



Olds Institute unveils new logo

The Olds Institute for Community and Regional Development is very pleased to announce the beginning of a branding process for the organization, with the introduction of the first step in its identity building: the logo.

Designed by Patricia Simoneau of mouse-jockey.com, the design incorporates many features that fulfill the mandate of identifying the "Olds Institute".

The green colour was chosen for several reasons. Firstly, it is a colour associated with commerce, business, money, the environment and growth. All of these are cornerstones upon which the Olds Institute builds its mandate for community and regional development.

Secondly, all four of the founding principals - the Town of Olds, Olds College, the Olds Agricultural Society and the Olds and District Chamber of Commerce - used blue-green, yellow or some shade of green in their own logos. By using a mid-point bright green as the Institute's main colour, we are exemplifying the practice and philosophy of networking and partnering.

The four block design represents the four founding partners, as well as four principles of the Olds Institute: business/commerce, well being, growth, and initiative.

Last but not least, the design itself records the Institute's vision as a window to the world. In simplest terms, a window is a solid surface that allows the passage of light, air and sound. Windows are held in place by frames, which prevent them from collapsing.

This is not unlike the vision of the Olds Institute for Community and Regional Development. The organization is led by visionaries - pillars of the community - who recognize the strength of a strong foundation and who embrace the future, a future that knows all things are possible.

Our logo is just the beginning ...