

No go for the logo or slogan

By BRAD REAUME

Special to The Champion

What's in a logo?

Halton regional council echoed its own administration and finance committee recently and roundly rejected a proposed new corporate logo and slogan.

Council did agree to postpone distribution of an information guide until after municipal elections. Councillors will also wait until next year's budget deliberations to consider a 1-800 number to replace five local numbers used to reach regional administration.

However most of the discussion centered around the logo and slogan.

"The proposal is to throw out our old corporate image but we should piggyback on the image we already have," said Burlington Councillor Jack Dennison. He said new logos would have to be painted on Halton vehicles and signs would have to be changed, which would drive up costs.

Oakville Mayor Ann Mulvale said council should be looking to build a bridge to the future with its logo and slogan rather than a link to the past and the former

catch phrase "A world class place to be.

"If you are a world class place you certainly don't have to say it," said Mayor Mulvale. "I like the corporate image of our coat of arms."

Oakville Councillor Kathy Graham said with all the potential changes in government any change in logo is premature.

"We don't even know what type of business we will be in," she said.

Burlington Mayor Walter Mulkeewich agreed, saying council should wait for two years. He added that logos are not designed by committee so staff should provide several good examples from which council can choose.

Oakville Councillor Kevin Flynn asked if Halton Region even needs a corporate image at all. He said as long as the work gets done and taxes remain reasonable, people are happy.

The proposed slogan had been, "Halton — At Your Service".

Oakville Councillor Keith Bird, reacting at the administration and finance committee meeting, said. "The slogan 'At Your Service' struck me like it came from a head waiter organization or Kelly girls."

June 6, 1997

Mr. Achilles Pelitis Jr.
Achilles Mazda
357 Queen Street East
Acton, Ontario L7J 1R1
Canada



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Sincerely,

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Dr. David E. Fry, President

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