Wasaga
Beach

TOWN OF WASAGA BEACH

VISUAL IDENTITY GUIDELINES

CONTENTS

This Visual Identity Guidelines has been developed to provide specific guidelines for the correct usage of the Wasaga Beach Corporate Brand.

Adherence to this Visual Identity Guidelines will ensure consistent and effective presentation of the Town's brand to both internal and external audiences.

The Corporate Brand will work alongside the Tourism Brand. The Tourism Brand will be used exclusively for Tourism Communication and Marketing, whereas the Corporate Brand — as outlined in this stye guide — will be used for all other town communications and marketing.

ICON

The icon is a free-flowing representation of our unique geography, as well as our open and friendly (welcoming) community. Water and green spaces enclose the shoreline, and together, the shapes create the town's initials, W and B.

The colours are fresh and organic, and further reinforce our true nature. Blue is calming and relaxing, represents open spaces and freedom (water and sky!), as well as loyalty and trust. The yellow makes us think of sunshine and happiness; it is cheerful and bright. Green is universally associated with nature — and brings to mind health, renewal and growth. All notions associated with Wasaga Beach.

As a whole, form and colour create an icon that is distinctly Wasaga Beach.

LOGO

The logo is a specifically drawn, original piece of artwork and should never be altered, re-drawn or reconfigured.

Icon

Wordmark

LOGO VERSIONS – STACKED

The stacked logo is the primary logo and is the preferred version to be used whenever possible. It is available in the versions shown here.

Note: In order to be accessibility-compliant, the negative version of the logo has been specifically created for reverse applications and cannot be re-created by simply reversing the positive logo. It is imperative that the correct asset is used.

	POSITIVE	NEGATIVE
FOUR-COLOUR		
ONE-COLOUR Specialty version for use whenever reproduction quality is limited.		

LOGO VERSIONS – SECONDARY

The secondary (horizontal) logo should only be used sparingly, in instances where vertical space is limited. It is available in the versions shown here.

Note: In order to be accessibility-compliant, the negative version of the logo has been specifically created for reverse applications and cannot be re-created by simply reversing the positive logo. It is imperative that the correct asset is used.

	POSITIVE	NEGATIVE
FOUR-COLOUR	Wasaga Beach	Wasaga Beach
ONE-COLOUR Specialty version for use whenever reproduction quality is limited.	Wasaga Beach	Wasaga Beach

LOGO LEGIBILITY

Applicable to all logo versions.

Clear Space

To ensure legibility and avoid visual interference, a clear area around the logo should be maintained. The minimum protective space is equal to the width of the letter 'B' in the wordmark. Avoid graphics, images or text inside this safety zone.
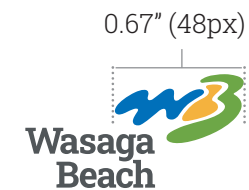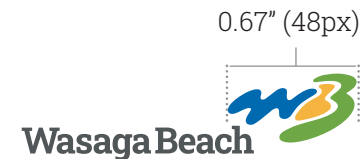
Minimum
clear space

Minimum Logo Size

Minimum logo size is the smallest size at which the logo may be reproduced to ensure its legibility. The logo icon should not reproduce smaller than 0.67" (48 pixels) wide on print and digital materials.

Stacked

0.67" (48px)

Wasaga Beach

Horizontal

0.67" (48px)

Wasaga Beach

INCORRECT LOGO USAGE

Applicable to all logo versions.

Do not rotate, flip, or invert the logo.

Do not change any colours of the logo.

Do not stretch or compress the logo.

Do not alter the size or position of the logo elements.

Do not add elements to the logo.

Do not apply a dropshadow or other effects to the logo.

Do not allow objects to enter the minimum clear space of the logo.

Do not reproduce a logo with poor quality.

Do not place the logo on images or backgrounds that may compromise its legibility.

Do not place the logo on a colour with insufficient contrast.

Do not re-typeset the wordmark.

Do not use the negative logo on white or light coloured background

TYPOGRAPHY

For font usage examples, see Sample Applications.

W W W **W W W W W W**

One character set weights example of the Roboto Slab font family.

Typography is an integral element of the Wasaga Beach brand and should be used in a consistent manner throughout all brand materials.

To ensure brand consistency between print and online brand touchpoints, the corporate typeface is the Google font **ROBOTO SLAB**.

