



# Town of Diamond Valley Brand Story and Logo Narrative

May 1, 2023











A black and white photograph of a group of people riding horses in a valley. The riders are wearing hats and are seen from behind, looking towards a range of mountains in the distance. The scene is set in a natural, outdoor environment.

TOWN OF  
**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.

# LOGO NARRATIVE

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.





TOWN OF  
**DIAMOND  
VALLEY**



TOWN OF  
**DIAMOND**  
**VALLEY**