

# Brand Strategy & Guidelines

Version 1.0

Document 1 of 2 in the  
Brand & Communications  
Strategy Series

September 2018

The Brooks Region Brand Strategy & Guidelines is one of two documents guiding branding and communications for the Brooks Region.

To apply the brand using communications materials, methods, and direction, refer to the Brooks Region Communications Strategy.

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Version 1.0  
August 2018  
Document 1 of 2 in the Brooks Region Brand & Communications Strategy Series.



# Brooks Region Brand Strategy



Brooks Region  
201-1 Ave W  
Brooks, Alberta



# Contents

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<b>Introduction</b>	<b>2</b>
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<b>Brand Identity</b>	<b>3</b>
-----------------------	----------

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<b>Brand Design</b>	<b>7</b>
Logotype	9
Treatment	11
Geometry	13
Usage	14
Colours	15
Typography	17
Photography	19
Document Framework	21

---

<b>Brand Application</b>	<b>27</b>
Application: Stationary	29
Application: Advertisement	31
Application: Report	33
Application: Signage	34
Application: Social Media	35
Application: Website	36
Application: Email	37
Application: Slide Deck	37
File Location	38

# How to use this document



*Use this document as a north star to support your work as you develop key brand messages, build design products, and maintain the brand over time. In each section, we've provided a number of practical instructions in blue text that you can use to guide implementation of the brand. We hope over time, you'll build up a collection of bookmarks, doodles, and improvements within the pages of this document. While we've given you a brand to use and guidelines to follow, it is ultimately up to you to steward and advance the brand over time.*

# Introduction

The Brooks Region is our home and playground. It is our workshop and boardroom. It is a community of choice for those looking to forge strong social connections and reach new economic heights.

The Brooks Region Brand Strategy provides us a foundation with which to communicate who we are and what we value to the world. With this strategy, you'll be prepared to live the Brooks Region vision, to communicate consistently, and present the Region faithfully using a suite of new design tools.

Since we began the Brooks Region branding process in late 2017, a set of key goals have guided our work. With support from the companion Communications Strategy, the Brooks Region Brand Strategy will:

- provide a foundational narrative for our work
- develop a consistent and flexible brand identity
- clarify the relationship between the Brooks Region and our municipal and county partners
- provide a set of actionable brand guidelines
- design a practical document framework and supporting templates, and
- establish brand stewardship principles.

The Brooks Region Brand Strategy comprises three sections.

The first – **Brand Identity** – provides a direction for the Brooks Region brand. Within this section, we introduce the brand's position, its value proposition, mission, purpose, vision, values, and personality. With each of these elements, we have built an impactful direction for the future of the Brooks Region.

The second section – **Brand Design** – provides an extensive design system that you'll use to build design products and communicate the brand identity consistently. In this section, we introduce the components of the design system: the logotype, colour, typography, photography, layout, usage guidelines, and document framework.

The third and final section – **Brand Application** – builds on the lessons of the first two sections to present practical examples and key directives of the print and digital design products you'll create using the Brooks Region brand.

01

# Brand Identity

Promise  
Name & Tagline  
Position  
Value Proposition  
Mission  
Purpose  
Vision  
Values  
Personality  
Stakeholders  
Audience



## Meet the Brooks Region brand.

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### Promise

The Brooks Region brand is a reflection of who we are. We are thoughtful. We are consistent. We are disciplined. We are passionate. To build and keep a brand will demand much of us. Every day, we will live our vision and values, and work towards our brand's mission and purpose.

A promise of independence, of industry, of opportunity. We carry it forward from those who came before. We live it every day. Though we each find ourselves here for our own reason, we're united as stewards of this place and its promise. We are the Brooks Region.

The Brooks Region is founded on a promise.

---

### Name & Tagline

# Brooks Region

## Better. Realized.

This is who we are and what we represent. This is the Brooks Region. We are focused. We are to the point. We get things done. Our brand capitalizes on the broad recognition of the City of Brooks within the region and beyond, while creating fresh associations with a new concept.

Size permitting, use the tagline on stationary, signage, and promotional materials. The logo should not be paired with the tagline where the tagline appears elsewhere on the page (in a title, for example) or if the intended audience is internal.

Our tagline echoes our name. Consider "better." Is it new investment opportunities? A family-friendly community? A change of pace? It is each of these, and more. In the Brooks Region, we realize "better" every day.

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### Position

Our brand position separates us from our competition and communicates our value to target audiences.

For our clientele – a diverse group that includes both small business owners and corporate operations executives – the Brooks Region provides a unique set of social, economic, and geographic advantages. We offer a young and highly-skilled workforce, a number of major industries, and close proximity and effective infrastructure connections to markets in Canada and the United States.

### Value Proposition

Our value proposition distills our position in the world into a message for potential residents and investors.

Our promise sets us apart from our competition. In the Brooks Region, we offer the best of both worlds. At work, business owners and investors draw upon our economic vitality, our proximity and connectivity, our primary industries, and our market size to realize their potential. At home, residents are supported by our small-town values, quality of life, affordability, and access to services to realize a well-balanced life rooted in community.

## Mission

Our brand mission is how we work, and how we realize our vision every day. Our mission is clear.

We connect residents and investors to the promise of the Brooks Region through advocacy, support, and cooperation. As stewards of the promise, we work to attract, retain, and grow business in the Brooks Region. We offer the support to grow, the strength to lead.

## Purpose

Our brand purpose is our reason for being. It is why we show up and get things done.

We steward the economic promise of the Brooks Region. We will leverage our position to attract new residents and investors to the region, to grow our economy, and keep it strong and healthy for future generations.

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## Vision

Our brand vision is what we want to achieve as stewards of the Brooks Region. It is the outcome of our mission and purpose.

*The Brooks Region is a community of choice for those looking to build strong social connections and scale new economic heights. We will sustain and grow our economy while welcoming people from Canada and beyond to help realize the promise of the Brooks Region.*

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## Values

Our values guide us in everything we do. By living our values, we support the Brooks Region brand.

The Brooks Region is founded on values guided by our history of blue-collar work and small-town life. We are industrious and independent, yet welcoming and helpful. We are resilient and dependable. We are true to our roots, and stewards of the gifts left to us by our predecessors.

## Personality

Our personality is a reflection of who we are and where we live.

The personality we show in our messaging is the best opportunity to achieve our vision and live our values. As stewards of the Brooks Region, we are clear and concise. We get to the point so we can get things done. As a prairie people, we don't take ourselves too seriously. We can take (and make) a joke. We are welcoming, friendly, and inviting.



## Stakeholders

Our brand is supported by a number of primary and secondary stakeholders who are ultimately responsible for its success. These stakeholders are – directly or indirectly – responsible for crafting messaging and experiences that fulfill the needs of our target audience.

Our primary internal stakeholders include those individuals, groups, and organizations that oversee (and deliver) messaging in the Brooks Region. These include, but are not limited to: political representation in the City of Brooks, the Town of Bassano, the Villages of Rosemary and Duchess, and the County of Newell, and economic development staff located throughout the region.

Our secondary stakeholders are those in the region who will draw upon brand resources. While the goals of these stakeholders may align with our brand direction, their work is not explicitly directed by the Brooks Region. Secondary stakeholders include the Brooks Chamber of Commerce, the Newell Regional Tourism Association, the Eastern Irrigation District, the Palliser Economic Partnership, and the Canadian Badlands tourism initiative.

## Audience

Anchored by the City of 100 Hellos, the brand's target audience reflects the diversity and ambition of the Brooks Region.

The target audience includes a cross-section of people and organizations with different aims: those looking for new business locations (including site selection consultants and corporate executives); economic development agencies; local alliances and partnerships; targeted industries; media; and potential and existing residents.

Our research into the Brooks Region target audience was supported by the development of personas. In user-centered design and marketing, a persona is a fictional character representing the type of person who might use a site, brand, or product.

A number of personas were used to represent the goals, values, and attributes of the external audiences that would respond positively to the Brooks Region Brand.

The personas are represented by six audiences that have been segmented into three priority groups: trailblazers, founders, and community seekers. Focusing on these segments does not exclude other potential groups. Instead, we are able to effectively build a brand to meet the needs of our most likely audiences.

### Target Audience Groups

#### 1. Trailblazers

**Who:** Professionals conducting site-selection for medium to large-sized businesses. Look for new opportunities in areas with a favourable regulatory climate, access to markets.

**Why:** Proximity to markets in Canada and the United States, regional population centre, access to major transportation infrastructure.

#### 2. Founders

**Who:** Small-business owners looking to establish themselves in a business-friendly community that offers economic and social benefits, including family-friendliness, locational advantages, and tax incentives.

**Why:** Affordable and proximate alternative to major centres in Alberta and Saskatchewan, favourable business environment offering support and incentives.

#### 3. Community Seekers

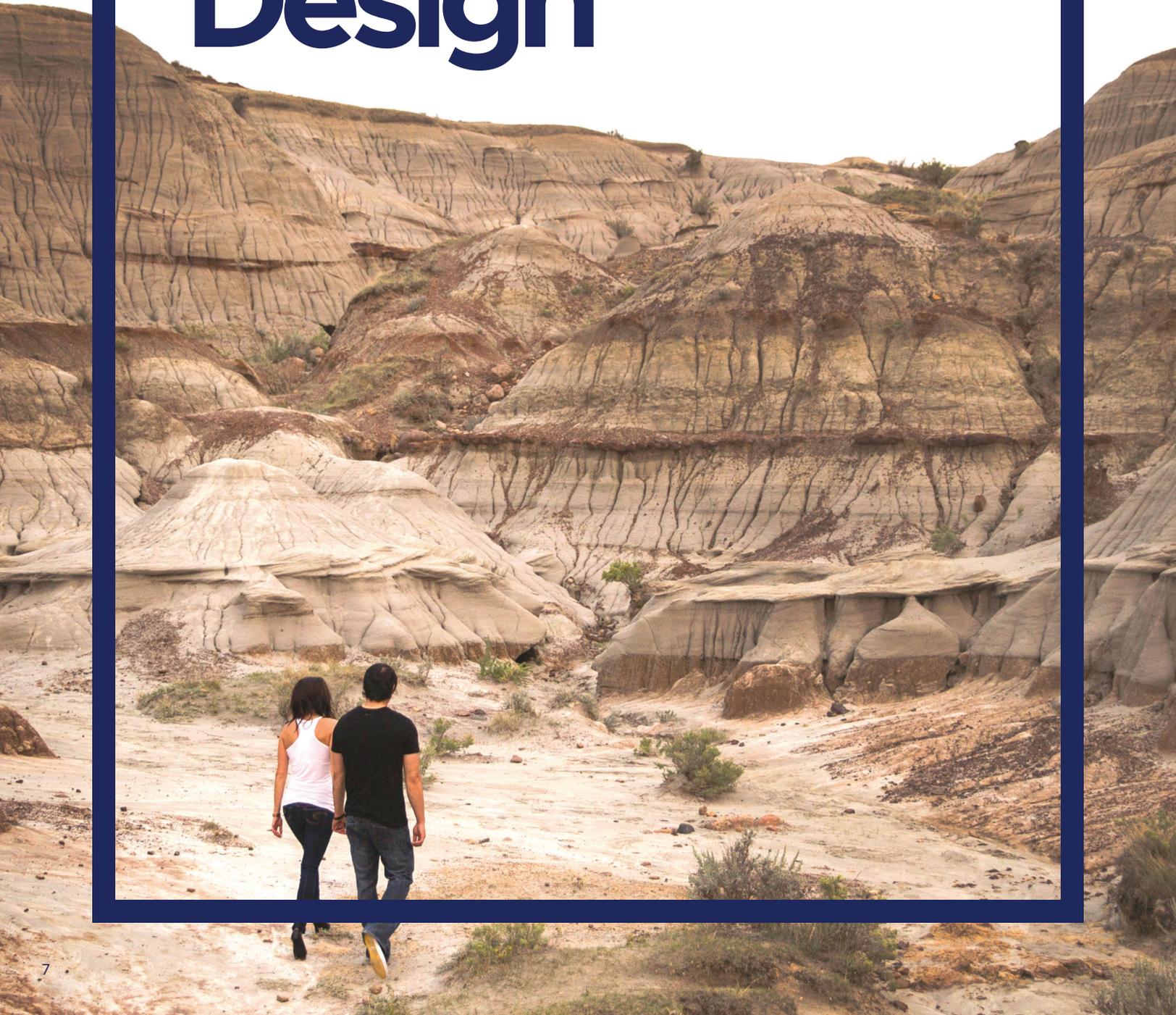
**Why:** Individuals looking to relocate to an affordable municipality that emphasizes social connection, community activities, and small-town quality of life.

