

NEWS from St.
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ST. MARTIN PARISH TOURISM REVEALS MEANING OF NEW LOGO

BREAUX BRIDGE, Louisiana – After many years with the same logo, St. Martin Parish Tourism has taken steps to refine its brand through professional logo renovation.

St. Martin Parish Director of Tourism Laci Laperouse, the St. Martin Parish Tourism Commission, and other parish officials worked in tandem and collaborated on ideas for the new logo. After detailed analysis and discussion, Laperouse commissioned Kody Chamberlin, an award-winning writer and world-renowned artist, to develop a memorable design.

Chamberlain has over twenty years of experience in the entertainment arts industry as a writer and a story artist in television, film, and video games. He has also illustrated and written comics and graphic novels for well-known publishers including Marvel Comics, DC Comics, Dark Horse Comics, IDW Publishing, and Image Comics. He has worked with HALO (343 Industries), HarperCollins, Funny or Die, MTV, Sony, and Warner Bros. Additionally, his illustration work was recently featured for NBCUniversal's Oscar coverage for the 91st Academy Awards.

Chamberlain's goal was to create a dynamic and creative logo that respects the history of St. Martin Parish and Acadiana as a whole. He studied the path of the Acadian expulsion from Canada to present-day Acadiana and proposed a new logo inspired by this trail. Laperouse

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approved this proposal and applauds its significance:

Remembering and embracing our history allows us to form a deeper appreciation for our culture, and equally important, it allows us to share it more effectively with others.

People come from all over the world to experience St. Martin Parish's "joie de vivre."

This way of living stems from our history and separates St. Martin Parish from any other parish. To me, the new logo is a reminder that in order to promote St. Martin Parish to its entirety, we must continue to reflect on our past and teach its value to younger generations.

St. Martin Parish Tourism invites you to view and share the new department logo, which can be found on the department's Facebook page: [Visit St. Martin Parish, Louisiana](#).

Rebranding reflects department growth and influences new audience engagement. It also not only encourages tourists – old and new – to visit our parish, but it directly benefits our locally-owned businesses and the local economy.

The St. Martin Parish Tourism Department promotes the parish through robust marketing and advertising to increase parish revenue through overnight accommodations, attractions, restaurants, and other businesses. The department's long-term goal is to help foster memorable experiences that generate earned media, encourage new visitors, and keep former visitors returning.

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