MISSISSAUGA

BRAND GUIDE

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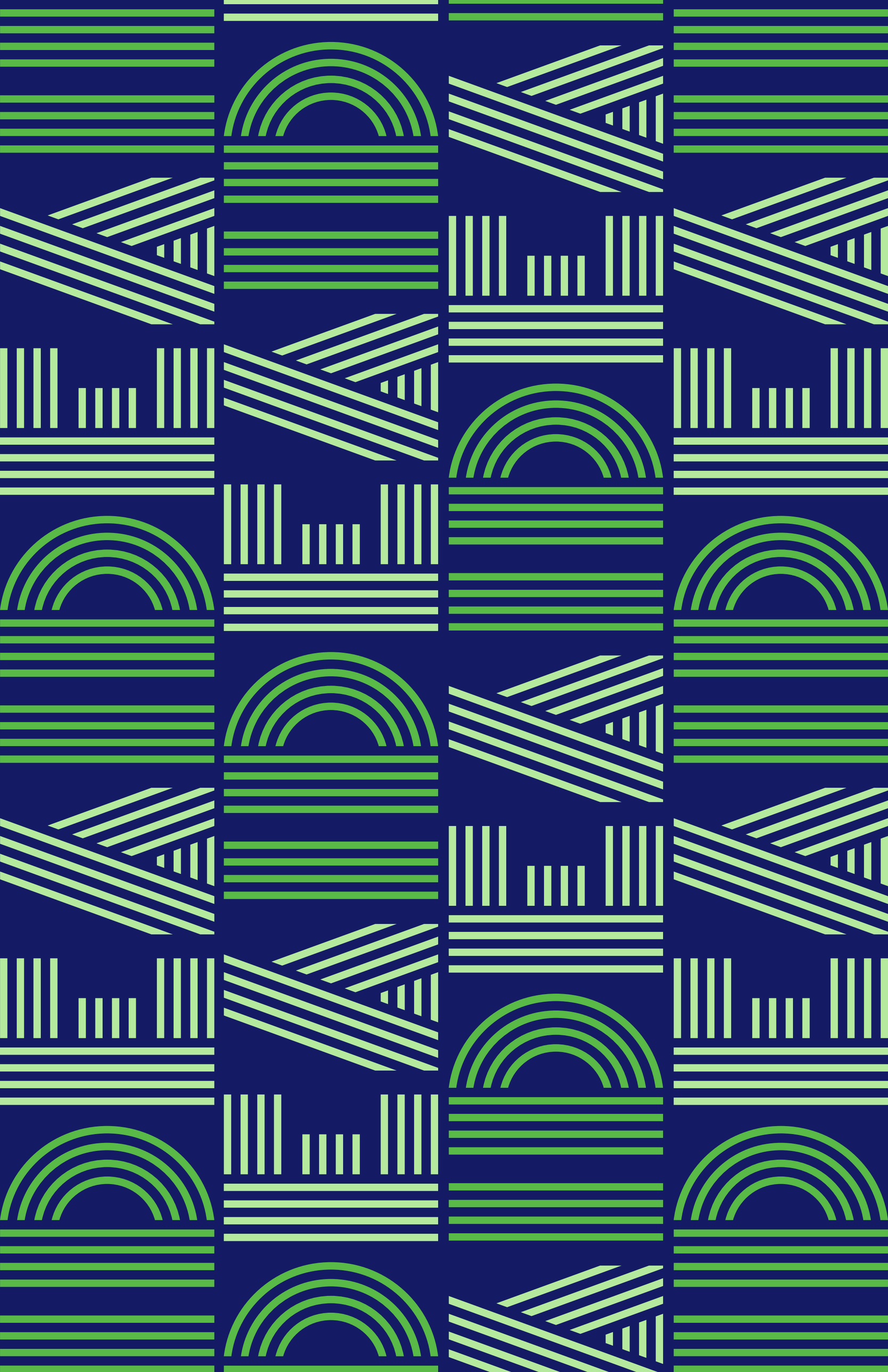


VISUAL IDENTITY

PRIMARY LOGO

The logo (or mark) represents the essence of IDEA. It is the primary mark of the brand and should be used consistently across all communications to preserve brand integrity.

