



# MEDIA RELEASE

## *Quispamsis unveils new brand*

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QUISPAMSIS – The Town of Quispamsis has a new look.

The town's new brand – a logo and tagline – was unveiled at Tuesday's council meeting.

The orange and blue logo, which features the sun, the river, rolling hills, trees and trails, is a fresh, modern design that represents a forward-thinking community and a family-friendly active lifestyle in a beautiful, natural environment. The tagline, *There is no other*, evokes the uniqueness of the town's name and the pride of its residents.

Bonfire Communications was the successful proponent for the town's brand identity through a Request for Proposals process. Bonfire undertook a comprehensive public consultation process that included focus groups with residents and town staff. Bonfire also conducted a number of one-on-one interviews with people who live in the town.

"Our residents told us they are proud to live in Quispamsis," said Mayor Murray Driscoll. "People enjoy the quality of life and feel safe in our community. They feel strongly that our town is forward-thinking and progressive and that there is no other community like Quispamsis."

The town had been using a number of visual identities, and it was clear during the focus groups that residents struggled to identify a specific one for the town. The town determined it was important to develop one cohesive brand for Quispamsis.

The new logo will be used, effective immediately, to identify official printed materials, advertisements, apparel, promotional merchandise, presentations, signage, vehicles, and the online presence for the town. A full public launch will take place during the town's Canada Day celebrations at the qplex.

The town will maintain its Coat of Arms for official, ceremonial use and documentation to identify the Office of the Mayor.

"This initiative was well supported by our residents and staff and I want to thank everyone involved," Mayor Driscoll said. "We know we have something special in Quispamsis and it's always reassuring to have this validated by our community."