# Brand Style Guide



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# Document Overview

# The Town of Fort Smith's Branding Toolkit

The Town of Fort Smith Branding Toolkit is the start of a full brand refresh. The purpose of this document is to present the main body of work that has been done to update the brand and provide guidance on how to work with the new brand effectively. This document also maps out the areas where there are more opportunities to develop.

## What's Included

The document is divided into two major sections. These include an overview of the Town of Fort Smith Brand and Brand Usage Guidelines.

The Town of Fort Smith Brand - This section provides a quick overview and history of the town's brand, and defines the key audiences that the town's communication addresses. This is followed by an examination of the new brand, with the rationale behind elements like the logo, colour pallet, font choice, brand tone, tagline and more.

Brand Usage Guidelines - This section discusses how the new brand would actually be used in a variety of applications. It outlines how to best use the brand for different audiences, and explores how third parties and partnerships can support the brand and guidelines for proper usage

## How To Use This Document

This brand toolkit document provides a strong framework for building the town of Fort Smith's new brand. The Town of Fort Smith Brand section provides all the individual elements that are brought together when working within the brand. This section provides the rules that must be adhered to ensure Fort Smith has a consistent brand.

This document contains many different examples of how the brand could be used in ads, signage, documentation and more. The later topics in the Brand Usage Guidelines provide recommendations for how creative assets can be further developed

and lists some considerations for working with external partners or creating specific brand elements. These sections are good outlines for where to focus future work.

## What Is A Brand?

A brand is much more than just a logo or tagline - it's an entire personality. A brand is about owning your niche in a marketplace of other brands. For the Town of Fort Smith, our brand is the way we speak about ourselves and the way we want people to speak about us. It's the colours we think best represent us and the products we think are unique to our community. A brand is what remains consistent about how the Town of Fort Smith is perceived. It is our promise to deliver on that consistency.

# Why Is The Brand Important?

When many people work collaboratively in an organization, an established brand is the collectively agreed-upon point to speak from. As individuals come and go, the brand helps the town maintain a consistent personality. By following the brand, the Town of Fort Smith always has a recognizable identity. If that brand is done right and the personality fits the town, it will create a sense of familiarity and stability. This ultimately supports Fort Smith's economy when our brand becomes a trusted reference for the products and business in the community.

To residents, visitors, and developers, the consistency makes the town recognizable and a voice that inspires trust. Without a brand, the personality of the town can deviate, contradict, and appear disorganized to people who interact with the town. A brand provides a solid look at the foundations for what needs to be developed, improved, or changed to reinforce the brand's direction. Making changes is how we invest in Fort Smith's reputation, product offerings, and the longevity of its success. Implementing a strong brand requires time, effort, funding, and the cooperation of all those involved to see the fullest potential of these investments.

# The Town of Fort Smith Brand

## The Town of Fort Smith

The Town of Fort Smith is a community of 2,500 people, located along the banks of the mighty Slave River. The community's traditional name is Thebacha, which is a Chipewyan word that means "beside the rapids". The town is situated on the traditional lands of the Salt River First Nation, the Smith's Landing First Nation, and the Indigenous Metis people of Fort Smith. This vibrant, multicultural community is the gateway to Wood Buffalo National Park. The community's pristine natural beauty, abundant wildlife, recreation activities and welcoming environment has a broad appeal to both locals and visitors to the region.

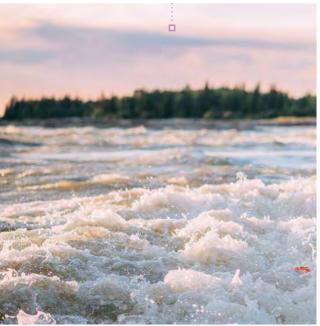
When initially developed in 2014, the Fort Smith brand was created to reflect the key elements of the iconic destination including the bison, pelican, Slave River rapids and the aurora and capture the essence of the community.......

# The Brand History and Background

The Town of Fort Smith had an existing brand that has recognition and familiarity with the people of the community and frequent visitors. Its primary element - the logo - reflects the natural attractions that are significant to the community and area, with a tagline that references the variety of unique and memorable aspects of life in Fort Smith.

It was important that this brand refresh preserved the recognizable and familiar elements of Fort Smith's existing brand. The refresh focused on updating dated elements of the brand and extending the usability of the brand for more audiences.

The new brand provides clear opportunities for customization, through a suite of visual icons and a template tagline. This new brand has interchangeable elements that can be tailored to fit specific audiences, seasons, or other significant factors. This results in a brand that won't become dated as quickly, is highly responsive and is still recognizable as Fort Smith.





