



# Brand Guidelines

CORPORATE IDENTITY & GRAPHIC STANDARDS

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## Goals & Intended Use

The purpose and goal of the brand guidelines document is to maintain a consistent brand image throughout all internal and external communication. This document will help guide and facilitate the effective implementation of the Town of The Blue Mountains brand and its various visual elements, through a comprehensive set of guidelines and standards.

This document contains guidelines governing the proper and consistent use of the Town of The Blue Mountains brand identity, including key messages, logos, colours, typography, and brand applications. Consistency in the look and content of the Town's communication material builds a recognizable presence and helps establish a strong sense of credibility within the community.

In general, a brand is a living and evolving entity. As a result, this document is subject to changes and updates as required. For questions about the brand guidelines or how to use the Town's brand, please contact [communications@thebluemountains.ca](mailto:communications@thebluemountains.ca).



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01

# Corporate Identity



## Who We Are

The Town of The Blue Mountains is a lower-tier municipality comprised of one Mayor, one Deputy Mayor, five Councillors, and a diverse team of staff who are steadfast in the Town's mission to deliver core municipal services to residents and businesses.

Established in 1998 with the amalgamation of the Township of Collingwood and the Town of Thornbury, the Town is now home to over 9,300 full-time residents and an extensive seasonal population of residents. In addition, the Town welcomes over 2.5 million visitors annually and is recognized as a premier four season tourism destination in Canada.

The strength of The Blue Mountains is within the residents and the diverse communities that each contribute to the fabric of the Town. The natural environment and allure of The Blue Mountains have attracted creative, forward-thinking entrepreneurs, businesses, and residents whose vision has helped grow and shape the community and has driven the economic base to where it is today.





## Our Voice & Tone

The Town employs a formal tone for official notices, releases, and corporate publications. The voice is professional, informative, and tactful. The Town is a local leader, and messaging must uphold those values.

A semi-formal voice can be used on the Town's social media channels, where there is room to be expressive, welcoming, and conversational. The friendly, semi-formal tone will help drive online engagement while fostering community relationships.

## Words that Describe Us

AUTHENTIC      APPROACHABLE      INFORMATIVE      FRIENDLY  
PROFESSIONAL      ACCOUNTABLE      TRUSTWORTHY      CREDIBLE



## Our Landscape

Located in Grey County along the ridged landscape of the Niagara Escarpment and on the sparkling shores of Georgian Bay, the Town of The Blue Mountains is composed of communities built on a foundation of agriculture, processing, manufacturing and recreation. The municipality is located within the boundary of Treaty 18 region of 1818 which is the traditional land of the Anishnaabek, Haudenosaunee and Wendat-Wyandot-Wyandotte people.

Internationally recognized as a four-season tourism destination, The Blue Mountains offers a high-quality lifestyle that caters to families looking to build a solid foundation, adventurers looking to go off the beaten path and relaxation seekers taking in and experiencing the very best the area has to offer.



## Our Values

Values are the governing principles that guide an organization on a daily basis. The Town's values have been developed through collaboration with Council and Staff to work towards the common goal of striving to be the best local government for the residents it serves.

## We Believe In

**EXCELLENCE   INCLUSIVITY   INTEGRITY   STEWARDSHIP   ACCOUNTABILITY**

The Town is committed to doing its best and doing the right things for the community. The Town is constantly looking to improve services and to enhance practices of striving towards municipal service excellence.



*“The Town of The Blue Mountains -  
An approachable Council and Staff serving  
an engaged and well-informed community.”*

## **CORPORATE VISION STATEMENT**

The Vision Statement describes a picture for the future; a sense of what makes the Town of The Blue Mountains special and unique. It represents a significant challenge and will require the Town to make a focused and direct effort to achieve. The Vision should stimulate leadership activity, commitment and participation beyond the Town’s current leadership.





## Pillars of Sustainability

In every regard, Staff and Council balance these three interdependent pillars to secure the responsible use of resources and restoration of nature to meet the needs of the present without compromising the ability of future generations to meet their own needs.

### ENVIRONMENTAL RESILIENCE

The Town is a steward of its geography, biodiverse ecosystems and unique microclimate.

### SOCIAL & CULTURAL VITALITY

The Town's resourceful and caring urban and rural residents enjoy a high quality of life and face any challenges together.