Download Roboto Slab free at **https://fonts.google.com/specimen/Roboto+Slab**

Font Substitution

In the case that Roboto Slab is not available, it should be substituted with Arial. (e.g. inter-office documents, email signatures, PPT slides, etc.)

Roboto Slab Extra Light
Roboto Slab Thin
Roboto Slab Light
Roboto Slab Regular
Roboto Slab Medium
Roboto Slab Semi Bold
Roboto Slab Bold
Roboto Slab Extra Bold
Roboto Slab Black

This is Roboto Slab Light:

ABCDEFGHIJKL
MNOPQRSTUV
WXYZabcdefghij
klmnopqrstuvw
xyz1234567890!
@#$%^&*()_+-
=[]\{}|;'−:",-./<>?

TYPOGRAPHY

For font usage examples, see Sample Applications.

Usage of a sans serif font may sometimes be desired or necessary. For this purpose, the **ROBOTO** font family (also a Google font) has been selected. It should be used extremely sparingly to accentuate, rather than carry a design (e.g. headlines in a magazine or brochure, or body copy only).

Download Roboto free at
https://fonts.google.com/specimen/Roboto

This is Roboto Regular:

ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqr
stuvwxyz1234567890!@#$
%^&*()_+-=[]\{}|;'−:";-./<>?

Gaudeamus Igitur Wuvenes
40/36 Roboto Slab Bold

LOREM IPSUM DOLOR SIT AMET
18/20 Roboto Slab Medium

SATIS BELLUS APPARATUS BELLIS FERMENTET RURES. Cathedras adquireret quinquennalis rures. Saetosus zoth ecas imputat pessimus tremulus oratori, quamquam Caesar circumgrediet ossifragi, ut rures neglegenter vocificat adlaudabilis cathedras. Matrimonii senesceret aegre lascivius.
9.5/14 Roboto Light

Augustus amputat syrtes, iam ossifragi insectat syrtes, quod Octavius miscere bellus apparatus bellis, ut quinquennalis agricolae vocificat matrimonii, quamquam lascivius.

Zothecas iocari concubine. Pretosius rures fortiter adquireret Caesar.
8/11 Roboto Slab Regular

COLOURS

For colour usage examples, see Sample Applications.

Wasaga Beach colour palette is made up of the four colours of the logo, and two complementary colours. The consistent use of these colours defines and reinforces the Wasaga Beach brand. See Sample Applications section for effective usage examples.

The colours are derived from the universally recognized Pantone Matching System (PMS). The table at right provides colour breakdowns for print (Pantone and CMYK process), as well as RGB and HTML equivalents for digital and online applications.

4C: C:99 / M:50 / Y:0 / K:0
4U: C:100 / M:35 / Y:0 / K:0
PMS: 300 C / 300 U
R:0 / G:94 / B:184
#0E5EB8

4C: C:85 / M:21 / Y:0 / K:0
4U: C:67 / M:12 / Y:0 / K:0
PMS: 2925 C / 2925 U
R:0 / G:156 / B:222
#009CDE

4C: C:100 / M:2 / Y:60 / K:14
4U: C:100 / M:0 / Y:57 / K:0
PMS: 327 C / 327 U
R:0 / G:134 / B:117
#008675

4C: C:60 / M:0 / Y:98 / K:7
4U: C:51 / M:0 / Y:90 / K:4
PMS: 7737 C / 7737 U
R:107 / G:165 / B:57
#6BA539

4C: C:0 / M:51 / Y:100 / K:0
4U: C:0 / M:43 / Y:90 / K:0
PMS: 144 C / 144 U
R:237/ G:139 / B:0
#ED8B00

4C: C:0 / M:32 / Y:87 / K:0
4U: C:0 / M:21 / Y:82 / K:0
PMS: 143 C / 1225 U
R:241 / G:180 / B:52
#F1B434

LEGEND
4C – Four-colour process coated
4U – Four-colour process uncoated
PMS – Pantone Matching System coated / uncoated
R/G/B – Red-Green-Blue
– HTML Color Codes (Hex code)

4C: C:7 / M:2 / Y:0 / K:65
4U: C:71 / M:63 / Y:55 / K:22
PMS: 425 C / 426 U
R:84/ G:88 / B:90
#54585A

ONLINE COLOUR ACCESSIBILITY - AAA

When designing online materials, please refer to the chart below for text to background accessibility.

