



**SOUTH
FRONTENAC**

BRAND GUIDELINES

Visual Identity Standards & Guidelines

— July 2021 —



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SOUTH FRONTENAC



USING THIS GUIDE

GOALS AND INTENDED USAGE

The goal of this manual is to help guide and facilitate the effective implementation of the South Frontenac brand and its various visual elements.

This manual contains guidelines governing the proper and consistent use of South Frontenac's brand story, key messages, logos, colours, typography and brand applications. Consistency in the look and content of our communications materials provides a recognizable and memorable presence.

The brand and this accompanying manual are intended to be used to uphold the South Frontenac vision and priorities in our Strategic Plan.

To maintain a consistent brand identity in order to communicate and build a trustworthy presence in the minds of the people and organizations with whom we seek to communicate, we have developed a comprehensive set of brand guidelines for the use of the logos and visual identity. It is not designed to inhibit creativity or expression but rather provide a solid, standardized foundation upon which all departments and programs can build their marketing and communication material as approved by the South Frontenac Administration.

This guide covers the core components of our identity and the basic rules for ensuring we increase our name recognition to help our community, partners and customers understand who we are. A brand is a living, evolving entity, so this document is subject to changes and updates. Be sure to reference the most up-to-date version and read the guidelines in that document.

RESOURCES

The South Frontenac Administration is responsible for managing the brand's visual identity.

Administration sets the branding, marketing and visual identity policies and oversee the efforts of internal and external individuals, commercial vendors and organizations that communicate our message and identity. All print materials, websites, social media, 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 Administration are not in compliance with the guidelines contained in this manual, appropriate modifications may be required. Any questions regarding these guidelines should be directed to:

Communications Officer

Phone: (613) 376-3027 Ext. 2260

SOUTH FRONTENAC LOGO

To request an official copy of any of the South Frontenac logo variations or any of the graphics contained in this brand manual, email your request to the Communications Officer at communications@southfrontenac.net.

BRAND TEMPLATES

The official South Frontenac templates (i.e. business cards, letterhead, envelopes, etc.) can be requested from the Communication Officer. Under no circumstances should any department design their own stationery. Please use the templates provided when building new materials and be sure to stay within the parameters of the brand guidelines. To obtain a copy of the templates, email your request to communications@southfrontenac.net.

FAQS

What is a brand?

A brand is a statement of shared beliefs about who we are, how we're different and why we're special. We use that statement of shared beliefs to form the basis for all of our marketing and communications. A strong brand helps us demonstrate our common purpose and identity. It enhances South Frontenac's reputation, creates awareness and establishes relevance with our audiences. It is not just what we say about ourselves, it is also what other people say, feel and believe about our Township. At its heart, our brand is our promise about the complete experience they will have when they engage with South Frontenac. Each of us is responsible for keeping and strengthening the promises we make to our current and prospective residents, visitors, community and our many other constituents.

Why are we formalizing the brand for the South Frontenac?

Partners/stakeholders have identified a need to ensure consistency amongst all internal and external communications in the presentation of South Frontenac. By aligning the appearance and use of this identity, there will be greater brand recognition and therefore a better understanding of what South Frontenac means to individuals within the Township and outside members of the public.

What role do I have in protecting the brand?

A brand is only as strong as those who use and enforce it. It is imperative that whenever you communicate with others, your materials and your words reflect the South Frontenac brand tone. This refers to the clarity, tone, style and professionalism in which the information is presented. All internal and external partners using South Frontenac's logo have a shared responsibility to ensure the identity is being presented according to the Brand Manual.

Why can't I change or tweak the look of South Frontenac's logo?

For South Frontenac to communicate a consistent story about its offering, there needs to be a uniform pattern in how the logo is displayed across all marketing and communication platforms. South Frontenac will gain more significant popularity if we present the visual the same way each time.

Can I continue to use an existing logo, mark or graphic that we have on file from the past?

For the betterment of the South Frontenac brand, all internal and external partners are being asked to phase out the existing Township logo and adopt the new logo collection contained in this manual.



2

INTRODUCTION TO THE BRAND

BRAND STATEMENTS

OUR MISSION

- A unified approach - striving for equity among our residents and communities;
- Setting exemplary service and infrastructure standards that the community can be proud of;
- Managing our operations and assets in a financially sustainable manner;
- Planning for the future, being proactive and having the capacity to adapt to change:
- Engaging and collaborating with citizens and partners in an open and transparent manner;
- Preserving and leveraging the community's natural assets, history and rural lifestyle;
- Recognizing the Township's role in the stewardship of our environment; seeking and taking advantage of practical opportunities to improve and sustain it.



“

OUR VISION

Natural, vibrant
and growing -
a progressive
rural leader.

BRAND STATEMENTS

OUR VALUES

What we consider important and will strive for as we carry out our Mission.

- Communications & Collaboration
- Financial Sustainability
- Progressive and Flexible
- Environmental Sustainability
- Public Service Excellence



BRAND STATEMENTS

OVERARCHING PRIORITIES

- Position South Frontenac as a regional leader.

- Promote and support growth that meets the community's needs while maintaining the integrity of our natural environment.

- Ensure the organizational capacity to deliver cost-effective services in a changing world.

- Be a catalyst for the creation of vibrant, complete communities.



