MUNICIPALITY OF
WestGrey
nestled in nature

Communications Strategy

Brand identity

The document highlights the importance of a strong and consistent visual identity for the Municipality of West Grey. This identity is shaped by various elements such as printed materials, stationery, website design, clothing, and vehicle branding. Each of these elements contributes to the public's overall perception of the Municipality, making it essential for the community and stakeholders to easily recognize and trust its services.

The purpose of this document is to:

1. **Clarify the components of the Municipality's brand** – detailing how elements like logos and design standards come together to form a cohesive identity.
2. **Define graphic design standards** – ensuring a uniform approach across all communication materials, strengthening the Municipality's public image.
3. **Illustrate brand usage** – providing examples of how the brand should be applied in different contexts.
4. **Establish approval procedures** – outlining a clear process for employees and partners to follow when using the Municipality's branding.

This document is intended for employees, agencies, boards, committees, community partners, and suppliers of the Municipality. It specifies that authorization to use the brand is restricted to designated purposes.

The key objectives of this document are to:

- **Promote a consistent visual identity** – ensuring that all materials reflect the Municipality's image as active, innovative, safe, connected, and growing.
- **Enhance public recognition and accessibility** – making it easier for residents and businesses to identify municipal services.
- **Build transparency and engagement** – positioning the Municipality as approachable and committed to community interaction.
- **Strengthen the Municipality's reputation** – cultivating a reliable and positive public image.

By following these branding guidelines, the Municipality ensures effective communication of its services and maintains a consistent and recognizable image in the community.

Introduction to the brand

A strong, well-established brand is a valuable asset for any Municipality, but it's equally important to periodically reassess and refresh that brand to ensure it remains relevant and impactful. As communities grow and evolve, so too must their branding, reflecting new priorities and shifting goals.

For West Grey, the 2024-2026 strategic plan outlines several objectives related to identity and branding, such as enhancing our website, updating wayfinding signage, creating a more consistent visual identity, and expanding signage throughout the Municipality.

The inspiration behind the West Grey brand refresh is a deep respect for the community's heritage, coupled with a desire to infuse more colour and vibrancy into our identity. The refreshed branding aims to honour our past while embracing a more dynamic and contemporary look.

West Grey is rich in history, shaped by the former townships of Normandy, Bentinck, and Glenelg, the town of Durham, and the village of Neustadt. The area is further defined by the River Styx, Rocky Saugeen, Beatty Saugeen, and South Saugeen Rivers, which have long connected our communities. Today, the Municipality is alive with activity, commerce, and social energy, setting the stage for an exciting future.

The refreshed West Grey brand tells the story of a community rich in history and rooted in nature, while looking forward to a bright and vibrant future. Through our updated colours and visual identity, we aim to create a brand that not only honours our past but also reflects the dynamic energy of our present and future. This brand refresh is a celebration of the people, places, and values that make West Grey a truly special place to live, work, and grow.

Introduction to the brand–colours

Our refreshed colour palette draws inspiration from the landscapes, textures, and natural beauty of West Grey. The hues are derived from photographs that capture the essence of our geography, from forests and waterways to farmlands and skies. Each colour is carefully chosen to tell the story of West Grey's past, present, and future.

Brown – A Place of Industry

- Brown symbolizes the hardworking spirit of West Grey. With deep roots in agriculture, forestry, and industry, this colour represents the stability and resilience of our community. It connects us to the land, symbolizing the foundation upon which we've built our legacy and continue to grow.

Green – Nestled in Nature

- Green reflects the abundance of natural beauty in West Grey, from its lush forests and fields to its meandering rivers. It represents growth, renewal, and our commitment to preserving the environment. This colour invites residents and visitors to explore the breathtaking landscapes that define our community.
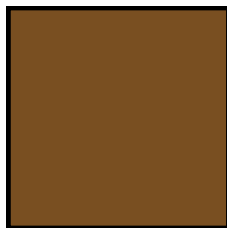
Grey – Family-Driven Communities

- Grey embodies the strength, resilience, and unity of West Grey's communities. It represents the solid foundation built by generations of families, as well as the balance between traditional values and modern aspirations. This colour symbolizes the enduring spirit of our people and their connection to one another.

