

BRAND PURPOSE
HOW WE ACT. WHY WE'RE HERE.

Pursuing opportunity, together.

BRAND POSITIONING
HOW WE TALK ABOUT OURSELVES. FOCUSED ON HOW WE ARE UNIQUE.

We are Naturally Enriched.

BRAND PERSONALITY
SUPPORTS OUR POSITIONING.

Hard-working, giving, tenacious,
innovative, bold.

BRAND EXPRESSION
FUNCTIONAL BRAND ELEMENTS.



PLACE BRAND BUILDING BLOCKS

Our building blocks represent the main assets
of the place and are foundational to the positioning.

A PLACE OF INCREDIBLE ECONOMIC OPPORTUNITY

A PLACE FOR FAMILIES

A PLACE OF INNOVATION

A PLACE OF REMARKABLE INDIGENOUS STRENGTH

A PLACE OF NATURAL WONDER

A PLACE OF STRONG COMMUNITY SPIRIT

A PLACE OF DIVERSITY