

PRESS RELEASE

June 13, 2019

Mayerthorpe Rebrand Logo Design

During the June 10, 2019 Regular Council Meeting, Council approved a new Town logo with the Town Logo Usage Guideline Package.

Aligning with Council's 2017-2021 Strategic Plan, Mayerthorpe Town Council is excited to move the Community forward in a modern approach. This includes a Town of Mayerthorpe re-branding.

With the help of and in accordance with an Operational Grant, Town Council received several proposals from consultants and ultimately selected Box Clever to develop a new Town logo and the future development of a website.

Box Clever created a design based on feedback from Town Council. The M icon is composed of two shapes coming together to form the letter M, representing how a community is made of individuals coming together. The negative space between the two shapes is a nod to Mayerthorpe's location between the two highways. The color selection instills a welcoming/comforting presence in the icon with green being specifically chosen for the upward angle to reflect future growth for the community. The negative space in the middle also forms a V, representing Volunteerism.

The public provided feedback via a Survey Monkey survey, during the May Market Place Market, an Open House held May 13, 2019 and through citizen direct conversations with Councillors. All comments made through proper platforms were presented to the Council ad-hoc Logo Committee and debated thoroughly.

While having many iterations, Mayerthorpe's current Town Logo had not been dramatically changed for 30+ years.

The switch to the new logo will be a gradual process, replacing items when needed.

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