

# COMMISSIONAIRES: OUR EVOLVING BRAND 1925 to 2007 and Beyond

People across Canada have trusted *Commissionaires* for more than 80 years. A lot has changed in Canada during that time. Recognized as the largest, best trained and most experienced private security services provider in the industry, *Commissionaires* continues to respond to the ever-increasing security needs of our clients. During the past few years in particular:

- ***Commissionaires has been expanding and enhancing our range of services*** – especially in the areas of identification services, enforcement, training and security solutions.
- ***Commissionaires has been recruiting and training security-conscious individuals of all ages*** – whose advanced or highly specialized qualifications have contributed to a more diverse multi-cultural, multi-skilled and multi-experienced team of front-line security professionals.
- ***Commissionaires has been growing our reach in the private and public sectors*** – actively securing high-tech, industrial and commercial office facilities; government buildings; international and local airports; hospitals and schools; public buildings, embassies and high-profile landmarks; military compounds; law enforcement agencies; and, public events.

Having evolved so much in recent years, *Commissionaires* is celebrating who we have become by reinforcing our value and potential through a Canada-wide rebranding campaign.

It is our pleasure to introduce our new logo:



*Commissionaires* has also created a series of “sub-brand” logos that distinguish our principal areas of expertise:



When people see our new brand, we want them to immediately associate it with *Commissionaires* - a leader in the private security industry that is trusted, everyday, everywhere.