

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