



move to minto

BRAND STRATEGY & GUIDELINES

Created by

CREATIVE WORTH
BRANDING + DESIGN



brand strategy

BRAND PROMISE • BRAND VOICE & TONE • CREATIVE DIRECTION • LOGO RATIONALE

BRAND PROMISE & RATIONALE

Your brand promise tells your audiences what you promise you'll do for them. The brand promise can cultivate trust between you and your audiences, as it guides customer interactions.



Straightforward and impactful, the campaign's brand promise leverages the Town of Minto's established municipal tagline: *Where Your Family Belongs.*

Belonging is the core feeling people seek, and a sense of belonging is fundamental to how humanity organizes itself. Related to this campaign, it is the primary purpose of the Town's economic, cultural and residential development efforts.

Using the word 'you' makes the statement relevant and inclusive to anyone who reads it, while reflecting the Town's commitment to building a welcoming community.

We have deliberately opted to not use 'Minto' or any of the three community names (Clifford, Harriston, Palmerston) in the brand promise, so that it can be applied broadly throughout the campaign.

BRAND VOICE, TONE AND MESSAGING

Messaging examples are provided for brand voice and tone, and may not reflect final approved copy.

Campaign messaging builds on the brand promise and core theme of belonging to highlight Minto's features, benefits and amenities.

Since small towns typically have a reputation for being less-educated and more conservative than urban environments, the brand voice and tone of the campaign aims to be clever, funny and approachable to demonstrate Minto's progressive approach without minimizing its small town charm.

In Minto, more is more. Unless we're talking mortgages.

Whether you're looking for a new build, established neighbourhood, or the country property of your dreams, Minto's communities offer a broad selection of housing types, styles and amenities.

Key benefits: an attainable "upgrade" at an affordable cost of living

Food so fresh you can watch it grow.

In Minto, farm to table isn't just a foodie fad, it's a way of life. Our community's rich agricultural heritage means we can access locally grown and produced farm products even when our snow banks are taller than a tractor. We celebrate our farmer neighbours through seasonal on-farm events, a truly local farmers' market, and annual fall fairs that are more than a century-old.

Key benefits: locally grown food and availability; connection to food and community

Work anywhere, from here.

You can love your commute – whether it's to the dining room table, or a locally-based HQ. Minto has one of the lowest unemployment rates in Ontario, with jobs available in every sector, at every experience level. Commuting to HQ? Decompress on the road less travelled. Working remotely? Stay connected with some of Ontario's fastest Internet speeds.

Key benefits: job availability; shorter commute time; amenities of city living

CREATIVE DIRECTION

Visual Elements

Photography is vibrant, positive and grounded in reality, emphasizing an aspirational, attainable, and optimistic outlook while integrating the Town of Minto and campaign colour palette. Photoshoots involving real families, business owners and landmarks in Minto are recommended to lend a distinctive and authentic look to all campaign materials.

Mood

This stylescape is intended to provide a sense of the overall style, tone and direction for your brand's visual identity. Images are incorporated for inspiration only, and will not necessarily be included in the final design of any brand materials.

1. Inspiration for family shots in prominent Minto locations
2. Example of group shot demonstrating diversity of community residents
3. Colour palette sample: teal
4. Colour palette sample: pale blue
5. Photo demonstrating feeling of belonging
6. Inspiration for family shots in prominent Minto locations
7. Colour palette sample: sky blue
8. Inspiration for location specific photos/details: natural amenities such as parks/trails and agricultural settings
9. Inspiration for location specific photos/details: downtown streets, murals and public art projects
10. Sample "real people" photo
11. Colour palette sample: "Minto" green (from existing brand)

Guiding Words

FAMILY-FRIENDLY
ASPIRATIONAL, YET ATTAINABLE
DOWN-TO-EARTH
PROGRESSIVE





LOGO RATIONALE

Each element of your logo – from the icon to the type and colour – should be thoughtfully selected to support your brand story.

