

LEADING WITH THE HEART OF CLYDE



Why does the Village of Clyde matter to current and potential residents, investors and workforces, and visitors now and in the future? What makes Clyde different or better than other places within the region and throughout the province, and what do we want to be known for?

The Village of Clyde is developing a new Brand that will work to answer these questions.



What is a Brand? The part you are sure to see includes a new logo and perhaps even a future redesign of the Village website, as well as such things as signage, banners, and even some marketing and advertising.

The bigger part you won't see so readily above the waterline includes vision, strategy, and communications — what goals the Village of Clyde wants to ambitiously head toward, where it sees opportunities for strategic community and economic development actions to effectively communicate this vision of the future and attract new residents, visitors, workforces and investment, and how it can work to build community pride through all of its positive impacts. A really great brand is more than just a new logo or website. More than just the tip of an iceberg, it's about the whole iceberg. The best brands are:

Aspirational — Identifying and pursuing a community's ideal vision of itself, and enabling transformational plans for strategic community and economic development actions that will work to reach these ambitious new horizons. It's not just about who we are now, but who we can come to be...

Bold — Leveraging great "dare to be different" marketing salesmanship to break through a world of noise to connect with the people a community needs to thrive in the future. In this sense, the idea of "good enough" is never enough...

Expressive — Effectively communicating and celebrating what makes a community distinct in a competitive world where potential investors, residents and visitors have a world of choice.

Brand gives us a gateway through which to answer deep questions at the very heart of our community: **Why do we truly matter and why should people care to live, work, visit, or invest here? What if we could achieve the exceptional, and what legacy do we want to leave behind for our children and grandchildren?**

This rebranding initiative gives residents of the Village of Clyde reason to look back on 2024 as a landmark year: The year we truly set out to create local opportunity, residential, visitation, and economic growth, and to empower prosperity and high quality community living for an exceptional future...

We need your input and ideas!

Look for a Community Survey on the Village's Facebook page over the summer, where we will ask residents some key questions critical to creating strategic direction for the brand.

A "Beating Heart of Clyde Brand" page on the Village of Clyde website (villageofclyde.ca) will be added to provide further background and initiative updates.



unfussy

The initiative, anticipated to be completed by late summer / early fall, will also see the participation of Mayor and Council, Village Staff, and a Community Brand Working Group in direction-setting. The Village of Clyde, who is leading the initiative, has retained Fort Saskatchewan-based Unfussy (unfussybrands.com) to develop our brand.