Blue – Small Town Roots (Past, Present, and Future)

- Blue represents trust, reliability, and the close-knit bonds that define our community. It pays homage to our deep historical roots, shaped by the early settlers and generational families, while also reflecting the exciting future we are building together. This colour signifies the strong sense of belonging and support that West Grey offers to all who live here.
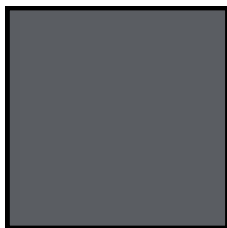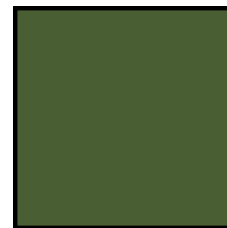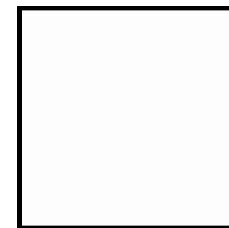
| #5A5D62 | #794F21 | #1E4476 | #495E33 | #FDFDFD |

Brown – Place of Industry

Green – Nestled in Nature

Grey – Family Driven Communities

Blue – Small Town Roots (Past, Present, and Future)

MUNICIPALITY OF
West Grey
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Introduction to the brand–fonts

Each font in our brand refresh is selected to play a crucial role in conveying our brand's identity and values:

- Each font contributes to a distinctive visual identity, making West Grey recognizable across various communications and materials.
- The unique characteristics of each font evoke specific feelings and associations, helping us connect with community members and reflect the essence of West Grey.
- The variety of fonts showcases different aspects of our community—its history, culture, and modernity.
- A consistent use of fonts ensures uniformity across all branding materials, reinforcing a cohesive message and visual presence.
- Each font is designed for clarity and legibility, making our communications more engaging and easier to understand.
- Certain fonts may resonate with local heritage and pride, celebrating our community's unique character and fostering a sense of belonging.

- The range of fonts allows for versatility in application across various mediums, ensuring alignment with different community initiatives and events.
- A well-defined font selection contributes to brand recognition, helping community members and visitors easily associate materials and initiatives with West Grey.

By thoughtfully integrating these fonts into our brand refresh strategy, we reinforce our community's identity, values, and aspirations, creating a vibrant and unified presence.

Introduction to the brand–fonts

Broadsheet LDO Font
This font is used in the logo for the words 'West Grey' in the refreshed brand.

The 'Broadsheet LDO' font is designed for clarity, making it easy to read both in print and on digital platforms. The font has a clean and professional look, which helps establish credibility and trust within the community. With various weights and styles,

'Broadsheet LDO' can be used across different media— posters, brochures, websites—maintaining a cohesive brand identity. The classic design of the font can evoke a sense of history and belonging. The font's design often adheres to accessibility standards, ensuring that materials are inclusive and legible for all community members, and stands out among more common typefaces, helping to create a unique visual identity for the community.

Highway Font
This font is used adjacent to the logo/wordmark, as a companion to the core 'West Grey' graphic: for the words 'Municipality of' (for all corporate and legal correspondence); in tagline ('Nestled in Nature') or when the logo/wordmark includes the names of the individual communities (Ayton, Durham, Elmwood and Neustadt).

The 'Highway' font complements our branding by reinforcing a sense of belonging, modernity, and approachability, helping us engage effectively with both residents and visitors. Its rounded and open letterforms create a welcoming feel, as 'West Grey' is accessible and friendly. The font family includes various weights and styles, allowing us to maintain a consistent visual identity across different materials, from signage to promotional materials. The clean lines of the 'Highway' font contribute to a contemporary look that aligns with our community's forward-thinking values while still being grounded in tradition. Designed for clarity, 'Highway' ensures that our messaging is easy to read, which is essential for effective communication within our community.

