



Burns Lake

Our Story To Tell

Burns Lake's Brand Story

As the heart of the Lakes District, Burns Lake is a place of spectacular views, warm people and endless opportunity. Surrounded by nearly 5,000 kilometres of pristine shoreline, our community offers stunning scenery, pure tranquility, exciting outdoor recreation and a healthy lifestyle. You won't find any rush hour traffic here. Just charming small town energy and easy walking distance to all the services and amenities you need, including great independent coffee shops, a growing arts scene, vibrant Indigenous heritage, locally-owned specialty stores and lively events. With affordable homes and land, a variety of employment and business opportunities, and a safe, tight-knit community to support you, life in Burns Lake is rich with opportunities to grow and thrive.

Our Logo

The new Village of Burns Lake logo consists of a symbol and wordmark that reflect our community. The artisanal font style embraces the creativity expressed by citizens through our diverse heritage and culture. The blues and green speak to the significance of nature, representing the area's signature bodies of water, lakes and forests. The parallel, coloured designs signify the connections between our natural world and the diverse populations of people who call Burns Lake home, including our strong First Nations presence. The shape of the graphic not only represents the curve of the highway that winds through the Village but also helps the viewer visualize the flow from our historical roots to our present and beyond. The curved nature pays homage to Burns Lake's world-renowned cycling trails and vibrant arts community.

Our Tagline

Our tagline, "Carve your path," invites people to come to make Burns Lake their own. It inspires them to carve out their own niche in our community, blazing a trail that fits their lifestyle and values. It's another subtle callback to our signature, robust trail system, with a long history of trail riders "carving" the network's many slopes.

The Process

In 2019, the Village of Burns Lake began a process to understand and clearly define its brand to create a cohesive identity that faithfully represents and differentiates the Village to target audiences. With this initiative, we aim to grow the community's resident base and support our strategic economic development and tourism efforts. While many people immediately think of an organization's logo in reference to a brand, in reality, a brand is more than just a logo. A brand is a relationship you have with your audiences. It's the feelings, ideas and stories that come to mind when people think about your organization and the services and programs you deliver. The more often you deliver on your brand promise, the stronger connections and positive feelings your audiences will associate with the brand. Defining the Burns Lake brand will help staff tell a compelling and authentic story that answers the question, "Why choose Burns Lake?"

Our Vision for the Future

In 2021, the Village of Burns Lake will be implementing a new brand and marketing strategy that will incorporate "our story" into community development efforts.