

Friday, Sept. 18, 2026

CYPRESS COUNTY UNVEILS BOLD NEW LOOK

DUNMORE, Alta. – The big word is out.

Cypress County unveiled its new brand identity Friday during a special dinner held alongside the Site Link Forum economic development conference, introducing a renewed message built around a clear promise: live big, build bigger.

The launch brought together Council, staff, community partners, and economic development leaders to celebrate an evolution of the county.

"As a council, we wanted a brand that reflects both who we are today and where we're headed tomorrow," said Mayor Dan Hamilton. "Cypress County has always been a place where people come to build something, whether that's a business, a farm, a career or a life. This new brand captures that sense of possibility. It reflects our heritage, our independence, and our belief that big things happen when people are given the room to succeed."

The rebrand represents a renewed vision for how Cypress County tells its story, celebrates its strengths, and holds itself accountable to the people, businesses, and communities it serves. At the centre of that story is the tagline **Live big. Build bigger.**, a statement that reflects the County's role as a place where ambition has the space, support, and practical foundation to grow.

The brand is also supported by accountability statements that define how Cypress County will show up in its communications, services, and decisions: with clarity, confidence, practicality, and a focus on creating room for people and ideas to move forward.

The visual identity supports that message with colours and design elements inspired by Cypress County's expansive landscapes, abundant sunshine, strong communities, and practical, roll-up-your-sleeves mindset.

Residents and visitors will notice the new branding across the County's website, social media channels, and communications materials. Additional implementation will take place over the coming months as signage, facilities, vehicles, and other assets are updated.

Approved by Council Aug. 18 and developed through a comprehensive branding process with Alberta-based marketing company Unfussy, the new identity establishes a consistent look, voice and story for Cypress County as it continues to attract investment, support local enterprise and strengthen community pride.

This is more than a new look. It is a public commitment to communicate clearly, act with purpose, and create the conditions for residents, businesses, families, and communities to build something lasting. In Cypress County, people have the room to live big and the foundation to build bigger.

The bold new brand can be explored at www.cypress.ab.ca on Monday, Sept. 21.

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For more information or to request an interview, contact Cypress County at communications@cypress.ab.ca or call 403-526-2888.

