



BEYOND THE HORIZON

NEWS RELEASE

January 10, 2008

Lacombe County launches new corporate identity

(Lacombe, Alberta) – As Lacombe County continues to adapt and respond to expanding priorities, an evolving landscape and an increasingly diversified stakeholder group, a new corporate identity has been developed to more accurately represent Lacombe County.

“When we initially began exploring the development of a new corporate identity, Council was looking for a logo which reflected a commitment to our heritage and to the environment, yet still represented the progression and diversity of our municipality,” explained Lacombe County Reeve Terry Engen.

In the new logo, twin sweeps join together to form a horizon, the green and blue representative of the landscape and natural resources of Lacombe County. The curve itself further suggests a grand overarching canvas of Alberta sky. The horizon also contains a promise of what lies beyond: the Lacombe County logo’s typeface set in solid grey is symbolic of that future. Industry, activity and growth are built on and exist in harmony with the landscape of the Lacombe County horizon.

The development of this corporate identity follows closely upon Council’s recent adoption of a Strategic Plan and a new Municipal Development Plan and Land Use Bylaw, documents which serve as Lacombe County’s blueprint for the future.

“Our previous logo had been in place for a number of years, dating back to when the School Board still operated under Lacombe County,” said Lacombe County Commissioner Terry Hager. “Since that time we’ve experienced significant changes to the area landscape, to our County operations and to our tax base. This new corporate identity allows Administration and Council to hold true to the commitments we’ve made in our Strategic Plan as we continue to build on our solid foundation while adopting a new corporate identity which assists in moving into the future.”

As many County highway signs are currently in need of replacement and new equipment and vehicles require decaling, the launch of this new corporate identity is particularly timely, as the new logo can be placed on these items without expending additional funds to change them. Other items that contain the previous logo, including stationary, forms and maps will be updated over the course of the year as existing supplies are depleted.

- 30 -

For more information contact:

Terry Hager
County Commissioner
Lacombe County
(403) 782-6601