



# halton hills

## Small Town Living at Its Best

"Small Town Living at its Best" is the tagline for the first ever Halton Hills community brand. As the Town is marking its 40th anniversary this year Brand Ambassadors are already going out into the community to tell the story of "Small Town Living at its Best."

## Halton Hills unveils its new brand

"Small Town Living at its Best" is the tagline for the first ever Halton Hills community brand.

Halton Hills Mayor Rick Bonnette said it perfectly embodies what the community is about.

"The new logo and look is fun and creative and I think people will have no problem embracing it," said Bonnette.

He said although the Town was formed in 1974 it has been challenging to establish one brand that clearly rep-

resents the combined urban communities of Acton and Georgetown along with the surrounding hamlets and rural area that make up Halton Hills.

The new community brand was developed by the Halton Hills Cultural Roundtable in partnership with the Town of Halton Hills and input from area residents and the business community.

As the Town is marking its 40th anniversary this year, Brand Ambassadors are al-

ready going out into the community to tell the story of "Small Town Living at its Best."

Many groups and businesses have begun to embrace the community brand and are developing ways to incorporate it into their philosophy and messaging.

The brand design featuring a smiley face, lower case letters for the Hs, and the colours purple, gold and orange is intended for broad use by the community. It will not be

replacing the Town's official corporate logo or tagline as they remain unchanged.

The mayor explained the Town will serve as a caretaker for the new brand, but it truly belongs to the community for use by community groups, businesses and in support of tourism efforts, not municipal government services.

"A community brand declares our distinctiveness, values and character. Halton Hills is a unique blend and special blend of character,

community and countryside, with shared values and an appreciation for a simpler life and a sense of belonging," said Bonnette.

For more information, visit <http://www.myhaltonhills.ca/resources>. If you would like a Brand Ambassador to visit your business or group, email [communitybranding@haltonhills.ca](mailto:communitybranding@haltonhills.ca) or visit their booth at the Halton Hills Health, Home and Happiness Show on May 2-3 at Mold-Masters SportsPlex.

## Halton Hills Hydro lands award

Halton Hills Hydro has won the Local Distribution Company Performance Excellence Award.

The award, presented at a gala event March 31, is one of the most prestigious given by the Electricity Distributors Association (EDA). The EDA is the trade association of Ontario's LDCs. The award is

sponsored by Ontario Power Generation.

"This is a team effort and we are very grateful for this award. I accept it on behalf of all of our employees and our board," said Art Skidmore, President & CEO, Halton Hills Hydro. "We believe it is our obligation to provide our community with excellent service and to do it safely and in a reliable

manner. This award is validation that our strategies and efforts are on the right track."

Halton Hills Hydro was cited for its performance excellence in five key areas – occupational health & safety, operational excellence, financial operations, conservation and demand management (CDM) and contribution to the community.

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