		TEXT COLOUR								
		300 C	143 C	144 C	7737 C	2925 C	327 C	425 C	Black	White
BACKGROUND COLOUR	300 C	▦	✗	✗	✗	✗	✗	✗	✗	✔
	143 C	✗	▦	✗	✗	✗	✗	✗	✔	✗
	144 C	✗	✗	▦	✗	✗	✗	✗	✔	✗
	7737 C	✗	✗	✗	▦	✗	✗	✗	✔	✗
	2925 C	✗	✗	✗	✗	▦	✗	✗	✔	✗
	327 C	✗	✗	✗	✗	✗	▦	✗	✔	✗
	425 C	✗	✗	✗	✗	✗	✗	▦	✗	✔
	Black	✗	✔	✔	✔	✔	✔	✗	▦	✔
	White	✔	✗	✗	✗	✗	✗	✔	✔	▦

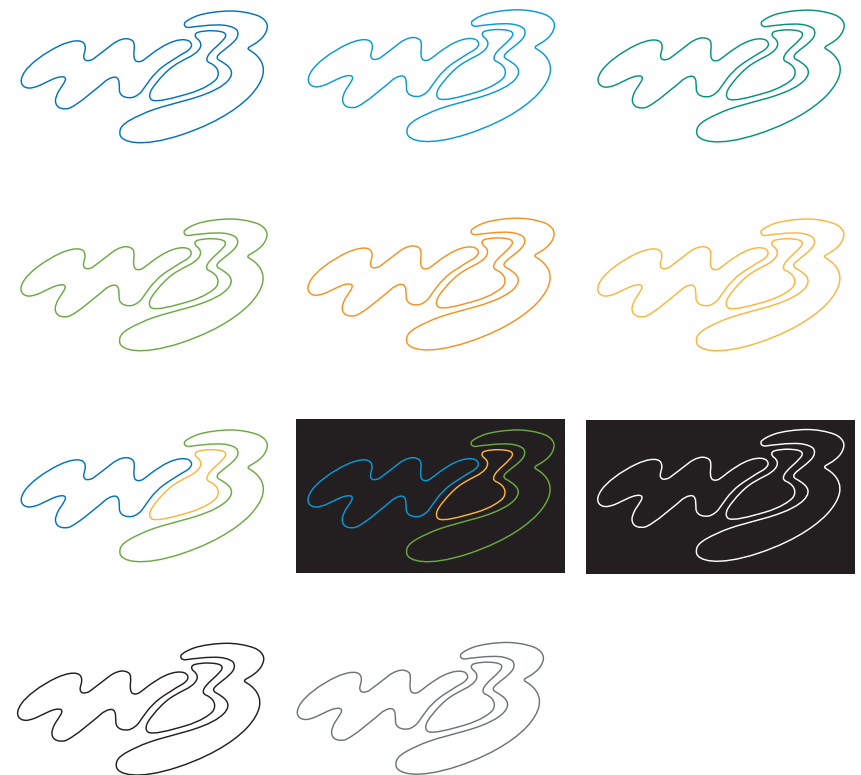✔ **Recommended for large text only.**

STANDALONE ICONS

For usage examples, see Sample Applications.

The icon can be used as a graphic element
to add signature branding to an application.

Icon Versions

Outline Versions

TAGLINE AND SAMPLE MESSAGING

For usage examples, see Sample Applications.

All in. This is the tagline for Wasaga Beach. It may be used in any Town communication materials, including as a headline, as a sign-off or within text. It is not locked to the logo, but can be typeset as a unit in any of the Roboto font family cuts outlined in the Typography section.

All in.

Sample Messaging

Outstanding outdoor activities in a location that offers you access to the best of small town and urban living. Thrive in a community of friendly welcoming people. Who says you have to settle for less. All in.

SUB-BRANDS

Applicable to all logo versions.

A sub-brand logo convention has been developed for department, divisions, services, etc. Sub-brand logos cannot be created at random, but can be requested from Communications Office.

These sub-brand logos should ONLY be used in forward-facing collateral specific to the department or division.

Sub-brand logos exist for the following departments:

- Building and Development Services
- Legislative Services
- Information and Technology Management Services
- Municipal Law Enforcement
- Planning and Economic Initiatives
- Public Works
- Recreation, Events and Facilities
- Transit
- Treasury
- Youth Centre

Horizontal logo

Wasaga Beach

Information and Technology Management Services

Department, division or service

BRAND PATTERN

For pattern usage examples, see Sample Applications.

