



*Celebrating Municipal Excellence*  
**2025 Nomination Form**  
*Deadline: 4:00 p.m. on Tuesday, November 18, 2025*

Nominee Information	
<b>Name of municipality leading project:</b>	Town of Pilot Butte
<b>Additional municipalities included in nomination:</b> <small>(please include the names of all partner municipalities)</small>	
<b>Contact Name:</b>	Allen Mullen
<b>Contact role in project:</b>	Town of Pilot Butte Chief Administrative Officer
<b>Telephone #:</b>	306-781-3409
<b>E-mail Address:</b>	cao@pilotbutte.ca
<b>Name of Nominated Practice or Project:</b>	Town of Pilot Butte logo rebranding
<b>Date of Project or Practice Initiation:</b>	
<b>Date of Project or Practice Completion:</b> <small>(If ongoing, please indicate)</small>	<div style="display: flex; justify-content: space-between; align-items: center;"> <span style="font-size: 1.2em;">October 29, 2025</span> <span>Ongoing: <input type="checkbox"/></span> </div>

Nominator Contact Information (if different than above)	
<b>Name:</b>	
<b>Organization:</b>	
<b>Position:</b>	
<b>Mailing Address:</b>	
<b>Telephone #:</b>	
<b>E-mail Address:</b>	

***Please provide as much detail as possible. Winning practices are posted in the Best Practices Library as a reference or resource for others. Nominations that clearly outline the practice and all steps involved have a higher chance of being selected for an award.***

## The Practice

### 1. What issue inspired the nominated project or practice?

This project explores the importance of re-branding for inclusivity, its implications for a municipality's growth and progress, and practical steps that can be taken to achieve a successful transformation.

Re-branding is more than changing a logo or slogan; it involves a fundamental shift in perceptions and attitudes.

The Town of Pilot Butte Council wanted a logo that represented the rich diversity of present day Pilot Butte.

The Pilot Butte Council asked their Administration led by Tina Ubell to create a logo and brand that reflects the multifaceted nature of their residents. An inclusive approach ensures that everyone feels represented and valued, which is central to community cohesion. The need for re-branding is often underscored by shifting demographics and the increasing visibility of marginalized groups, Pilot Butte actively sought to represent all its residents to foster a sense of community pride and collaboration, ultimately leading to a more harmonious living environment.

### 2. What has this project or practice done to address the issue?

The design of the new logo utilizes symbolic elements encompassing representation of the town and its rich history to provide a modern visual of the past, present and future of Pilot Butte. Showcasing the diversity of the residents and creating a cohesive and unified community.

- The butte - Representative of the Butte. The Butte was utilized by local Indigenous peoples, who camped near Boggy Creek and used the Butte as a lookout and signal point. Butte definition: "an isolated hill or mountain with steep or precipitous sides usually having a smaller summit area than a mesa"
- The sun - A familiar image used in previous logos, including the logo designed by a local resident in 1986.
- The green line - Representative of the green spaces and parks located throughout Town. Pilot Butte is committed to maintaining, protecting and enhancing its natural environmental, parks and green spaces.
- The tan line - Representative of sand. The community's sand and gravel deposits were utilized during the construction of the Canadian Pacific Railway throughout the region in 1882 and for the local brick plants. Pilot Butte was once known as "Sand Capital of Canada" after a town slogan contest.
- The navy blue font - This font style was selected for the welcome signs at two of the main entrances to Pilot Butte. The navy blue colour has been used in previous logos, offering a familiar connection and incorporation of past, present and future.

## The Process

***This section should be the longest and most detailed part of your nomination. Include enough information, such as steps, resources accessed, and considerations to support a municipality interested in applying to a similar project or practice.***

3. Indicate who had a direct role in this project or practice:

- Municipal Council
- Municipal Administration
- Other

4. What was the role of the municipal council and/or municipal staff in this project or practice?

Municipal staff worked together in sharing history, information and input in elements and the overall design of a new logo. The design options were developed by the Communications Coordinator, Tina Ubell, and were presented to Council for consideration and feedback. Revisions were made based on input to refine the design, ensuring the end result captured Pilot Butte's story, mission and image.

Once the design was approved, a campaign was prepared to launch the rebranded logo to the community and publicly. A video was created to provide visual explanation of the meaning behind the design and the elements utilized, which was narrated by Mayor Peggy Chorney. The video was shared on the Town's social media platforms, on a dedicated town history page on the town's website, as well announced in the town's community newsletter. The launch campaign also included "a trip down memory lane", highlighting the logo creation in 1986 that consisted of a contest for residents to submit ideas for a new logo, which was used as inspiration in the design of the 2025 logo.

