



2020 Brand Standards Manual

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Brand Standards Manual Presented by
vsmarketing.ca

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Brandmark

The brandmark is the distinctive visual symbol that is used to visually identify the brand. The logo identifies our municipality and is used in its entirety.

When developing print materials in partnership with other organizations or sub-brands please refer to the Co-branding guidelines on page 11.

Symbolic Brandmark Representation:

The loon symbolizes tranquility and nature, which is abundant throughout the region. It is believed by traditional cultures that the loon teaches us to follow our dreams. The loon has been placed in a forward motion to capture the idea of progressive leadership.

The forest-scape silhouette represents nature, strength, peace, abundance, and also serves to embrace the rising sun. The sunrise symbolizes growth and opportunity. The use of a complete circle is a universal symbol that welcomes you in and invites positivity. The circle symbolizes a strong community.

The logomark combines the elements in a representation of the municipality. Nature, abundance and tranquility surrounds the positive, welcoming community; a community filled with a deep appreciation of their environment, a community led by progressive leadership.

✔ Preferred Usage



✓ Secondary Usage

Some applications will require the logo to be placed on a coloured background or produced in a simplified technique. The logo may appear in white and spot orange, white, process black or it's original state only. Ensure the colour is selected based on the highest-contrast option to allow those with vision impairments the best viewing experience.

Acceptable Use:



1-Colour Process

ie. embroidery,
screen printing.



2-Colour Process

ie. producing signage,
apparel etc.



Unacceptable Use:



Signature Space

To fully establish the strength of the brandmark, a clear space must be kept around the signature.

The signature was designed to define the municipality and underline the inherent value. No other elements, such as text or images, should enter this safety distance established around the logo. This allows the logo to remain successful and best communicate the corporate image. The signature should never be altered or distorted in any way. It must not be re-drawn, but rather reproduced electronically or photographically from the electronic files provided with these standards.

✓ Acceptable Signature Space

The minimum clear space is designated by the diameter of the inner ring in the logomark. This space applies all around the signature. The desired clear space area for marketing and advertising materials is the outer ring of the logomark.



x - Diameter of the inner rectangle in the logomark indicates the minimum signature clear space.

x - Diameter of the outer rectangle in the logomark indicates the preferable signature clear space.



✓ Minimum Size

The signature may not be used smaller than the indicated size.



Typography

Consistent use of typography is an essential part of creating a consistent visual brand.

The following page provides specific guidelines on font families and their hierarchical use to be used for all communications. The fonts shown here should always appear in their original form. They should never be distorted (condensed or expanded). Adjustments to letter kerning or tracking is permitted where required or desired. The italic or bold versions for some of these fonts are not displayed below, but may be used allow with combinations of the brand colours to emphasize text messaging within communications.

✓ Acceptable Typography

Open Sans (Primary)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &@%#?!?({/

Arial (Alternate 1)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &@%#?!?({/

Helvetica (Alternate 2)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &@%#?!?({/

Expressive Font Options:

The expressive font may be used for the tagline, expressive headlines, call-outs or quotes.

Photograph Signature (Expressive)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &@%#?!?({/

Open Sans (Expressive Alternate)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

✓ Acceptable Application

Header 1 Font

24pt Fira Sans
Title Case
Flush left

Header 2 Font

18pt Open Sans Bold
Title Case
Flush left

Subheads Font

14pt Open Sans Bold
Title Case
Flush left

Bodycopy Titles

10 pt Open Sans Bold
Sentence case
Flush left

Bodycopy
10 pt Open Sans Regular
Sentence case
Flush left

Callouts Font

14pt Open Sans Italic
Title Case
Flush left

Typography - Web Implementation

Font Family: Fira Sans

Standard

```
<link href="https://fonts.googleapis.com/css2?family=Fira+Sans:wght@400;700&display=swap" rel="stylesheet">
```

@import

```
<style>
@import url('https://fonts.googleapis.com/css2?family=Fira+Sans:wght@400;700&display=swap');
</style>
```