**Who:** Affordable, community-oriented alternative to major centres, access to transportation infrastructure for travel.

02

# Brand Design

Logotype  
Construction  
Treatment  
Geometry  
Usage  
Colours  
Typography  
Photography  
Document Framework



## Your Brooks Region brand design.

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### Design System

The Brooks Region brand is supported by an extensive design system. By using the elements of the system, you'll be able to effectively communicate the Brooks Region promise in a captivating and memorable way.

The Brooks Region design system comprises a number of different building blocks: a logotype and alternative treatments, a set of colours, typefaces, document grids, and usage and photography guidelines.

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### Components

#### Logotype

Our identity system begins with the Brooks Region logotype. It is a symbol of our dependability and resilience, our landscape and our people. Additional logo treatments are provided to broaden the application of our brand.

#### Usage

We took some time to make some purposeful mistakes so you don't have to. Our usage guidelines clarify what you should and should not do when using the Brooks Region brand.

#### Colour

Our colours are who we are and how we work. We're optimistic. We're bold. We're up early to get things done.

#### Typography

Type and its presentation are the most recurrent elements of our brand system. Typography is how we express ourselves on the page and on the screen.

#### Photography

The Brooks Region is diverse, friendly, and relaxed. The photos we use should reflect our people, our landscape, and our values.

#### Document Framework

The document framework is the underlying logic of our brand. It supports all other visual elements with structure and consistency. With the framework in place, you don't have to sweat the small things. You're free to be creative within the sandbox we've provided.

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### Design Principles

Echoing our personality, the Brooks Region design system is focused on being clear, concise, and engaging. To reach our goals, we need to know how to get there. To achieve these goals, we developed several principles to help us build the brand design system.

#### The Brooks Region design system is:

##### Meaningful:

representing the region's landscape, people, and history.

##### Identifiable:

standing out from competitors within Alberta and beyond.

##### Repeatable:

encouraging use across print and digital platforms.

##### Focused:

rejecting complexity for compelling simplicity.

## Logotype

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### Introduction

The logotype is the primary element of the design system. It raises awareness, captures imagination, and unites us all under a common banner. The logotype communicates our diversity of opportunity through a representation of the Brooks Region's major industries and natural landscape, using as few lines as possible.

### Inspiration

The Brooks Aqueduct, industrial infrastructure, native grasses, and wide open prairie sky are each represented as important parts of the natural and built landscapes in the Brooks Region. These elements are enclosed by a shield, referencing the existing brand environment in Newell County, and topped with a north star, guiding us forward in all that we do.

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### Logotype



**Brooks  
Region**  
Better. Realized.

The logotype contains two distinct elements:

1. The Symbol: A shield containing the defining landscape elements of the Brooks Region.
2. The Title: A two-line arrangement of "Brooks Region" text, set in the Metropolis typeface. Can be paired with tagline sized to width of title.

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### Colourways



Available in full colour, dark blue, 90% K (black), reverse (white) with "Brooks Region" title text (and tagline where appropriate). See Colours (page 15) for colour codes.



Use single colour logotypes where colour fidelity is less important (on envelopes, single-use nametags, internal report covers) or if colour printing is impractical.

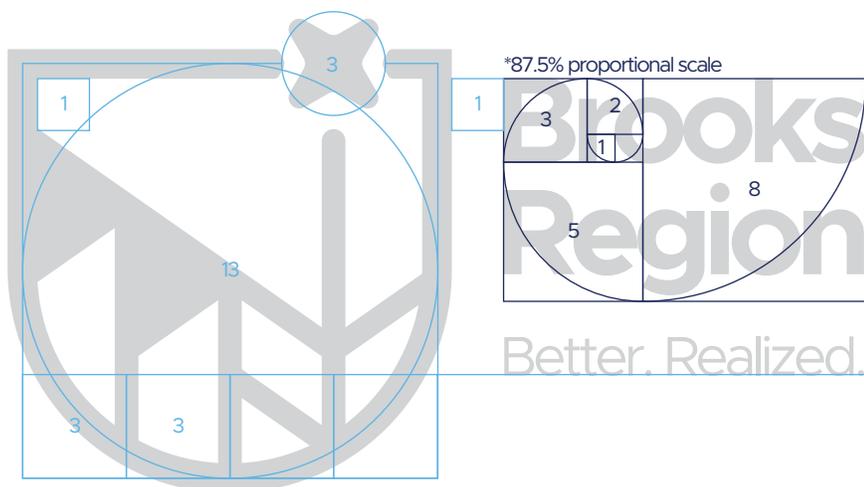


Use reverse (white) logotype on photographic backgrounds, where contrast and colouration permits. For logotype and photo pairing rules, see Photography (page 19).

Logotype files (in .eps, .jpg, and .png format) are available in the brand package at [Logotype](#).

## Proportion

The logotype is built using a consistent grid and golden ratio (1:1.618) proportions as a guide.



# Brooks Region

## Secondary Logotype

A secondary logotype - comprising a vertically stacked symbol and title - is available for those times when horizontal space is at a premium or white space proportionality is an important design factor.

The logotype is available in the brand colourways.



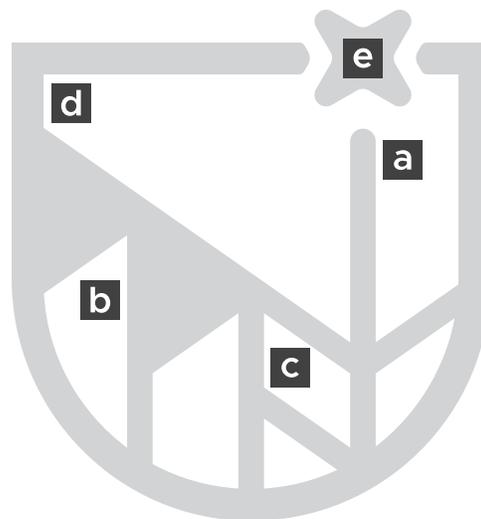
**Brooks  
Region**



**Brooks  
Region**



**Brooks  
Region**



## Features

The different elements of the logotype are:

**(a) Chimney:** representing local industry.

**(b) Aqueduct:** representing the region's past. Embedded arrows suggest forward momentum.

**(c) Wheat Stalk:** representing landscape and local industry.

**(d) Shield Outline:** echoing logo designs of Newell County municipalities.

**(e) North Star:** a guide forward, providing direction.

## Treatment

In the Brooks Region, we've got a lot on the go. We need a logo that reflects our responsibilities and our partners. We've prepared two logo treatments that you can use to represent the types of work we do and our partnerships.

The first treatment represents our extensive portfolio of work. Unite our diverse body of work under a common banner by using this treatment on digital platforms, trade show materials, and print reports.

The second treatment supports the work of the Brooks Region primary stakeholders: the City of Brooks, the Town of Bassano, the Villages of Duchess and Rosemary, and the County of Newell.

This treatment does not replace the existing stakeholder brands. Instead, we use it where cooperation exists between stakeholders and the Brooks Region. Use this treatment in email signatures, on business cards, and in print material.

### Treatment 1: Portfolio



# Brooks Region

PORTFOLIO ITEM

Build your own portfolio treatment using tightly spaced (-50) Metropolis Medium positioned at the lower-third of logotype height.

Additional treatments require approval from brand stewards.



## Treatment 2: Partners

Editable logotype treatments are available  
in the brand package at Logotype /  
02 tr-portfolio and Logotype / 03 tr-partner.


**Duchess.**

**Bassano.**

**Chamber.**

**Brooks.**

**Newell.**

**Rosemary.**

**Stakeholder.**

Build your own stakeholder treatment using tightly spaced (-75)  
Metropolis Semibold set to the height of the secondary logotype.

Always use the secondary logotype with Treatment 2.

Additional treatments require approval from brand stewards.

## Geometry

### Clear Space

The logotype should always include a minimum distance from graphic elements, text, and other brands. The necessary clear space is equal to the height and width of the four-pointed star in the logo.



### Minimum Size

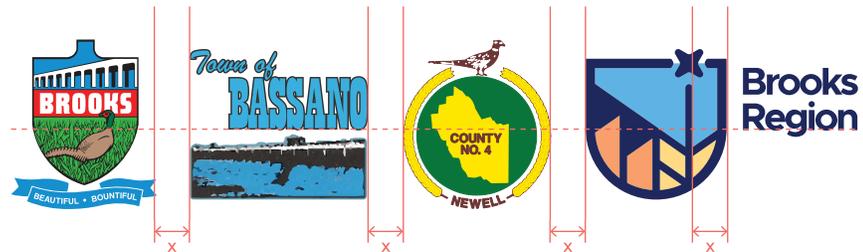
To ensure brand consistency and legibility, the logotype should not be produced at sizes smaller than shown. Please note these are minimum sizes, and should only be used when space is limited.

Horizontal with tagline		16.9 mm / 0.66 in / 47.9 px
Horizontal without tagline		8.6 mm / 0.34 in / 24.4 px
Vertical without tagline		13.7 mm / 0.54 in / 38.8 px

### Use with Partner Brands

The Brooks Region logo will be used to “anchor” other brands, appearing at the beginning or end of the logo order.

The area of the Brooks Region logo should be scaled to approximately the same size as each of the partner logos. Partner logos should be spaced at approximately x size (a quarter of the Brooks Region shield-width) from both the Brooks Region logo and each other, as shown.



## Usage

### Acceptable Use

We aim for consistency in everything we do. Our brand is no different. To ensure consistent use of the Brooks Region brand, we have provided a set of acceptable use guidelines.

1. Minimum clear space must be followed on the perimeter surrounding the logo artwork as outlined in the Size & Space section. Minimum sizing rules apply.
2. Logo artwork must be uniformly scaled. Non-uniform scaling impacts the proportionality of the artwork and the relationship between its elements.
3. Logo artwork is provided in EPS, JPG, PNG, and TIFF file formats.
4. Use of EPS file format is preferred for print products. EPS files are vector-based and are infinitely scalable. This eliminates the need to ensure a minimum resolution of 300 dots-per-inch for the purpose of reproduction.
5. Logo artwork may only be reproduced directly from the provided digital files. It should not be reproduced from previously printed materials.

### Unacceptable Use

When you're working with the Brooks Region design system, don't get too carried away.



Do not change orientation.



Do not reproduce in other colours.



