



Be an explorer.

Corporation of the County of Bruce
Planning & Development Department

brucecounty.on.ca

Media Release

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Bruce County's new "Be an Explorer" Brand - Wins an International Award

Walkerton, Ontario: When Bruce County started on the journey to create a brand, winning an award of recognition was not their priority. "We wanted to develop a brand that encompassed Bruce County's soul and spirit, for both our breathtaking county and the organization that calls it home", explains Warden Mitch Twolan. "Having our 'Branding Bruce' project recognized with an award of excellence at the recent 'International Association of Business Communicator's' awards ceremony on May 30th is a testament to the successful work and commitment by our Bruce Brand Project Team", he adds.

Kelley Coulter, CAO of Bruce County, is proud of the work of staff and Tenzing Communications in the development of the Bruce Brand. "The 'Be an Explorer' messaging and the Bruce star icon really captures Bruce County's essence while at the same time representing a pathway as we journey into our future". On hand to receive the award were project team members and county staff Ms. Kara Van Myall and Ms. Jill Roote.

"This is as much about the place as it is about the organization", says Warden Mitch Twolan. In May 2016, council approved a recommendation to adopt the new brand and that journey resulted in the development of the Bruce story and a new logo. Ultimately, the strategic direction chosen was a focus on what united the residents, businesses, and communities of Bruce County; the desire to explore. While at the same time keeping an eye toward those that are attracted to the region for tourism and economic development purposes. This has become our collective narrative - Be an Explorer. Bruce County is where those roads less travelled become a journey: In life, in our work, in our communities, and in how we spend our days together.

Uniting our voice and speaking collectively has the potential to further position Bruce County as a destination for visitors, residents and businesses alike and Council is pleased that we now have a single tool that speaks for and to all of us" says Coulter.

To learn more about Bruce County's new brand, visit www.brucecounty.on.ca and access the Bruce Brand FAQ document.

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