

Brand and Logo Funding Approved at City Council

The wheels are now in motion to begin the selection of a new logo and identity for the City of Swift Current.

At Monday's (Feb. 10th) City Council meeting a motion was approved to place \$50,000 in the 2003 budget to fund the branding process. A request for funding was presented by Al Chilton and Joanne Schafer, representatives of the Branding Committee of the Action Swift Current group.

During Action Swift Current's initial business survey it was identified that businesses felt the development of a more identifiable image would benefit the community. Chilton felt this new identity would be a leading factor in the retention, expansion and attraction of business.

"In a way it's like a vision, but it's different. It becomes your core, your DNA, what you're truly all about," he said. "It's a guidepost. It's something out there that you

remember every day, what you're trying to do."

The development of a revitalized identity will also provide survey information on how Swift Current is viewed outside of the community. "When we do the research, are we getting our story out? The businesses in Medicine Hat, maybe they should be here. Why aren't they here? We have to know that before we could address those needs."

The Branding process is part of an evolution, not a revolution and a quick fix. However, it will pay dividends in the future. "We want to make it very easy for businesses outside to look at and say, 'oh, I understand that. That's what Swift Current is all about.'"

The Branding Committee estimated the process would carry a price tag of between \$35,000 and \$50,000 in financial assistance to launch this branding initiative.

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