



Municipality of
Leamington
live | play | work

Visual Identity Guide



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Introduction

When properly applied to all corporate documents, a corporate identity is a powerful statement about who we are as an organization. Consistent and careful use of our logo maintains the perception that we are professional, organized and dependable.

As part of a corporate-wide commitment to professional communications and branding, these guidelines provide employees and suppliers of the Municipality of Leamington with clear, consistent direction on the use of the corporate logo and supporting visual identity elements such as typefaces, colours and placement.

When developing brochures, flyers, maps, signs, memoranda, or related communications and marketing material whether for internal or external use, the directives outlined in this document should be followed.

The corporate logo is the visual identity of the Municipality and is restricted to Municipality of Leamington corporate activities. If you require digital versions of the corporate logo, please complete a logo request form on our website at leamington.ca/logorequest.

If you have questions or require further information about the use of the Municipality of Leamington's visual identity, please contact the Communications and Public Relations Department by e-mail at communications@leamington.ca.



Municipality of
Leamington
live | play | work

The Logo

The Municipality of Leamington's corporate logo consists of a symbol, logotype and slogan. This is the only logo to be used on all materials produced by the Municipality of Leamington and their agencies. Any other uses of the logo, not shown in this manual, are strictly prohibited.

The sun represents Leamington's location in the southernmost part of Canada, the "Sun Parlour" with the green area representing our rich agricultural lands and the blue area representing Lake Erie.

The slogan – Live Play Work – defines Leamington as a welcoming community. A direct tie-in to the Municipality's Strategic Plan, the slogan conveys Leamington's desire to provide a quality of life experience that will engage residents, attract new business, and help drive Leamington into the future. Making Leamington a place where people choose to live, play and work.

The design and typography have been developed with a focus on cleanliness and simplicity.

Logotype

Municipality of
Leamington

This is the written or identifying element of the logo. It is made up of the name of the municipality, written in a chosen typeface, and in a preferred position. The logotype includes both "Leamington" and "Municipality of" as one unit.

Symbol



This is the yellow sun with the blue and green converging rivers graphic element of the logo.

Slogan

live | play | work

This is the supporting written deck of the logo.

Corporate Logo



This is the complete logo, consisting of the logotype, symbol and slogan. This is the proper way to present the Municipality of Leamington's corporate logo.

Logo Colour Options

Full Colour



Blue
Pantone: 301C
CMYK: 100 46 0 47
RGB: 0 73 135
HEX: #004987

Yellow
Pantone: 2012 C
CMYK: 0 43 100 0
RGB: 249 160 27
HEX: #fga01e

Green
Pantone: 7484 C
CMYK: 100 0 69 60
RGB: 0 89 65
HEX: #005941

Embroidery



A stitch file is used for embroidery using strands of thread or yarn.

Blue
RÉF : 117S-517

Yellow
RÉF : 117S-742

Green
RÉF : 117S-319

One Colour



Avoid the use of a one-colour logo if possible. When designing the materials yourself and restricted to one-colour, the use of black or white is advised.



One Colour

Black – 100%

White – 100%

Municipality of Leamington Colour Palette

Core Colours



Pantone: 2153 C
CMYK: 100, 72, 27, 12
RGB: 0, 78, 125
HEX: #004e7d



Pantone: 1375 C
CMYK: 0, 43, 100, 0
RGB: 249, 160, 27
HEX: #f9a01b



Pantone: 7484 C
CMYK: 100, 0, 69, 60
RGB: 0, 89, 65
HEX: #005941

Primary Complementary Colours



White: 100%
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff



Black: 100%
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

Secondary Complementary Colours



Pantone: 3538 C
CMYK: 74, 23, 0, 0
RGB: 30, 157, 216
HEX: #1e9dd8



Pantone: 635 C
CMYK: 32, 0, 1, 0
RGB: 166, 223, 246
HEX: #a6dff6



Pantone: 7408 C
CMYK: 0, 25, 100, 0
RGB: 255, 194, 14
HEX: #ffc20e



Pantone: 106 C
CMYK: 2, 8, 83, 0
RGB: 253, 224, 72
HEX: #fde048



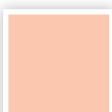
Pantone: 2251 C
CMYK: 78, 5, 74, 0
RGB: 32, 172, 115
HEX: #20ac73



Pantone: 2269 C
CMYK: 50, 0, 77, 0
RGB: 137, 199, 107
HEX: #89c76b



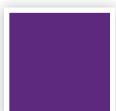
Pantone: 2038 C
CMYK: 1, 77, 0, 0
RGB: 236, 98, 164
HEX: #ec62a4



