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Media Release: For Immediate Release

From: The City of Grand Forks

RE: BRANDING

Grand Forks – The City of Grand Forks recently adopted a new brand for the community.

The new brand with the tag line “Original, Peaceful, Living” and “Settle Down” will be used to market and promote the community to attract, new residents, tourism and business.

The new logo is simple and reflects meanings and connotations associated with our community’s story. It’s simple, rounded and furrowed lines reflect the valley and its agricultural roots and suggests opportunity for growth.

To develop a brand for the community the Economic Development Advisory Committee and Council chose Story and Co to work with the community over a four month period, to develop the story of the City and create a brand that reflects this.

City Hall will also utilize the new look on the majority of City documents, correspondence, publications and signage. A “Brand Book” featuring the new logo with various corresponding templates and usage guidelines has been developed, which will provide a standard look for the City of Grand Forks.



Original peaceful living.