



**Formosa**  
SOUTH BRUCE

# Brand Guide

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

Throughout Formosa'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

**Formosa is a place where natural beauty and timeless charm converge.**

As a hidden gem known for its quaint parks, a historic church, and refreshing water well, Formosa is a charming village made better by its distinct sense of community and deep-rooted connections.



## Tagline

Two tagline variations have been created to celebrate our sense of community and charm.

### LONG OPTION:

# Nurturing community through beauty and charm

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:

# Nurturing Community

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

## VISUAL SYSTEM

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### Logo



Shape of a gothic window  
or door



Star represents a spark  
of volunteerism and  
community spirit



Church of the  
Immaculate Conception  
with trees framing as  
they do in real life



PRIMARY LOGO ORIENTATION: HORIZONTAL

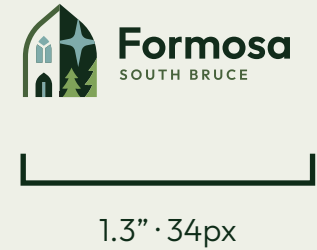
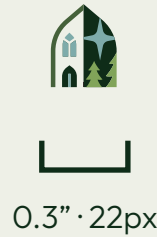
SECONDARY LOGO ORIENTATION: VERTICAL



## Limitations

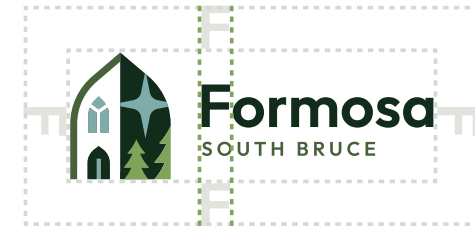
### SIZE

Our logo should never appear smaller than specified.



### SPACE TO BREATHE

In order to maintain the visual integrity of our brand, it needs space to breathe. This space can be represented by 'F'. The logo should have at least 'F' 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





## 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.

<b>EVERGREEN</b>  #0F2C18  <b>CMYK</b> 82 / 52 / 84 / 71  <b>RGB</b> 15 / 44 / 24  <b>Pantone</b> 5535 C	<b>MOSS</b>  #45613A  <b>CMYK</b> 68 / 36 / 83 / 36  <b>RGB</b> 69 / 97 / 58  <b>Pantone</b> 2266 C	<b>GRASS</b>  #80A459  <b>CMYK</b> 54 / 19 / 82 / 2  <b>RGB</b> 128 / 164 / 89  <b>Pantone</b> 576 C	<b>WINTER</b>  #87AAAA  <b>CMYK</b> 53 / 20 / 32 / 0  <b>RGB</b> 135 / 170 / 170  <b>Pantone</b> 5493 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 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.

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### ACCESSIBLE COLOURS

At right are the recommended text colours for digital communications. Adherence to these guidelines will help Formosa 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	Winter on Evergreen	
Evergreen on White	Moss on White	
Evergreen on Grass	Evergreen on Winter	
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.