

TOURISM

CH'ILLIWACK

Tourism Chilliwack Unveils New Brand and Visual Identity

Tuesday, November 20, 2018

Tourism Chilliwack unveiled their new brand this morning to over 275 of its community partners.

The Tourism Chilliwack brand came to life after a year of research, strategy and design, in partnership with community stakeholders. “Our brand is far more than just a logo. It provides us with a clear sense of identity, reflects our history, who we are and the direction in which we are moving,” said Brian Minter, Chair of Tourism Chilliwack.

Minter remarked “It was important that we recognized our key challenges through the branding process. Chilliwack has been perceived as being far away from Vancouver and as simply another highway community. There is also the challenge of what differentiates us from other BC Communities who also have beautiful scenery and attractions.”

Tourism Chilliwack hired Partner and Hawes, a brand agency, who conducted interviews with key stakeholders to develop the new brand. “We were blown away by the power and pride we all instantly had with the Brand and the Story” said Allison Colthorp. “We are in a very competitive destination market that truly is global in nature. Our new brand helps differentiate us from our competitors and at the same time pays respects to the Sto:lo Coast Salish people.”

“I want to acknowledge the Tourism Board and staff for being open minded and inclusive with their new brand. The new brand shows off this beautiful gem we call home and provides an opportunity to share with others the history of our land.” Remarked Chief David Jimmie, Squiala First Nation.

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Media Contact:

Allison Colthorp

Executive Director, Tourism Chilliwack

604-858-8121/colthorp@tourismchilliwack.com

For the complete Brand Book and Brand Video visit:

www.tourismchilliwack.com/brand-launch

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