The ‘IDEA’ mark is set in uppercase sans serif and is constructed out of lines. ‘ID’ is always set at 100% opacity and ‘EA’ is always set at 50% opacity. The ‘MISSISSAUGA’ city logo should always appear in partnership with the mark for all external communications.

There are different orientations of the logo, each one optimized for a particular size.

The City of Mississauga brand guidelines have been applied to all orientations of the logo and must be used exactly as displayed.

Refer to the City of Mississauga brand guidelines in our Appendix (page 24) for more details.

LOGO ORIENTATIONS

PRIMARY LOGO

Should be used across all print communication.

PRIMARY LOGO – CITY LOGO ON TOP

Should be used only when it is not visually appropriate to use the primary logo.

PRIMARY LOGO REVERSE

PRIMARY LOGO REVERSE – CITY LOGO ON TOP

LOGO ORIENTATIONS

SECONDARY LOGO – HORIZONTAL

Should be used only when it is not visually appropriate to use the primary logo. Not to be used in digital applications.

SECONDARY LOGO – HORIZONTAL – CITY LOGO ON THE LEFT-SIDE

Should be used only when it is not visually appropriate to use the primary logo. Not to be used in digital applications.

SECONDARY LOGO REVERSE – HORIZONTAL

SECONDARY LOGO REVERSE – HORIZONTAL – CITY LOGO ON THE LEFT-SIDE

LOGO ORIENTATIONS

TERTIARY LOGO

Should only be used for extremely small formats when it is not visually appropriate to use the primary logo.

TERTIARY LOGO – SECONDARY LOGO

Should only be used for extremely small formats when it is not visually appropriate to use the primary logo.

TERTIARY LOGO REVERSE

TERTIARY LOGO REVERSE – CITY LOGO ON TOP

LOGO ORIENTATIONS

ICON – BASED ON SECONDARY LOGO

Should only be used for extremely small formats on digital communications.

ICON – ‘IDEA’ MARK ONLY

Should only be used for extremely small formats on digital communications.

ICON – ‘ID’ ONLY

For social only

ICON REVERSE – BASED ON SECONDARY LOGO

ICON REVERSE – ‘IDEA’ MARK ONLY

ICON REVERSE – ‘ID’ ONLY

For social

SIZE RELATIONSHIPS

The IDEA logo has been designed with specific spacing and alignment to enhance its visual balance and legibility. The main unit of measurement in this manual is the cap height of the 'MISSISSAUGA' wordmark. This measurement is referred to throughout this section as x. The width of the logo is 32.5x and the height is 15.25x.

Refer to the City of Mississauga brand guidelines in our Appendix (page 24) for more details.

CLEAR SPACE

The IDEA mark should always stand out on any piece of communication. The safety zone separates the logo from other graphic elements or type that may detract from its impact. The grid below illustrates the area in which no other element may appear. Remember that x is the cap height of the ‘MISSISSAUGA’ wordmark.

The minimum clear space around the logo should be 2x.

MINIMUM SIZE

There will be instances where you may need to use small sizes of the IDEA logo. To ensure legibility, a minimum size has been established for the logo for both print and digital applications.

For print, the primary logo should never be smaller than 2.65 inches in width.

For digital, the logo should never be smaller than 120 pixels in width.

Refer to the City of Mississauga brand guidelines in our Appendix (page 24) for more details.

PRINT – PRIMARY

Minimum size of primary logo used for print applications.

PRINT – SECONDARY

Minimum size of the horizontal version of the logo in print applications.

PRINT – TERTIARY

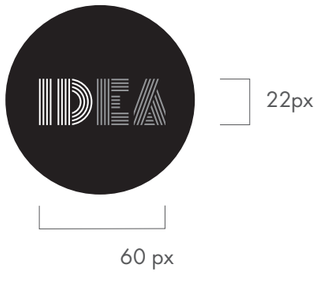
Minimum size of primary logo used for print applications.