Specify in CSS

```
font-family: 'Fira Sans', sans-serif;
```

Font Family: Open Sans

Standard

```
<link href="https://fonts.googleapis.com/css?family=Open+Sans&display=swap" rel="stylesheet">
```

@import

```
<style>
@import url('https://fonts.googleapis.com/css?family=Open+Sans&display=swap');
</style>
```

Specify in CSS

```
font-family: 'Open Sans', sans-serif;
```

For examples of how fonts can be added to webpages, see the getting started guide.
https://developers.google.com/fonts/docs/getting_started

Colour Palette

A comprehensive colour palette has been developed to provide flexibility while creating a unified, recognizable appearance across all our communications.

The Pantone Matching System (PMS) colours shown here have been selected as the standard colours to be used in communications materials. The colours presented here have been reproduced to simulate the PANTONE* colours specified; they are not to be used for purposes of colour matching. Always reproduce these PANTONE colours as shown in the current edition of the PANTONE Colour Specifier swatch book.

*PANTONE, Inc.'s check-standard trademark for colour reproduction and colour reproduction materials.



Corporate Colours

Includes specifications for PMS colours on coated stock (C) and uncoated stock (U), when reproduced using 4-colour process (CMYK) and digital output (RGB). The corporate colour palette includes the use of black and white.

PMS 295 C

C: 100	R: 0
M: 84	G: 40
Y: 36	B: 86
K: 39	#182a54



Accent Colours

Accent colours have been selected to convey highlight and stylize designs, and to grab the viewer's attention. Accent colours are to be used for selected spot applications meant to highlight and emphasize graphic and written information.

PMS 20-8 C

C: 0	R: 247
M: 50	G: 148
Y: 100	B: 29
K: 0	#F7941D

PMS 295 U

C: 86	R: 54
M: 69	G: 80
Y: 34	B: 114
K: 17	#316094

PMS 179-3 U

C: 0	R: 209
M: 0	G: 211
Y: 0	B: 212
K: 20	#d1d3d4

Graphic Elements

Graphic elements create a unique look and add visual interest to enhance our brand storytelling.

Your graphic elements are a key part of your brand identity. Consistent display of these elements are important to keeping the brand consistent. Some applications will require the domain and tagline to be placed on a coloured background. The header, footer, domain and tagline may appear in white, Process Black or corporate colours only. Ensure the colour is selected based on the highest-contrast option to allow those with vision impairments the best viewing experience.

✓ Preferred Tagline Presentation

Our Home / Notre Chez-Nous

✓ Preferred Domain Presentation

eastferris.ca

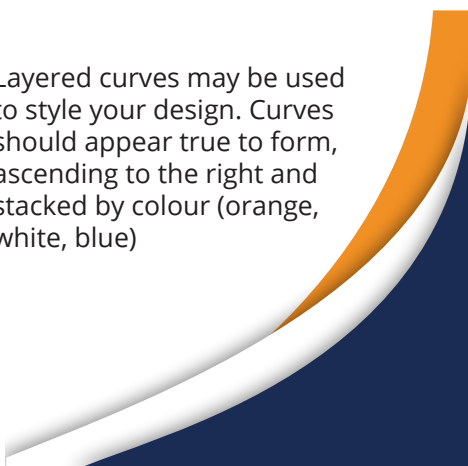
eastferris.ca

✓ Preferred Graphic Elements

Using the preferred photos, this graphic element may be used when posting on social media, creating documents, reports, signage or other communications.

Sample:

Layered curves may be used to style your design. Curves should appear true to form, ascending to the right and stacked by colour (orange, white, blue)



Co-branding

Often times partners must be represented in materials by including their brandmark along side the brandmark of the municipality.

In equal partnerships, brandmarks should be the same visual weight. If there are major and minor partners logo size may reflect the scale of participation.