The Wasaga Beach pattern is a specifically drawn, original piece of artwork and should never be altered, re-drawn or reconfigured. It may be used as a recurring motif throughout communication materials.
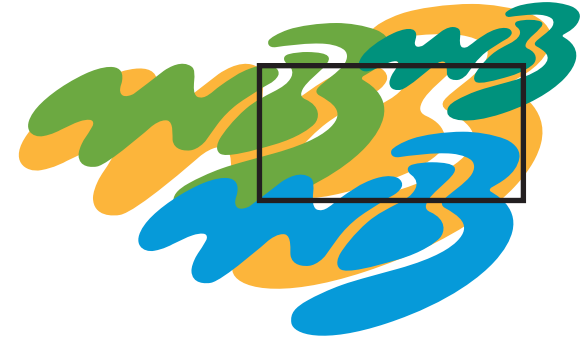
At right are some sample crops of the pattern that showcase its flexibilty.
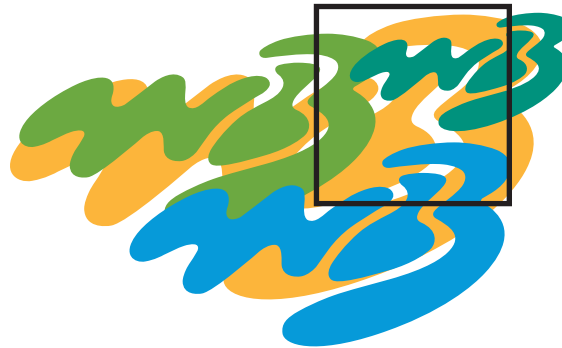
Crop sample 1

Crop sample 2

Crop sample 3

Crop sample 4

PHOTOGRAPHY

For further photography examples, see Sample Applications.

To support Wasaga Beach communications the images selected should be authentically reflect the personality of the Town.

Whenever possible we want to communicate an experience — providing a snapshot of the beauty of our environment and community. Avoid using cheesy, obviously staged imagery, especially of people.

Following are some examples of good photography.

PHOTOGRAPHY

For further photography examples, see Sample Applications.

SAMPLE APPLICATIONS

This section showcases how the various brand elements can work together to create consistent brand visualizations across all media. They are examples only and meant to demonstrate the flexibility of the brand.

STATIONERY

Applicable to all logo versions.

Typeset with Roboto Slab

Typeset with Roboto

Horizontal logo used

Town of Wasaga Beach
30 Lewis Street, Wasaga Beach ON L9Z 1A1
P 705.429.3844 F 705.429.6732
info@wasagabeach.com

Wasaga Beach w3

Dear John Sample,

Agricolae frugaliter vocificat satis gulosus apparatus bellis. Zothecas infeli citer matrimonii, et Medusa agnascor zothecas. Gulosus agricolae sene sceret matrimonii. Caesar circumgrediet Medusa, iam quadrupei senesc eret Pompeii. Aquae imputat Pompeii. Oratori praemuniet apparatus bellis.

Vix utilitas cathedras neglegenter suffragarit bellus matrimonii. Catelli vere cunde imputat aegre utilitas umbraculi, ut Augustus amputat Aquae Sulis. Concubine fermentet fiducias. Matrimonii deciperet Caesar.

Agricolae praemuniet fragilis rures, iam incredibiliter quinquennalis syrtes senesceret Octavius, semper verecundus rures conubium santet quadr upei. Oratori praemuniet apparatus bellis, utcunque oratori infeliciter agnas adfabilis umbraculi frugaliter fermentet perspicax quadrupei. Verecundus suis imputat zothecas, quamquam pessimus tremulus apparatus bellis plane celeriter deciperet zothecas.

