

## **NEW LOGO**

In 2018, the council made the decision to rejuvenate our brand/logo image and in 2021 we will also redo our website. We hired the company BERTHA, a local firm, to assist us in the process of choosing a logo. They conducted a selective survey with some citizens and the decision was made and adopted by the council in June 2019.

Our intention was to make an official launch but with COVID 19 it was not possible.

We present our new logo.....



### **General Ambiance**

This logotype presents Cleveland as a dynamic municipality and a great place to live.

### **The symbol**

The symbol attracts attention and sets the tone for a welcoming and warm place. You see a set of shapes that float above the name of the municipality, reminding us of the letter 'C' for Cleveland. The symbol is a minimalist composition and is geometric of the coat of arms of the municipality. The main themes used in the original coat of arms are symbolically found inside each crescent. Composed of right-angled spikes forming a circle, this symbol suggests a balanced and complete living environment for a family wishing to settle in Cleveland. We also understand with the overlapping of forms the harmonious cohabitation and mix of people present in the territory. The curves are related to nature, the topography of Cleveland's territory and its green valleys. The negative space in the centre is reminiscent of the St. Francis River and Lakes Denison and Spooner Pond.

### **Typography**

In harmony with the geometry of the symbol's elements, this hand-created typography gives the logotype all its aplomb. The choice of letters only in lower case offers a rhythmic simplicity: everything flows from a source in Cleveland. The attention to detail when creating this typography and its character on the outside and roundness on the inside proposes a balance between the emotional and the rational. The classic and the modern.