

Greater Corner Brook Board of Trade Revised Logo Description

December, 2009

The Greater Corner Brook Board of Trade logo is a symbolic representation of the diverse business community in the Corner Brook, Newfoundland region.

The logo icon captures a popular scene in the City of Corner Brook of a bridge crossing Corner Brook Stream which serves as part of the Corner Brook Stream Trail Network walking route. In the background the outline of a lush forest is visible as well as the outline of the Sir Richard Squires building – Corner Brook’s most recognizable building. The bridge and forest represent the high quality of life that Corner Brook is known for as well as its focus on the outdoors and healthy, active living. The Sir Richard Squires building ties in the strong business community and represents the connection and balance between work and pleasure - something Corner Brook is also renowned for.

The two colors represented in the logo – green and blue represent land and sea and the history of business in the area. The green being land that highlights the regions growth from the pulp and paper industry. The blue being the sea that highlights Corner Brook’s beginnings around the fishery and today’s business development stemming from the Corner Brook Port as an important shipping lane.

The clean, strong fonts used in the logo highlight a modern and forward thinking organization that recognizes the past while looking forward to help grow and build the business community in the Corner Brook region.