## **Key Target Audiences**

Fort Smith communicates with a variety of people, and their interests and needs can be grouped into audiences. It is important to know what attracts these audiences and what their expectations of the town are.

#### **Local Residents**

The town communicates with local residents for the largest variety of reasons. Residents look to the town for information on important municipal issues as well as for updates on events, festivals, and opportunities for adventure. Locals will also look to the town for a sense of identity, and they will want to see the brand represent the Fort Smith they experience.

#### **Business Interests**

The business interests audience is made up of parties with an existing financial or investment-based relationship in the town. People in this audience can be residents, but they also interact with the town from a business owner's perspective. They are looking for clear information to use in decision-making, but will also be encouraged by a town that feels thriving, responsive, and rich in opportunity. This audience is also interested in the Fort Smith brand as a partner with their own brand, and they will look specifically for opportunities for investment and product diversification.

#### **Visitors**

Visitors or tourists are likely to know the least about Fort Smith, and will be most interested in "meeting" the personality of the town. After that, they will be looking for clear contact information for operators and amenities, or ways to move forward in their trip planning. Visitors will want to see what is exciting about the town, and will gravitate towards communication that feels inspiring, adventurous, unexpected, and unforgettable......

#### **Potential Relocations**

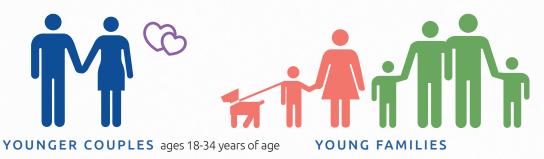
As potential residents or business interests, people who are interested in moving to Fort Smith are an intersection of other audiences. Like visitors, they may know very little about Fort Smith and will want to be inspired by a place that feels exciting and inviting. They are looking to make an investment in Fort Smith beyond just a vacation, and so will need clear and confidence-inspiring communication to feel informed.



# Key Target Audiences cont...

#### Demographic characteristics

Highest priority across the marketing sectors will be attracting and retaining:



#### Core attributes

Common attributes of importance to each market segment include:



A WELCOMING NATURE

OF THE COMMUNITY

(e.g. an open and inclusive community)







#### A HIGH QUALITY OF LIFE

(e.g. a livable, safe, accessible & affordable community)

#### The LOCAL INFRASTRUCTURE

(ranging from communication and energy to locations for business operations, co-working, meetings, and conferences)



#### Regional targets

The priority targets will be prospective visitors, residents, and businesses from:



#### Persona Information



# JOB SEEKER (with a young family)

- Family oriented
- Appreciates work / life balance
- Prefers small town lifestyle
- Loves nature and outdoor activities



# **TOURIST**Outdoor Enthusiast

- Outdoor adventure enthusiasts
- Wilderness seekers who enjoy outdoor adventure and natural beauty
- Enjoys spending time with friends and family on road trips and camping
- Likes to go off the beaten path
- Likes to have authentic experiences
- Does not need to be pampered



# **BUSINESS**Entrepreneurs and Relocating Businesses

- Family oriented
- Hard working but appreciates work/life balance
- Prefers small town lifestyle
- Loves nature and outdoor activities

SECONDARY LOGO VERSION





FULL LOGO LOCKUP

# The Town of Fort Smith Logo

We love our logo so we want to ensure it is used properly. Our logo is an integral part of our brand.

### Logo Refresh

The Logo Refresh maintains the same diamond configuration and colour palette as the previous version. An emphasis on the elements of earth (ground), water, sky (air) is reflected within the images and patterns depicted.

#### **Bison**

The bison icon was updated to balance the sky/water patterns as well as the new pelican graphic. It is more active, seemingly "moving forward" through the frame. The earth-like pattern from the water icon grounds the image and adds weight to further balance the icon within the logo arrangement.



VERTICAL LOGO



HORIZONTAL LOGO

#### Pelican

The new pelican icon mirrors the forward movement of the bison, providing symmetry and direction with the diamond shaped logo. A pelican in motion is a beautiful thing and it is a strong reflection of the abundant and diverse wildlife in and around the area.

#### Water

Never still, ever moving, the water pattern within the Town of Fort Smith logo continually flows from one diamond-shaped

icon through the next, continuously propelling all (the bison, pelican, viewer) towards Fort Smith, Northwest Territories.