Do not change typography.



Do not crop.



Do not add effects.



Do not display in outline form.



Do not place on a busy background.



Do not distort or reconfigure elements.



Do not recreate or replace elements.

## Colours

It's daybreak. The foothills are quiet and the sun is low over the horizon. Pour yourself a coffee and make your mark. Our colours are who we are and how we work. We're optimistic. We're bold. We're up early to get things done. Soft yellow and orange represent the rolling prairie and the rising sun. Powder blue is sky at first light, navy the night not yet gone.

Application of exact colours is important to the stewardship of the Brooks Region Brand. This consistency ensures we're trusted and taken seriously as an organization. Please use the colour values included in this strategy to reproduce the Brooks Region logo and apply the brand to subsequent print and digital products.



### Night DARK BLUE

PCMS: 2757 C/U  
 CMYK: 100 / 92 / 31 / 31  
 RGB: 0 / 33 / 92  
 HEX: 00215C

Use this colour for typographic headers, and to contrast the brand's lighter colours. Use this colour where authority is key.



### First Light POWDER BLUE

PCMS: 2915 C/U  
 CMYK: 58 / 14 / 0 / 0  
 RGB: 113 / 178 / 223  
 HEX: 71B2DF

Use this colour as a background and as a photo overlay. Use it to introduce informality into display text. Use to represent pull-quotes in reports. Do not pair atop orange (and vice versa) as the colours are both defined by their brightness.



### Prairie YELLOW

PCMS: 134 C/U  
 CMYK: 0 / 15 / 57 / 0  
 RGB: 251 / 216 / 143  
 HEX: FBD88F

Use this colour atop a dark background for display text, and for buttons and links on the Brooks Region website.



### Rising Sun ORANGE

PCMS: 1565 C/U  
 CMYK: 0 / 45 / 61 / 0  
 RGB: 249 / 165 / 115  
 HEX: F9A573

Use this colour to direct audience attention to important information or noteworthy element on a page. Do not pair atop light blue (and vice versa) as the colours are both defined by their brightness.

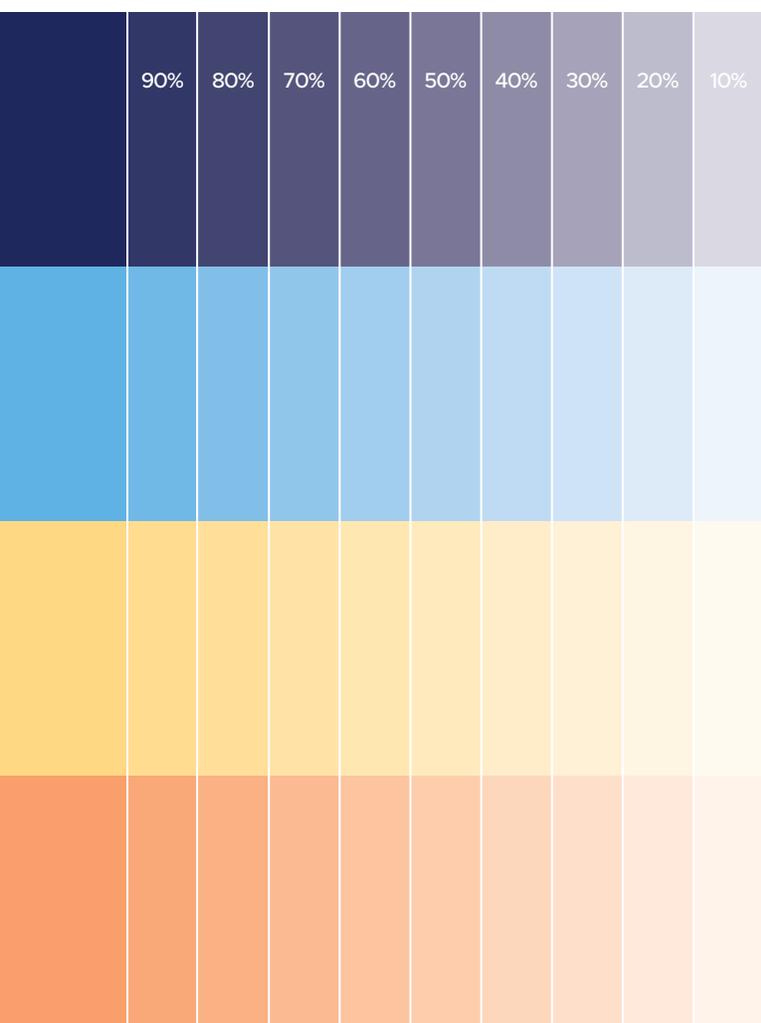
## Primary Colours

These are the core Brooks Region brand colours. They reflect our landscape while carving out a distinct colourway for the brand among its competitors.

The PANTONE Colour Matching System (PCMS) is the preferred colour validation system for print applications. RGB, CMYK, and HEX values have also been provided.

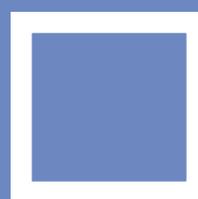
## Primary Colour Hues

Use 10% - 90% colour hues of the primary colourway to expand your colour choices when building reports and creating CSS styles.



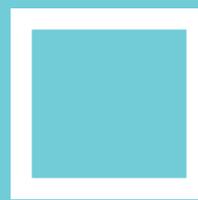
## Secondary Colours

Use the secondary colours to extend functionality on the Brooks Region website, for wayfinding, or report series colour-coding.



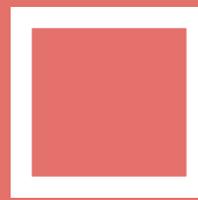
### Lavender LIGHT PURPLE

PCMS: 2718 C/U  
 CMYK: 63 / 41 / 0 / 0  
 RGB: 108 / 137 / 193  
 HEX: 6C89C1



### Turquoise LIGHT GREEN

PCMS: 3245 C/U  
 CMYK: 52 / 0 / 16 / 0  
 RGB: 134 / 202 / 214  
 HEX: 86CAD6



### Dakota LIGHT RED

PCMS: 178 C/U  
 CMYK: 0 / 74 / 55 / 0  
 RGB: 226 / 113 / 105  
 HEX: E27169

90% K CMYK: 0 / 0 / 0 / 90

50% K CMYK: 0 / 0 / 0 / 50

20% K CMYK: 0 / 0 / 0 / 20

5% K CMYK: 0 / 0 / 0 / 5

## Utility Grays

90% K is used for body copy, while 5% K is used as a background website colour. The two medium greys – 50% and 20% K – can be used for rules and borders.

## Typography

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Two typefaces – **Metropolis** and **Zilla Slab** – convey what we're about. They have been selected for their contrasting nature: Metropolis is contemporary and clean, while Zilla Slab is industrious and reliable. Used together, they communicate the clarity of our brand personality.

If the brand typefaces are not available for use (for example, in email messages and signature blocks) replace Metropolis with the widely available typefaces Arial and Zilla Slab with Courier (both are standard on PC and Mac computers as part of the the Microsoft Core Font for Web package).

### Display Typeface

Metropolis (2016)  
 Designer: Chris M. Simpson  
 Licensed through Open Font Licence

Metropolis is a modern, geometric typeface that takes its cues from the no-nonsense lettering of the mid-century. It is found in big cities and small towns; wherever there's a cornerstone to etch, a sign to paint, or neon to shape.

Metropolis is dependable and official at first glance, but arrives with a number of design touches that soften its edges and make it accessible.

Metropolis is designed by Chris M. Simpson and is available for use under the Open Font Licence (OFL). It is available in both desktop (TrueType) and webfont formats. As an open source typeface, it is being refined and updated based on community requests.

The typeface is included in the brand package. It is also made available by the author at [github.com/chrismsimpson/Metropolis](https://github.com/chrismsimpson/Metropolis).

**Metropolis**

A B C D E F G H I J K L M  
 N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z  
 0 1 2 3 4 5 6 7 8 9 0  
 ! @ # \$ % ^ & \* ( ) - + = ; ' { } [ ] | \ / . , ~

Use it tightly spaced (-50 to -75) and in a number of different weights: **Regular**, **Medium**, **Semibold**, and **Bold**.

At small sizes, use it in uppercase for website navigation and buttons. At large sizes, use it in title case for primary headers and calls to action.

**Bold**

**Semi Bold**

**Medium**

**Regular**

Brand typefaces are available in the brand package within the Fonts folder.

## Body Typeface

Zilla Slab (2017)

Designer: Peter Bilak and Nikola Djurek

Licensed through Open Font Licence

Zilla Slab is a flexible slab serif typeface that draws inspiration from the robust designs of slab typefaces created in the 19th century. It is at home on both the factory floor and the pages of a glossy lifestyle magazine. It is designed with legibility and authority in mind.

Zilla Slab is designed by Peter Bilak and Nikola Djurek of the Typotheque foundry and is available for use under the Open Font Licence (OFL). It is available in both desktop (TrueType) and webfont formats. The typeface is included in the brand package; it is also available through the Google Fonts repository ([fonts.google.com/specimen/Zilla+Slab](https://fonts.google.com/specimen/Zilla+Slab)).

# Zilla Slab

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & \* ( ) - + = ; ' { } [ ] | \ / . , ~

Use it in Regular, Medium, and Semibold weights. At small sizes, use it for body text. At large sizes and in italics, use it for quotes and emphasis.

**SemiBold**

**Medium**

**Regular**

# Large Title

Metropolis Semibold 60

## Header 1

Metropolis Regular 32

## Header 2

Metropolis Regular 28

# Medium Title

Metropolis Semibold 48

## Header 3

Metropolis Regular 24

Application

A number of header and body type styles are made available in the included Adobe InDesign and Microsoft Word templates.

## Subtitle

Metropolis Regular 30

## Header 4

Metropolis Regular 20

## Header 5

Metropolis Regular 16

## Header 6

Metropolis Regular 12

# Photography

As a foundational element of the Brooks Region brand, the use of photography is an opportunity to put our best face forward. As with other brand elements, our photography should capture our people (candidly), our landscape (majestically), and our values (demonstratively).

The Brooks Region should be expressed through high quality photographs of the built and natural landscape, and of real people in real situations. By following our guidelines, you'll be well prepared to present the Brooks Region to the world.

## Guidelines



**Action:** All photographs of people should capture them in the middle of an action. Whether driving a forklift, drinking a coffee, or taking a pause after an icing call, action creates visual dynamism and connects the subject to a larger story. Photograph composition should treat subjects with dignity.



**Colour:** Photographs should capture colour that supports the Brooks Region brand. Brand colour allows the logo to be used effectively with photos taken during the blue and golden hour periods. Avoid heavily saturated or otherwise busy colour palettes.



**Authenticity:** Capture real people doing real things. Don't use models – unless you're capturing a moment in time at a fashion show. Don't use stock or clipart – the Brooks Region is its people and its landscape. It is not an office in San Francisco or a bodega in New York. (It is certainly not dated CG from the 1990s).



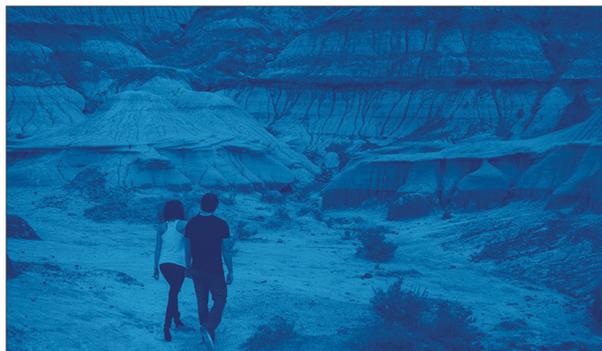
**Cropping:** Cropping of photography is permitted. It should focus on and enhance the subject of the photograph. The feeling you intend to evoke and, more practically, the constraints of the medium will ultimately determine the amount of photograph cropping.

