



FOR IMMEDIATE RELEASE

NEIGHBOURS Unveils Fresh New Logo to Mark Exciting New Chapter

Rouyn-Noranda – July 10th, 2025 – NEIGHBOURS is proud to announce the launch of their new logo.

Neighbours re-branding has also come with a new name, formerly Neighbours Regional Association of Rouyn-Noranda is now NEIGHBOURS ABITIBI-TÉMISCAMINGUE. This new name better represents their growth and where they are headed.

The refreshed visual identity represents NEIGHBOURS commitment to the English-Speaking community of Abitibi-Témiscamingue.. The new logo embodies a modern, forward-thinking approach while honouring the organization's rich history.

“We’re excited to reveal a new look that better reflects who we are today and where we’re headed,” said Sharleen Sullivan, Neighbours Executive Director. “This logo is more than just a design – it’s a symbol of our growth, our values, and our vision for the future.”

The rebrand includes an updated colour palette, copper to remember their roots and where they started. Blue which represents Québec and their commitment to health services. The street lamp represents lighting a way forward, leadership, safety and direction. Lastly, the 5 rays around the street lamp represent the 5 MRC’s of Abitibi-Témiscamingue: Abitibi, Abitibi-Ouest, Témiscamingue, La Vallée-de-l’Or and Rouyn-Noranda.

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