

Council Corner

New Town logo and website will help expand communications



THE TOWN OF
Tofield

Building the Future

Print media is a necessity to communication and showcases the fabric of Alberta. Print media is the original, truest form of communication, advertising, and allowing for researched, fact-based information.

In today's current state we have seen the true necessity to reach all audiences with a multi-pronged approach. It can be true to say that not all people access avenues of social media, and its multiple platforms, therefore the necessity for multi approaches to reach all is required.

To extend the Town of Tofield's reach, knowledge and platform, extensive work has been taken with the past year. The Town has created a new logo and slogan, that stand behind Mayor and Council's vision for today and the future.

The new slogan reads; "Building the Future"

but, what does this mean?

Building the Future can be viewed in a multitude of capacities such as the brick-and-mortar construction of homes, businesses, and facilities. It can also encompass the building of the community by strengthening our messaging, adding attractive amenities such as walking trails, pump tracks, playgrounds and enticement pieces for youth, families, and adult users.

It is Council's belief that staying fresh and creative will only help to enhance the community we love.

Building the Future signifies the fact that we are not going to stay static with the approach. It is recognized that the future is our youth, and the future is growth. To tie with the essence of print media, our new logo and slogan can be used in multiple print capacities, to

grow the knowledge-base of Tofield.

The Council also recognizes the necessity to expand and target all audiences to the best of their abilities. Therefore, the decision was also made to recreate the Town's website and social media (www.tofieldalberta.ca)

The re-creation of both platforms will further our reach and put us top of mind for people around the world. Aside from the aforementioned, the necessity to re-create was based upon functionality, aesthetics and providing a user-friendly experience.

Truly, Council sees the necessity for communication through both digital and print platforms. It is essential to embrace communication, and to exercise all means to accomplish this.

*Respectfully,
Mayor and Council*