



MEDIA RELEASE

For Immediate Release

Northern Lakes College unveils New Logo and Branding Video

Slave Lake, Alberta (June 20, 2016)

Northern Lakes College is proud and excited to unveil a new brand identity – a new logo and branding video. The new logo which has been in the works for a while was unveiled to 250 staff at the annual June meeting and staff were very excited. The new brand is designed to honor the College's values – community, respect, accessibility, collaboration, excellence and life-long learning.

In keeping with Northern Lakes College's traditional values, the eagle is symbolic of strength and wisdom. From great heights, the eagle will soar with wings spread wide expressing the courage and freedom of students to 'start here and go anywhere'. The soft blue circle represents the beautiful lakes in our communities and the vibrant green signifies the vast forest. The new logo, with its traditional and modern elements embodies excitement, passion and confidence.

"After consultation with students, staff and communities, the new design was recently approved by the Board of Governors. The existing logo was introduced 18 years ago and the College has seen great change in both the needs of the communities and the services we deliver" said Ann Everatt, President and CEO. "A visual identity is the most important piece of graphic design that any institution will ever commission. We are extremely pleased with the new logo and are very excited about what the future holds for Northern Lakes College."

The new logo will be rolled out over the next year and the public will likely see both logos in use for several months as current stocks of branded materials are depleted before a full transition to the new look takes place.

Proud of this achievement but committed to future needs, Northern Lakes College understands that students have education choices and students want symbols and brands to be a reflection of their own commitment and success. The new logo, along with two new taglines "Start here. Go anywhere." and "New Beginnings. Endless Possibilities." reflect confidence and optimism in the future, aligning the vision of the College, its students and staff.



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Northern Lakes College is a Comprehensive Community Institution offering certificate and diploma programs in Business, Health Sciences, Human Services, Technology, Trades, University Studies and Academic Upgrading. The College collaborates with Campus Alberta partners to offer degree completion opportunities throughout its service region, including a Bachelor of Education. Northern Lakes College also provides a wide variety of certificate programs through its Continuing Education and Corporate Training Department.

For media inquiries please contact:

Valerie Tradewell
Director, College Advancement
Northern Lakes College
780-849-8621