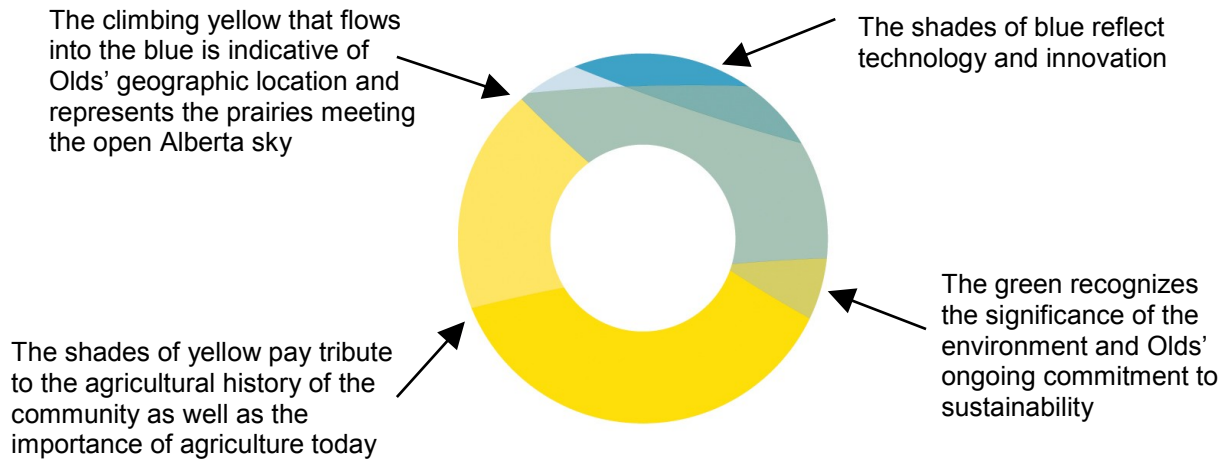


The Meaning Behind the Brand . . .

In 2011 the Town of Olds undertook a rebranding exercise. The aim of the rebranding was to modernize the town logo while also creating a parallel logo to represent the community as a whole. The branding exercise was Phase I of a three phase Promoting Olds project. Phase II will develop a Communications strategy for the Town of Olds and one for the Olds Institute. Phase III will see the Town's website redesigned and a web portal created.



Town of Olds

- The Meta typeface represents:
- Practicality, stability, authority and approachability
 - A modern approach to show that the town is forward thinking



- The "O" shape represents:
- A strong and interactive relationship between the Town and the Community
 - An eye looking forward and planning for the future
 - Fearlessness, as the "O" stands alone



- The color scheme represents:
- The vibrancy of the community
 - The community's energy
 - The various facets that make up the community



A Community Leading by Example

The Community Logo is parallel to the Town logo and embodies the same values. The Community Logo represents the people of Olds while the Town Logo represents the governing body. The community includes groups, people, and businesses. It includes a tagline, "A Community Leading by Example" which speaks to the dynamic force of inspired individuals who call Olds home. The tagline represents an optimistic outlook and an ambitious hard working nature.

The Community Logo was designed to represent the Community and non-government related activities; therefore the Community Logo can be used in a variety of applications.