

# Community Branding

Presentation to South Frontenac Council

# What is a Brand?

- A brand is the space something occupies in a person's mind.
- A brand is one's own unique story; however, the key is to reach down and identify that authentic, unique "you". Otherwise, a brand is just a facade.
- A brand is a reason to choose.

Examples:



# What is Branding?

- Branding is the art of aligning what people **actually** think about your organization with what you **want** people to think about your organization.

# What a strong community brand can achieve:

- Something to rally around; a uniting factor for the whole community
- Ease of identification/consistent messaging and appearance
- Builds awareness and association
- Impacts residential growth, economy, perception of “quality of place” and professionalism
- A strong, well-developed brand can instantly convey a thought, feeling or message with very few words or visuals

...but you don't have to take my word for it.

### Cities and their brands: Lessons from corporate branding

Received (in revised form): 6<sup>th</sup> December 2007

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Herget, J., Petru, Z., Abrahim, J. (2015), City branding and its economic impacts on tourism, *Economics and Sociology*, Vol. 8, No 1, pp. 119-126. DOI: 10.14254/2071-789X.2015/8-1/9

### CITY BRANDING AND ITS ECONOMIC IMPACTS ON TOURISM

### Managing brand equity: a look at the impact of attributes

Chris A. Myers  
Assistant Professor of Marketing, Texas A&M University-Commerce, Commerce, Texas, USA

### Unraveling the complexity of "city brand equity": a three-dimensional framework

Andrea Lucarelli  
Journal of Place Management and Development  
ISSN: 1753-8335  
Publication date: 5 October 2012

Abstract: Economic competition of cities from the point of view of tourism, trade and investments is becoming very intense in the world economy goes global. Certain cities are more visible and attract more attention, while others are less visible and less attractive. One of the key prerequisites for the success of cities is their overall image, or so-called city brand. The perception of the city brand is influenced by various factors, such as the city's economic, social, and cultural characteristics, its geographical location, and its marketing efforts.

### Impacts of city personality and image on revisit intention

Hang-bum Kim, Sanggun Lee  
International Journal of Tourism Cities  
ISSN: 2056-5607  
Publication date: 9 February 2015

ELSEVIER

### Cities

Volume 26, Issue 5, October 2009, Pages 245-254

### City branding and the Olympic effect: A case study of Beijing

Li Zhang, Simon Xiaobin Zhao

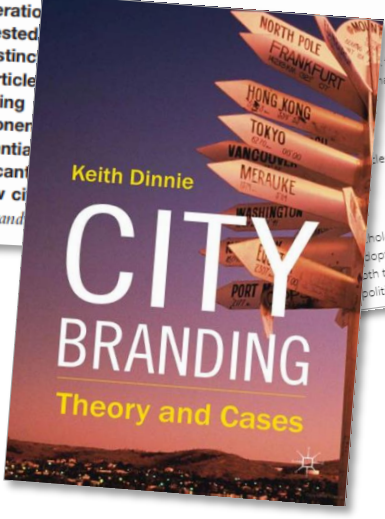
<https://doi.org/10.1016/j.cities.2009.05.002>

**Abstract**  
City branding is a common practice adopted by many cities in the context of intensified urban competition for mobile resources, markets, opportunities and attention. This paper examines the effectiveness of efforts to brand Beijing, the capital city of China. Based on an analysis of official branding strategies through the Olympics, and an attitudinal survey of peoples' understanding of Beijing, the paper investigates to what extent the current campaign has caught the city's good attributes. The paper finds a mismatch between the identity and core values as branded by the city government, and the realities as experienced by visitors and residents. The paper argues that the Beijing Olympics could only have limited impacts on the city's brand.

**Abstract Purpose**  
The purpose of this paper is to examine the causal relationships of city personality and city image, together with the possible effect of city image on the revisit intention of visitors, through empirical validation, so that some meaningful implications can be revealed to city planners and marketers how the city tourists can be affected by the personality and image of the city.

**Design/methodology/approach**  
This study offers an integrated approach to understanding the relationship between city personality and city image. The research model investigates the relevant relationships among the underlying dimensions of city personality and city image by using a structural equation modeling (SEM) approach. Data obtained from a sample of 302 respondents drawn from a web-based survey in South Korea were analyzed with AMOS program.

**Findings**  
The results of this empirical study indicate that city personality positively or negatively affect city image depending on the nature of constructs. Positive relationships are found to exist between excitement as well as sophistication personality and dynamic image of city. On the contrary, the relationship between sincerity personality and dynamic image is negative. All the specific three images of city: dynamic, specific, and static image show positive impact on revisit intention of city tourists.



# City Branding and its Economic Impact on Tourism

“Overall, it becomes apparent that the competition for residents, tourists and investments has increased substantially among the cities that are interested in the development of their tourism inflows...

...Today successful destinations need to be branded like commercial products. It is possible for a city to have a brand and an image that evolves into a “quality of place”. This in turn establishes brand loyalty, which is essential for the economic survival of the city.

Crucial parts of city branding are the identification of the unique and irreplaceable brand identity, shaping the identity into the image and finally the communication of the brand values to the target audience.”

[Herget, Jan](#); [Petrù, Zdenka](#); [Abrhám, Josef](#). **Economics & Sociology; Ternopil** [Vol. 8, Iss. 1](#), (2015): 119-126.

More Examples:





# Branding Best Practices

## Do

- Highlight what sets you apart
- Be truthful and authentic
- Represent your competitive advantage
- Identify brand champions
- Have a roll-out plan

# Branding Best Practices

## Don't

- Make branding a contest
- Micromanage the creative aspect (it's always subjective!)
- Try to appeal to everyone
- Over-consult
- Forget to consider the application

# Why strengthen our community's brand?

- The Township's popularity is growing, but...
- We have limited outbound communications, inconsistent signage and visuals, and no real strategy through which to guide this growing awareness.
- Who will take advantage of our popularity/growth if we don't?
- If so, will the message be accurate and appropriate?
- Will it help achieve our priorities and position us for the future?

# Why strengthen our community's brand?

- We need to control our identity.
- We need to dictate the message.
- We need to recognize and leverage the equity that the Township has developed to help achieve our strategic objectives.

# 2019-2022 Strategic Plan

Position South Frontenac as a regional leader



Promote and facilitate appropriate and responsible growth



Core Service Delivery (Roads, etc.)



Recreation/Amenities Enhancement



Environmental Protection



Enhanced By-Law Enforcement and Controls



# 2019-2022 Strategic Plan



**Anonymous**

9/10/19, 1:53 PM

-2 

8 

undertake township branding

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# A Visual Identity

- The power of a strong logo in brand identity is that a simple visual can instantly communicate what a brand is all about.
- Logos are vitally important, but are just one component of what creates a strong brand. They support the broader brand strategy that supports an even bigger brand story.

# A Complete Brand

- The Strategy
- Our Story
- Our Promise
- Tone of Voice
- Key Words and Descriptors
- Visual Identity Guidelines (Style Manual)



# Examples:

- Prince Edward County
- Frontenac County
- State of Virginia



# Examples:



# Branding Steps

- Small committee to oversee process
- Involve local branding, creative, marketing, and community expertise
- Branding/Creative consultant hired
- Community Branding Developed
- Approved by Council for implementation
- Multi-year implementation schedule

Thank You.

Questions?



# FRONTENAC

## Official Brand Guidelines

1st Edition: July 2016





# FRONTENAC

County of Frontenac

The standard identity for the County of Frontenac.

This document provides the brand outline and logo usage guidelines for the purpose of brand consistency.

## redtra!n

The Frontenac brand was developed by RedTrain.  
RedTrain is the preferred agency for all branding and design.

For more information please visit [redtraincreative.com](http://redtraincreative.com) or  
email [hello@redtraincreative.com](mailto:hello@redtraincreative.com).

These guidelines are periodically updated.  
For an up-to-date version, please contact the County's Communication Officer.

© 2016, County of Frontenac. 1st Edition.

# PREFACE

## Project Objective

The primary objective of the County of Frontenac branding initiative is the development of a region-wide brand and positioning strategy that unifies the four municipalities under one umbrella and provides clarity around the entity that is Frontenac, including the geography and characteristics.

The brand comprises of the four member municipalities including: Township of Frontenac Islands, Township of South Frontenac, Township of Central Frontenac, and Township of North Frontenac.

The brand has been created to support the Economic Development Charter for Frontenac including the support of three key themes: Trips & Trails, Local Food & Beverage and Recreational Lifestyle.

## Target Audience:

The primary audience for the brand is those who live and work in the region (business owners, residents, cottagers). Anyone who has a vested interest in the area and will become the early adopters of the brand.

As the brand develops, additional audiences include:

- **The Adventure Seekers. The Explorers.**  
Those looking for either a little piece of heaven or those that just need to get out of their urban surroundings. The city dweller who wants to jump on their motorbike and get away. The festival goers, the road trip wanderers and those looking to slow it down for a bit and take in all the wonders the region has to offer.
- **Potential Investors and business owners**
- **Potential Residents - permanent and cottagers**

# USING THE GUIDELINES

These guidelines are an essential resource to understand the Frontenac brand positioning and identity.

They outline how to effectively use the logo, visual assets and core messaging. They ensure proper use of the Frontenac brand. They have not been developed to limit creativity, but to provide a solid foundation for the Frontenac brand.

## The Brand

The Frontenac brand is an extension of our reputation. The brand's value will be enhanced by the positive experiences of residents, visitors, businesses and investors. These guidelines will help you understand our positioning and provide the foundation for a clear and compelling story.

## The Brand Identity

The Frontenac brand identity is central to our communications and allows us to convey an accurate sense of what makes Frontenac unique. These guidelines will help you understand how to apply our brand identity effectively and consistently.

These guidelines are constantly being updated as new products and elements are created and developed. Once new information is approved, it will be added to these guidelines.



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# BRAND POSITIONING

The objective of the Frontenac branding initiative was to develop a region-wide brand and positioning strategy that unifies the four municipalities under one umbrella and provides clarity around the entity that is Frontenac.

This section defines and outlines the entity that is Frontenac. It is the foundation for all brand experiences. A guiding principle in the development of all touch points with current and prospective audiences.

- › Overview
- › Positioning
- › Our Story
- › Our Promise
- › Brand Attributes
- › Brand Communication

# OVERVIEW

Frontenac, an area of almost 4,000 square kilometres from the northern most tip to the Islands, is a region rich in diversity in areas such as tourism, agriculture, forestry, services and government. This vast landscape offers music, art, fishing, hiking, canoeing, ATVing, camping, sailing, beaches, snowmobiling, artisan food, festivals and more, the experiences are endless.

Made up of the municipalities of North Frontenac, Central Frontenac, South Frontenac, and Frontenac Islands, Frontenac is recognized for its unique pristine natural environment and lifestyle choices, commitment to and promotion of strong, resilient, diverse, rural communities.

Perhaps most of all, Frontenac takes your breath away. The moment you arrive, you feel it and all your senses are awakened.

## The Landscape

Frontenac is home to well-known areas of interest and boasts some of the most beautiful natural features, including more than 1,000 lakes. Part of the Canadian Shield, the region has many islands; the largest being Wolfe Island and draws seasonal residents, outdoor recreational enthusiasts, artists, artisans and crafts-people. The region's tourism is strongly linked to this pristine environment.

## The People

There is a sense of pride in Frontenac and those who live here know it is special. They nurture, protect and preserve it. Frontenac boasts residents from all walks of life, who live, learn, love and laugh. They work the soil, grace the waters, admire the skies, and feel thankful. And they love to share this thankfulness with their neighbours, friends and visitors.

## What Frontenac Is

- It is a large region, rich with experiences.
- It's diverse both demographically and geographically.
- It is a place for adventure and tranquility.
- It's rugged, yet accessible.
- It's simple and beautiful.
- It's friendly and welcoming.
- It is rural Canada.

## What Frontenac Is Not

- It's not a corporation.
- It's not a township.
- It's not just a place to live while commuting elsewhere to work.
- It's not exclusive.



## POSITIONING

In Frontenac, the experiences are endless. From the northern most tip down to the Islands, this vast landscape offers music, art, fishing, hiking, canoeing, ATViing, camping, sailing, beaches, snowmobiling, artisan food, festivals...and so much more.

Imagine blue skies and calm clear waters. It takes your breath away and also lets you breathe. The moment you arrive, you feel it and all your senses are awakened.

Those who live here know it is special and they nurture, protect and preserve it. Side-by-side, people from all walks of life, learn, love and laugh. They work the soil, grace the waters, admire the skies, and feel thankful. And they love to share this thankfulness with their neighbours, friends and visitors.

It's adventure. It's community.  
It's more than just a place, it's Frontenac.

# OUR STORY

Frontenac is loved for many reasons but what makes it special is an element at its very core; diversity. Frontenac has a diverse landscape, a diverse community and diverse experiences. People from all walks of life are made to feel welcome in Frontenac, while being offered an adventurous, recreational and simple lifestyle. This amazingly adaptable lifestyle attracts a multitude of demographics from families, retirees, entrepreneurs and adventure seekers to explorers, cottagers and so many more.

In Frontenac, adventure is about the experience. Adventure is an exciting, engaging and unusual experience with an uncertain outcome, which simply means adventure is different for everyone. Adventure may be backcountry camping for some, but can also be visiting grandpa and grandma at their cottage, a new business endeavour, checking out the local farmers market or taking your daughter to the Wolfe Island corn maze. Frontenac is the perfect place for adventure seekers, whatever your adventure may be.

We celebrate our proud Canadian heritage and enjoy being in one of Canada's most pristine regions. It's adventure. It's community. It's more than just a place, it's Frontenac.

# OUR PROMISE

In Frontenac, the experiences are endless. You have the opportunity to explore our beautiful Canadian landscape and pursue your own adventure.

Opposite Page:  
Photograph by Steve Koopman





- 
- Adventure
  - Recreation
  - Natural
  - Pristine
  - Simple / Rural
  - Heritage
  - Diversity
  - Friendly / Welcoming
  - Community

# BRAND ATTRIBUTES

## Adventure

Adventure is an exciting experience with an uncertain outcome. Frontenac offers an adventure for everyone, from backcountry camping to local farmers markets. The rugged, yet accessible landscape provides a uniquely Canadian experience.

## Recreation

Frontenac embodies and promotes a recreational lifestyle, a Frontenac lifestyle. Frontenac provides the amenities and opportunity, unbound by urban limits, to access nature on your doorstep through trails, lakes and parks.

## Natural / Pristine

Frontenac is proud of it's natural beauty. Those who live here know it is special and they nurture, protect and preserve it.

## Simple / Rural

Life in Frontenac isn't fancy, it's simple, relaxed and very rural. Much of Frontenac is remote and does not provide the same amenities as an urban community. Although some may see this as a negative attribute, residents of Frontenac prefer a simpler life that can be enjoyed without the hustle and bustle of an urban setting.

## Heritage

The landscape and people of Frontenac are very Canadian and proud of their heritage. This can be experienced with every interaction.

## Diversity

Frontenac is diverse in both geography and demographics. The landscape is made up of rugged wilderness to agriculture. It includes the Canadian Shield, forests, inland lakes, farmland and two islands in the St. Lawrence River. The diverse demographics include artists, farmers, tradespeople, entrepreneurs, professionals, cottagers and retirees who all contribute to the vibrant community.

## Friendly / Welcoming

The residents of Frontenac are friendly and hospitable. They are thankful for what they have and share this thankfulness with their neighbours, friends and visitors.

## Community

Frontenac has a vibrant community of diverse, friendly people from all walks of life. The beauty of Frontenac is in the landscape, but the strength is in the community.

# BRAND COMMUNICATION

## How to Refer to Frontenac

The official corporation name of the region is the "County of Frontenac." This name is reserved for official use of the municipality as a corporate entity. It should not be used for promotion of the Frontenac brand.

The brand should be referred to as Frontenac for simplicity while also communicating that it's more than a corporation or municipality but that it's a region, a lifestyle, a community. It's Frontenac.

### **The Region: Frontenac**

Frontenac is a diverse, rugged region. Made up with lakes, forest and trails scattered across the Canadian shield, the northern half of Frontenac offers a peaceful, rugged wilderness. The southern half of Frontenac borders Lake Ontario along the gateway to the Thousand Islands. It also provides exceptional wilderness that is more populated, rich in its agricultural heritage and staged to grow.

Frontenac is home to farmers, artists, tradespeople, entrepreneurs, professionals, cottagers and retirees who all contribute to the vibrant community.

### **The Corporation: The County of Frontenac**

Centrally located in the heart of Eastern Ontario, Frontenac is steeped in history. Originally proclaimed on July 16, 1792 as part of the newly-created Midland District, Frontenac was joined by neighbouring Lennox & Addington counties, as one of the original nineteen counties in Upper Canada. The union was formally dissolved on January 1, 1865.

On January 1, 1998, the eighteen former townships were restructured to form four: Townships of North, Central and South Frontenac and the Frontenac Islands, represented by their respective mayors on a four-member County Council.

Today, the County of Frontenac offers an exceptional quality of life while providing businesses with strategic access to major markets in both Canada and the USA. Residents enjoy the advantages of a rural lifestyle, living, working and travelling in one of the most naturally beautiful parts of our province, yet benefit from the region's proximity to a number of major urban centres.





# BRAND IDENTITY

This section includes the visual standards for the brand identity. These standards provide instruction for understanding, using and supporting the logo correctly and effectively.

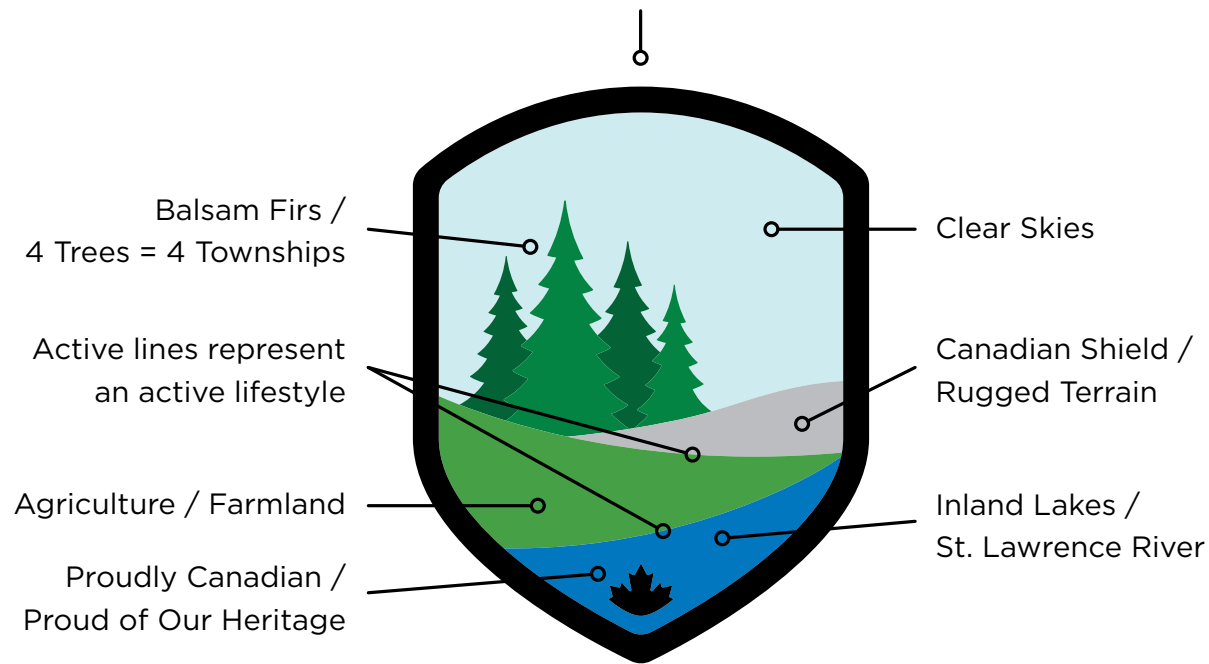
- › Understanding the Logo
- › Frontenac Logo
- › Logo Variations
- › Logo Specifications
- › Colour
- › Typography
- › Tagline System

# UNDERSTANDING THE LOGO

The Frontenac logo is a crest that symbolizes rural pride, community and adventure. A crest is a distinctive device, historically one component of a coat-of-arms, which was used as a simplified symbol when the full coat-of-arms is too detailed. Over time, crests have been used on their own as an identifying symbol for a family.