The Move to Minto logo has been developed to imbue the logo with meaning, while leveraging established Town of Minto brand elements including the tagline, typography, and colours.





brand guidelines

LOGO & ALTERNATES • TYPOGRAPHY • COLOUR PALETTE • DESIGN ELEMENTS

PRIMARY LOGO

USAGE NOTES

The primary logo with tagline should be the most frequently used variation of the logo.

Alternate versions of the primary logo include with community names and without a tagline. These may be used as needed in place of the primary logo.

Exceptions might include where the layout or dimensions of a piece requires a more vertical or horizontal version, or where the logo has already appeared throughout a multi-page document and a simplified version is desired (e.g. icon, wordmark).

AVAILABLE IN THE FOLLOWING

BRAND COLOURS:



AVAILABLE IN THE FOLLOWING

FILE FORMATS:

EPS, PDF, JPG, PNG



Primary Logo Alternate: With Town Names



Primary Logo Alternate: No Tagline

SECONDARY LOGO

USAGE NOTES

The secondary logos provide an alternative layout when the dimensions of a piece require a more vertical version.

AVAILABLE IN THE FOLLOWING BRAND COLOURS:



AVAILABLE IN THE FOLLOWING FILE FORMATS:

EPS, PDF, JPG, PNG



Secondary Logo (Stacked with Tagline)



Secondary Logo Alternate: Stacked with Town Names

WORDMARK

USAGE NOTES

The workmark is a simplified version of the primary logo that may be useful for promotional merchandise, or where the icon is used independently as a core design element.

AVAILABLE IN THE FOLLOWING

BRAND COLOURS:



AVAILABLE IN THE FOLLOWING

FILE FORMATS:

EPS, PDF, JPG, PNG

The wordmark 'move to minto' is displayed in a blue, lowercase, serif font. A green location pin icon is positioned above the letter 'i' in 'minto'.

Wordmark

The wordmark 'move to minto' is displayed in a blue, lowercase, serif font. The words 'move to' are stacked above 'minto' in a smaller font size. A green location pin icon is positioned above the letter 'i' in 'minto'.

Wordmark Stacked

ICON

USAGE NOTES

The brand icon may be used independently of the full logo to add visual interest and impact. Use it as a defining element or quiet nod to the brand.

AVAILABLE IN THE FOLLOWING BRAND COLOURS:



AVAILABLE IN THE FOLLOWING FILE FORMATS:

