placed within the heartland of Alberta's agriculture and oil field industries; gratefully out of touch with a grinding shoulder-to-shoulder and bumper-to-bumper existence while just minutes from big lake recreation and even bigger city amenities and air and highway transportation corridors. This is genuine, affordable living at its finest—less fragile bone china, and more durable cast-iron for those who appreciate the power and potential of the words *Real* and *Life*.

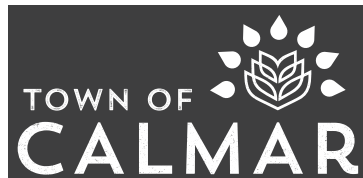
The story of my Calmar matters. It's told in the stories of individuals choosing to get busy living, even as they choose to take it easy. It's told in the firm grip, soft faces, and stoic stance of authentic salt-of-the-earth and nose-to-the-grindstone rural Alberta folks who still value the honourable word, the solid handshake, and the knowing smile of others when ordering something warm and homespun and made with care from the local bakery counter. It's a story told by like-minded people who just 'get' me and my contentment to just get by. I'm here to work, to produce, and to invest in and feast from, the bounty of life on my own terms. I'm here to live life more humbly, peacefully and reasonably. But I'm also here to taste freedom and choice. To gain ground. On the face of it, small town Calmar is slower and simpler, with a soft and sweet reputation built upon cultural heritage and best-in-show floral arrangements...But there's room here out in the wide open for action and adventure; for business potential; for community revitalization and enhancement; for innovation; and for personal and professional growth and expansion. There's value here in my Calmar, where I am given free-range to not only be, but to be better. My face is famous here...Recognized and understood by the other famous faces of neighbours who truly see me, know me, and appreciate me as a valued and valuable character in the story of their lives. Whether subdued or vibrant, pastel or primary, I can afford to be me...comforted by the realization that the thread of my individuality adds deeper, more interesting hues to the rich and colourful tapestry of my community. A place made stronger by the shared collection and connectedness of individual short stories of life to form a larger, more cohesive, and more beautiful body of work. A place of simple pace and pleasures, it's sure to leave you speechless, then turn you into a storyteller motivated to do your part to help change the narrative and find purpose and direction in the role you were meant to play...Because connected and collected works. In the simplest of terms and the most meaningful and rewarding of ways, my Calmar is our Calmar: The collected works of a hard-working, creative community working even harder to help move the plot forward and build a future while drawing strength from its more humble roots.

A small town with big dreams, our Calmar simply knows its place in shaping the story of central Alberta: Bold, brash and honest in its declaration of affordable living, working, and operating costs; unrelenting and unapologetic in its boasting of unparalleled access to, and enjoyment of, deep lakes, deep sunsets, and even deeper connections to people, to land, and to diverse business, agricultural, industrial and recreational opportunities. It shoots from the hip and leaves its mark in the hearts and minds of tenacious, outspoken individuals bound together by the fact that although our viewpoints, goals, and outlooks on life may be varied, we are tightly woven together in our desirability to call this extraordinary place home. It's easy to be moved here, but that should come as no surprise... Because in Calmar, Easy Does It.

This is my image of Calmar — pretty and straight-forward down the highway and by the numbers: A place to stay put and see the world in the hands, the faces, and the stories of those who are looking to keep it calm and simple and slow their role, even as they get busy living life for all it's worth. Invest in a life well-lived. From bustling main street to dusty back road, from lake dive to combine climb, from sunrise to sunset, from face to face, flower petal to petal, and from full out to full stop, this is my Calmar, my thriving local scene of endless possibility, and now it's Yours too...Truly.

VISUAL IDENTITY

Gritty and modern, yet straight-forward, sophisticated and progressive, just like the town itself... Here the Town of Calmar is recognized for its many faces and stories, including that of simplicity and open space within the heart of Alberta's agricultural and heavy industries, as indicated by a simple, yet striking stylized stalk of wheat, and through the use of worn and rugged lettering. A natural life in motion is suggested through the gathering and rising of simple, abstract flower petals representing not only the vibrancy of the setting sun, but the coming together or connecting of individual people, ideas, stories, industries, and opportunities into a single, more cohesive and more rewarding body of work. On the face of it, Calmar is slower and simpler, but dig a little deeper and you'll find rich, raw beauty and room for action and adventure, for innovation and opportunity, and for personal and professional growth and expansion. This is small town living for all it's worth...



LOGO COMPARISON

How each logo option would fare against the logos of regional communities / partners on regional initiatives that could share a page on websites or documents in the future.



AD / MARKETING EXAMPLE



YOURS...
TRULY

Your face can be famous here; recognized by neighbours who will come to see, know, and appreciate you as a valued and valuable character in the story of their lives. Whether subdued or vibrant, pastel or primary, you can afford to be you in the Town of Calmar, Alberta...comforted by the realization that the thread of your individuality only adds deeper, more interesting hues to the rich and colourful tapestry of the community. A place made stronger by the shared lives of others to form a larger, more cohesive, and more beautiful body of work.

A story of simple pace and pleasures just minutes from big lake recreation, big city amenities, and even bigger employment opportunities and advantages, this is the role you were meant to play...because in Calmar, connected and collected works to move the plot forward in the most meaningful and rewarding of ways.

Don't be a stranger
Visit Calmar.ca

TOWN OF
CALMAR



AD / MARKETING EXAMPLE

RAISE
LIFE



Pretty and straight-forward down the highway and by the numbers, the Town of Calmar is better placed within the Edmonton and Leduc regions to safely, securely and responsibly raise your growing family. Stay put and afford yourself a little breathing room among kindred spirits who truly see, understand and appreciate your desire to keep it real and simple and more meaningful. Invest in a life well-lived. From low housing, business, and living costs to exceptional health, recreation and educational experiences far removed from the daily bump and grind of the big city, yet easily within reach of essential amenities and attractions, this is all natural, wholesome small town life for all it's worth.

Be moved by deeper possibilities.

Easy does it at Calmar.ca

TOWN OF
CALMAR

AD / MARKETING EXAMPLE

GROW YOUR INTERESTS



CREATIVE

From country-spun home-based business to bustling, eclectic main street shop or aspiring global enterprise, Calmar is the real deal. Straight-forward in its declaration of affordable living, working, and operating costs, the story of small town Calmar is one of big dreams and deep connections to people and business opportunity. Become part of a hard-working, creative community of innovative entrepreneurs and small business owners working even harder to not just get by, but get busy living, and feast from the bounty of life and livelihood on your own terms as you help shape a thriving local scene of endless possibility.

Take life easier

Invest in yourself at Calmar.ca

TOWN OF
CALMAR

