

Brand Manual

Town of Tillsonburg
2016

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Introduction

This manual describes how the Tillsonburg logo should be used by the Corporation of the Town of Tillsonburg. While the brand platform and story belong to the entire Tillsonburg community, the Tillsonburg logo will be the sole property of the Corporation of the Town of Tillsonburg.

Use of this logo implies authorization, endorsement or other involvement from the Corporation of the Town of Tillsonburg. As such, the Tillsonburg logo should not be used without the express written consent of the Corporation of the Town of Tillsonburg and any usage must be in accordance with the logo guidelines that follow.

Management

The guidelines in this manual are administered by the Chief Administrative Officer of the Town of Tillsonburg. Any use of the logo that deviates from these guidelines must be authorized by the CAO his/her designate.

Application

The logo guidelines apply to all Corporation of the Town of Tillsonburg communication and marketing deliverables including:

- Official Correspondence
- Reports
- Signage
- Print Collateral (Brochures, Posters, Forms)
- Websites and Other Electronic Communication
- Clothing
- Branded Merchandise
- Vehicles

Assistance

If you have questions about these guidelines, contact the **Marketing and Communications Officer** at (519) 688-3009 ext. 3231

Brand Platform

Town of Tillsonburg
2016

About Tillsonburg

Tillsonburg is a distinct urban community that exists within a larger rural context. While its population exceeds 15,000, Tillsonburg serves as a regional centre for a surrounding population of over 50,000.

With its small-town feel, attractive downtown and access to quality recreation, education and community amenities, Tillsonburg provides a unique environment in which to live, work and play.

Source: Town of Tillsonburg Community Strategic Plan, August 2014

Our Vision

Tillsonburg is a family-friendly community known for its historic charm, thriving businesses and modern lifestyle amenities. It is a regional hub for employment, recreation and culture.

Residents envision Tillsonburg as a desirable place to live and visit. They see Tillsonburg as a supportive community for all demographic groups, with an engaged population and a diverse, modern economy providing a variety of quality employment opportunities.

An accountable local government will communicate seamlessly with citizens and other levels of government, and will continuously act to meet the evolving needs of the Town. Tillsonburg will be known as a unique and differentiated community. Its vibrant main street and welcoming atmosphere will attract tourism and help local businesses to thrive. Its status as a hub within the surrounding rural agricultural landscape will set it apart, and its ample green space and trails will provide high quality recreational opportunities.

Source: Town of Tillsonburg Community Strategic Plan, August 2014

Our Goals

A strong brand will enable Tillsonburg to...

- Be more successful in attracting and retaining **talent, trade** and **tourism**
- Strengthen our reputation as dynamic place to live, work, and play
- Encourage innovative, sustainable economic development
- Effectively communicate the values of the town and the character of the people who live here
- Deliver a consistent, authentic message about the community to citizens, stakeholders, and potential partners
- Nurture and promote civic pride and engagement (i.e. brand ambassadors)

Our Values

In Tillsonburg...

We encourage an entrepreneurial spirit;
We enjoy a high quality of life;
We believe in a strong sense of community; and,
We value arts and culture.

Our Assets

Arts & Culture

Annandale NHS, (3.79)
 Station Arts Centre, (3.55)
 Festivals & Events, (2.75)

Entrepreneurial Spirit

Downtown, (2.89)
 Industry, (2.75)
 Business Friendly, (2.58)
 Entrepreneurial, (2.33)
 Green Initiatives, (2.33)
 Diverse Economy, (2.32)
 Investment Opportunities, (2.08)

Quality of Life

Walking Trails, (4.02)
 Lake Lisgar, (3.98)
 Community Centre, (3.97)
 Location, (3.62)
 Family Friendly, (3.46)
 Recreation, (3.33)
 Education, (3.01)
 Access to Childcare, (2.91)
 Health & Wellness, (2.87)
 Entertainment, (1.82)

Sense of Community

Community Centre, (3.97)
 Safety, (3.95)
 Family Friendly, (3.46)
 Engagement, (3.22)
 Customer Friendly, (3.13)
 Services, (2.96)
 Youth Activities, (2.37)
 Pet Friendly, (2.80)
 Festivals & Events, (2.75)

Tillsonburg provides many advantages to residents, businesses, investors and visitors. An August 2015 survey asked respondents to identify words and/or phrases they associated most with Tillsonburg. The results shown are the weighted average, with “0” being the least identifiable and “5” being the most identifiable.

