



FOR IMMEDIATE RELEASE

The City of Vaudreuil-Dorion unveils its new logo

Vaudreuil-Dorion, Novembre 9, 2022 – It is with a great deal of pride that the City of Vaudreuil-Dorion unveils its new logo, which will gradually replace the old visual identity dating back to the merger between the cities of Vaudreuil and Dorion. The updated graphic signature boasts a style that is more modern and dynamic, reflecting what the City of Vaudreuil-Dorion has become.

"Our logo should be a reflection of who we are. Since 1994, the year of the merger, the logos of the two Cities had simply been juxtaposed to represent the new City. The time has now come to update our logo to symbolize and express the unity of our City," said Mayor Guy Pilon.

Features of the new logo

The two distinct logos have been replaced by a V and a D that have now been merged. The rich heritage of Vaudreuil and Dorion is the foundation upon which rests the amalgamated City, the roots which set it apart and the pride of its citizens. As the saying goes: *He who knows where he has come from* can also know where he wants to go. Every one of us can be proud of how far we have come. Vaudreuil-Dorion offers a great quality of life to its citizens, including a multitude of services, green spaces galore, a rich cultural life and a host of leisure activities, not to mention the many quality projects to come.

The City's new logo, created by Philippe Corriveau of Tofubox, is designed with a look that is both sleek and dynamic, making it practical and flexible in its use. It is designed to stand the test of time. The visual identity offers a wide range of colours, variations and options. The blue and green were maintained but were given a new tone that is more striking, with an intensity that better reflects the image of the City. The V for Vision expresses Vitality and Value, while the D stands for sustainable Development, Diversity and Dynamism.

"I poured all my heart, skills and experience of the last 25 years as a graphic designer into carefully creating the visual identity of my City and its graphic charter. The image is the result of a process driven by creativity, consultation and collaboration with a committee made up of employees and elected City officials. I believe that the outcome is consistent with the history of Vaudreuil-Dorion, that it perfectly reflects the City's current identity, and that it will stand the test of time," said Philippe Corriveau.

The City of Vaudreuil-Dorion strikes a fine balance between urbanity and environment. Its vitality depends as much on its dynamic community life as it does on its economic development. As the City sits surrounded by water, culture has taken root on its territory and cultural diversity has become a source of enrichment. Audacity, openness and commitment are the values expressed by a city centre that is both human and welcoming.

"This logo is the culmination of a thought process undertaken during the Strategic Planning for 2020 > 2025 entitled *Habité par ma ville*. The discussions, citizen consultation and key projects that resulted from this process revived the importance of having a logo in our image. Moreover, the adoption of a master plan for outdoor signage further prompted us to initiate the process of designing a new logo. To be honest, if we were going to do it, it was now or never", added Mayor Guy Pilon.

As a first step, the new brand image will be deployed on all the City's 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, as well as signage - which will provide for clear and consistent signs throughout the territory, the transition will be gradual, 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. .