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HORNEPAYNE CELEBRATES ITS COMMUNITY AND NATURAL ASSETS WITH NEW BRAND IDENTITY

HORNEPAYNE, ON – After months of collaborative efforts between Township staff, council members, and Cinnamon Toast New Media Inc. — the creative agency procured to execute the work — the Township of Hornepayne is proud to reveal its updated brand identity.

The logo, which is based upon feedback collected from one-on-one interviews, focus groups, and a digital survey, features a mama bear and her two cubs as tribute to Hornepayne's long-held moniker of "Home of the Three Bears". It also depicts natural elements such as rolling hills and trees as a nod to the area's untouched wilderness, and a rising sun to reflect the community's resilience and dedication to future generations. All visuals are contained in a hexagonal shape to hint Hornepayne's position as a "hidden gem" in the geographical centre of Ontario.

Stacey Rendell, Economic Development Officer for the Township, says: "We are thrilled to unveil the result of our collaborative efforts—a brand identity that truly encapsulates the spirit of Hornepayne. This new logo isn't just about aesthetics; it's a reflection of our community's values, heritage, and aspirations. As we embrace this fresh identity, we're reminded of our resilience and dedication to preserving our natural wonders for future generations to enjoy. This isn't just a logo; it's a symbol of unity and pride for everyone in Hornepayne."

To complement the logo, a series of brand statements — including tagline "Adventure Begins at the Centre" — were created and influenced the design of a suite of assets such as Township e-signatures and stationary, presentation templates, street banners, apparel and more.

"We're incredibly excited about the upcoming rollout of our new brand statements and assets," says Stacey. "From Township e-signatures to street banners and apparel, these elements will serve as vibrant reminders of the adventurous spirit that thrives at the heart of Hornepayne."

Residents and visitors alike can anticipate seeing these exciting additions to our community landscape starting mid-June 2025, as we eagerly usher in this new chapter of exploration and unity."

While Hornepayne's new brand identity amplifies the community from a visual perspective, it offers a variety of other advantages, too — spanning an enhanced tourism and investment industry, increased levels of community pride, the opportunity to celebrate the community's distinct assets, and a cohesive platform from which marketing activities can be mobilized.

To learn more about the brand,
visit townshipofhornepayne.ca.

About Township of Hornepayne

Tucked within the boreal forest's natural beauty in the Algoma region, Hornepayne — a little town in the geographical centre of Ontario — was founded in 1928 along the tracks of CN Rail's transcontinental line. To this day, the town is surrounded by more nature than meets the eye, offering untapped opportunities for those looking to chart their own adventures and leave a legacy.

While the community is small, its size is contrasted by the measure of its heart. Hornepayne is a hard-working and neighbourly town where strangers quickly become family, and memories are made to share. Whether you're looking for adventure in the outdoors, a place to plant your roots amongst nature, or a site to tap into your business potential, Hornepayne is the place to be at the Centre of it all.



T O W N S H I P O F

Hornepayne

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