



Media Release

May 1, 2023

Town of Diamond Valley Unveils Vibrant New Brand

The Town of Diamond Valley is excited to unveil its new visual identity to the public after more than six months of development. The launch of the new brand is a significant milestone in the decades-long amalgamation process which culminated in the formation of the new Town of Diamond Valley on January 1, 2023.

Mayor Barry Crane commented, "A brand is more than a logo...it's a way of portraying the energy and vitality of the community to residents, neighbours within the Calgary region, visitors to the area, as well as potential new residents and investors. The dynamic and bold logo will stand out as something lively, new and exciting, exactly what we hope people will think of when they hear the name Diamond Valley."

The new logo features an iconic foothills scene, including mountains, hills, and the Sheep River, and symbolizes the unification of two distinct communities and the breathtaking scenery of southwestern Alberta. The designers chose a vibrant "sunset" orange hue as the primary logo graphic colour, representing the uplifting energy and unique, eclectic nature of the community. The deep forest green in the primary palette represents the evergreen trees and abundant nature surrounding and sheltering the community. The wordmark uses a distinctly western-inspired font, a nod to the area's farming and ranching roots, which have informed the communities' neighbourly ethos, volunteer spirit, and small-town charm.

The new visual identity was produced by Incite Strategies with input from public engagement sessions, staff and stakeholder interviews, and a community survey which received 442 responses. The results of these sessions found that residents value the town's friendly community, vibrant arts and music scene, proximity to outdoor recreation areas, and scenic beauty. They also appreciate the area's historic legacy, relaxing and peaceful vibe, and reputation as a charming and safe community in which to raise a family or retire.

The Town has launched an [online store](#) where residents and visitors can shop for apparel and other branded items with the new Diamond Valley logo. They are also reaching out and exploring partnerships with local businesses who may wish to feature Town of Diamond Valley branded merchandise in their stores. The Town is currently undergoing a website redesign that will incorporate the new brand colours and a fresh new look, due to be released by the end of the year.

Media inquiries may be directed to:

Town of Diamond Valley

Mayor Barry Crane

mayor@diamondvalley.town

403.933.4348

www.diamondvalley.town