### ECONOMIC BALANCE

The community has a diversified economy, ever mindful of the Town's agricultural roots and role as a premier four-season destination.

*“At the Town of The Blue Mountains Council and Staff together foster the trust of our community and support our region’s diverse cultural and natural heritage through thoughtful consultation and organizational excellence.”*

## **CORPORATE MISSION STATEMENT**

A Mission Statement is an informal statement that defines the purpose of an organization. It defines an organization’s reason for existing.



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# Primary Logo



## Our Logo

The primary logo was designed to reflect the unique landscape of The Blue Mountains with the inclusion of the iconic rugged landscape of the Niagara Escarpment and the sparkling shores of Georgian Bay.

The Town's logo is highly instrumental in how the Town is recognized and perceived by internal and external audiences. In every application, the logo must be displayed prominently and legibly. It is vital to be consistent with the logo application and never display the logo in configurations other than those shown in this guide.



## SINGLE COLOUR



The single colour logo version should only be used when gradient printing is not permissible.

## COLOUR VARIATIONS

## FULL COLOUR



The full colour logo should be used for the majority of logo applications, except for when gradient or colour printing is not permissible.

## GRAYSCALE



The grayscale logo version should only be used when colour printing is not permissible.

## PRIMARY LOGO 02.2

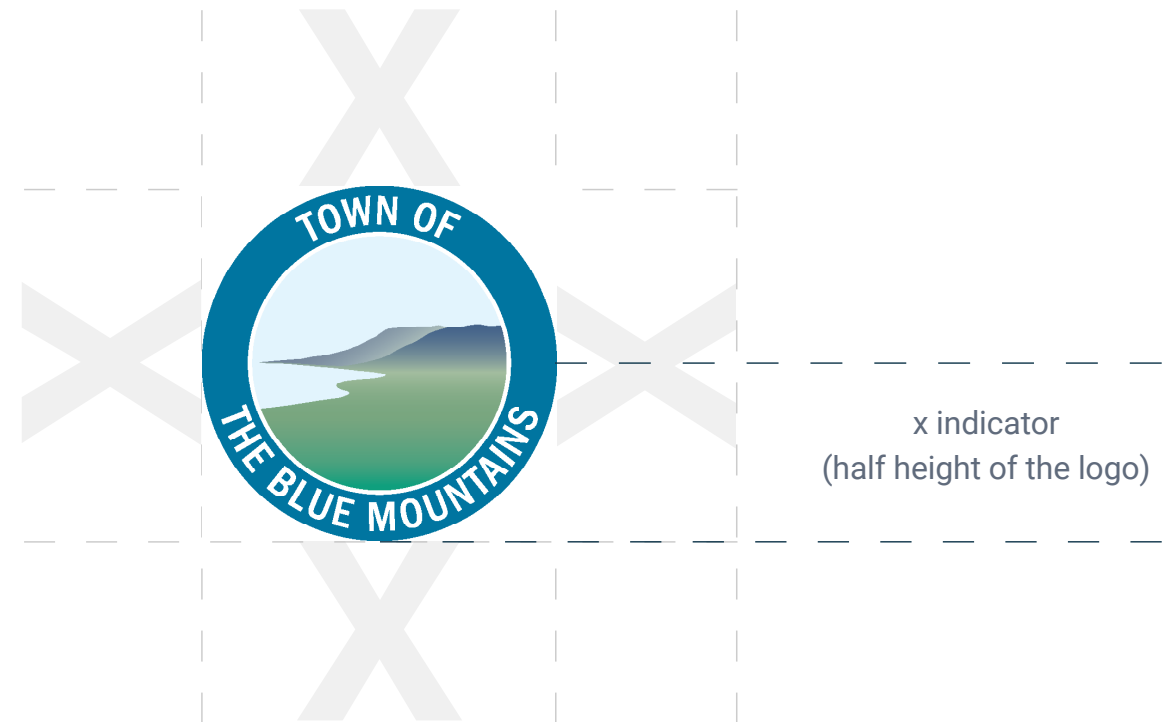
# Logo Use

## LOGO CLEAR SPACE

In order to maintain the visual integrity of the Town of The Blue Mountains brand, there needs to be adequate space around the logo every time that it is used. This space can be represented by the measurement 'X' (which equals half of the height of the logo). Each logo should have at least 'X' amount of space surrounding it at all times, meaning no other visual element (other logos, text, etc.) should fall within this space.

