

Backgrounder: Blue Sky City Visual Identity

Overview

Blue Sky City represents the dynamic and forward-thinking essence of Calgary, a city renowned for its vibrant community and innovative spirit. This new visual identity embodies Calgary's commitment to inclusivity, progress, and deep respect for its cultural heritage and the land it stands on.

Introduction to Blue Sky City

Blue Sky City is more than a brand; it's a collective identity shaped by the diverse voices of Calgary's residents, businesses and visitors. From tech innovators to Indigenous communities, newcomers, youth and more, the reimagined identity draws on a broad spectrum of cultures and perspectives, illustrating the city's rich tapestry of life under its open, blue skies.

The identity reveals three truths about Calgary:

1. We are a place of unexpected possibilities.
2. We have more sunny days than any other major city in Canada (333 days per year).
3. We all live under the same blue sky.

The Elements of a Visual Identity

A logo is part of a visual identity, but a lot more goes into creating the tools for a city to express itself — typefaces, colours, patterning, symbols, photography, and motion are all elements that help a brand own space.

Beadwork as Inspiration

Beadwork is an art form that has existed since prehistoric times and has shown up in almost every culture since — from Ancient Africa, Ancient Egypt, to the Greeks and Romans, and also the First Peoples. Beadwork is a powerful and relevant metaphor for the confluence and diversity that are central to Calgary's identity. Small individual elements of varying shapes and sizes, colours, and compositions come together to create a stronger whole. In turn, the city's identity is reflective of all Calgarians.

Colour Palette

Calgary's visual identity retains our city's iconic red, a tribute to several key elements of the city's fabric such as the Peace Bridge, Calgary Tower, Calgary Stampede and Calgary's sports teams (including the Calgary Flames and Calgary Stampeders), embedding a sense of continuity and respect for our heritage.

Complementing this, the addition of blue symbolizes 'blue sky thinking'—a creative, imaginative approach that reflects the expansive Calgary skies that unite us. Yellow, evoking the sun, brings a touch of optimism, embodying Calgary's bright and promising future. Together, these colours—red, blue, and yellow—are not only primary colours that form the foundation for all other hues, but they also represent the diverse and powerful possibilities that define Calgary's identity as it steps into a new era.