

## district m launches new visual identity coinciding with company's explosive growth

**Refreshed branding showcases district m's strength, reliability and adaptability,  
connecting publishers and advertisers in the programmatic market**

**August 14, 2017 (Montreal):** district m, a leader in programmatic advertising, is excited to launch its refreshed visual identity. district m's rebranded identity consists of a reimagined logo, a redesigned website and slogan: ***The Fabric of Advertising.***

"The company has experienced tremendous growth since our inception four years ago," said **JF Cote, CEO, President and co-founder** of district m. "As we continue to evolve with some exciting new enhancements to our programmatic publishing platform and expand into the US market, we needed a stronger visual identity that supports the vision we have for the future of the programmatic industry."

"district m's new branding is clean, simple and communicates our strong links connecting advertisers and publishers working in digital media," said **Adrian Pike, district m's Chief Marketing Officer.** "Each element from the new logo, colour palette, slogan to the website content was strategically developed to give a clear and transparent message about our company's strengths."

**district m's new logo:** The new logo solidifies the message district m wants to communicate. The two arches made from the "m" and together form a chain link. It represents the connection district m creates between both advertisers and publishers as well as the strength of this relationship.

**Targeted colour palette:** The primary colours of orange and yellow illustrate district m's corporate values of **confidence, adventure, optimism and great energy.** **Blue** was chosen for **advertisers**, conveying **trust and communication** and **green** was chosen for publishers representing **success and growth.**

**Company mission:** The new slogan "***The Fabric of Advertising***" communicates district m's vision as the fabric that melds and weaves publishers and advertisers together to create an open and transparent digital advertising ecosystem.

**New website ([www.districtm.net](http://www.districtm.net)):** district m is moving from a .ca to a .net domain. “We are immensely proud of our Canadian roots but as the company is scaling exponentially, we felt it was appropriate to have a global domain,” said JF Cote. The new website is much cleaner, easier to navigate and highlights district m’s proprietary technology solutions and educational resources for publishers and advertisers.

#### **About district m**

district m is a full-service advertising exchange that creates open, transparent marketplaces where publishers and advertisers can quickly and easily connect to maximize demand. It has served as a trusted monetization partner to 2,500 publishers globally by bringing incremental demand through over 200 unique brand partnerships.

With offices in New York, Montreal and Toronto, and propelled by an investment by Fond de solidarité FTQ, the company continues to grow and increase its footprint in the digital media industry. district m employs more than 60 talented experts, all responsible for its international success and influence.

district m is consistently ranked as a Pivalate Global Seller Trust Index leader. Accolades include Deloitte’s Technology Fast 50 2015 Jury’s Favourite award and Deloitte’s Technology Fast 50 2016 Company-to-watch award. For the second year in a row, CEO and President JF Cote was nominated for the EY Entrepreneur of the Year.

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