Pantone: 4030 C
CMYK: 0, 26, 27, 0
RGB: 251, 198, 176
HEX: #fbc6b0



Pantone: 7636 C
CMYK: 16, 100, 61, 4
RGB: 198, 30, 79
HEX: #c61e4f



Pantone: 268 C
CMYK: 78, 100, 12, 6
RGB: 92, 42, 125
HEX: #5c2a7d



Pantone: 2766 C
CMYK: 100, 98, 25, 45
RGB: 24, 21, 77
HEX: #18154d



Pantone: Gray 4 C
CMYK: 27, 24, 23, 0
RGB: 188, 183, 183
HEX: #bcb7b7

Logo Size

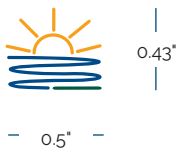
As long as the vector-based versions of the corporate logo are used, they can be reproduced as large as desired while still retaining print quality. Whether using vector-based art or a .tif, .eps, or .jpg, the logo should not appear smaller than 1.75 inches in width on printed materials.

Print Sizing



This is the minimum size of the logo in printed materials at 300dpi.

Symbol Print



This is the minimum size of the symbol in print materials.

Logo Online



This is the minimum size of the logo in digital materials at 72ppi.

Vertical Logo



Vertical Logo Size

As long as the vector-based versions of the corporate vertical logo are used, they can be reproduced as large as desired while still retaining print quality. Whether using vector-based art or a .tif, .eps, or .jpg, the logo should not appear smaller than 1.15 inches in width on printed materials.

Print Sizing



0.98"

1.15"

This is the minimum size of the logo in printed materials at 300dpi.

Logo Online



345px*

94px

This is the minimum size of the logo in digital materials at 72ppi.

Sun Symbol

The Sun Symbol may be used as a graphic element. It must be white and set at an opacity of 52% on a solid brand colour background.





Clear Space

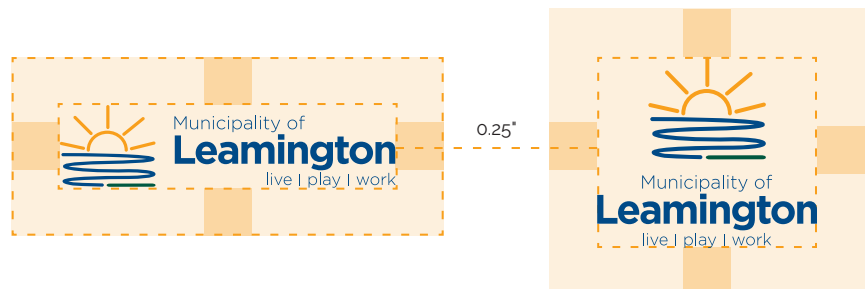
The corporate logo should always include a minimum distance or “clear space” from graphic elements, text and other visual identities.

To ensure maximum visibility, the space requirement is defined by the capital L in the Leamington portion of the logo.

The only exceptions to these rules are: 1) allowing a reduced distance to the edge of printed and digital materials and 2) permitting closer proximity to branch and department logos.



A minimum of 0.25 inches should be left around the logo at all times. The logo should not be closer than 0.25 inches to the edge of a printed piece, with the exception of very small pieces. The absolute minimum for small format sizes is 0.125 inches.



Slogan Use

Correct Usage

✔ live | play | work

Incorrect Usages

✘ live, play, & work Incorrect.

✘ live - play - work Incorrect.

✘ "live | play | work" Incorrect.

✘ *live | play | work* Incorrect.

✘ live | play | work Incorrect.

✘ live | play | work ... Incorrect.

✘ LIVE | PLAY | WORK Incorrect.









✘ Live | Play | Work Incorrect.

✘ live | play | work Incorrect.

Incorrect Use of the Logo

The corporate logo **must not** be modified or distorted. Reproduction of the logo must conform to the guidelines outlined by this document. **Only high resolution** output of the logo is acceptable, in order to protect the visual identity of the Municipality of Leamington.

The corporate logo is designed to function as a single unit and should not be separated. Only authorized original versions of the Municipality of Leamington (wordmark) may be used. It is important that the appearance of the logo remains consistent. The logo should not be modified or added to. The logo must never be redrawn or modified in any way. It should only be reproduced from the artwork provided. Never place the logo over a busy image.










 <p>DO NOT make any colour changes</p>	 <p>DO NOT place within a tight border</p>	 <p>DO NOT change the opacity</p>
 <p>DO NOT add effects (such as drop shadows)</p>	 <p>DO NOT alter placement of logo elements</p>	 <p>DO NOT place on a busy background</p>
 <p>DO NOT rotate the logo</p>	 <p>DO NOT stretch or warp the logo</p>	

Incorrect Use of the Vertical Logo

The corporate vertical logo should only be used in a design when the horizontal logo does not work right. This could be due to the amount of space and legibility of the logo.