The Brand Story

In Tillsonburg, you can be known by name and valued by the community around you. In Tillsonburg, young leaders can stretch their wings and entrepreneurs succeed. In Tillsonburg, everyday encounters often lead to extraordinary opportunities, and new markets are within easy reach—by road, rail or runway.

In Tillsonburg, you can enjoy the fruits of your labour. Our agricultural heritage means hard work is valued, but so too is rest and relaxation. In Tillsonburg, neighbours are friends, and children can play safely in yards and parks. As a regional hub, Tillsonburg offers high-quality recreational amenities, cultural programs and health/wellness services. In Tillsonburg, you can enjoy a rich, meaningful life at any age.

In Tillsonburg, creative minds converge. In Tillsonburg, residents are known for their ingenuity, passion and persistence. In Tillsonburg, you can make a difference. You can help meet community needs as a businessperson, or leave a legacy as a volunteer. In Tillsonburg, you can champion a cause, or anchor a team. Tillsonburg is a community where you can create your own future.

The Essence

The essence of Tillsonburg is captured in three words
– **connected**, **enriched** and **inspired**.

Connected

- Strong sense of community among residents
- Strong history of community engagement and collaboration
- Ability to network naturally due to size of the community
- Fibre optic infrastructure in industrial areas
- Strategic location with good access to markets and transportation

Enriched

- Variety and quality of recreation and leisure programs, services and facilities
- Many opportunities to be meaningfully involved in the community (i.e. organizations, clubs, causes)
- Abundance of parks, green spaces and trails
- Hospital, health and wellness services
- Family-friendly lifestyle without the stresses found in larger urban centres
- Arts and cultural amenities
- Rural and urban influences combine for a sustainable, comfortable pace

Inspired

- Enterprising history
- Entrepreneurial spirit and rural work ethic evident
- Proven leadership in agri-business and related ventures
- Track record of “made-in-Tillsonburg” solutions and grassroots initiatives

Target Markets

The Community Strategic Plan of August 2014 identifies a need to improve economic sustainability and achieve greater demographic balance. Accordingly, the Town's brand has the following audiences.

Talent – The Middle Third (Adults aged 25 – 45)

- People looking for a high quality of life for their entire household
- People looking for a safe, active, and accessible community
- People looking to put down roots or to go “home”
- Entrepreneurial-minded people looking to create their own future
- Workers in manufacturing, business services, health or senior-related services
- Commuting professionals with families

Trade – Manufacturing, Agri-food, Retail, Technology

- Industry looking for market access without associated costs
- Industry employing workers in unskilled, skilled and management positions
- Industry looking for a large regional employee base
- Retail businesses for under-served area with potential for a larger regional market
- Businesses that require ultra high-speed connectivity
- Industry looking for supportive council and community

Tourism – The create-your-own-adventure day tripper

- People who value taking the road less traveled and exploring what others overlook including:
 - History and Aesthetic enthusiasts (Annandale National Historic Site; Pioneer Cemetery; architecture; genealogy)
 - Arts and culture lovers (Station Arts; Otter Valley Playhouse; Oxford Studio Tour; decor and crafts)
 - Festival and event patrons (Christmasfest; Turtlefest)
 - Sports and Recreation participants (teams; tournaments; trails; outdoor recreation)

Sample Messaging

Talent – The Middle Third (Adults aged 25 – 45)

Tillsonburg is home. It's a community where the pace is comfortable and the people are committed to causes beyond themselves. They seek to enrich their lives through personal connections and meaningful leisure activities. Hard work is valued here and the entrepreneurial spirit is alive and well. Located within an easy drive of major centres, Tillsonburg combines the best elements of rural and urban living.

Trade – Manufacturing, Agri-food, Retail, Technology

Located in Ontario's manufacturing heartland, and close to major centres, Tillsonburg is an attractive place for employment and investment. Tillsonburg is where highly-skilled and talented people converge. Our high quality of life is appealing to workers, and our ingenuity and work ethic are deeply ingrained. Our entrepreneurial spirit is evident in grass-roots solutions and strong public support.

