



Connecting Business. Creating Opportunity.



**The Grande Prairie & District Chamber of Commerce launched our new brand on Thursday, June 17 at the 2010 Canadian Tire Chamber Classic Golf Tournament at the Grande Prairie Golf & Country Club.**

**Our members played a key role in developing this brand. We listened to your feedback on our survey letting us know what vision you have for the Chamber and what value you, our members, receive from your Chamber membership. Your ideas, your values and your vision were a key element in creating our new brand.**

**The colours blue and orange reference our original brand. Blue also stands for business, professionalism, stability, and technology. Orange represents energy, vibrancy, community and opportunity. And we've added Green for youth, ideas, and innovation.**

**The symbol stands for the Chamber as the basic building block that connects businesses and creates new opportunities for everyone involved. It represents strength in community because removing any piece from the symbol would cause it to lose meaning. The space in-between the pieces turn into pathways – representing how everybody working together creates new pathways to opportunity. And thus our tag line – Connecting Business, Creating Opportunity! Our new Chamber brand!**