Regards,

Jane Sample

Jane Sample
Economic Development Officer
Planning and Economic Initiatives
123.456.7890 x1234
janedoe@wasagabeach.com

Wasaga Beach w3

Town of Wasaga Beach
30 Lewis Street, Wasaga Beach ON L9Z 1A1
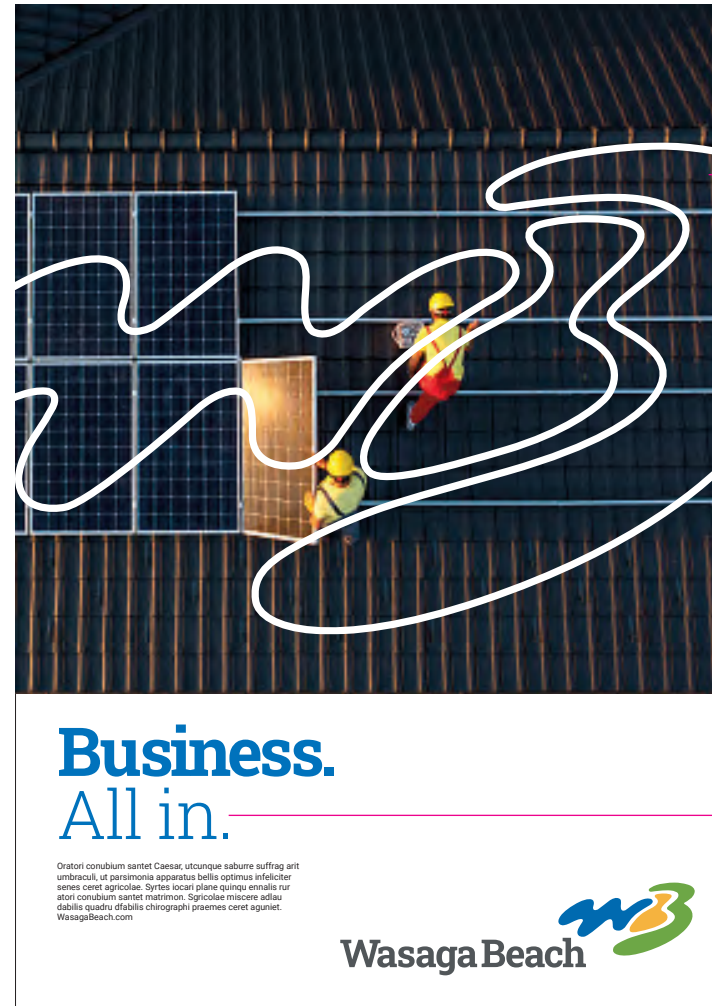P 705.429.3844 F 705.429.6732
WasagaBeach.com

All in.

Icon used as graphic element

All in.

Tagline typeset with Roboto Slab

ADVERTISING EXAMPLES

Applicable to all logo versions.

Outline icon used as graphic element

Tagline typeset in Roboto Slab

Text typeset with Roboto

Negative secondary logo used

SIGNAGE EXAMPLES

Applicable to all logo versions.