#### Аигога

Blending hues of white, pink and green, the aurora dances across the sky within the logo, visually balancing the energetic flow of the water pattern directly below it.

The Aurora is the only icon within the Town of Fort Smith logo that remains in full colour (using all three hues), even in reverse, to allow it to continually shimmer. Please see page 15 for further reference.





FULL LOGO/WORDMARK LOCKUP



Unexpected potential. Unforgettable opportunities.

FULL LOGO/WORDMARK WITH TAGLINE LOCKUP





SECONDARY LOGO

# Fort Smith

NORTHWEST TERRITORIES

WORDMARK









MINIMUM SIZE (HORIZONTAL)

### Minimum Size and Clear Space

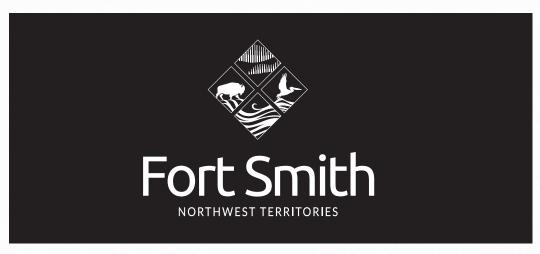
In order to retain the integrity of our logo while maintaining its visual and textual legibility, it should never be reproduced at a size smaller than 1.0 inches in height for the vertical iteration, and 2.0 inches for the horizontal.

To ensure the logo does not compete with other logos or elements within a page layout (digital or print), the minimum CLEAR SPACE is equal to that of the logotype wordmark's X-HEIGHT (Fort Smith).



FULL COLOUR (DEFAULT)











REVERSE LOGO ON VARYING COLOUR BACKGROUNDS

#### **Logo Versions**

The Town of Fort Smith has 3 logo variations: full colour, black and white, and reverse. It is important to use each version correctly and appropriately to ensure there is enough contrast for the logo to be easily read.

As the logo is one of the most recognizable aspects of our brand, the full colour version should always be used unless: a) the background colour/pattern is too dark to easily read the logo, in which case the reverse

logo should be used; or b) printing limitations dictates a one-colour version, in which case the black and white logo is best-suited for use.

The logo should ALWAYS be used in its original form - it should not be altered, skewed, distorted or added to (with other text or graphic elements) or misused. It should always be placed on a plain background that gives enough contrast for the logo to be easily read.



В.



C.







F.



# No! No! No!

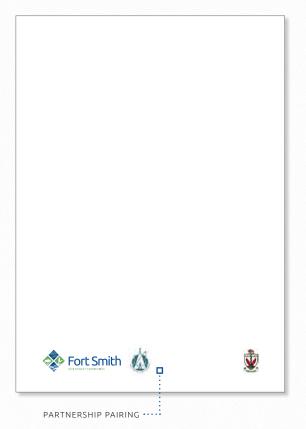
# Logo Misuse

We love our logo so we want to ensure it is used properly. Our logo is an integral part of our brand.

#### Common logo errors

Here are a few things to avoid.

- A. Do not skew, distort or rotate the logos or individual icons—scale them proportionally.
- B. Do not use the logo on colours or imagery that will hide or clash with the colours in the logo.
- C. Do not change the colour of any of the elements.
- D. Do not remove any elements of the logo.
- E. Do not use the logo with unapproved styles and effects.
- F. Do not add any copy to or within the logo.





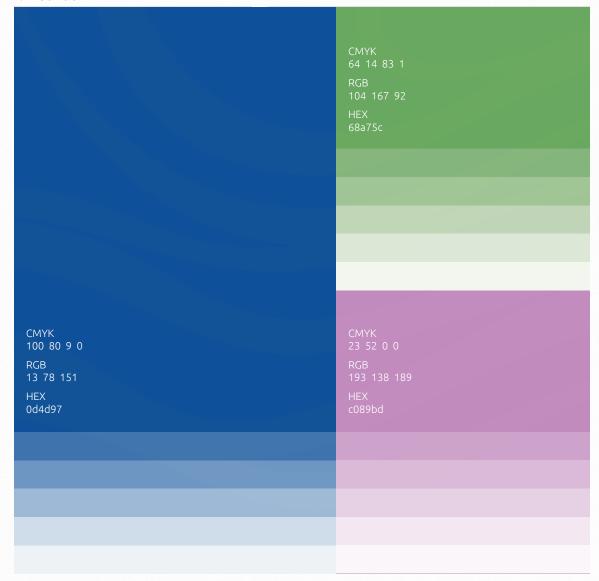
# Logo Partners

Balancing partner logos with the Town of Fort Smith logo. Logos are not all created equal so ensuring a consistent and visual balance with the partner or sponsorship logo and Town of Fort Smith is important. Executed well, a logo pairing can convey respect and trust. For a partnership logo pairing, ensure a balanced optical size, weight and spacing around each logo. For a sponsorship pairing, allow the Town of Fort Smith logo to carry greater optical size and weight compared to the sponsor logo and provide ample spacing between the two.