The new crest for Frontenac is the identifying symbol for our county and our community.

The crest shape symbolizes rural pride, community and adventure.



The logo represents the lifestyle & landscape of Frontenac County.  
**It's adventure. It's community. It's Frontenac.**

The diagram on the left outlines the meaning of each element in the crest.

The shape of a crest was chosen to represent rural pride, community and adventure. Historically, crests symbolize families. As a community, it is therefore, fitting for a crest to represent the Frontenac community. The specific shape of this crest inspires adventure, this is a crest that can be sewn on backpacks the same way many Canadian travellers sew the Canadian flag on their backpacks. These two aspects together form a sense of rural pride for both permanent and part-time residents.

The crest as a whole showcases the Frontenac landscape. The diversity of forests, the Canadian shield, farmland and lakes including Lake Ontario and the St. Lawrence River. The one thing that unifies the community and diverse lifestyles along with our heritage and our future is the land. The land means something to people, they're proud of where they come from.

The trees are symbolic of the four townships represented in Frontenac County. The clear sky represents the fresh air along with the Dark Sky Preserve in North Frontenac which is absent of the light pollution from urban areas. The maple leaf speaks to our Canadian Heritage; we are proudly Canadian.

The typography is bold, simple, yet unique. The "N's" and "R" have equitable points in their form that make the wordmark recognizable.





# FRONTENAC LOGO

Signature



## Logo Breakdown

This section outlines the breakdown of the logo and explains the purpose and use of each element.

### Signature

The signature is the structured relationship between the crest and the logotype. The above signature is the official identity of the Frontenac brand. The signature is available in two versions, stacked and horizontal.

### Crest

The crest is an iconic mark that visually represents Frontenac. Although it has been infused with meaning, its main purpose is recognition and will naturally be associated with whatever perception a person has of Frontenac.

### Wordmark

The logotype, as shown above, is the distinctive typographic representation of Frontenac.

### Crest



### Stacked Logo



### Horizontal Logo



### Wordmark



# LOGO VARIATIONS

## Using the Logo

The guidelines in this section outline the different variations of the Frontenac logo. These variations exist for the purpose of consistency and flexibility within different applications. It is important that any application of the logo works within the layout as defined by the context. These variations may not be modified. For further details, please see the Brand Application section on page 49.

There are six versions of the Frontenac logo: the crest, stacked logo, horizontal logo, stacked signature, horizontal signautre and wordmark. For each version, there are four variations: full-colour, reversed, greyscale and black. The variations are the same for each version and are outlined below.

### Full-Colour Logo

The standard logo is a full-colour logo (available in Pantone, CMYK & RGB) and should be used whenever possible. It may only appear in the colours outlined on page 39. No other colour is permitted for use with the logo.

### Greyscale Logo

When printing specifications or budget restrictions will not permit the use of colour, the greyscale variation of the logo may be used. It may only be used on light backgrounds.

### Reversed Logo

The reversed logo is for applications where the background is dark, providing better contrast and legibility. Alternate reversed variations include a full-colour crest (CMYK or RGB).

### Black Logo

The black logo is a one-colour variation of the greyscale logo. 100% black (K) is preferred and may only be used on light backgrounds.

## Crest

The crest may be used whenever desired in circumstances where the full logo is not required. Use of the crest should be limited when first introducing the new identity.

This version should not be used as the primary brand presence for Frontenac on any formal documents.

### File Names:

- Frontenac\_Crest\_PMS
- Frontenac\_Crest\_CMYK
- Frontenac\_Crest\_RGB
  
- Frontenac\_Crest\_Rev
  
- Frontenac\_Crest\_Greyscale
- Frontenac\_Crest\_Black



## Stacked Logo

The stacked logo includes the name of the county, which is important when first introducing the new identity to build equity in the new mark.

This version is preferred for all use unless the height of space available prevents an appropriate size for the logo, in which case the horizontal version should be used.

### File Names:

- Frontenac\_Logo-Stacked\_PMS
- Frontenac\_Logo-Stacked\_CMYK
- Frontenac\_Logo-Stacked\_RGB
  
- Frontenac\_Logo-Stacked\_Rev
- Frontenac\_Logo-Stacked\_CMYK-Rev
- Frontenac\_Logo-Stacked\_RGB-Rev
  
- Frontenac\_Logo-Stacked\_Greyscale
- Frontenac\_Logo-Stacked\_Black



## Horizontal Logo

The horizontal logo should be used as a substitute in applications where the available space doesn't allow the use of stacked logo.

This version is preferred for applications where height restrictions would cause the stacked logo to be considerably scaled down.

### File Names:

- Frontenac\_Logo-Horz\_PMS
- Frontenac\_Logo-Horz\_CMYK
- Frontenac\_Logo-Horz\_RGB
  
- Frontenac\_Logo-Horz\_Rev
- Frontenac\_Logo-Horz\_CMYK-Rev
- Frontenac\_Logo-Horz\_RGB-Rev
  
- Frontenac\_Logo-Horz\_Greyscale
- Frontenac\_Logo-Horz\_Black



## Stacked Signature

The signature is the formal version of the logo. It's based on the primary logo with the addition full name of the county under the wordmark. The signature may be used for all formal application as deemed appropriate. This version should not be used for promotional purposes.

The stacked version should be primarily used unless the height of space available prevents an appropriate size for the logo, in which case, the horizontal version should be used.

### File Names:

- Frontenac\_Signature-Stacked-En\_PMS
- Frontenac\_Signature-Stacked-En\_CMYK
- Frontenac\_Signature-Stacked-En\_RGB
  
- Frontenac\_Signature-Stacked-En\_Rev
- Frontenac\_Signature-Stacked-En\_CMYK-Rev
- Frontenac\_Signature-Stacked-En\_RGB-Rev
  
- Frontenac\_Signature-Stacked-En\_Greyscale
- Frontenac\_Signature-Stacked-En\_Black
  
- Frontenac\_Signature-Stacked-Fr\_PMS
- Frontenac\_Signature-Stacked-Fr\_CMYK
- Frontenac\_Signature-Stacked-Fr\_RGB
  
- Frontenac\_Signature-Stacked-Fr\_Rev
- Frontenac\_Signature-Stacked-Fr\_CMYK-Rev
- Frontenac\_Signature-Stacked-Fr\_RGB-Rev
  
- Frontenac\_Signature-Stack-Fr\_Greyscale
- Frontenac\_Signature-Stack-Fr\_Black



## Horizontal Signature

The horizontal signature should be used as a substitute in applications where the available space doesn't allow the use of stacked signature.

This version is preferred for applications where height restrictions would cause the stacked signature to be considerably scaled down.

### File Names:

- Frontenac\_Signature-Horz-En\_PMS
- Frontenac\_Signature-Horz-En\_CMYK
- Frontenac\_Signature-Horz-En\_RGB
  
- Frontenac\_Signature-Horz-En\_Rev
- Frontenac\_Signature-Horz-En\_CMYK-Rev
- Frontenac\_Signature-Horz-En\_RGB-Rev
  
- Frontenac\_Signature-Horz-En\_Greyscale
- Frontenac\_Signature-Horz-En\_Black
  
- Frontenac\_Signature-Horz-Fr\_PMS
- Frontenac\_Signature-Horz-Fr\_CMYK
- Frontenac\_Signature-Horz-Fr\_RGB
  
- Frontenac\_Signature-Horz-Fr\_Rev
- Frontenac\_Signature-Horz-Fr\_CMYK-Rev
- Frontenac\_Signature-Horz-Fr\_RGB-Rev
  
- Frontenac\_Signature-Horz-Fr\_Greyscale
- Frontenac\_Signature-Horz-Fr\_Black



## Wordmark

The wordmark may be used as a predominate mark in order to showcase the geographical area. However, it may only be used in the context of the primary logo.

### File Names:

- Frontenac\_Wordmark-En\_Black
- Frontenac\_Wordmark-En\_Rev
  
- Frontenac\_Wordmark-Fr\_Black
- Frontenac\_Wordmark-Fr\_Rev

**FRONTENAC**  
COUNTY OF FRONTENAC • ONTARIO



**FRONTENAC**  
COMTÉ DE FRONTENAC • ONTARIO



## Alternate Variations

### Embroidered Crest

The embroidered crest is based on the original crest and has been optimized for embroidery. This variation may need to be modified based on the advice of an embroiderer.



### Embossed Crest

The embossed crest is partially inverted in order for the emboss to achieve the proper effect.

### Reduced Crest

The reduced crest is based on the one-colour variation and excludes the maple leaf. This is for use at small sizes such as a lapel pin or favicon.



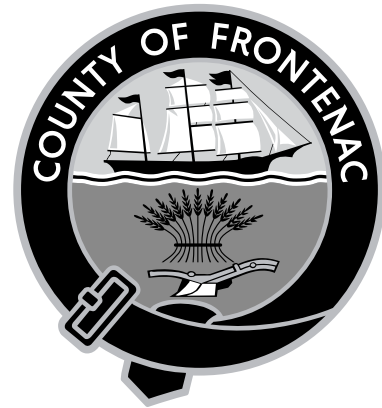
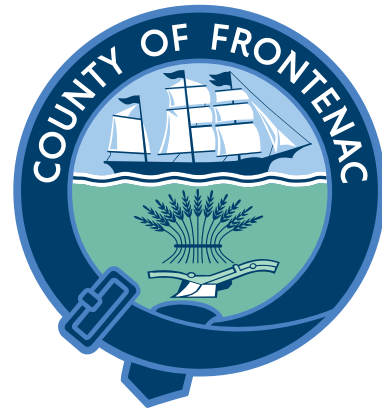
## County Seal

The County Seal represents the County of Frontenac Corporation. It should only be used to represent the Corporation or the County Council. Use of the County Seal must be authorized by the County of Frontenac.

The County Seal should never be used as the identity for the Frontenac brand or in the promotion of Frontenac.

### File Names:

- Frontenac\_CountySeal\_CMYK
- Frontenac\_CountySeal\_RGB
- Frontenac\_CountySeal\_Greyscale



# LOGO SPECIFICATIONS



Photograph by Steve Koopman

## File Formats

The Frontenac logos are available in four formats. These formats have been chosen for the highest-quality usability for professional design (EPS), daily use (PDF) and web (PNG, JPEG).

For additional formats that have not been provided, please contact the County's Communication Officer.

### EPS - Vector

EPS files are vector-based and can be scaled to any size without compromising image quality. EPS files are preferred for all high quality reproduction. EPS files cannot be opened on most computers without professional design software.

### PDF

The provided PDFs are also vector-based and are ideal for print and general daily use. PDF is the most versatile file type and is ideal for all types of users.

### PNG - Web Only

The provided PNGs are for web use only and should never be scaled larger. They have a transparent background and have been provided at 400px wide at 72dpi in RGB colour format.

### JPEG - Web Only

The provided JPEGs are for web use only and should never be scaled larger. They do not have a transparent background and should only be used where a white background is appropriate. The provided files are 400px wide at 72dpi in RGB colour format.

## Spacing Requirements

### Protective Space

The protective space must be maintained around all sides of the Frontenac logo to maintain visual clarity and to provide maximum impact. This space keeps the logo separate from other design elements such as typography, other logos, borders, or the edge of the document.

### Ratio Spacing

It is important that the Frontenac logo always abides by the correct ratio and alignment guidelines shown in the included diagrams.

This is for the purpose of clarity and readability.

### Stacked Logo



### Horizontal Logo



# COLOUR

## Colour Specifications

Colour is a strong and communicative element for any visual identity and plays an important role in the visual identity of the Frontenac brand.

The Frontenac Colour Palette takes its inspiration from the diversity of our beautiful, rugged landscape. The colours reflect the nature and adventure that is native to Frontenac.

The primary palette consists of the main colours used in the logo. The secondary palette outlines the supporting colours. The logo palette outlines each colour used in the logo.

We have utilized the standards of the Pantone Matching System (PMS), which is a universally recognized colour matching system based on lithographic printing inks. The colour palettes include the specific spot colours and the breakdowns for the equivalent process colours (CMYK) for printing applications where Pantone colours aren't possible or are outside of the budget. Also included are RGB equivalents for use in word processing and presentation software as well as hexadecimal equivalents for web applications.

## Using Colour

When designing for the Frontenac brand, colours should be carefully chosen. When selecting colour combinations, similar tones are best used together. Colours may be tinted to create further flexibility. Be careful not to use too many colours together at one time. Colour should be used to create order, not chaos.

## Primary Palette

The primary palette consists of the main colours used in the logo. When designing for the Frontenac brand, these colours are to be used and may be supported by the secondary palette. Other colours beyond these palettes may be used sparingly where preferred and deemed appropriate, but must never overpower the primary palette. Should the exact colours not be available, the closest available colours may be used.

<b>Black</b>	Pantone	Black
	CMYK	0.0.0.100 / 100% K
	RGB	0.0.0
	HEX	#000000
<b>Forest Dark</b>	Pantone	349
	CMYK	90.35.95.30
	RGB	0.102.51
	HEX	#006633
<b>Forest Light</b>	Pantone	7731
	CMYK	88.24.100.10
	RGB	3.132.66
	HEX	#038442
<b>Rock</b>	Pantone	Cool Grey 4
	CMYK	27.20.19.0 / 30% K
	RGB	183.183.183
	HEX	#b7b7b7
<b>Lake</b>	Pantone	285
	CMYK	90.48.0.0
	RGB	0.114.206
	HEX	#0072ce



## Secondary Palette

The secondary palette is designed to support and complement the primary palette. This palette provides additional tones based on the primary palette. These colours allow for flexibility and variety in design. They are ideal for use in backgrounds, titles, graphs and other supporting design elements.

Pantone 350 CMYK 80.21.79.64 RGB 44.82.52 HEX #2c5234	Pantone 356 CMYK 91.4.100.25 RGB 0.122.51 HEX #007a33
Pantone 7743 CMYK 71.8.100.50 RGB 68.105.61 HEX #44693d	Pantone 7738 CMYK 75.12.100.2 RGB 72.162.63 HEX #48a23f
Pantone Cool Gray 11 CMYK 64.56.55.31 / 82% K RGB 85.85.85 HEX #555555	Pantone Cool Gray 1 CMYK 0.0.0.20 / 20% K RGB 217.217.214 HEX #d9d9d6
Pantone 541 CMYK 100.58.9.46 RGB 0.60.113 HEX #003c71	Pantone 284 CMYK 59.17.0.0 RGB 108.172.228 HEX #6cace4

## Logo Palette

The logo palette consists of all the colours used in the logo. The only colour not included in either the primary or secondary palettes is Sky Blue. It should not be used in brand elements such as typography, but may be needed for graphic elements such as the sky on a sign or brochure.

<b>Black</b> Pantone Black CMYK 0.0.0.100 / 100% K RGB 0.0.0 HEX #000000	<b>Rock</b> Pantone Cool Gray 4 CMYK 27.20.19.0 / 30% K RGB 183.183.183 HEX #b7b7b7
<b>Forest Dark</b> Pantone 349 CMYK 90.35.95.30 RGB 0.102.51 HEX #006633	<b>Lake</b> Pantone 285 CMYK 90.48.0.0 RGB 0.114.206 HEX #0072ce
<b>Forest Light</b> Pantone 7731 CMYK 88.24.100.10 RGB 3.132.66 HEX #038442	<b>Sky</b> Pantone 7457 CMYK 18.0.5.0 RGB 187.221.230 HEX #bbdde6
<b>Farmland</b> Pantone 7738 CMYK 75.12.100.2 RGB 72.162.63 HEX #48a23f	

# TYPOGRAPHY

Typography is a strong extension of our brand's personality and plays a major role in creating a consistent look for Frontenac across all communications and promotional material.

## Logo / Headline Typeface

### Niveau Grotesk

Niveau Grotesk is a strong, sturdy, highly-legible, sans serif typeface well suited for display use. Its attributes complement the Frontenac brand.

The Frontenac wordmark is a customized version of Niveau Grotesk. The customized "R" should only be used in the wordmark. For all headlines and other applications where Niveau Grotesk is applied, the alternative "R" (with the straight leg) should be used. This is available in the font's glyphs panel.

Niveau Grotesk may be licensed here:  
<https://www.myfonts.com/fonts/hvdfonts/niveau-grotesk/>

---

**Niveau Grotesk Medium:**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Primary Typeface

### Gotham

Gotham is an assertive, friendly and confident typeface. It's easy to read and includes a web-safe font for digital application.

Gotham may be licensed here:  
<http://www.typography.com/fonts/gotham/styles/>

---

**Gotham Bold:**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Gotham Book:  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Gotham Medium:**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Gotham Light:  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Substitute Typeface

### Arial

Arial is an extremely common typeface that can be found on all mainstream computer operating systems. It's easy to read at small sizes in a variety of applications. It's also a web-safe typeface allowing it to also be used digitally. It should be used as the substitute typeface for body text when Gotham is unavailable.

---

**Arial Bold:**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Arial Regular:  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Specifications

### Main Headline:

**Niveau Grotesk Medium**  
Uppercase  
Leading 100% of point size  
Preferred Colour: Black

### Subheading A:

**Gotham Book**  
Sentence case  
Leading 120% of point size  
Preferred Colour: Black

### Subheading B:

**Gotham Medium**  
Sentence case  
Leading 120% of point size  
Preferred Colour: Black

### Pull Quote:

**Gotham Medium**  
Sentence Case  
Leading 120% of point size  
Preferred Colour: Forest Light

### Large Body:

**Gotham Medium**  
Sentence case  
Leading 130% of point size  
Preferred Colour: Black

### Standard Body:

**Gotham Book**  
Sentence case  
Leading 150% of point size  
Preferred Colour: Black

# MAIN HEADLINE

Large body text / ulluption non eost, in renestrum quam fugiaecte nimaximped explaborum et derchitat quost, voluptis fugiaecte recabore.

## Subheading A

Standard body text / aut utatur, velia delendit, et dolorero quas re eni temporum et essunt es nim quasper ferupiet et pera et alitati im que volut fugitium restia cus ea dolo blaccuptis dolupta musdant quidiciis acepers pitinus ulliat erenis con essim hic to quae.

### **Pull Quote / a poria sameni dolor ad quiae evelic tentur parunto.**

Standard body text / nimaximped explaborum et derchitat quost, voluptiis recabore digenihitat accepti aximped viboru.

## Subheading B

Standard body text / bereruntenis nimaximped explaborum et derchitat quost, voluptiis recabore voluptatia peliqu. Blaccuptis dolupta musdant quidici. Dolor molo bereruntenis nimaximped. Essunt es nim quasper ferupiet et pera et alitati.

## Application Guidelines

### Main Headline

The main headline is the primary heading and should be the top-level heading in the application. It should typically appear in black, or alternately, reversed (white) when applied to applications with a colour background.

### Subheadings

Subheadings are intended to support the headline, but remain as a separate element. They may vary in size and colour depending on the number or subheading levels needed. Each subheading must effectively contrast the adjacent level of text above and below.

### Pull Quote

Pull quotes are used to highlight quotes or insightful phrases from the main body of text. Pull quotes should appear in a complementary colour that provides contrast, such as Forest Light. The point size should be larger than the standard body copy for visual emphasis and contrast.

### Large Body

Large body copy is used to highlight text, such as introductory paragraphs, captions, etc. It must also be larger in point size than the standard body copy to maintain hierarchy within the body of text. It should never replace standard body copy.

### Standard Body

Standard body copy is spaced specifically for legibility and functionality. It should be used for the primary content and all large bodies of text. Arial may be used as the alternative typeface for internally used documents or external documents where Gotham is not available.

