

# A new brand for the AMBM



Main Logo & Wordmark — Horizontal



Icon & Wordmark — Horizontal



Icon & Wordmark — Rondel (Fr)



Icon & Wordmark — Rondel (En)



Icon

**Our new brand represents a commitment to who we are today and what we want to be tomorrow: a strong and unifying voice for bilingual municipalities.**

This is a landmark year. We are celebrating 30 years of leadership. Our new visual identity tells our story of building and strengthening our bilingual communities with the future in mind.

Our work continues today. Together, municipal leaders are making a difference for our bilingual communities. Our new logo is a reminder of why we do what we do.

Our new emblem is rooted in Manitoba's bilingual character. We celebrate the Francophone community as an added value in bilingualism.

**We are building new momentum.**

## THE NAME

*Association of Manitoba Bilingual Municipalities* remains unchanged and reflects its continuing and structuring role in our bilingual communities.

The name is recognized and respected at the provincial and national level. It recalls the political and strategic role that the association continues to play.

## THE COLOUR

The colours unite reliability and continuity. The chosen colours reflect our effective action now and in the future to have a collaborative and enduring impact on Manitoban and Canadian society.

## THE LOGO

The logo combines sustainability and vitality. The emblem is the new distinguishing mark for our bilingual municipalities in their mission of growth and development of Manitoba's bilingual communities.

The shape of a quartered shield evokes the traditional coats of arms of municipalities. This quartered shape also evokes the four corners of the vast Manitoba landscape and affirms the provincial mandate and the action potential of the association. The points of the quartered emblem resemble the ends of the green sprout of the Franco-Manitoban flag.

The crossroad between the quartered sections symbolizes the junction of the Red and Assiniboine rivers and echoes our story of commitment and conviction for a Manitoba that values and benefits fully from its bilingual character.

The new brand & website [ambm.ca](http://ambm.ca) are the creations of **Urbanink** and **The Hatchery**.

*Over the next few months, the AMBM will gradually replace all of its communication tools to reflect the new visual identity.*