



Mildmay
SOUTH BRUCE

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



Mildmay
SOUTH BRUCE



Mildmay
SOUTH BRUCE



Mildmay
SOUTH BRUCE



Mildmay
SOUTH BRUCE

Limitations

SIZE

Our logo should never appear smaller than specified.



0.3" · 22px



Mildmay
SOUTH BRUCE

0.9" · 65px



Mildmay
SOUTH BRUCE

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.





Mildmay

SOUTH BRUCE

x



Mildmay

SOUTH BRUCE

x



x



Mildmay

SOUTH BRUCE

x



x



x

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.

✗



Mildmay
SOUTH BRUCE



Teeswater
SOUTH BRUCE



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 #0F2C18 CMYK 82 / 52 / 84 / 71 RGB 15 / 44 / 24 Pantone 5535 C	MOSS #45613A CMYK 68 / 36 / 83 / 36 RGB 69 / 97 / 58 Pantone 2266 C	GRASS #80A459 CMYK 54 / 19 / 82 / 2 RGB 128 / 164 / 89 Pantone 576 C	ROSE #AB5F5F CMYK 524 / 75 / 57 / 7 RGB 171 / 95 / 95 Pantone 2342 C
Tint 60%	Tint 60%	Tint 60%	Tint 60%
Tint 10%	Tint 10%	Tint 10%	Tint 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 be used. For these scenarios, please refer to [page 13](#) 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 nihil explaborpora volo volore volorpores quatiorem 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 nihil explaborpora volo volore volorpores quatiorem 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

White on Evergreen	White on Moss	White on Evergreen 60% Tint
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White on Rose	Grass on Evergreen
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Evergreen on White	Moss on White
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Evergreen on Grass

Evergreen on all 10% Tints

Large Text

White on Moss 60% Tint	Moss 60% Tint on White
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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.

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