

Kentville Brand DNA

Meet Jenny. An outdoor enthusiast and mom who's always prepared for whatever Mother Nature is serving up. She's social and active and intelligent, believes there's a lot of life to be lived and she's determined to live it.

A great entrepreneur, Jenny has recently opened a new store and cafe in the centre of town, and also joined the Merchants' Association, teaming up with other local entrepreneurs to bring even more vitality and beauty to the downtown core. Because she's in love with Kentville and everything it has to offer, she's built her business to align with what makes the town so special.

But as much as she loves Kentville, she also loves to travel and see the world, heading to a remote surf town in Costa Rica or cruise the country roads of California. But don't mistake her for a hippy. She may value wholesome, fresh living, but she doesn't mind paying for it.

For Jenny, life is a daily adventure. Every aspect of her life is met with the desire to be playful, to experience new things, to connect in new ways and to grow as an individual. She is vibrant and, herself, a breath of fresh air. She wants to make her home and her life in a place that matches these qualities.

Brand benefits -

Out of home play - bike trails, The Gorge, library, sports facilities

Natural beauty - Miners Marsh, Cornwallis River, Research Station

Unique local business - brew pubs, cafes and restaurants, independent business, farmers market

Special events - Apple Blossom Festival, pumpkin people, biking competitions

Service hub - professional services, health services, hospital, schools, retail

Brand values –

We gather together - for block parties, corn boils and special events

We get outside and move our bodies - walking and biking to many places

We value the health of the whole person - body, heart, mind and soul

We respect nature - appreciating and protecting our green spaces

We support our own - local first commerce

We value what's fresh - ideas, business, food

We are compassionate - helpful and caring

Vision - "Kentville is Canada's most vibrant small town."

Mission - "We create the conditions for fresh, wholesome experiences and a rich quality of life."

Brand purpose - "To build a community where people who prioritize their well-being and quality of life can gather and grow."

Brand promise - "A breath of fresh air."