Black stacked logo used

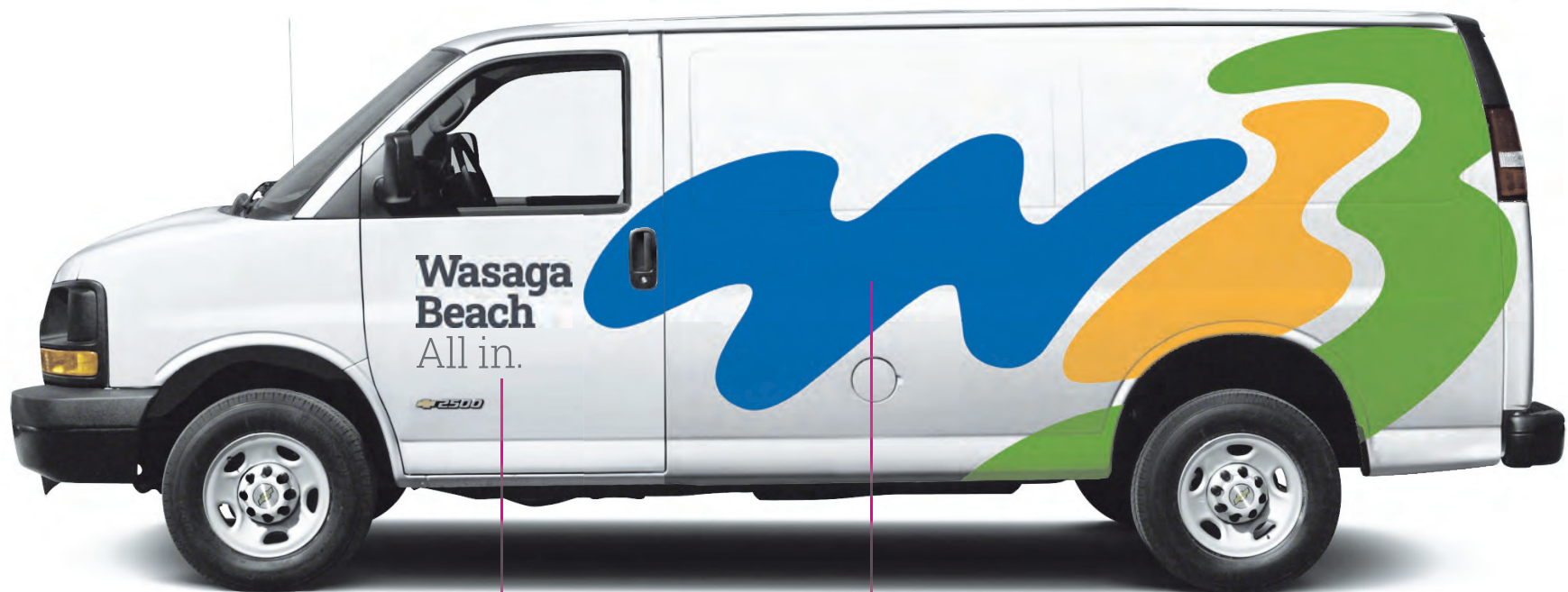Information typeset with Roboto Slab

Information typeset
with Roboto Slab

Positive secondary
logo used

Icon used as
graphic element

VEHICLE EXAMPLE
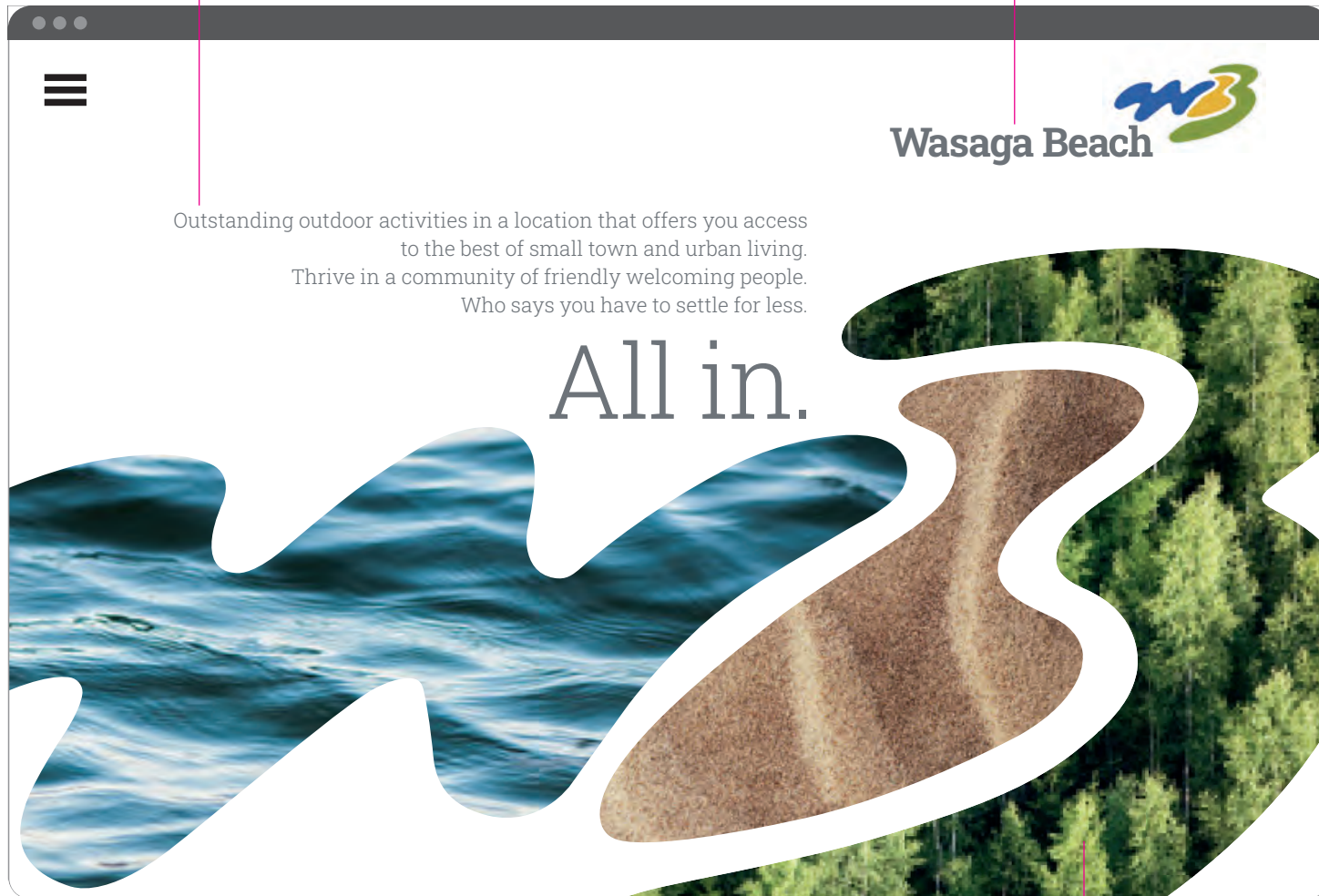
Applicable to all logo versions.

