

FACT SHEET

June 14, 2017

Greenview Launches New Economic Development and Tourism Brand



The Slogan

The slogan suggests energy, action and adventure, and says “We’re ready for your vision and Greenview is just the place to unleash that vision. Come check us out!” It represents the diversity that is present in Greenview – whether it be from a business or tourism perspective. In fact, survey respondents cited “diversity” as one of Greenview’s greatest qualities – diversity in landscape and diversity in the opportunities that are waiting. The slogan invites all to come and explore Greenview. It suggests “We’re ready to greet you” and hints that there’s lots to discover and uncover.

The Icon

The shapes inside the logo’s icon are an abstract representation of the map of Greenview, with colours changing where roads connect and borders divide the boundaries. The icon’s shape is made up of a lowercase “g,” the unique letter shape designed for Greenview. A map place marker shapes the top corner of the “g,” which speaks to Greenview being a destination. The broken circle on either side of the “g” both aids in creating a contained, minimalistic emblem, and encourages breaking out to explore.

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