## Guidelines CONTINUED



**Subject:** While the Brooks Region begins with landscape, it is our people who shape it and give it meaning. Punctuate landscape shots with a diversity of people working, living, and otherwise enjoying the space.

Landscapes should include a unique landmark, feature, or moment. Photographs of built environment features should tell a story – whether the history of the Brooks Aqueduct or the social possibilities in downtown Brooks.



**Treatment:** Advertisement and signage materials should be presented in full-colour. A secondary colour treatment (primary colour overlay with type) is made available to extend the use of photography into the creation of impactful reports and documents.

## Photograph Overlays

The use of overlay objects – whether type or vector shapes – is permitted on photographs so long as the object does not obscure, crowd, or otherwise detract from the subject.

The logo should be paired only with photographs that allow the logo to remain completely legible. The background on which the logo is placed will determine whether a full or single colour version of the logo should be used.



## Document Framework

Each element of the design system is built into a framework you can use to create brand materials. The document framework consists of modular layout grids, a typographic hierarchy, and rules for the application of the logo, partner logos, photographs, and overlays.

The grid is used to design a number of print applications from single page layouts to long documents. Upon these grids, you will layer text, photography, logo, and overlay elements to build compelling and consistent layouts that adhere to the Brooks Region brand vision.

### Modular Grid

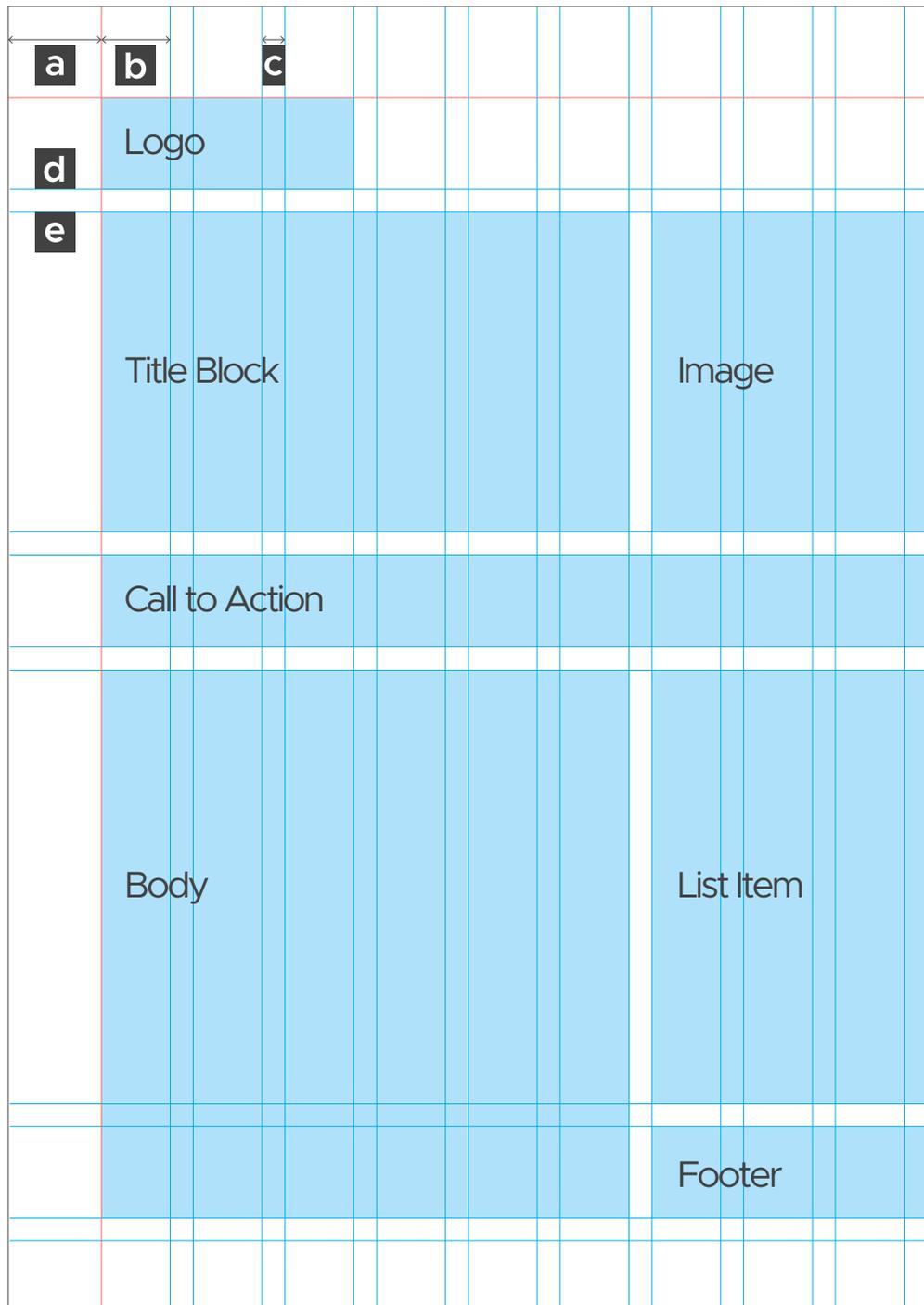
Two modular document grids have been built to assist corporate communication efforts. A grid helps you place and space graphic elements, photographs, and text through the creation of individual "blocks." In each block, you can place the visual elements that comprise your design. Through these grids, we've solved many design problems upfront. You're left to apply your creativity and ingenuity to the system we've built for you.

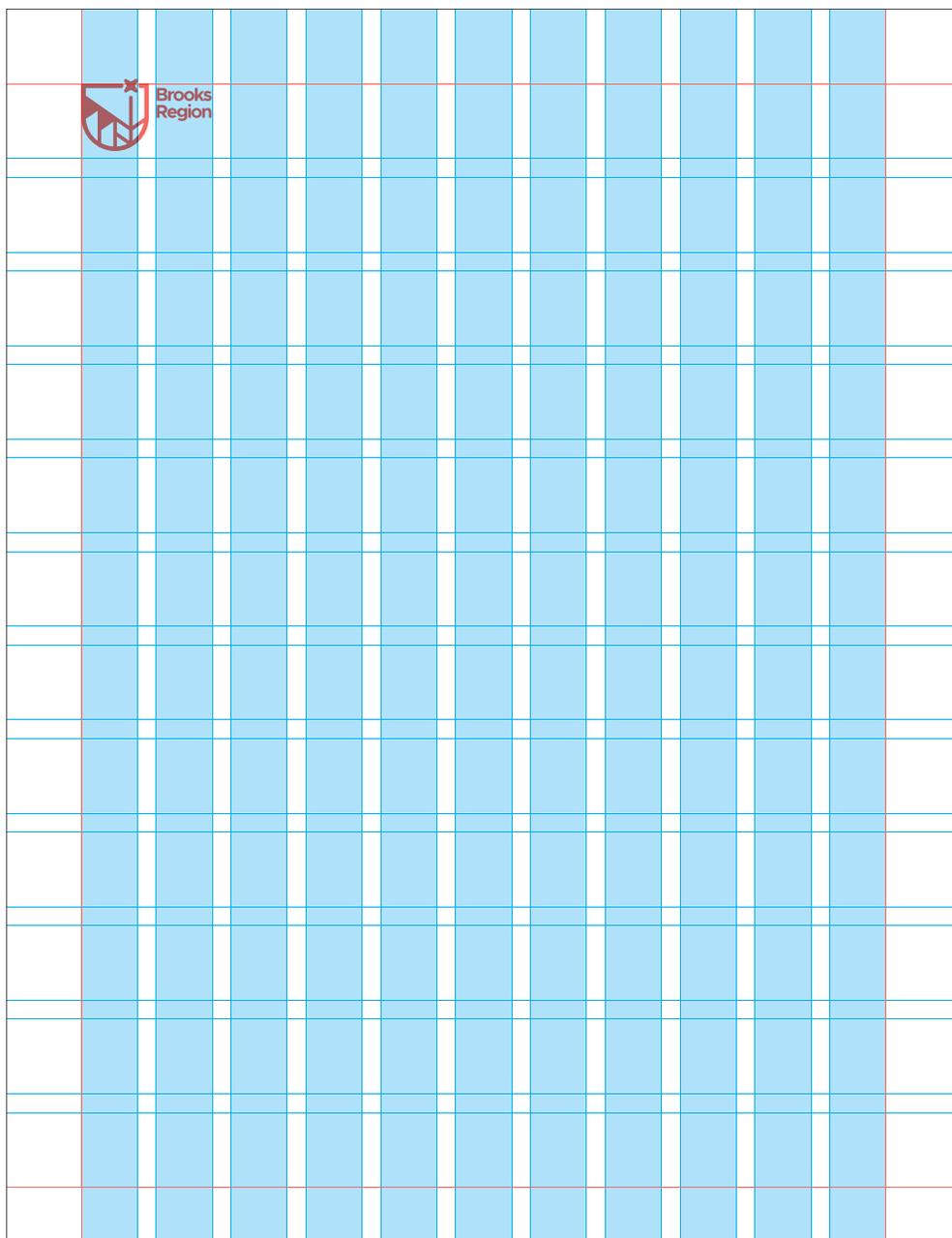
Each grid comprises (a) margins, (b) columns, (c) gutters, (d) hanglines, and (e) baselines. These elements work together to ultimately leave your readers with a sense of rhythm as they move through the page.

A margin encloses and buffers your content, ensuring space for your work to breathe. Columns segment your content horizontally through repetition. They can serve to unite content, or keep it separate. Using multiple columns, you can easily impart a sense of hierarchy and direct reader attention to important content. Columns are separated by gutters, once more providing breathing room for your content through white space.

Baselines and hanglines are used to achieve the vertical organization of a page. These two elements provide you a horizontal edge on which to align content; baselines below content and hanglines above. In particular, a baseline grid guides vertical spacing and alignment. An effective baseline grid will aid legibility.

By pairing vertical and horizontal guides, we build the structure of our modular grid.





## Grid 1: 11 Column

The first of the two layout grids is an 11-column grid used to build stationary documents and advertising collateral.

Use the grid in the provided templates. If you're feeling adventurous, use these measurements to build the document grid in Adobe InDesign.

Page size: US Letter (215.9 mm x 279.4mm / 8.5 in x 11 in)

### Type:

Font: 10 pt

Leading: 12 pt (for smaller text, set font leading to 4 or 6 pt where necessary).