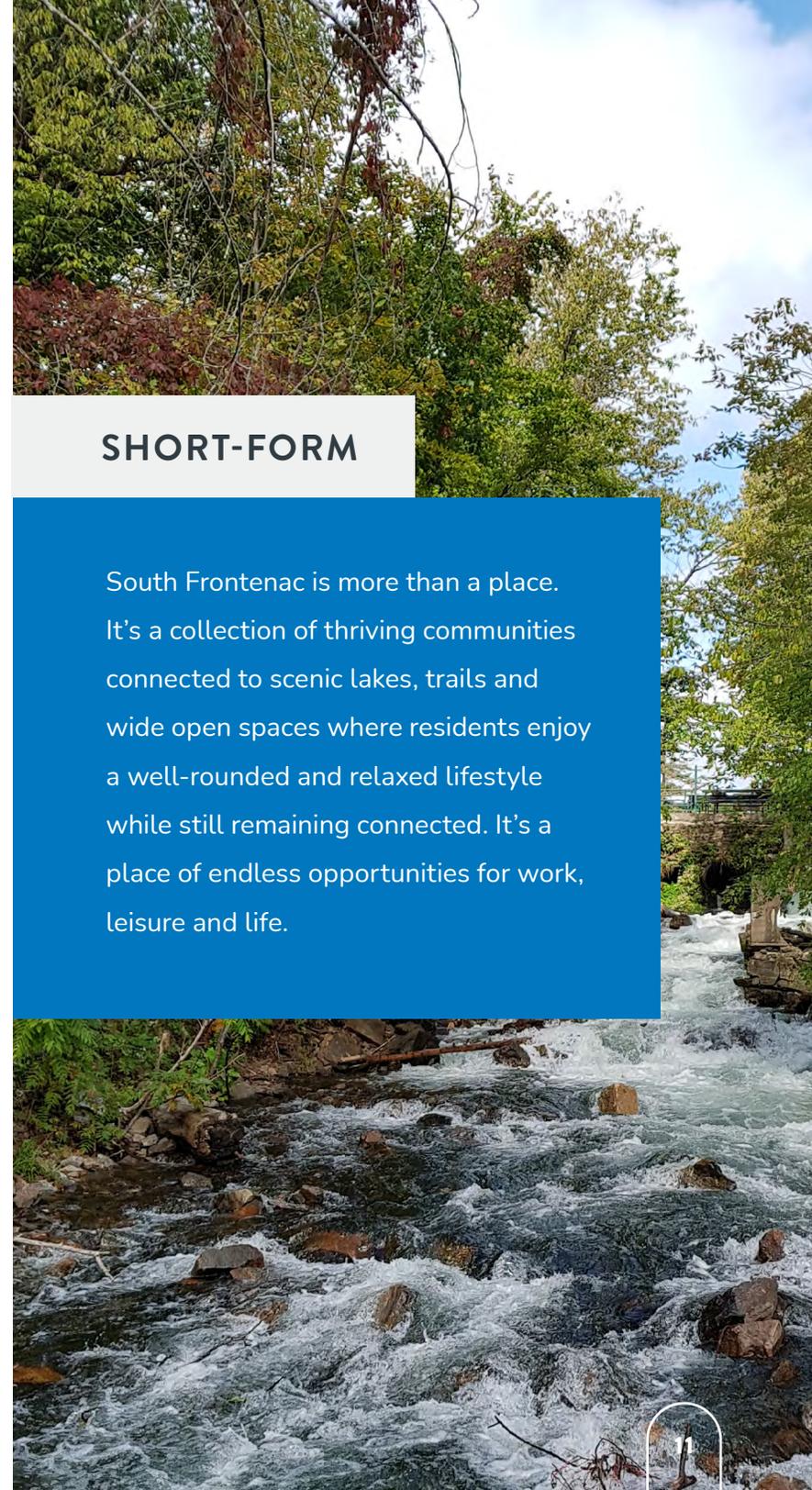
BRAND POSITIONING

LONG-FORM

South Frontenac is more than a place; it's a breath of fresh air, it's where you can enjoy a more well-rounded and relaxed life. It's an opportunity to live rural, surrounded by scenic lakes, trails and wide open spaces while still being part of a thriving and bustling community. It's small towns with big opportunities, original offerings from artisans and business owners, and easy access to all the amenities you desire. South Frontenac is the rural living you crave without compromising on convenience or a sense of community.

SHORT-FORM

South Frontenac is more than a place. It's a collection of thriving communities connected to scenic lakes, trails and wide open spaces where residents enjoy a well-rounded and relaxed lifestyle while still remaining connected. It's a place of endless opportunities for work, leisure and life.



VALUE PROPOSITION

South Frontenac is unique in that it offers a rugged, rural oasis without losing access to amenities which can be found in our villages and hamlets, and in a nearby urban centre. Plus, regardless of where you are in South Frontenac, a lake, trail or good neighbour is always nearby. The local government recognizes these qualities, and provides unique programs and services aimed at supporting residents, visitors, volunteers and the natural environment. Living in South Frontenac means real support and real solutions, from your community and from the local government.

KEY DIFFERENTIATOR

Where else can you go from city bustle, to big skies and rolling fields, through historic villages, to lake life amidst the Canadian Shield – all within a 20 minute drive? South Frontenac is a different kind of rural – it's progressive, connected and full of natural energy. The Frontenac Arch Biosphere gives us a distinctive look, which in combination with our wide open spaces, large farms, and abundance of lakes and rivers makes us unique. But, we're not isolated or cut off from the conveniences of the city. Living in South Frontenac means you can enjoy the Countryside, small town vibes and vibrant communities that offer all the essentials you need, while being only a short drive away from a larger urban setting. We are the best of both. We are a different kind of rural.