DIGITAL

Minimum size of secondary logo used for digital applications.

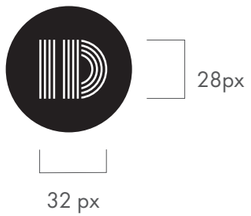
DIGITAL ICON REVERSE – 'IDEA' MARK ONLY

Minimum size of primary logo for digital applications.



DIGITAL ICON REVERSE – 'ID' MARK ONLY

Minimum size of primary logo for digital applications.



INCORRECT USAGE

When the rules of the identity are broken, the visual system becomes weakened and confusing.

The following are examples of how the IDEA logo should never be used.

1 Do not manipulate the logo

2 Do not change the typeface of the logo

3 Do not change the colour of the city logo

4 Do not change the size relationship of the logo

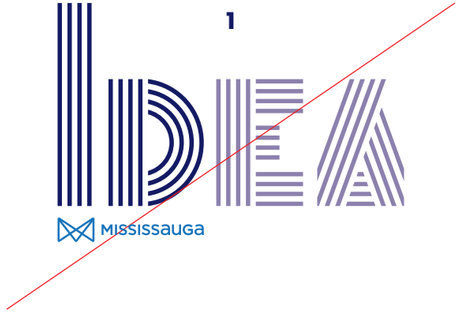
5 Do not change the hierarchy of the logo

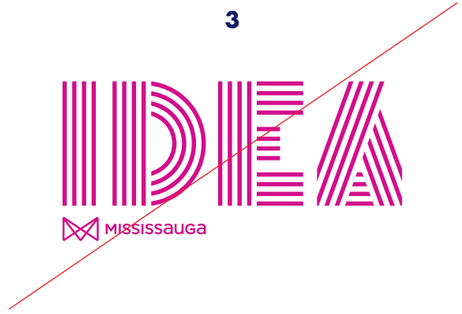
6 Do not change the orientation of the logo

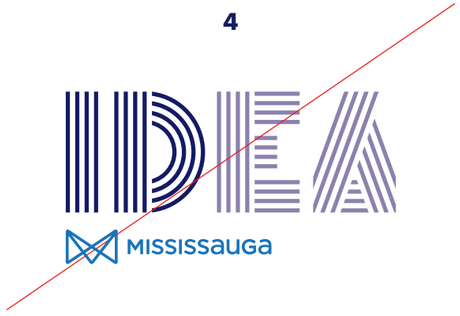
7 Do not change the justification of the logo

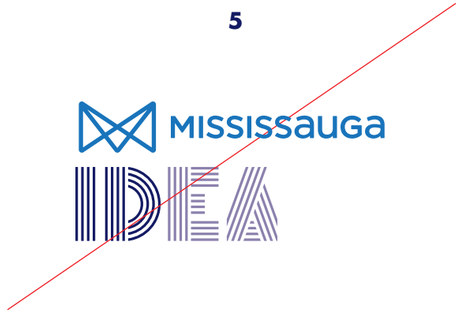
8 Do not change the opacity of the logo

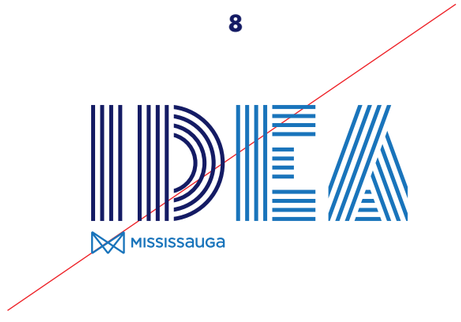
9 Do not change the size relationship of the logo or use the logo without the registered symbol

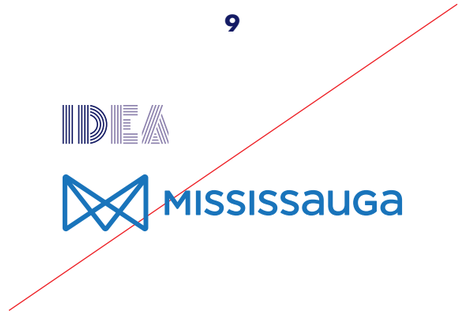












COLOUR

Colour is an integral part of the IDEA identity system. This colour palette was selected to compliment the existing 'MISSISSAUGA' brand. Always use the Pantone, CMYK, RGB and Hex values as they are listed here.

