HEBER VALLEY

AIRPORT

GATEWAY TO THE WASATCH BACK

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New Branding Announced for Heber Valley Airport
Roots of Historic Airfield Inspire New Name and Logo

HEBER CITY, Utah - March 27, 2018 - Heber City announced the rebranding of the city's municipal airport with a new logo that parallels the recently refreshed branding of Heber City, while providing an individual identity for the well-established airport. As part of the branding process, the airport's name was simplified from the Heber City Municipal Airport to *Heber Valley Airport* in a nod to the airport's origins when founded as Heber Valley Airport.

The new airport logo features the silhouette of a vintage 1945 P-51 Mustang aircraft flying over the distinctive Timpanogos mountain range. The iconic plane was chosen to reflect the airport's heritage of serving the aviation needs of the Wasatch Back region since 1947. The aircraft is also an homage to airport co-founder Russ McDonald, who owned and based a P-51, Mustang at Heber Valley Airport.

"Legacy is important to people here and the airport is dedicated to the memory of one of the airport founders, Russ McDonald," noted Denis Godfrey, Airport Manager. "For years the Heber Valley was thrilled by the sight and sound of Captain McDonald in his legendary P-51 Mustang of World War II fame. The airfield is named 'Russ McDonald Field' to honor him and the spirit of flight above the Wasatch Range, and the new logo echoes that honor."

The branding links airport operations to Heber City, sponsor of the airport, through usage of the same color palette and fonts, the horizontal "tracks" that frame the words, "Heber Valley", and the inclusion of Mt. Timpanogos, the strong and ever-present backdrop for both the airport and the town. The logo's parallel tracks symbolize Heber Railroad, a historical feature of the area that has been turned into a modern attraction, drawing a connection to the past in one direction and the future in the other.

"This new logo resonated with members of the Airport Board, with graphics that simply convey the heritage of the airport, its place within the history of Heber City, and its role in the continued stability and growth of the region," explained Godfrey. "The tag line, 'Gateway to the Wasatch Back', identifies Heber Valley Airport as a key portal to the area, facilitating transit, tourism, and commerce, and serving the cities, townships and unincorporated areas of the region."

Heber Valley Airport will begin rolling out the new branding on stationery, signage, clothing and other materials beginning this month. T-shirts and other items will be available to locals and visiting pilots soon.

About Heber Valley Airport
Heber Valley Airport (FAA Identifier HCR) is a public use, municipally owned general aviation airport located one mile south of Heber City, Utah. It is a 40-minute drive from Salt Lake City and 20 minutes from Park City, Utah. With 76 aircraft storage hangars and a single 6900-foot long runway, the Heber Valley Airport serves a wide variety of aircraft from gliders to recreational aircraft to business jets. The airport hosts a wide variety of general aviation services such as aviation fuel, maintenance, primary to advanced flight training, and special events such as the Boy Scouts Aviation Merit Badge Encampment. Heber Valley Airport is home to the *Commemorative Air Force – Utah Wing*, a museum that is dedicated to preserving and sharing U.S. military aviation history.

Founded in 1947 the facility, originally known as *Heber Valley Airport,* was formed by a group of local residents led by veteran aviator Russ McDonald. The airfield started as a 3300-foot long dirt landing strip where World War II veterans learned to fly under the GI Bill. By the mid-1950's the airport had transitioned to a general aviation airport with a full time fixed-base operator, offering fueling, parking, maintenance, flight instruction and related services for private aircraft. Today Heber Valley Airport is a preferred entry point for visitors to nearby Park City, UT and to destinations throughout Wasatch and Summit counties seeking to access the famed mountain recreation, and rich arts and cultural events such as the annual Sundance Film Festival, Heber Valley Western Music & Cowboy Poetry Gathering, and The Midway Swiss Days festival.

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If you'd like more information about this topic please call Denis Godfrey, Airport Manager at (435) 654-4854 or e-mail Denis at dgodfrey@ci.heber.ut.us