BRAND MANIFESTO

EXTERNAL

Here's to the people that go out of their way to help a neighbour. To those who get up at the crack of dawn to get out on the lake because that's when the fish are biting best. To those who waterski, ride snowmobiles, volunteer at the local food bank, and know area farmers by name. Here's to us, the residents of South Frontenac. You'll find us on trails, at the lake or at a local ball field cheering on our team. We appreciate the dark skies, tall trees and wide open spaces. But we also like to let loose, be creative, build and grow, so we value the opportunities and amenities that our unique location affords us. We may be easygoing and laid back, but we thrive on this community's energy and optimism. You see it in our growing villages, artisanal products, driven entrepreneurs, active sports leagues and bustling parks, trails and beaches. We appreciate this area because it's friendlier, welcoming, and was built on farm fresh food, family dinners, and gatherings down by the lake. Yet we love the conveniences and amenities that our communities provide and in turn, we've realized something that many have not - you can have the best of both worlds in South Frontenac. Rural can be convenient. Disconnecting means connecting in a better, healthier way.

INTERNAL

To the Township of South Frontenac team, it is our duty to support good living for all our residents. We work in a thriving rural community amongst people who choose dark skies, tall trees and wide open spaces over traffic jams and anonymity. Our people are easygoing, but hard working and resilient. And that's how it should be... that's how we should be!

You see, we're here to help make this ideal place even better. By being proactive, transparent, innovative and collaborative, we can work together to continue to preserve our wonderfully natural environment for years to come. To help realise South Frontenac's vision of being Natural, Vibrant and Growing, and a Progressive Rural Leader.

BRAND ATTRIBUTES

Brand attributes are a set of characteristics that identify the visual, verbal and behavioral traits of the organization, in the same manner that physical, character, and personality attributes are used to identify individuals. Ingrained in the philosophy and every-day practice, the following are the brand attributes that make up the overall feeling of the brand for South Frontenac.

NATURAL

With over 75 lakes and countless streams, ponds and natural springs, South Frontenac is a place of natural beauty and wonder. Where the water stops, forests flourish, wildlife thrives and rolling fields stretch towards the horizon. We not only celebrate and benefit from that natural environment, we are champions and stewards of it.

CONVENIENT

With higher education institutes, first rate hospitals, nightlife and many other opportunities just minutes away, South Frontenac is in an ideal location for those seeking balance. It's the sense of community and connection that you crave without compromising on the amenities that you sometimes require.

FRIENDLY

Our events are family-friendly, your neighbours will watch out for your kids, and the people in neighbouring hamlets will get to know you by name. Maybe it's the slower pace of life, the connection to nature or the small town events that help us get to know each other. But here we are down-to-earth, approachable and ready to lend a hand. Welcome home, this is where you belong.

RESILIENT

This community is built on perseverance; from generations of families that worked the land, were sustained by its waters, or carved out a home amidst forests and rocky outcroppings. It took commitment and resilience – but it instilled a sense of value in the community and the land on which it was built. That same resilience, optimism and respect can be seen in the eyes of newcomers, looking to create their own history in this flourishing community.

PEACEFUL

All you have to do is drive in from a larger urban centre to realize there is a certain calmness that you feel once you get to South Frontenac. Less traffic, more space, nature all around and lakes and trails at every turn. It's a calm that feeds your soul.

PROGRESSIVE

Rooted in history but always looking forward, South Frontenac is home to big thinkers, community leaders, scholars and visionaries. We embrace change without losing sight of what's important, and we're eager to pursue that next opportunity to plan, evolve and grow.

BRAND ESSENCE

South Frontenac is the one place where you find three polarizing landscapes working symbolically together, weaving and seaming into one. There are the blue waves of lake-life, the furrows found in our rural areas, and the overarching energy of lush, green nature; our environment brings us together. Amongst all this, lies the Great Canadian Shield, protruding powerfully and part of our heritage. The logo reflects this perfect balance and the symmetry of these elements coming together.

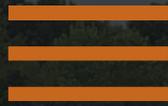
South Frontenac's many communities are connected in much the same way as our diverse landscapes, brought together by a common sense of resiliency, adventure and a humble way of life. These communities (represented by the three circles) thread into the other elements as an ever present part of the past and future of South Frontenac.





CANADIAN SHIELD

The centerpiece of the logo is represented by the Canadian Shield. Characterized by strength and resilience, it not only signifies the geographic landscape, but the characteristics of the people who live here.



CONNECTION TO THE LAND

Amidst the rock, the land of South Frontenac has been worked on for generations. Soil signifies opportunity, not only for those who farm it, but for those who value a more peaceful and balanced way of life.



LAKES & WATERWAYS

Water is a way of life in South Frontenac.
It keeps us connected, nourished, and
provides a path to adventure.



COMMUNITY & VITALITY

With friendly faces and helping hands, nature inspires activity in South Frontenac. A sense of balance is found quickly. Living here keeps us grounded.



LOGO VARIATIONS

LOGO ANATOMY

The South Frontenac logo(s) are highly instrumental in how the Township is recognized and perceived by its internal and external audiences. The primary logo is comprised of two main design elements, including the icon and wordmark. It is vital to be consistent with this application and never display the logo in configurations other than those shown in this manual.