Mishandling the pairing of logos could have a negative impact on the perceived relationship confidence.







# Primary Colour Palette

The primary colour palette reflects the vegetation, water and aurora-filled sky of Fort Smith.

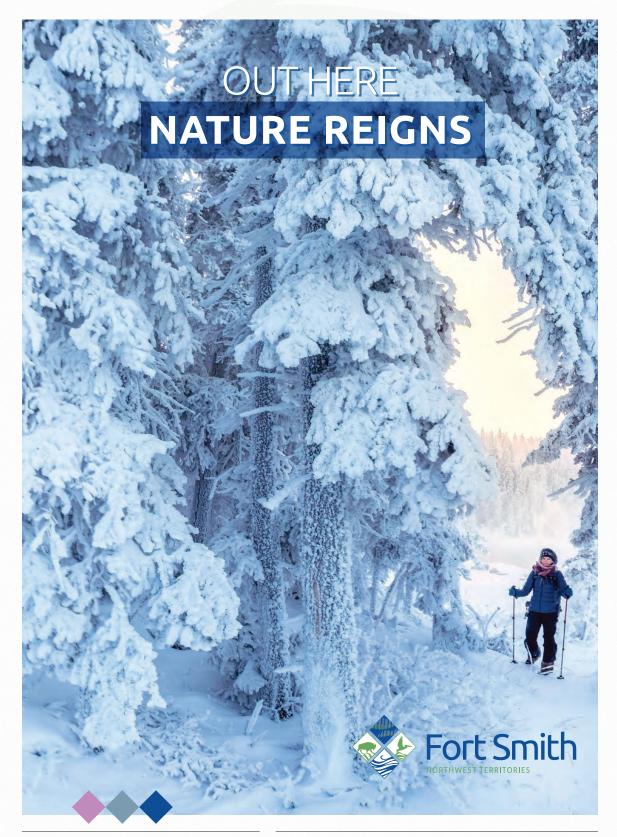
#### **Colours of Fort Smith**

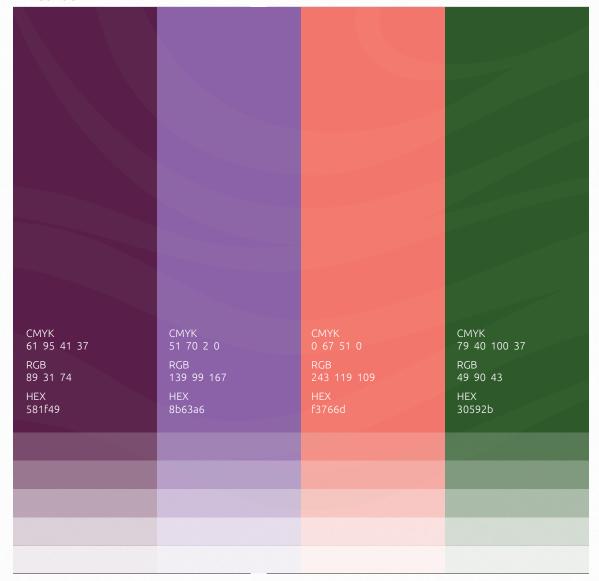
The brand colour of The Town of Fort Smith consist of three colour palettes:

- Primary Colour Palette (3 colours)
- Secondary Colour Palette (4 colours)
- Neutral Colour Palette (4 colours)

The brand colors are friendly and welcoming and express the sunset hues over the flowing Slave River.

Use the colours to define the Town of Fort Smith brand. Pair it with photography/imagery that reflect the primary colour palette to further establish the look and feel of the brand.