# TAGLINE SYSTEM

## Understanding the System

"In Frontenac" is the base for the tagline system. It will aid in building recognition around the entity that is Frontenac. The system is designed to help define Frontenac while showcasing the diversity within the region. The system allows for customization and the opportunity for people with a vested interest in Frontenac to make it their own. Meanwhile, the simplicity of "In Frontenac" allows for easy and effective application via social media by using #InFrontenac.

The tagline should never directly accompany the logo as is common with many other brands. Instead it should be used independent of the logo. However, the logo is often used in conjunction with the tagline to provide appropriate brand context. The tagline should be understood more as a versatile, systematic headline.

## Using the System

The words "In Frontenac" should never be modified or adjusted. The only customizable component is the top line. The word(s) should always be set in Niveau Grotesk Medium, all caps and 55% of the cap-height of "Frontenac." The tagline should always appear in black unless a reversed version provides greater contrast.

The customizable word(s) should always be left aligned with "Frontenac" and never exceed with its length.

When customizing the tagline, ensure that the word(s) chosen for the top line reflect the Frontenac brand. They can refer to what Frontenac is or an opportunity Frontenac provides and should always portray Frontenac in a positive light.



ADVENTURE  
**IN FRONTENAC**

# BUSINESS LOGO

PROUDLY LOCATED  
**INFRONTENAC**

GO HIKING  
**INFRONTENAC**

GO CAMPING  
**INFRONTENAC**

FARM TO FORK  
**INFRONTENAC**

HAND CRAFTED  
**INFRONTENAC**

PROUDLY LOCATED  
**INFRONTENAC**

INVEST  
**INFRONTENAC**

LIVE & PLAY  
**INFRONTENAC**





# BRAND APPLICATION

This section provides instruction on proper and improper usage of the logo. It also provides templates and guidelines for the identity system and how it should be used in various forms of media.

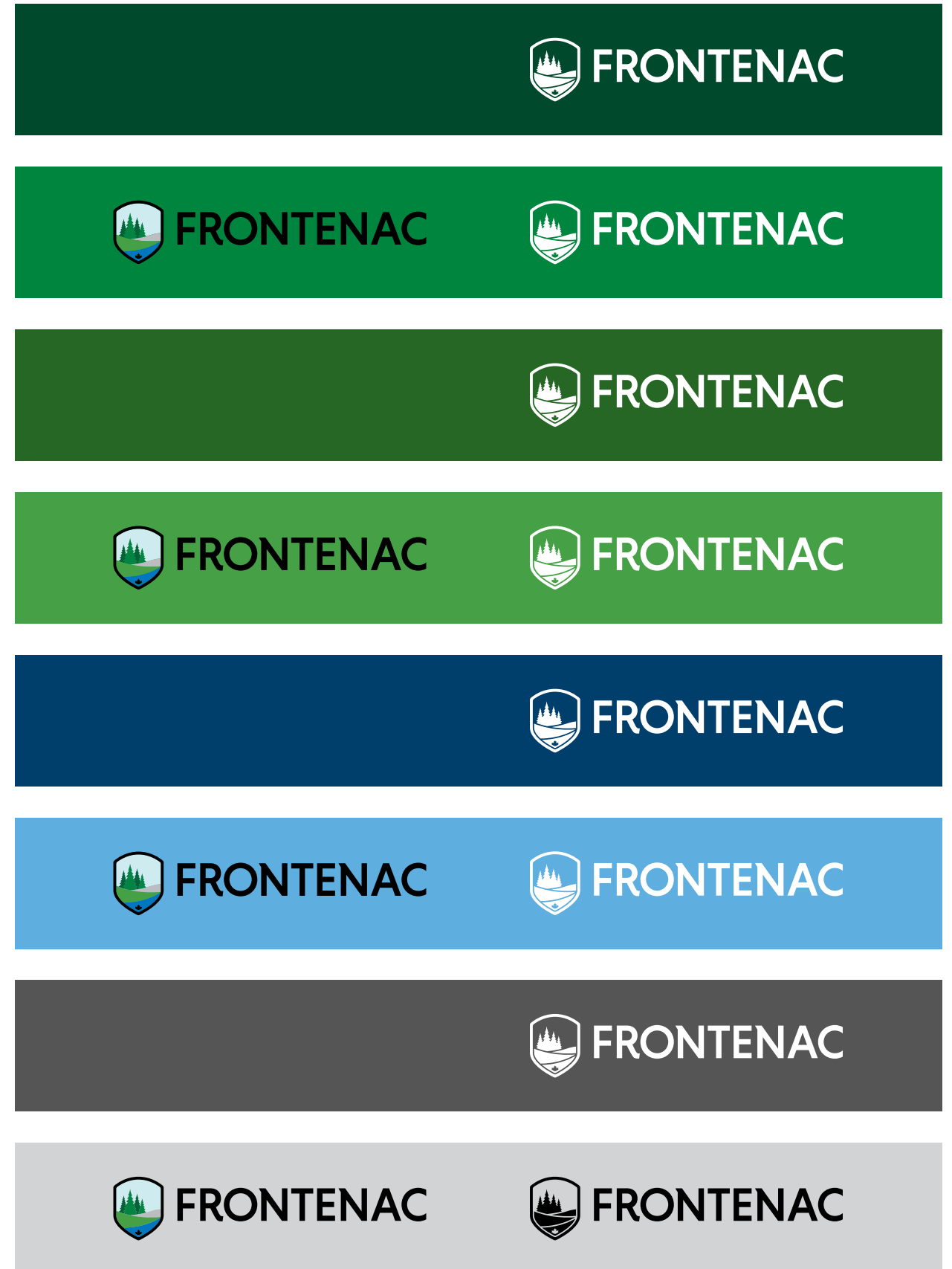
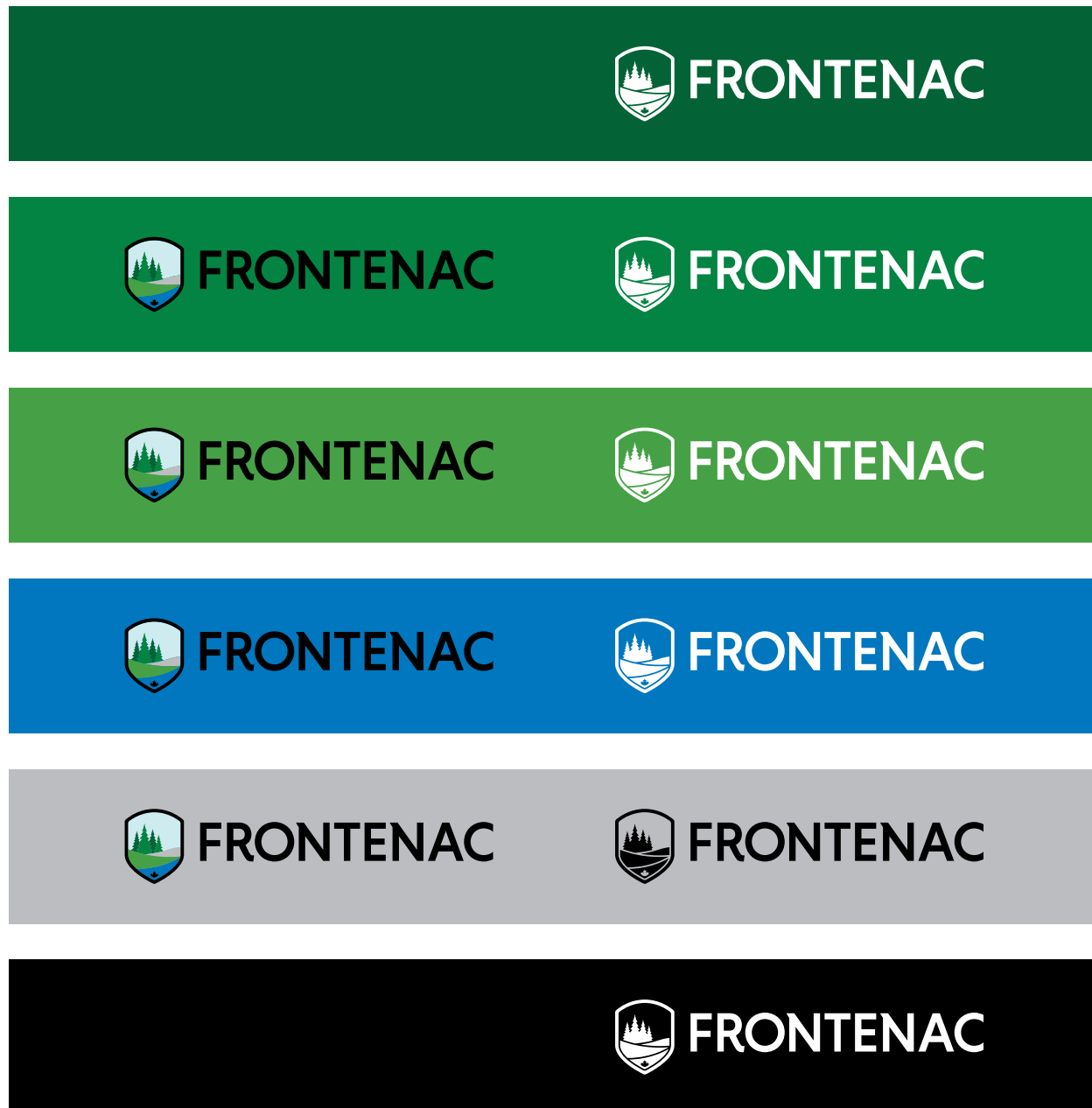
- › Proper Logo Usage
- › Improper Logo Usage
- › Minimum Logo Size
- › Business Cards
- › Envelopes
- › Letterhead
- › PowerPoint Templates
- › Advertising
- › Social Media
- › Email Signatures
- › Promotional Items
- › Vehicle Graphics
- › Photography

Photograph by Steve Koopman

# PROPER LOGO USAGE

## Uniform Background

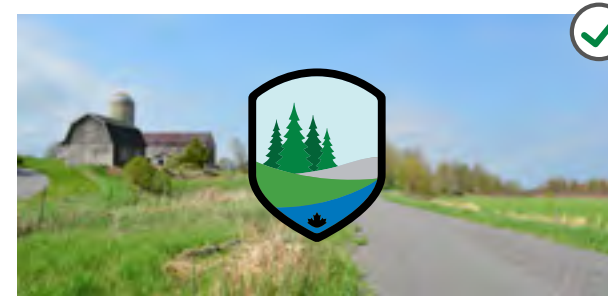
The full-colour logo should be used on white or light coloured backgrounds.  
The reversed logo should be used on most colourful and dark backgrounds.  
The diagram below shows which logo variations are acceptable on the corresponding background colours. All colours outside the Frontenac colour scheme should be avoided when possible.





## Image Background

Below are several examples of how the logo may be placed on an image background. When placing over an image, ensure contrast by placing over a light or dark area and seeking negative space. Otherwise, the logo must be used with a Forest Dark background as shown below.



## Crest Background

The diagram below shows which crest variations are acceptable on the corresponding background colours.





# IMPROPER LOGO USAGE

The following uses of the logo are prohibited.



**DO NOT** change the colour of any element in the logo.



**DO NOT** rotate or skew the logo.



**DO NOT** modify the proportions of elements in the logo.



**DO NOT** recreate the wordmark using any other typeface.



**DO NOT** stretch the logo outside of its original proportions.



**DO NOT** apply a drop shadow to the logo.



**DO NOT** add a transparency effect to the logo.



**DO NOT** add elements to the logo.



**DO NOT** place the logo on a background that will reduce legibility.



**DO NOT** place the logo on a background with low contrast.



**DO NOT** apply a stroke to the logo.

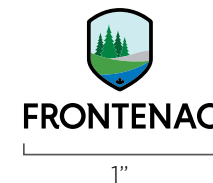


**DO NOT** use a jpeg version of the logo for print due to the white box and poor image quality.

# MINIMUM LOGO SIZE

To maintain legibility, the logo should never be reproduced at a size smaller than what is outlined below. There is no maximum size limit, but use discretion when sizing the logo.

## Print Application



### Stacked Logo

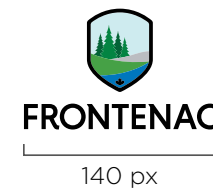
Minimum width: 1"



### Horizontal Logo

Minimum width: 1.5"

## Digital Application



### Stacked Logo

Minimum width: 140 px at 72dpi

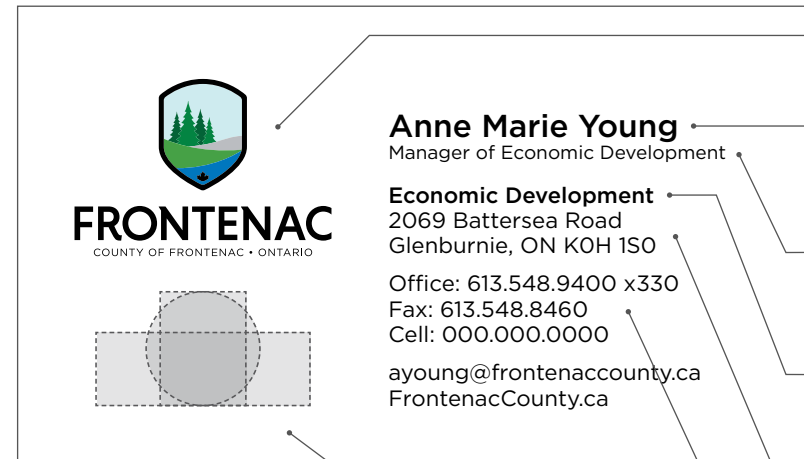


### Horizontal Logo

Minimum width: 210 px at 72dpi

# BUSINESS CARDS

Specifications for all official Frontenac business cards are provided in the example below. The front must remain the same for all business cards. The back may be modified to suit the individual. All business cards are to be printed in full colour.



**Frontenac Signature**  
1.125" wide

**Name**  
Anne Marie Young  
Manager of Economic Development  
Gotham Medium  
10/12 pt, left aligned

**Position / Title**  
Economic Development  
2069 Battersea Road  
Glenburnie, ON KOH 1S0  
Gotham Book  
6/7 pt, left aligned

**Department**  
Office: 613.548.9400 x330  
Fax: 613.548.8460  
Cell: 000.000.0000  
ayoung@frontenacounty.ca  
FrontenacCounty.ca  
Gotham Medium  
7/8 pt, left aligned

**Office Address**  
Gotham Book  
7/8 pt, left aligned  
+4 pts space after

**Contact Information**  
Gotham Book  
7/8 pt, left aligned  
+4 pts space after

**Additional Visuals**  
The grey-toned areas indicate the size and positioning for a maximum of one program or initiative identifier.



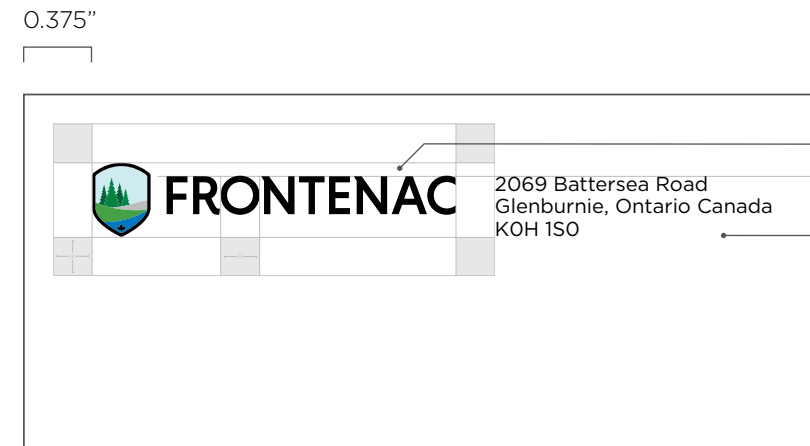
**Customized Tagline**  
The tagline used on the back of business cards may be customized but must represent the region and abide by the tagline guidelines outlines earlier in this document.

**Background Image**  
The background image should relate to the tagline and represent Frontenac.

# ENVELOPES

Specifications for all official Frontenac envelopes are provided in the example below. Business-sized envelopes are available in both full colour and black only versions.

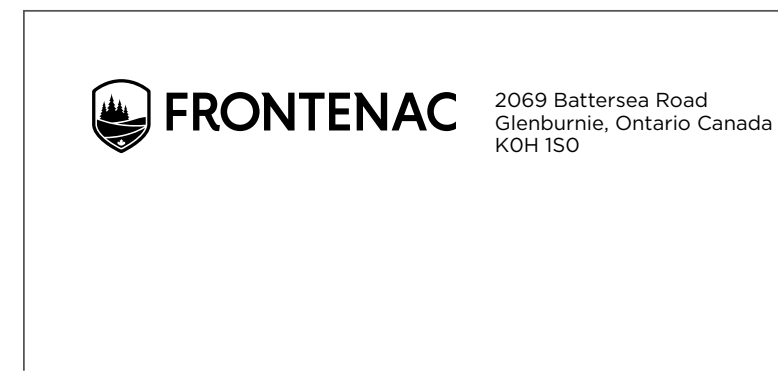
0.375"



**Horizontal Logo**  
2" wide

**Address**  
2069 Battersea Road  
Glenburnie, Ontario Canada  
KOH 1S0  
Gotham Book  
8/10 pt, left aligned

#10 Business Envelope: Standard (CMYK)



#10 Business Envelope: Standard (Black)

# LETTERHEAD

## Standard Letterhead

Specifications for the standard Frontenac letterhead are provided in the example below. The department letterhead may be used for various Frontenac departments with their own logos.

0.75"

**Logo**  
3" wide

**County of Frontenac**  
2069 Battersea Rd.  
Glenburnie, ON K0H 1S0  
T: 613.548.9400  
F: 613.548.8460  
frontenaccounty.ca

July 1, 2016

To whom it may concern,

Occulpa esciatur aliquidit qui ipicaecatur, sitas et perovit atemporrum atempe natis doluptati culpa debistr uptuscia sit ut volorerorum hilicia dollam, sedicab oresto testia de voluptatis molorest faceaquam doloreptas recte liquas ullabor re perum laboritae esseditiam earum quatio. Et ma doloraepro odissitio maximpennam, sam, et ant ped quatio odipsapieni repererum que est, eum quis et harchil luptisi bla nessitatum resed et volupta volorae net quaes iepietus dolorrovid maio ea inciam quam quiaae premqua sssuscindio. Lum et etur sitestiam lab is molore omnime comnimo enti venis vercilli uptiis inus culparc idusapi enduci de nonsequi optae magnam as millest iaepatur, te quodi dis molo ernam apedis mi, sam aut voluptios et apideni dessum vit quia con nonsequ iderspe ribus, sendit ad quo od quis maiones ad qui rem es magnient et aut eumquanti utem nia ipid maxim ut voliorepudis quae ne eumquod mi, sequid quid essesequ aepntinent volut optaspel imuscid ucipit aut res aspernatus num faceaquam, volore venem harum quam quid qui apiciumquis etus magnihilit, voluptae doluptur, solupti umquia cus quam is eni alicae. Ut omnist est, odis vendit.

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Rerum et fuga. Con parciat expersped maion erferorunto es dusae non repro ius as simet di oditibus sanihic illacerumqui optae ius eum remporero bearumet maximaxim nam nis dolupid que conectus, quis maiones ad qui rem es hilicia dollam, sedicab oresto testia de voluptatiis.

**County of Frontenac**  
2069 Battersea Rd.  
Glenburnie, ON K0H 1S0  
T: 613.548.9400  
F: 613.548.8460  
frontenaccounty.ca

July 1, 2016

To whom it may concern,

Occulpa esciatur aliquidit qui ipicaecatur, sitas et perovit atemporrum atempe natis doluptati culpa debistr uptuscia sit ut volorerorum hilicia dollam, sedicab oresto testia de voluptatis molorest faceaquam doloreptas recte liquas ullabor re perum laboritae esseditiam earum quatio. Et ma doloraepro odissitio maximpennam, sam, et ant ped quatio odipsapieni repererum que est, eum quis et harchil luptisi bla nessitatum resed et volupta volorae net quaes iepietus dolorrovid maio ea inciam quam quiaae premqua sssuscindio. Lum et etur sitestiam lab is molore omnime comnimo enti venis vercilli uptiis inus culparc idusapi enduci de nonsequi optae magnam as millest iaepatur, te quodi dis molo ernam apedis mi, sam aut voluptios et apideni dessum vit quia con nonsequ iderspe ribus, sendit ad quo od quis maiones ad qui rem es magnient et aut eumquanti utem nia ipid maxim ut voliorepudis quae ne eumquod mi, sequid quid essesequ aepntinent volut optaspel imuscid ucipit aut res aspernatus num faceaquam, volore venem harum quam quid qui apiciumquis etus magnihilit, voluptae doluptur, solupti umquia cus quam is eni alicae. Ut omnist est, odis vendit.

