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## **The City of Vaudreuil-Dorion's new logo a finalist in the Association des communicateurs municipaux du Québec's *Plumes d'excellence* contest**

**Vaudreuil-Dorion, April 12, 2023** – The City of Vaudreuil-Dorion is proud to inform its population that the project to redesign the City's visual identity, submitted to the Association des communicateurs municipaux du Québec's (ACMQ) *Plumes d'excellence* contest has been selected among the three finalists in the Visual identity, Territorial marketing and Branding category. This contest highlights the initiatives of municipal and paramunicipal communicators across Quebec. Its goal is to recognize the professionalism of its members while shining a light on their most successful achievements and fostering the growth of the profession.

The City's new logo, which was unveiled in November 2022, is gradually replacing the old visual identity which dated from the merger between the cities of Vaudreuil and Dorion. The updated graphic signature is intended to be more modern and dynamic to better reflect what the City of Vaudreuil-Dorion has become.

"The whole process surrounding the creation of our new visual identity was a very positive and stimulating experience. I would like to take this opportunity to acknowledge the creativity shown by the graphic design firms who participated in our contest, the professionalism of the members of the Selection Committee as well as the positive response from the public and the City's employees, who welcomed our new logo so warmly. We share this honour with the architect of this new visual identity: Philippe Corriveau of Tofubox, with whom it was a privilege to collaborate. For us, being a finalist is already a victory in itself," said France Lavoie, Director of Communications.

The project presented by the City of Vaudreuil-Dorion is one of 33 applications selected from the 109 submitted to the contest this year. The winners will be announced at the ACMQ gala, which will take place on Thursday, May 25th in Saint-Hyacinthe.

This is the third year that the City of Vaudreuil-Dorion has distinguished itself at the ACMQ's *Plumes d'excellence* contest. In 2021, the City was awarded a *Plume d'excellence* in the Digital Communication / Sites and Applications category for its Réseau Mozaïk project. The same year, the City was also a finalist in the Internal Communications category for its 2020-2025 strategic planning project dedicated specifically to the actions carried out internally to promote well-being at work for its staff. In 2022, the Sur Harwood microsite was also selected as a finalist in the Digital Communication / Sites and Applications category.