## MINIMUM SIZE

The Town of The Blue Mountains logo should never appear smaller than specified.



# Logo Use

## LOGO MISUSE & ALTERATIONS

It is important that the appearance of the Town's logo remains consistent at all times, and therefore, the logo should not be modified, distorted, redrawn, or added to.

- ① DO NOT distort or change the proportions when resizing.
- ② DO NOT change the colour of any elements.
- ③ DO NOT add drop shadows or other effects.
- ④ DO NOT apply a stroke around any element.
- ⑤ DO NOT apply at a certain percentage of its colour.
- ⑥ DO NOT rotate.





# Logo Use

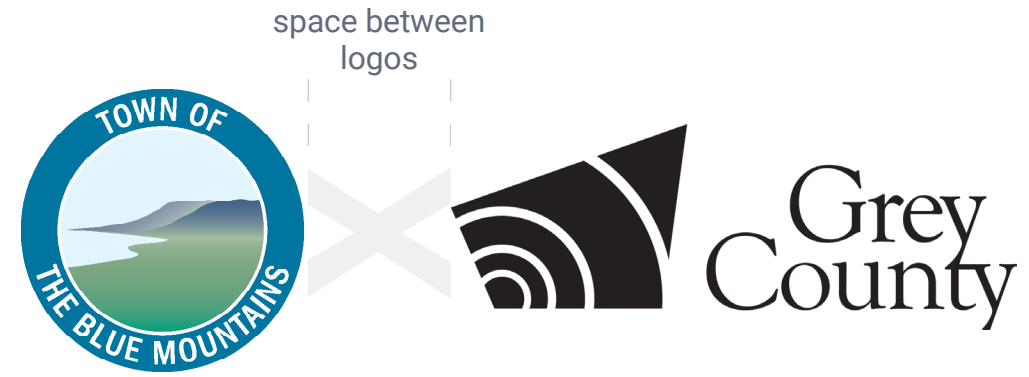
## CO-BRANDING MATERIALS

When the Town's logo is being partnered alongside others, it should be sized so that it's visually equal and spaced a comfortable width apart from the other logos.

When it is the lead, the Town's logo should be placed on the left of the partner logo. Stacking the logos should be avoided unless there are space restrictions.

## PLACING THE LOGO ON IMAGES

When using the logo on a photograph it is important to have adequate contrast between the logo and the background of the photo for optimal visibility. Always ensure that the logo is placed on a part of the image that is free from clutter.



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# Brand Elements

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## Roboto

The Town's primary font is Roboto, an easy-to-read sans-serif typeface created for legibility. With various weights that read easily at all sizes, Roboto provides clear headers and highly-readable body text.