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## Department Letterhead

Specifications for the Frontenac, department specific letterhead are provided in the example below. This letterhead also applies to the townships within Frontenac.

0.75"

**Logo**  
3" wide

**Department Name**  
County of Frontenac  
2069 Battersea Rd.  
Glenburnie, ON K0H 1S0  
Tel: 613.548.9400  
Fax: 613.548.8460  
frontenaccounty.ca

**Department**  
Gotham Medium  
12/14 pt, left aligned  
+4 pts space after

July 1, 2016

To whom it may concern,

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**Office of the CAO**  
**County of Frontenac**  
2069 Battersea Rd.  
Glenburnie, ON K0H 1S0  
Tel: 613.548.9400  
Fax: 613.548.8460  
frontenaccounty.ca

July 1, 2016

To whom it may concern,

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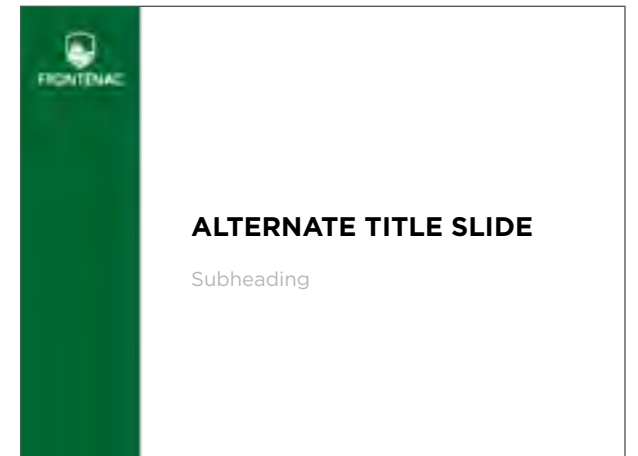
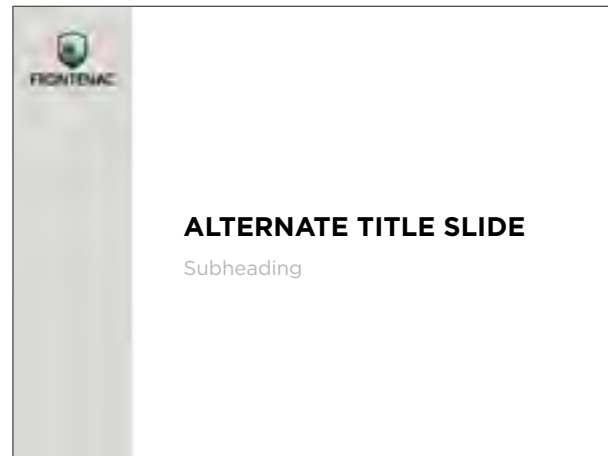
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# POWERPOINT TEMPLATES

The main slides for the Frontenac PowerPoint presentation templates are displayed below. These slides may be customized as long as all customizations follow the brand guidelines outlined in this manual.



# ADVERTISING

## Print Advertising

Print advertising provides a great way to build and shape the Frontenac brand with targeted audiences. A standardized and unified look establishes familiarity and builds recognition. This allows the message to be easily received and the ads more effective.

All print advertising must include the following elements:


- The Frontenac logo
- Call-to-Action headline or on-brand customized tagline
- The Frontenac website
- On-brand imagery / photography
- Frontenac colours and typography



**GO KAYAKING**  
**INFRONTENAC**

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**INFRONTENAC**

FrontenacCounty.ca




**FRONTENAC**

**GO CAMPING**  
**INFRONTENAC**

FrontenacCounty.ca




**FRONTENAC**

**GO CAMPING**  
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FrontenacCounty.ca



**GO EXPLORING**  
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## Display Advertising

Display advertising provides a great way to build and shape the Frontenac brand with targeted audiences. A standardized and unified look establishes familiarity and builds recognition. This provides context and recognition for the Frontenac brand at events.

All display advertising must include the following elements:

- The Frontenac logo
- The Frontenac website
- On-brand imagery / photography
- Frontenac colours and typography

## Pull-up Banners



## Trade Show Display



## Press Conference Banner



## Digital Advertising

Digital advertising provides an additional opportunity to reach a very specific target audience, such as outdoor enthusiasts who live in Ontario. A standardized and unified look allows for brand recognition even with different messaging and photography.

All digital advertising must include the following elements:

- The Frontenac logo or crest (depending on the space available)
- A relevant customized Frontenac tagline
- Relevant, on-brand imagery / photography
- Frontenac colour and typography
- The Frontenac website, if space is available
- All ads must link to the Frontenac website or campaign specific landing page



# SOCIAL MEDIA

Social media provides a great opportunity to reach targeted audiences and allows them to interact with the brand. A standardized and unified look allows for brand recognition even with different messaging and photography.

## Images

The profile image for any social platform should always be the crest as shown on the opposite page. The full logo should not be used here as the profile image will always be accompanied by the name "Frontenac County." It builds recognition with the crest and is more effective at small sizes such as when it's seen in a news feed. The only exception to this rule is with LinkedIn where the stacked logo may be used.

Header images should use appropriate photography to provide context. This may be accompanied with an approved and appropriate tagline. Avoid trying to communicate too much in the header image, that is what content is for.

Shared and in-stream images may include images from events. However, the majority of these images should follow the photography guidelines as outlined on page 76. These images do not require additional design. However, when applicable, an appropriate tagline can be effective and provide additional emphasis to the post.

## Image Dimensions

Each platform requires different image dimensions, these have been outlined below. All images should be created in RGB for best results. All images that include text or a logo should be exported as a PNG. Images without text or logos may be exported as a JPEG.

### Twitter

**Header Image:** 1500 x 500px

**Profile Image:** 400 x 400px

**In-Stream Photo:** 440 x 220px

### Facebook

**Cover Photo:** 851 x 315px

**Profile Image:** 180 x 180px

**Shared Image:** 1200 x 630px

### LinkedIn

**Background Image:**

1400 x 425px - 4000 x 4000px

**Standard Logo:** 400 x 400px

**Banner Image:** 646 x 220px

### Instagram

**Profile Image:** 110 x 110px

**Photo Thumbnails:** 161 x 161px

**Full Size Photo:** 1080 x 1080px

Header Image



Profile Image

## Shared & In-Stream Images



## Hashtag

The new hashtag that is designed to work with the brand is #InFrontenac. It is designed to be adaptable and easily accommodate different people and experiences within Frontenac.

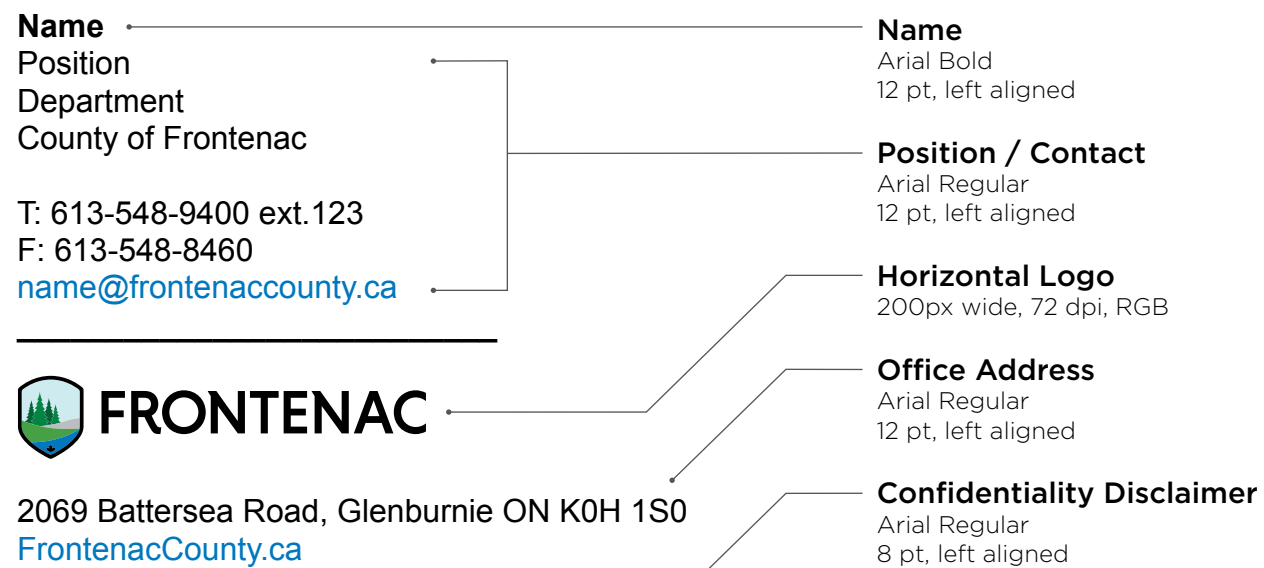


# EMAIL SIGNATURES

An email signature plays an important role in our correspondence. It identifies the sender as a County of Frontenac employee and provides contact information that the recipient may need. It should not be embellished with decorative typefaces, non-approved colours, personal slogans or phrases. Along those same lines, background colours or images should be avoided at all times.

An email signature has been created to include the Frontenac logo which contains active hypelinks that link to the individual's email and our website.

## Template



Confidential: This email and any attachments transmitted with it are confidential and intended solely for the use of the individual or entity to which they are addressed. If you received this email in error, please notify the sender by return email and delete the email immediately. If you are not the intended recipient, be aware that disclosing, copying, distributing or using the content of this transmission is strictly prohibited.



# PROMOTIONAL ITEMS

Promotional items are a great way to promote the Frontenac brand. To increase the effectiveness of these items, they should correspond with the key themes and attributes of the Frontenac brand. For example, a water bottle is very practical for hiking, camping and other adventures in Frontenac. When ordering promotional items, it's best to be aware of quality. Items such as water bottles and t-shirts are less likely to be used if they are lower quality.



# VEHICLE GRAPHICS

Vehicles graphics for Frontenac are outlined below. The full graphics are preferred for use on prominent vehicles, especially vehicles that are used for travelling throughout Frontenac and parked on-site at events.

For vehicles where the full graphics are not appropriate or approved, the basic graphics are available. When placing the Frontenac logo, both the stacked or horizontal versions may be used depending on which one is more appropriate for the space available.

When using the basic graphics layout, the acceptable areas to place the logo include either side doors or the tailgate. When placing the logo, take into account the colour of the vehicle when selecting the appropriate variation of the logo. It is important that there is a strong contrast in order for the logo to stand out.

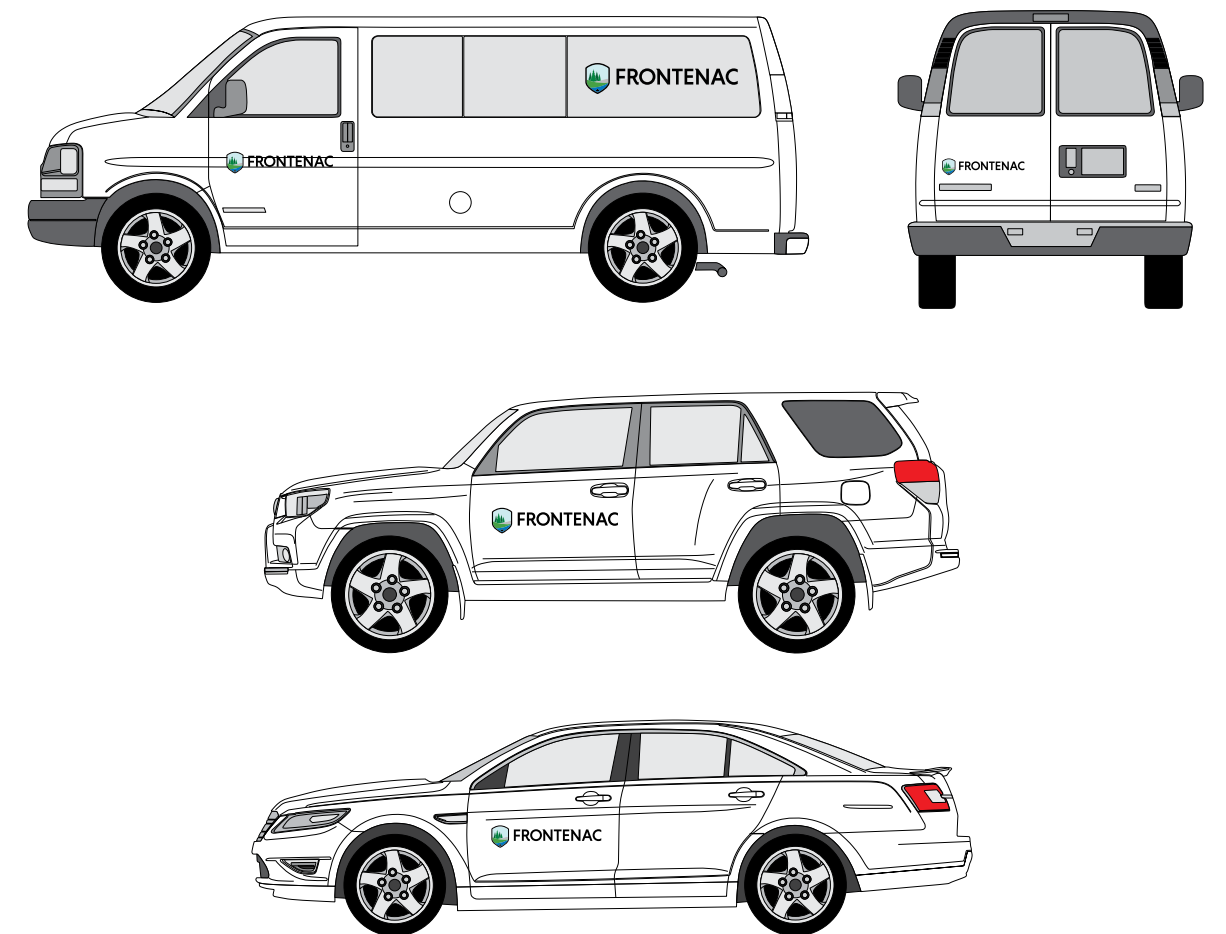
White vehicles are necessary for the full graphics and preferred for the basic graphics. In the case that a vehicle is a dark colour, the reversed logo should be used.



## Full Graphics



## Basic Graphics



# PHOTOGRAPHY

Photography plays an essential role in distinguishing the Frontenac brand. Good photography tells a story and communicates important brand attributes, such as adventure and community.

When choosing photography for use with the Frontenac brand, it should be as authentic as possible, reflecting real people, real places and real experiences. Avoid over-staging or over-styling. Avoid direct eye contact with the camera unless the image is an intentional portrait.

Photography applications within a certain area of Frontenac should reflect the appropriate context. For example, Wolfe Island applications should reflect the locations and experience appropriate to Wolfe Island.

The Communications Department maintains a library of approved images for use with the Frontenac brand. All other images must be approved before use.





## Subject Matter

Photography subject matter should be based on authentic experiences. There should be a clear focus on the subject to avoid visual clutter. All subject matter should portray Frontenac as friendly and welcoming.

### Scenery

Scenic photography should display the natural beauty, pristine landscapes and local landmarks in Frontenac.

### People

Photography containing people should be of real people experiencing real moments. It should be natural and friendly. Photography should appropriately represent the diverse demographics of people living and vacationing in Frontenac.

### Adventure

Adventure is a key attribute of the Frontenac brand. It should be utilized as a strong subject matter for photography. Keep in mind that adventure is different for different people. The diversity of adventure and experiences in Frontenac should be represented, along with the diversity of people involved.

### Business

When portraying local business, it should be friendly and welcoming. It's important to show how these businesses play a significant role in the community and are part of the Frontenac experience.

## Style

The photographic style should be bright, clear and the subject matter in clear focus. All photographs should have natural lighting where possible and should not be overly enhanced digitally. Depending on the application, photographs should have significant clear-space for typography.

## Cropping

When cropping a photograph, be sure to select an area that is the appropriate size for the application while maintaining image quality. Depending on the application, be sure to leave significant clear-space for typography. Avoid awkward cropping of people, particularly their limbs.



# Brand Manual

Your Guide to Branding The County™ / Version 2.0



**The County**<sup>™</sup>  
PRINCE EDWARD COUNTY ♦ ONTARIO

# Preface

## Reclaiming Prince Edward County's Iconic Rural Brand

For good reason Prince Edward County has gained recognition provincially, nationally and even internationally in food, wine and art communities. Our reputation, coupled with The County's unique sense of place – a community of small hamlets and villages – the simplicity of rural life, and an accessible cost of living, have made our community a hot spot for tourists, residents and investors.

One of the objectives of the Community Development Strategic plan for Prince Edward County is to reclaim our "iconic rural brand" in an effort to build greater awareness of The County's lifestyle and visitor experience to attract new residents, visitors and investors. As a first step in the process, a committee of marketing, tourism and graphic design professionals was created to inform the creative process by defining who we are as a community, how that identity should be represented and how that is best communicated to our target audiences. The committee worked together to paint a picture that was representative of the County's identity and highlighted our strengths.





# Preface (Continued)

## Special Thanks...

The Community Development Department, would like to take this opportunity to thank the members of the branding committee who donated their time and experience to the branding process. Without their knowledge, passion and commitment to this project, the positive and professional results would not have been possible.

### The following individuals provided invaluable input to the process:

- Jeremiah MacKenzie, CEO, Taste the County, CDC representative
- Gord Phillips, Taste the County Board Representative/Tourism consultant
- Lynn Sullivan, TDA Board Representative / past Chair of PECWA
- Ashley Stewart, Communications Officer, PEC
- Anne VanVlack, Principle, Infolink
- Lynne McMullan, Prince Edward County Chamber of Tourism and Commerce Board Representative
- Dr. Maureen Horne-Paul, Prince Edward County Chamber of Tourism and Commerce Board Representative
- Neil Carbone, Director of Community Development
- Community Development Commission, PEC
- Trevor Trewartha/Karen Bonhomme, 1dea Design + Media Inc.

We would also like to thank all of our community partners who have embraced the new brand and have begun the process of implementing the graphics, messaging and tone of voice elements into their marketing materials and communications. It is through the thoughtful implementation of these elements that we can speak with one voice as we communicate the promise of The County brand to the rest of the world. We are proud of who we are and the new brand that represents our community, culture and way of life. In this manual you will find the tools and guidelines that will assist in developing a clear message about what it means to be The County.

Prince Edward County is, and will always be a friendly, quiet and rural community characterized by its great people, bursting creative talent and authenticity. We enjoy the outdoors, we're not materialistic and we value authentic human experiences.

**We invite you to discover what makes the County so special.**

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# 1.0

The County™ Branding Guidelines

## Using this Manual

In this manual, you'll find essential resources to effectively use the Prince Edward County logo, visual assets and brand messaging. It has been drafted to provide internal and external stakeholders with a toolkit for proper use of The County™ brand.

It is not designed to inhibit creativity or expression but rather provide a solid, standardized foundation upon which all departments, programs and units can build their marketing and communication creative material.

# 1.1 Reasons for Using this Manual

**One key to enhancing the visibility and reputation of The County is a consistent and reliable approach to our marketing and communications. Consistency in the look and content of our communications materials provides a recognizable and memorable presence in the minds of the people and organizations with whom we seek to communicate.**

It is incumbent on all stakeholders who utilize The County brand to follow the provided brand guidelines. The effectiveness of the Prince Edward County brand is contingent on the people who use it – and use it well.

