



G | P | R | C

# CHAIRMAN'S BLOG

January 23, 2020

It is with great excitement that I introduce the new, unified brand and community for the Greater Parkland Regional Chamber of Commerce (GPRC).

We began this process back in August 2019, when the TRAC (Tri Region Action Collaboration) Task Force was created. In December, the Stony Plain, Spruce Grove and Wabamun Chamber members accepted the unification and the new GPRC Board was elected. That brings us to today! Today, we celebrate the official launch of our new brand and visual identity.

The new Greater Parkland Chamber of Commerce encourages positive growth in the region and elevates local businesses through professional development, community engagement, promotion and membership benefits. Our new brand represents the vitality, innovation and growth of the Spruce Grove, Stony Plain and Wabamun business communities.

## Brand story

The "C" in our logo is made up of three levels, representing the unification of our three communities and the various components of the county. You will notice elements of agriculture, industrial development and the scenic beauty of our province (cog for industrial, wheat for agricultural and the sunrays for the setting western sun).

The colours we decided on are very intentional. The GPRC brand utilizes an analogous colour harmony featuring warm hues, contrasting light and dark. Each hue aims to energize and refresh, which is what our business community is doing for our province. Jewel tones ranging from golden yellow to pink illustrate youth, innovation and playfulness while deep violet requests respect and trust.

We are very proud of our new brand, as it represents the innovation, youthfulness and forward-thinking mentality of our organization. It perfectly represents the growth of our province and the individuals and businesses that fuel and inspire our county.

## Stay connected

Want to get involved with your new Chamber? Join the conversation on Facebook, Twitter and Instagram (@GPRChamber). We have also started up a private Facebook group for Members to collaborate, ask questions and share updates. Please take the time to check it out and use it to get to know your fellow members.

Thank you for your commitment to the GPRC, I look forward to staying in touch and seeing you at some upcoming events!

This is an historic and exciting time for the region and for the new Greater Parkland County Chamber of Commerce. Through the efforts of the new GPRC, it is our desire to position Parkland County as the preferred region for business and quality of life for young families, perceptive investors and innovative entrepreneurs.

Until next time,

Richard Wong  
Chairman

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