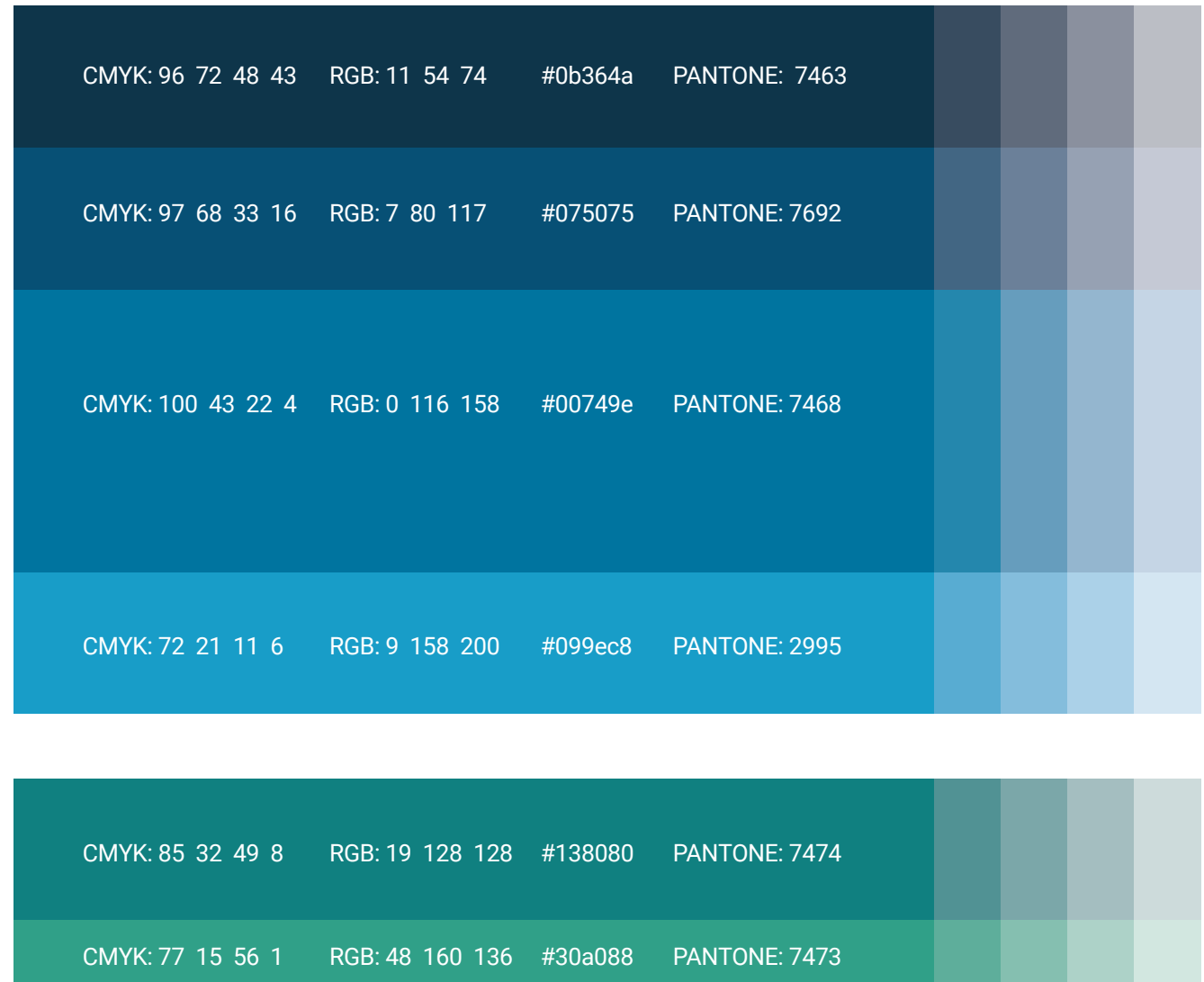
Roboto is to be used on all print and digital applications. Use Roboto Bold and Roboto Medium for headings, subheadings, and stand-out text, such as larger paragraphs and stylized quotes. Use Roboto Regular and Roboto Light for body copy. When Roboto is unavailable, use Calibri in its place.

Thin  
Light  
Regular  
Medium  
Bold  
Black

# Colour Palette

A carefully chosen colour palette plays an important role in brand recognition. The Town’s colour palette includes variations of blues and greens to represent the waters of Georgian Bay and the forest canopy of the Niagara Escapment.

The primary colour palette should be used frequently to ensure that the Town’s brand is represented cohesively across all digital and print platforms.



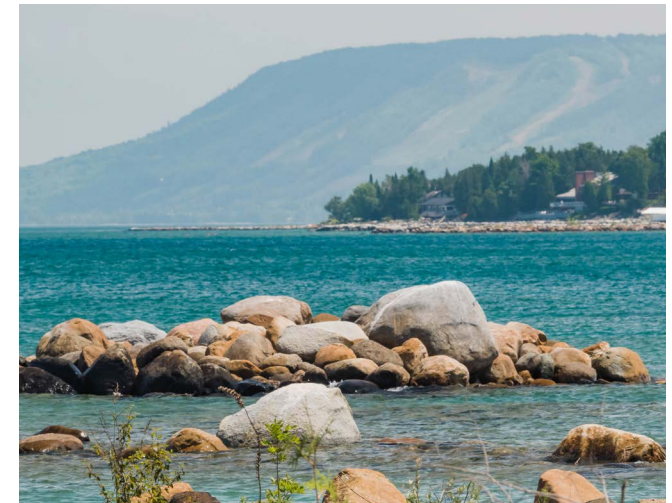
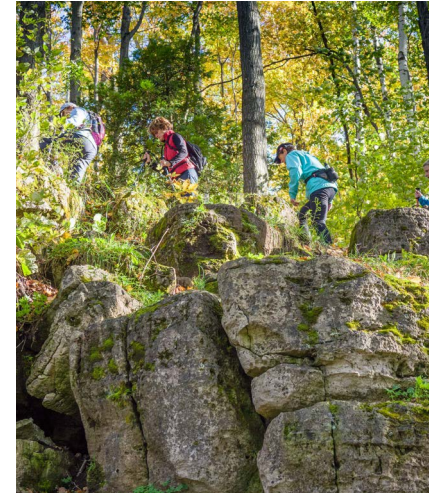