ICON



**SOUTH
FRONTENAC**

WORDMARK

In every application, the logo must be displayed prominently and legibly, following these guidelines:

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

RESPONSIVE LOGO SYSTEM

Responsive logos are shape-shifting logos that change in size and complexity to accommodate and adapt to wherever they are placed.

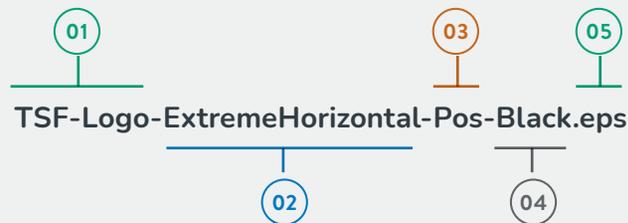
The South Frontenac logo is a combination of icon and wordmark. It is always preferable to use the logo version that contains both elements in the traditional horizontal or vertical form. But when needed, it is also acceptable to use other logo variations presented in this manual to best suit the size and proportion of where it is being placed.



FILE NAMING CONVENTION

A comprehensive variety of logo formats have been created to ensure the best reproduction results. It is essential to utilize the appropriate file for production. To aid in selection, a specific naming convention is shown below for reference.

1. Identifier	TSF-Logo
2. Descriptor	Vertical / Horizontal / Vertical_External / Horizontal_External / Icon / ExtremeHorizontal / Crest / Crest_Promo
3. Background	Pos / Rev
4. Colour	PMS / CMYK / RGB / Black / White
5. Format	.eps / .tif / .jpg / .png



FILE FORMATS

EPS format allows for high-quality print reproduction and 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 other image formats at precisely the size required.

TIF files 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 larger. TIF files have been supplied in high-quality print resolution at 300 dpi in CMYK colour format. This format is ideal for printing, used by designers and printers.

JPG are a non-editable pixel file that will lose quality as it increases in size. JPGs do not have a transparent background and are provided in RGB colour. This format is ideal for daily use, such as presentation materials, reports, business forms, etc. JPG files are suitable for all types of users.

PNG files have been provided with a transparent background and should never be scaled larger. PNG files have been supplied in low-quality web resolution at 72 dpi in RGB colour format. This format is optimal for web or email applications and is ideal for all types of users.

VERTICAL LOGO

The following are the acceptable variations of the South Frontenac logo for use in vertical positioning. The Vertical logo is the preferred logo format and should be used where possible. 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.

Placing this logo on colour backgrounds can be found on [page 32](#).

TSF-LOGO-VERTICAL-POS-PMS/CMYK/RGB



TSF-LOGO-VERTICAL-POS-BLACK



TSF-LOGO-VERTICAL-REV-PMS/CMYK/RGB



TSF-LOGO-VERTICAL-REV-WHITE



HORIZONTAL LOGO

The following are the acceptable variations of the South Frontenac logo for use in horizontal positioning. This variation is ideal for placing on spaces which are more wide than tall.

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.

Placing this logo on colour backgrounds can be found on [page 32](#).



EXTREME HORIZONTAL LOGO

The following are the acceptable variations of the South Frontenac logo for use in extreme horizontal positioning. This variation is ideal for placing on very wide signage or digital headers.

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.

Placing this logo on colour backgrounds can be found on [page 32](#).



ICON ONLY LOGO

The following are the acceptable variations of the South Frontenac logo for use as an icon only. It is important to recognize when to use the icon only logo. The appropriate reasons to use an icon only version would include: when reproduction quality or legibility would be compromised, space restrictions, when using as an avatar, or if the design warrants it.

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.

Placing this logo on colour backgrounds can be found on [page 32](#).



CREST LOGO

The following are the acceptable variations of the South Frontenac logo for use in a crest. This variation is ideal for placing on materials that appear outside of the South Frontenac region, due to the inclusion of the Ontario, Canada wording.

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.

Placing this logo on colour backgrounds can be found on [page 32](#).



PROMOTIONAL CREST LOGO

The following are the acceptable variations of the South Frontenac logo for use as a promotional crest. This variation is for limited use and typically only used in promo materials (swag) and for those applications that are best suited to a more simplistic version of the crest logo.

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.

Placing this logo on colour backgrounds can be found on [page 32](#).



EXTERNAL MARKET LOGOS

The following are the acceptable variations of the South Frontenac logo for use in the external market. External market is defined as any promotion of South Frontenac outside of the regional boundaries of the Township. The inclusion of the wording “Ontario, Canada” assist in establishing the province and country South Frontenac is located in.

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.

Placing this logo on colour backgrounds can be found on [page 32](#).





