



Brand Identity Guide





## Brand Foundation

The brand foundation succinctly outlines the brand's purpose, its position, the promises it makes, the key pillars it stands on, and its distinctive personality in how it expresses itself. This foundation serves as the cornerstone of the Wasatch Country brand identity and should consistently steer all brand communications.

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### Brand Purpose

*The difference we make beyond making money.*

To cultivate a shared sense of community.

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### Brand Position

*The words we want to replace in the minds of customers.*

Professional community builders, protectors and preservationists.

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### Brand Promise

*The overarching value we deliver to customers.*

Bring out the best in yourself and your community.

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### Brand Pillars

*Why we win.*

- **Confidence:** Providing reliable services, infrastructure, and regulations inspires confidence in our stewardship.
  - **Communication:** Facilitating productive communication helps everyone understand the issues and discuss solutions in a healthy way.
  - **Collaboration:** Collaborating with stakeholders generates new ideas and effective solutions.
  - **Connection:** Building connections strengthens relationships between residents and other jurisdictions.
  - **Character:** Protecting open space and access to outdoor recreation and trail systems preserves the rural character of our community.
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### Brand Personality

*Our brand archetypes.*

Rural, Friendly, Understated

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## About Story

The purpose of the Wasatch County “About Story” is to succinctly and compellingly communicate the essence of the brand, its unique value proposition, and its mission or vision in a brief and memorable way.

## About Story

### Better by Nature

Tucked away behind the Wasatch Mountains with unsurpassed views and snow-fed rivers and reservoirs, Wasatch County brings out the best in people by making it easy to share and enjoy a beautiful natural setting in high mountain valleys through all four seasons. Since 1859, our pioneering families have built a strong sense of community and connection that continues today. From old-timers to newcomers, We invite everyone here to serve their families and neighbors, spend time outdoors, respect the land and one another – and honor the heritage of the place we call home.





## Messaging Overview

The purpose and importance of a brand's messaging lie at the core of its identity and communication strategy. Effective messaging not only conveys what a brand stands for but also connects with its target audience on a deep and emotional level. It serves as the bridge between a brand's values, mission, and products or services, helping to build trust, loyalty, and recognition among consumers. Well-crafted messaging not only sets a brand apart from its competitors but also helps it resonate with the right audience, driving engagement, sales, and long-term brand equity. In a crowded marketplace, clear and compelling messaging is the key to establishing a brand's presence and making a meaningful impact.

## Messaging Overview

As we continue to navigate new growth and the rapidly changing landscape in our community, our guiding principles act as trailmarkers to chart our path. These principles include the following:

### **Confidence:**

Our county provides a variety of services that support and enhance our communities' quality of life. We have a strong sense of duty in providing these services in a reliable way that instills confidence in our residents, businesses and government leaders. From infrastructure, library, parks and recreation, development, tax administration, and public health, Wasatch County holds itself to the highest standards in caring for our county's natural and financial resources.

### **Communication:**

Consistent, transparent communication helps everyone understand the issues behind important decisions both big and small. We seek to build bridges of mutual respect by valuing different perspectives and points of view. By having healthy, direct communication our hope is to address questions and concerns and find the best solutions long-term. We actively seek input from our internal and external partners and value their unique insights.

### **Collaboration:**

Collaborating with all our stakeholders generates new ideas and effective solutions. Inter-agency cooperation is core to our approach. Focusing on shared outcomes helps to unify our efforts toward shared goals and leverages our resources efficiently. A commitment to forming long-term relationships between our county, state agencies and local municipalities helps to align our shared interests. We believe that working together leads to better outcomes for all.

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**Messaging  
Overview**  
(continued)

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## **Messaging Overview (continued)**

### **Connection:**

We help to build resilient relationships that outlast any obstacles by connecting people on multiple levels. The more we realize how interconnected we are, the more we recognize opportunities to improve our performance. Wasatch County plays an important role in bridging the gap between broad initiatives and local interests. Promoting connections among different groups of residents and their respective jurisdictions improves results and makes a bigger impact for good.

### **Character:**

The rural character of our community makes Wasatch County special. It combines a healthy dose of mutual respect with neighborly care for one another in beautiful high mountain valleys. Protecting open space and access to outdoor recreation and trail systems preserves the rural character of our community.



## Logo Introduction

Compelling logos are designed to communicate a core idea and visually represent the essence of what a brand stands for.

### Wasatch Symbol:

#### The Wasatch Nature Brand

The Wasatch Nature Brand is symbolized by the four W's in the emblem, representing the coming together of both long-standing and recent community members from the four corners of Wasatch County. This convergence expresses the flourishing "Nature Brand" and also symbolizes the region's surrounding mountain range and valley.

In the center of the four W's, there is a compass rose that represents the enduring values and character that unite the people of Wasatch County.

### Wasatch Logotype:

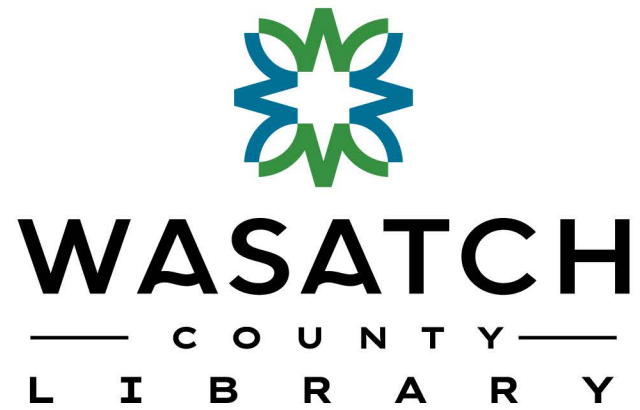
The modern forged typography in the Wasatch Logotype provides a contemporary expression of a solid heritage. The A's within the logotype also suggest the surrounding mountain ranges.



Vertical logo with department and tagline



Vertical logo with department and no tagline



Horizontal logo with department