NEON SPOT COLOURS: **(TIP)**
Pantone 807 C and Pantone 802 C are special neon spot colours. Use the PMS or RGB value whenever permitted verses CMYK. These colours do not appear as vibrant in tone when converted to CMYK.

The 'MISSISSAUGA' logo should only appear in white, black and 'MISSISSAUGA' corporate blue, as per the existing brand colour palette.

Refer to the City of Mississauga brand guidelines in our Appendix (page 24) for more details.

City logo, 'MISSISSAUGA' corporate brand colours:

PMS+ 3005 C
C100 M46 Y2 K0
R0 G117 B201
#0075C9

PMS+ 2995 C
C59 M4 Y2 K0
R84 G192 B232
#00A7E1

PANTONE 273 C
C100 M95 Y5 K39
R36 G18 B95
#24125F

WHITE
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

PANTONE 807 C **(NEON)**
C12 M76 Y0 K0
R234 G39 B194
#EA27C2

PANTONE 802 C **(NEON)**
C51 M0 Y85 K0
R68 G214 B44
#44D62C

PANTONE 109 C
C0 M9 Y100 K0
R245 G206 B0
#F5CE00

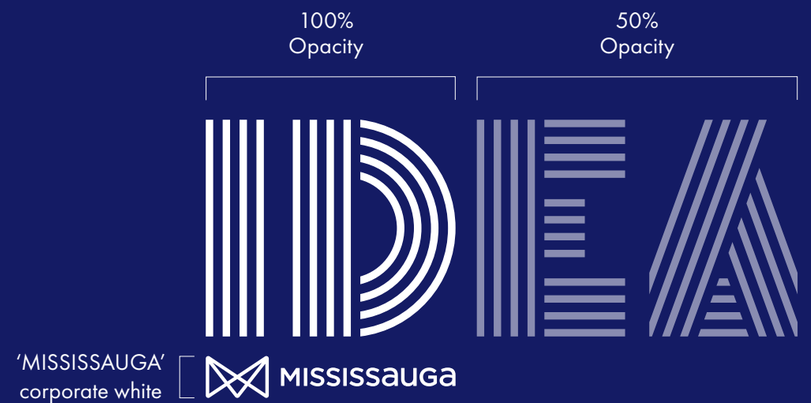
PMS+ 2985 C
C59 M4 Y2 K0
R84 G192 B232
#54C0E8

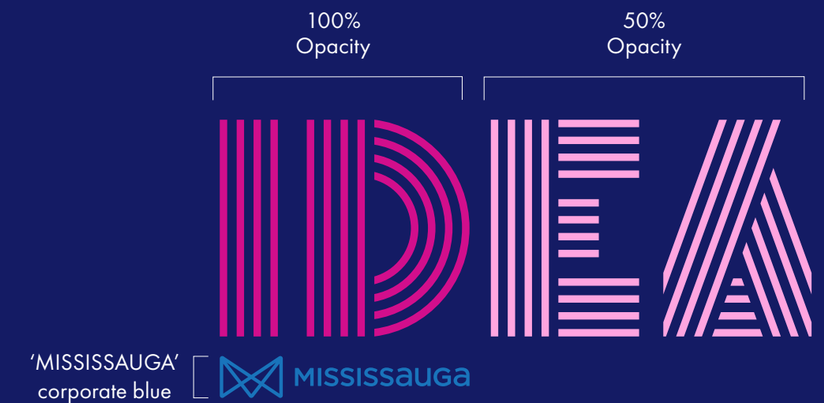
PANTONE 185 C
C0 M100 Y100 K0
R228 G0 B43
#E4002B

COLOUR – LOGOS

‘ID’ is always set at 100% opacity and ‘EA’ is always set at 50% opacity.

