

BUILDING OUR BRAND

THANK YOU! To the community members who have provided their feedback through surveys, presentation participation and engagement sessions. Using all the information we have gathered, we have unveiled objectives, key messages and three visual identity directions for the Lethbridge brand. Now, we are taking your comments and ideas and working to refine a concept and move the Lethbridge brand forward. Watch for more information soon!

If you have any questions please contact trevor@chooselethbridge.ca

Also, the following timeline offers a brief glimpse into the brand journey we have been on with you, the community!