

## **Our New Brand Blueprint**

This brand blueprint is the foundation for Community Futures' brand strategy. It reflects the position, promise and personality that we want to project to our clients, partners and employees. It also provides us with the direction, clarity of purpose, inspiration and energy to realize our vision and goals.

Information contained in this document is derived from a planning session held in Calgary, Alberta on October 2, 2006 attended by the Community Futures Pan West Common Brand Committee. This information is confidential and for internal use only.

Community Futures Pan West is a collaborative partnership made up of Community Futures Manitoba, Community Futures Saskatchewan, Community Futures Alberta and Community Futures British Columbia.

This brand blueprint is a 'living document' that will necessarily change and evolve over time. Input and feedback on the brand strategy and blueprint is encouraged and welcomed.

### **Purpose**

We are in business to:

- Build strong partnerships
- Strengthen community capacity to create a diversified rural economy
- Help communities develop and implement strategies for dealing with an ever-changing economic environment
- Deliver tools and support for economic development in Western Canada's rural communities
- Foster an environment that encourages the entrepreneurial spirit to flourish
- Open up new investment opportunities
- Help Western Economic Diversification Canada to ensure a vibrant, diversified future for the rural west
- Work together with other levels of government and delivery organizations to create lasting economic development solutions

### **Vision**

- To create diverse, sustainable communities by supporting local, community-based economic development.

### **Mission**

- To become the preferred partner for rural economic development initiatives in Western Canada.
- To be recognized as a voice for rural Western Canada.

## Values and Beliefs

Our values and beliefs are the essential and enduring guiding principles that define our culture, distinguish us from others and underpin our brand promise.

- Local, community-based decision-making is the key to shaping our economic future.
- Diversification is crucial to the health of small communities.
- Every small business, regardless of size or impact, deserves our support.
- Passionate, engaged and dedicated volunteers are the lifeblood of our organization.
- The best new ideas and approaches come from sharing.
- The entrepreneurial spirit is alive and well in rural Canada.

## Promise

We promise to always:

- Deliver quality services
- Build sustaining relationships
- Value local solutions

## Success Indicators

Our 90 Community Futures member organizations serve 3,736,289 people in virtually all communities in rural Western Canada.

In general, each year we:

- Create over 4,000 new jobs through loans, and over 5,000 jobs through other services
- Initiate over 350 community projects
- Invest over \$47 million in repayable loans to assist small businesses in communities throughout Western Canada
- Leverage an additional \$67.5 million in investment funds from other sources

In addition:

- 22% of small businesses in Western Canada have used our services
- Our clients estimate they generate between \$65 and \$81 in revenue for every \$1 in operating funding provided by us
- Each \$1 that we contribute to Community Economic Development projects leverages \$88.35 in private and public sector funding
- We receive direction from 946 community volunteers (Board members) across the West

## Points of Difference

This is what makes us unique:

- We live in the communities we serve
- We truly think globally and act locally
- We understand that communities know best
- We don't think or act like a bank

**Personality**

These are the human traits of our brand that our clients and stakeholders bond to:

- Skilled and professional without being corporate
- Friendly and down-to-earth
- Optimistic (willing to see the potential in everyone)
- Helpful and responsive
- Enthusiastic and committed
- Inclusive and open

**Metaphors**

To the entrepreneur, Community Futures is like a:

- Gateway to a wealth of business services and support
- Navigator through the complex process of building a business
- “Leg up” to get to the next level of business development
- Non-bank that looks at small businesses differently
- Pioneer who’s more willing to take a leap of faith
- Trailblazer that can go where no one else has gone before
- Coach in your corner, helping you plan and execute

To community partners and stakeholders, Community Futures is like a:

- Catalyst for making things happen in communities
- Facilitator for strategic planning and implementation
- Matchmaker who gets the right people together in partnerships and alliances
- Big-picture thinker for the region
- Trusted neighbour: we’re locally run, our boards are made up of volunteers, we live where you live

**Descriptor**

This is a “snapshot” statement of what Community Futures is all about. It will be used to sign-off press releases, introduce brochures, etc.

- Community Futures organizations are independent, locally-run and guided by volunteer boards. They actively support community-based economic development with a range of products and services aimed at creating diverse, sustainable rural communities.

**Tagline**

This is our brand promise, expressed in ‘short hand’:

- Growing communities one idea at a time.