Tourism – The create-your-own-adventure day tripper

Tillsonburg is ripe for adventure. Knowledgeable residents and a welcoming atmosphere makes day trips enjoyable and unique. Our arts and culture, festivals and events, National Historic Site, and recreation and leisure programs means there is something for everyone — regardless of interest.

The Identity

The Town of Tillsonburg's visual identity is a valuable asset that distinguishes Tillsonburg's services and character from those of other municipalities.

The custom typeface is reflective of Tillsonburg's personality: it is personable, welcoming, exciting and fun—while still being professional and experienced. The curvature of the characters, and the slight forward tilt, represent Tillsonburg's forward thinking, and look to the future. The cursive nature of the font represents our connection to each other, and our strong sense of community. It also serves as an autograph—it is unique and deeply personal to each and everyone of us.

The Liriodendron, or Tulip Tree leaf represents our relationship to the land, green spaces and walking trails. Tillsonburg has made a considerable effort in preserving our Carolinian forest areas.

The colour palette was chosen to reflect Tillsonburg's community values. Blue is the colour of trust and responsibility — it seeks peace and tranquility and promotes communication. Green is the colour of balance, harmony and growth. It promotes a love of nature, and a love of family and friends.



Logo Guidelines

Town of Tillsonburg
2016





Minimum Clear Space

- In any format, a rectangular clear space must be left around the logo.
- The minimum distance above and below the logo is the height of the icon from the centerpoint.
- The minimum distance to the left and right of the logo is the width of the icon from the first and last letter.

Minimum Size

- Within print format the icon element must never be reproduced at less than 0.25" in height.
- To ensure legibility within a digital format the icon element must not be less than 16 pixels.
- With respect to sizing the logo, legibility should always be the determining factor.

Only two font styles are used for the logo:

Tillsonburg Custom is a display font consisting of 1 typeface width, and only contains the letters forming "Tillsonburg".

Futura Medium While Futura has several width variations, only "Medium" is used.

Tillsonburg

When to Use:

Tillsonburg Custom is a custom created Typeface. It is only to be used as the logo and should not be used under any other circumstances.

Futura Medium

ABCDEF

abcd 1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

When to Use:

Futura Medium is the only font to be used for the tagline.



In addition to the custom typeface, two font styles are used for the brand:

Adobe Caslon Pro
Consisting of 4 typeface widths: Regular, Italic, Bold and Bold Italic.

Futura Medium While Futura has several width variations, only "**Medium**" is used.

Adobe Caslon Pro
A B C D E F
a b c d 1 2 3 4

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Futura Medium
A B C D E F
a b c d 1 2 3 4

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

When to Use:

Adobe Caslon Pro is the **primary brand font**, and is to be used for *all forms of standard body text, ranging from: stationery, brochures and all forms of general correspondence.*

* Georgia may be substituted for Adobe Caslon Pro in the event that it is unavailable, or can be used in email and website design as a web safe font.

When to Use:

Futura Medium is the secondary font, used for the **Slogan and/or Motto**.

It is also to be used as the standard for *Callouts in stationery, website design, brochures advertisements and all forms of general correspondence.*

Title

Adobe Caslon Pro Bold
PMS 7706c

Main Heading

Adobe Caslon Pro
SemiBold
100% Black

Sub-Heading

Adobe Caslon Pro
SemiBold
PMS 424c

Body Copy

Adobe Caslon Pro
100% Black

NOTE: Body copy should be black, or if on a dark solid background, white. The minimum size should be 9pt.

Callouts / Captions

Futura Medium
PMS 7706c

Title

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing

Donec convallis pellentesque risus, venenatis pretium quam pharetra ac. Phasellus aliquam magna sapien, quis egestas metus dignissim at. Cras dictum purus id enim tempor, ut tempor ipsum efficitur. Curabitur malesuada, felis sed finibus pellentesque, velit ante dictum lacus, nec maximus massa velit vel mi.

Morbi scelerisque, diam et vestibulum elementum, odio velit finibus lacus, quis posuere dui ligula ac diam.

