



MUNICIPALITY OF
South Bruce

Brand Guide



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A brand guide is an essential tool for every community – it provides structure for creativity.

Throughout South Bruce's future, many creative individuals will mobilize elements of our brand, making it vulnerable to adaptation and interpretation. To prevent this from happening, the following framework has been outlined to ensure our brand is used appropriately across channels and mediums.

The **Brand Framework** defines how our community will sound in the market through the delivery of key messages, while the **Visual System** will define how our community looks in the market through the creation of design assets. Both are intended to help us build an identifiable and distinct brand experience.



Brand Story

Located in the Southeast Corner of Bruce County, the Municipality of South Bruce is a beautiful, all-season destination characterized by rolling hills, family farmsteads, and quaint villages.

While each settlement boasts a unique charm, they're woven together by a neighbourly warmth and homegrown hospitality that can be felt farm to field; doorstep to downtown. Agricultural roots are lovingly preserved by multi-generational farms and well-established cooperatives, while expansive landscapes are enhanced by natural springs and artesian wells that are ready to be tapped by the potential of those who seek an opportunity. Community members are united in their commitment to cultivating a strong sense of belonging and fostering connections, making South Bruce an idyllic place to plant roots, sow the seeds of innovation, and relish in the tranquillity of rural life.

Brand Promise

To invite, inspire, and invigorate through a sense of homegrown hospitality, unique events and experiences, friendly faces, and endless opportunities to connect.



Positioning Statement

South Bruce is the “Gateway to the Bruce” for residents, entrepreneurs, and visitors alike.

Its warmth of spirit is flanked by boundless opportunities for connection, authentic all-season experiences, and homegrown opportunity — all of which is exemplified by neighbours who consider themselves friends, signature events, and dozens of generational farms and unique businesses.

Mission

To provide appropriate and efficient services and programs to the residents of the Municipality of South Bruce that will enhance the quality of life, and provide a safe and desirable environment to work and raise their families.

Vision

A growing community that unifies tradition and change, and welcomes residents and businesses in search of opportunity and a place to plant roots.

Values

Empathy, respect, and ongoing communication

Progressiveness

Reliability and stewardship

Healthy and safe living



Tagline

Two tagline variations have been created to celebrate our municipality's warmth and position in Bruce County.

LONG OPTION:

Delivering hospitality from the Gateway to Bruce County

Suitable for use in formal documentation, advertisements requiring more detail and space, as well as in blogs, articles, and proposals where ample explanation is beneficial.

SHORT OPTION:

Gateway to Bruce

Suitable for use across swag, social media, digital advertisements, posters, and shorter-form advertising mediums where brevity is key.

VISUAL SYSTEM

Logo



Composed of three shapes,
each representative of one of
South Bruce's Communities



Farmlands signify South
Bruce's agricultural roots



Church door accompanied
by the star represent
tradition and a significant
community moniker

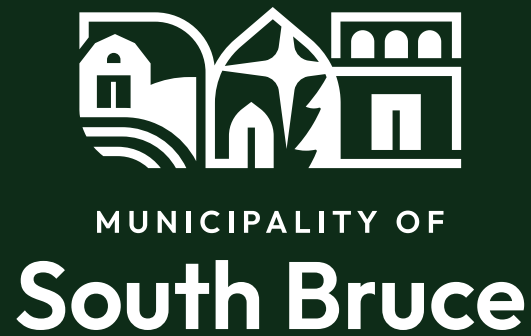
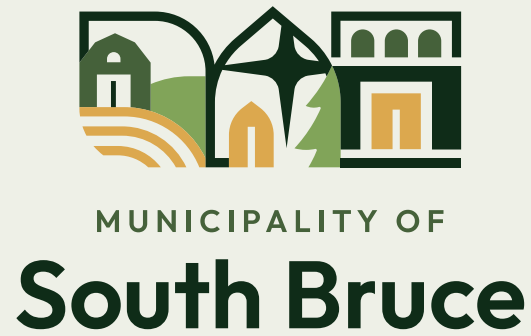


Building alludes to growth
of industry, businesses,
and residents



PRIMARY LOGO ORIENTATION: VERTICAL

SECONDARY LOGO ORIENTATION: HORIZONTAL



Limitations

SIZE

Our logo should never appear smaller than specified.



0.8" · 58px



1.2" · 86px



2.2" · 158px

SPACE TO BREATHE

In order to maintain the visual integrity of our brand, it needs space to breathe. This space can be represented by 'S'. The logo should have at least 'S' worth of space surrounding it at all times, meaning no other visual element (other logos, text, etc.) should fall within this space.