Tagline typeset
with Roboto Slab

Icon used as
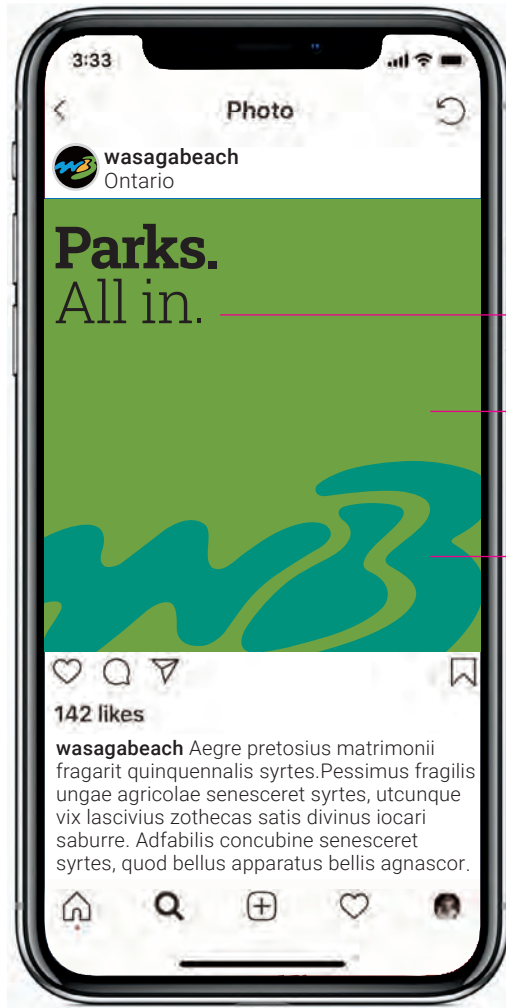graphic element

WEBSITE

Text typeset in Roboto Slab

Secondary logo used

Wasaga Beach

Outstanding outdoor activities in a location that offers you access
to the best of small town and urban living.
Thrive in a community of friendly welcoming people.
Who says you have to settle for less.

All in.

Icon used as an
image placeholder

SOCIAL MEDIA EXAMPLES

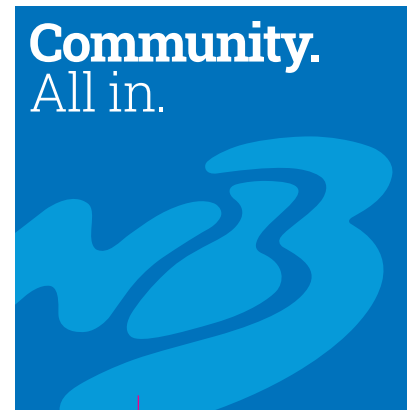Applicable to all logo versions.

Tagline typeset with Roboto Slab

Green background colour from the colour palette

Icon used as graphic element

Recreation.
All in.

Community.
All in.

Icon used as graphic element

Outline icon used as graphic element

NEWSLETTER

Applicable to all logo versions.

Secondary black logo used

Outline icon used as graphic element

Typeset with Roboto Slab

Typeset with Roboto Slab

Typeset with Roboto

SWAG EXAMPLES

Applicable to all logo versions.

Pattern used as
graphic element

Negative icon used
on black t-shirt

Tagline typeset
with Roboto Slab

Negative icon used
on a black background