Vivamus non leo nisl. Curabitur scelerisque lectus id dui viverra, a mollis tortor porttitor. Phasellus sollicitudin, diam at molestie scelerisque, massa tortor suscipit ipsum, vitae convallis odio nibh et turpis. Suspendisse vitae ex gravida, mattis lectus vel, tristique justo. Cras vehicula vulputate nisl sed viverra. Duis tempus venenatis nibh, a dapibus metus egestas sed

Colours are a key element of the logo. The consistent use of colour is critical to protect the brand and foster recognition.

The Tillsonburg logo may only be reproduced using the following colours.

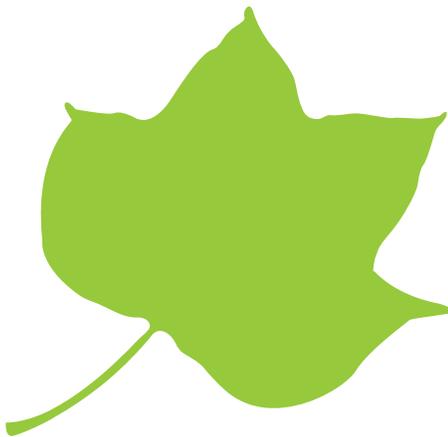




Tillsonblue
PMS 7706c
C 100 M 50.5 Y 28.52 K 6.18
R 0 G 105 B 143
HTML #00698f



Tillsongrey
PMS 424c
C 56.57 M 47.43 Y 48.17 K 14.06
R 113 G 114 B 113
HTML #717271



Tillsongreen
PMS 375c
C 46.27 M 0 Y 100 K 0
R 149 G 214 B 0
HTML #95d600



Liriodendron tulipifera
To be produced as CMYK or RGB

All logo applications may be reproduced in full colour, black & white, or reversed out of a solid colour. If reproduction on a colour background is required, the reverse version should be used to ensure proper contrast.



Tagline Usage

The brand tagline may or may not be used depending on space restrictions, vicinity to other uses of the tagline, or for general aesthetic reasons at the discretion of the Marketing and Communications Officer.



Special Uses

Due to the intricacy of the polygon-styled *Liriodendron tulipifera* leaf, there may be instances where a more simplified version is need (i.e. stitching). A single colour version may be used if approved in accordance with these guidelines.

Full Colour

This is the full colour version



Solid Black

The solid black version is only to be used for Fax, and some forms of black/white printing applications, such as newspapers etc., where coarse half-tone screens are used.



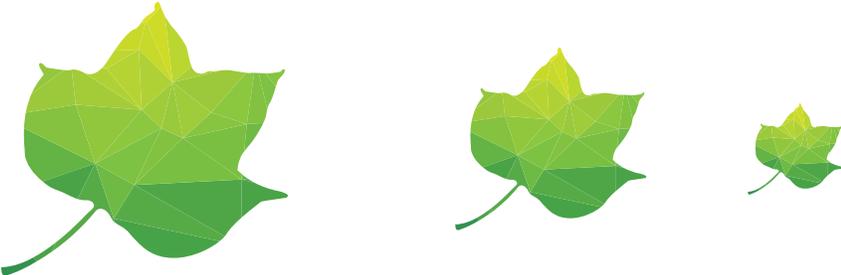
Reversed

The logo should be reversed on colour.



Icon as Logo

The Liriodendron tulipifera leaf may be used without the wordmark as a stand-alone icon.

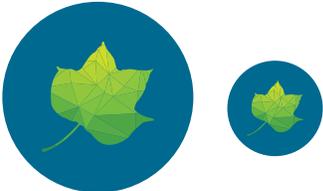


Social Media

There 2 versions of the Social Media profile image. Each are saved as PNG files with Transparent backgrounds.



To be used for all round & square cornered profile images such as Twitter, Facebook, Instagram, Pinterest, etc.



To be used for circular profile images such as: Google+.

The consistent use of the Tillsonburg logo is essential to protect the brand's integrity and recognition. No departures from these guidelines are permitted.

