



Town of Edson
P.O. Box 6300
605 - 50 Street
EDSON, Alberta Canada
T7E 1T7



For Immediate Release

News Release

Edson's New Branding

Edson, Alberta, December 8th, 2015 – The Town of Edson is going through a brand refresh.

Council has officially adopted a new logo (below) as the official branding for the Town of Edson. The new logo will replace the Centennial logo (above) which has been used as the unofficial brand over the past 5 years.

A policy on usage will now be created and residents can expect to start seeing changes in the New Year. The roll out will be internal at first with changes to the website and external branding in the summer / fall of 2016.

During a recent survey the new logo had approximately 55% support over the Centennial logo. The refreshed brand also scored much higher in the various rating categories such as readability, colors and overall appeal.

Communications Coordinator Steve Bethge says the organization is excited to move forward with the rebranding project. “Currently there are a number of different logos, styles and colors schemes out there. This will allow us to unify the branding throughout Town, and give us one common theme to represent our community.”

The rebrand is expected to cost around \$25,000 in 2016. Much of that cost was required regardless of a brand change, as many promotional items and stationary purchases were halted in the past year in anticipation of this project.

The Town of Edson appreciates all feedback we have received during this rebranding process.



Media Contact:
Steve Bethge
Communications Coordinator
Town of Edson
780-723-4401
steveb@edson.ca
www.edson.ca