

Town of Amherst

Brand Strategy

Version: December 4, 2025

MISSION

To create a welcoming, connected community that values authenticity, enriches the lives of our residents, and fosters opportunities for growth, culture, and collaboration.

VISION

To be a vibrant destination community where people choose to live, visit, and do business.

CORE VALUES & GUIDING PRINCIPLES

Core Values	Guiding Principles
1. Community First	We prioritize quality of life.
2. Authenticity	We embrace our history, culture, and local character; every part of it.
3. Connectivity	At the heart of the Maritimes, we are open and welcoming to all.
4. Inclusivity	Welcoming, accessibility, belonging
5. Growth & Opportunity	We support businesses, tourism, and innovation while investing in our residents and planning for our future generations.
6. Vibrancy	We celebrate events, arts, recreation, and shared experiences.
7. Collaboration	We work together with residents, businesses, organizations and surrounding neighbours to build shared success.

BRAND PROMISE

We promise to create a welcoming environment for all, to celebrate our vibrancy through arts, culture, and events, and to lead with positivity as we grow together.

BRAND STRATEGY GOAL

Making Amherst a destination community for residents, businesses and visitors.

BRAND STRATEGY OBJECTIVES**Residents – Strengthening Community Belonging**

- Foster community spirit
 - o Foster collaboration and unity
- Increase resident engagement
 - o Civic, cultural, recreational activities to increase attendance and participation

- Enhance quality of life
 - o Through making the community accessible and equitable to all

Businesses – Driving growth and opportunity

- Build pride in accomplishment
 - o Highlighting and promoting the successes of new and existing businesses
- Position Amherst as a supportive and attractive environment for businesses

Visitors – Highlighting vibrancy, convenience and variety

- Visitors:
 - o Position Amherst as a multi-stop service centre
 - Convenience for surrounding areas
 - o Leverage our geographic position within NS and the Maritimes
 - Big city convenience in small-town Amherst
- Tourists:
 - o Increase tourists' stay and spending
 - o Strengthen partnerships with regional tourism
 - E.g. Explore Cumberland
 - o Highlight Amherst as home base for exploring our greater region

BRAND PILLARS

1. Purpose

Amherst connects people, community and opportunity – creating a place where residents thrive, businesses grow, and visitors feel at home.

2. Perception

- o **Current Perception:** (Surveys)
 - Sense of community
 - Friendly & welcoming
 - Safe & supportive
 - Tight-knit community
 - Quiet, peace, slow pace, simple pleasures
- o **Desired Perception:**
 - Amherst is a convenient, multi-stop service centre that is vibrant, welcoming, and authentic.

3. Personality

- **Welcoming**
 - o Warm, approachable, friendly and genuine.

- **Confident**
 - o Sure of ourselves without being pretentious.
 - o Intelligent and capable, but down-to-earth.
- **Vibrant**
 - o Energetic and lively
 - o Celebrates culture, diversity, history
- **Dependable**
 - o A community people can count on – safe, stable, and proud.
 - o Businesses, residents, and visitors feel supported.
- **Optimistic**
 - o Embracing growth, innovation, and opportunity.

4. Position

Amherst is a convenient service centre for all.

5. Promotion

Amherst showcases itself as a vibrant, welcoming community at the heart of the Maritimes. Through storytelling, events, partnerships, and campaigns, we highlight the community spirit, convenience, and opportunities that make Amherst the place where residents belong, businesses grow, and visitors explore and restore.

BRAND POSITIONING STATEMENT (Internal Focus)

For residents, businesses, and visitors, Amherst is the second-largest small town in Nova Scotia and the most convenient geographical point in the Maritimes, because we're in the centre of it all.

- **Frame of Reference/Market Category**
 - o Second-largest small town in Nova Scotia
- **Brand Name:**
 - o CONTEXT-BASED: Consideration for Logos
 - When we talk about our community – Local Context:
 - Amherst
 - When we talk about our community – External Context:
 - Amherst, Nova Scotia
 - When we talk about the Municipality – Internal and External Context:
 - Town of Amherst
- **Target Audience:**
 - o Residents, Businesses, and Visitors

- **Point of Differentiation/Benefits:**
 - o Amherst is the most convenient geographical point in the Maritimes.
- **Competitive Advantage:**
 - o Small-town belonging with big city convenience.
- **Reason to Believe/Proof Point:**
 - o We're in the centre of it all.