To ensure the brand is not the victim of aesthetic vandalism, the general rule to abide by is: **DO NOT CHANGE, ALTER, ADD OR MODIFY ANYTHING.**

Individual Town Departments do NOT have their own logos

The municipality has one icon and wordmark, which together form the logo and represent the Core Brand. Through its consistent application the municipality and its provided services will gain increased distinction and equity.

Asking the public to identify Tillsonburg with more than one logo will diminish the brand's effectiveness. When divisions and departments use their own marks, the impact and cohesiveness of both symbols becomes diluted and can confuse audiences.

The comprehensive use of the Core Brand will ensure positive benefits for the community.

DO NOT: Logo

Do not change, alter, add or modify anything.

The Town of



DO NOT: Icon

Do not resize or change the position of the icon.



DO NOT: Fonts

Do not use any other font, no matter how close it may look to **Tillsonburg Custom** or **Futura Medium**.



DO NOT: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.



DO NOT: Sizing

Do not rotate the logo. The logo is intended to be on a 0° axis.



DO NOT: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.



Stationery

Town of Tillsonburg

2016

The following section provides guidelines for professional printers and designers.

Please refer to typographic standards on page 20.

Templates are available for Microsoft Word, Excel and PowerPoint. Business Cards are available on disk in Ai formats.

Use only these templates.

The Town of Tillsonburg logo is available in colour and black and white.

The logo is available in the following formats:

Adobe Illustrator (eps/ai)

Adobe Illustrator is a vector creation program that is used to create many types of designs. EPS and Ai files are RAW files that can be resized without loss in quality, but can only be opened with select programs.

TIFF (tif) - 300 DPI

The higher resolution TIFF versions should be used for print.

TIFF (tif) / JPEG (jpg) - 150 DPI

The lower resolution TIFF and JPEG versions should be used in PowerPoint presentations and Word documents.

JPEG (jpg) / GIF (gif) / PNG (png) - 72 DPI

The lower resolution JPEG, GIF, and PNG versions should be used for web applications.

TECHNICAL TIPS

Resolution and format of the file will significantly impact quality. For print purposes, vector based files should be used wherever possible. If this is not possible, select a higher resolution, uncompressed file format when printing (e.g. EPS). For email and web applications, using a compressed low resolution file (JPEG, PNG) is acceptable.

Be careful not to enlarge a compressed image (e.g., JPEG) too much as the image will become pixelated. Also, never resize a GIF (either up or down) because **the image will become unreadable.**

Use only these templates.