4

REPRODUCTION
STANDARDS

PLACING THE LOGO ON COLOUR BACKGROUNDS

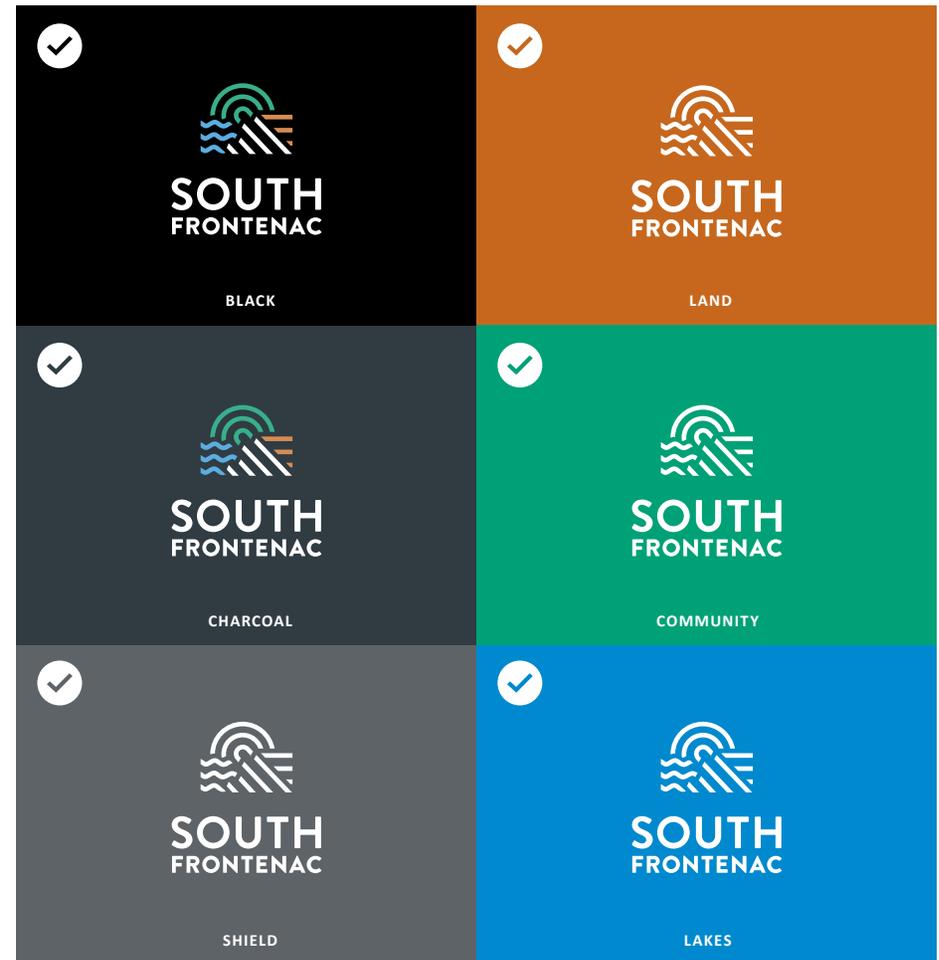
Here are examples of the correct way to place the South Frontenac logo on a variety of background colours. It is important for optimal visibility to have adequate contrast between the logo and the background.

The approved colours that the logo can be placed on are shown here, colour breakdowns of each colour can be found on [page 39](#). The reversed colour logo can only be placed on Black or Charcoal. Otherwise the White reversed logo should be used.

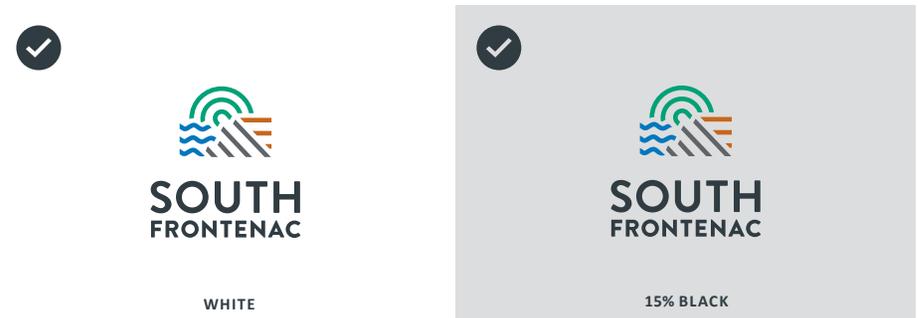
When placing the logo on a dark coloured background (shown in the top right-hand column section on this page), use logo version marked **_Rev** in the file formats.

When placing the logo on a light colour background (shown in the bottom right-hand column section on this page), use logo version marked **_Pos** in the file formats.

