



New Logo and Brand for the Town of Drayton Valley to be Released on Canada Day

June 22nd 2016

DRAYTON VALLEY- In August of 2015 the process of rebranding the Town of Drayton Valley to reflect our changing and resilient community began. A public request for proposals was issued and following this, a tendering and selection process began with a marketing and communication firm specializing in branding both private and public organizations.

The public engagement process included interviews and focus groups with members of the community, administration and key stakeholders. Also included was a discovery session with a grade six class from a local elementary school to include youth in the rebranding process. This work resulted in the creation of a new brand and logo for Town of Drayton Valley.

The Town of Drayton Valley crest with the three gold derricks, Alberta Wildrose and Canadian Maple leaf will continue to be used on official documents, policies and agreements. The new logo will be used in external marketing and promotions from the Town of Drayton Valley to external communication partners.

“The logo and brand capture the values and essence of Drayton Valley,” says Mayor Glenn Mclean, “we are building upon our strengths as a community as we realize future opportunities.”

The new logo and brand will be released on social media, our website and in the Canada Day parade July 1st 2016.

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