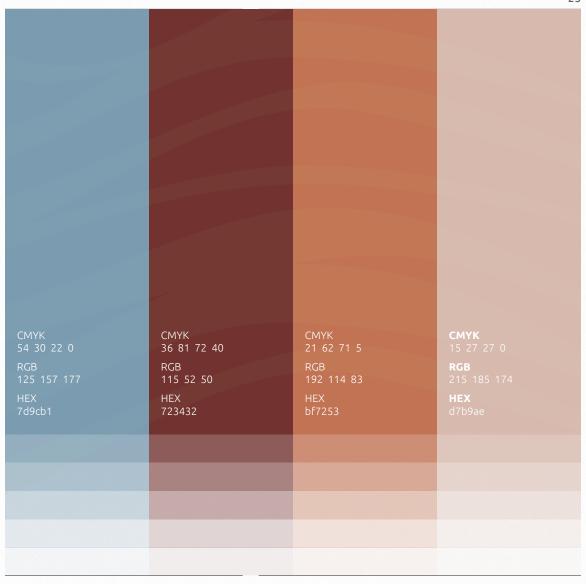
# Secondary Colour Palette

The secondary colour palette adds more depth and intensity to the brand

## **Complementary colours**

The Secondary colour palette is a bright and engaging set of colours that complement the primary palette. They also add depth and intensity and work well as accent or contrast colour in a layout.

Pair it with photography/imagery that need the contrast of vibrant colours to stand out.



# Neutral Colour Palette

The neutral colour palette provides a harmonious balance to the primary and secondary colour palette

#### **Neutral colours**

As The Town of Fort Smith logo emphasizes the elements of earth (ground), water, and sky (air), the neutral colour palette provides a return to nature and a harmonious balance of hues to offset the vibrancy of the primary and secondary colour palette. Whereas the Secondary colour palette conveys a coolness, the neutral palette is all warmth.

Pair it with photography/imagery with earth tones and to offset brighter shades of the primary and secondary palettes.



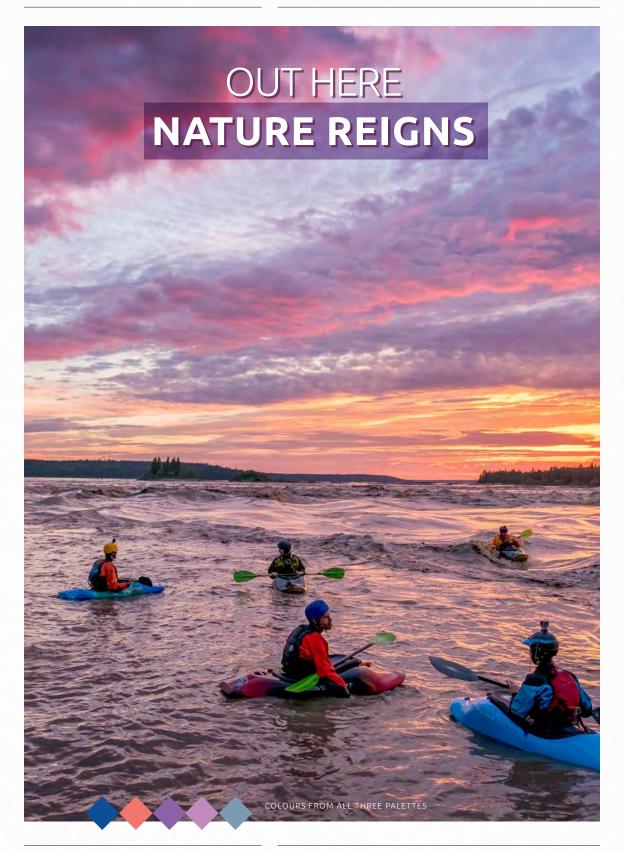
# Playing With Colour

With so many colours, staying on brand requires balance and consideration.

# How and when to use the primary, secondary and neutral colour palettes

As the primary colour palette contains the logo colours, it is the first consideration for colour choices. Established colour systems (for Local Residents, Business Interests, Visitor and Potential Relocations) should be the second consideration.

With photography, consider the colours that complement the hues and shades present in the photograph. This strengthens the perception that the Fort Smith brand is an extension of the environment's natural beauty.



Ubuntu (Primary Typeface)

# The quick brown fox jumped over the lazy dog in Fort Smith

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()+/-

Playfair Display (Secondary Typeface)

# The quick brown fox jumped over the lazy dog in Fort Smith

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()+/-

# Playing With Type

Typography is an integral part of any brand.

## **Primary and Secondary Typefaces**

Both printed and digital communications work best when the typography is consistent and we've chosen typefaces that are flexible, versatile and easy for everyone to use.

Ubuntu is the Fort Smith Typeface font. The light and regular font weights are suitable for general use as body copy; the medium and bold weights work well as and subheads and key messaging.