The corporate vertical logo **must not** be modified or distorted. Reproduction of the vertical logo must conform to the guidelines outlined by this document. **Only high resolution** output of the vertical logo is acceptable, in order to protect the visual identity of the Municipality of Leamington.

The corporate vertical logo is designed to function as a single unit and should not be separated. Only authorized original versions of the Municipality of Leamington (wordmark) may be used. It is important that the appearance of the logo remains consistent. The vertical logo should not be modified or added to. The vertical logo must never be redrawn or modified in any way. It should only be reproduced from the artwork provided. Never place the vertical logo over a busy image.

 <p>DO NOT make any colour changes</p>	 <p>DO NOT place within a tight border</p>	 <p>DO NOT change the opacity</p>
 <p>DO NOT add effects (such as drop shadows)</p>	 <p>DO NOT alter placement of logo elements</p>	 <p>DO NOT place on a busy background</p>
 <p>DO NOT rotate the logo</p>	 <p>DO NOT stretch or warp the logo</p>	

Aa

ARIAL REGULAR

AaBbCcDdEeFfGgHhIiJiKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

ARIAL BOLD

**AaBbCcDdEeFfGgHhIi
JiKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz**

ARIAL ITALIC

*AaBbCcDdEeFfGgHhIi
JiKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz*

RALEWAY LIGHT

AaBbCcDdEeFfGgHhIiJiKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

RALEWAY MEDIUM

AaBbCcDdEeFfGgHhIiJiKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

RALEWAY BLACK

**AaBbCcDdEeFfGgHhIi
JiKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz**

Typeface

The consistent use of typefaces is an important way of maintaining a corporate identity. It maintains a distinctive "look" for the Municipality of Leamington and over time, helps create a more immediate impression that a document is important and official.

It is essential to use the selected fonts in all materials for the Municipality to retain a consistent look and style. These typefaces are available on both PC and MAC platforms.

Primary Typeface: Arial

Primary font sizes should be set to at least 12pt in printed pieces and 16px in digital pieces.

Limit the use of font variations such as italic, bold, sentence case or other styling methods that may make the content difficult to read.

Whitespace around text is helpful to retain reading focus.

Typeface for Email

Arial 12pt is the recommended typeface for e-mails. E-mail backgrounds should be white.

These guidelines will help ensure outgoing e-mails for the Municipality of Leamington are professional-looking, accessible and consistent.

Secondary Typeface: Raleway

Raleway is a unique and modern accessible font.

The font Raleway should be used in marketing materials whenever possible.

Primary font sizes should be set to at least 12pt in printed pieces and 16px in digital pieces.

Limit the use of font variations such as italic, bold, sentence case or other styling methods that may make the content difficult to read.

File Formats

This section will assist in determining what kind of electronic file to send to suppliers. There are three types of file formats – vector, bitmap and stitch.

Vector refers to drawn or illustrated artwork.

Bitmap refers to pixel-based or photographic files.

Stitch refers to lines representing thread use.

Resolution refers to the quality of a photo file and is measured in dots per inch (dpi). A bitmap has a resolution, vector and stitch files do not. Please refer to this section before using or sending out any electronic files to suppliers.

Vector File



File Extensions: .EPS OR .AI

These are the preferred files to use in Adobe InDesign, Adobe Photoshop and Adobe Illustrator for large posters, signs, or screen printed promotional items and clothing.

The logo should be sent out in vector format whenever possible.

Vector File Enlarged To 300%



No effect on quality

Bitmap File



File Extensions: .EPS, .TIF, PNG, OR .JPG

File resolution: 72 – 350 dpi

Note: 72-96 dpi is for digital and 100-350 dpi is recommended for print.

Bitmap File Enlarged To 300%



Pixilation and loss of quality occurs.

Corporate Stationery

Letterhead



Internal and external documents have been standardized in order to align with the visual identity guidelines. This includes, but is not limited to, agendas, reports, letterhead and memos. Templates have been filed on the municipal server.

New templates will be created as needed.

There is only one version of corporate letterhead.

All service areas use this version with the exception of the Mayor's Office, By-law Enforcement and Fire Services.

Letterhead is available on the municipal server and business signatures are automatically generated to ensure your audience knows how to reach you.

Business Card



E-Signature

A default email signature has been implemented for all municipal employees and members of Council and is included on all email correspondence.