This manual contains guidelines governing the proper and consistent use of The County’s brand story, key messages, logos, colours, typography and photography. It explains how to apply these guidelines to print materials, websites, signage, apparel, stationery and other marketing and communications materials.

This manual establishes a basic foundation for developing marketing and communications materials, but we acknowledge that these standards cannot address every situation that may arise. Therefore, the manual also includes contact information for the Corporate Communications Department, where staff can answer specific questions.

## 1.2 Resources

**The Corporate Communications Department is responsible for managing the communications style and visual identity.**

The Corporate Communications Department sets branding, marketing and visual identity policies and oversees the efforts of internal and external individuals, commercial vendors and organizations that communicate our message and identity. All print materials, websites, advertising, media communications and other marketing and communications materials produced should be reviewed for compliance with branding and visual identity standards before being printed, produced, published or distributed. Upon review, if materials produced outside of the Corporate Communications Department are not in compliance with the guidelines contained in this manual, appropriate modifications may be required.

Any questions regarding these guidelines, requests for logo files or brand communication aids should be directed to:

**The Corporation of the County of Prince Edward  
Corporate Communications Department  
613.476.2148 ext. 224  
[communications@pecounty.on.ca](mailto:communications@pecounty.on.ca)**

### **The County Logo**

To use The County logo, you must become an authorized user by completing an application form and receiving approval from The County's Corporate Communications department. To request an official copy of any of The County logo variations or any of the graphics contained in this brand manual, email your request to the Corporate Communications Department at [communications@pecounty.on.ca](mailto:communications@pecounty.on.ca).

### **Stationery Templates**

The official Prince Edward County templates for business cards, letterhead and envelopes can be requested from the Corporate Communications Department. Under no circumstances should any department design its own stationery from scratch. The templates are the tools to allow for building new materials within the parameters of the brand. To obtain a copy of the templates, email your request to [communications@pecounty.on.ca](mailto:communications@pecounty.on.ca).

### **Photography**

The Corporate Communications Department maintains a repository of County photography. Images are available for use by internal departments as well as for external use. The Corporate Communications Department will determine appropriate use of The County images, including instances when permission of subjects in photographs is required before those images can be reproduced. To submit a photography request, email your request to [communications@pecounty.on.ca](mailto:communications@pecounty.on.ca).

# 2.0

The County™ Branding Guidelines

## Our Brand Essence

One of the central goals of the Prince Edward County branding initiative was to establish a clear picture of who The County is and what it's values should be.

Like a human personality, The County has a personality, a feeling and character that make it unique and significant from other rural communities. The following section digs into what is unique, desirable and appealing about The County as a place to visit, live and do business.

## 2.1 Lay of the Land

### The County is...

Today, Prince Edward County is gaining recognition from people in the food, wine and art communities, but is not as well-known in the general population. Lately, however, the County's unique attributes and attitudes have become very present in today's 20-30-somethings; gastro-tourism, rustic-chic aesthetics and local produce to name a few. These aren't fads – they're core values this generation will carry with them. Many of Canada's cultural and culinary trend-setters have taken notice and are starting to move in, but they're bringing their own brand voices with them.

This emerging reputation coupled with the County's unique sense of place – a community of small hamlets and villages – the simplicity of rural life and an accessible cost of living, have also made the County a burgeoning retirement destination.

Furthermore, the County's central location in southern Ontario has allowed the "footloose" industry, entrepreneurs, and many small and medium sized businesses to thrive. Given recent improvements to our telecommunications infrastructure and the County's increasing profile, this trend will only continue to allow up-and-coming industries (wine-making, value-added agricultural products, technology and software firms, etc.) to grow.

All of these factors are slowly changing the make-up of our residents and visitors, and the beliefs and attitudes that accompany them. We have truly become a community of communities and this is integral to the County's charm.

Our goal is to create a voice for this group; to identify that unique County quality, that *je ne sais quoi* that brings so many different people together here, and use it to engage, inform, and invite.



## 2.1 Lay of the Land (Continued)

### What the County IS

It's progressively traditional. It has a rich heritage but celebrates it in a contemporary way. Its values are timeless but its approach is modern. Its population is older, but its offerings are increasingly attractive to younger generations.

It's actually an island, and you can feel the 'laid back' approach as soon as you cross over the bridge. Dig a little deeper though, and you see the other side of island life: a community of communities, brought together by geography, that collectively excels by working together while celebrating the uniqueness and charm of each area of the county. They're proud of what they do and who they are, and it shows.

- The County is real, authentic
- Provides opportunities for unique experiences
- It's a getaway from the hustle and bustle of the city
- It's a human place
- An emerging destination for tourism and business
- Both divided and brought together by geography
- A mix of urban and rural
- Friendly and welcoming

### What the County ISN'T

- It's not 'The Hamptons of Toronto' as it's been called before. It's far more attainable and far less pretentious
- It's not as far as people think it is; it's mere hours away from Toronto, Montreal, Ottawa or New York
- It's not just a retirement community
- It's not just where Sandbanks Provincial Park is located
- It's not exclusive
- It's never predictable, common or mundane
- It's not about big box stores, fast food or parking lots





## 2.2 Our Story

Welcome to “The County”. We’re unique and rural – no question. But how do we put our community’s personality into context? Are we sophisticated or scruffy, new age or traditional, highly creative or vintage? Interestingly, we’re a blend of all. There’s something special about Prince Edward County and it’s the interwoven relationships between all of these characteristics that makes it such a great place to visit, live, work and do business. We’re a community with contrast and character.



We’re contemporary yet traditional, artistic yet rustic, progressive yet set in our ways and we sit in a charming and picturesque environment of timeless traditions, agricultural land, local foods and wine, artisans, boutiques and sought-after tourism experiences. We embrace local and we take so much pride in the fruits of our labour – from that great glass of wine, farm-to-table produce, culinary experiences, artistic creations and a thriving tourism industry. And yet we are a community of contrasting personalities and characteristics. Residents have a warm sense of pride, authenticity and a willingness to give back to the community.

**Prince Edward County is, and will always be a friendly, quiet and rural community characterized by its people, bursting creative talent and understated realism.**

## 2.2 Our Story (Continued)



People are everything to the cultural landscape of our community. Friendly, welcoming and laid-back, County residents are real. Show up to that fine dining establishment in your rubber boots, it's OK! It's as if long-time residents hold the secrets to the natural wonders of the region. And it's the new cultural explorers that grace our region who thrive for knowledge and a way of life that traditional Prince Edward County residents have always known. Our new urban residents are on-trend, young, open, accepting, non-traditional, enthusiastic and knowledge seekers. They hold an intriguing curiosity to immerse themselves in a new and simpler way of life and are inspired by the cultural idiosyncrasies that make up The County. They recognize the beautiful landscape, a region that's bursting with creativity and an eco-conscious environment surrounded by local ethical consumerism.

So to summarize, it's not just that we are one of the foremost and fastest growing wine regions in Ontario. It's not just about having one of the best beaches in Ontario, nor is it simply the fact that we've been dubbed the gastronomy capital of Ontario that makes us special. It's also our people and our contrasting characteristics that make us exciting. Prince Edward County residents are here to live and be immersed in the opportunities this region provides. They come from all walks of life. They see a natural wonder and a way of life that's authentic, rewarding and understated.

## 2.3 Our Promise

Prince Edward County is, and will always be a friendly, quiet and rural community characterized by it's great people, bursting creative talent and authentic realism. We enjoy the outdoors, we're not materialistic and we value authentic human experiences.



Prince Edward County will continue to celebrate these timeless traditions and be a humble, friendly and a human place to visit, live, work and do business. We continue to be progressive, modern and on-trend but we look forward to sharing our rustic interpretation of what it means to be contemporary. We're open, welcoming and supportive of our region's entrepreneurs, enterprises and individuals seeking to relocate their business to the area. Life's an adventure, but sometimes that adventure means savouring the simple or fine things in life that make us real and happy. We live amid a very beautiful and charming setting. You will be fulfilled by living in a serene, tranquil and peaceful setting called "The County".

## 2.4 Design Aesthetics

As seen in print and natural surroundings.

### Natural Elements

- Grass
- Limestone
- Waters
- Sand



### Rural Landscape

- Aged Hardwood Trees
- Farmland
- Tractors
- Vineyards, Orchards
- Old Store Signage
- Birds, Rabbits & Deer (wildlife)
- Loyalist Architecture
- Heritage Homes



### Reimagined Materials

- Old Re-purposed Items
- Seed Packages
- Canning Labels
- Barrels
- Barns
- Heirloom Produce



### Nautical Themes

- Docks
- Lighthouses
- Sailboats
- The Ferry
- Boardwalks
- Weathered Wood Planks

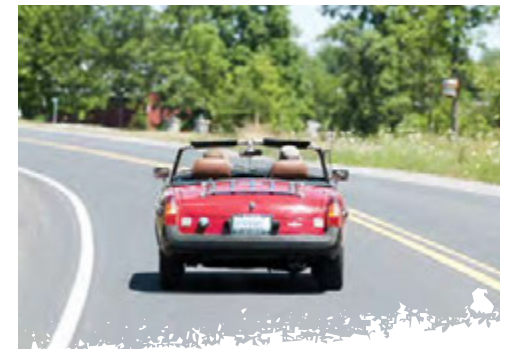


## 2.5 What Do We Want Our Target To Know?

### Tourists



- People who've been to Prince Edward County simply refer to it as *'The County'*.
- The County is actually an island in Lake Ontario, accessible via three bridges and a ferry.
- The County has been feeding Canada for generations; at one point supplying the country with a third of its canned goods. It's home to some of the most fertile land in the country, and has been coined the Gastronomic Capital of Ontario by the Globe and Mail.
- The County's soil is ideal for wine production, sharing many of its traits with the best wines in France. There are close to a million planted vines on the island (up from only thirty thousand in 2000), spread out over 35+ wineries. It's a new industry, but it's growing quickly and gaining reputation.
- The County is easy to visit and enjoy. Vacation properties are well-maintained, well-priced and easy to book. We offer a wide range of options such as B&B's, cottages, luxury homes and boutique hotels.
- Art is everywhere in The County, from the painters and sculptors on the 'Arts Trail' to local products.
- There's always something to do in The County, even in winter with great winter sports, events and activities too!
- The County is home to Sandbanks Provincial Park which is considered to be one of the best beaches in Ontario and all of Canada!
- The County has a rich marine history and facilities to support boating, fishing and sailing.
- The County is only a few hours drive from the majority of the population of both Ontario and Quebec. We are both accessible and affordable!



## 2.5 What Do We Want Our Target To Know? (Continued)

### Prospective Businesses

- The County is welcoming of new business; with support from business associations and a strong Chamber of Commerce.
- There is a strong sense of community with many smaller family and generational businesses continuing to operate successfully.
- Much of The County's workforce is employed in the service sector rather than in agriculture or manufacturing despite our rural location.
- The County supports a wide variety of businesses including manufacturing, biotechnology, agriculture, tourism, retail and a diverse "footloose" industry; there is excellent access to professional services.
- The County offers a great deal of support to businesses and entrepreneurs; the development process has been streamlined into a one-window approvals process to aid developers.
- Nearby educational institutions, local educational partnerships and a sizable area workforce mean finding the right employees isn't difficult in The County.
- The County strongly supports new and alternative business ideas, and innovation.

### Prospective Residents

- There is a strong sense of community and volunteerism in The County.
- Property in The County is quite affordable compared to urban settings.
- The County is a place where "everybody knows your name"... in a good way.
- The County is safe and secure.
- The County is a great place to raise a family to work or to retire.
- There's something for everyone here with the common threads of community, nature, culture and authenticity woven through them all.
- There's something going on every day and night in The County - all year round.
- The County provides the benefits of small town living with access to amenities just a short drive away.

## 2.6 What Do We Want Our Target To Do?

- We want to get people here to visit and see all that The County has to offer.
- We want potential residents to experience The County from the perspective of living here.
- We want our visitors to tell their friends about their unique and wonderful County experiences.



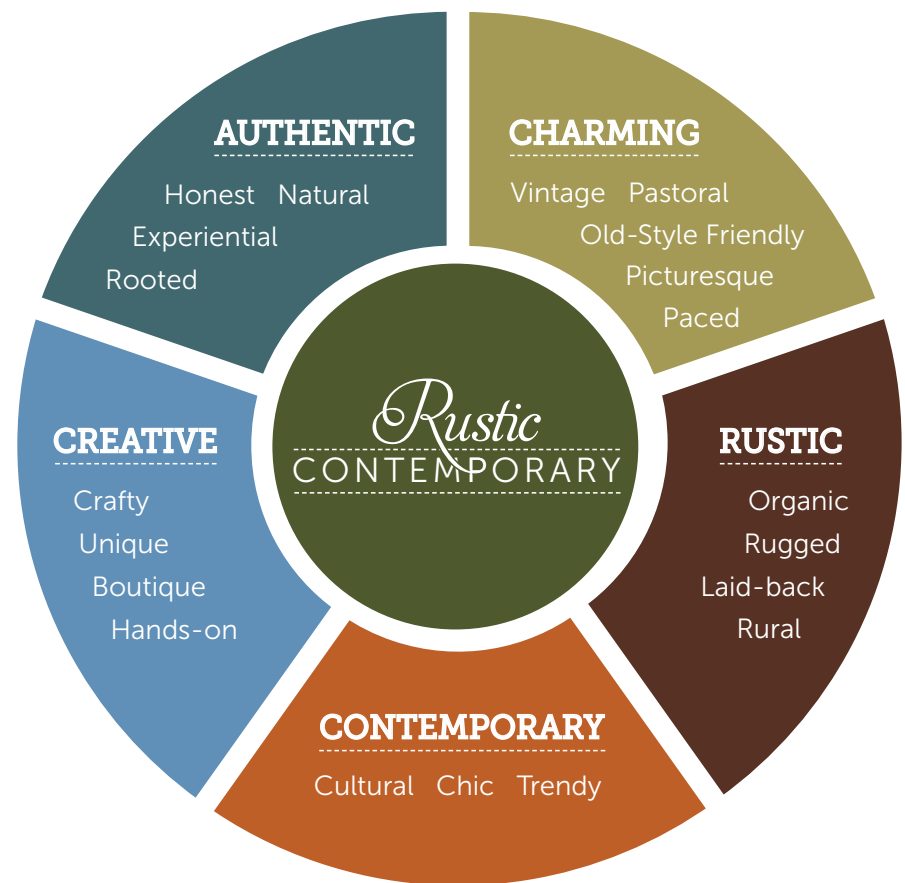
- We want people to consider relocating here to raise their families, work in a more laid-back/human setting or to retire.
- We want people to recognize that rural life coupled with the quality of place in The County can provide them with a more relaxed and fulfilling lifestyle.
- We want people to associate “The County” with a unique and alluring feeling – something that is accessible to anyone but unattainable anywhere else.
- We want people to become excited at the thought of being able to live and work in a place they considered a vacation retreat.
- We want entrepreneurs, businesspersons and developers to recognize the untapped potential of The County and the benefits of investing in this burgeoning destination.
- We want current residents to take pride in their community and to embrace the changing nature of The County’s population and economy.

## 2.7 Brand Attributes

Brand attributes are words that help describe the essence of who The County is. We use these words and phrases to reinforce what we know to be true about The County, and help to understand the essence of our brand character.

The County should be identified as “rustic contemporary”. On one hand, the community is “rustic” because of its agricultural roots, unfinished look and authentic nature. On the other hand, we have the “contemporary” County that takes pride in its culinary experiences, artistic expression, viticultural success and boutique shopping. The root of “contemporary” is founded by “rustic”. In other words, as urban adventure-seekers live and visit The County for its contemporary experiences, they are drawn in and intrigued by its rural assets and simplistic way of life. We believe “rustic contemporary” is a way of life in The County.

The County brand attributes of “rustic contemporary” are complimented by the supporting following adjectives:

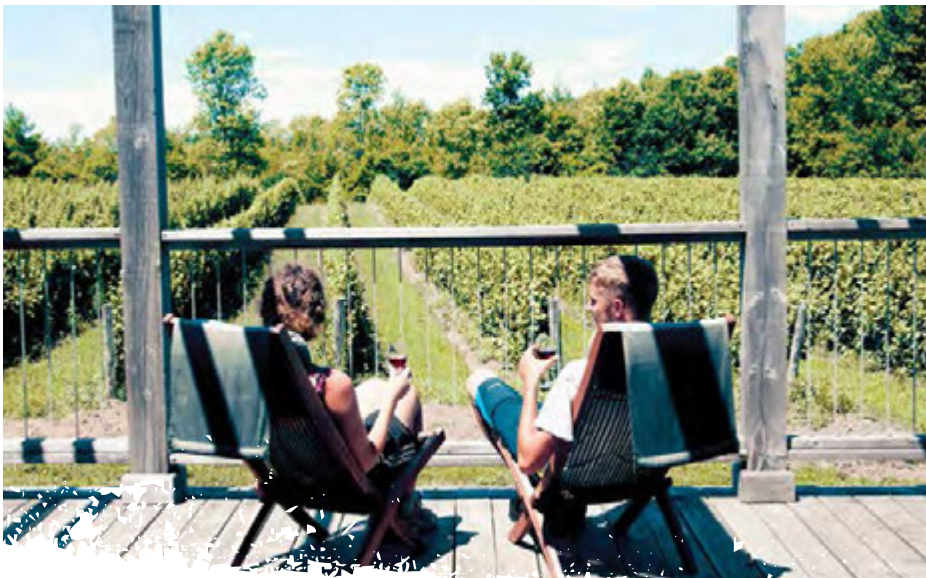




## 2.8 Brand Communication

### Putting “The County” Into Words

The Prince Edward County brand can be brought to life using imagery, patterns, logos, typography, and perhaps most importantly, messaging and tone. When describing The County in words, it’s important to use a warm, friendly and inviting tone of voice that supports the essence of the brand.



### Bringing “The County” to Life through Words

#### a) “The County” vs. “Prince Edward County”

Locals have lovingly referred to “Prince Edward County” as “The County” for decades. It’s a key part of the local vocabulary, and “The County” is even a trademarked term that is owned by the municipality. When introducing Prince Edward County in any written communication, the full name “Prince Edward County” should precede any reference to “The County”. After using “Prince Edward County” once within the same article, “The County” can be used for any further reference to PEC.

#### b) “The Corporation of the County of Prince Edward” / “The County of Prince Edward”

Use of “The Corporation of the County of Prince Edward” and “The County of Prince Edward” is reserved for official municipal business as a corporate entity and should not be used for promotion of The County brand.

## 2.8 Brand Communication (Continued)

### c) Example Conversational / Narrative /

#### Tone to Describe The County

When describing The County, use a friendly, welcoming and informal tone, using plain language. Technical jargon should be avoided. Here are some examples of how to (and how not to) promote The County in print:

**NO:** Sandbanks Provincial Park, which is situated on Lake Ontario in Prince Edward County, has the world's largest baymouth barrier dune formation.

**YES:** Home to Sandbanks Provincial Park, Prince Edward County has the world's largest natural formation of sand dunes!

**NO:** There are nearly 40 wineries in Prince Edward County. The wine sector thrives due to the limestone and natural minerality contained in the soil. There are excellent restaurants, events, and galleries and studios to explore in Prince Edward County.

**YES:** Not a beach person? Check out The County's wineries, farm-to-table restaurants and art galleries and studios. While you're at it, take in a concert or play or a signature County event.

**NO:** We encourage you to visit Prince Edward County.

**YES:** Come see for yourself what makes The County so special!

#### Narrative:

There is something about Prince Edward County that you can't quite put your finger on. Our progressively-traditional roots, and rustic-contemporary vibe, come together to create a unique and undeniable charm that often boils down to simply being 'accidentally awesome' or having that 'je ne sais quoi'. Whether you're into food, wine, the great outdoors, the beach, art, theatre, artisan products, camping or just a relaxing getaway, The County, as it is lovingly referred to, has something for everyone.