✓ Single equal partner lock-up



Partner
Brandmark
or
Sub-brand Icon

✓ Multiple equal partner lock-up



Partner
Brandmark
or
Sub-brand Icon

Partner
Brandmark
or
Sub-brand Icon

✓ Minor partner lock-up



Partner
Brandmark

Partner
Brandmark

Photography

Photography plays a significant roll in the presentation of a brand. Wherever possible include photography in all promotional materials.

Whether capture images by hiring a photographer or selecting stock resources, photograph should include people in a positive, authentic and natural environment. Be mindful of diversity in selection however ensure diversity is represented in a natural and authentic way.



Preferred Photo Style

Focus is on people, nature, community, and landmarks highlighting our vibrant community.



Secondary Photo Style

Focus is on people, who represent the target audience, smiling or participating in an activity related to the municipality.



Alternate Photo Style

Impersonal photos may be used of closely cropped nature image or object to tell a story. This may also serve as an alternate option should options with subjects not be available.



Brand Story

Ours is a story of residents and government working together to build a vibrant and healthy rural community that we proudly call: our home / notre chez-nous!

Our Environment:

East Ferris is active by nature with an environment that lures us outdoors at every opportunity and in every season. With big sparkling lakes at the outer edge of fields and forests speckled with a diversity of vegetation, protecting the natural environment is important to the citizens of East Ferris. The call of the loon, the sunrises over the lakes and the pleasure of a good walk through the forest all are elements of life that are precious to citizens of East Ferris. This proximity to nature, combined with nearby sophisticated urban centres, attracts talented high-performers who could choose to live anywhere else. But they choose East Ferris because it has everything they want in a rural setting. East Ferris is the envy of many surrounding communities as it enjoys an above average number of recreational amenities.

Our Community & Our Economy:

Modern East Ferris has inherited the resolve and ingenuity of settlers who saw promise in this landscape and overcame hardships to build a community. Those traits are alive today in our warm hearted families, visionary entrepreneurs, aspiring athletes, daring artists, principled leaders and socially conscious citizens and volunteers. Scratch below the surface of this beautiful place and it's easy to find the grit that gives East Ferris its strength of character and competitive drive to be a vibrant and healthy rural community. Celebrating and promoting our heritage and culture are vital to East Ferris citizens as is welcoming friends and new residents. Balancing diverse interests, building consensus, thinking ahead and making tough decisions – the Municipality of East Ferris faces the future with confidence in our experience and ability to meet new challenges head-on and make the right choices for our future.

Our Governance:

A well-run, attractive municipality doesn't just happen – it's the result of thoughtful decision making, investment and community involvement. East Ferris has grown over a century thanks to dedicated community leaders with economic, social and cultural vision. Collaborations between local government, community groups and volunteers created this beautiful community with its diverse economy and opportunities for an exceptional lifestyle. The Municipality of East Ferris takes a leadership role in making sure thoughtful decisions and investments result in a vibrant and healthy community. This stewardship is focused on providing all citizens with access to the best quality of life possible within the financial resources available. It all begins with sound financial management to stretch limited resources as far as possible to deliver the services residents and visitors need and want. It strives to make life in East Ferris affordable for its citizens and its businesses. Partnerships with other levels of government, community groups and the private sector deliver added value for citizens.

Brand Voice

Our tone of voice contributes significantly to how our audience interacts with the brand.

Our voice and tone helps us make a connection with our community in an engaging, informative, and inspiring manner. It guides how we sound when we communicate in both written and verbal formats. Your communications must consider the needs and language that are appropriate to address the specific audience segment to whom it is directed. This applies to how you communicate in person, over the phone, through social media, emails and promotional materials.

Who we are

Voice

This describes your municipality's personality. It's consistent and unchanging.

Visionary
Strategic
Passionate
Collaborative
Focused
Approachable

Tone

The emotional inflection applied to your voice. It adjusts to what's suitable for a particular piece or message.

Personable
Strategic
Professional
Informative
Authoritative
Friendly

Stationery

Branded stationery keeps your brand consistent throughout your print collateral.