Name: 10 pt Adobe Caslon Pro Reg • PMS 7706c

Title: 7 pt Adobe Caslon Pro Italic • 100% K

Method: 8 pt Adobe Caslon Pro Reg • PMS 7706 c

Info: 8 pt Adobe Caslon Pro Italic • 100% K

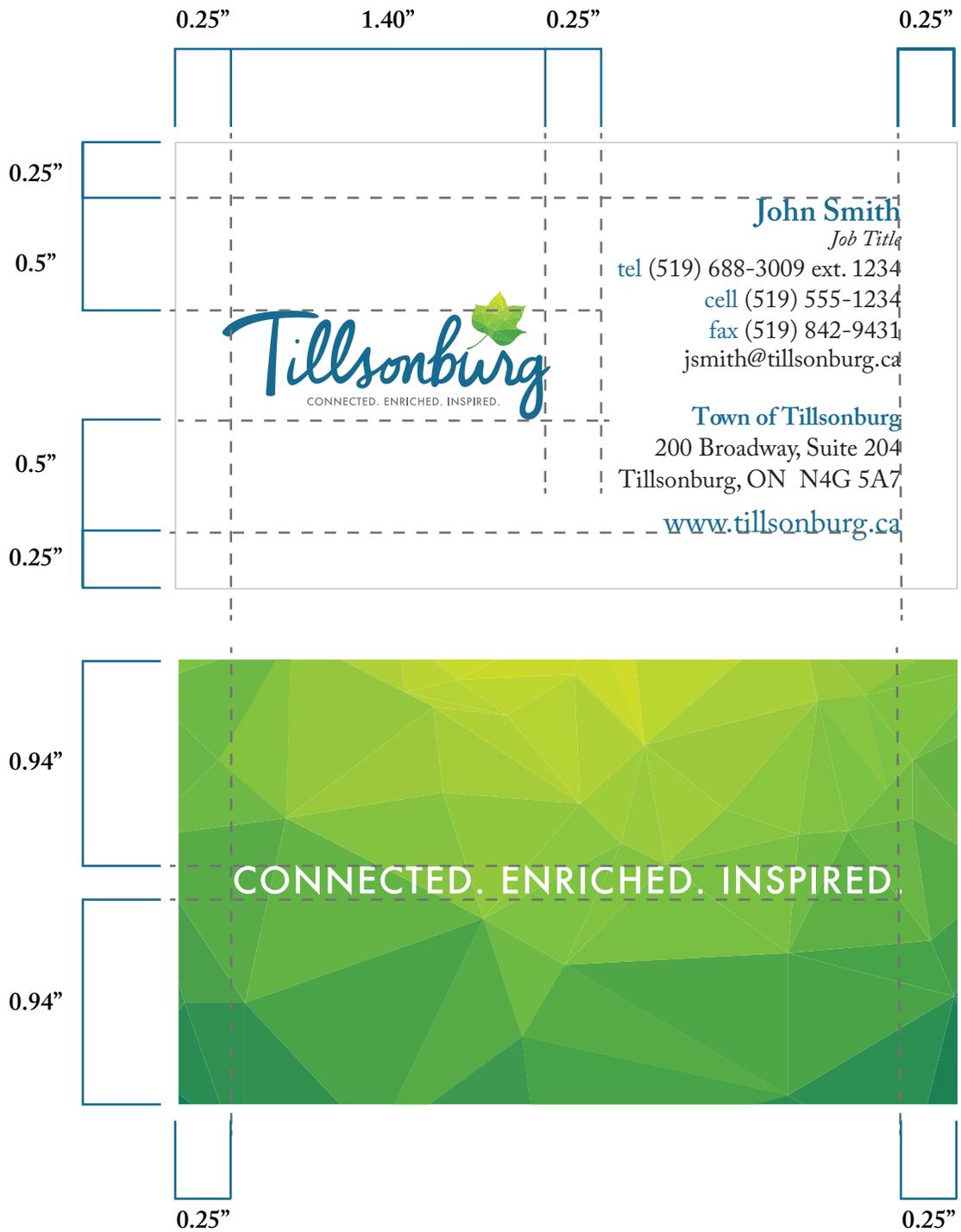
Division: 8 pt Adobe Caslon Pro Reg • PMS 424c

Address: 8 Adobe Caslon Pro Reg • 100% K

URL: 10 pt Adobe Caslon Pro Reg • PMS 424c



Reverse Copy: 13 pt Futura Medi um



Use only these templates.

Department: 10.75 pt Adobe Caslon Reg • PMS 7706c
Address: 10.75 pt Adobe Caslon Pro Reg • 100% K

