



# Brand Story

Brave are the few  
who truly open  
their hearts to the  
otherness of others

／ and become  
stronger for it.

Burnaby was built  
not just on the  
acceptance of our  
differences,





but the  
celebration  
of them

# Differences = Diversity





and we have that in spades.





Opening minds,





opening doors,





and **open for  
business.**





Diversity means  
**activity.**



A full-page background image showing a mountain biker in a teal shirt and black helmet jumping over a series of large, moss-covered rocks in a dense forest. The biker is in mid-air, and the forest floor is covered with fallen leaves and tree roots. The lighting is soft, suggesting a misty or overcast day.

Diversity means  
**never being  
bored.**





From  
riverfront,





marine front,





and  
lakefront.





To storefront,





# front desk









# FRONT OF THE LINE:

The province's largest shopping mall.





The country's top ranked  
comprehensive university.



A wide-angle photograph of a calm body of water, likely a lake or a large river. In the foreground, there are patches of green aquatic plants. The water reflects the sky and the distant city skyline. A small boat with several people is visible on the left side of the lake. The background features a dense line of trees and a city skyline with various high-rise buildings under a clear sky.

And one of the continent's  
highest ratios of dedicated parkland.





# / Concerts in the park



# / Holidays with a spark








# Blues and Roots after dark.





**AND WHILE WE TOOK CARE OF  
OUR COMMUNITY ROOTS,**  
we branched out to become a flourishing  
travel destination, replete with world class  
accommodation and conference space.



A photograph of a woman and two children in a forest. The woman, wearing a red beanie and a yellow shirt, is carrying a baby in a yellow sling. She is looking down at the baby. A young child in a blue jacket and a grey beanie with a pom-pom is standing next to her, looking towards the woman. The background is a dense forest with green trees and a dirt path.

Maybe it's  
our amazing  
quality of life,





perhaps our  
access to  
other centres,



or maybe it's our  
technology institute  
of aspiring minds,





but Burnaby has  
become an industry  
magnet including a  
roster of tech  
companies powering  
us into the future.







We not only  
“See the Beauty  
in Everything”,





We make it  
a part of our  
very fabric.





ALL YOU  
NEED  
IS TO  
B.



A low-angle, close-up photograph of ice hockey players on a rink. The focus is on the lower legs, skates, and hockey sticks of three players. The player on the left wears white socks with red stripes and black skates. The player in the center wears dark pants and white skates. The player on the right wears dark socks and black skates. The background is a blurred ice rink with a wooden boardwalk.