Proportion: 120%

### Baseline

Start: 0 mm, from margin

Increment: 12 pt

Horiz. interval: 4.23 mm

Vert. interval: 4.23 mm

Subdivisions: 1

### Vertical Margin:

Inside: 4 gridlines

(4 x 4.233 mm = 16.932 mm)

Outside: 4 gridlines

Columns: 11

Gutter: 1 gridline (4.233 mm)

Column width: 3 gridlines

(3 x 4.233 mm = 12.699 mm)

### Horizontal Margin:

Top: 3 gridlines

(3 x 4.233 mm = 12.699 mm)

Bottom: 4 gridlines

(4 x 4.233 mm = 16.932 mm)

Rows: 12

Gutter: 1 gridline

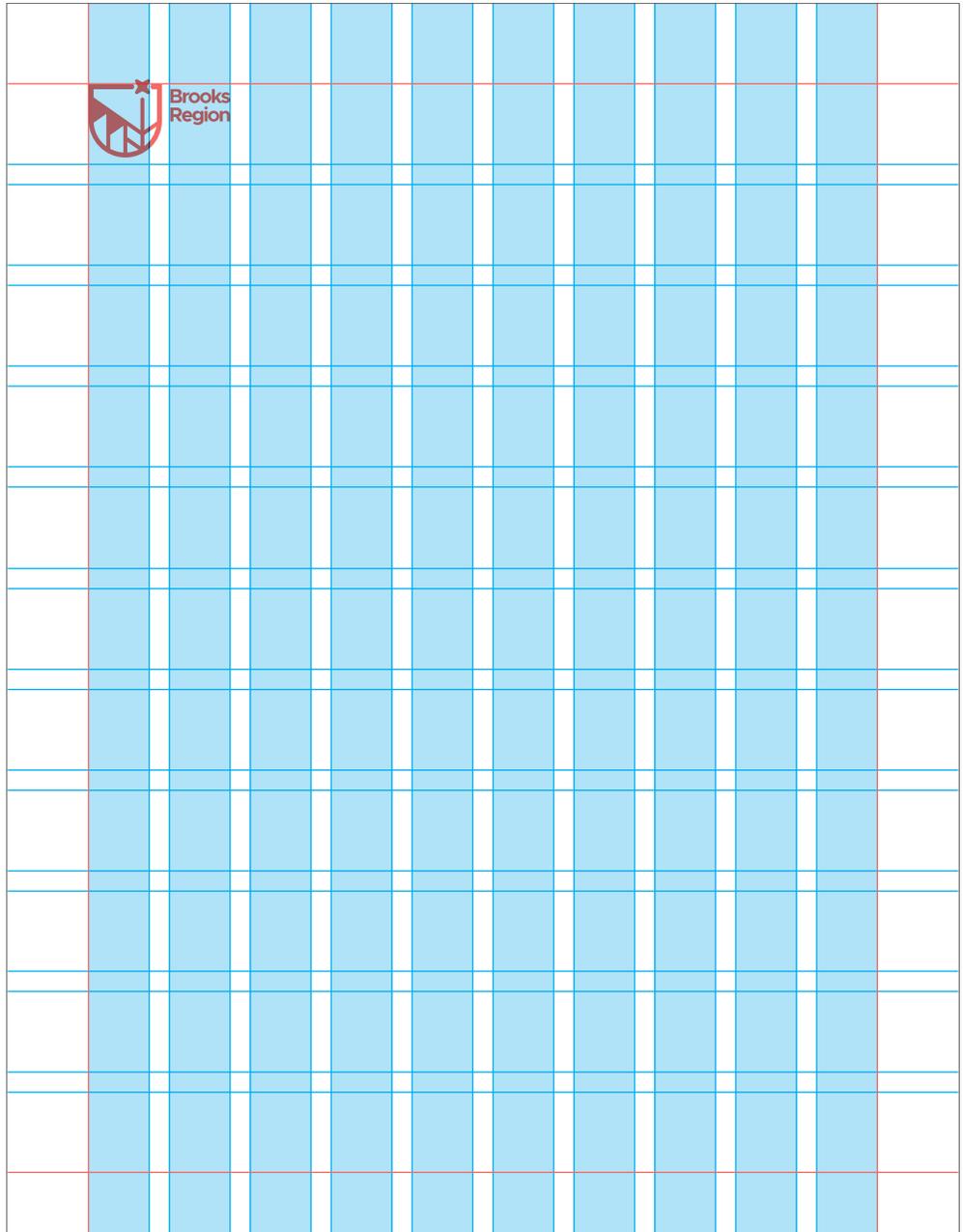
Row height: 4 gridlines

(4 x 4.233 mm = 16.932 mm)

## Grid 2: 10 Column

The second of the two layout grids is a 10-column grid used to build long documents. This grid has been prepared with wider margins to ensure sufficient clearance for a number of different page binding types.

Use the grid in the provided report template. Once more, if you're feeling intrepid, use the following measurements to build the document grid in Adobe InDesign.



Page size: US Letter (215.9 mm x 279.4mm / 8.5 in x 11 in)

Type:	Baseline	Vertical Margin	Horizontal Margin:
Font: 10 pt	Baseline Start: 0 mm, from margin.	Inside: 4 gridlines (4 x 4.594 mm = 18.374 mm)	Top: 4 gridlines (4 x 4.580 mm = 18.321 mm)
Leading: 13 pt	Increment: 12.984 pt	Outside: 4 gridlines (4 x 4.594 mm = 18.374 mm)	Bottom: 3 gridlines (3 x 4.580 mm = 13.74 mm)
Proportion: 130%	Horiz. interval: 4.594 mm	Columns: 10	Rows: 11
	Vert. interval: 4.580 mm	Gutter: 1 gridline (4.594 mm)	Gutter: 1 gridline
	Subdivisions: 1	Column width: 3 gridlines (3 x 4.594 mm = 18.374 mm)	Row height: 4 gridlines (4 x 4.580 mm = 18.321 mm)

inDesign grid templates are available  
in the brand package at [Templates / Grids](#).

## Other Print Grids

As a foundation of the design system, a grid should be used in the preparation of any print material. The provided templates are sized to fit North American standard letter paper. For other page sizes, please refer to these guides.

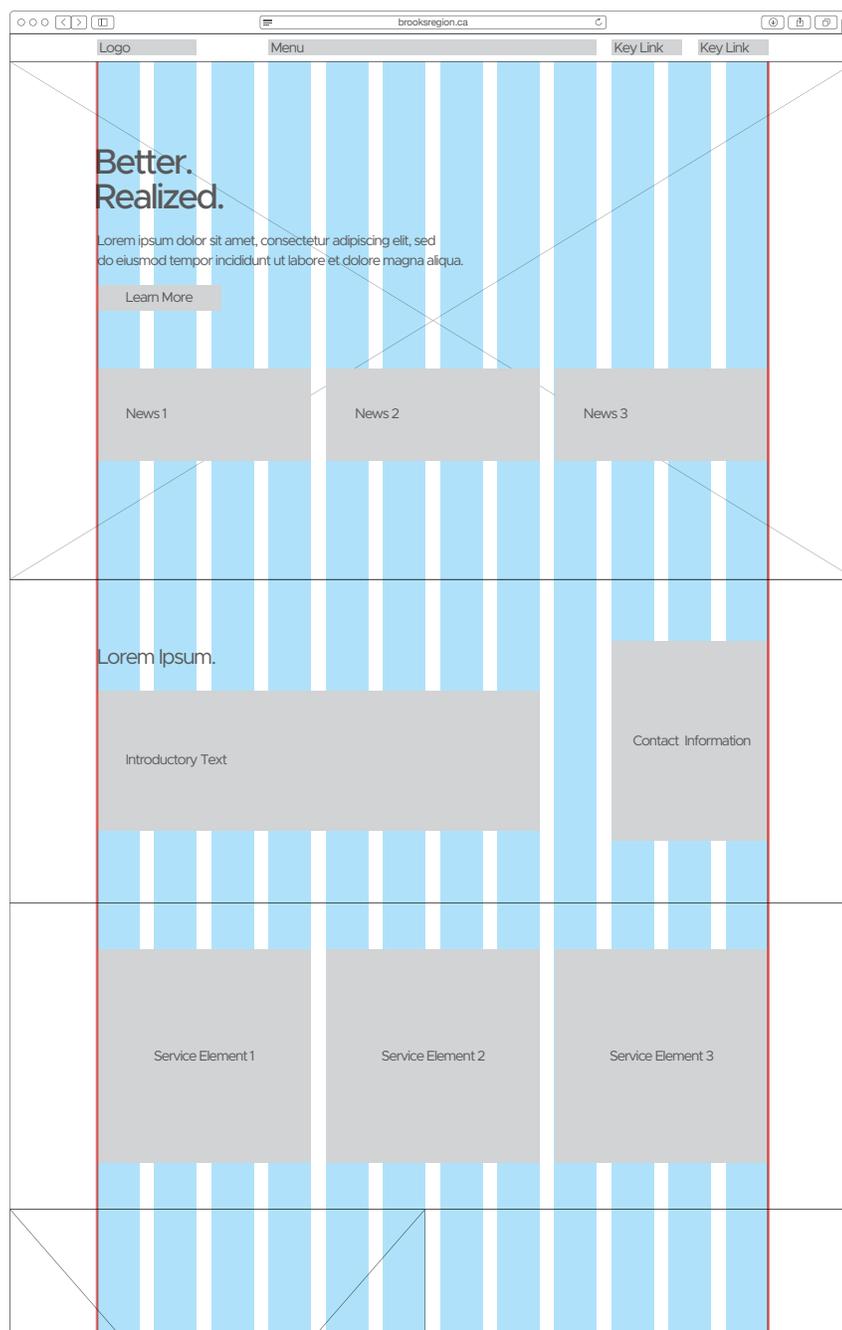
Type	Size	Margin	Columns	Rows	Gutters
Postcard	101.6 x 152.4 mm (4.0 x 6.0 in)	8,382 mm (0.33 in)	6	6	4,234 mm (0.1667 in)
Ad 1/4 Page	107.9 x 139.7 mm (4.25 x 5.5 in)	4,234 mm (0.1667 in)	6	8	4,234 mm (0.1667 in)
Ad 1/2 Page	215.9 x 139.7 mm (8.5 x 5.5 in)	8,382 mm (0.33 in)	6	12	4,234 mm (0.1667 in)
Ad Long	88.9 x 279.4 mm (3.5 x 11 in)	4,234 mm (0.1667 in)	5	10	4,234 mm (0.1667 in)
Brochure Front	93.2 x 215.9 mm (3.67 x 8.5 in)	8,382 mm (0.33 in)	9	12	4,234 mm (0.1667 in)

## Digital Grid

The Brooks Region website will be developed using a responsive 12-column grid, allowing for multiple layouts within the one page extent, scaled to suit different device viewports.

Several design frameworks are available to this end: Bootstrap, Foundation, and GetUIKit, to name a few.

Padding above and below content should be consistently applied. The use of background colours or photography should be flush with the adjacent component. The visitnewell.com website provides a good, local example of contemporary web design built using a responsive grid.



## Logo Application

The logo must be placed in a position that ensures visibility and a distinct relationship to the overall design. While the position of the logo will change depending on context, it will always be aligned to the left of the object it is nested in (whether the page, column, or overlay). The “Brooks Region” text will be aligned to the top left of the closest column.

The size of the logo is determined by column and gutter width, which itself is determined by the size of the selected media.

Secondary elements – such as partner logos – should align with the grid. For more information, follow the rules established in the “Use with Partner Brands” section.

## Photo Application

Photography is the most efficient and effective way to convey and connect your audience to the vision, values, and intent of the Brooks Region brand.

While photography is most effectively used as a full-page background, the modular grid also supports its use as discrete blocks within a page layout. The latter arrangement is useful in building reports or visualizations where multiple images are necessary to convey your message.

Cropping and positioning of photos should always be achieved with regard to grid columns, rows, margins, and gutters.



# 2018 Annual Report

Southeast Alberta Industry

Presented to the  
Joint Shared Services Committee





Brooks Bombers Fan Appreciation Night

# Game. On.

**The next best thing to nickel beer night.** Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Proin nibh nisl condimentum id venenatis. Sit amet est placerat in egestas. Suspendisse sed nisi lacus sed viverra tellus.

