

King reveals new corporate logo



King council approved the design of the Township's new corporate logo, one that tells King's story.

The new branding and guidelines will be used for the majority of the Township's documents, correspondence, publications and signage. The Township's Crest will continue to be maintained and used for ceremonial/official type documentation (i.e. certificates, plaques).

"I am thrilled with our new logo as it tells our story. It brings the community together and captures the essence of King's past, present and future," said Mayor Steve Pellegrini.

"I am really proud of our new logo and want to thank our staff communications committee for its commitment and hard work over the past year developing the policy and style guide," said CAO Susan Plamondon.

The new King logo was initially established in association with the Township's "Sustainable King" initiative. The logo represents the elements of this modern, but rural municipality and the design and colour scheme are representative of King's natural habitat:

"Green and the leaf motif represents our strong agricultural roots, our natural preservation and pride of our abundant, natural areas, being within the Oak Ridges Moraine and the Greenbelt, green and growing, and the importance of sustainability within our urban and rural communities.

"Blue and the break in the 'K' represents the significance of the two watersheds running within King and our relationships with the Lake Simcoe Region Conservation Authority and Toronto and Region Conservation Authority.

"The gradient of the blue, indicating water, its importance to the health and well-being of our existence today and for our future, as well as King being host of the important headwaters for rivers that flow both to the north to Lake Simcoe and to Lake Ontario in the south.

"'KING' and its design, signifies our values (integrity, responsibility, strength) and sense of place, the collective name of our communities, reflecting where we are and who we are, resulting in our modernized branding design.

The Township Crest was designed to represent the historic elements within our rural community, signifying the following:

"Water symbol, representing the abundance of fresh water.

"Sheaf, representing the extensive farmland and rich agricultural history extending far into the past.

"Beaver, representing nature, and national symbol of Canada.

"Crown, also used as a national symbol of Canada, symbolized within crests and flags, honoring the monarchy, and signifying the term 'King'."

The logo and crest promote civic pride and spirit, while bringing about uniformity of how the corporation is identified by both staff, and the public alike. Use of the new logo does not revoke use of the Township Crest, however, use of both will help strengthen King's identity.