# B ACTIVE





B

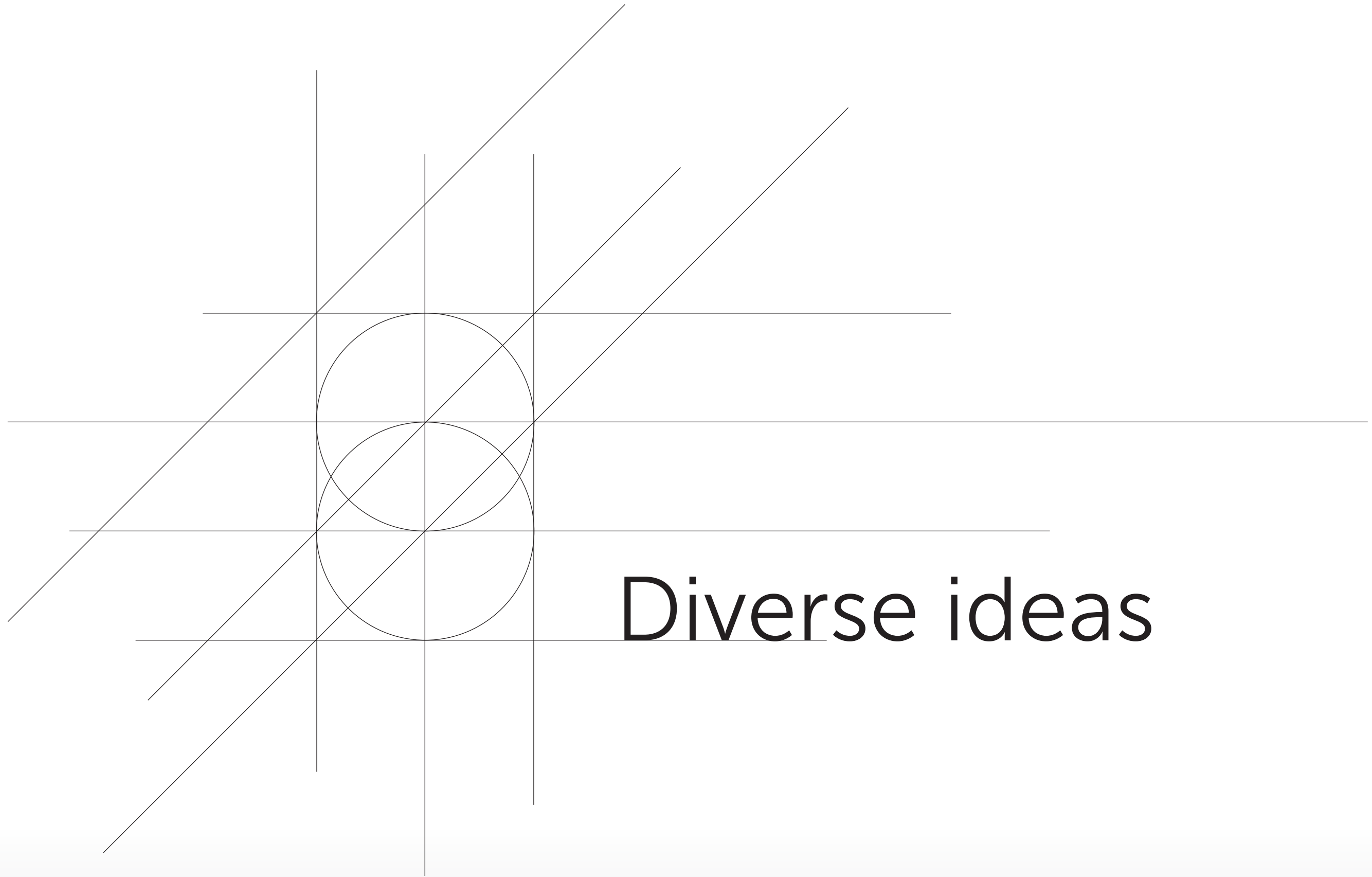
ENTERPRISING





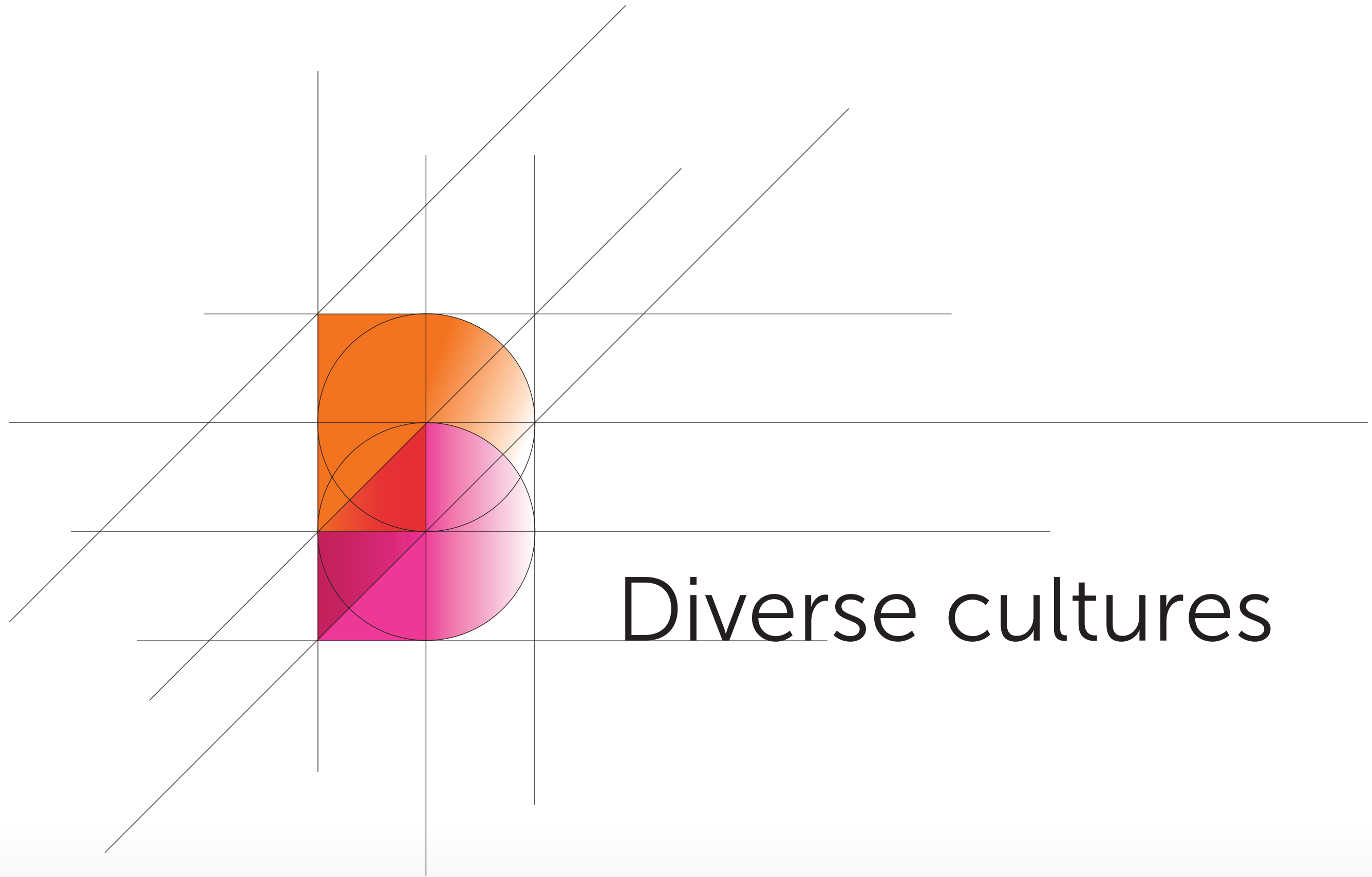
# B ADVENTUROUS





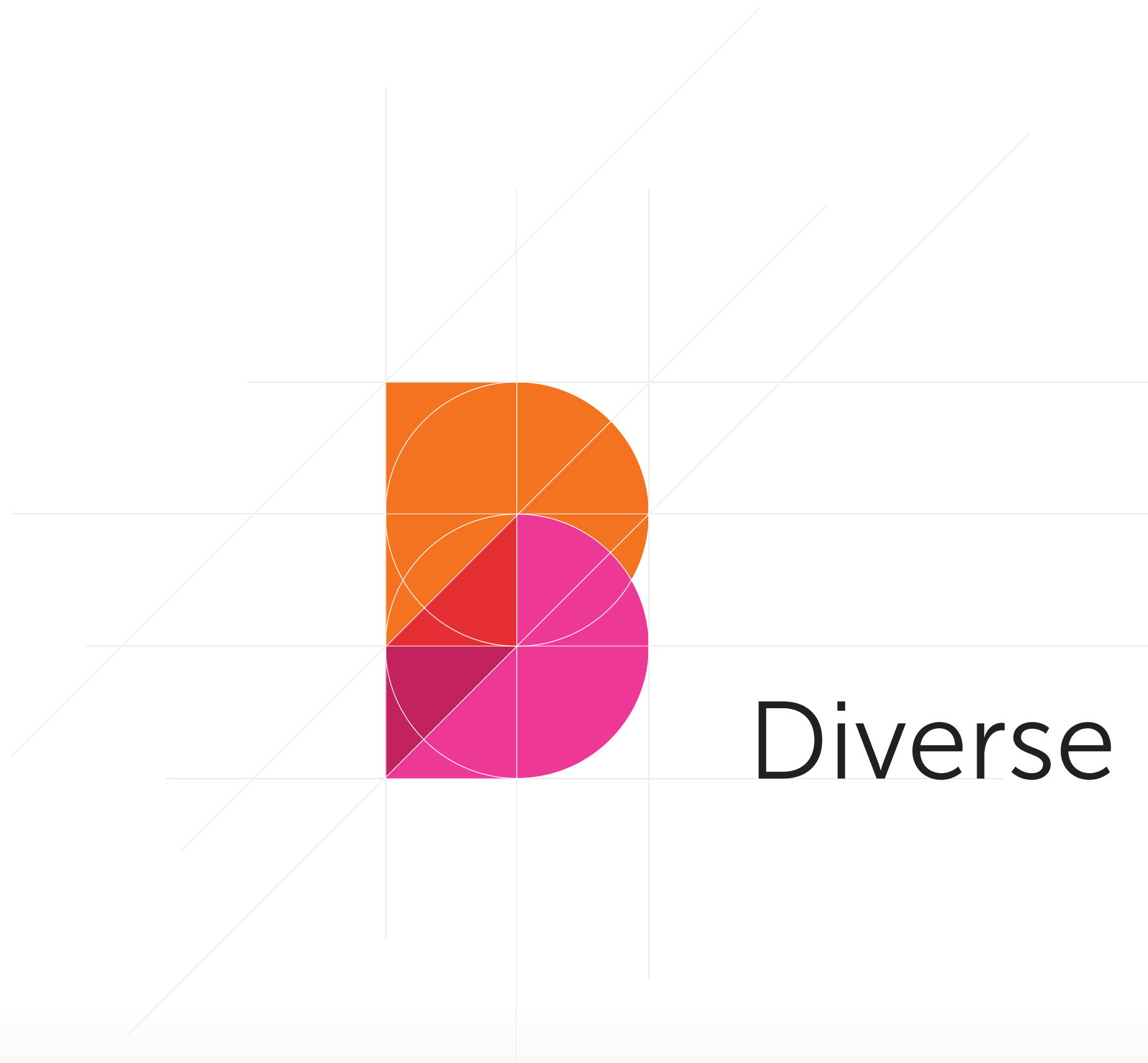
# Diverse ideas





# Diverse cultures





# Diverse experiences





Diverse City





# Burnaby

## Diverse City





# Explore **Burnaby** Diverse City





# Tourism Burnaby





**Have a logo application  
you're still not sure about?  
We're here to help.**

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