Learn more at [brooksregion.ca](http://brooksregion.ca)

July 27, 2019

Elks Field  
1601 2 Ave E  
Brooks, Alberta

\$5 Admission over 18

\$2 Admission under 18



## Overlay Application

The overlay object is, appropriately, layered atop a photograph to ensure both graphical elements and text remain legible. Two overlay objects have been created to support the Brooks Region document framework.

The first – a rectangular frame – encloses the subject of the photograph, and serves as an anchor to the header text and any graphical element on the page. For applications that require additional context – such as event advertisements – the frame can be paired with a small tab that contains a description of the photograph.

The frame can be set in white or navy blue, depending on the contrast and colour palette of the photograph.

The frame width is always set to the size of document gutters. Its top, left, and right edges follow the document margin, while the bottom edge is set to a vertical guide that intersects the second overlay element – the rectangular information box.

The second overlay is a rectangular box that is used as the background for body text, the Brooks Region web address, and logos, to ensure legibility. The box is always set in white, and extends off the closest two-page edges. It otherwise aligns with the nearest vertical and horizontal dividers.

## Type Hierarchy

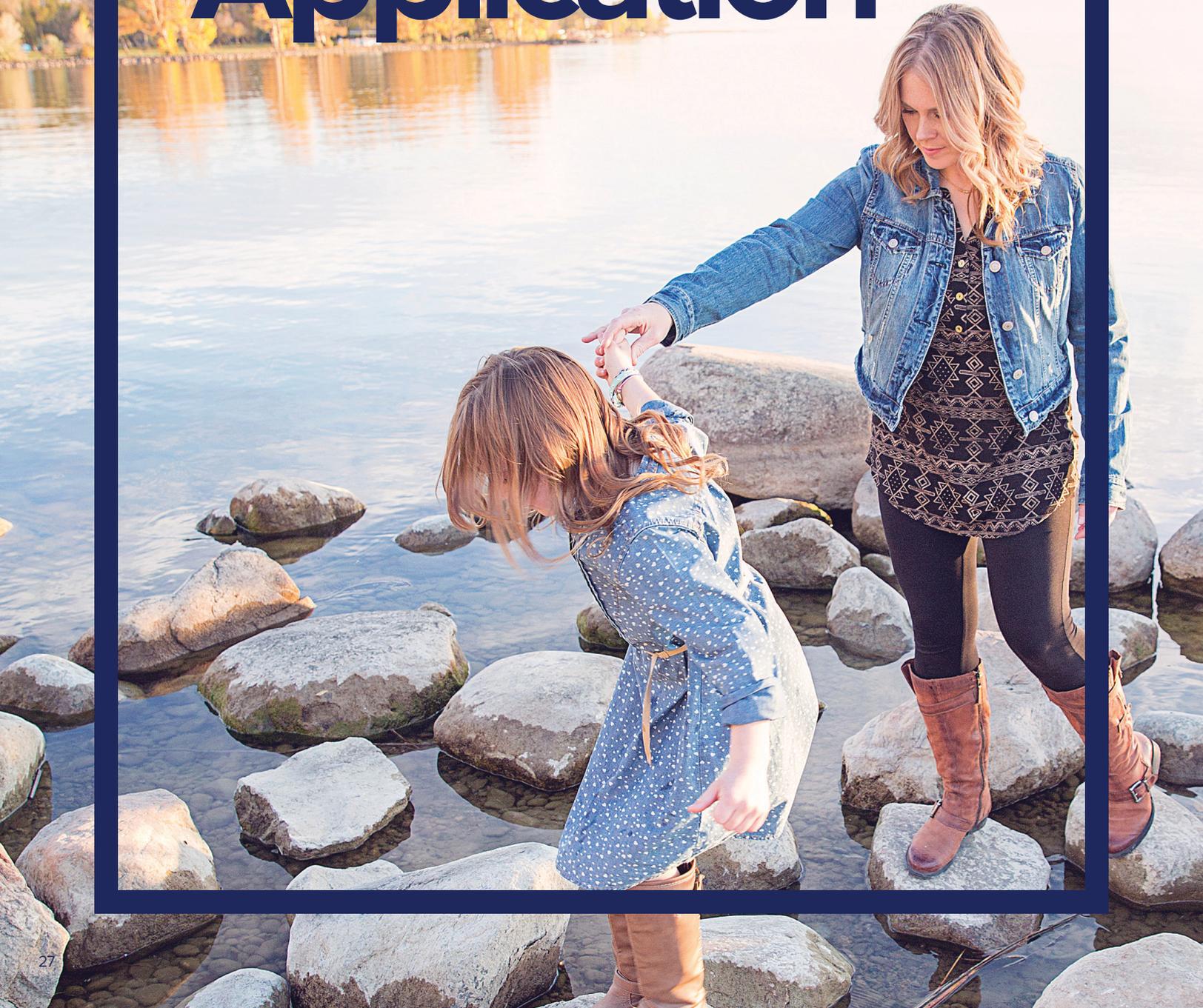
A type hierarchy has been provided, with title, subtitle, header, and body styles included. The hierarchy is guided by the baseline lead of 12 points. Type sizing is subject to the dimension of the containing media; a title style on a letter-sized report is naturally smaller than a title size on a roll-out banner.

To build new type styles as needed, ensure that the type size is divisible by two to ensure effective application to the baseline grid.

03

Stationary  
Advertisement  
Report  
Signage  
Social Media  
Website

# Brand Application



## It's up to you to build the brand.

---

### Why?

We communicate the Brooks Region brand, initiatives, and services through a number of different media. In every possible instance, we must ensure that any print and digital material we produce effectively conveys our brand vision and values in messaging tone and visual style. The content should be accessible, the tone friendly and declarative, and the format and style consistent.

Remember, each ad we create or social media post we make is an opportunity to steward our brand, and grow our audience. The following examples have been prepared to illustrate how the design system is applied to marketing and communication materials where the Brooks Region is the proponent.

---

### Applications

#### Stationary

The most simple way to promote the brand rests in the everyday communications materials you use to communicate, set agendas, and provide context.

#### Advertisement

We've prepared some advertising materials to give you a head start in planning your next campaign.

#### Report

For when only many words will do. We've provided examples and templates you can use to build compelling internal and public reports.

#### Signage

For trade shows and media events, we've provided you tools to make an impact and leave an impression using signage and backdrops.

#### Social Media

Brush up your social media presence and get those likes. We've provided examples of what your effective social media profile will look like.

#### Website

Responsive grids and user-first principles. The Brooks Region website is your first and best face to the world.

---

### Resources & Templates

We've provided you design resources and actionable templates that you can use to build many of the print and digital materials featured here. For a complete list of resources and templates, see [File Location](#) (page 39).

Where templates exist, these orange text references will point you to relevant [Microsoft Word](#) and [Adobe InDesign](#) files included in the brand package.



Adobe InDesign and Microsoft Word stationary templates are available in the brand package at **Templates / Collateral / Stationary**.

**Better. Realized.**

**Jessica Surgenor**  
Economic Development Officer  
City of Brooks

EMAIL [jsurgenor@brooks.ca](mailto:jsurgenor@brooks.ca)  
WORK 403.362.3333  
MOBILE 403.363.6008

**brooksregion.ca**

**Logo Choice and Placement**

On outward-facing media, the combined horizontal logo and tagline should be used. The logo is scaled so that the “Brooks Region” wordmark fits within and aligns with the left edge of the second column. But for the shield logo, no visual elements are permitted to the left of the “Brooks Region” wordmark.

**Stationary Tinting**

Agenda and memoranda materials are titled as such, using a 16 point “Header 5” style set next to the right edge of the margin. Page numbers should be used when a document exceeds one page.

**Contact Information**

Mailing addresses for the five partner municipalities run from the right-edge of the rightmost column, set at an alternative baseline height of 4 points. Care should be taken to present your “home” municipal organization in the signature block of your message.

**Website**

All stationary includes the website address ([brooksregion.ca](http://brooksregion.ca)) set in a tightly-spaced Metropolis display font.

**Brooks Region**  
Better. Realized.

Name   
Position   
Organization   
Address   
City, Province, Country

Dear Lipsum,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sit amet porttitor eget dolor morbi non. Viverra nibh cras pulvinar mattis nunc sed. Tortor vitae purus faucibus ornare suspendisse sed nisi. Auctor neque vitae tempus quam pellentesque. Venenatis tellus in metus vulputate eu scelerisque felis. Parturient montes nascetur ridiculus mus mauris.

Lacus vel facilisis volutpat est. Senectus et netus et malesuada fames ac turpis egestas sed. Egestas diam in arcu cursus euismod quis viverra nibh. Viverra mauris in aliquam sem fringilla ut morbi. Sit amet purus gravida quis blandit turpis cursus in. Amet facilisis magna etiam tempor orci. Orci a scelerisque purus semper eget. Amet cursus sit amet dictum. Rhoncus dolor purus non enim praesent elementum facilisis.

Fermentum posuere urna nec tincidunt praesent semper feugiat nibh. Adipiscing commodo elit at imperdiet dui accumsan. Nunc mi ipsum faucibus vitae aliquet nec. Et ultrices neque ornare aenean euismod elementum nisi quis eleifend. Neque gravida in fermentum et. Lorem ipsum dolor sit amet consectetur adipiscing elit pellentesque habitant. Consequat mauris nunc congue nisi vitae. Ultricies mi quis hendrerit dolor.

Nulla posuere sollicitudin aliquam ultrices sagittis orci a scelerisque purus. Et pharetra pharetra massa massa ultricies. Purus viverra accumsan in nisl. Mauris commodo quis imperdiet massa tincidunt nunc pulvinar sapien. Sapien eget mi proin sed libero enim sed. Aliquet enim tortor at auctor. Vel quam elementum pulvinar etiam non quam lacus suspendisse faucibus.