# Brand Imagery

Images used to convey the Town of The Blue Mountains brand should be authentic and create a sense of place. Photos should showcase the Town's natural, recreational and economic assets to reflect what it's like to live, stay and work in The Blue Mountains. Opt for professional quality photographs that are visually captivating and unique to the Town.

When images taken within the Town are unavailable, use carefully chosen stock images instead. Stock images should evoke a natural look and feel and compliment the Town's brand colours. When using stock images, ensure they are high resolution, acceptable quality and do not include any identifiable features or landmarks.

To access the Town's photo library, please contact the Town's Communications Division.



## Brand Mark

The Town's brand mark (the outline of the escarpment and shoreline taken directly from the Town's logo) can be used as an additional graphic element on various branding applications.

The brand mark should only be displayed as a secondary or supporting element and should never be used in place of the Town's logo, unless approved by the Town's Communications Division. The brand mark can be applied in any of the colours taken from the colour palette, and may be proportionately scaled when needed. However, it must not overpower or dominate the Town's logo, or conflict with any other established guidelines when being used.

GRAYSCALE



WHITE ON COLOUR



FULL COLOUR

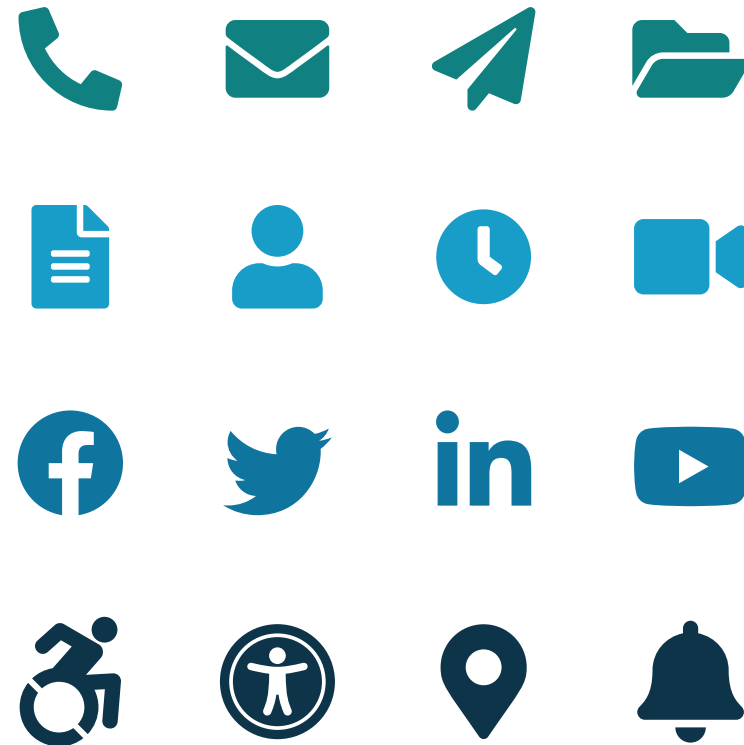


# Iconography

Icons can be used throughout all corporate materials and digital platforms to help inform the viewer quickly and clearly about key information.

For brand consistency, icons should only appear in colours taken from the Town's approved colour palette. Do not overlay colour icons on colour backgrounds.

The series of icons to the right can be used to help guide icon development. Icons of this style can be downloaded from [www.fontawesome.com](http://www.fontawesome.com). Both solid and outline icon versions can be used.



