

News Release



April 3, 2008

County Awards Corporate Identity Project to Focus Design Group

Central Alberta firm to develop graphic identity for Mountain View County

Didsbury, AB – Today, Mountain View County announced Focus Design Group (Red Deer) as the successful candidate in a recent search for a design firm to help the County develop a new graphic identity. Eleven Alberta firms responded to the request for proposals call. All submissions were independently reviewed by each of four persons using a point weighted evaluation grid. The evaluation scores were tabulated and reviewed in aggregate by the team. Focus Design Group scored at the top of the grid. Their score and their strong record in Central Alberta’s municipal sector confirmed the team’s decision.

“We asked each candidate to provide both a corporate identity case study and samples of logos developed for other clients as part of the proposal process,” says Doug Plamping, Chief Administrative Officer, Mountain View County. “We were impressed by the calibre of the submissions. Clearly, Alberta is resourced with a progressive graphic design sector.

“Focus Design stood out because of their specific track record with rural municipalities and inter-municipal trade organizations. Moreover, they demonstrated a proven ability to work effectively with elected Councils.”

Work will begin immediately on development of a new logo and positioning statement for the County. Council is expected to review design options in May and make a final selection in June. The new logo will be launched in September 2008 and will be integrated into the full range of the County’s print and electronic communication tools over the next 12 months.

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For more information:

Doug Plamping
CAO, Mountain View County
403.335.3311
doug.plamping@mountainviewcounty.com