Sincerely,

Name   
Title   
Partner Organization

[brooksregion.ca](http://brooksregion.ca)

- City of Brooks**  
Box 879  
201 - 1 Ave W  
Brooks, AB  
T1R 0Z6
- County of Newell**  
Box 130  
183037 RR 145  
Brooks, AB  
T1R 1B2
- Town of Bassano**  
Box 299  
502 - 2 Ave  
Bassano, AB  
T0J 0B0
- Village of Duchess**  
Box 158  
103 - 2 Ave E  
Duchess, AB  
T0J 0Z0
- Village of Rosemary**  
Box 128  
Rosemary, AB  
T0J 2W0

**Agenda**

**Agenda Items**

Topic	Presenter	Time
Topic	Presenter	Time

**Additional Notes:**

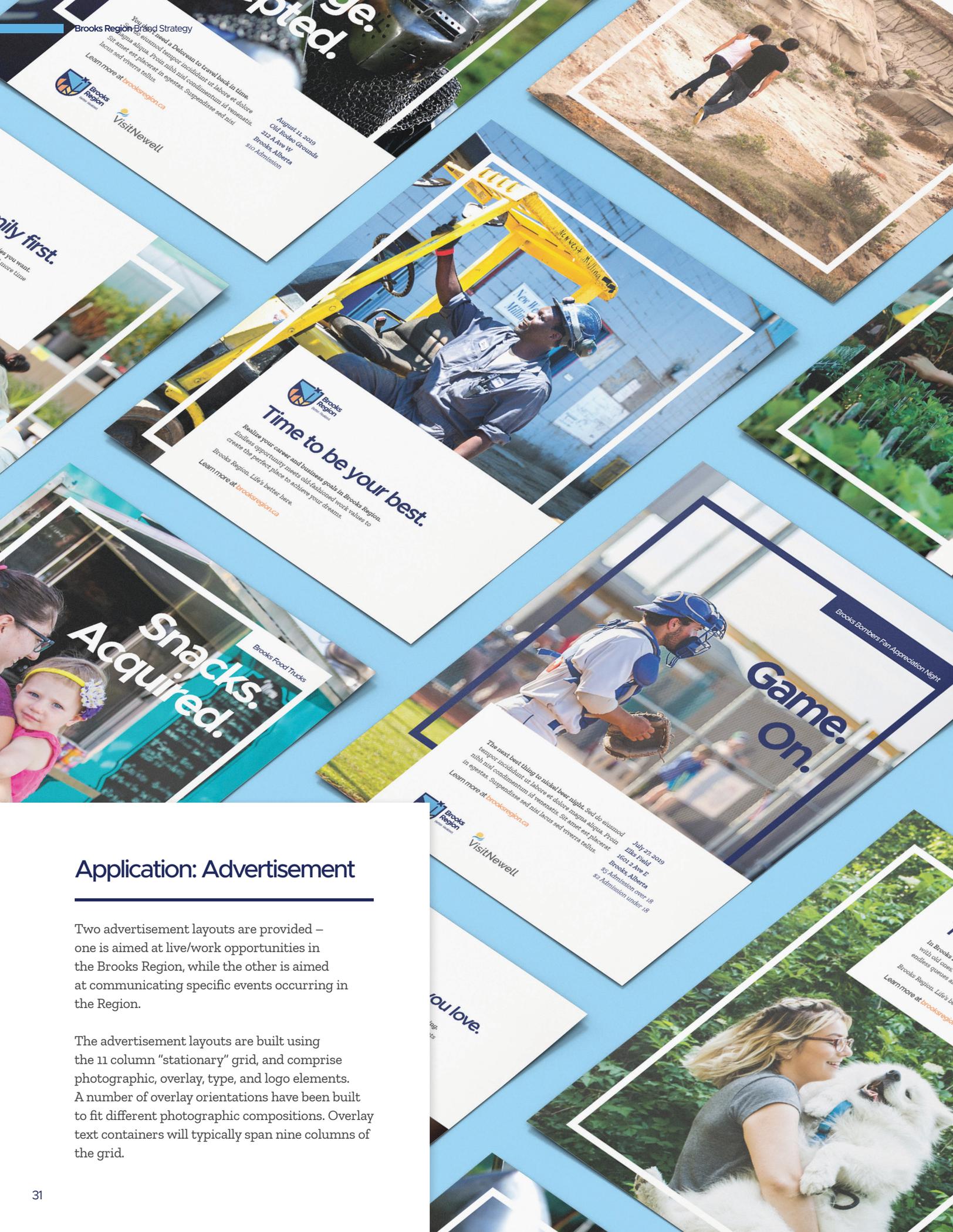
City of Brooks  
County of Newell  
Town of Bassano  
Village of Duchess  
Village of Rosemary

**Memo**

To: Recipient  
From: Author  
CC: Third Party  
Date: July 18, 2018  
Re: Subject

Dear Name,

City of Brooks  
County of Newell  
Town of Bassano  
Village of Duchess  
Village of Rosemary



**Brooks Region Brand Strategy**

Brooks Region  
VisitNewell

August 11, 2019  
Old Roadie Grounds  
212 A Ave W  
Brooks, Alberta  
\$7 Admission

**Time to be your best.**  
Realize your career and business goals in Brooks Region. Endless opportunity meets old-fashioned work values to create the perfect place to achieve your dreams.  
Brooks Region. Life's better here.  
Learn more at [brooksregion.ca](http://brooksregion.ca)

**Snacks. Acquired.**  
Brooks Food Trucks

**Application: Advertisement**

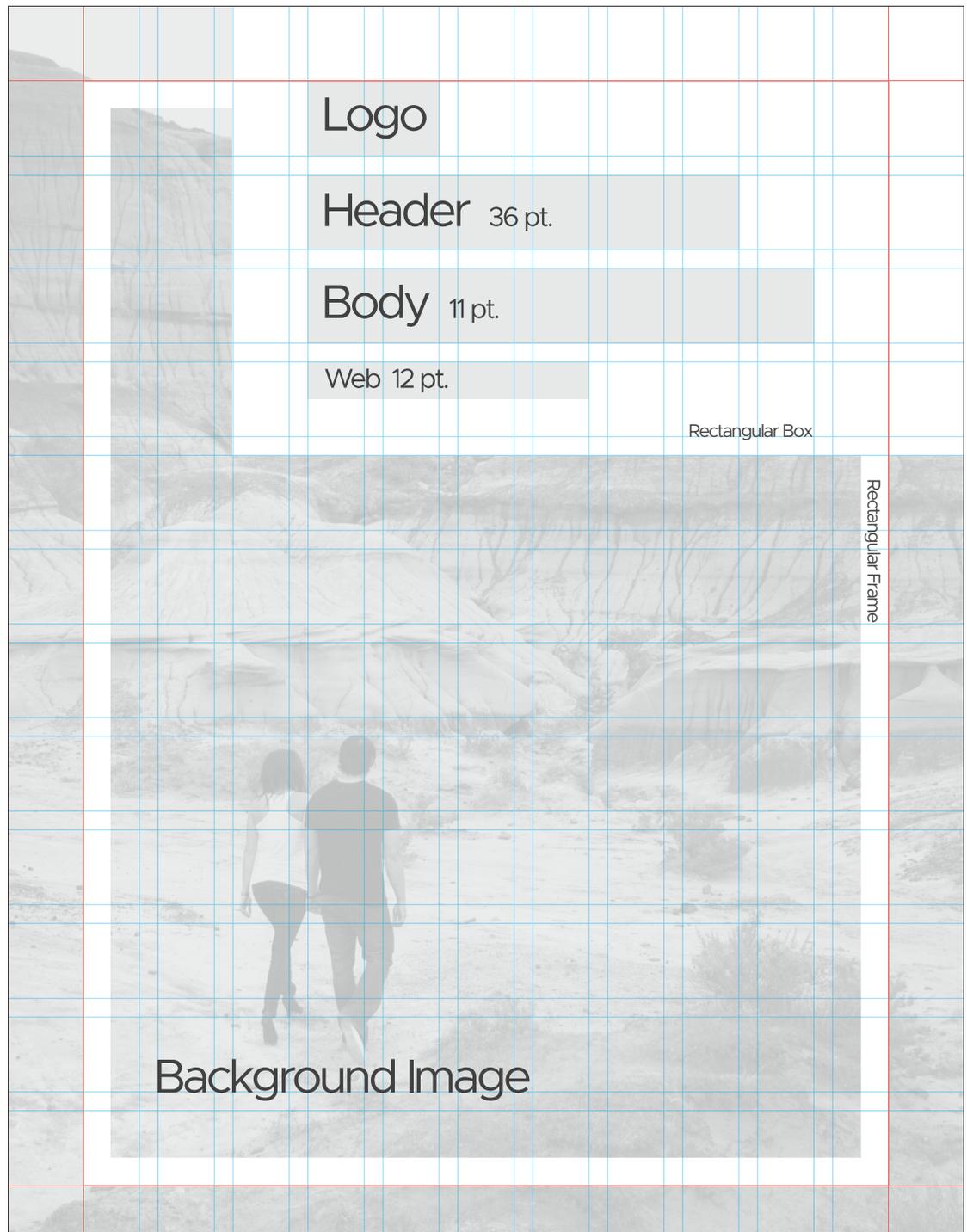
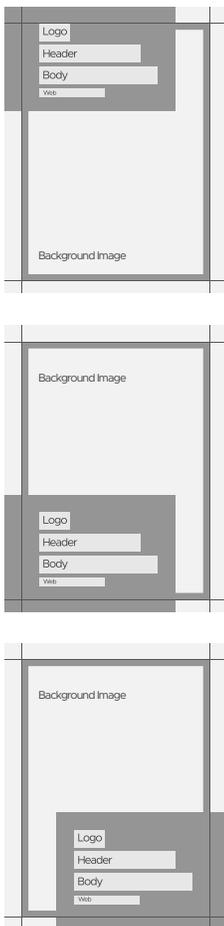
Two advertisement layouts are provided – one is aimed at live/work opportunities in the Brooks Region, while the other is aimed at communicating specific events occurring in the Region.

The advertisement layouts are built using the 11 column “stationary” grid, and comprise photographic, overlay, type, and logo elements. A number of overlay orientations have been built to fit different photographic compositions. Overlay text containers will typically span nine columns of the grid.

Brooks Region  
VisitNewell

**Game. On.**  
The next best thing to a local beer night. Get do eiusmod tempor incididunt ut labore et dolore magna aliqua. Proin nibh nisi condimentum id venenatis. Sit amet est placerat in egestas. Suspendisse and just focus and revertat tellus.  
Learn more at [brooksregion.ca](http://brooksregion.ca)

July 27, 2019  
Elks Field  
1601 2 Ave E  
Brooks, Alberta  
\$7 Admission over 18  
\$2 Admission under 18



The materials you create should follow the direction for modular grid and layout illustrated here. The format is designed to function in both black and white, and colour treatments.

Two advertising templates are available in the brand package at [Templates / Collateral / Advertisement](#).



## Application: Report

The report example illustrates how grid, layout, and design system elements are used to communicate the Brooks Region brand.

The modular nature of the grid encourages the creation of multiple page layouts to fit the unique needs of each document. The grid is built using a 10-column grid, with margins sized sufficiently to ensure no text overhang when binding.

Stationary templates are available in the brand package at [Templates / Collateral / Report.](#)

### Cover Format

Report covers use photographs given monochromatic colour treatments, to ensure visual interest while respecting clarity of message.



## Application: Signage

The following examples illustrate how the Brooks Region design system can be used to represent your promotional work.

### Background

Signage should use background images that do not obscure or detract from the message of the media. On smaller media, use colour backgrounds.

### Logo

Placement of the Brooks Region logo should always follow established brand rules. Place the logo on the left side of the top third of the banner to ensure visibility. Use the 2nd treatment logo on badges and other media where the partner municipality is important.

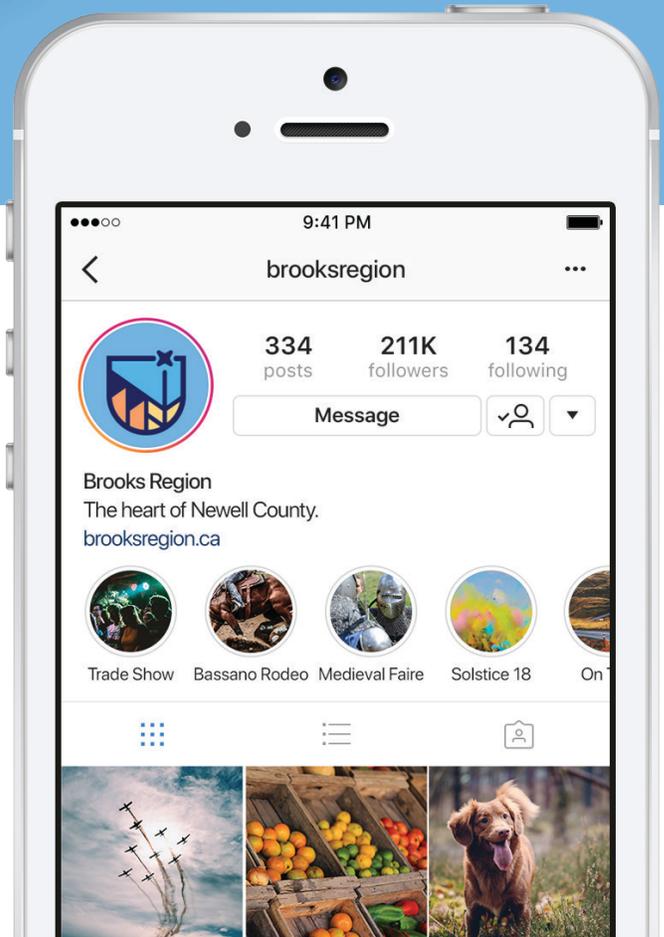
### Messaging

Key messaging on the banner should be limited to 4-5 lines to ensure readability. Secondary text content should directly support the key messaging.

