



City of Revelstoke

Media Release

For Immediate Release

August 28, 2025

The City of Revelstoke Soft Launches its New Corporate Brand

Revelstoke, B.C – The City of Revelstoke invites the community to its new corporate brand reveal at Grizzly Plaza on Saturday, August 30, as part of a slow brand launch and rollout process.

Event Details:

- 6:30 p.m. Highland Band performs
- 6:45 p.m. Mayor Sulz speaks to the new administrative brand
- 6:55 p.m. Hannibal Weeks Band performs
- 6:30-7:30 p.m. Visit the City of Revelstoke’s pop-up booth to learn about the project and grab a cupcake!

The City of Revelstoke thanks Revelstoke Museum & Archives, Revelstoke Railway Museum, Tourism Revelstoke and the Chamber of Commerce for supporting the project with their time, effort, research, resources, and continual support. The City of Revelstoke also thanks the 600+ community members who provided feedback during the public engagement events last March.

“We’ve purposely combined heritage and modern fonts, and natural and historic colours, because Revelstoke *is* a mixture. Revelstoke *is* diverse. Revelstoke is bold yet simple, caring and fun. The City of Revelstoke’s new brand celebrates Revelstoke’s proud history and looks forward to the future we create together.” Francesca Williams, Communications Coordinator.

For more information, please visit talkrevelstoke.ca/cor-new-brand or email Francesca Williams, Communications Coordinator, communications@revelstoke.ca.