



Municipalité de Val-des-Monts
1, route du Carrefour
Val-des-Monts (Québec) J8N 4E9

Tél. : 819 457-9400
Télec. : 819 457-4141
www.val-des-monts.net

PRESS RELEASE

VAL-DES-MONTS UNVEILS ITS NEW CORPORATE LOGO AND BRAND

Val-des-Monts, January 18, 2018. – At its regular meeting January 16, 2018, Val-des-Monts' municipal council unveiled the Municipality's new corporate logo, which replaces the one adopted more than 40 years ago.

After consultations with citizens last summer, Trinergie Communication inc. designed and crafted a fresh, contemporary logo that's lively and engaging, and that salutes Val-des-Monts' vibrant community, natural beauty and economic vitality.

The imagery of the new design is as follows:



1. The moving leaf represents a forward-looking community that's progressing and evolving.
2. The two green mountains on the upper half of the leaf illustrate Val-des-Monts' environment and potential for growth.
3. The three blue curves on the bottom half of the leaf salute the Municipality's many waterways and expansive natural setting.
4. The six-colour palate in the leaf represents Val-des-Monts' six districts.
5. The combination of blue and green stands for prosperity, nature, water, fresh air and security.

To remain fiscally and environmentally responsible, we'll be introducing the updated logo gradually across the Municipality, such as when our current inventory runs out or when we have to replace material or equipment at the end of its service life (e.g., business cards, letterhead, street name signs, recycling bins).