Introduction to the brand–fonts

Arial Font

This font is the primary font type for administrative purposes in, reports and public communications (i.e. media releases and public notices).

'Arial' is one of the most commonly used typefaces, making it familiar and easily recognizable to our community members. The font's clean, sans-serif design enhances legibility in various formats, ensuring that our communications are clear and accessible.

It conveys a straightforward and professional look, which is essential for official documents, reports, and public communications.

With multiple weights and styles available, 'Arial' can be used effectively across different types of materials, from print to digital, maintaining a cohesive brand identity.

'Arial' is widely supported across different software and platforms, ensuring that our documents and communications appear consistently, regardless of where they are viewed.

Open Sans Font

This font will primarily be used for communications across 'West Grey's social media channels.

'Open Sans' is designed for excellent legibility, both on screens and in print.

This ensures that our messages are clear and easily understood by all community members.

It has a contemporary and clean aesthetic that reflects our commitment to professionalism and transparency in communication.

With a range of weights and styles, 'Open Sans' is adaptable for various applications, helping us maintain a cohesive brand identity. The font's neutral design makes it suitable for a wide audience, allowing us to convey important information without overwhelming or distracting from the message.

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Logo Guide

The Municipality of West Grey's logo has been updated while retaining its core elements. The font has changed and we have added 'Municipality of' to improve accessibility and visual appeal. We have also incorporated our tagline into the logo for use.

Primary Logo

MUNICIPALITY OF
West Grey
nestled in nature

MUNICIPALITY OF
West Grey
nestled in nature

Corporate Logo

MUNICIPALITY OF
West Grey

MUNICIPALITY OF
West Grey

Consumer Logo

West Grey
nestled in nature

West Grey
nestled in nature

Logo Safe Area and Size

Include a safe area all around the logo. No other graphics or text should be within the safe area.

Please ensure logo is large enough to read nestled in nature when using the primary logo.

The white logo can be placed on a coloured background, with all logos available in corresponding versions for each colour in our colour palette.

Please ensure logo is large enough to read nestled in nature when using the secondary logo.

Incorrect use of the logo

The logo should only be placed on a different background if it is egible to read on coloured backgrounds.

No tilting of the logo.

The logo should not be placed on a cluttered or busy background photo.

No stretching of the logo.

Logo Application

When to use the Primary 'West Grey' logo:

The 'West Grey' Primary Logo should be used to connect with any audience while reflecting the brand tagline, "nestled in nature," reinforcing the message that 'West Grey' is truly embraced by nature.

This primary logo will be featured in direct mail, print advertising, and signage, council reports, incorporating the "nestled in nature" tagline to build community pride and strengthen the identity of 'West Grey'.

When to use the Corporate 'West Grey' logo:

The Corporate 'West Grey' logo is intended for corporate use, including applications such as letterheads, memos, and any other official materials representing the Municipality of 'West Grey' corporation.

When to use the Consumer 'West Grey' logo:

The Consumer 'West Grey' logo is intended for consumer use, when engaging directly with the public to promote services, events, or initiatives that are aimed at residents, visitors, or customers.

Sample logo use socials

West Grey | Media releases

West Grey | Municipal

West Grey | Community

West Grey | Council

West Grey

When to use the 'West Grey' Stacked logo:
For all of 'West Grey's social media platforms, the 'West Grey' stacked logo will be used to maintain a clean and professional appearance for the Municipality. Each coloured banner will represent a different category. Please refer to the information above to see which colour corresponds to each category.
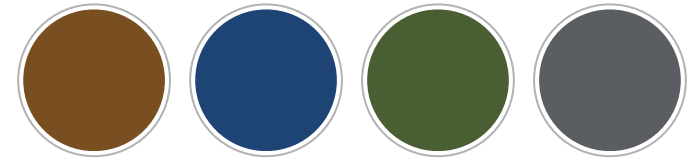
Colour palette

