

# ALBERTA'S INDUSTRIAL HEARTLAND ASSOCIATION UNVEILS NEW LOGO

**MARCH 6, 2024 | FOR IMMEDIATE RELEASE**

Fort Saskatchewan, Alberta - Alberta's Industrial Heartland Association (AIHA), the organization that represents economic development for Alberta's Industrial Heartland (AIH), has launched a new logo and brand identity.

"Our new logo encapsulates the essence of Alberta's Industrial Heartland - Canada's largest hydrocarbon processing region and a hub of innovation and economic growth," say Mark Plamondon, AIHA's executive director. "With over \$45 billion in capital investments and billions in the works, our region is growing in size and reputation and our new logo will better communicate that with the world."

## **KEY FEATURES:**

- Symbolism for Legacy in the Heartland Community

The new graphic mark carries forward AIHA's collaborative roots with the lines symbolizing the five member municipalities: City of Fort Saskatchewan, Lamont County, Strathcona County, Sturgeon County, and City of Edmonton, and three associate members, the Towns of Bruderheim, Gibbons, and Redwater. The elevated heart graphic mark symbolizes the continuing commitment to the Heartland community that's crafted with a more industrial and bolder style.

- Positioning as the Canadian Choice for Investment

AIH competes on the world stage to ensure that our region is the choice destination for capital investment. By positioning AIH as the Canadian choice, the red and white colour pallet will be predominant in our identity, as well as the maple leaf signifying that we are anchored in Canada.

- Introduction of a Tagline

The introduction of the tagline "The Capital Investment Destination" improves the clarity around what AIH is to business leaders across the globe. As one of the biggest industrial hubs in the world, the tagline helps share our value proposition to global investors more effectively.

The launch of the new logo also coincides with the Association's 25<sup>th</sup> anniversary.

"Our 25<sup>th</sup> anniversary signifies our long-term commitment to responsible industrial development. Launching our refreshed logo this year symbolizes how AIHA continues to grow and change, while remaining dedicated to our core values set from day one," Mark continues.



Please contact Karlee Conway at [karlee@industrialheartland.com](mailto:karlee@industrialheartland.com) to request the logo suite and usage guidelines.

### **About Alberta's Industrial Heartland Association**

Alberta's Industrial Heartland Association (AIHA) is a non-profit organization that drives capital investment into Alberta's Industrial Heartland. It is governed by a board of directors comprised of the five municipal partners: City of Fort Saskatchewan, Lamont County, Strathcona County, Sturgeon County, and City of Edmonton. Learn more at [industrialheartland.com/about](http://industrialheartland.com/about).

### **About Alberta's Industrial Heartland**

Alberta's Industrial Heartland (AIH) is an industrial region near Edmonton, Alberta. AIH is Canada's largest hydrocarbon processing region with over \$45 billion in existing capital investment and more than 40 companies. Companies in our cluster provide fuels, fertilizers, power, petrochemicals and more to provincial and global consumers. Learn more at [industrialheartland.com](http://industrialheartland.com).

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