REVERSE THE LOGO ON A DARK BACKGROUND



REVERSE THE LOGO ON A LIGHT BACKGROUND

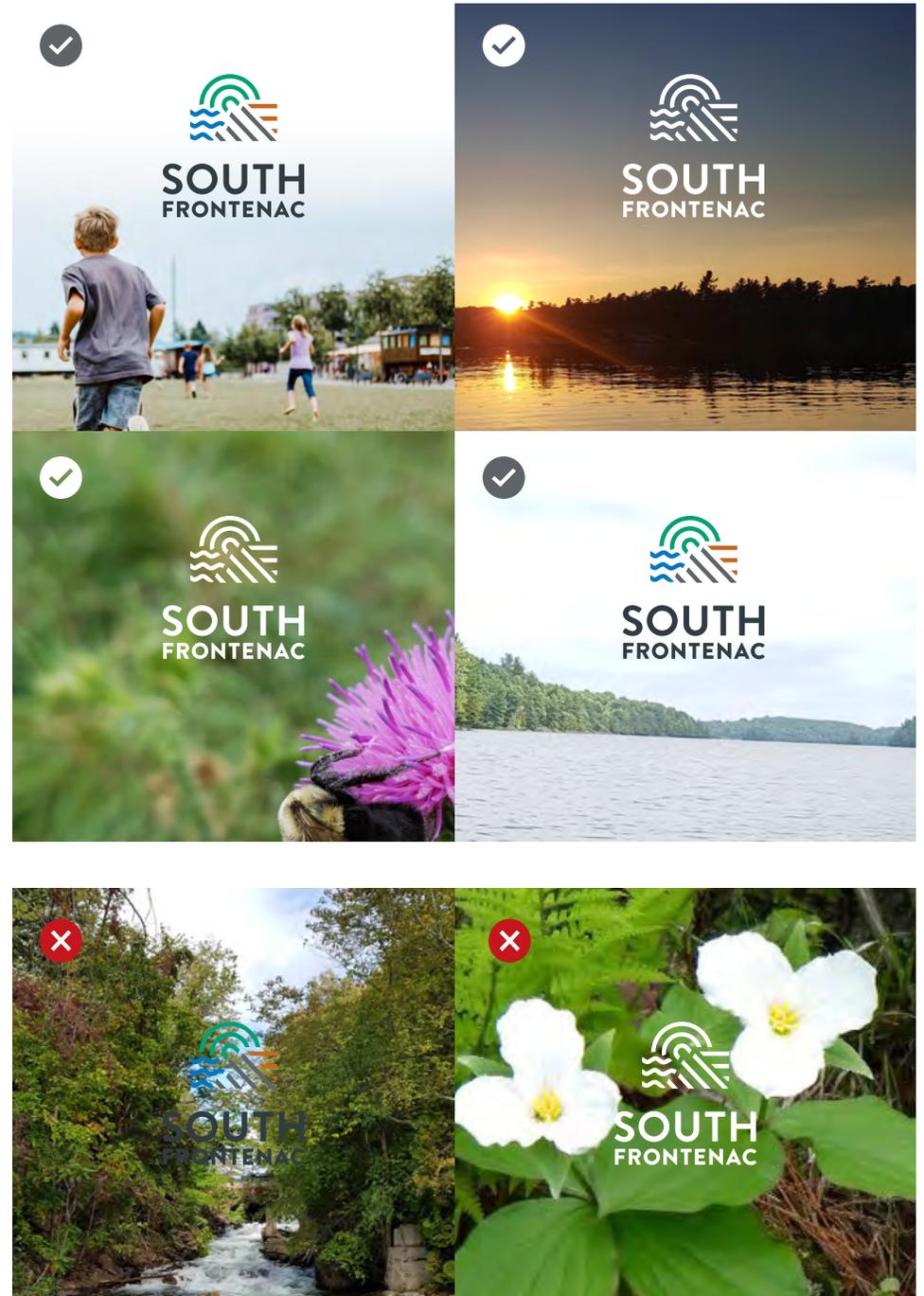


PLACING THE LOGO ON PICTURE BACKGROUNDS

Here are examples of the correct way to place the South Frontenac logo on a variety of picture and texture backgrounds.

It is important for optimal visibility to have adequate contrast between the logo and the background. 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, found on [page 35](#).

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 25%. Use of the reversed colour logo on photographs and textures is acceptable as long as the colour density of the background colour is no less than 70%.



MINIMUM SIZING

Maintaining the legibility and integrity of the South Frontenac logo is vital, regardless of what the application is or how it is reproduced. Be sure when determining the size of the logo that its legibility and visibility are not compromised.

Specific minimum sizing has been established for print applications in inches as well as web applications in pixels. Always maintain the lock-up aspect ratio when scaling, regardless of the application.



0.65" / 62PX



1" / 96PX

	PRINT	WEB
HORIZONTAL	1"	96PX
HORIZONTAL EXTERNAL	1.25"	120PX
EXTREME HORIZONTAL	1.85"	180PX
VERTICAL	0.65"	62PX
VERTICAL EXTERNAL	0.75"	72PX
CREST	1"	96PX
PROMO CREST	1"	96PX
ICON	.35"	34PX

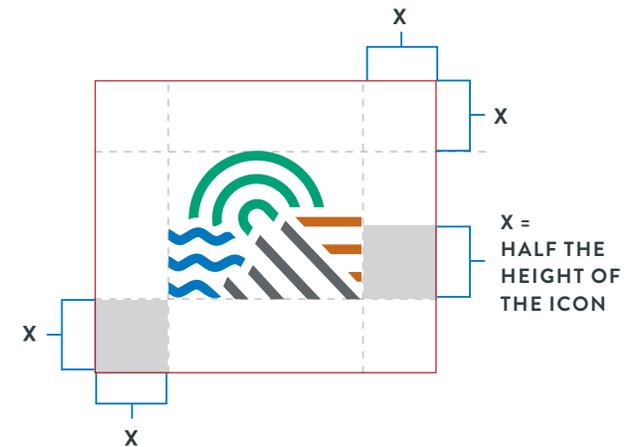
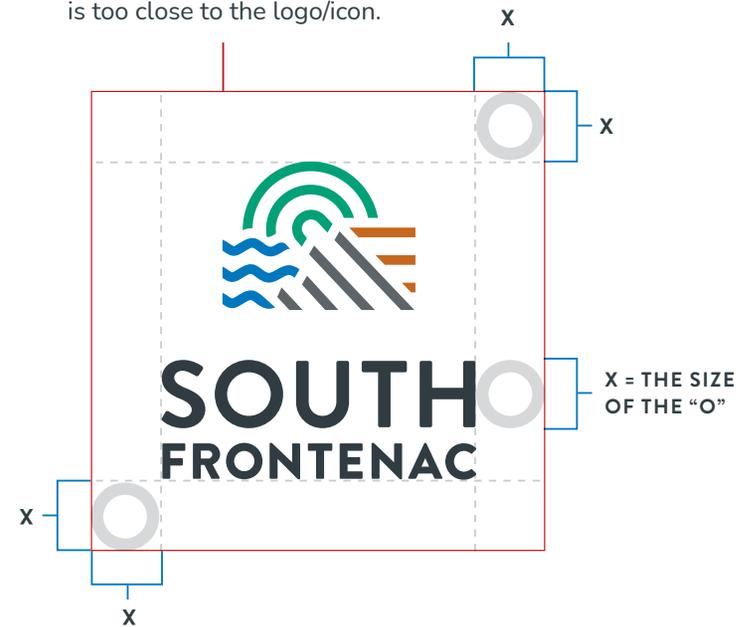
CLEARSPACE RECOMMENDATIONS