Playfair Display is the Secondary typeface and should be used when added contrast in text content is required (like the headings in this Guide)! Both are google fonts and free to download and use.

#### PUBLIC NOTICE

Fort Smith is exciting and the opportunities for adventure are close by. Playfair Display is the Secondary Typeface. Use is when you want to add contrast.

# Bison + Pelican

Ubuntu Regular is a great font for subheads and body text. Fugias cullitatiost hit aliquod ra sum ne iorporest, sitas solupta voluptur moloressequi ute adipsa ese ero.

It also is very legible at small sizes. This is 7 pt. Great, right? Sequi adi resediatur, omnimus ciminctatur? Evenda cuscidelecte pos nusa illa qui dolo distiis ariatquos derum siminvendam, es nis rem nimenis sapis qui officium sum ipsam que volo velit. Sam quia voloreprovit ad ero dolecuscius remporumquae nobisti amusapiditas dolore res as aut ese dolendis anturec aboriae omnisit ra sum nes et rem quo doluptas. denimint volorest ex exera quis suntemo ditibeatur apel il ipsus sapid mos es qui idem.

# Go forward + explore the

# Playfair Display as a Header

IN THE TOWN OF FORT SMITH

Aurora + Rapids

Playfair Display is best in lowercase

Ubuntu is the Primary Typeface. The rounded corners and the truncated cross-bar of the lowercase T are friendly and welcoming. And it's easy to read.

But it's all greek to me (actually this is latin). This is Ubuntu Light. **And this is Ubuntu Medium. And Bold.** 

Say hello to Lorem Ipsum. ....

Lorem ipsum nam sit amet.



# Iconography

What better way to communicate with our target audiences than with icons.

## **Visual Vocabulary**

Icons can communicate more than a word or phrase. And in both print and digital worlds, when a clear understanding of information conveyed to your audience is essential, a small icon can be an important element in driving action, communicating an idea or connecting an individual to the content they need.

They can be used across all channels of communication and can be an invaluable tools for navigation (on websites and mobile devices for instance). They also provide orientation and direction for wayfinding signage/content.



Icons are universal. They work well because they are ideal for non-verbal communication—they do not rely on the written word.

#### Icons break the language barrier.

The icons for the Town of Fort Smith should be consistent in colour, simplicity and stylistic design. Stylistic consistency is key as it establishes a definitive look for the brand, especially in the design of people. Wildlife icons should echo the design of the main logo iconography.

The pelican, bison, water and aurora icons from the logo should never be rendered in any other colour other than those that make up the original logo formats.

Like colour and typography described in this guide, icons are an important brand element. They add character and expand the visual vocabulary of the Town of Fort Smith brand.







# Iconography and Colour

Applying colour to specific communications is one way of creating continuity and familiarity with the brand for key target audiences.

RECREATION (LOCAL RESIDENTS) · · · ·

POTENTIAL RELOCATION



TOWN OF FORT SMITH

# **Job Opportunity**

#### **Childcare Primary Care Worker**

Aciment. Optas dolores sit, officim endistiam laut posape praepe ea verovideni dolore et harum isquod eum, optatquatur simodignatet.





Change to Garbage Pick-up
Apieniste odi conet, odi il eossint mi, que dolore voluptis volupicius et harem (867) 876-5432.

MUNICIPAL (BUSINESS INTERESTS) .....

# **Brand Tone**

#### The brand tone for Fort Smith guides "how" Fort Smith should be communicating.

Different aspects of the tone can be stronger depending on the audience and content, but the brand tone directs how Fort Smith's voice should feel.

The brand tone for Fort Smith is Confident. Dynamic and Adventurous.

#### Confident

Fort Smith needs to distinguish itself with confidence. Communication needs to be sure and assertive, while still being friendly. A confident voice is what will attract adventure-seekers and travelers who will see the value in the experiences in the area. While welcoming, Fort Smith needs to sound stable - assured in itself and in what it has to offer

#### **Dynamic**

Being dynamic is going to bring life to Fort Smith's tone. Communicating with passion and excitement will translate to a feeling that Fort Smith is active and embracing its potential. Promoting community events and highlighting what is "unexpected" around the community will resonate with audiences willing to try something new.

#### Adventurous

Lastly, Fort Smith's tone is adventurous. Fort Smith is exciting and the opportunities for adventure are close by. A tone that doesn't shy away from the unknown will encourage audiences to seek out what is unforgettable. From the rapids of Slave River to the expanse of Wood Buffalo, communication needs to speak about Fort Smith as being full of opportunities to grab onto.

