



TOWN OF PELHAM

Introducing Pelham's New Brand

It's vibrant. It's creative. And it epitomizes our caring Town.

It represents our five communities, contains colours from our Carolinian Forest, and draws inspiration from our key landmarks.

It shows us interwoven and unified inside a circle, and as the highest geographic point in Niagara.

It's bold, energetic, unique. And it's the new Town of Pelham corporate brand.

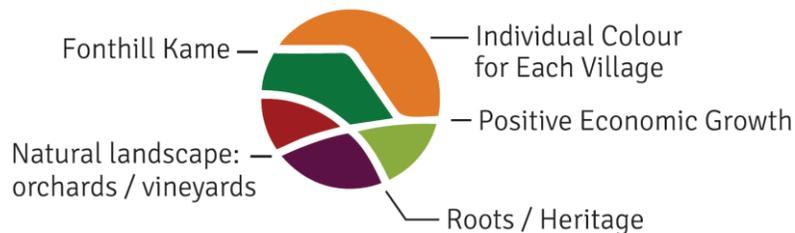


Created to market the Town's numerous services, programs, and initiatives in a fresh and modern way, the new logo will be featured on all upcoming advertisements, publications, signage, promotional materials, social media, and website designs. The more formal Town crest will continue to be used for official letters and documents.

"Council approved the new Pelham brand, believing it best encompasses our vision of being a vibrant, creative and caring community," commented Mayor Dave Augustyn.

Developed by the team at Chimpanzee, and lead by designer Jenny Halinda—a Pelham native—the new brand was created after carefully reviewing nearly 500 individual suggestions and ideas. In-depth consultations with Town staff and the public included an online survey, a volunteer resident committee, a staff communications committee, and a community outreach exercise on June 20th during the opening night of the Fonthill Bandshell concert series at the Pelham Farmer's Market.

View From the T.O.P (Town of Pelham)



Members of the community and media are invited to join us to celebrate the launch of Pelham's new brand during this year's Summerfest taking place July 18th to 21st. Full use of the new brand will commence following the launch.

For additional information, please contact:

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The Town of Pelham - The most vibrant, creative and caring community in Niagara.