Town of Tillsonburg
1200 Broadway, Suite 204
Tillsonburg, ON
N4G 5A7

Tillsonburg

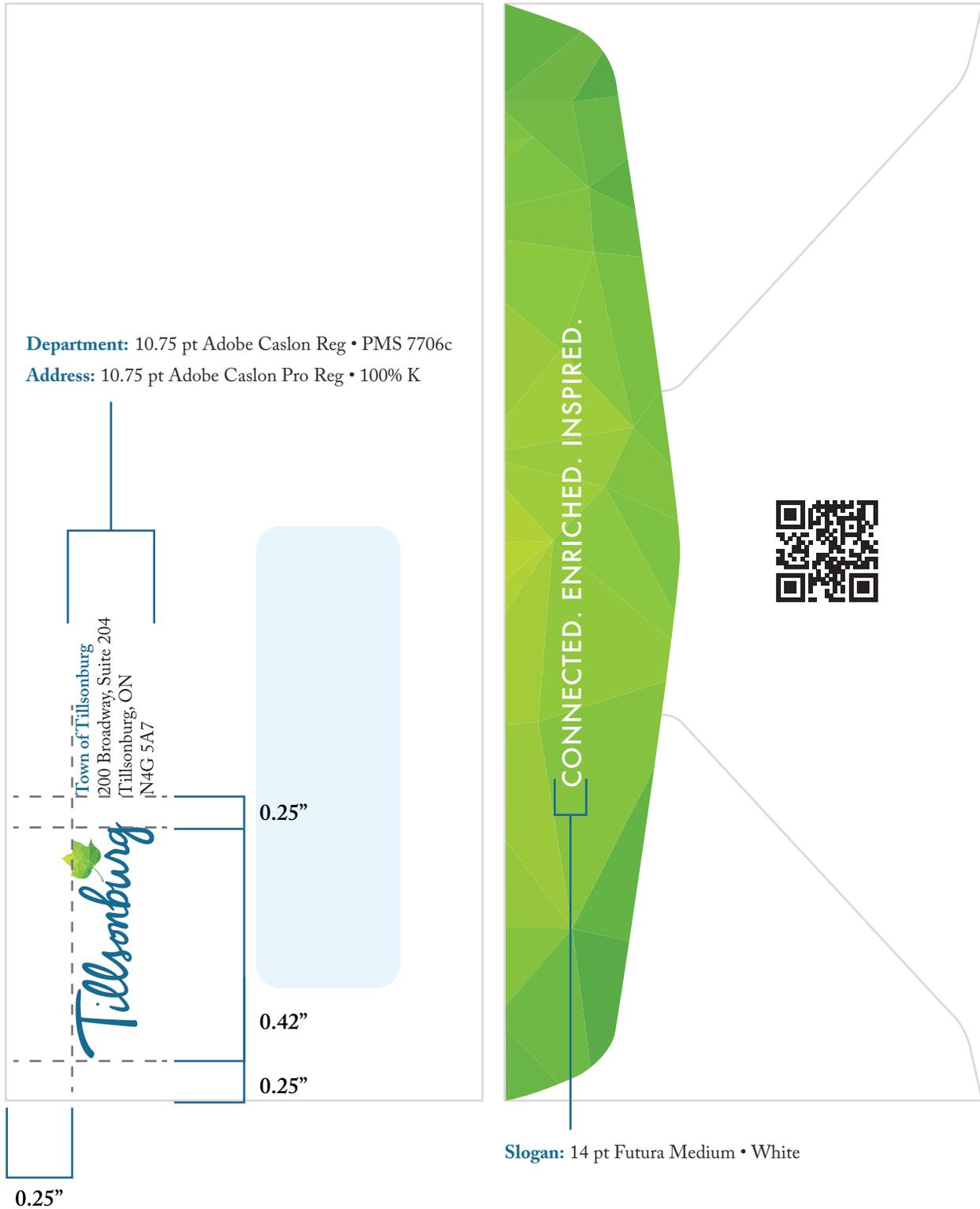
0.25"
0.42"
0.25"

0.25"

CONNECTED. ENRICHED. INSPIRED.