Business Card



Name
Title

T: 705-752-2740
E: municipality@eastferris.ca
390 Hwy 94, Corbeil, ON. P0H 1K0

eastferris.ca



Our Home / Notre Chez-Nous

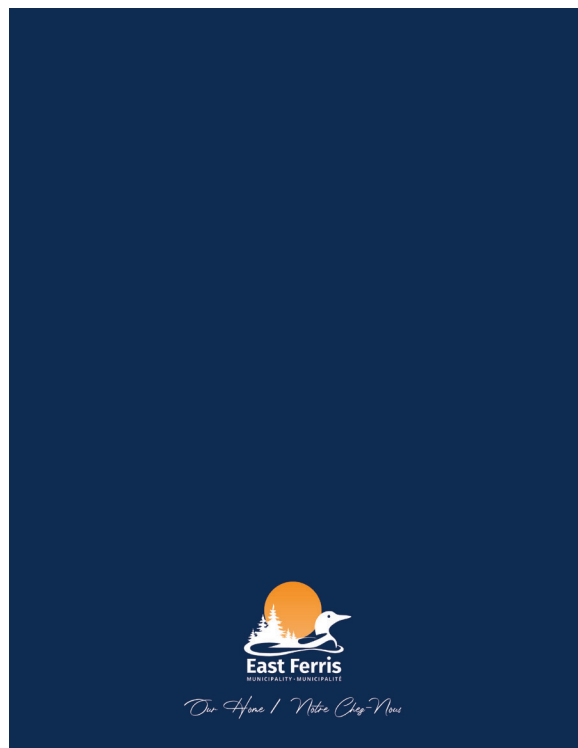


✔ Letterhead



T: 705-752-2740
E: municipality@eastferris.ca
390 Hwy 94, Corbeil, ON, P0H 1K0

eastferris.ca



Social Media

Social media branding forms a natural but essential part of your overall marketing efforts on major social platforms such as Facebook.

✓ Facebook Skin



✓ Additional Banners



Apparel

Branded apparel creates opportunity to pique interest in your brand and, subsequently, have a conversation about it.

✓ Baseball Hats



✓ Embroidery



✔ Sweatshirts



✔ T-Shirt



Report Cover

Branded reports are fully customizable but they keep the overall design consistent.

✓ Report Cover



Presentations

Branded presentations create a positive perception of your company brand. This helps to showcase the unique identity of your business.



Powerpoint Presentation



Ligula Curabitur Dignissim.

Lorem Ipsum
Nibh euismod tincidunt ut laoreet dolore magna aliquam
erat volutpat, sed diam nonummy.

1

Municipality of East Ferris

Ligula Curabitur Dignissim.

Lorem Ipsum
Nibh euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat, sed
diam nonummy.



2

Municipality of East Ferris

Ligula Curabitur Dignissim.

Lorem Ipsum
Nibh euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat, sed diam nonummy.

3

Municipality of East Ferris

✓ Powerpoint Presentation

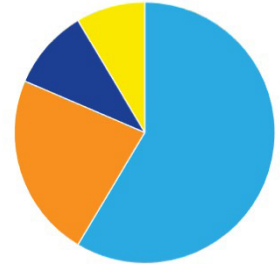
Ligula Curabitur Dignissim.

- Magna Aliquam
- Dolor Sit Amet Dolore
- Lorem Ipsum
- Euismod Tincidunt ut Laoreet
- Magna Aliquam Erat

Municipality of East Ferris

Ligula Curabitur Dignissim.

Lorem Ipsum
Nibh euismod
tincidunt ut
laoreet dolore
magna aliquam
erat volutpat, sed
diam nonummy.



Municipality of East Ferris



[Insert Name of Presenter]
T: 705-752-2740
E: municipality@eastferris.ca
eastferris.ca



Municipality of East Ferris

390 Highway 94
Corbeil, ON P0H 1K0

Phone: 705-752-2740

Fax: 705-752-2452

eastferris.ca