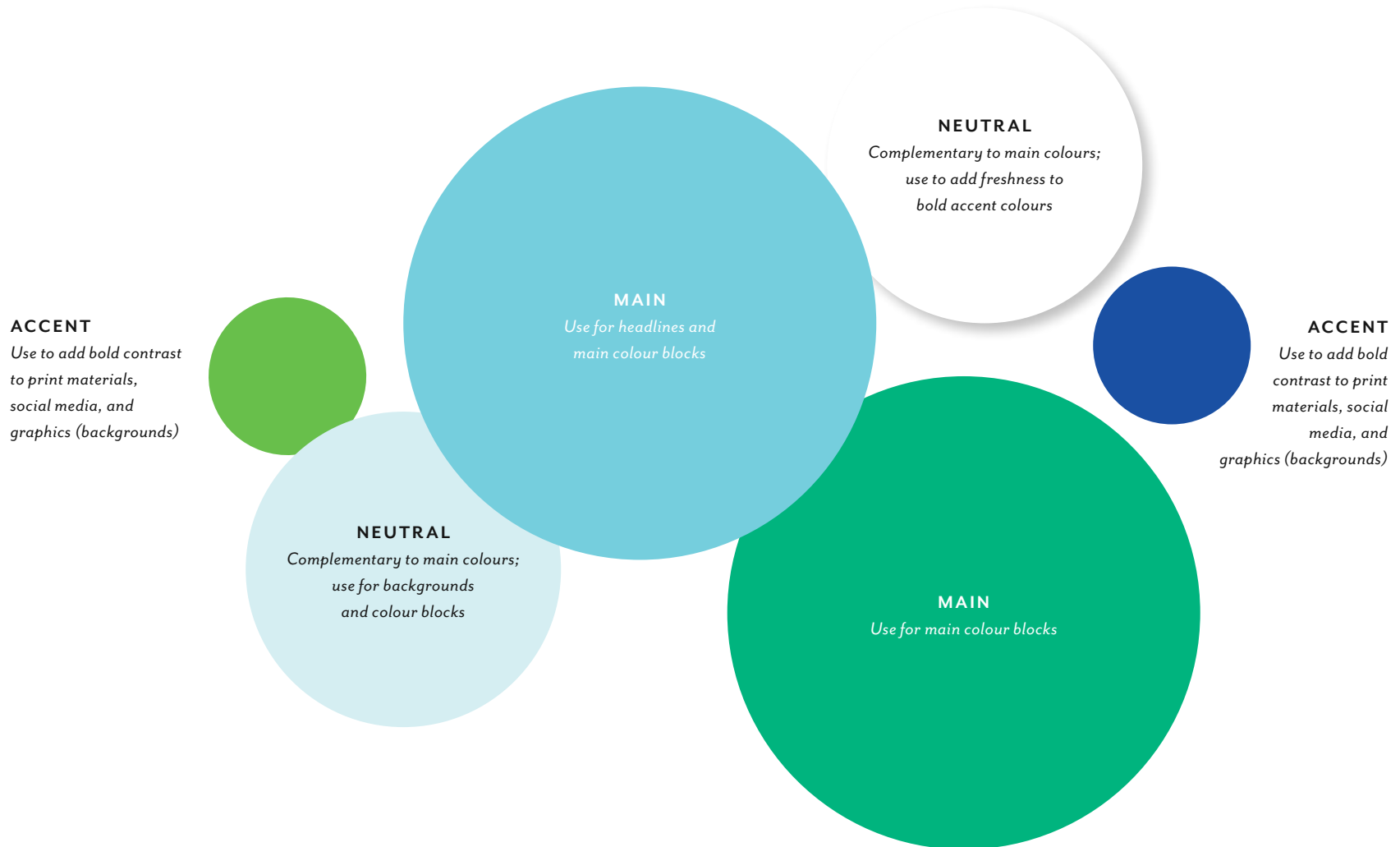
EPS, PDF, JPG, PNG



BRAND PALETTE

Your brand colour palette is the full range of colours that helps to set your brand identity, helping consumers to quickly identify you.

Consistent use of colour provides a common link between all the elements of your brand. This colour palette builds on the Town of Minto brand colours.



BRAND PALETTE



MINTO BLUE

HEX
#1D51A3

CMYK
96-78-0-0

PANTONE
2728 C

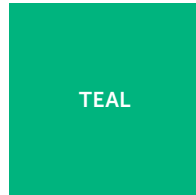


MINTO GREEN

HEX
#76BC43

CMYK
59-2-100-0

PANTONE
368 C



TEAL

HEX
#00B47E

CMYK
78-0-69-0

PANTONE
339 C



SKY BLUE

HEX
#75CEDC

CMYK
50-0-13-0

PANTONE
BLUE 0821 C



PALE BLUE

HEX
#D5EEF2

CMYK
15-0-4-0

PANTONE
628 C



WHITE

HEX
#FFFFFF

CMYK
0-0-0-0

PANTONE
N/A

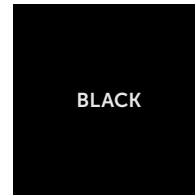


GREY

HEX
#BCBEC0

CMYK
0-0-0-30

PANTONE
COOL GRAY 4 C



BLACK

HEX
#111111

CMYK
0-0-0-100

PANTONE
NEUTRAL BLACK C

TYPOGRAPHY

Stempel Schneidler (Bold)



Stempel Schneidler Font Family was designed by F. H. Ernst Schneidler, and published by Linotype.

Stempel Schneidler is the primary font for the Town of Minto. It is used in the Town logo, as well the Move to Minto local for consistency.

To differentiate this campaign from other Town initiatives, always use lowercase and the bold version of Stempel Schneidler for headings.