VALUE PROPOSITION (External Focus)

Amherst offers connection, convenience, and community – right in the heart of the Maritimes.

We offer residents a welcoming and vibrant community, businesses a supportive environment for growth, and visitors a convenient homebase to explore and restore.

- Our location provides easy access to Nova Scotia, New Brunswick, Prince Edward Island and beyond.
- Amherst is a service centre for all.
- The events, culture and recreational opportunities here enrich the quality of life for all.

VERBAL IDENTITY

Verbal Identity = Tone of Voice + Brand Messaging

BRAND TONE OF VOICE

- Humorous
 - o Not afraid to have a little fun
 - o Playful, but never mean spirited
- Authentic
 - o Share real stories, real people
 - History, culture, local pride
 - o Owning past and present, all parts of it.
- Welcoming
 - o Friendly
 - o Approachable and genuine
 - o Warm and inclusive
- Accessible
 - o Plain language
 - o Easy to understand

MESSAGING THEMES

Brand Promise: We promise to create a welcoming environment for all, to celebrate our vibrancy through arts, culture, and events, and to lead with positivity as we grow together.

- **Residents:** belonging, pride, quality of life
- **Businesses / Investors:** opportunity, growth, regional advantage
- **Visitors:** vibrancy, experience, welcome

1. Community & Belonging

Amherst is a place where people feel welcome and connected – connected to their neighbours, to opportunity, and to something bigger than themselves. Our residents look out for one another, and newcomers are quickly made part of the story. We celebrate together, support one another, and take pride in our shared hometown spirit. We lead with kindness, inclusion, and small-town warmth that makes people want to stay.

Key messages: Connection, inclusion, pride, volunteerism, neighbourly support, civic engagement.

2. Vibrancy

Amherst's energy comes to life through creativity, innovation, and celebration. Our festivals, local artists, and community gatherings bring people together and showcase the spirit that defines us.

Key messages: Innovation, arts and culture, local events, recreation, shared experiences, and community pride, local shops and restaurants.

3. Opportunity & Growth

Amherst offers room to grow—whether you're starting a business, raising a family, or investing in the future. Our location, resources, and community spirit make Amherst a smart place to build and belong.

Key messages: Economic development, business community vitality, entrepreneurship, strategic location, innovation, collaboration.

4. Heart of the Region

At the crossroads of the Maritimes, Amherst is both geographically central and emotionally grounded. We are the gathering place of the region – small enough to know you, big enough to serve you.

Key messages: Central location, accessibility, regional importance, convenience, connection to surrounding communities, belonging.

5. Quality of Life

Our community offers a balance that few can match: a charming small-town pace with full-service amenities, surrounded by nature, moments from the coast.

Key messages: Work-life balance, recreation, affordability, green spaces, family life, wellness, day tripping/home base, simplicity.

6. People

Amherst's greatest asset is its people—the dreamers, doers, and difference-makers who shape our community. We honour our heritage while embracing growth, diversity, and innovation.

Key messages: Leadership, civic pride, inclusivity, innovation, resilience, collaboration, history, and youth engagement.

7. Beautiful Amherst

In Amherst, there is no shortage of beautiful scenery to enjoy. We pride ourselves on showcasing the impressive collection of heritage properties build of wood and local sandstone; our parks and flower beds tell a story of a community that cares; and everywhere you turn there is a lovely vista to enjoy, different each season.

Key messages: Heritage buildings, easy access to beaches, parks and green spaces, natural surroundings, Tantramar Marsh, seasonal variation.

BRAND STORY

Amherst's story begins in 1764. For centuries, our central location has made us a gathering place; where cultures meet, community thrives, and businesses grow to serve local and distant markets alike.

We've always been more than just a stop along the way. We are a place where people put down roots, build businesses, create memories and lasting connections.

Our purpose today is the same as it has always been: to create a welcoming, connected community that enriches the lives of residents, supports business opportunity, and opens our doors to serve the needs of visitors.

We celebrate our history, while embracing innovation and growth that makes us stronger for the future.