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# Brand Applications



## Apparel & Promotional

The Town's apparel and promotional items provide a unique opportunity to reinforce the brand image in a positive and memorable way. Therefore, the Town's logo and brand mark must be tastefully and consistently applied to items and adhere to all brand guidelines.

When choosing colour materials to place the logo, reference the approved brand colour palette to match as closely as possible. When possible, always use the full-colour logo.

The Town's Communications Divisions must approve all Town apparel and promotional items before purchase.



Examples of brand applications



Examples of brand applications



# Print & Digital

## CORPORATE STATIONERY

Internal and external corporate documents have been standardized in order to align with the Town's visual identity. This includes reports, letterheads, presentations and business cards. Templates should not be modified (i.e. the changing of element colours, font types or sizes) when being used by staff or consultants. New templates will be created as needed. For all up-to-date stationery templates, please contact the Town's Communications Division.



Example of branded stationery

## E-SIGNATURES

In order to maintain consistency and professionalism in the way that the Town communicates with the public, a standard email signature has been implemented for all Town employees. E-signatures should not be modified or changed in any way.

- 1 DO NOT change the font
- 2 DO NOT change the colour of any elements
- 3 DO NOT add additional lines of text, unless approved by the Communications Division
- 4 DO NOT add any symbols or graphics



### Employee Name

Manager of Communications & Economic Development  
Town of The Blue Mountains, 32 Mill Street, P.O. Box 310,  
Thornbury, ON N0H 2P0  
Tel: (519) 599-3131 ext. 282 | Fax: (519) 599-7723  
Email: name@thebluemountains.ca | www.thebluemountains.ca

As part of providing accessible customer service, please let me know if you have any accommodation needs or require communication support or alternate formats.



### *Employee Name*

Manager of Communications & Economic Development  
Town of The Blue Mountains, 32 Mill Street, P.O. Box 310,  
Thornbury, ON N0H 2P0  
Tel: (519) 599-3131 ext. 282 | Fax: (519) 599-7723  
Email: name@thebluemountains.ca | www.thebluemountains.ca

As part of providing accessible customer service, please let me know if you have any accommodation needs or require communication support or alternate formats.

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Before printing, think about the environment