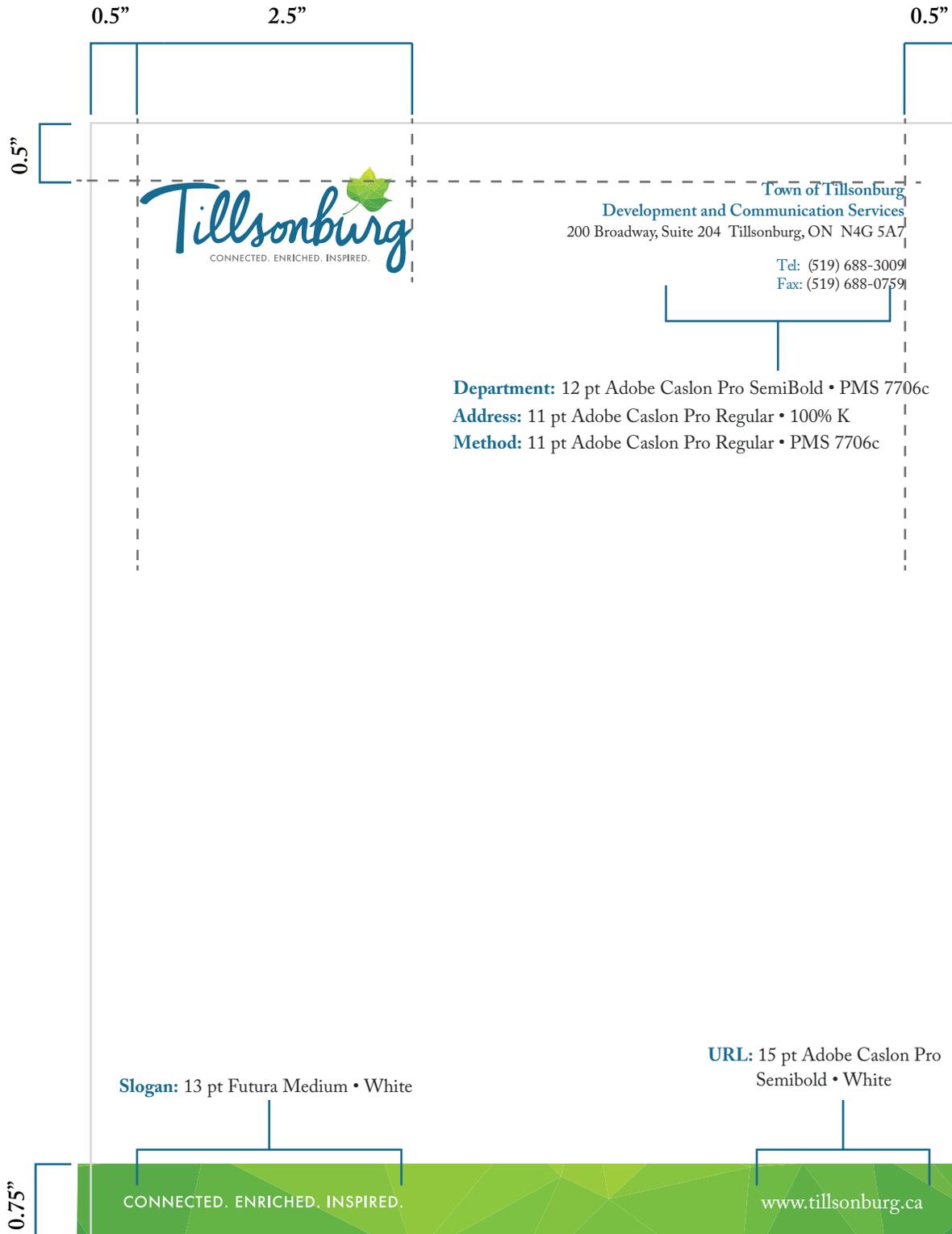


Slogan: 14 pt Futura Medium • White



Division Specific Templates are available.

Use only these templates.



Vehicles

Town of Tillsonburg
2016



Municipal Fleet Concept



Municipal Fleet Concept

Clothing & Promo

Town of Tillsonburg
2016



The Tillsonburg logo is to be placed on the left breast of municipal and promotional shirts and jackets. All applications must adhere to the landmark colour standards.

Department, Division, and Special Event Applications to be referred to the Marketing and Communications Officer.





The Tillsonburg logo is to be placed in the centre of municipal and promotional hoodies or sweatshirts. All applications must adhere to the logo colour standards.

Department, Division, and Special Event Applications to be referred to the Marketing and Communications Officer.



The Leaf Icon logo may be placed in the centre of a hat or visor. The full logo may be placed on the back. All applications must adhere to the logo colour standards.

Department, Division, and Special Event Applications to be referred to the Marketing and Partnerships Officer.

Information

Copyright

The Town of Tillsonburg's logo is the property of the Corporation of the Town of Tillsonburg. Any reproduction of the logo, other than for municipal use, licensed programs of the Town of Tillsonburg, or without the Town of Tillsonburg's expressed-permission is prohibited.

Templates & File Downloads

Business card, letterhead, envelopes and PowerPoint templates have been created and are available through the Marketing and Communications Officer.

Existing division and department sub-brands should not be used, however marketing graphics description and information will be addressed within. All departments must adhere to the Corporate Brand Guidelines.

Contact Information

For further information regarding usage of the Town of Tillsonburg logo please contact:

Colleen Pepper

Marketing and Communications Officer

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