



TOWN OF
**DIAMOND
VALLEY**

New Brand / Logo / Visual Identity FAQs

Why did the Town create a new logo?

The Town of Diamond Valley created a logo to reflect the newly formed, united community following the historic amalgamation of the towns of Black Diamond and Turner Valley which took place effective January 1, 2023. The new logo was developed to align with the Town's brand story.

What is the Diamond Valley brand story?

Welcome to Diamond Valley, a beautiful and eclectic community rooted in nature, just 30 minutes from Calgary. Nestled in the foothills of southwestern Alberta with the majestic Rocky Mountains to the west, surrounded by stunning natural scenery, and brought together by the Sheep River, this special place is not to be missed.

With art galleries, music festivals and cultural experiences, Diamond Valley is truly the creative gem of the foothills. For those looking to immerse themselves in nature and explore wild spaces, our backcountry backyard is the perfect gateway to adventure and Kananaskis Country. The region offers breathtaking hiking trails, horseback riding, cross country skiing, world class cycling and mountain biking, fly fishing, and so much more.

Born of agricultural roots, Diamond Valley is a small town built by neighbours with big hearts that people are proud to call home. An entrepreneurial spirit and strong volunteer ethic has shaped our community into the welcoming, lively and inclusive town it is today. Diamond Valley offers room for sustainable minded growth and investment, and a strong commitment to shopping locally and supporting small businesses. This friendly approach to living is highlighted by the historic union of Black Diamond and Turner Valley on January 1, 2023, that united these two communities to build a strong, integrated municipality that represents and advocates for all its valued residents.

We respectfully acknowledge that Diamond Valley is situated on the traditional territories of the Treaty 7 First Nations, and is also the traditional home of the Métis Nation Region 3. We commit to honouring and respecting this land that has been stewarded by its original inhabitants since time immemorial, and to work towards reconciliation and building positive relationships with Indigenous communities.

What is does the logo represent?

The Town of Diamond Valley logo is diamond-shaped featuring a pair of mountains, two foothills and the Sheep River which signifies the union of two communities in this special space. The colour palette evokes the stunning contrasts found in the natural environment. With the deep green background found in the forested hills and the powerful orange found in the stunning sunsets and majestic sunrises renowned in Big Sky Country. Earth tones ground the vibrancy of the primary hue and balance the collection to evoke a feeling of backcountry adventure.

The ruggedly simple wordmark features Rockwell (Diamond Valley), which is a western-inspired font that honours the history of the community. Voster Typeface (Town of) is used to provide a clean, heritage-inspired balance to the logo.

What does the logo symbolize?

The key themes that the logo captures are:

- Location: Close proximity to Calgary and Kananaskis Country makes Diamond Valley the perfect location to call home or to visit
- Nature: Surrounded by beautiful scenery, a pair of mountains and foothills signify the coming together of the two communities
- River: Sheep River connects the two communities and is a vital source of life today and into the future
- Diamond: The outer diamond shape is used as a historical marker of the past as well as a link to the new name of Diamond Valley
- Valley: Located in the foothills of Alberta, Diamond Valley is home to raw, unbound nature and is the gateway to Kananaskis Country

Why were the colours chosen?

The colour palette evokes the natural landscape and Diamond Valley's breathtaking panorama with the colours green nodding to the rich forests that accent our area and the orange found in the spectacular colour cast on the Rocky Mountains during sunset.

Why wasn't the Black Diamond or Turner Valley logo used instead?

The new logo reflects the most significant and important elements of the newly amalgamated community and serves to inspire and create pride in the partnership. We wanted to capture essences of both Black Diamond and Turner Valley just as the Town of Diamond Valley values and captures the essences of both former towns.

Who designed the new logo?

The Town of Diamond Valley chose Incite Strategy to redesign our logo after careful consideration of several factors, including their experience, references, and proposed public engagement strategy. Our selection followed the Town's Procurement Policy to ensure a fair and transparent process.

Who provided input throughout the process?

The Town engaged with more than 600 community stakeholders including residents, business owners, associations and groups, regional partners, Council, and Town staff throughout the logo design process. Participants provided their input via interviews, roundtables, and an online survey. Participants were asked to reflect on how they view Diamond Valley and how they believe Diamond Valley should be represented as a community.

How much did this cost?

The total cost for the development of the new brand and visual identity, including community engagement was \$61,750. The estimated cost for implementing the new logo such as signage, staff branded uniforms/clothing, stationery and identification will be approximately \$150,000 over the course of the two years. These costs are included under provincial grants received for amalgamation expenses.

When will we start seeing the new logo?

The new logo will appear on the new Town website, merchandise, marketing and print materials, brochures, posters, vehicles and equipment, advertisements, and social media beginning May 1, 2023. The overall rollout including Town assets and infrastructure requires approximately two years, which includes phasing out the old logos.