Specifications

- Weight: Bold (print) / 700 (digital)
- Case: Lowercase
- Print: Kerning set to -5; line height equal to 1.5x font size
- Web: Letter spacing set to 1px; line height is 1.6em

BRANDON GROTESQUE



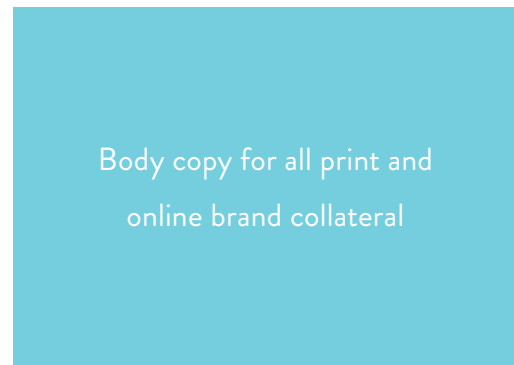
Brandon Grotesque is a sans serif type family of six weights plus matching italics. Brandon Grotesque has a functional look with a warm touch.

Use Brandon Grotesque in uppercase in a bold weight for subheadings and for calls to action like instructions and buttons.

Specifications

- Weight: Bold
- Case: Uppercase
- Print: Kerning set to 200; line height equal to 1.7x font size
- Digital Graphics: Letter spacing set to 1px; line height is 1.6em

Brandon Grotesque (Regular)



Use Brandon Grotesque for all body copy, in both print and online brand collateral. Use an emboldened and italicized version for important details or to call attention to text.

Specifications

- Weight: Light (print) / 400 (web)
- Style: N/A
- Case: N/A
- Print: Kerning set to 5; line height equal to 1.5x font size
- Web: Line height is 1.6em

SUPPORTING DESIGN ELEMENTS

A complementary design element is a visual and consistent extension of your brand, often derived from an existing brand element, idea or concept.

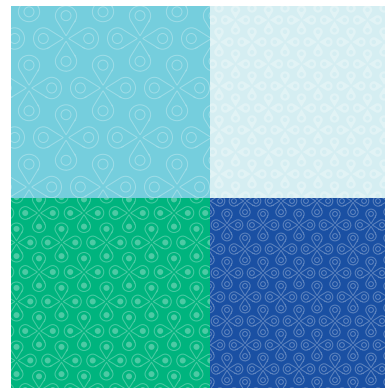
It can be both static and moving, allowing for an array of ways in which it can be used to enhance your brand platform and communicate your vision, values and services.



PLACEMARKER ICON

The placemaker icon used in your logo can be used throughout your brand materials.

- Enlarge it to use as a subtle background pattern
- Layer it over other colours, shapes or images to add impact
- Use it on it's own as an independent brand mark



BRAND PATTERNS

Layer a brand pattern over a solid brand colour to add visual interest and campaign connection. Reduce the opacity significantly to ensure the legibility and readability of text which is layered above the pattern.

There are three variations on the brand palette (shown at left at 50% opacity).



DASHED LINES

Use dashed lines in a neutral colour to add visual interest (e.g. as a background elements, to connect written ideas, facts/figures, etc.).



PHOTOGRAPHY

Be sure to use real photos of Minto's people and places wherever possible to lend authenticity to the campaign and differentiate Minto from other communities.



