

## Lakeshore Council Adopts New Logo

The Town of Lakeshore has recently adopted a new logo for use within the municipality. The new logo, displayed here, provides the town with a more modern way to promote it.



This logo is not meant to replace the Municipal crest. In fact it now allows the Town of Lakeshore to elevate the status of the crest to a more formal position, similar to other municipalities. The crest will remain in use and have a prominent role throughout the municipality.

The public will begin to see the logo in marketing and promotional materials. The logo will be phased in as upgrades and changes are required. No extra expenses will be incurred.