



New common brand for Western provinces

NEWS RELEASE

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Western Community Futures Adopt New Common Brand
Western Canada's Community Futures organizations now have a new common brand to use in all their publications and communications. The new brand is made up of a distinctive leaf that creates the letterforms "C" and "F" and the tagline "Growing Communities One Idea at a Time".

This new brand evokes the growth and vitality that Community Futures encourages and supports in the 90 community-based offices across rural British Columbia, Alberta, Saskatchewan and Manitoba.

"Our common brand speaks to the value we place in locally driven solutions, the work we do to support diversified economic growth and the creative spirit of small business entrepreneurship," says XXXXX, of XXXX.

The goal of the Community Futures common brand is to create a unified profile for all members and to build awareness about the vital community economic development work that these organizations do in rural communities across Western Canada.

"Our new brand provides participating Community Futures members with access to professional resources, streamlined communications tools and marketing synergies that can only be realized when we are speaking with one 'voice'," explains XXXXX.

This initiative has been made possible by the financial support of the Government of Canada through the department of Western Economic Diversification Canada.

Growing communities one idea at a time.



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An internet-based brand portal has been set up to allow Community Futures organizations easy access to these new tools and resources.

The Community Futures common brand was developed with the support of Western Economic Diversification Canada.

Community Futures organizations are independent, locally-run and guided by volunteer boards. They actively support community-based economic development with a range of products and services aimed at creating diverse, sustainable rural Western communities.

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