



OCM03331

# Edmonton Place Brand Framework

Executive Committee  
January 21, 2026



# Defining Place Brand

## It's more than a...

- Logo
- Slogan
- Campaign

## Strong place brand is...

- Brand assets
- Authentic storytelling
- Voice and tone
- Personality



**Ecosystem**

# Place Making

Place brand tells the story (*Why Edmonton*).

Place making is the unique and memorable experience.



## Place Making

- Physical and experiential process within the city
- Personifies Edmonton in a way that attracts investment, skilled talent and signature events

Edmonton

PLACE BRAND

# Foundations of Success

## Background

- Efforts date back to 1920s
- 2021-2023 municipal strategy achieved outcomes of:
  - Pandemic recovery
  - Profile Edmonton's people, businesses, and innovations

# Building a legacy



## why.edmonton.ca

- Established a free online resource library
- Award-winning design
- Doubled unique site visitors between 2024 and 2025



**650+ assets**  
available in library



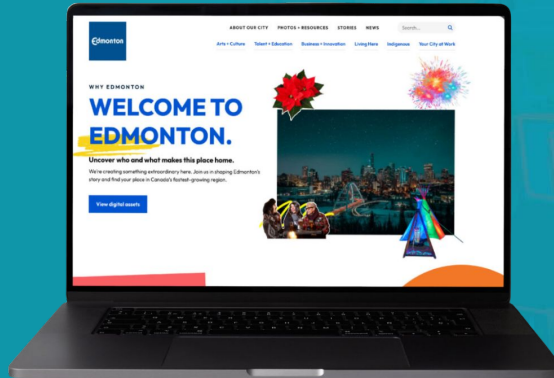
**2+ minutes**  
average time per  
spent per visit



**1.8 assets**  
downloaded per visit

**32K active users**  
Apr 2022 - Aug 2024

**74K active users**  
Aug 2024 - Sep 2025



PROPOSED

## Importance of shared purpose

The proposed place brand engagement seeks input from two main audiences:

### Partners

For those already connected to Edmonton: place brand partners, Indigenous partners, City staff, organizations and events with a vested interest in promoting Edmonton.

*It provides them with the tools, stories and compelling data narratives they need to proudly champion the city.*

### Public

For people outside looking in: residents, region, visitors, students, investors or future residents.

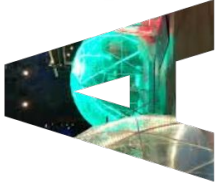
*It offers credible stories and insights about culture, neighbourhoods, City services and our competitive edge.*



Edmonton

PROPOSED

## Place Brand Framework



- Intentional shift from Strategy to Framework
- Builds on prior Council-approved work and aligns with the City Plan, ConnectEdmonton and economic development priorities
- Focuses on Edmonton's authentic strengths
- Partner-centric, city-enabled
- Based on evidence and opportunity readiness
- Adaptive by design while maintaining a consistent, values-based narrative
- Four key storytelling cornerstones:  
**Invest here, Live here, Learn here, Play here**

PLACE BRAND

# Framework Cornerstones



*Invest Here*



*Live Here*



*Learn Here*

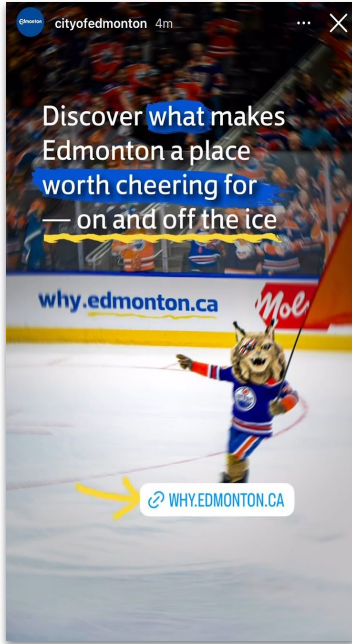


*Play Here*

Edmonton

PLACE BRAND

# Indicators and Outcomes



Place Brand



Economic Development



Financial Sustainability



# PLACE BRAND Roadmap

## BUILT THE FOUNDATION

- Laid the groundwork through early research, strategy and alignment
- Set the stage for a more coordinated, ambitious phase of place branding

## Q2 2026

- Begin activating the framework through cultivating and creating a collaborative ecosystem
- Leverage 2026 marquee events as opportunities to showcase Edmonton's brand and competitive advantage
- Extend impact through aligned communications and reach

Discover

Engage

Strategize

Implement  
& Advise

Execute

## Q1 2026

- Onboard a third-party consultant to support partner engagement and refinement of the framework
- **Phased approach**
- Finalize key takeaways (alignment)
- Engage key partners to clarify roles

## ONGOING

- Maintain momentum
- Equip partners with assets and tools.
- Strengthen the shared visual and content library that can be used to champion the city
- Seek opportunities to apply a place brand lens across City initiatives to ensure a cohesive narrative and elevate announcements.
- Be transparent with results

Edmonton

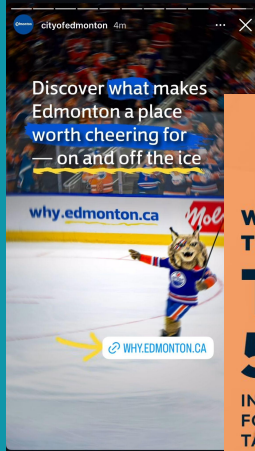
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# Thank you

[why.edmonton.ca](http://why.edmonton.ca)

The logo for the City of Edmonton, featuring the word "Edmonton" in a white, sans-serif font on a dark blue rectangular background. The background of the slide is a teal color with a faint, semi-transparent image of a building facade, including a sign that says "NEON" and a circular emblem with a bell.

# Indicators and Outcomes



**Where Talent Thrives.**

# TOP 5

IN NORTH AMERICA FOR AFFORDABLE TALENT.




A CITY WHERE WORLD-CLASS TALENT MEETS A COST OF LIVING THAT SUPPORTS SUCCESS, FOR BUSINESSES AND INDIVIDUALS ALIKE.

**BIG IDEAS, BIG GROWTH.**  
Edmonton's innovation ecosystem grew

# 96%


TO

# \$1.3B



**\$188M in tech investments and a 40% increase in tech jobs cement Edmonton as ONE OF NORTH AMERICA'S FASTEST GROWING TECH ECOSYSTEMS.**

**SPORTS, SPIRIT AND SWEET WINS.**  
A CITY THAT SELLS OUT STADIUMS—RAIN, SHINE OR SNOW—FOR WORLD-CLASS GAMES AND LOCAL LEGENDS ALIKE.



Edmonton's sports scene is electric, with fans who brave the elements and champion every team, this city isn't just a home for sports—it's where legends are made and history is written.

**SUN, SNOW AND SERIOUS GOOD TIMES.**



# 325

sunny days a year and 160 km of trails in

**NORTH AMERICA'S LARGEST URBAN PARK SYSTEM.**

Snowshoe in the River Valley, skate under the stars or soak up the summer sun. With endless outdoor adventures,

**Edmonton makes every season unforgettable.**

**Built for Opportunity.**

# \$9.3B

CONSTRUCTION INDUSTRY AND 40+ CENTURY-OLD BUSINESSES.



From thriving industries to enduring legacies, Edmonton is a city built to create opportunities for generations.



**More People Are Flocking to Edmonton Than Ever Before**

the opportunities, affordability, and culture that are drawing record



Place Brand



Economic Development



Financial Sustainability