

Out with the Old, In with the New –
Branding the Village of Anmore (20-11-16)

At the Anmore Regular Council Meeting on Tuesday, November 15, 2016, Rod Rodenburgh and Casey Hrynkow, consultants for Ion Brand Design, presented their perspectives and recommendations from the community workshops held on October 11, 2016. This was part of the \$39,000 plus or minus contract between Ion Brand Design and the Village of Anmore.

Mayor McEwen indicated that only Council members would be permitted to interact with the presenters. However, we have heard through the grapevine that people who attended the original workshops have been invited to see the same presentation on:

Date: Tuesday, November 22, 2016
Time: 5:30 p.m. – 7:00 p.m.
Where: in Council Chambers trailer
Address: 2697 Sunnyside Rd, Anmore

If you plan to attend, please contact the Village at 604-469-9877 to confirm.

It appears that Council is not content with the long-time symbols of the Village of Anmore's identity: the hummingbird, Ma Murray, the Murray homestead, and tree logo on the trucks. They don't seem keen on the Anmore Elementary children's motto/tagline either. The children's tag line 'Anmore – Nature's Home' is shown on the outdoor flags painted by the children for the 25th anniversary celebrations, beside the message board in front of the Village trailers..



The Ion consultants said that Anmore people identify themselves as ‘spirited, independent, confident, honest, and contrasting. They gave the key messages from the consultations as:

1. If you are looking for a change of scenery, come to Anmore. If you are looking to change the scenery, stay away.
2. We are fiercely independent and socially connected.
3. We celebrate our community’s potential and protect the environment.
4. Anmore will grow, but the growth must be careful, deliberate and considerate of our long-term view of preserving our unique, small, and semi-rural setting.

The Village Brand Story by Ion is as follows:

“Anmore is a community of pioneers from the earliest beginnings. Anmore folk were tough, independent, and resourceful. This was raw ground before Anmore’s first settlers wrangled of tree stumps into arable land and modest homes.

Today Anmorians maintain their independence with great pride. They are self-sufficient. No city dwellers here, but a community of people who love the fresh air and have a unique perspective.”

The taglines proposed by the Ion consultants are as follows. ‘**Anmore – Nature’s Home**’ is not included.

TAGLINES FOR ANMORE FROM ION BRAND DESIGN

- **Set Apart – Naturally**
- **It's Just Right Here**
- **Independent by Nature**
- **Naturally Spirited**

LOGOS PROPOSED BY ION BRAND DESIGN

1. Represents a gate
2. Represents Nature and Painting
3. Represents Country living and a tractor
4. Represents heritage and the hummingbird