LOGO DON'TS

- Please don't use new letters
- Please don't give it a makeover
- Please don't flip it upside down or position it diagonally
- Please don't squish or stretch it
- Please don't leave it somewhere congested
- Please don't place the logo on coloured backgrounds with insufficient contrast



x



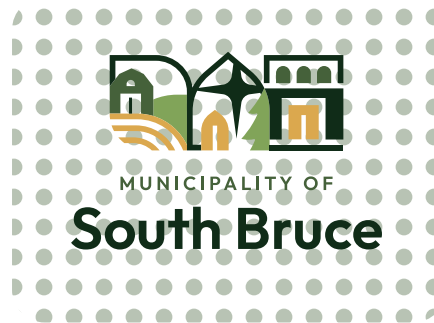
x



x



x



x



x



Co-branding

When our logo needs to be paired alongside the individual logos of South Bruce communities, ensure all community logo orientations are consistent (for example: all horizontal or all vertical — not a mix of both). The South Bruce logo may adopt an alternative orientation compared to the community logos due to its distinct overall structure. Please also ensure logos are sized and spaced equally apart.

✗





Colour Palette

A carefully chosen set of colours has been established for our brand, and will help our audiences recognize our brand within the market.

Note: as the logo was created in CMYK, the suggested Pantone colours may not achieve a precise, 100% match. They have been chosen to resemble the CMYK colours as closely as possible.

<p>EVERGREEN</p> <p>#0F2C18</p> <p>CMYK 82 / 52 / 84 / 71</p> <p>RGB 15 / 44 / 24</p> <p>Pantone 5535 C</p>	<p>MOSS</p> <p>#45613A</p> <p>CMYK 68 / 36 / 83 / 36</p> <p>RGB 69 / 97 / 58</p> <p>Pantone 2266 C</p>	<p>GRASS</p> <p>#80A459</p> <p>CMYK 54 / 19 / 82 / 2</p> <p>RGB 128 / 164 / 89</p> <p>Pantone 576 C</p>	<p>SOLEIL</p> <p>#DCA74E</p> <p>CMYK 14 / 35 / 81 / 0</p> <p>RGB 220 / 167 / 78</p> <p>Pantone 2009 C</p>
<p>Tint 60%</p>	<p>Tint 60%</p>	<p>Tint 60%</p>	<p>Tint 60%</p>
<p>Tint 10%</p>	<p>Tint 10%</p>	<p>Tint 10%</p>	<p>Tint 10%</p>



Typography

Strong typography enhances the character of our brand and establishes a hierarchy of importance for information to be received by our audiences.

BRAND FONT: OUTFIT

Available for download via [Google Fonts](#)

Bold — **SemiBold** — Regular — Light

Outfit is the designated font for our logo and is the preferred choice for all brand materials.* Please use Outfit in all outward-facing collateral, including signage, swag, decals, social media posts, and any other materials the public may encounter.

***Note:** There will be times when Outfit can't be used. For these scenarios, please refer to [page 14](#) for our system font substitute.





SYSTEM FONT: ARIAL

When Outfit is unavailable and fonts are limited to what is already installed on a device, Arial is the recommended system font. It can be used for items such as PowerPoint presentations and Word documents.

Aa Bb

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Hierarchy

H1 **Outfit / Arial**
SemiBold/Bold, 30pt

H2 **Outfit / Arial**
SemiBold/Bold, 20pt

H3 **Outfit / Arial**
Bold/Bold, all caps, 15pt

Intro **Outfit / Arial**
SemiBold/Bold, 18pt

Body **Outfit / Arial**
Light/Regular, 12pt



Heading One Lorem Ipsum Dolor Sit

Heading Two Lorem Ipsum

Introductory text. Faut aut facilla boreni quis voluptio ditaspe rsperisquas dolut aut imet aut eum sitati santem. Nam lis dolorehene rem exersp.

HEADING THREE

Body copy. Ovit, omni aut ullab intio quo que diaturio et pore aspe nem inctio. Ad exeris sequatempe dolupta dolupti inveliq uuntem fugias que nihit explaborpora volo volore volorpores quatiorem eatist, corerum que voluptas moles ratae renimin neseque re, ut est enimilite nobis re porempores sus.

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ACCESSIBLE COLOURS

At right are the recommended text colours for digital communications. Adherence to these guidelines will help South Bruce meet AODA compliance (AA standard).

Normal text is defined as <18pt regular weight or <14pt in bold weight, no matter the typeface that is used. Large text is 18pt or larger in regular weight or 14pt and larger in bold weight, no matter the typeface used.

Normal Text

White on Evergreen	White on Moss	White on Evergreen 60% Tint
Grass on Evergreen	Soleil on Evergreen	
Evergreen on White	Moss on White	
Evergreen on Grass	Evergreen on Soleil	
Evergreen on all 10% Tints		

Large Text

White on Moss 60% Tint	Moss 60% Tint on White
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Photography & Videography

Photography and videography play a vital role in how our brand is communicated and understood. As such, it is important that all visuals reflect a warm and welcoming community that is homegrown and authentic.

Moodboard

The following images serve as examples of the overall photography style to strive for.



APPLICATION SAMPLES









This guidelines document outlines the framework required to ensure our brand is used consistently and appropriately across all print and digital media channels.