



## Brand Guide

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

Throughout Mildmay'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.



**Positioning Statement** 

# Mildmay intersects German roots with rural countryside.

Its unique generational shops, rural charm, and artesian well lend themselves to an obvious pride in place upheld by born and raised locals who are ready to welcome newcomers with open arms.

#### **Tagline**

Two tagline variations have been created to celebrate our shops and opportunities to connect.

#### LONG OPTION:

# Cultivating connections from sidewalk to shop

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:**

### **Cultivating Connections**

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

#### **VISUAL SYSTEM**

#### Logo







Shape of a rectangular doorway



Buildings signify a downtown that's "open for business"



Lamp as a nod to Mildmay being known as the Lamplighter Village



Sidewalk to bring people into the area and provide a foundation for growth



PRIMARY LOGO ORIENTATION: HORIZONTAL

#### SECONDARY LOGO ORIENTATION: VERTICAL









#### Limitations

#### SIZE

Our logo should never appear smaller than specified.

0.3" · 22px



0.9" · 65px



1.3" · 34px

#### **SPACE TO BREATHE**

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

































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#### 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























#### **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.

EVERGREEN	MOSS	GRASS	ROSE
#0F2C18	#45613A	#80A459	#AB5F5F
<b>CMYK</b> 82 / 52 / 84 / 71	<b>CMYK</b> 68 / 36 / 83 /36	<b>CMYK</b> 54 / 19 / 82 / 2	<b>CMYK</b> 524 / 75 / 57 / 7
<b>RGB</b> 15 / 44 / 24	<b>RGB</b> 69 / 97 / 58	<b>RGB</b> 128 / 164 / 89	<b>RGB</b> 171 / 95 / 95
Pantone 5535 C	<b>Pantone</b> 2266 C	Pantone 576 C	Pantone 2342 C
<b>Tint</b> 60%	<b>Tint</b> 60%	<b>Tint</b> 60%	<b>Tint</b> 60%
<b>Tint</b> 10%	<b>Tint</b> 10%	<b>Tint</b> 10%	<b>Tint</b> 10%

#### **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 used. For these scenarios, please refer to <u>page 13</u> 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 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 quiatiorem eatist, corerum que voluptas moles ratae renimin neseque re, ut est enimilite nobis re porempores sus.

Ad exeris sequatempe dolupta dolupti inveliq uuntem fugias que nihit explaborpora volo volore volorpores quiatiorem eatist, corerum que voluptas moles ratae renimin neseque re, ut est enimilite nobis re porempores sus ipsum amet.



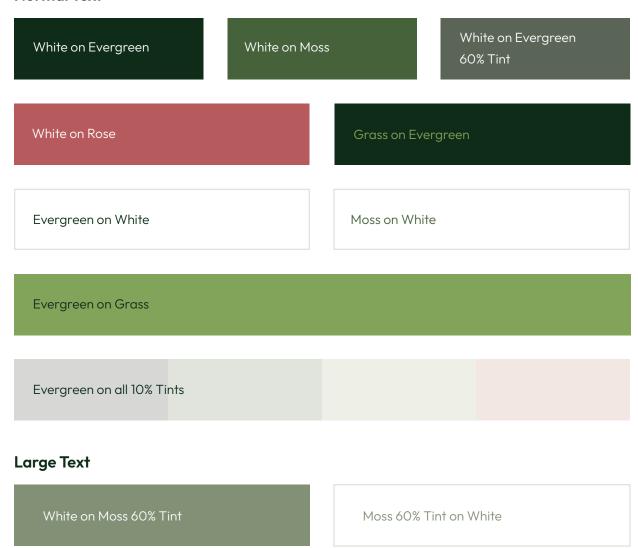
#### **ACCESSIBLE COLOURS**

At right are the recommended text colours for digital communications.

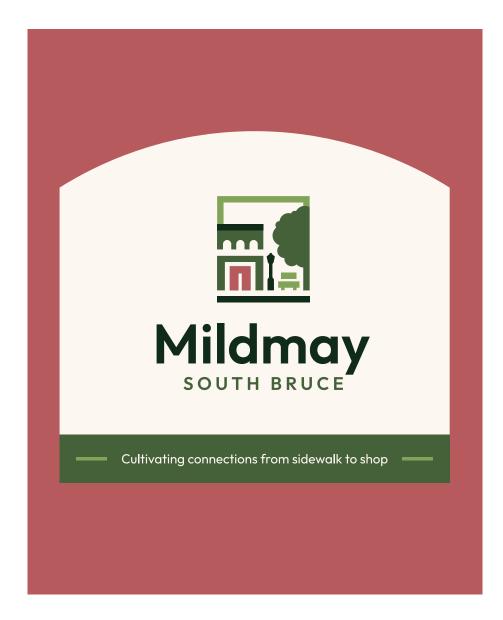
Adherence to these guidelines will help Mildmay meet AODA compliance (AA standard).

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**









Mildmay South Bruce Brand Style Guide Brand Style Guide









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

Additional guidelines surrounding photography and videography can be located in the South Bruce brand guide.