# **Brand Messaging**

The brand messaging for Fort Smith is the guiding spirit of "what" Fort Smith should be communicating.

Everything should contribute to emphasizing the overall impression of the brand message. The brand message is what people should believe about Fort Smith by interacting with the brand.

Living beside the rapids means living with adventure right at your fingertips. The messaging for the Town of Fort Smith needs to communicate the opportunities and potential that are inherent to life around the town. Fort Smith is a place of excitement and adventure. Specifically, the proximity and accessibility of those opportunities is what makes Fort Smith a desirable place to live, to visit, and to invest in. In Fort Smith. you'll find the unexpected, and live in the unforgettable.

# **Key Messages**

These words align with the brand tone and ideal brand identity. Consistency is established through repetition and using these words to support the brand in press releases, advertising copy, website text and other interactions with the community builds that consistent identity and reinforces a stronger brand.

Find the unexpected. Live the unforgettable.

# love for life

Adventure at your fingertips

Dynamic, passionate, excited, willing to try new things, progressive

risk-takers

# Independent thinkers & artisans TRANSCENDENT

gged recreation

Top adventure destination in the

Improve your quality of life

Open. Free. Wild. Explore the unknown.

Awe-inspiring Transforming Transcendent

Unexpected, Unforgettable







Unexpected experiences. Unforgettable stories.



Unexpected paddling. Unforgettable adventures.

# **Brand Taglines**

The Town of Fort Smith's tagline has recognizable roots in the old brand with the words Unexpected and Unforgettable.

# Unexpected \_\_\_\_\_. Unforgettable \_\_\_\_\_.

To make the tagline more flexible, Fort Smith's tagline has a bit of variability - the words following Unexpected and Unforgettable can be changed to fit the audience or tailored for specific events or seasons. As well, this gives the town the freedom to customize and refresh the tagline without breaking familiarity with the brand.

Using colour and the secondary typeface Playfair Display (italics) is a great way to customize and refresh the tagline. See opposite page for examples.



Unexpected potential. Unforgettable opportunities.

Unexpected adventure.
Unforgettable history.

Unexpected potential.
Unforgettable opportunities.

Unexpected sights. Unforgettable stories.

Unexpected freedom.
Unforgettable culture.

**Local Residents** Unexpected Adventure, Moments

**Unforgettable** Community , Living, Culture, History

Business Interests Unexpected Potential

**Unforgettable** Opportunities, Community

**Visitors** Unexpected Adventure, Excitement, Sights,

**Unforgettable** Stories, Beauty, Memories

Potential Relocations Unexpected Adventure, Freedom

**Unforgettable** Community, Opportunities, Living, Culture

# Managing the Brand

#### Managing the Brand in Communication

#### Managing the brand means using it appropriately and effectively.

It is important to consider the audiences and what their expectations of the town are. The Town of Fort Smith can communicate more effectively by speaking to these interests while still staying consistent with the brand.

To identify the right branding and guidelines, consider who the information is for and what the purpose of the information is. Follow the Communication Decision tree

#### The Communication Decision Tree

Who is this for?	What is its purpose?	
Government Partners and Departments	Is this communication part of internal municipal communication or communication with other governments?	Internal Communication
The Community of Fort Smith	Does this contain important municipal updates for the majority of people living in Fort Smith? (closures, municipal deadlines, public services changes)	Communication with Local Residents
	Is this communication relevant to people with a financial investment in land or businesses? (zoning, permits, licensing)	Communication with Business Interests
	Does this communication promote an event, celebration or activity that locals can take part in? (parade, fireworks, holiday markets, live music)	Communication with Visitors 4:
People Outside the Community for Fort Smith	Does this communication highlight events or activities that someone can plan to do in the future, or accommodations for people outside the community? (tours, packages, events, accommodations)	
	Does this communication provide information or set expectations about daily life in Fort Smith? (culture, cost of living, available services)	Communication with Potential Relocations



#### Internal Communication

Internal Communication is least impacted by Fort Smith's Brand in terms of tone and messaging. Information should be clear, concise, and specifically relevant to the parties involved.

Visual branding is important in internal communication. Consistent use of the logo, typography and tagline indicates that a piece of communication is official, and it provides a clear way for external parties to recognize when something is from the Town of Fort Smith.



### Communication with Local Residents

Residents will want to see a strong presence of the town's identity - the town's confidence in itself will reinforce a local sense of pride and belonging. Similar to the visitor audience, residents will want to know about events and opportunities, and they will look to the town for assurance before participating in unexpected and unforgettable adventures.