Primary colours
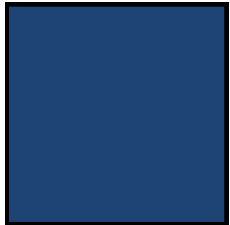
Blue – Small Town Roots
RGB: 30, 68, 118
CMYK: 98, 80, 27, 13
#1e4476
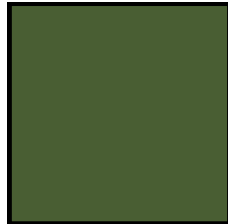
Green – Nestled in Nature
RGB: 73, 94, 51
CMYK: 68, 42, 90, 34
#495e33

Secondary colours
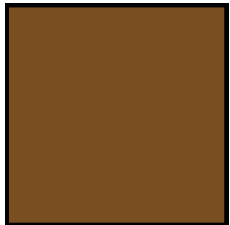
Brown – Place of Industry
RGB: 121, 79, 33
CMYK: 38, 63, 99, 34
#794f21

Grey – Family Driven Communities
RGB: 90, 93, 98
CMYK: 65, 55, 49, 24
#5a5d62

Colours for icons/graphics

Fonts

Arial
This font is the primary font type for administrative purposes in, reports and public communications (i.e. media releases and public notices).

Open Sans

This font will primarily be used for communications across 'West Grey's social media channels.

Sample logo use

Email signature

The following is the email signature for all @westgrey.com addresses.

Name
Title

Municipality of West Grey
402813 Grey Road 4
Durham, ON N0G 1R0
519-369-2200 ext. xxx
www.westgrey.com | @OurWestGrey

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Name
Title

519-369-2200 ext. xxx
www.westgrey.com | @OurWestGrey

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Vehicle branding guidelines

The Municipality's visual identity is designed to maintain consistency and elevate the brand across all platforms. A unified design framework ensures that marketing materials, corporate messaging, and other municipal assets are easily recognized by our residents.

All municipal vehicles, including cars, SUVs, and pickup trucks, will be white and feature the approved municipal branding. Exceptions to this standard include:

- 'West Grey' Fire Rescue vehicles: These will be red and display the 'West Grey' Fire Rescue logo.
- Heavy equipment vehicles: Such as snow plows, which may have a different design as needed.

Final approval for all vehicle fleet branding will be provided by the Legislative Services department. This ensures the branding adheres to organizational standards, guaranteeing both visibility and consistency.

Please note: Logos or promotional materials may not be added to vehicles that are not owned or operated by the Municipality.

Uniforms and promotional items

When applying the Municipality of 'West Grey' logo onto promotional items, it is essential that the logo is placed in a visible and prominent location to ensure maximum visual impact. The logo should always be displayed on a solid background that does not compromise its clarity or legibility. Care should be taken to avoid any design elements or colors that may conflict with the logo's visibility.

If you have any questions or require assistance with ordering promotional items, or if you need approval for promotional materials, please do not hesitate to contact the Legislative Services Department. They will be happy to guide you through the process and ensure compliance with the Municipality's branding standards.

Accessibility

Accessible Design Guidelines

The Accessibility for Ontarians with Disabilities Act, 2005 (AODA) sets standards to enhance accessibility across Ontario. The Municipality of West Grey is committed to accessibility and will ensure that all corporate social media meets the required accessibility standards. Please follow these guidelines to ensure content readability. For more details, refer to the website.

Readability Guidelines for All Documents:

General:
- Aim for a readability grade level of below grade 10 (AODA standard).
- Use bullet points for summaries instead of long paragraphs.
- Keep tables and charts simple and easy to understand.
- Use plain and clear language.
- Avoid placing text on busy or cluttered backgrounds that make it hard to read.

Fonts:
- Use clear, easy-to-read fonts.
- Avoid decorative, "handwritten," or overly complicated fonts.
- Do not underline text (except for links) or use italics; use bold for emphasis instead.