




BRINGING OUR STORY TO LIFE.

**THE SAULT STE. MARIE
BRAND + VISUAL IDENTITY PROJECT
BRAND STORY**

— *Where are you from? she asked.*






I could tell you about the incredible land and the water (the rapids, the truly great lakes – yes my home is nestled between two Great Lakes) but that doesn't even begin to tell you the whole story. For as long as my family can remember the place where we live has been a meeting ground where people gather to learn, to work and to play.

– It sounds special.

It is.



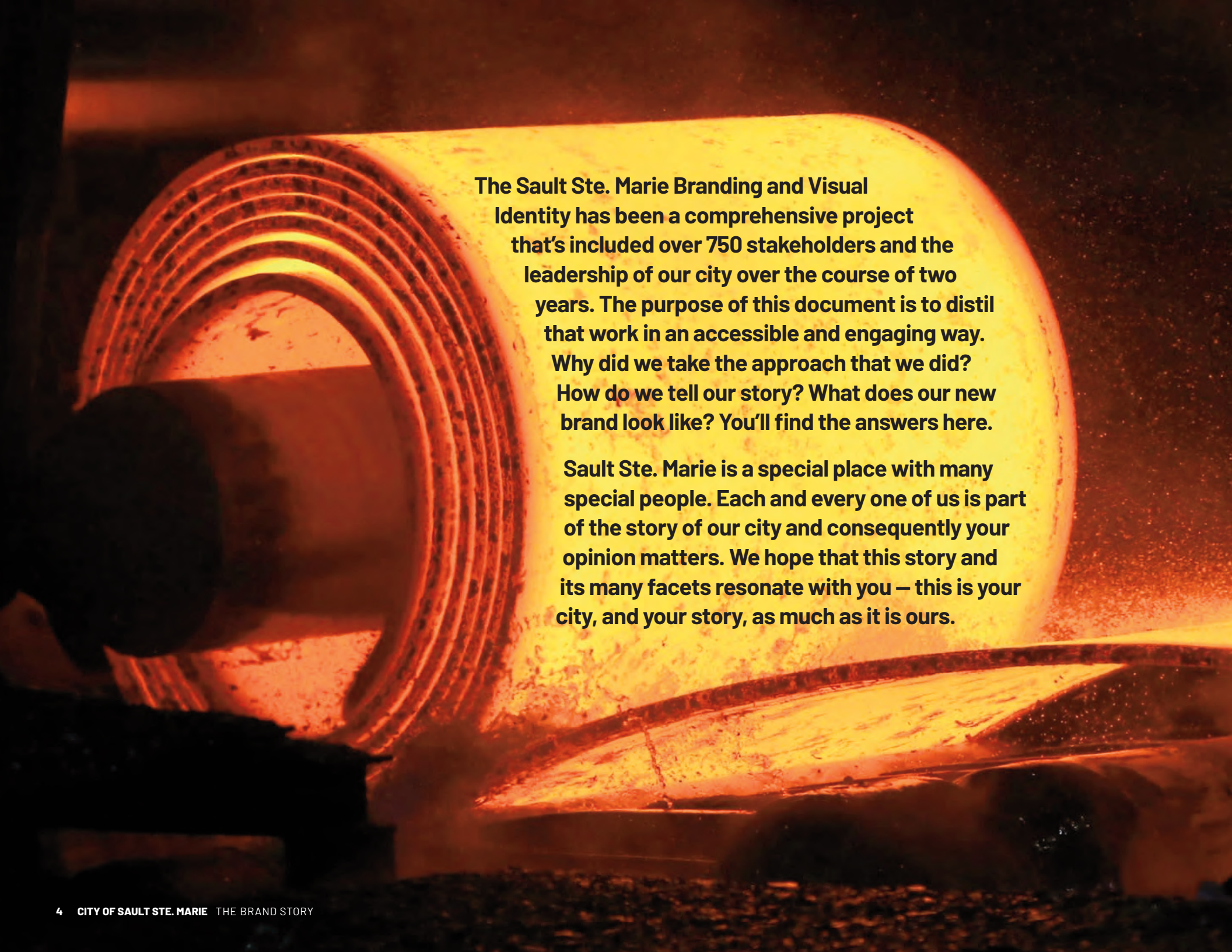
THERE'S AN ENERGY in Sault Ste. Marie. It's always been here, bubbling just beneath the surface, but now it's out in the open.

You can feel it.

The purpose of the Sault Ste. Marie Brand and Visual Project is to capture that energy for the people who live, work, study and visit here as well as others who may be considering our city. There's so much more to this project than a new logo. At the end of the day we're here to bring people together, to celebrate our community and to make it a better a place.

**“We have to move
from maintaining the
community we have
to building the
community we want.”**

Mayor Christian Provenzano



The Sault Ste. Marie Branding and Visual Identity has been a comprehensive project that's included over 750 stakeholders and the leadership of our city over the course of two years. The purpose of this document is to distill that work in an accessible and engaging way. Why did we take the approach that we did? How do we tell our story? What does our new brand look like? You'll find the answers here.

Sault Ste. Marie is a special place with many special people. Each and every one of us is part of the story of our city and consequently your opinion matters. We hope that this story and its many facets resonate with you – this is your city, and your story, as much as it is ours.