External

First Name Last Name

Job title here



 555-555-5555 Ext. 555



External E-Signature

External email signatures include the municipal logo, name, credentials/designations (if applicable/desired), title, phone number, extension (if applicable), websites and social media icons.

Internal

First Name Last Name

Job title here

 555-555-5555 Ext. 555

Internal E-Signature

Internal email signatures include your name, title and phone extension (if applicable).

Vehicles

The corporate logo appears prominently on all municipal vehicles. The front doors (driver and passenger side) are the primary locations for the corporate logo, though this may not apply for some vehicles (e.g. tractors), in which case an appropriate location on the side and/or back panel should be chosen. The logo will be in full colour on white vehicles and in all white on vehicles in other colours. Exact logo size will depend on the specific door or panel dimension, but the logo should be centred within the door or panel.



Corporate Apparel

Clothing

When applying the corporate logo to clothing, the approved position is on the left side over the chest. The logo should be between 2.5" and 4" wide. The logo should be presented using the approved colour variations noted above, but depending on background colour, some flexibility of the logo colour may be considered at the discretion of the Communications and Public Relations Department. Apparel containing the corporate logo is reserved for uniforms to identify municipal staff and Council members only. Clothing and hats are not to be used as promotional items.



Promotional Items

Promotional products are an excellent way to reaffirm visual identity and keep Leamington top-of-mind. Some potential examples include: bottles, mugs, pens, lanyards, post cards and calendars. Items should be high quality and in limited supply.

When applying the Municipality of Leamington logo to promotional products, the logo will always have maximum visual impact and will appear on a solid background that will not mask or conflict with the legibility of the wording.

Whenever possible, the logo must appear no smaller than the minimum size outlined in this document.

Coat of Arms

History

As a result of the amalgamation of Mersea Township and the Town of Leamington in 1999, elements of their history and depicted in their independent Coat of Arms were amalgamated to form a Coat of Arms for the Municipality of Leamington. The Coat of Arms was developed to be representative of the past while sharing the prospects of the future.

Symbolism

Elements of the Municipality of Leamington Coat of Arms depict the majestic Black Bear which was once abundant in the Point Pelee area. Maple leaves represent Canada and the dense woodlands which once covered the County. The centre device represents the Province of Ontario – a green field bearing a red cross on a white background. Superimposed upon it are the arms of the Borough of the Royal Leamington Spa in England.



Use of the Coat of Arms

The Municipality of Leamington Coat of Arms is an important part of the Corporation's heritage. It is owned and can only be used by the Municipality of Leamington. However, as a second corporate image, the potential for confusion can be significant without clear and precise use guidelines.

The Municipality of Leamington Coat of Arms reflects the integrity of the political process and should only be used on the municipal flag, for ceremonial purposes and on official communication documents such as letters and related correspondence originating from the Mayor's Office.

Greyscale Version



Greyscale version of the Coat of Arms can be used when necessary in print media.

Size












This is the minimum size of the Coat of Arms in printed materials at 300dpi.

Incorrect Use of the Coat of Arms

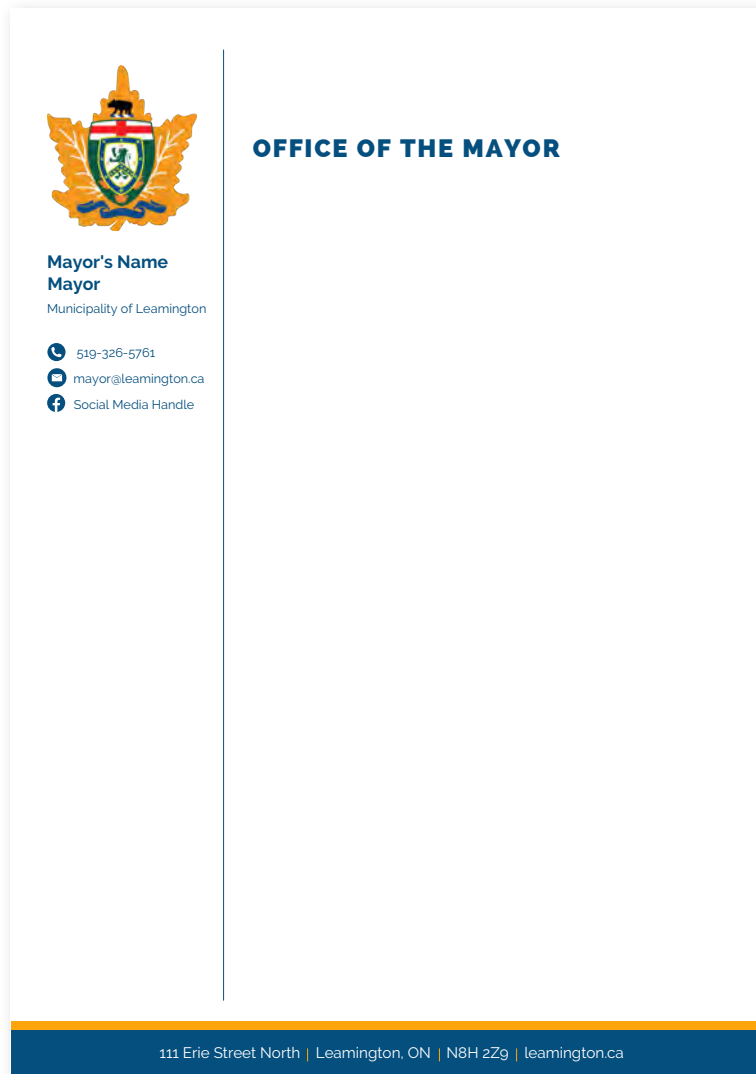
The Coat of Arms must not be modified or distorted. Reproduction of the logo must conform to the guidelines outlined by this document. Only high resolution output of the Coat of Arms is acceptable, in order to protect the visual identity of the Municipality of Leamington.

