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FOR IMMEDIATE RELEASE



CITY OF WELLAND UNVEILS NEW LOGO

Welland, ON— Welland City Council adopted a new municipal logo at Tuesday’s Council Meeting. The new logo will represent the unique character and diversity of Welland, and connect residents and stakeholders to a brand identity focused on corporate transparency and a commitment to grow social and economic development.

Sarah Marko—Welland resident and first year graphics student—designed a logo with a distinct translation of Bridge 13 that will brand and lead the City with a cherished landmark and iconic symbol. Her submission was chosen to represent the City due to the style and nature of the design. Although other submissions had included Bridge 13, Marko’s submission captured the winning spotlight because of the unique personality of the design. “Ever since I was a young girl growing up in this lovely community driven City, the Welland bridge always stood out as an important symbol of our City through my eyes,” said Marko.

The City of Welland’s Graphics Coordinator worked with Marko’s concept to create a final design. Jane Walker-Scott has over 30 years of experience in the graphics industry, which includes several years as an art director, 16 years as a graphics editor, and was a three-time winner of the Toronto Star Award for Graphics at the Ontario Newspaper Awards. Marko’s fresh approach, combined with Walker-Scott’s extensive experience resulted in an appealing and professionally designed logo.

Adopting a new logo is an integral part of the City’s re-branding strategy. Along with building a visual trademark, staff are redesigning the City’s website to instill a favourable brand and image that will influence public perceptions and impressions.

Mayor Frank Campion says the new logo will assist in setting a standard that will help residents and stakeholders identify Welland as a City in motion, and a municipality committed to growing healthy economic and residential communities. “The City’s logo connects us to the past, present, and future. We are an emerging City, and on the cusp of some major advances. Designing the logo in conjunction with the community demonstrates our commitment to cooperate and lead this City towards a thriving future,” said Campion.

The City’s crest will continue to mark all legal documents, including records, publications, and other business transactions. The City’s logo will be used on letterhead, uniforms, vehicles, marketing, events, signage, and other public relations efforts. Visit welland.ca for all the programs and services the City of Welland has to offer.

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