The city logo should always appears in the ‘MISSISSAUGA’ corporate brand colours, noted on page 14.



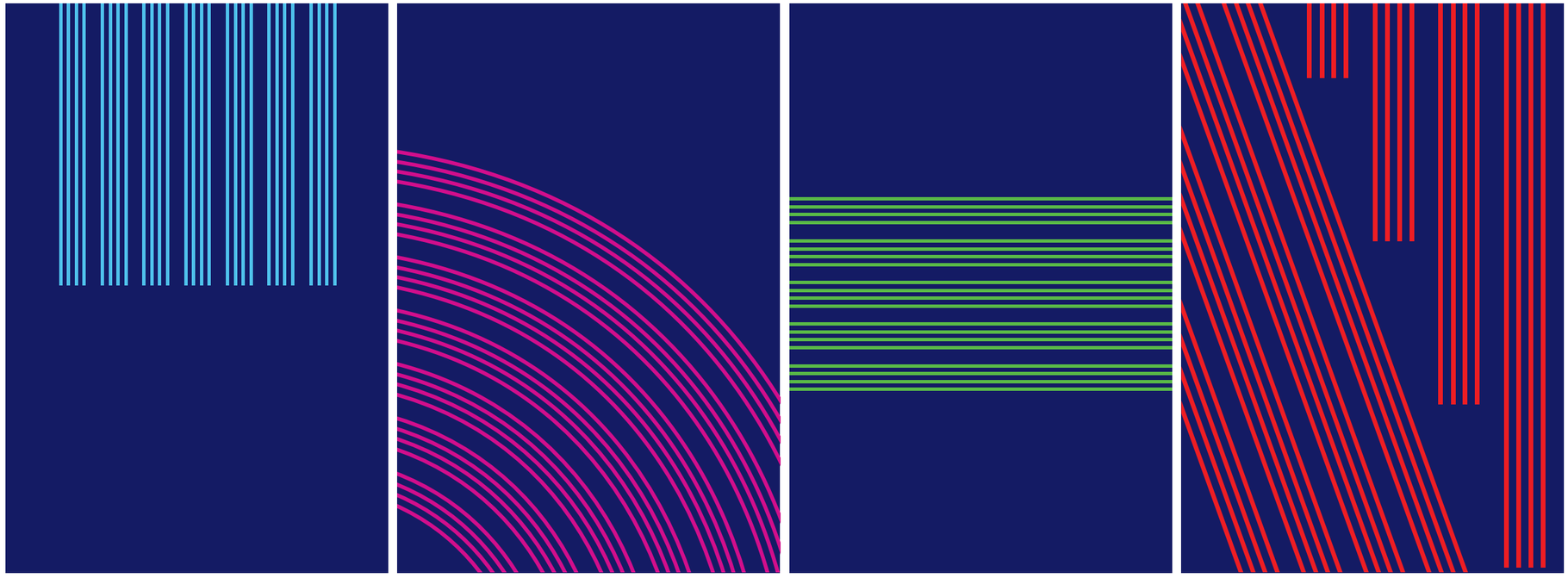


GRAPHIC ELEMENTS

To visualize the bold energy of the brand, graphic elements were developed from each of the characters within the wordmark.

These patterns are tastefully used as graphic textures and backgrounds.

Different crops of the characters/letters are featured to add visual variety.



TYPOGRAPHY

Typography is an integral part of the IDEA identity. The corporate typeface affects the way the brand is perceived.

Consistency of type is essential within a design system. The font family that has been specifically chosen for IDEA is Futura.

Aa Bb Cc

FUTURA BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

FUTURA MEDIUM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

FUTURA BOOK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

BRAND APPLICATION

BUSINESS CARDS

SHIRT & TOTE

HAT & MUG