



FOR IMMEDIATE RELEASE

CITY OF PRINCE RUPERT ADOPTS NEW LOOK

New Logo + Brand Guidelines Celebrates Indigenous Roots, Rainbow Symbolism

PRINCE RUPERT, MARCH 1st, 2022 – At last night’s meeting, City Council approved a refreshed City logo and brand guidelines that blend indigenous art, contemporary design, bright colours and a nod to our familiar moniker – the City of Rainbows.

The branding exercise began in 2020, stemming in part from the 2030 Vision consultation process, which recommended to modernize our municipal identity. Following information collection and focus group engagement that began in early 2020, the new logo and brand guidelines were developed by branding agency Will Creative in collaboration with local Ts’msyen artist, Russell Mather.

“We wanted something that represents the grit and optimism that we know that it sometimes takes to live in the rainiest City in Canada. A rainbow is a natural phenomenon that can mean so much - diversity, wealth, inclusion, and most obviously what comes after the storm – and it has always been Rupert’s optimistic spin on the rain,” said Mayor Lee Brain.

The rainbow is a unifying symbol that Prince Rupert is well-known for. However rather than potentially having it look childish, Russell Mather provided a modified arch design with a Ts’msyen formline element, and the font was also custom-designed with a formline influence as well.

“We knew it was important to recognize the Coast Ts’msyen territory that we are lucky to call home, and we are incredibly grateful to Russell for providing his designs and guiding our design team through the cultural side of things.”

“It’s been a real honour to work with Will on this project. The imagery encompasses some of the basic formline in Ts’msyen art. There’s four main crests of the Ts’msyen people, and those are represented in the different segments of the rainbow, “said Russell Mather, Ts’msyen Artist and Carver. “This project has been very special. It’s unique and I’m going to hold it in my heart forever,”

The new brand suite is comprehensive, providing the City with a logo, tagline, colour palette, and custom formline-inspired graphic package that is unexpected, future-forward, and uniquely ‘Rupert’. The new guidelines will inform the City’s own media assets like our website, social media presence, vehicle decaling, and other public-facing materials, as well as partner investments in aesthetic community upgrades.

Tourism Prince Rupert, for instance, is currently spearheading a significant wayfinding signage project that will soon breathe life into the new guidelines. Their plans for dynamic new signs will incorporate and celebrate the traditional Ts’msyen formline elements present in the brand, highlight additional works of local artists, and serve the practical purpose of directing traffic to points of interest in the community. The City is looking forward to see this work come to fruition, alongside other projects that revitalize public spaces with a coherent and modern look going forward – one that residents can be proud of.

BACKGROUND

This project was part of approved projects for the 2020 budget season, but was paused for over 6 months due to uncertainty surrounding the COVID-19 pandemic, which extended the project into 2022.

Development of the new brand identity included consultation with internal and external stakeholders from throughout the community, with the City seeking input from a select focus group of approximately 16 residents and staff- including key people in the business, non-profit and communications fields, and with efforts to ensure that our local indigenous population was also well-represented in the process.

The exercise with stakeholders illuminated several common lines of thinking that linked the thoughts of a diverse set of views on our community. Through the information-collection process – there was a common theme, namely, that Prince Rupert is a welcoming, diverse, and rugged place with the potential to reveal the strength within for those who live here. As one participant said, 'People get real in Rupert'.

Another prominent theme that emerged was the need to incorporate an indigenous point of view, which led the City to bring artist Russell Mather on side to provide design elements and cultural guidance to the team at Will Creative.

Now that the new guidelines have been adopted, the City will begin the fullscale process of updating our visual assets.

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