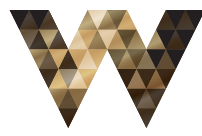


WEST EDMONTON MALL

LOGO & BRAND INFORMATION

West Edmonton Mall has adopted a new logo that will soon appear on all of our WEM-branded materials. You will see this logo in advertising, on signage, in-Mall and elsewhere. If you have a West Edmonton Mall e-mail address, it will also be part of your signature. The root, or focus of the logo is the 'w'. Which logo is used will depend upon the marketing execution.

LOGO:



What is a logo and what does it mean to a company?

A logo is a company's major graphical representation; it anchors a company's brand and becomes the single most visible symbol or sign of the company. In effect, a logo is the "face" of a company.

As a world-renowned destination and a leader in the shopping and entertainment industry, it is important West Edmonton Mall has a strong and recognizable logo.

Why has West Edmonton Mall changed its logo?

It is an exciting time for West Edmonton Mall. We continue to freshen our appearance inside and out. We continue to add exclusive and luxury retailers to our retail mix, reaffirming our position as Canada's fashion and shopping destination. It is important that we have a logo that not only reflects the current changes that are happening within the centre but that can adapt to our various offerings: first-class shopping, attractions and events.

Why this design? What does it say about West Edmonton Mall?

As with our former logo, our new logo uses the acronym for West Edmonton Mall: WEM.

WEST EDMONTON MALL

LOGO & BRAND INFORMATION

When we considered a logo that would represent West Edmonton Mall in a strong, recognizable way, we wanted a design that:

Reflects our sophistication/significance in Canada

West Edmonton Mall is iconic. The bold 'w' followed by 'em', while simple, has impact and is memorable. West Edmonton Mall is a bold destination; it cannot be matched. Simply put, we are Canada's mall.

Unifies all of our experiences - fashion, attractions, events and entertainment - in a way that is flexible

Changing the colour of the 'w' enables us to change the impact of our logo to suit the experience we are marketing.

Is flexible and can be re-invented

Our new logo is fresh and flexible. The texture of the 'w' implies movement, light, diversity. West Edmonton Mall is multi-dimensional; we are so much more than a mall. The ever-changing movement of our culture inspires us to surprise our guests. There is always something new and the many dimensions and nuances of a West Edmonton Mall experience never stay the same.

Is durable and 'future-proof'

We deliver a colourful experience to our guests, where safety and quality are important. Our open invitation to the world drives us to keep looking forward.

Has energy

The experiences at the centre of West Edmonton Mall make for a one-of-a-kind, unforgettable energy. The texture and tone of the 'w' and its colour(s) also reflect(s) energy. The logo is not static.

THIS NEW LOGO MEETS ALL THESE CRITERIA.

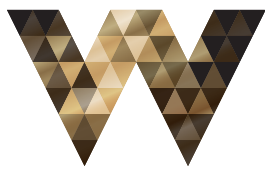
WEST EDMONTON MALL

LOGO & BRAND INFORMATION

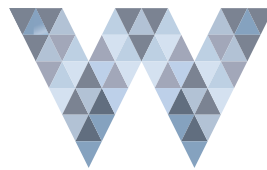
What is the colour of the new logo?

This new logo was designed to change in colour to reflect the variety of experiences West Edmonton Mall offers. Like the experiences we offer, our brand must consistently surprise.

EXECUTIONS:



FASHION



LUXURY



ATTRACTIONS

Is there a tagline with the new logo?

We do not have a tagline. We are, however, launching the logo with brand statements that not only reinforce the logo visually but reinforce West Edmonton Mall's identity as Canada's mall.

THESE STATEMENTS ARE:

 We are fashion.

 We are luxury.

 We are thrills.

 We are always new.

