

CHATELAINÉ

Bold, Modern and Multitasking: Chatelaine Logo Re-Imagined for the Multiplatform World

—Bilingual logo debuts on four colourful versions of Chatelaine’s May issue —



TORONTO (April 4, 2013) As Chatelaine gears up for a year of extraordinary expansion and 85th anniversary celebrations, the iconic lifestyle brand today unveils a new logo that reflects its “of-the-moment” personality and its growing multiplatform presence.

Just like its audience, Chatelaine’s new Neutraface 2 font logo is modern and stylish with a good measure of substance.

“We decided on a logo that’s fresh and modern in both design and tone,” said Jane Francisco, Chatelaine Editor-in-Chief. “We needed a single identity to work across multiple platforms and in both English and French. So we worked closely with our team in Montreal to create this bilingual logo, using a strong, uppercase sans serif font and applying a stylized circumflex to capture the spirit of Chatelaine.”

To make a big impact on the newsstand, Chatelaine’s creative team developed four different covers for its May issue, each of which shows off the logo with a different coloured background and different decor images. All four covers will be equally distributed on newsstand and alternately sent to subscribers, beginning this week. For Chatelaine French, the new logo will debut in the June issue.

The new logo comes at a time when Chatelaine is planning to celebrate its 85th anniversary with a special issue in June and special events and giveaways all summer, leading up to a fall gala.

“As we kick off extensive celebrations to recognize 85 extraordinary years at Chatelaine, we are debuting a stylish, clean logo that will have a strong, unmistakable presence on every platform,

from digital to packaging,” said Heather Clark, Senior Director of Marketing, Publishing Brands, Rogers Media. “The bold logo complements Chatelaine’s ‘Everyday Extraordinary’ positioning and tagline, and communicates the brand’s personality with timeless style and energy.”

Chatelaine is currently in growth mode. The iconic brand, now the #1 Canadian magazine in paid circulation, recently re-launched [chatelaine.com](http://www.chatelaine.com) <<http://www.chatelaine.com/>> using responsive design, making it user-friendly and readable on any screen. An average of 416,000 monthly visitors enjoy Chatelaine.com <<http://Chatelaine.com>>’s delicious and easy triple-tested recipes, health and wellness advice, home decorating ideas, style tips and more. Chatelaine.com <<http://Chatelaine.com>> also has 300,000 loyal newsletter subscribers and more than 40,000 follow the brand on social platforms such as Facebook, Pinterest and Twitter. Chatelaine on the tablet has 33,000 monthly visits, and has published 24 unique e-books and apps.

Chatelaine has a regular television show, *Chatelaine Edition*, airing on City’s Cityline <<http://www.cityline.ca/>> , will have a radio presence later this year, will soon unveil a multi-tasking recipe app for smartphones – and in the fall will be offering Canadian consumers a line of products, including housewares.

“The new logo highlights one national brand that speaks to both English and French markets,” said Tara Tucker, Chatelaine Publisher. “The Chatelaine brand has expanded to provide best-in-class content, design and advertising innovations across multiple platforms—and there is more to come in 2013.”

Social Media

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About Chatelaine and chatelaine.com <<http://chatelaine.com>>

The country’s leading women’s media brand, Chatelaine makes “Everyday Extraordinary” for Canadian women and has been doing so for more than 85 years. Today, Chatelaine is a five-platform brand: available on television, tablet and smartphone, plus in print and online.

Chatelaine has a lively presence on social media sites, and Chatelaine.com <<http://Chatelaine.com>> is Canada’s most engaged digital community for women 18+. With a team of “extraordinary” experts, Chatelaine brings together the very best of food (from The Chatelaine Kitchen), style, decor, health and real life for women who want to look good, do good, feel great and make every day a little bit special. Chatelaine is owned and operated by Rogers Media Inc., a division of Rogers Communications.

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