Located on the shores of Lake Ontario, The County is a short drive and easy getaway from the hustle and bustle of Toronto, Ottawa and Montreal. We embrace local and we take an immense amount of pride in the fruits of our labour, whether it's a glass of local wine, a farm-to-table culinary experience, or an artistic creation. Speaking of pride, The County is proudly one of the top 10 gay-friendly locations in Ontario! Characterized by authenticity, The County always has been, and always will be a friendly, rural community defined by our people, bursting creative talent and understated realism.

## 2.8 Brand Communication (Continued)

### d) Copy Points for use in PR, web copy, travel guides, advertorial and all marketing materials:

- Come see for yourself what makes The County so special!
- Art is everywhere in The County - from the painters and sculptors on the Arts Trail, to the studios and galleries in repurposed barns.
- The County - Contrasting, creative, real.
- Rustic contemporary is the Prince Edward County way of life.
- Live amid the charm, creativity and entrepreneurial spirit that makes up Prince Edward County. Seek a new way of life that's authentic, understated and real.
- The County - Eat, drink, create, explore.
- From locally-grown foods, vineyards, beaches, artisans and outdoor adventures, visit Prince Edward County. Ontario's best kept secret.
- The County is about warm hospitality, rich traditions, pastoral landscapes and friendly, laid-back small towns.
- Home to Sandbanks Provincial Park, The County has the world's largest natural formation of sand dunes.
- With over one million planted vines and nearly 40 wineries, The County is one of Canada's largest wine regions.
- Coined as the Gastronomic Capital of Ontario, The County is a rural hotspot for restaurants and farm-to-table food, wine, cider and spirits.

For more information on how to bring The County to life in writing, contact:

**The Prince Edward County Communications Office**  
**613.476.2148 ext. 224**  
**[communications@pecounty.on.ca](mailto:communications@pecounty.on.ca)**

## 2.9 The County Logo

The official Prince Edward County logo is an emblematic representation of The County's brand and is highly instrumental in how the region is recognized and perceived by its internal and external audiences. The primary logo is comprised of two main design elements, including the illustration and wording. It is vital to be consistent with this application and never to display the logo in configurations other than those shown in this manual.



In every application, the logo must be displayed prominently and legibly, and in accordance with the following guidelines:

1. Use only the logos provided in conjunction with the brand manual, without modification, rotation or simulation;
2. To preserve the integrity of the logo, it must not be combined with other elements to create a new symbol or image;
3. To protect the integrity, legibility and impact, do not reproduce at sizes smaller or without the proper protective space than the recommendation amounts outlined in this manual;
4. Apply the logo to all websites, publications, advertisements, presentation materials, marketing collateral and business stationery (both print and electronic);
5. Use the logo only once per surface, page or web page.

# 3.0

The County™ Branding Guidelines

# Using the Identity System

This section includes the visual standards for using, placing, and supporting the logo correctly.

- > 3.1 Logo Variations
- > 3.2 Placing the Logo
- > 3.3 Logo Usage Guidelines
- > 3.4 Unacceptable Alterations
- > 3.5 Logo File Formats and Naming Convention
- > 3.6 Colours
- > 3.7 Typography
- > 3.8 Supporting Graphics

# 3.1 Logo Variations

## Primary Vertical

The County logo exists in three variations. Each variation can be utilized depending on the area in which it is being displayed.

With the Primary Vertical version, the illustration is stacked above “The County” wording. This variation is ideal for placing on spaces which are more tall than they are wide and/or in square proportions.

These variations of the logo are available as scalable vector artwork (EPS), as well as high/low quality pixel files (TIFF, JPG, PNG).

These variations of the logo are provided in varied colour profiles including PMS (Pantone Matching System), CMYK, and RGB.



### Positive Colour Logo

Use the 4-colour CMYK positive logo whenever possible. This logo is intended for use on a white (positive) coloured background.



### Positive Black Logo

Use this version when for instances where technical or colour limitations prevent the use of the primary colour version.



### Reversed Colour and White Logo

Use the 4-colour CMYK positive logo whenever possible. It is acceptable to display the logo on other background colours, as long as the legibility of the elements are not compromised. Never place the logo on a background where there is not enough contrast or too much clutter is present. Use the white logo version when reproduction issues may arise with the colour logo.

## 3.1 Logo Variations (Continued)

### Primary Horizontal

With the Primary Horizontal version, the illustration is displayed to the left of “The County” wording. This variation is ideal for placing on spaces which are more wide than tall.

These variations of the logo are provided as scalable vector artwork (EPS), as well as high/low quality pixel files (TIFF, JPG, PNG).

These variations of the logo are provided in varied colour profiles including PMS (Pantone Matching System), CMYK, and RGB.



#### Positive Colour Logo

Use the 4-colour CMYK positive logo whenever possible. This logo is intended for use on a white (positive) coloured background.



#### Positive Black Logo

Use this version when for instances where technical or colour limitations prevent the use of the primary colour version.



#### Reversed Colour and White Logo

Use the 4-colour CMYK positive logo whenever possible. It is acceptable to display the logo on other background colours, as long as the legibility of the elements are not compromised. Never place the logo on a background where there is not enough contrast or too much clutter is present. Use the white logo version when reproduction issues may arise with the colour logo.

## 3.1 Logo Variations (Continued)

### Icon Only

Unless otherwise approved by Corporate Communications, an avatar on a social media page or a watermark ([Section 3.8](#)) is the only approved instance where the graphical element can be used without “The County” wording.

When using the reversed colour and white variations, the logo should only be placed on other background colours that maintain the adequate contrast, and in an area that supports the minimum recommended protective space rules ([Section 3.3](#)).

These variations of the logo are provided as scalable vector artwork (EPS), as well as high/low quality pixel files (TIFF, JPG, PNG).

These variations of the logo are provided in varied colour profiles including PMS (Pantone Matching System), CMYK, and RGB.



#### Positive Colour Logo

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# 3.1 Logo Variations (Continued)

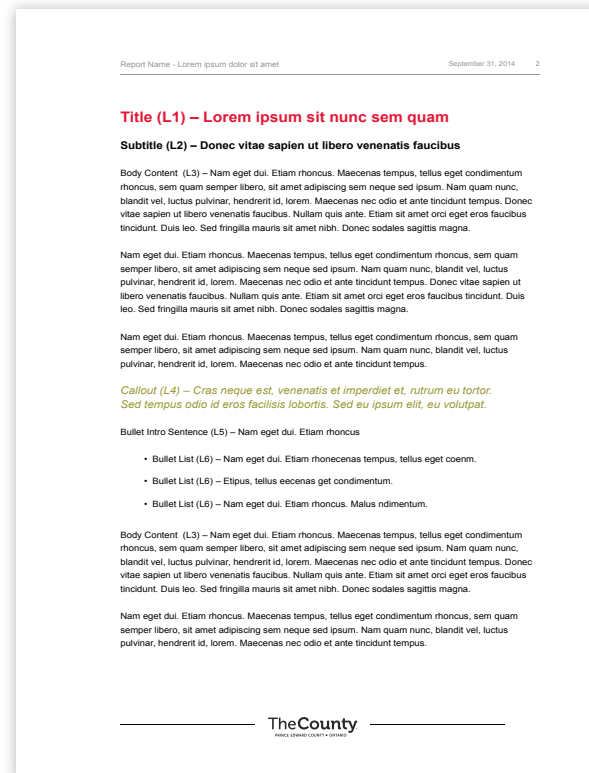
## Supporting Wordmark

Certain circumstance exist where it is acceptable to use the Supporting Wordmark:

- The rule to this is that if using the Supporting Wordmark, the Primary logo must have preceded this version in at least one instance.
- In most instances, the use of the Supporting Wordmark is most suitable for, but not limited to, multi-page documents or presentations. It’s recommended placement is within a header or footer as an identifier of a municipal document.

This variations of the logo is provided as scalable vector artwork (EPS), as well as high/ low quality pixel files (TIFF, JPG, PNG).

These variations of the logo are provided in black only.



## Example

### Report Template Secondary Page

As shown, the Supporting Wordmark is utilized in this multi-page report template. This logo version is ideal in this Report Template as the primary logo was clearly displayed on the front cover of the report.

## 3.1 Logo Variations (Continued)

### External Wordmark

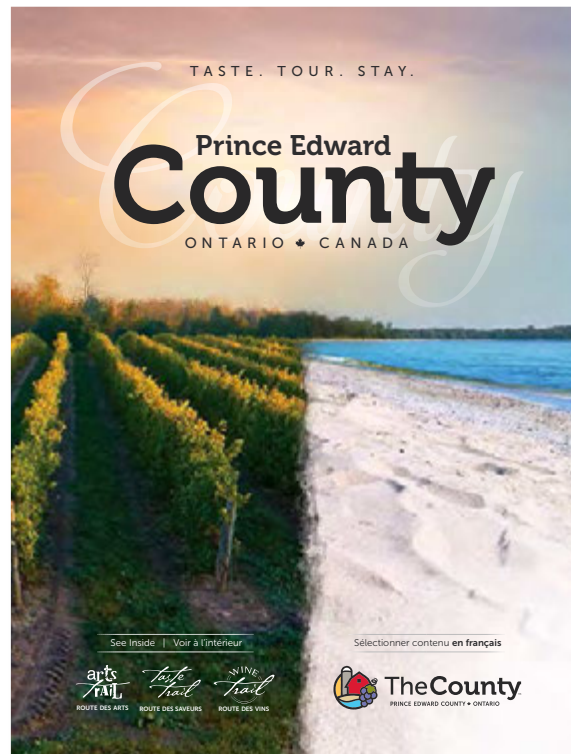
When promoting the brand to an external market outside of the catchment area of Prince Edward County, the wording “The County” is not literal enough for consumers to make the connection to which “County” it is. Therefore, it is acceptable to use the External Wordmark to compliment the logo to ensure the message is clearly understood.

In presenting The County logo, use this logo version as a subsidiary element and utilize the External Wordmark version as the primary. If the External Wordmark is being used on any written surface, a primary logo (with illustration) must be displayed on the same surface.

This variations of the logo is provided as scalable vector artwork (EPS), as well as high/low quality pixel files (TIFF, JPG, PNG).

These variations of the logo are provided in black only.

Prince Edward  
**County**  
ONTARIO • CANADA



### Example

#### Tourism Travel Guide

As shown, this travel guide was distributed to a large geographic area and promoted to those unfamiliar with The County. The cover of the guide clearly features the External Wordmark as the predominant title allowing for the geographic area to be showcased, while still displaying the primary logo in the bottom right corner. The partnership between these two logos allow for the formal name of “Prince Edward County” to be displayed while introducing the signature term “The County” to external audiences. It also avoids the need to use the Primary Logo large on any given page.

## 3.2 Placing the Logo

### Colour Backgrounds

Here are examples of the correct way to place The County Logo on a variety of background colours. It is important to have adequate contrast between the mark and the background for optimal visibility.

When placing the logo on a light colour background, such as the left column of examples utilize the variations intended for positive backgrounds (marked \_Pos in the file formats).

When placing the logo on a dark coloured background (shown in the right-hand column on this page), use logo version marked \_Rev in the file formats.

Additional colour backgrounds are available. See [Section 3.3](#)



**White**  
C0 M0 Y0 K0



**Light Beige Palette**  
PMS 468C - C6 M13 Y41 K4 25 to 5 %



**Light Brown Palette**  
PMS 401 - C10 M11 Y17 K27 100 to 5 %



**Yellow Palette**  
PMS 142 - C0 M24 Y78 K0 100 to 5 %



**White**  
C0 M0 Y0 K0



**Dark Grey Palette**  
PMS 426 - C0 M0 Y0 K95 100 to 85 %



**Dark Grey Palette**  
PMS 426 - C0 M0 Y0 K95 100 to 85 %



**Red Palette**  
PMS 186 - C2 M100 Y85 K6 100 %



**Green Palette**  
PMS 384 - C26 M4 Y99 K35 100 %



**Blue Palette**  
PMS 7454 - C65 M35 Y14 K0 100 %

## 3.2 Placing the Logo (Continued)

### Picture/Texture Backgrounds

Here are examples of the correct way to place The County logo on a variety of picture and texture backgrounds. It is important to have adequate contrast between the mark and the background for optimal visibility.

When using the logo on a photograph, ensure it is placed on a part of the image that is free from clutter. The logo should only be placed on images that maintain the adequate contrast, and an area that supports the minimum recommended protective space rules ([Section 3.3](#)).

Use of the positive coloured logo on pictures and textures is acceptable as long as the colour density of the background colour is no greater than 30%. Use of the reversed colour logo on pictures and textures is acceptable as long as the colour density of the background colour is no less than 75%.



When placing The County logo on textures, source examples that embody a rustic and worn impression, such as aged wood or paper.

**DO NOT** place the logo on a background that reduces the legibility.



# 3.3 Logo Usage Guidelines

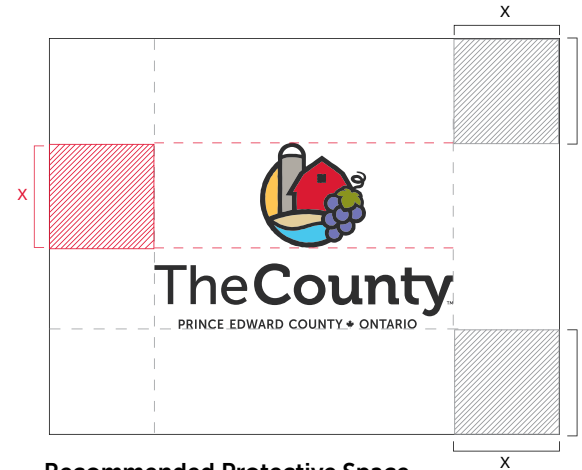
## Protective Space Guidelines

Always maintain adequate protective space around The County logo to maintain visual clarity and to provide maximum impact. The following two guidelines are in place for protective space allowance. The first is the recommended protective space amount. The second is the minimum amount.

### Recommended Protective Space

The recommended protective space is **X**; where **X** is equal to the height of the **icon**. This space is required around all sides of the logo. This applies to positioning around graphic elements, as well as from background field edges, trim and rules.

See next page for Minimum Protective Space.



Recommended Protective Space



Recommended Protective Space

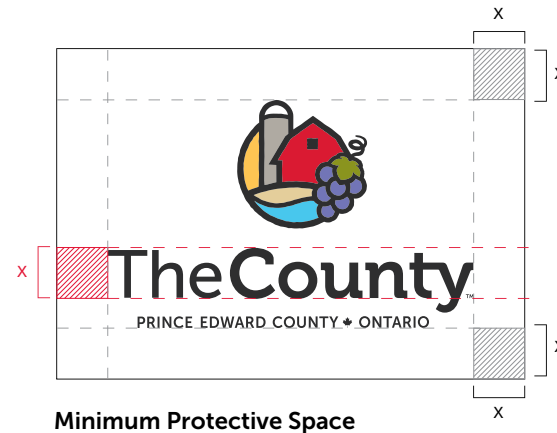
## 3.3 Logo Usage Guidelines (Continued)

### Protective Space Guidelines

#### Minimum Protective Space

There will be instances where the recommended protective space cannot be achieved. In situations where there are space restrictions due to other elements or document sizes, the minimum protective space can be used. The minimum protective space is **X**, where **X** is equal to the height of the letter “C” in the word “County”. This space is required around all sides of the logo. This applies to positioning around graphic elements, as well as from background field edges, trim and rules.

See previous page for [Recommended Protective Space](#).



Minimum Protective Space



Minimum Protective Space

## 3.3 Logo Usage Guidelines (Continued)

### Minimum Logo Size

Maintaining the legibility and the integrity of The County logo is very important, regardless of what the application is or the manner in which it is reproduced. Be sure that when determining the size of the logo that its legibility and integrity are not compromised.

Specific minimum sizing has been established for print applications as well as digital applications. Always maintain the lock-up's aspect ratio when scaling, regardless of the application.

#### Print Applications

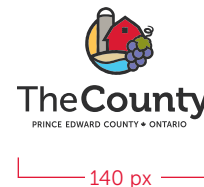


**Primary Vertical Logo**  
Minimum size of 1" width.



**Primary Horizontal Logo**  
Minimum size of 1.25" width.

#### Digital Applications



**Primary Vertical Logo**  
Minimum size of 140 pixels width @ 72dpi.



**Primary Horizontal Logo**  
Minimum size of 185 pixels width @ 72dpi.

## 3.4 Unacceptable Alterations

Consistent application of The County logo is essential to building and maintaining brand recognition. The logo should never be altered or redrawn in any way and only approved digital artwork should be used for reproduction purposes. While not an exhaustive list, these examples illustrate some incorrect uses and deviations to avoid.



**DO NOT** change the colour of any elements in the logo.



**DO NOT** change the logo's proportion.



**DO NOT** add drop shadows or other effects to the logo.



**DO NOT** change the proportion of any one element.



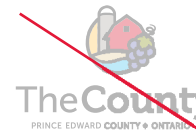
**DO NOT** rotate the logo.



**DO NOT** apply a stroke around the logo.



**DO NOT** add .ca to the end of the logo.



**DO NOT** use the logo at a percentage of the logo colour.



**DO NOT** place close to text; see 3.3 for space requirements.



**DO NOT** use in a holding box or other shape.



**DO NOT** place on a background that reduces the legibility.



**DO NOT** use any colour other than white when knocking out of a solid colour background.



## 3.5 Logo File Formats and Naming Convention

The County has created a wide and comprehensive variety of logo formats. For best reproduction results, it is important that the appropriate file format be utilized. If a file format is needed that is not represented, contact the Corporate Communications Department ([Section 1.2](#)).

A specific file naming convention has been established to ensure ease in locating and utilizing the correct logo variation needed. To use, simply pair one item from each column to formulate the desired file variation.

### Vector Files: EPS

EPS format allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. You may use these files in page layout and graphics programs for print projects. Additionally, EPS format files may also be used to create files in any of the other image formats at exactly the sizes required.

### TIF

TIFs can be used when a variable size is not necessary for print. TIFs have been provided with a transparent background, and should never be scaled or enlarged.

### JPEG

JPEGs are intended for screen or email use. These should be used in smaller sizes. JPEGs should not be used for print. JPEGs do not have a transparent background.

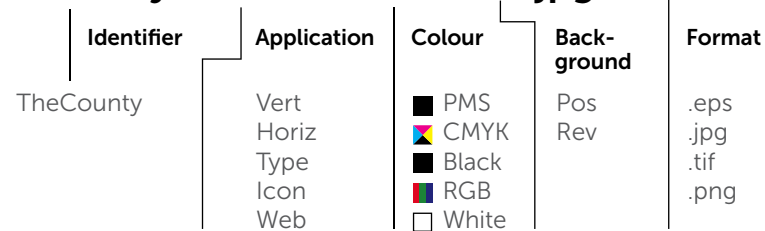
### PNG

PNGs are for screen use only. PNGs do have a transparent background and can be scaled down.

**Note:** JPEG, .TIFF and .PNG logo versions will lose dpi resolution quality if the logo is increased in size. To maintain a resolution quality of 300dpi for print production purposes, it is recommended that the .EPS version be used.

### File Naming Convention

#### TheCounty\_Horiz\_CMYK\_Pos.jpg



## 3.6 Colours

Colours are integral to The County’s visual identity and maintaining consistency is essential.

The County’s primary colour palette consists of a range of vibrant colours creating a contemporary feel all sourced from use in the logo.

The accent colour palette consists of additional tones, less saturated in colour and compliments the contemporary logo palette with a more rustic feel. Selected to complement and expand on the primary colour palette, these colours play a supporting role through their use in backgrounds, titles, charts, graphs and so forth.

Colour combinations should be carefully considered and ideally similar tones are best paired together, such as greens including PMS 384 with PMS 5753 and PMS 618. Ensure no more than four colours are used together at any one time (excluding The County logo). To add flexibility the colours may be tinted to 25%, 50% and 75% with the exception of PMS 186 red.