To safeguard the integrity of the South Frontenac logo, always endeavour to maintain the specified margin of space (= to x) defined in this diagram. No type or graphics should ever cross this margin in order to maximize the logo's visibility and legibility.

For logos that contain wording the size of the "O" in the word South is the baseline for the amount of clearspace to be used around the logo.

For logos that contain no wording the size of the half the height of the icon is the baseline for the amount of clearspace to be used around the icon.

No element should cross this red line, if it does that element is too close to the logo/icon.



UNACCEPTABLE ALTERATIONS

This page illustrates some, but not all, of the possible misuses of the South Frontenac logo.

- ① DO NOT change the colour of any elements.
- ② DO NOT add drop shadows or other effects.
- ③ DO NOT change the proportion of any one element.
- ④ DO NOT apply a stroke around any element.
- ⑤ DO NOT apply at a certain percentage of its colour.
- ⑥ DO NOT place inside a holding box or other shape.
- ⑦ DO NOT change the proportions when resizing.
- ⑧ DO NOT rotate.

①



②



③



④



⑤



⑥



⑦



⑧



CO-BRANDING

When the South Frontenac is the lead logo, it should always be placed on the left of the partner logo when they appear side-by-side. Stacking the logos should be avoided unless there are space restrictions. When stacking is required, always place the South Frontenac logo on the top with the partner logo below with the appropriate spacing and alignment.

When the South Frontenac is the secondary logo, then the logo sizing ratio stays the same but the logos would switch positions for left and right.

To safeguard the integrity of the the South Frontenac logo always endeavour to maintain a margin of space that surrounds the logo when placing it next to the partner logo. The baseline alignment of both logos are defined in the diagrams on this page.





5

COLOURS, TYPOGRAPHY & PATTERN

BRAND COLOURS

Colours are integral to the visual identity, and consistency is essential. The South Frontenac brand colours consist of colours sourced from use in the logo and complimentary colours.

PMS	Specialty print applications
CMYK	Print applications
RGB	Electronic/online use
HEX	Web use

PMS	432 C	CHARCOAL
CMYK	48 29 26 76	
RGB	48 60 66	
HEX	#303c42	

PMS	424 C	SHIELD
CMYK	64 52 49 21	
RGB	94 100 104	
HEX	#5e6468	

PMS	153 C	LAND
CMYK	5 64 100 17	
RGB	198 103 29	
HEX	#c6671d	

PMS	7724 C	COMMUNITY
CMYK	82 0 67 11	
RGB	0 161 118	
HEX	#00a176	

PMS	285 C	LAKES
CMYK	90 48 0 0	
RGB	0 118 190	
HEX	#0076be	

BRAND TYPOGRAPHY

LOGO FONT

The font Brandon Grotesque was used within the South Frontenac logo. The font family can be used for high level titles within promotional and marketing materials. Due to the strong stylistic qualities of this font it is not ideal for large content blocks.

The Brandon Grotesque font family can be accessed for licensing through:

<https://fonts.adobe.com/fonts/brandon-grotesque#licensing-section>

The font family has a variety of weights including: Thin, Light, Regular, Medium, Bold, Black with all weights also available in italics.

AaBbCc0123

Brandon Grotesque Bold

ABCDEFGHIJKLMNOPS
TUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890

BRAND TYPOGRAPHY

PRIMARY FONT

The Nunito font family should be used in all South Frontenac materials to project a consistent visual identity. This includes promotional materials, digital advertising, and other printed materials.

The font family has various weights, including Extra-Light, Light, Regular, Medium, Semi-Bold, Bold, Extra Bold & Black with all weights also available in italics.

There are two versions of the font family, one that is rounded (Nunito) used for body content and one that is squared off (Nunito Sans) that is more ideal for subheading.

The Nunito font families can be accessed for licensing through:

<https://fonts.google.com/specimen/Nunito?query=Nunito>

<https://fonts.google.com/specimen/>

[Nunito+Sans?query=Nunito](https://fonts.google.com/specimen/Nunito+Sans?query=Nunito)

AaBbCc0123

Nunito regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890

AaBbCc0123

Nunito Sans regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890

BRAND TYPOGRAPHY

ALTERNATIVE FONT

When the primary and secondary fonts are unavailable, use Arial in its place. Arial is readily available within word processing, spreadsheets and presentation programs.