They will also expect clear and concise communication for public announcements. The town needs to provide important information clearly, confidently and consistently. Strong use of the town's visual brand and logo will indicate to residents which communication is official and can be trusted.







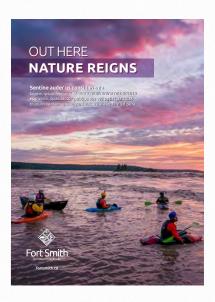
#### Communication with **Business Interests**

NEWSPAPER AD

This audience is looking for clear information to use in decision-making, and needs messaging that conveys trust and authority. A town that presents itself as well-branded and organized inspires confidence, which is important for discussing issues like zoning, permits, or licensing.

Business Interests are also interested in opportunity and adventure, and see a thriving, active and dynamic town as a place with potential. Rather than emphasizing novel experiences, communication with this audience should focus on the possible financial returns that come from working in partnership with Fort Smith to champion the brand and the community.





BANNER FLAGS, MAGAZINE AD

### Communication with Visitors

Visitors need the most management of all the audiences because they are the least familiar with Fort Smith. Visitors will want to see what is exciting about the town and will gravitate towards communication that feels inspiring and adventurous. This is crucial for making Fort Smith distinct from their other travel options.

Consistent and strong branding is reassuring to visitors as they plan. It creates confidence that Fort Smith will meet their expectations, and will allow them to get caught up in the excitement of planning a trip. Visitors need to be led to important information and will be easily frustrated with unclear directions or dead ends in communication.

In some cases, a piece of communication can seem relevant to local residents and visitors - for example, canceling an outdoor market due to weather. In these instances, it is best to use branding that is recognizable to visitors. Residents will be familiar with both designs, but it is important for visitors to easily identify what information is relevant to them.

#### Communication with **Potential Relocations**

Like visitors, they may know very little about Fort Smith and will want to be inspired by a place that feels adventurous, exciting and inviting. As prospective residents or business interests, they are looking to make an investment in Fort Smith beyond just a vacation, and so will need clear and confidence-inspiring communication to feel informed. They will want access to important decision-making information and will expect accurate and timely responses during their consideration.





#### Supporting the Brand

## For the Town of Fort Smith's brand to be effective, it needs to be supported by other partners.

Here, local businesses and the community itself can play a role in promoting the brand and representing Fort Smith. Together, we all contribute to what people think about Fort Smith: The brand is what remains consistent about how the Town of Fort Smith is perceived.

### Local businesses can support the brand by:

- Developing products, services, or experiences that add to the brand
- Displaying Fort Smith branded signage in their storefronts
- Sponsoring, promoting, or organizing events around town
- Including "Unexpected" or "Unforgettable" in their own messaging
- Amplifying messaging put out by the town on their own channels

#### The community can support the brand by:

- Embracing the adventurous culture of Fort Smith
- Organizing, promoting, or attending events around town
- Being positive ambassadors for Fort Smith to people outside the community

A media kit that can be easily distributed and used by community members would be a valuable asset in building support and familiarity with the Town of Fort Smith brand. Creating this kit means there is little risk of brand assets being tampered with.

#### **Working in Partnerships**

When the town of Fort Smith works with partners, the Fort Smith brand becomes something that all parties have the capacity to impact. Whether that is something as small as supplying a Town of Fort Smith logo for a poster or as large as letting the partner speak for the Fort Smith community, these place the reputation of the Town of Fort Smith in the hands of other people.

In these cases, it is beneficial to have specified assets set aside for partner use and to have an established agreement for what is permitted by partners when it comes to the Town of Fort Smith brand. These agreements and guidelines should consider questions such as:

- Is the Town of Fort Smith a supporting voice or a leading voice in this partnership?
- Is the partner stating something that the Town of Fort Smith would not state itself?
- Does this partner have a reputation for consistency?
- Is the messaging of this partnership contradictory to Fort Smith's messaging?

#### **Brand Development**

Refreshing the Town of Fort Smith brand means planning for the future and finding the best opportunities for the brand to grow. With the primary creative elements established, we look to the future of our brand development. Our next steps focus on the following areas to make the refresh comprehensive and ensure Fort Smith's Brand reaches its full potential:

- Create a Brand Leadership Team consisting of local business owners, Town Council and staff, tourism development representatives, and anyone passionate about Fort Smith
- Develop a Brand Action Plan
- Create a "Fort Smith Community Profile & Opportunities" brochure