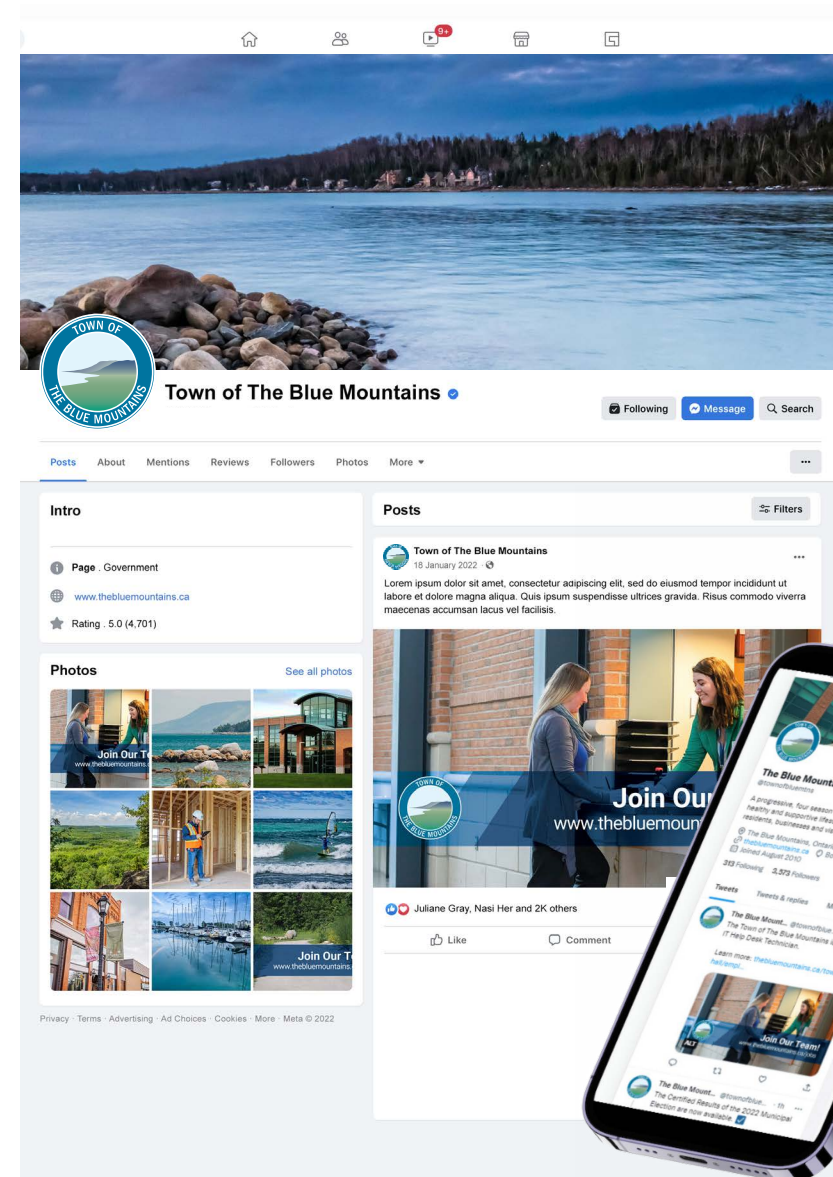


# Social Media

The Town of The Blue Mountains has an active presence on social media as an extension of the Town's brand, voice and vision. Through social media, the Town engages the community, informs its residents and provides updates in a relevant and timely fashion. Consistent messaging builds credibility and trust while providing the ability to reach a wide audience across a diverse geographical area. To ensure consistency throughout the Town's social media platforms, please:

- 1 Use a consistent, semi-formal tone & voice in messaging.
- 2 Respond to all questions if they can be answered, or direct them to where they can be answered.
- 3 Only share content from reputable accounts
- 4 Use approved graphics & photographs from the Communications Division
- 5 Always use alternative text on images to maintain accessibility standards.

For more information, please refer to the Town's Social Media Policy.



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# Accessibility

# Accessibility

## COLOUR CONTRAST

Colour contrast refers to the hue, lightness and saturation of text, images, and background. When documents or web pages do not provide enough contrast between foreground elements (e.g., text, images) and background elements (e.g., colour, watermark images), some individuals will have difficulty reading the content. For this reason, it is important to follow the Town’s colour contrast standards, as outlined in this document. To ensure accessibility, DO NOT overlay colour text on colour background.

## FONT LEGIBILITY & READABILITY

Font size should be no less than 11 pt in print and digital applications. Do not change the spacing between letters or lines of text (known as kerning or tracking) unless approved by the Communications Division.

	<b>A</b>	<b>A</b>	<b>A</b>	<b>A</b>	<b>A</b>
Small Font Applications (14 pt or smaller)	✓	✓	✓	✗	✓
Large Font Applications (greater than 14 pt)	✓	✓	✓	✓	✓

	<b>A</b>	<b>A</b>	<b>A</b>	<b>A</b>	<b>A</b>
Small Font Applications (14 pt or smaller)	✓	✓	✓	✗	✓
Large Font Applications (greater than 14 pt)	✓	✓	✓	✓	✓

	<b>A</b>	<b>A</b>	<b>A</b>	<b>A</b>	<b>A</b>
Do not overlay colour text on colour backgrounds	✗	✗	✗	✗	✗