Common usage includes: letters, labels, memos, PowerPoint, invoices, forms and binders.

AaBbCc0123

Arial regular

ABCDEFGHIJKLMNOPS
TUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890

BRAND PATTERN

South Frontenac brand pattern plays an important role in creating strong brand recognition, bringing depth to the brand identity, and creating a memorable brand experience.

The brand pattern should only be displayed as a secondary or supporting element only, and should never overpower or dominate a design.

You may rotate and proportionately scale the brand pattern while maintaining secondary or supporting visual presence.

Use of the brand pattern **MUST NOT** conflict with any other established guidelines.



PREFERRED COLOUR AND APPLICATION

PMS	432 C
CMYK	48 29 26 76
RGB	48 60 66
HEX	#303c42

Multiply Transparency Effect > Opacity Up to 50%





6

BRAND APPLICATIONS

STANDARD BUSINESS CARDS

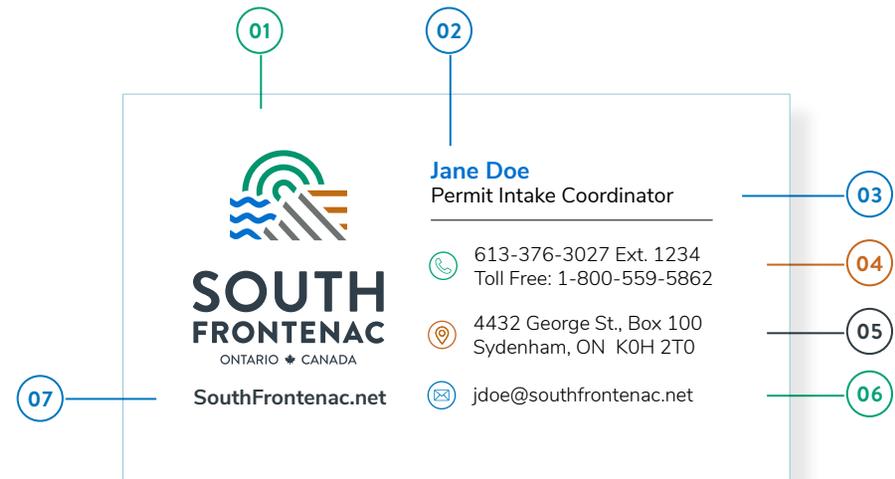
The standard business card template for South Frontenac contains the following information:

FRONT SIDE

1. Vertical External Logo
2. Staff Name
3. Job Title
4. Phone Number(s)
5. Address
6. Email
7. Website

BACK SIDE

8. Horizontal Logo
9. Brand Pattern



VEHICLE IDENTIFICATION

Considering all vehicles will be seen against a wide variety of backgrounds in various formats, contrast and legibility are the key factors contributing to the vehicle branding.

OPTION 1

Produced to be a streamline use of graphic pop on vehicles, the logo is placed as a one colour black adhesion. Positioning of the vertically stacked logo is ideally on the driver and front passenger doors, while the extreme horizontal logo is placed above the rear wheels of pick-up trucks.

OPTION 2

For greater brand impact and recognition, this version gives a dramatic graphic pop. The vertically stacked logo should appear on the driver and passenger door in one colour black, with the extreme horizontal logo above the rear wheels of pick-up trucks. The brand pattern can be used to the rear of the vehicle using a mix of orange and white adhesive.



Option 1



Option 2



PROMOTIONAL ITEMS

South Frontenac promotional items and apparel provide a unique opportunity to reinforce the brand image in a positive and memorable way. It is therefore critical that the South Frontenac logo be tastefully and consistently applied to all items. The placement of the logo on promotional items must adhere to all brand guidelines and standards. When choosing colour materials to place the logo on, reference the approved brand colours on [page 39](#) to match as closely as possible. When using colour promotional items be sure to adhere to the “Placing the logo on a colour background” rules on [page 32](#).



SIGNAGE

South Frontenac's signage is one of the most visibly recognizable elements of the brand. To maintain a consistent brand image across all signage, it requires that the vertical logo be used on all signage when possible. All signage must follow the guidelines stated in the Visual Identity Guidelines, including but not limited to logo placements, text, and background. Considering that sign materials, locations and applications will vary, a consistent, clean and accessible signage system is paramount. This has been established through the use of clear space and accessibility compliant colours.

OPTION 1

Full colour logos on white and silver background.



Gateway Signage



Gateway Signage



Hamlet Signage



Facility Signage



Boundary Signage



Public Service Signage

SIGNAGE

South Frontenac's signage is one of the most visibly recognizable elements of the brand. To maintain a consistent brand image across all signage, it requires that the vertical logo be used on all signage when possible. All signage must follow the guidelines stated in the Visual Identity Guidelines, including but not limited to logo placements, text, and background. Considering that sign materials, locations and applications will vary, a consistent, clean and accessible signage system is paramount. This has been established through the use of clear space and accessibility compliant colours.

OPTION 2

Full colour and all black logos on Charcoal Grey and Tangerine Orange.



Gateway Signage



Gateway Signage



Hamlet Signage



Facility Signage



Boundary Signage



Public Service Signage



We acknowledge that these guidelines cannot address every situation that may arise; therefore, below, you'll find the contact information for the South Frontenac team member who will be able to answer any specific questions, should they arise.



Communications Officer

Phone: (613) 376-3027 Ext. 2260

Email: communications@southfrontenac.net