



hamiltoninternationalvillage.ca

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MEDIA RELEASE

YOUR FRIENDLY NEIGHBOURHOOD BIA JUST GOT A GLOW UP

We're proud to be #HamOnt's first Business Improvement Area, over 150 businesses strong. That's how it started 45 years ago. Today, we can finally(!) reveal a new look to the village community you already love. Our last logo had a good (10-year!) run, but it's time for something new. More fun, creativity, diversity, and community. That's the #TheVillage. Now, we have a new brand that says all of that.

The BIA has been working with The Laundry Design Works, a member of International Village BIA, on the new brand in hopes that it will create a bright and colourful brand that is representative of the oldest BIA in Hamilton with over 150 businesses that is rich with history and diversity. This new brand is meant to reflect the essence of our neighbourhood, the businesses and the people it represents.

Included with the new brand that launches today is; a new logo, new banners within the BIA (West Ave. to Mary St. including Main St. E., King St. E., and King William St. in downtown Hamilton), a bus wrap that you can see driving around the city of Hamilton, and updates to our new website that was launched last summer that includes Ontario's First BIA Owned and Operated E-commerce marketplace.

Paint the town red, blue, purple, or whatever colour you want! We're an eclectic bunch in The Village. Creative, spirited, and full of local flavour.

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