



VANCOUVER COASTAL REGION  
First Nations Health Authority

# VANCOUVER COASTAL BRAND REVEAL

November 25, 2015



## **WHY REGIONAL BRANDING?**

- REQUESTS RECEIVED FROM REGIONS FOR UNIQUE BRANDS
- UNIQUENESS OF EACH REGION'S PEOPLE, LAND AND PRIORITIES
- FNHA ENGAGED A BRANDING FIRM
- REGIONS WERE HEARD: CHIEFS, LEADERS AND STAKEHOLDERS



## VANCOUVER COASTAL FEEDBACK

- DEFINED BY MOUNTAINS, WATER, FISH, FIRE, EAGLES, BEARS, CEDAR, FEATHERS
- FAMILIARITY OF BEING LOCAL BRINGS CREDIBILITY
- TRUST UNITES PEOPLE, AS DOES TIME
- CURRENT ARCHITECTURE OF SERVICES IS CONFUSING



# MOVING TO A COLLABORATIVE BRAND

- FNHA BRAND BUILT AROUND VALUES SHARED BY ALL REGIONS
- REGIONAL FEEDBACK LED TO ADOPTING A COLLABORATIVE BRAND
- 5 REGIONAL PARTNER BRANDS REPRESENT EACH REGION'S CULTURE
- REGIONAL COLOUR AND PRIDE

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## VANCOUVER COASTAL BRAND



- BRIGHT ORANGE
- DRAMATIC SUNSETS CAST ACROSS COASTAL SKIES AND WATERS
- SHARED OPTIMISM AND ENERGY
- VIBRANCY AND PROGRESSIVENESS

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## BRANDED COMMUNICATONS MATERIALS



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# REGIONAL BRANDING – UNITY THROUGH DIVERSITY