



EVNA'S NEW LOGO

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If you can believe it, East Village Neighbourhood Association (EVNA) is now 10 years old! We have seen a lot of changes to our neighbourhood in that time and added many new faces. To celebrate this milestone and to reflect the growth of our community, we are delighted to debut our brand-new logo with you, our family of #EVneighbours! We believe this new design reflects our community's growth and embodies our core values perfectly!

The new logo features a colourful cityscape, with five buildings of various shapes and sizes, plus our iconic George C. King "Skipping Stone" Bridge in front. This imagery helps differentiate our neighbourhood from others in the city, as we are uniquely high-rise oriented. The six vibrant colours help convey our fun and lively nature, while also paying homage to the diversity of East Village's residents and guests.

Below the cityscape lies our nameplate in a seventh colour, steel-blue. Two versions of the typographic elements are used: our full name is for regular use, while the shortened "YYCEVNA" name is reserved for social media platforms. Anchored beneath the nameplate is a graphical representation of the brick pavers that permeate our neighbourhood and make our streets so unique. By using this brick pattern, and incorporating orange within its new rainbow of colours, the new logo gives a loving nod toward its predecessor. Likewise, the words "East Village" continue to be the dominating text, as the neighbourhood remains the central focus of the association.

The new logo is finished by being wrapped in a double-lined circle of steel-blue to illustrate the unity and resiliency we've shown through the years.

Whether it be the losses felt by decades of urban renewal schemes, the devastating floods of 2005 and 2013, or the socially-isolated pandemic of 2020, we think you'll all agree that this neighbourhood has seen and been through a lot of hardships. But getting us through it all is a strong and compassionate group of diverse individuals who care and help their neighbours in times of need. This is the true heart of the community that we aimed to capture within our new logo.

Our Revitalization Committee was established last year in response to the opportunity afforded us by COVID-19's pause on 'normal' life. The committee was given the time and resources needed to look inward and renew EVNA's outlook for the coming years. This included overhauling our website and communication tools, as well as updating our vision and mission statements. Our vision at EVNA is to support an inclusive, thriving, and vibrant East Village where all are welcome to live, learn, work, and play. Our mission is to encourage conversation and interaction to create a sense of belonging and ownership for all who live work and play in East Village. We believe our new logo imbues these statements wonderfully with playful colours, familiar patterns, and a unified design. We are thrilled to show off this new logo with our #EVneighbours and hope you are excited about it too.

What better time to celebrate 10 years of EVNA than in the month that we also celebrate love and family? Help us fulfil our goals of community engagement and connection by joining our family of members and volunteers! You can register as a member at yycevna.org/join-EVNA, or learn more about volunteering at yycevna.org/volunteering! We hope to hear from you all soon.