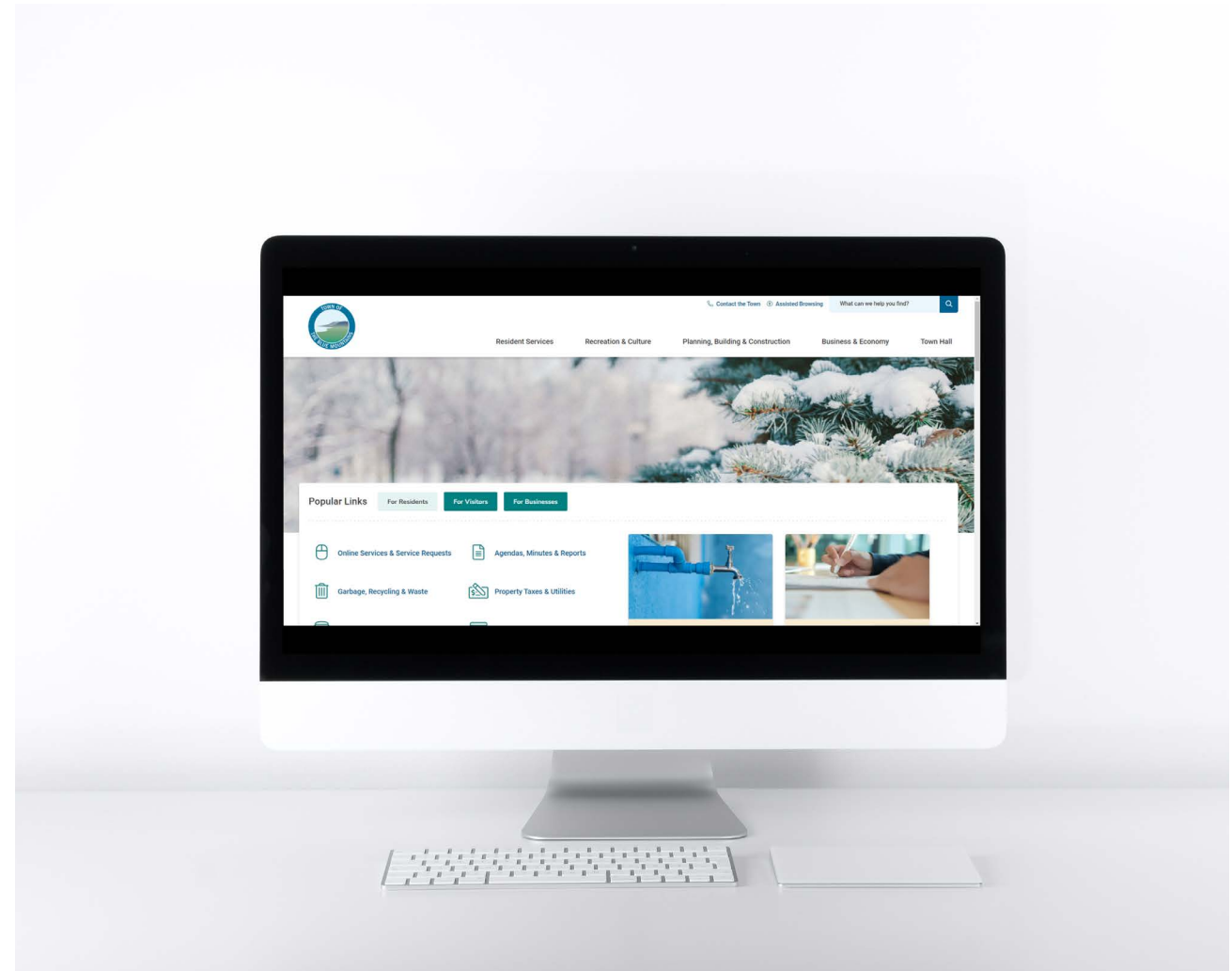
# Accessibility

## WEB CONTENT ACCESSIBILITY GUIDELINES

The Town's website was designed and is managed to ensure compliance with WCAG 2.0 AA requirements.

This conformance level ensures that the website is usable and understandable for the majority of people with or without disabilities. Some notable WCAG 2.0 Level AA requirements include:

- Color contrast is, in most instances, at least 4.5:1
- Alt text or a similar solution is used for images that convey meaning
- Navigation elements are consistent throughout the site
- Form fields have accurate labels
- Status updates can be conveyed through a screen reader
- Headings are used in logical order





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# Sub-Brands

## Existing Sub-Brands

A sub-brand is an official secondary brand that the Town has created to represent a specific initiative. Although sub-brands serve a distinct purpose, it is important that they coordinate closely with the Town's brand for strength and credibility by incorporating similar brand elements (i.e. fonts, colours, imagery).

Sub-brands can be developed for specific projects, however, project leaders must work with the Communications Division to ensure that the sub-brand aligns with the intent, vision and focus of the Town's brand identity. When appropriate, existing sub-brands should be evaluated and refreshed to ensure corporate consistency.

All sub-brands must be approved by the Town's Communications Division.

### APPROVED & EXISTING SUB-BRANDS





*A brand guide is an essential tool for every organization - it provides structure for creativity.*

For questions about the brand guidelines or how to use the Town's brand, please contact [communications@thebluemountains.ca](mailto:communications@thebluemountains.ca).