### Website

All banners will include the [brooksregion.ca](http://brooksregion.ca) website address, set in the Metropolis display typeface.





## Application: Social Media

The following examples demonstrate the photographic, messaging, and logo choices that inform effective use of the Brooks Region brand on social media platforms.

### Art Direction

Use expansive landscape hero images, standalone full-colour logo without watermark, and a friendly and approachable demeanor.

Social media avatars are available in the brand package at Logotype / O4 social.

## Application: Website

The Brooks Region website should be designed and developed with contemporary user experience practices in mind.

### Responsive Grid

Use a responsive 12-column grid to allow for flexible layout design and portability across different desktop and mobile platforms.

### Information Design

Information should be segmented and presented sparingly. Less is more. Delivering only the information visitors need is a small kindness.

### Webfont Use

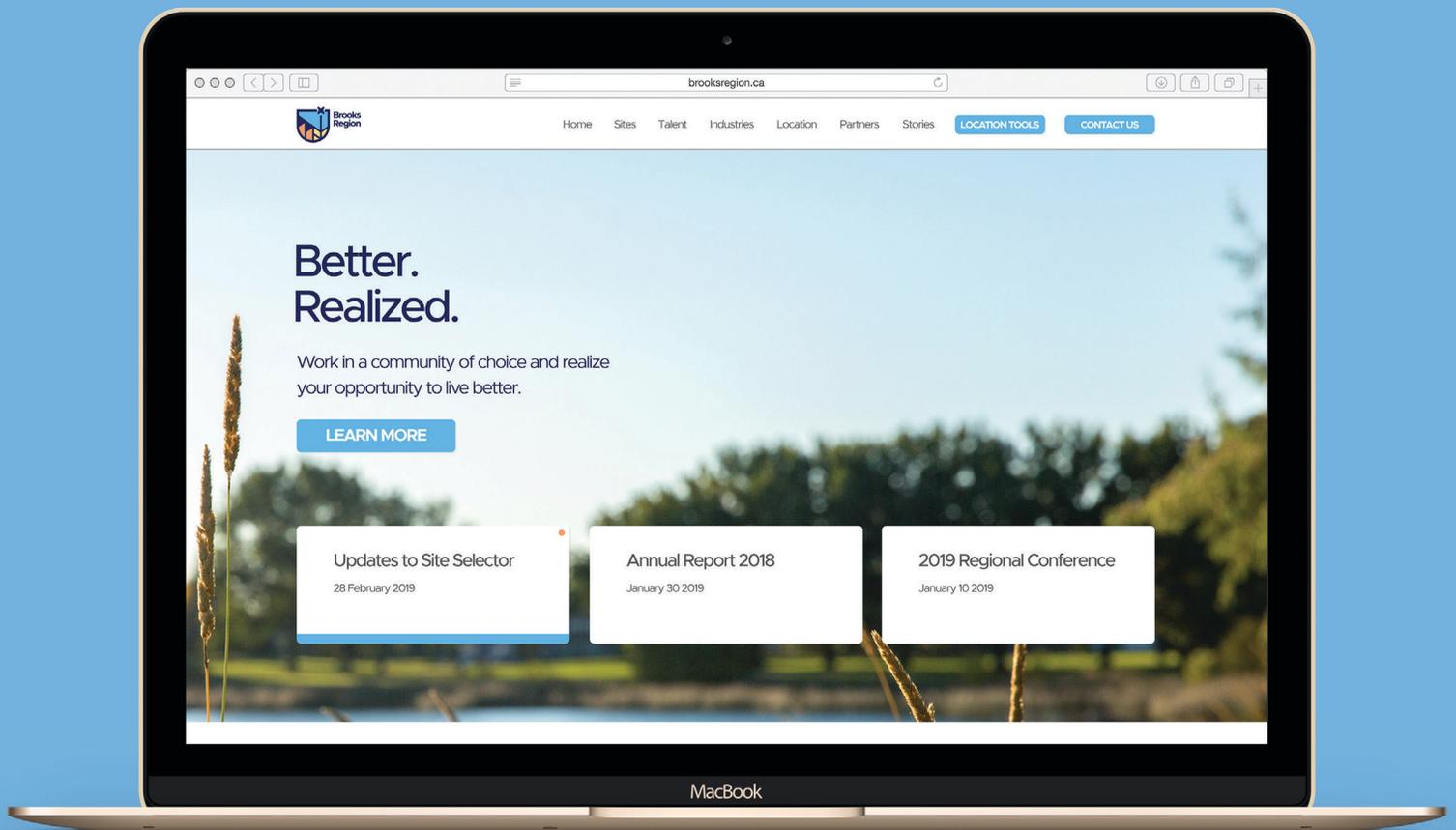
Deploy the brand typefaces as webfonts. Metropolis and Zilla Slab were selected, in part, due to their availability as webfonts.

### Animation

Use animation mindfully. Parallax and other scroll effects add visual impact to your website. Providing too many effects on one page ultimately serves to obscure your message.

### Photography and Messaging

Pair bold statements and impactful photography to leave an impression with your audience. Refer to our brand's rules when selecting photos for online use.





## Application: Slide Deck

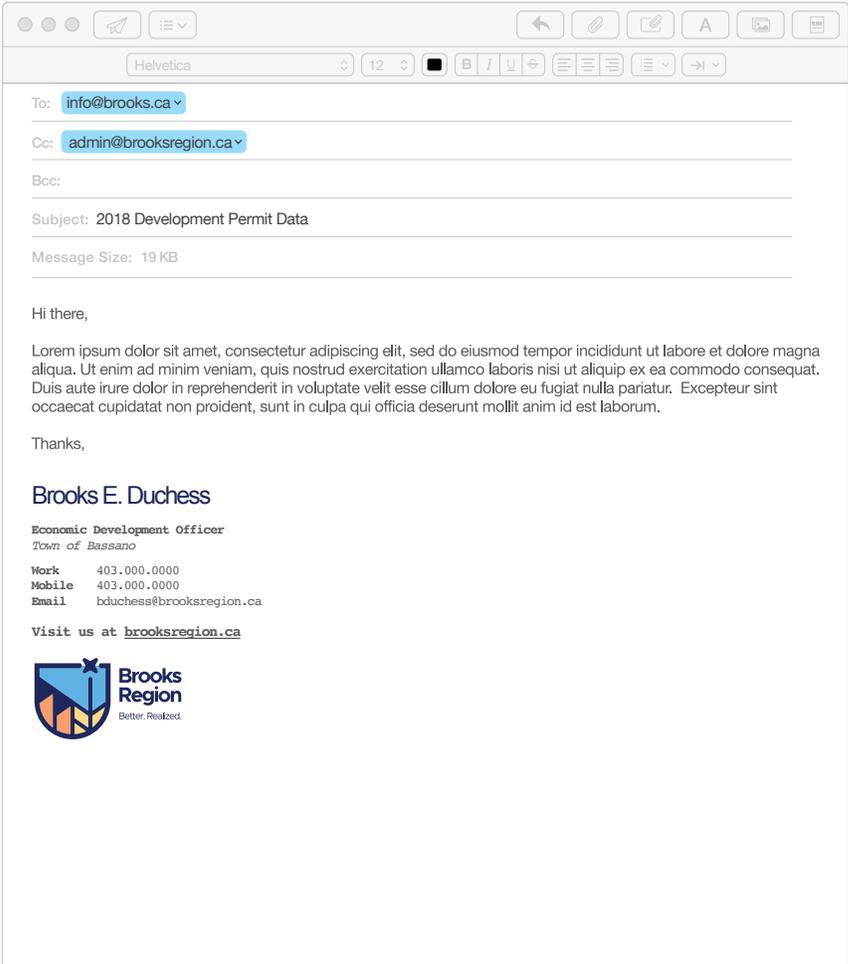
We've included a Powerpoint slide deck template with header and body styles, footer logos, and the Brooks Region colours for you to use to quickly composite new presentations.

The slide deck template is available in the brand package at [Templates / Collateral / Slide Deck](#).

## Application: Email

Use the provided template to build a clean and clear email signature block. We're going off-brand here as our typefaces aren't universal. Use the recommended fall-back typeface pairing of Arial and Courier to conclude your email messages. No one will notice the switch (well, you will).

The email signature template is available in the brand package at [Templates / Collateral / Stationary / Email Signature](#).



# File Location

Here's your roadmap to navigate the provided brand package.

Fonts	Metropolis	Metropolis-master.zip			
	Zilla_Slab	Zilla_Slab-master.zip			
Logotype	00 primary 00 primary notag 01 secondary	aa four-colour	eps, jpg, png		
		bb one-colour-wht	eps, png		
		cc one-colour-blue	eps, jpg, png		
		dd one-colour-90	eps, jpg, png		
	02 tr-portfolio	aa four-colour	editable ai		
		bb one-colour-wht	editable ai		
		cc one-colour-blue	editable ai		
		dd one-colour-90	editable ai		
	03 tr-partner	aa four-colour	editable ai, eps, jpg, png	Bassano, Brooks, Chamber, Duchess, Newell, Rosemary assets	
		bb one-colour-wht	editable ai, eps, png		
		cc one-colour-blue	editable ai, eps, jpg, png		
		dd one-colour-90	editable ai, eps, jpg, png		
	04 social	facebook	png		
		instagram	png		
		linkedin	png		
		twitter	png		
Templates	Collateral	Advertisement	inDesign template	BR Event Advert Full	
			inDesign template	BR LiveWork Advert Full	
		Report	inDesign template	BR Report Template	
		Slide Deck	Powerpoint theme	BR MSOffice Theme	
			Powerpoint file	BR PPT Slide Deck	
		Stationary	Agenda	MS Word document	BR Agenda
				inDesign template	BR Agenda
			Business Card	inDesign template	BR Business Card
			Email Signature	MS Word document	BR Email Signature
			Envelopes	inDesign template	BR Envelope Catalog10
	inDesign template			BR Envelope Commercial9	
	Letterhead		MS Word document	BR Letterhead	
		inDesign template	BR Letterhead		
	Memorandum	MS Word document	BR Memorandum		
		inDesign template	BR Memorandum		
	Grids	00 Standard Grids	inDesign template	BR Grid 1 11 col	
			inDesign template	BR Grid 2 10 col	
		01 Other Print Grids	inDesign template	BR 6x4 Postcard	
			inDesign template	BR Brochure Grid	
inDesign template			BR Half Page Grid		
inDesign template			BR Long Grid		
inDesign template	BR Quarter Page Grid				



[brooksregion.ca](http://brooksregion.ca)