So, why do we need a brand in the first place?

The City of Sault Ste. Marie exists in a competitive environment.

Whether we're competing for businesses, travelers, new residents or students, the way we tell our story matters. The impact of a powerful place brand has been well documented and the City of Sault Ste. Marie is employing industry best practices.

A brand is so much more than a logo. A brand considers your reputation, your stakeholders and the many ways in which your story is told. How you 'show up' everywhere from signage, to city communications, to economic development trade fairs, to a Google Search. All of these media (and more) need to be considered. The ideal is for your brand to resonate with your desired target audiences while also feeling

authentic to your city's many stakeholders (which is why engagement has been such a critical component of this project). This brand project is an opportunity to build on the work and momentum of FutureSSM to lift up the community and attract people (visitors, employers, employees and students) to Sault Ste. Marie. In short, this has been a rigorous process to ensure that the brand the city rolls out will help achieve immediate and measurable objectives today and well into the future.

**The City of
Sault Ste. Marie
Brand and
Visual Identity**

Strategies



Let's build a

PLATFORM

for good news stories
(about people, research,
organizations and other
positive developments).

Lift people up
and build community.

Let's focus on

YOUTH

(in and outside of
Sault Ste. Marie).

Let's be

ASPIRATIONAL

and future-focused.

Attract people
and businesses.

A blurred background of a workshop or meeting room. A string of colorful sticky notes (red, orange, green, yellow) is hanging from a wooden beam, held in place by red clothespins. The notes have handwritten text on them. The overall scene is warm and creative.

Engagement is Everything.

The new Sault Ste. Marie Brand and Visual Identity is rooted in extensive community consultation and engagement. Beginning 22 months ago, the City of Sault Ste. Marie kicked off the project with an online survey, many interviews and two community brand workshops. All told over 525 people provided feedback.

Building on the insights gained through these initial community engagement activities, the city and its chosen creative agency conducted additional stakeholder interviews and engagement with city staff and leadership and community stakeholders.

Different themes – building on ideas that emerged through the initial phase of the project – were expressed creatively and tabled for consideration.

The Steering Committee (composed of leaders from the City, Algoma University, Sault College and other organizations and departments) played a critical role throughout this creative phase of the project informing the process and ultimate creative direction.

**BEFORE WE COULD
TELL THE STORY
WE HAD TO LISTEN.**

750+

people have been part of the Sault Ste. Marie Branding and Visual Identity project including representatives of:

- Algoma University
- Algoma Workforce Investment Corporation
- City of Sault Ste. Marie
- Downtown Association
- FutureSSM
- Garden River First Nation
- Indigenous Friendship Centre
- Mayor's Youth Advisory Council
- Métis Nation of Ontario
- Sault College
- Sault Ste. Marie Economic Development Corporation
- SSM Local Immigration Partnership
- STRIVE Young Professionals Group
- Tourism Sault Ste. Marie



WHAT WE HEARD

A truly special
environment.
Positive energy.
We're independent.
You feel welcomed.
So many great stories.
Looking forward.
A unique way of life.
We're proud.
I'm from 'The Soo'!

**How do
we lift
people
up?**



How do we bridge Sault Ste. Marie and its rich history with its exciting future?



How do we capture the nature of Sault Ste. Marie?

How do we capture the rich mosaic of Sault Ste. Marie's incredible sites, places and people?



Sault
Ste. Marie
is...



Work. Life. Balance.
Where you belong.
Biindigen. (Welcome.)



Sault Ste. Marie.

There is so much happening. New developments, industry and ideas come alive in our city every day. There's a youthful energy that is palpable – you feel it in the schools, our businesses, industry and across our incredible land- and water-scapes.



You hear it bubbling in the rapids, echoing throughout our campuses and in the new business ventures that are emerging every day.



Biiindigen!

[Welcome!]

Life, by definition, is based on motion but that doesn't mean we have to always go, go, go. Take the time, live in the moment, find yourself... in Sault Ste. Marie.

SaultSteMarie.ca



SAULT STE. MARIE

WHERE YOU BELONG.



Work. Life. Balance.

The opportunity to learn from one of the best flight schools in Canada in an environment and community that will inspire you to your core...
in Sault Ste. Marie.

SaultSteMarie.ca



SAULT STE. MARIE

WHERE YOU BELONG.



BRAND PERSONALITY

independent + resourceful
supportive + respectful
brave + trailblazing
creative + playful
authentic + honest

STONE

bold
youthful
eye-catching
vibrant
proud

THE ICON

Bridge and Reflection. The bridge is a symbol of connection (between peoples, organizations and opportunities) that leads the way to a brighter future for Sault Ste. Marie. In our reflection – a recognition of who we are and where we came from – we recognize that we are whole.

The medicine wheel (and circles in general) is a significant cultural symbol. Among other meanings the Medicine Wheel can represent Balance, Time, Reason and Movement. The circle can also represent completeness.

The colours speak to our community's historic roots, while also representing our glorious natural environment: fall foliage, the waters of the Great Lakes, and forests and mountains.



“FutureSSM is working on enormous positive changes for our downtown and our city. It is a major source of the sense of hope that many of us have for Sault Ste. Marie.”

Jake Cormier, Village Media

