TOWNSHIP OF
Southwold

Brand Guidelines

Contents

Introduction

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

Throughout the Township of Southwold'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 cohesively and consistently to create continuity.

About the Township of Southwold

Located in southwestern Ontario along the shores of Lake Erie, the Township of Southwold is punctuated by charming hamlets and a warm-hearted population.

It offers a variety of lifestyle and recreational assets – including the Rosy Rhubarb Festival, the Shedden Tractor Pull, and Fingal Wildlife Management Area – as well as a host of unique small businesses, proximity to major destinations, and an affordable, safe lifestyle.

Brand Ingredients

Our Promise

Residents, tourists, and businesses choose the Township of Southwold for a variety of different reasons, but three aspects shape the fabric of our brand promise and differentiate us from our competitors.

COMMUNITY SPIRIT

Here in Southwold, a sense of warmth radiates from within. Our community has immense pride in place, and readily makes contributions to the Township's betterment as well as each other.

RELAXED LIFESTYLE

Although the hustle and bustle of the big city is well within reach, Southwold sits enough apart that a quieter, more laid back lifestyle is easily enjoyed.

AFFORDABILITY

Southwold is affordable, both in a residential and commercial sense, facilitating ongoing growth and land development opportunities worth exploring.

Our Expression

The Township of Southwold's logo is inspired by our position as the Keystone Township.

The 's' shape folds into a contemporary silhouette – a unique twist on the classic letter logo – and works delicately with the earthy tones and organic shapes to reveal Southwold's scenic elements. Brought together by the center of the 's' to form the notable keystone, this logo embodies all that Southwold has to offer to residents, visitors, and businesses alike.

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Our Experience

How the Township of Southwold communicates is *a critical* part of our brand experience.

Whereas our voice should remain the same across applications, our tone may need to adapt to meet various audience's emotional needs.

Voice

Tone

Our tone is **semi-casual**. We must be professional and tactful, but there is room to be reflective and expressive when it doesn't cloud the heart of the message we are trying to deliver.

AUTHENTIC

Genuine and showing concern

APPROACHABLE

Uncomplicated and easy to understand

FRIENDLY

Warm and inviting

INFORMATIVE

Helpful and educational

The Southwold Experience

Slogans

To assist Southwold with reaching its various target audiences, the below slogans may be used across: advertisements (both print and digital); social media (posts and profile assets); marketing collateral (ie: flyers, posters, newsletter); swag and signage; and individual pages of the municipal website.

Slogans are short, catchy phrases that are used to convey the spirit of a brand in marketing campaigns.

They are flexible and can be changed to suit various target audience needs.

AUDIENCE: Residents

Heartfelt and homegrown

AUDIENCE: Tourists

Adopt the pace of nature

AUDIENCE: Businesses/Investors

Harvest opportunity

Slogan Application

Southwold's slogans, in application, are not meant to sit directly beneath the logo. Instead, they are meant to complement or enhance deliverables *featuring* the logo as a standalone item, using a combination of font differentiation and an accent line.

The slogan stylization is composed of three components:

01   Font
All slogans utilize Red Hat Text* Medium in sentence case. Keystone** is the recommended text colour, unless the slogan is being mobilized on a black background, in which case, white text shall be used.

02   Accent Line
Each slogan will feature an accent line in the colour Blade** above the text, unless the accent line is being mobilized on a black background, in which case, a white accent line shall be used.

03   Alignment
Depending on the creative, the slogan can be left aligned, centred, or right aligned.

For more information regarding Southwold's brand fonts, see page 16.
**For more information regarding Southwold's colour palette, see page 18.*

Heartfelt and homegrown

Left Alignment

Heartfelt and homegrown

Centre Alignment

Heartfelt and homegrown

Right Alignment

The following are examples of how the slogans can be visually utilized throughout collateral pieces.

Brand Limitations

Sizing

The Township of Southwold's logo should never appear smaller than specified.

1"   1"   1.5"   0.34"

Space to Breathe

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

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

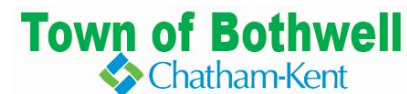Please don't leave it
somewhere congested

Please don't use coloured text
on a coloured background

Logo Don'ts

Co-branding Materials

When our logo is being partnered alongside others, it should be sized so that it's visually equal and spaced a comfortable, equal width apart from the others. It should also be centred horizontally.

Typography

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

Red Hat

<u>Display</u> & <u>Text</u>

Red Hat Display is to be used for headings and stand-out text such as larger introductory paragraphs and stylized quotes.

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

Red Hat Text is to be used for body copy as it has been designed to increase legibility at small text sizes.

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

There are times when fonts are limited to what is already installed on a computer. If a system font is required, **Verdana** is the substitute. This could be for items such as emails, PowerPoint presentations, and Word documents.

AaBbCc

Colour Palettes

A carefully chosen set of colours plays a critical role in a brand's identity. It helps define the emotional response audiences will have with the brand, and triggers instant recognition. For our brand, the following colour palettes have been established:

Primary Palette

KEYSTONE

Pantone 5467 C

R	16	C	85
G	44	M	59
B	42	Y	66
#102C2A		K	66

ICE

Pantone 663 C

R	246	C	2
G	246	M	2
B	246	Y	2
#F6F6F6		K	0

DUSK

Pantone 7721 C

R	27	C	87
G	104	M	42
B	103	Y	55
#1B6867		K	21

BLADE

Pantone 7495 C

R	140	C	50
G	160	M	22
B	59	Y	100
#8CA03B		K	3

Secondary Palette

CARNATION	R 244	G 124	B 92		#F47C5C
	C 0	M 64	Y 66	K 0	Pantone 1635 C

PEACH	R 246	G 172	B 97		#F6AC61
	C 2	M 37	Y 70	K 0	Pantone 7411 C

COB	R 253	G 190	B 17		#FDBE11
	C 3	M 26	Y 100	K 0	Pantone 7408 C

SOLEIL	R 255	G 217	B 114		#FFD972
	C 1	M 14	Y 65	K 0	Pantone 1215 C

DAWN	R 222	G 241	B 241		#DEF1F1
	C 14	M 7	Y 8	K 0	Pantone 7541 C

SLATE	R 89	G 108	B 106		#596C6A
	C 67	M 46	Y 52	K 18	Pantone 5487 C

WINTER WHEAT	R 55	G 88	B 51		#375833
	C 80	M 43	Y 83	K 41	Pantone 350 C

Conclusion

Branding is what people say about you when you're not in the room.

– JEFF BEZOS

This guidelines document outlines the framework required to ensure our brand is used consistently and appropriately across all print and digital media channels. Should you have any questions about how to use our brand, please contact communications@southwold.ca.