



Vaudreuil-Dorion

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The City of Vaudreuil-Dorion updates its logo

Vaudreuil-Dorion, October 5, 2022 – After using the combined logos of both the Cities of Vaudreuil and Dorion for nearly 30 years as a single graphic signature to symbolize the merger of 1994, the City of Vaudreuil-Dorion will finally have a logo of its own by the end of 2022 that will perfectly reflect its dynamism and modernity.

The concept had been discussed during festivities for the 25th anniversary of the merger of Vaudreuil and Dorion. The idea matured and now both the elected officials and municipal administration have indicated their wish to have an up-to-date visual signature that matches the City of Vaudreuil-Dorion's identity.

"The logo used since the merger of the two cities is simply the juxtaposition of the Vaudreuil and Dorion logos. We have never had a logo of our own. We would have liked to have it for the 25th anniversary of the merger in 2019, but there wasn't enough time. The project named *Habité par ma Ville*, a strategic planning process initiated in 2019, has provided the City with a vision and aspirations that are taking form thanks to actions which cover the period 2020-2025. All the discussions, the citizen consultation and the major projects that resulted served to fuel our thoughts and revive the importance of having a logo in our image. The timing is perfect, since the City will be adopting a master plan for outdoor signage in the coming months. If we were ever going to design a new logo, now would be the perfect time to do it," said Mayor Guy Pilon.

As a first step, the new brand image will be deployed on all web-based tools as well as future City publications such as the municipal calendar and the Trait d'Union newsletter. As for existing stationery, the City's vehicle fleet and machinery, the transition will take place gradually either at the time of reordering supplies or making new acquisitions. The old logo and the new logo will therefore have to coexist over the next few years.

Signage Master Plan

Signage on the territory of Vaudreuil-Dorion is presently lacking. With the exception of a few that were replaced recently, most signs are outdated or due to be changed. Currently, there is no sign that clearly defines the territory at the entrances to the City. Several parks and public places are also devoid of any identification. A signage master plan will help showcase the City's places of interest (tourist and cultural sites, commercial and institutional zones, industrial parks, public parking lots, parks and green spaces, etc.) and will facilitate travel by providing a clear and consistent graphic display to assist the various types of clientele (citizens, residents in the surrounding communities, tourists, visitors, potential investors) as they come and go across the territory. This analysis is currently underway and related investments are planned over several years.

A new logo

Three firms from the City of Vaudreuil-Dorion, including *Impact création graphique*, *Les Manifestes* and *Tofubox*, were invited to submit a set of specifications for the creation of a new logotype. A selection committee composed of municipal employees, elected officials and a graphic designer selected *Tofubox* for the design of the new logo.

"All three firms presented interesting and inspiring logos. We thank them for accepting our invitation. The choice was difficult, but in the end, the Selection Committee chose the proposal submitted by *Tofubox*," said Marco Pilon, Deputy General Manager and member of the Selection Committee.