### Primary Colour Palette



**PMS 426C**  
C0 M0 Y0 K95  
R51 G49 B50



**PMS 186C**  
C2 M100 Y85 K6  
R200 G16 B46



**PMS 2985C**  
C60 M0 Y3 K0  
R91 G194 B231



**PMS 272C**  
C61 M56 Y0 K0  
R116 G116 B193



**PMS 384C**  
C26 M4 Y99 K35  
R148 G147 B0



**PMS 142C**  
C0 M24 Y78 K0  
R241 G190 B72



**PMS 401C**  
C10 M11 Y17 K27  
R175 G169 B160



**PMS 468C**  
C6 M13 Y41 K4  
R221 G203 B164

### Accent Colour Palette



**PMS 7454C**  
C62 M22 Y4 K11  
R85 G127 B166



**PMS 7477C**  
C79 M46 Y47 K18  
R70 G104 B112



**PMS 5753C**  
C65 M44 Y100 K35  
R76 G94 B31



**PMS 618C**  
C40 M32 Y87 K0  
R165 G165 B68



**PMS 5195C**  
C58 M59 Y45 K20  
R114 G96 B104



**Warm Grey 9C**  
C49 M43 Y58 K12  
R137 G131 B107



**PMS 4695C**  
C42 M74 Y81 K53  
R89 G50 B35



**PMS 471C**  
C21 M70 Y100 K8  
R188 G98 B37

To ensure the consistency of our visual identity, specifications for each colour are provided for use in print and web applications. Please note that screen and laser-printer colour is not necessarily an accurate representation of actual colours due to variances in monitor and printer calibrations.

- Pantone Matching System (PMS) colours and CMYK values are provided for print applications.
- RGB values are provided for web applications.

## 3.7 Typography

The County’s Corporate fonts have been selected to provide clarity and legibility, distinctiveness, and also to reflect the tones and emotions associated with its story. These fonts shown below.

### Primary Typefaces

Museo

Museo Sans

### Accent Typeface

Museo Slab

### Default Typeface

Arial

The typography within The County logo and wordmark is a customized solution and should never be altered, replicated or rebuilt.

**Museo 700** - AbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv

**Museo 500** - AbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv

**Museo 300** - AbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv

Contained within The County logo, Museo 700 is used to typeset the word “County”. The varying weights of Museo can be used in all caps for bold short headlines, or in sentence case, for longer, friendly headers. It is for display and advertising purposes and not for text/body copy.

**Museo Sans 700** - AbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu

**Museo Sans 500** - AbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu

**Museo Sans 300** - AbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu

Contained within The County logo, Museo Sans 500 is used to typeset the word “The”. The varying weights of Museo Sans can be used for all short headlines and is ideal for extended amounts of text/body copy.

**Museo Slab 500** - AbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt

This font is used only as a header or tagline font. It is for display and advertising purposes and not for text/body copy.

**Arial** - AbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

The Arial typeface may be used for internally produced documents, forms, reports and web-based initiatives due to it’s widespread availability. Variations such as italicized and bold are acceptable for adding selective graphic punch to the document. However, be aware of accessibility implications. When Museo is unavailable, the Arial typeface may also be used in externally produced communications.

## 3.7 Typography (Continued)

### Font Sizes

Standard corporate font sizes will be used whenever possible for internally produced documents, forms, reports and web-based initiatives. Using a consistent corporate font size will both improve the accessibility of municipal documents, and enhance the consistency of The County's visual identity.

#### Standard corporate font sizes:

Arial 11pt

The County's standard for the body of documents

Arial 13pt

The County's standard for titles/headings

Arial 15pt

The County's standard for large print

It is understood that from time to time, larger or smaller font sizes will be required for certain documents or publications. Regardless of the original font and format, all documents must be made available in alternate formats as necessary.

## 3.8 Supporting Graphics

### Typography Heading Blocks

The County headings blocks use size, placement and spacing of words to express key components of the County brand in a visual dynamic way.

They are comprised of roughly three to five words which can be determined on an individual basis.

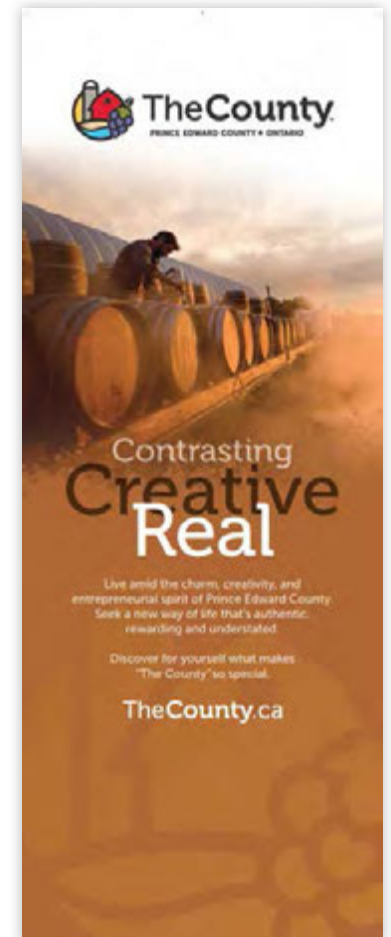
Word size is flexible and should be determined by the importance of each word within the message. Ensure all words within the message are legible. The words are typeset in varying widths of the Museo font family.

The colour palettes for each heading block is adjustable, however, it is recommended that a monochromatic (similar tones) palette be used. The heading blocks are used most effectively when reversed in white on a dark coloured background.

Tour Taste  
Explore  
Unwind

Contrasting  
Creative  
Real

**Example**  
Pull-Up Banner



## 3.8 Supporting Graphics (Continued)

### Watermarks

The use of a watermark of The County icon is an approved graphic solution to add visual interest to marketing materials. It should be used in moderation and never be used on the materials surface more than once per page.

An ideal percentage opacity for the watermark is 10-20%. It is best used in light grey for positive backgrounds, and reversed white for dark backgrounds. In some instances the watermark can be offset the the page.



**Example**  
Facebook Profile Page



## 3.8 Supporting Graphics (Continued)

### Rustic Textures

In order to achieve the proper balance of the brand character, accents of rustic touches are incorporated as support graphics.

Best examples of rustic touches include:

- Worn/rough edging
- Aged textures such as worn paper, old wood, and rough paint



# Brand Applications

Here you can see, at a glance, how all the visual elements described come together to form standard branded materials.

The following section brings together some examples of applying the basic elements together within applications:

- > 4.1 Business Cards
- > 4.2 Letterhead
- > 4.3 Envelopes
- > 4.4 Advertising
- > 4.5 Display Advertising
- > 4.6 Newsletter
- > 4.7 Electronic Communications
- > 4.8 Apparel
- > 4.9 Vehicle Identification

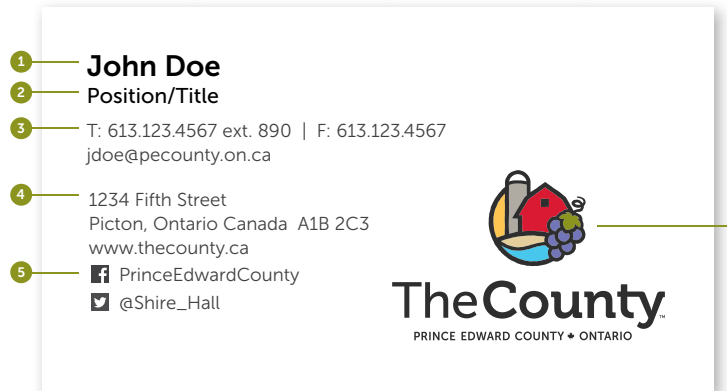


# 4.1 Business Cards

The business card template contains the following information:

- Name
- Job Title(s)
- Primary Telephone
- Facsimile
- Email Address
- Office or Department Location
- Web Page
- Social Media Profiles
- Primary Vertical Logo

Templates for the all stationary are managed, produced and regulated internally through the Corporate Communications Department. To acquire stationery, contact 613.476.2148 ext. 224 or email [communications@pecounty.on.ca](mailto:communications@pecounty.on.ca) to issue an order request.



1. **Individual name**
2. **Position/title**
3. **Contacts:** The business telephone number is preceded by "T:", followed by "ext." (extension number), "F:" (facsimile number), followed by business email address.
4. **Address:**
  - The suite number is given as a simple number followed by the building name
  - Commas separate city town and province with no commas used before the postal code
  - Double spaces are used between the country and the postal code
  - Web page includes the www.
5. **Social Media:** Icons are placed to the left with the profile names to the right, where applicable.
6. **Additional Visuals:** The Icon Only Reversed White logo with 20% opacity is placed in the bottom right hand corner of the back of the card. The background colour is PMS 384C "green".
7. **Logo:** Primary vertical colour placed in the lower right scaled to 0.9"h.

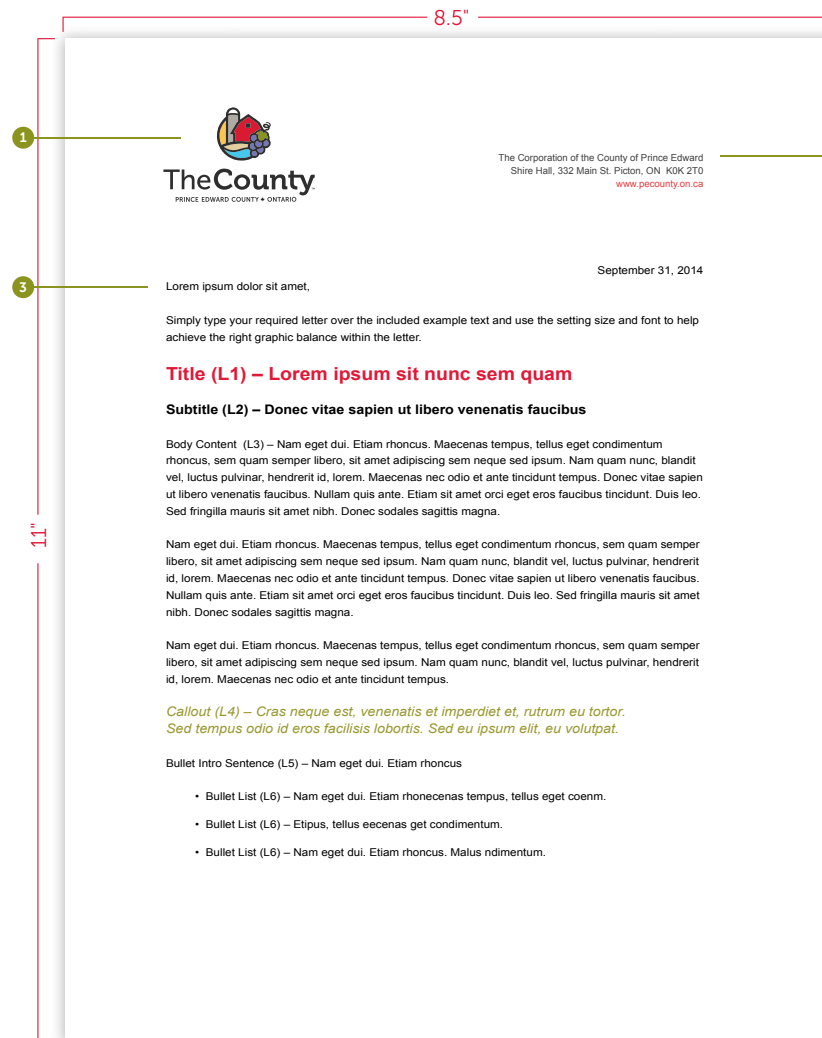
## 4.2 Letterhead

### General Letterhead

The general letterhead is to be utilized in instances when a general situation when the communication message is not specific to a certain department or the Office of the Mayor. This template contains the following information:

- Primary Horizontal Logo
- Office Address
- Web Page

Templates for the all stationery are managed, produced and regulated internally through the Corporate Communications Department. To acquire stationery documentation, contact 613.476.2148 ext. 224 or email [communications@pecounty.on.ca](mailto:communications@pecounty.on.ca) to issue an order request.



1. **Logo:** Primary horizontal colour placed in the top left scaled to 0.5”h x 2”w.
2. **Address:** 10pt font
  - “The Corporation of the County of Prince Edward”, followed by the address
  - Commas separate town and province with no commas used before the postal code
  - Double spaces are used between the province and the postal code
  - Web page includes the www. and is shown in red
3. **Template:** Design standards including margins, styles sheets, colours, and typography have been established and are available for use when including written content.

## 4.2 Letterhead

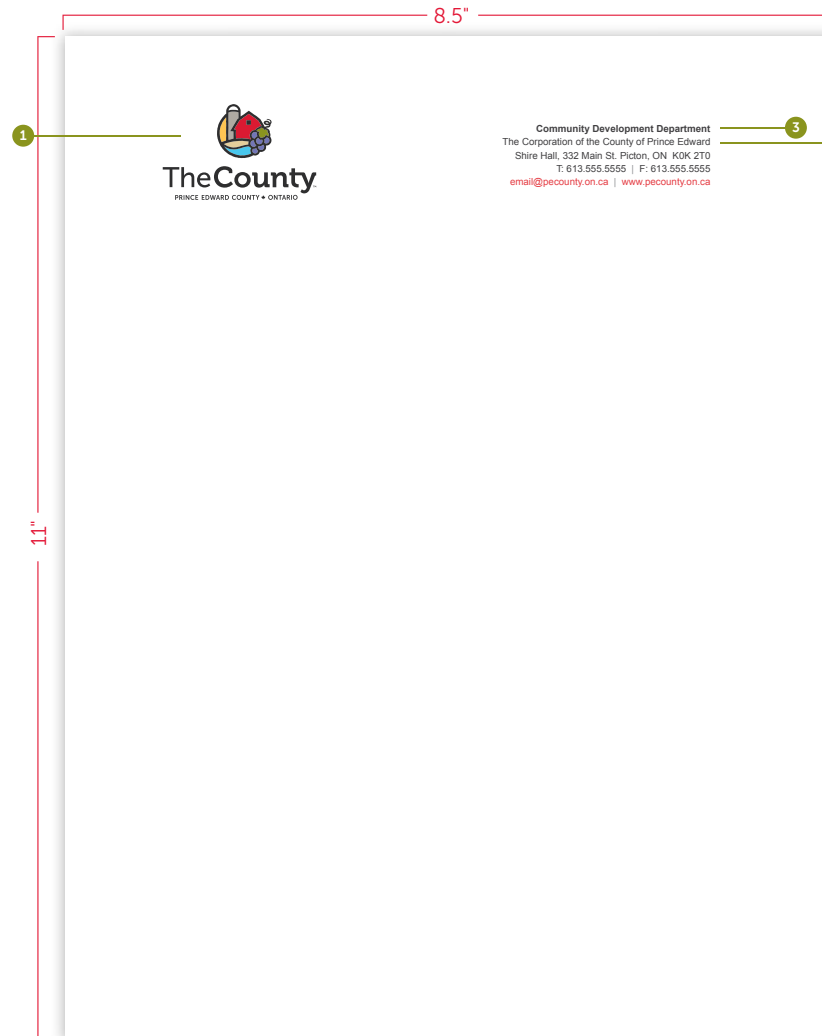
### Department Letterhead

The department letterhead is to be utilized for communication materials produced for internal municipal departments. This template contains the following information:

- Primary Horizontal Logo
- Office or Department Location
- Web Page
- From the Department of, Plus Descriptor
- Primary Telephone
- Facsimile
- Email Address

Templates for the all stationery are managed, produced and regulated internally through the Corporate Communications Department.

To acquire stationery documentation, contact 613.476.2148 ext. 224 or email [communications@pecounty.on.ca](mailto:communications@pecounty.on.ca) to issue an order request.



1. **Logo:** Primary horizontal colour placed in the top left scaled to 0.5"h x 2"w.
2. **Address:** See general letterhead.
3. **Department Contact:** "Community Development Department", followed by "The Corporation of the County of Prince Edward", followed by the business telephone number is preceded by "T:", followed by "ext." (extension number), "F:" (facsimile number), followed by business email address shown in red.

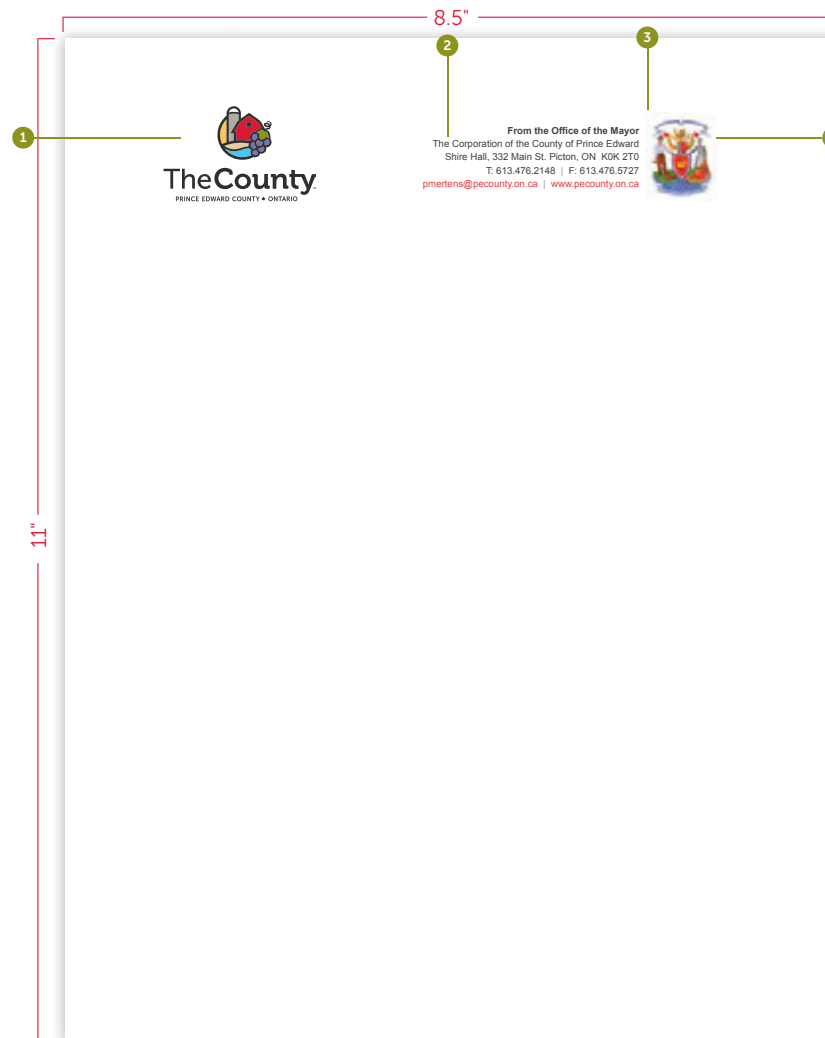
## 4.2 Letterhead

### Office of the Mayor Letterhead

The Office of the Mayor letterhead is to be utilized exclusively for communication materials produced and distributed by the Office of the Mayor. This template contains the following information:

- Primary Horizontal Logo
- Office or Department Location
- Web Page
- From the Office of the Mayor Descriptor
- Primary Telephone
- Facsimile
- Email Address
- The Coat-of-Arms

Templates for the all stationery are managed, produced and regulated internally through the Corporate Communications Department.