brand application

PRINT COLLATERAL • OUTDOOR SIGNAGE • WEBSITE DESIGN

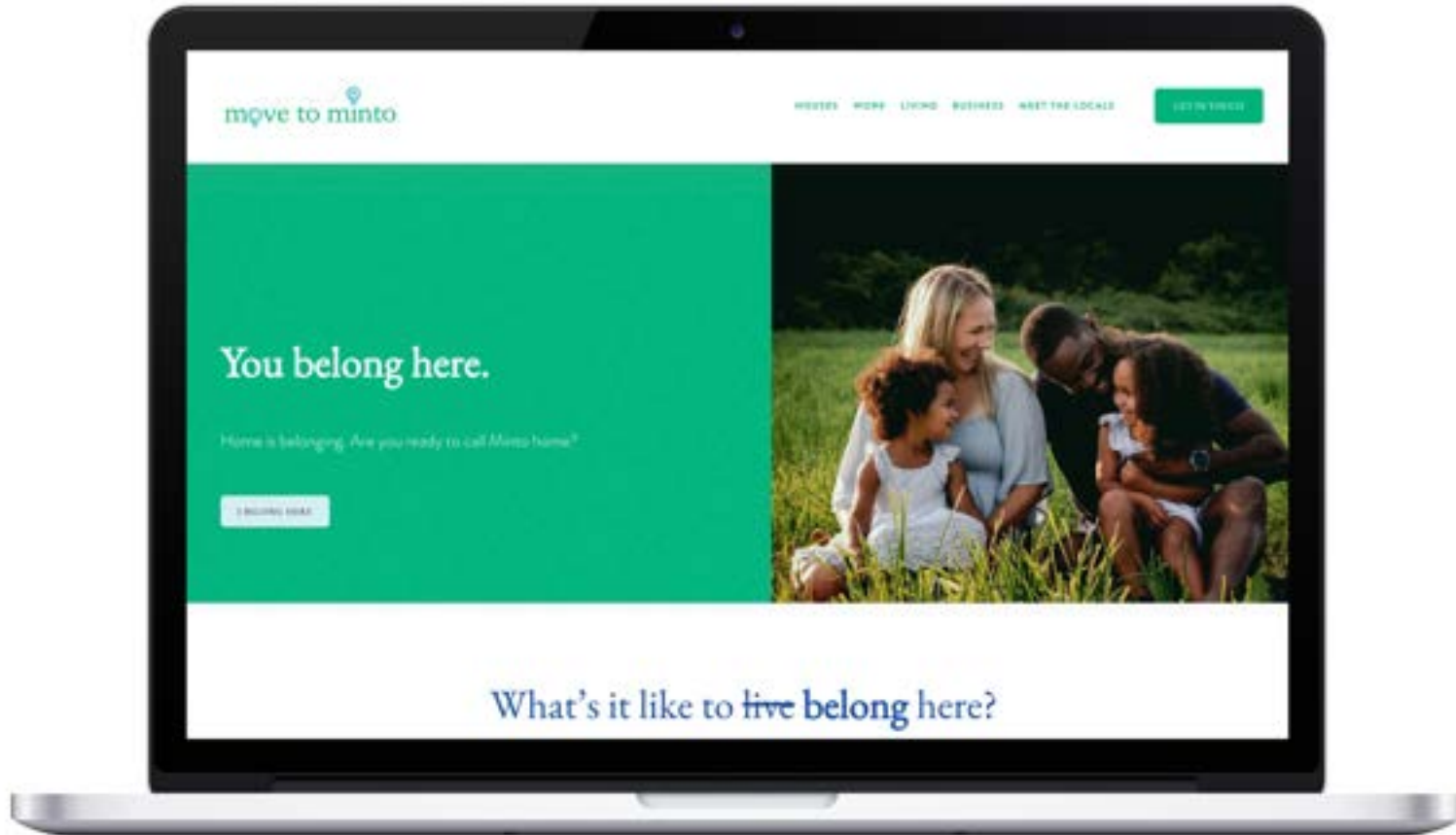
RESIDENT PROSPECTUS

This 12-page square booklet is used to attract new residents and businesses to the community. It balances practical community information with real stories from new residents in a variety of life stages (young couples, families, retirees). Photography of real Minto families in various community locations lends an authenticity to this piece. Utilizing QR codes throughout the booklet helps readers easily access full stories on movetominto.com.



WEBSITE

MoveToMinto.com is the primary destination for digital campaign initiatives. It balances key information about the community with real life stories of local residents who recently moved to Minto. The primary call to action is to contact economic development staff for more information about the community.



OUTDOOR BILLBOARD

A billboard promoting the Move to Minto brand promise and website is located in the drive-thru lane of Harriston's Tim Hortons' location on highway 9, a well-travelled stop for travellers to vacation destinations on Lake Huron and Georgian Bay.