5. Were other groups were involved in developing this project or practice? If so, who were they and what role did they play?

The project was led by Tina Ubell who is both a local resident and the Town Communications Coordinator.

Tina included the Community as a whole, embracing their creativity and diversity in the conceptual and design of the re-branding and logo for the Town of Pilot Butte.

## 6. What resources were involved?

To develop a meaningful design, Tina Ubell incorporated research and consideration of town history as core aspects. Community residents and staff have seen the town and community grow and evolve over the years, playing a significant role in sharing the history. The process consisted of consultation with the community, staff, long-term residents, the 2007 Town History Book and archived records from the creation of previous town logos. The accumulation of these aspects provided further guidance, intention, and direction for the styling of a new logo and for the symbolism of each element.

## 7. How was the project or practice developed?

The development of the logo was a comprehensive process that involved several key steps to ensure it accurately represented the community's identity. Tina Ubell started by conducting thorough research, which included examining the town's history, culture, and significant milestones. This historical context was crucial for creating a logo that resonated with residents.

Consultations with community residents and staff played a vital role in gathering insights and feedback. Engaging long-term residents helped capture their memories and experiences, ensuring that the logo reflected the collective identity of the community. The 2007 Town History Book and archived records from previous town logos were also valuable resources, providing inspiration and context for the design elements.

Throughout the process, the team focused on the symbolism behind each aspect of the logo. This attention to detail ensured that the final design was not just visually appealing but also meaningful. The collaboration and dedication to understanding the community's essence were pivotal in developing a logo that the residents could proudly identify with.

## The Results

8. What effect did this project or practice have on the community?

The new logo celebrates the history of Pilot Butte. By drawing on previous logos and resident's logo submissions from those logos for inspiration, the new logo encompasses its community, their values and what representation of Pilot Butte means to them. This logo embodies the story of Pilot Butte and vision and mission of the past, present and future of our community in a modern, thoughtfully created style.

The introduction of a new logo had a positive impact on the community by fostering a sense of unity and pride among residents. Residents reached out to expressed their appreciation of the new logo and it's meaning.

Overall, the new logo is becoming a symbol of shared identity and purpose, enhancing the community's connection to its past and future.

9. Was a formal evaluation done after the project or practice was completed? Please explain.

The project has not been formally evaluated. The Town History page will be available on the town website for viewers to reference, as well as the video and announcement of the logo re-branding on social media.

10. Describe any challenges faced.

Re-branding initiatives incorporate diverse imagery and narratives. Pilot Butte attempted to represent all demographic groups, showcasing their stories and contributions, as Pilot Butte has been a community since 1882, the passion to remain loyal to its past yet bring inclusivity and diversity to the forefront was a challenge.

By collaborating with community organizations helped to build trust and ensure that re-branding efforts address the genuineness of the community.

By fostering understanding and empathy, Pilot Butte worked to ensure that their services reflect the community's diverse needs.

### Lessons Learned

11. What lessons were learned and what would you recommend doing differently?

Re-branding for inclusivity is a powerful tool that Pilot Butte used to leverage growth and progress. By redefining our identity to reflect the diversity of our residents, Pilot Butte not only created a sense of belonging but also paved the way for economic, social, and cultural advancement. As we embrace inclusiveness in all aspects of community life, Pilot Butte can transform challenges into opportunities, fostering a vibrant environment where all individuals thrive together. Our journey toward inclusive branding is ongoing, but the potential rewards—stronger communities, fostered innovation, and increased prosperity—are well worth the effort.

**All nominations will be listed on the Saskatchewan Municipal Awards website as a resource for other municipalities. Be sure to include specific information.**

Please submit your completed nomination package to:

**E-mail:** [awards@municipalawards.ca](mailto:awards@municipalawards.ca) (preferred)

**Fax:** Attn: Saskatchewan Municipal Awards Program

**Mail:** Saskatchewan Urban Municipalities Association, Unit 305 – 4741 Parliament Avenue, Regina, SK S4W 0T9

**Questions?**

Contact Stephanie Bourassa at 306-525-4318.

***Thank you for submitting a nomination for the  
19<sup>th</sup> annual Saskatchewan Municipal Awards.***