- 1. Logo:** Primary horizontal colour placed in the top left scaled to 0.5”h x 2”w.
- 2. Address:** See general letterhead.
- 3. Mayor Contact:** “From the Office of the Mayor”, followed by “The Corporation of the County of Prince Edward”, followed by the business telephone number is preceded by “T:”, followed by “ext.” (extension number), “F:” (facsimile number), followed by business email address shown in red.
- 4. Official Uses of The Coat-of-Arms:**
  - Seal of the Corporation
  - Proclamations, Official Reports and other printed documents
  - Property Identification
  - Mayor’s Chain of Office
  - Mace and Flags
  - Use of the Coat-of Arms is an official symbol intended for ceremonial application
  - Use of the Coat-of-Arms on business stationery and business cards is restricted to the Mayor and Members of Council

## 4.3 Envelopes

The envelope templates contain the following information:

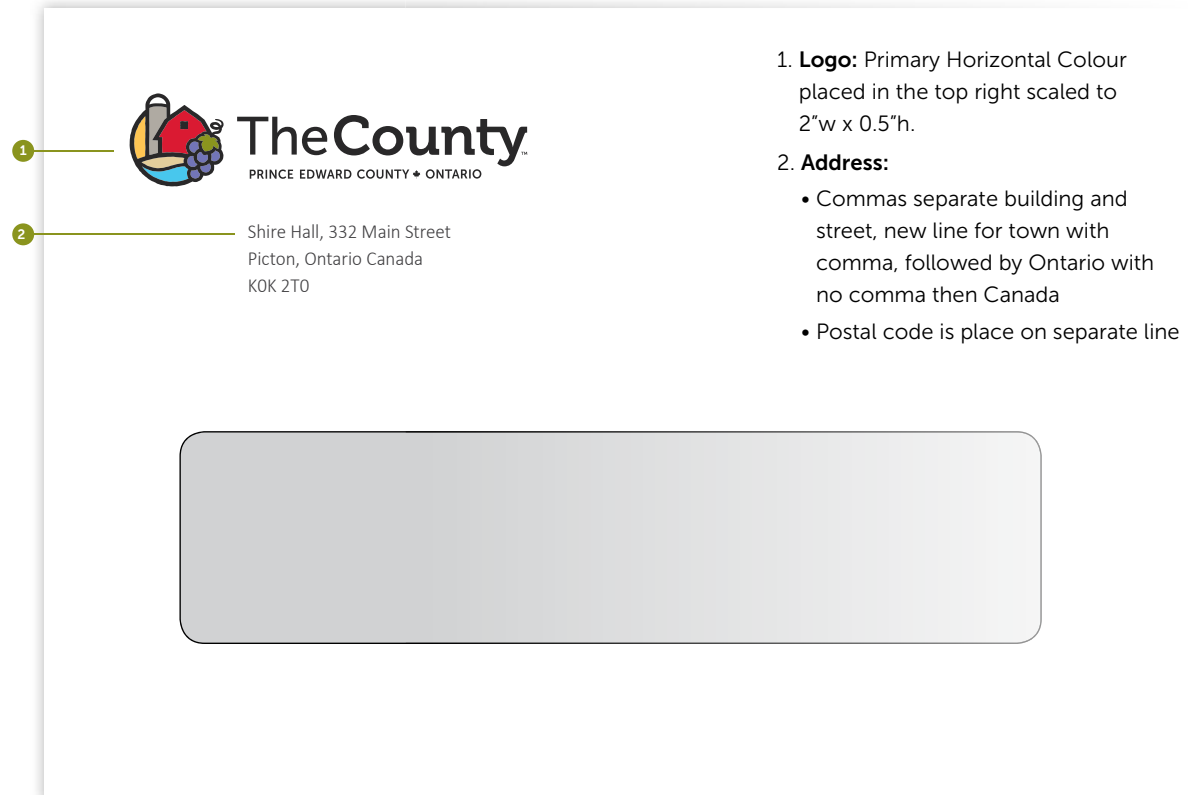
- Name
- Job Title(s)
- Primary Telephone
- Facimile
- Email Address
- Office or Department Location
- Web Page
- Social Media Profiles
- Primary Vertical Logo

### Common Layout Sizes:

Commercial #10	4.125"x9.5"
Window	4.125"x9.5"
Catalogue	7.5"x10.5", 9"x12", 10"x13"

Templates for the all stationery are managed, produced and regulated internally through the Corporate Communications Department.

To acquire stationery documentation, contact 613.476.2148 ext. 224 or email [communications@pecounty.on.ca](mailto:communications@pecounty.on.ca) to issue an order request.



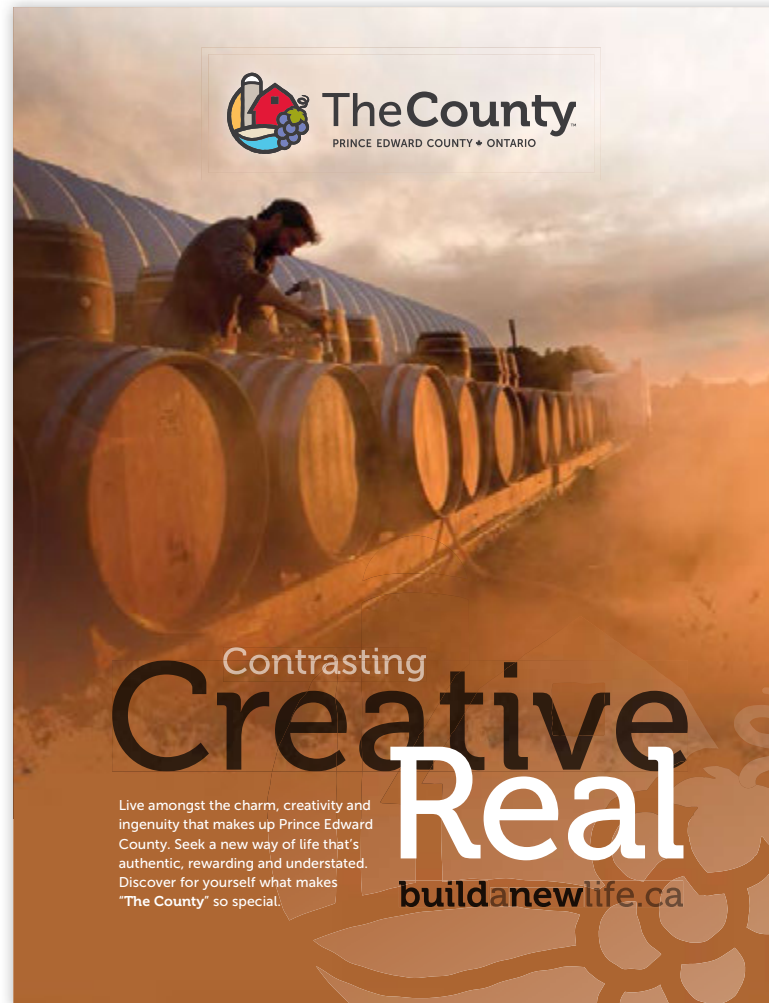
1. **Logo:** Primary Horizontal Colour placed in the top right scaled to 2" w x 0.5" h.

2. **Address:**

- Commas separate building and street, new line for town with comma, followed by Ontario with no comma then Canada
- Postal code is place on separate line

## 4.4 Advertising

Advertising allows The County to craft and broadcast messages that shape its reputation with prospective visitors, residents and the community. Presenting a standardized look and tone makes ads more recognizable and therefore, more effective. All external advertising purchased and/or placed by any division or department of The Corporation of the County of Prince Edward must be submitted for advance review and approval by the Corporate Communications Department. Doing so ensures consistent imagery and content. This requirement applies to external print publications such as magazines and newspapers, external websites, billboards, other signage mediums, external sponsorships, event programs, and all television and radio advertising. This requirement does not apply to recruitment advertising which is placed by Human Resources in consultation with corporate communications.

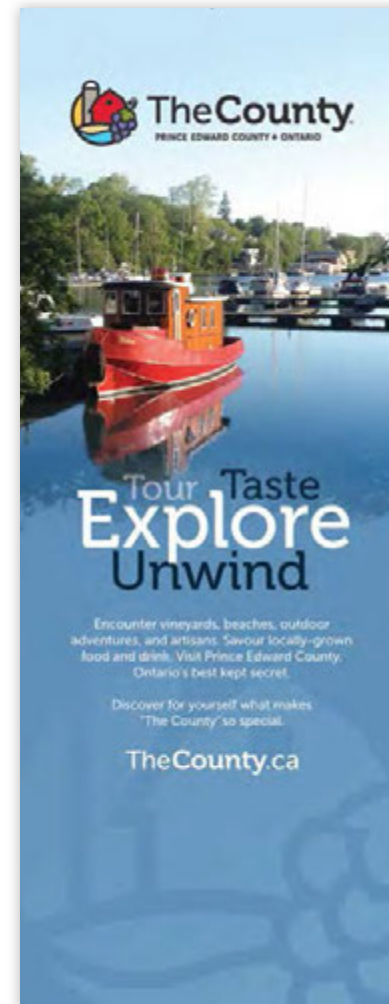
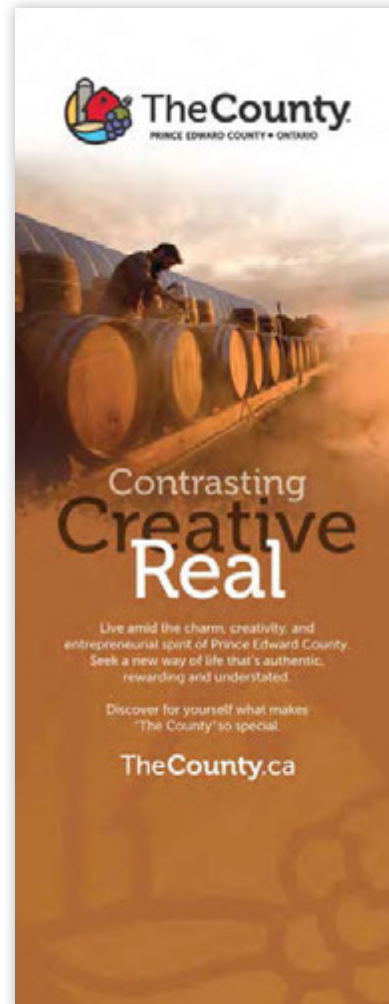


All advertising must include the following elements:

- The County primary logo
- The web address of The County, department or the specific event
- Imagery files that are a minimum of 300 dpi at the actual print size
- Graphic accents can be used to mimic the visual flair of the example with such tool as the typography heading blocks, The County colour palette and typography

## 4.5 Display Advertising

Similar to the guidelines outlined for advertising, display advertising (i.e. Pull-up Banners) allows for a visual presence within the community that clearly presents The County brand front and center. Primary creation of display advertising will be produced via the Corporate Communication Department. However, all external display advertising purchased and/or placed by any division or department of The County must be submitted for advance review and approval by the Corporate Communications Department. Examples includes vehicle signs, exterior/interior signs, banners, window decals, and displays used for public events/tradeshows, kiosks, etc.



All display advertising must include the following elements:

- The County primary logo
- The web address of The County, department or the specific event
- Graphic accents can be used to mimic the visual flair of the example with such tool as the typography heading blocks, The County colour palette and typography

**Example**  
Pull-up Banners

# 4.6 Newsletter

The visual identity elements can be combined to create a compelling colour newsletter. This newsletter template sets the framework for consistent and professional brand consistency, while allowing full flexibility to customize messaging and written. It is available as a Microsoft Word .docx file as well as an Adobe InDesign .indd file.

The newsletter template includes multiple pages of example layouts, colour palettes, font style sheets, one, two and three column structures, and integration of photography and call-outs.





## 4.7 Electronic Communications

The County has a pre-established email signature template that should be used by all municipal staff. Information includes:

- Name
- Position/Title
- The Department Name
- Business Telephone and Extension
- Business Facsimile
- Business Email
- Business Address

There are standardized details that are not to be modified. These include “The County™”, webpage url, facebook & twitter hyperlinks, and the legal statement with references to ‘Acts’ italicized.

Templates for electronic communications are managed, produced and regulated internally through the Corporate Communications Department. To acquire the email signature template, contact 613.476.2148 ext. 224 or email [communications@pecounty.on.ca](mailto:communications@pecounty.on.ca).

**Name** 1


**Title** 2

The Corporation of the County of Prince Edward 3

T: 123.456.7890 ext.123 | F: 123.456.7890

[name@pecounty.on.ca](mailto:name@pecounty.on.ca)

---

 **TheCounty™** 4

280 Picton Main Street, Picton, ON, K0K 2T0

Mailing Address: 332 Picton Main Street, Picton, ON K0K 2T0 5

[www.thecounty.ca](http://www.thecounty.ca) | [facebook](#) | [twitter](#)

This communication is intended for the addressee indicated above. The information contained in the email will be used for municipal purposes and will be managed in accordance with *The Municipal Act* and *The Municipal Freedom of Information and Protection of Privacy Act*. If you have received this in error, please notify us immediately. 6

- Name:** 12pt Arial Bold
- Title:** 11pt Arial Regular
- Address:** “The Corporation of the County of Prince Edward”, followed by the business telephone number is preceded by “T:”, followed by “ext.” (extension number), “F:” (facsimile number), followed by business email address shown in blue (C88 M55 Y7 K8)
- Logo:** Icon only graphic, followed by “The” in 19pt Arial Regular, followed by no space and “County” in 19pt Arial Bold.
- Mailing Address:** followed by the website “www.thecounty.ca”, “facebook”, and “twitter shown in blue (C88 M55 Y7 K8) and separated by a dash.
- Disclaimer:** 9pt Arial Regular with reference to the “Acts” in italics

## 4.8 Apparel

The County apparel provides a unique opportunity to reinforce the brand image in a positive and memorable way. It is therefore critical that The County logo be tastefully and consistently applied to all items.

Give the logo plenty of space and stick with neutral colours including earth tones, blacks, whites, greys, navy and beige (as examples). In ideal situations, it may be possible to select apparel colours that reflect the primary or accent colour palettes noted in this manual.

When placing The County logo, both the primary vertical or primary horizontal can be used. There is also flexibility to use either the colour version or the black/white version. Ensure proper contrast is present when placing the logo on coloured backgrounds (refer to [Section 3.2](#)).

Acceptable areas to place the logo include: left side chest, center front, center back, and horizontally along the sleeve.

The proposed use of any graphic treatments on apparel must be reviewed and approved by the Corporate Communications Department.



**Polo White**



**Dress White**



**T-Shirt Front**



**Polo Black**



**Dress Black**



**T-Shirt Back**

## 4.9 Vehicle Identification

The County logo should appear in its full colour version whenever possible, on light toned vehicles. For dark vehicles the one-colour white solid version should be used (See [Section 3.2 for Placing the Logo on Background Colours](#)).

It is important to evaluate the visual contrast of a vehicle's colour to determine whether the full colour or one colour solid version should be used.

When placing The County logo, both the primary vertical/horizontal can be used.

Acceptable areas to place the logo include, either side doors, on the rear, and reversed out of rear window.

The proposed use of any special graphic treatments on vehicles must be reviewed and approved by the Corporate Communications Department.



Side-door



Rear



# Photography

The County brand is dependent on good quality images that help distinguish the brand, tell its story, and ultimately draws further interest. Photography is an essential part of reflecting The County spirit and sense of place.

When choosing photography, ensure it:

- Reflects authenticity
- Delivers impact
- Captures a moment in time
- Engages the viewer
- Tells a story

# 5.1 Photography Overview

## Subject Matter

- Experiential
- Strong sense of place
- Optimistic and warm
- Real life (not posed or staged)
- Singular subject matter per image



## Style

- Bright tonal range
- Clear/sharp focus on subject matter
- Natural lighting (no extensive photo-retouching)
- Clean, simple areas of “white space”



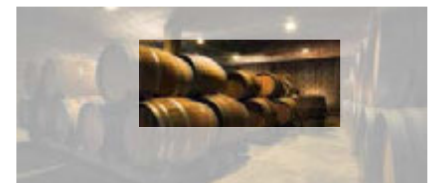
## Scale

- Foreground - Clearly focused on one subject matter
- Middle-ground - Clearly focused on mid-range view of an experience in action
- Background - Serves as a backdrop for the environment in which experience occurs



## Cropping

- Original - Start with an appropriate foreground, middle-ground, or background image
- Cropping - Select an area that is an appropriate size for the document
- Final Image - Is focused on single subject, clutter free, and provides ample clear-space for typography



# 5.1 Photography Overview (Continued)

## Scenery

- Picturesque nature
- Serene views
- Rustic/vintage touches
- Real life (not posed or staged)
- Singular subject matter per image



## People

- Real people experiencing a moment in time
- Natural and spontaneous
- Multi-cultural and multi-generational
- Optimistic and warm



## Living

- Strong sense of place
- Pride in the roots and heritage; suggesting a way of life in The County
- Be wary of using the same demographic, setting and industry too often. Diversify throughout multiple uses



The Corporate Communications Department maintains a selection of County photography. Images are available for use by internal departments as well as for external use. The Corporate Communications Department will determine appropriate use of The County images, including instances when permission of subjects in photographs is required before those images can be reproduced. For more information, contact the Corporate Communications Department at 613.476.2148 ext. 224 or email [communications@pecounty.on.ca](mailto:communications@pecounty.on.ca) to make an order request.



# Co-Branding

The County brand is accessible by everyone including residents, visitors, business, and organizations. The intended composition of this brand was built under the pretense that the brand captures The County as a whole, not simply the municipality or key official stakeholders.

## 6.1 Co-Branding with a Partner

As an additional graphic added to the primary logo, a simple inclusion of a descriptor line alongside the logo will help to provide clarity and purpose to the presentation of two brands together. The available options include:

- Part of
- Supported by
- Funded by
- In Association with
- Sponsored by
- Made in

Co-branding with The County logo may only occur when a group or individual has submitted an application that outlines how they meet The County’s Co-branding requirements, and in return have received approval from The County’s Corporate Communications Department.

Those interested in co-branding with The County are asked to contact the Corporate Communications Department at 613.476.2148 ext. 224 or email [communications@pecounty.on.ca](mailto:communications@pecounty.on.ca) to confirm eligibility and process.



Wording placed here



Special attention must be made when placing the appropriate wording in conjunction with The County logo. It is recommended that only the provided statements shown be used. The positioning of the wording must match the examples shown and reflect the same size and placement. When typesetting the wording, the Arial Regular typeface should be used. The size of the letters is equal to half the height of the letters in County (see example above).



## 6.1 Co-Branding with a Partner (Continued)

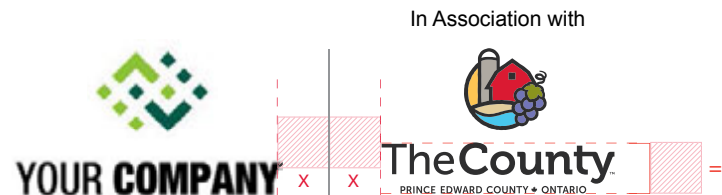
The following section establishes the relationship between the use of The County logo in conjunction with external municipal partners. Those interested in co-branding with The County are asked to contact the Corporate Communications Department at 613.476.2148 ext. 224 or email [communications@pecounty.on.ca](mailto:communications@pecounty.on.ca) to confirm eligibility and process.

In order to graphically express the relationship between The County logo and a partner brand, co-branding standards have been established. As a general rule, if the partnership is 50/50, The County logo will appear in conjunction with the partner brand, with both logos being displayed at equal size.

### Vertical Positioning



The height proportion of the branded partner logo should match to the height proportion of The County's logo. The example shown exhibits the correct vertical positioning.



The width proportion between the partner logo and the center grey key-line should be equal to "x" (same width as the size as the height of The County's type treatment). The same amount of space "x" should be placed from the grey key-line to The County logo.

## 6.1 Co-Branding with a Partner (Continued)

Those interested in co-branding with The County are asked to contact the Corporate Communications Department at 613.476.2148 ext. 224 or email [communications@pecounty.on.ca](mailto:communications@pecounty.on.ca) to confirm eligibility and process.

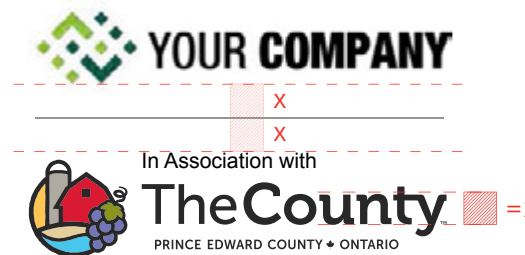
In order to graphically express the relationship between The County logo and a partner brand, co-branding standards have been established. As a general rule, if the partnership is 50/50, The County logo will appear in conjunction with the partner brand, with both logos being displayed at equal size.

### Horizontal Positioning



The width proportion of the branded partner logo should match to the width proportion of The County logo.

The example shown exhibits the correct horizontal positioning.



The height proportion between the partner logo and the center grey key-line should be equal to "x" (same height as the size of The County smaller case letters). The same amount of space "x" should be placed from the grey key-line to The County logo.