The Coat of Arms should not be used in public information packages, brochures, maps, signs, internal corporate communications or advertising. Authority to approve the use of the Coat of Arms is the responsibility of the Communications and Public Relations Department. This will ensure that the use is accurate and consistent.

 <p>DO NOT make any colour changes</p>	 <p>DO NOT place within a tight border</p>	 <p>DO NOT change the opacity</p>
 <p>DO NOT add effects (such as drop shadows)</p>	 <p>DO NOT alter placement of logo elements</p>	 <p>DO NOT place on a busy background</p>
 <p>DO NOT rotate the logo</p>	 <p>DO NOT stretch or warp the logo</p> 	

Coat of Arms

Letterhead



Letterhead containing the Coat of Arms is only to be used on official communication documents such as letters and related correspondence originating from the Mayor's Office.

Mayor's Certificate



Secondary Identifiers Department Identification

Fire Services



By-law Enforcement



Two municipal service areas currently use well-established crests that supports their official nature and these entities are perceived as stand-alone service providers of the Municipality. These crests should continue to be used as the 'logo' of these departments:

Leamington Fire and By-law Enforcement.

Economic Development and Tourism



Economic Development and Tourism, which promote the Municipality as a whole, but to a distinctive, primarily external audience, use the distinctive logo Onthe42 in marketing materials. The Onthe42 brand is reserved only for use by the Municipality.

Secondary Identifiers

Facility, Service, Program and Event Logos

Facility, service, program and event logos perceived by the public as separate enterprises from the core municipal services, with distinctive names, have established brands and should continue with these. However, in these instances, the corporate logo should be used in a supporting location preceded by the words "Supported by" or "Owned and operated by" when possible. These include but are not limited to:

Services: LTW Transit and Leamington Transit

LTW
(Service)



Leamington Transit
(Service)



Programs and Events: Reinvent This Space, Mill St. Market

Mill St. Market
(Event)



ReInvent This Space
(Program)



Facilities: Lakeside Marina, SUNSET® Amphitheatre and Nature Fresh Farms Recreation Centre

Sunset Stadium
(Facility)



Lakeside Marina
(Facility)



Nature Fresh Farms | Recreation Centre
(Facility)



All secondary identifiers are reserved for use solely by the Municipality of Leamington. The development of secondary logos are limited to avoid competing logos/identifiers and will not be undertaken without the prior approval of the Chief Administrative Officer who receives the recommendation of the Communications and Public Relations Department.

Municipal Support and Sponsorship

When acknowledging the Municipality of Leamington's support and/or sponsorships, the corporate logo should be used on all the event/initiative promotional materials, as approved by the Communications and Public Relations Department.



Multi-level Partnerships

The corporate logo should be placed along with other partner logos in a way that shows equal visual prominence. If the Municipality is the lead partner, then its logo should appear on the left (or top).



Logo Use by External Partners

Use of the corporate logo implies endorsement and therefore must always be done in an appropriate manner.

- Requests for logo use by a third party must be submitted by form to the Communications and Public Relations Department. The form is available at leamington.ca/logorequest.
- Communications and Public Relations staff is available to assist partner agencies directly with use of the logo if required.



More Information

This guide covers a wide range of predictable applications, but cannot include all possibilities. For applications not covered in the guide or for advice about any application, please contact the Communications and Public Relations Department at communications@leamington.ca