



VISUAL IDENTITY GUIDELINES

June, 2021

The Wetaskiwin logo

The Wetaskiwin logo is an authentic and unique expression of our new brand, “The City We Share”. With this mark we’re seeing a continuous line woven together to create a stylized letter W. In the middle, where the forms join, we see the reference to a letter “A” — so that together, the forms make reference to “Wetaskiwin, Alberta”.

The forms, however are not just about the letters that represent the city’s name. These forms come together to represent connection and togetherness, the idea of a community coming together. Familiar expressions that describe closeness such as “The ties that bind” and the “The fabric of a community” find visual expression in this mark.

We’re seeing a subtle reference to the land, but the organic forms here are tempered and somewhat structured to give the mark a modern, fresh energy. This speaks to how the natural surroundings continue to be harnessed to achieve a dynamic and progressive outlook.

The logo also references the meaning of the name Wetaskiwin. In the Cree language, it reflects the idea of learning to live or come together on the land in peace and harmony. In this way, the design certainly reflects the city’s aspirations and the down-to-earth, hopeful and collaborative spirit that continues to be forged.

This logo speaks to the strength and resilience of the people of Wetaskiwin. It also speaks to a commitment to each other and to a shared vision that is unending and unbreakable.



The Wetaskiwin logo

Consistent application and careful stewardship of the logo and the visual assets that make up this brand are key.

The following pages outline the key elements that make up the visual aspects of the brand and how they should be applied.



Protected space

A sufficient amount of clean space around the logo preserves its impact and integrity. This “safe area” must be maintained at all times.

The safe area is equivalent to the width of the letter "n" in "Wetaskiwin".



Safe area



Safe area

Minimum size

The minimum allowable size of the logo has been reached when the width of the logo is approximately 1.5 inches wide.

Note: There may be rare occasions such as merchandise (pens, etc.) that require the logo to be smaller. Please consult Wetaskiwin brand stewards in these instances.

Minimum size
1.5 inch



Minimum size
1.5 inch



NOTE: Always use digital files supplied by Wetaskiwin marketing in the brand toolkit. Do not attempt to reset elements of the logo or build another configuration.

Wetaskiwin logo versions

There are several versions of the Wetaskiwin logo. The table on this page will help to determine which one to use and how to apply it. The logos pictured on this page have the “The City We Share” tagline. This is the version that will be used most often. It is the preferred version of the logo.



Spot colour

This version of the logo uses Pantone spot colours. It is used in rare circumstances such as when a piece is produced in four colours on an offset press. Always use on a white or very light background.



Full colour (CMYK)

The full colour logo is the preferred version and should be used wherever possible. When a piece is produced in colour, use the full colour (CMYK) logo. Always use on a white or very light background.



Grayscale version

This is the preferred black and white version. It's used on light backgrounds in black-only applications. It should not be used on a full colour piece.



Reverse

Use this version when there is need for the logo to be reversed and maximum legibility is needed. This version of the logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.

Wetaskiwin logo versions

(Continued)

The logos pictured on this page have the “Alberta, Canada” qualifier without the tagline. These logos may be preferred when targeting audiences outside of Alberta and when the tagline is used in tandem with the headline or otherwise separated from the logo.



Spot colour

This version of the logo uses Pantone spot colours. It is used in rare circumstances such as when a piece is produced in four colours on an offset press. Always use on a white or very light background.



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Reverse

Use this version when there is need for the logo to be reversed and maximum legibility is needed. This version of the logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.

Wetaskiwin logo versions

(Continued)

The logos pictured on this page have the “Alberta, Canada” qualifier as well as the “The City We Share” tagline. These logos may be preferred when targeting audiences outside of Alberta.



Spot colour

This version of the logo uses Pantone spot colours. It is used in rare circumstances such as when a piece is produced in four colours on an offset press. Always use on a white or very light background.



Full colour (CMYK)

The full colour logo is the preferred version and should be used wherever possible. When a piece is produced in colour, use the full colour (CMYK) logo. Always use on a white or very light background.



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Reverse

Use this version when there is need for the logo to be reversed and maximum legibility is needed. This version of the logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.

