



CORPORATION OF THE MUNICIPALITY OF BROCKTON

Office of the CAO/Clerk

Municipal Office
100 Scott Street, Box 68
WALKERTON, Ontario NOG 2V0

FOR IMMEDIATE RELEASE

Municipality of Brockton Seeks Community Input on New Corporate Logo

Brockton, ON, May 28, 2018 – The Municipality of Brockton is seeking community feedback on a new logo it is developing as part of its refreshed corporate brand.

Two logo concepts were presented to the May 28 meeting of Brockton Council. They were created based on the results of community consultations conducted in April with residents, local business owners, Council members and municipal staff.

All Brockton residents will have an opportunity to vote on the logos between June 4th and June 13. Surveys will be available electronically at www.Brockton.ca/HaveYourSay and will be sent by letter mail to each household in Brockton, with five drop boxes located at the Walkerton Library, Walkerton Community Centre/Arena, Brockton Municipal Office, Cargill Library, and Elmwood Resource Centre/St. John's Lutheran Church.

Both logo concepts represent the diverse aspects of Brockton, including its rural, urban and residential qualities. Imagery in the logos symbolizes the fertile farmland and flowing rivers that characterize the community's landscape. The logo concepts present a more contemporary image for Brockton as a municipality growing now and into the future.

The final logo will be announced in June in conjunction with the launch of the Municipality of Brockton website.

Concept 1



Concept 2



For more information, please contact:

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www.Brockton.ca/HaveYourSay

About the Municipality of Brockton

Nestled in the rolling countryside of the Saugeen and Teeswater Rivers, the Municipality of Brockton is a friendly rural community with innovative industry and a vibrant downtown core. The Municipality was incorporated in 1999 when the former municipalities of Brant, Greenock and Walkerton were amalgamated. The name Brockton was chosen as a combination of these names. With a population nearing 9,500, Brockton is a wonderful place to live, work and play.

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