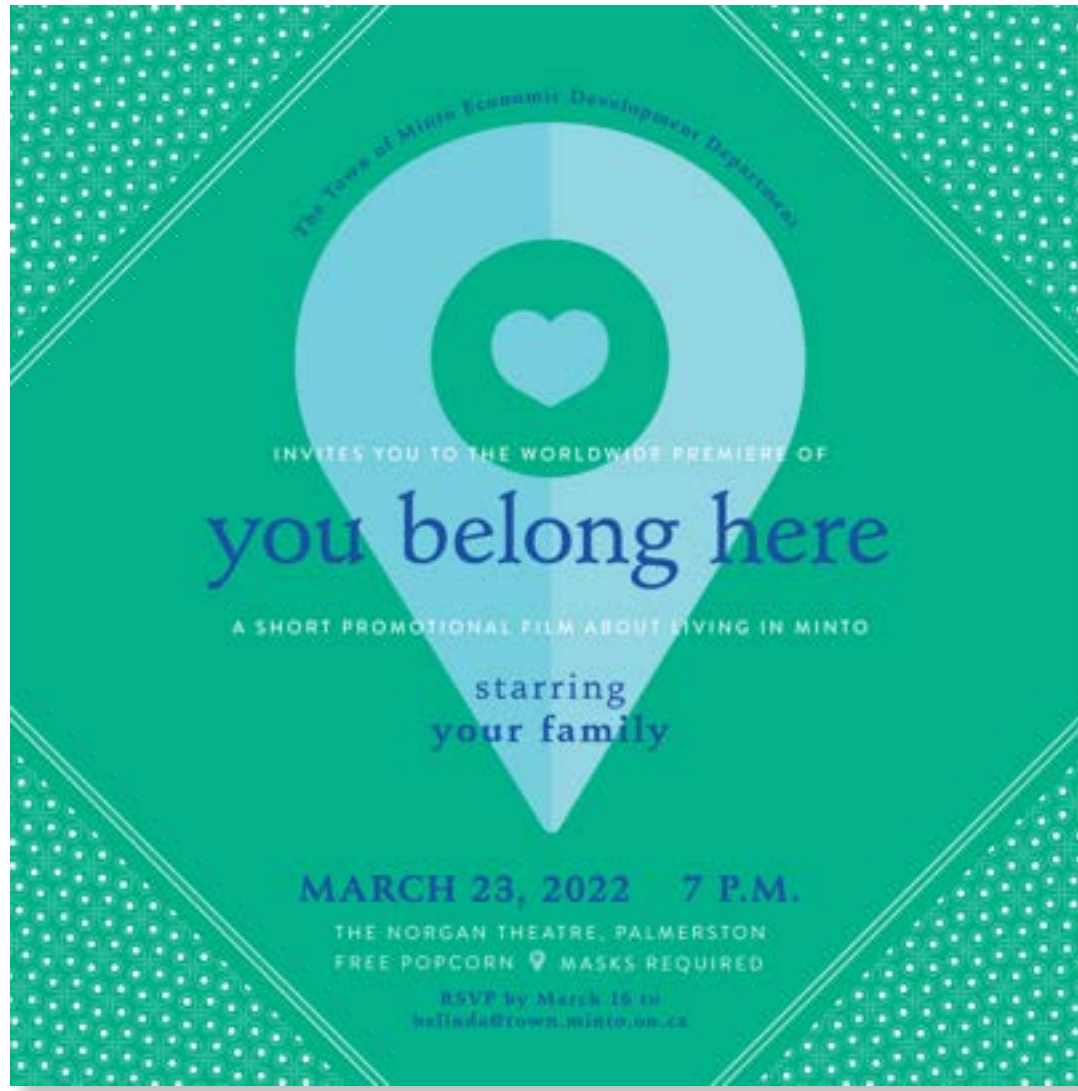
You belong here.

Learn why at
movetominto.com



DIGITAL INVITATION

This digital invitation was used to invite participants in the campaign promotional video to an exclusive screening at a local theatre.





CREATIVE WORTH
BRANDING + DESIGN

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