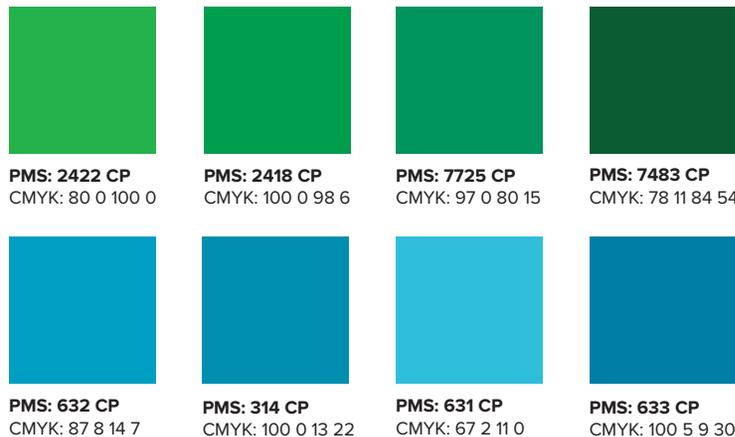
Wetaskiwin logo colours

Shown below are the specific colours used in the Wetaskiwin logo. When printing in full colour, always refer to these colours to ensure accurate reproduction, and never alter the logo colours in any way.

Use the CMYK version for printing in full colour.
Use the RGB versions for digital and online applications.



CMYK



RGB



Typography

Typography communicates the personality and tone of the Wetaskiwin brand. It is important to be consistent in the application of typography in order to build and maintain a cohesive visual identity. The fonts used in the Wetaskiwin brand are identified in this section.

"Futura PT" is the primary headline font. "Uni Neue" is used primarily for subheads.

"Proxima Nova" is used for body copy and content. The variety of weights of Proxima Nova, such as semibold and bold, may be used to provide some contrast in communications materials such as brochures, posters or online applications.

Headline Fonts

Futura PT

abcABC0123

Futura PT Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*

Futura PT Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*

Futura PT Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&***

Futura PT Extra Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&***

Uni Neue

abcABC0123

Uni Neue Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&*

Uni Neue Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&***

Subhead and Body Copy Font

Proxima Nova

abcABC0123

Proxima Nova

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&*

Proxima Nova Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&*

Proxima Nova Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&***

Proxima Nova Extra Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%^&***

NOTE:

The font Futura PT is an Adobe font. It can be activated with an Adobe Creative Cloud account. Uni Neue can be purchased from myfonts.com. The font Proxima Nova is an Adobe font. It can be activated with a Adobe Creative Cloud account.

Colour palettes

The Wetaskiwin palette is made up of a variety of vivid hues that represent the land that sustains and inspires the people of this region, as well as a warm neighbourliness that is as open as the prairie skies.

This page shows the primary palette of vibrant hues and the supporting palette of neutrals that make the brand palette.

Primary Palette



PMS: 7483 CP
CMYK: 78 11 84 54
HTML: #2D643B
RGB: 45 100 59

PMS: 7725 CP
CMYK: 97 0 80 15
HTML: #008E63
RGB: 0 142 99

PMS: 2422 CP
CMYK: 80 0 100 0
HTML: #31AA3C
RGB: 49 170 60

PMS: 2256 CP
CMYK: 62 0 71 0
HTML: #6AB96F
RGB: 106 185 111

PMS: 631 CP
CMYK: 67 2 11 0
HTML: #5BBAC7
RGB: 91 186 199

PMS: 632 CP
CMYK: 87 8 14 7
HTML: #0099AD
RGB: 0 153 173

PMS: 7469 CP
CMYK: 100 23 2 37
HTML: #006386
RGB: 0 99 134

PMS: 2119 CP
CMYK: 100 96 0 32
HTML: #383971
RGB: 56 57 113

Supporting Palette



PMS: Cool Gray 10 CP
CMYK: 57 46 40 25
HTML: #636A6B
RGB: 99 106 107

PMS: 416 CP
CMYK: 45 35 43 18
HTML: #7E8375
RGB: 126 131 117

NOTE: When adding swatches in Adobe InDesign or Illustrator, choosing Pantone + Color Bridge Coated will give you the CMYK equivalents to the colours shown here.

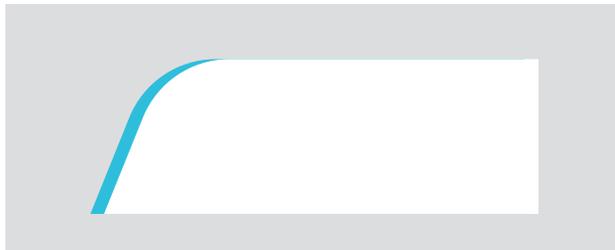
Graphic Elements

A graphic element derived from the logo can act as a device that can be used to create interest and to enhance or balance out compositions. Echoing the angles in the logo, the graphics add a sense of dynamic movement and provide another visual cue that reinforces the brand. Care should be taken so that these angles are not overused. Using it once on a given piece as a visual accent is often enough.

In addition, the logo, in most advertising scenarios, can sit in a white container, to allow the full colour logo to shine.



Example of graphic element



Logo container



As shown by these two examples, the graphic elements should be used sparingly to draw the eye to key areas like headlines or to balance out a composition.



Photography

Approach

The approach to photography for the Wetaskiwin brand is to show people in Wetaskiwin and surrounding areas enjoying what the city has to offer. Including people transports our audience to the scene, allowing people to see themselves enjoying the city's attractions, embracing the city as a new resident, or portraying the optimism and energy of the business landscape.

Subject

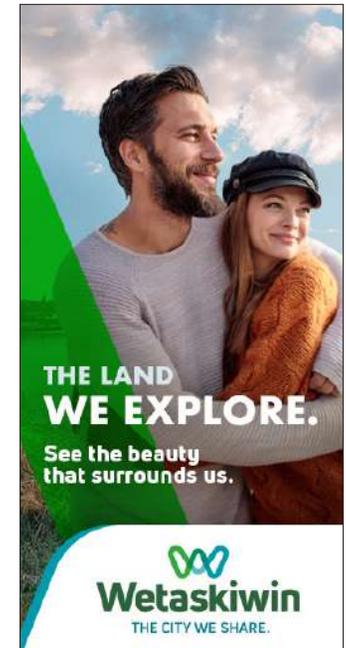
Although not a hard and fast rule, in general, the people in the ads should not be looking at the camera. Rather they should be engaged in what they are doing. Show the main subjects as individuals or small groups as they make an emotional connection to the city.

Setting

The advertising imagery is a storytelling approach in the sense that every element in the composition contributes to create an image that works in tandem with the headline. For example, if the headline speaks to “The Memories We Create,” the image should support that message in the best possible way. Always show authentic images of Wetaskiwin and surrounding areas.



Sample outdoor advertising.



Sample of an online ad.

Photography (Continued)

Composition

Careful planning is needed to ensure the images will work in a variety of formats and still have adequate space for the headline. Remember to use images that contain large “clean” areas such as sky to accommodate headlines or copy.

One way to ensure key campaign imagery has the required flexibility is to composite the images. In this case, the foreground subject is shot against a clean backdrop to allow for easy close cutting. The environment is shot separately. These two layers are then composited in Photoshop.



In the image area, where the headline appears, take note of how small the main subject is in relation to the frame in all of these examples. They make up a small fraction of the image. This allows the needed space for headlines and the need to resize the ads. Also note how there is a lot of “clean” areas. Avoiding images that are too busy is critical. Often, the need to “extend” areas of the environment is needed in Photoshop, so when planning photoshoots, capture plenty of “wide” shots.

The alternative to shooting people in the environment is to photograph a person in-studio and the environment separately. The image is then layered together in Photoshop. This works well when the person is in the foreground. It allows for maximum flexibility in composing and resizing ads. The main consideration with this approach is to achieve lighting in the studio shot that is compatible with the background lighting.



Layout

The full colour logo should always appear on white or a very light colour. It always appears on the bottom right of ads. A clean bar contains the logo as shown on this page. Branding elements are used sparingly to allow the imagery to shine through. They provide a cue that reinforces the visual expression of the brand while balancing out the composition.



Department/Facility Logos

Department logos can be used on print materials such as brochures, advertisements and reports, however, they must be used in conjunction with the City logo (unless special permission is given by the Manager of Community Development stating otherwise).

Department and facility logos are limited to:



The Manluk Centre



Wetaskiwin Regional Airport



Bylaw Services (Protective Services)



The Wetaskiwin Archives



Wetaskiwin Fire Services (Protective Services)