



# Brand Guidelines

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# Introduction

## Hello!

Throughout our future, it's likely that many creative individuals will mobilize elements of our brand, making it vulnerable to adaptation and interpretation.

To prevent this from happening, the following brand framework and visual system has been outlined to keep our brand experience alive and well — wherever it shows up.

# The Brand Framework

## What is a brand framework?

Put simply, our framework is the 'North Star' of our brand: it defines what our brand stands for, and guides the development of all touchpoints within the market to ensure they are, without compromise, building our brand experience

## Why does it matter?


Without our brand framework, we're unable to achieve brand comprehension, consistency, and recognition within the market. Marketing activities can become diluted or disjointed, and cannot contribute to the distinct and identifiable brand experience we're intent on building together.

# Brand Story

Traverse the iconic canal that bisects the Niagara Peninsula and you'll find Welland: an emerging city abundant in exciting recreational opportunities and scenic greenspace — all of which is rooted in the stewardship of the First Nations Peoples of the area.

In addition to arts, culture, and close proximity to two Great Lakes, Toronto, and the USA, Welland delivers a palpable sense of resilience through the steadfast residents who call the city home and the ambitious businesses that make it an exciting place to be. Regardless of age or stage of life, Welland's outdoor activities, festivals and events, restaurants and retailers, and community-minded spirit make it an unforgettable place to raise a family, make a memory, or nurture a new idea.

# Brand Promise



To draw inspiration from the land and waterway that shapes our past – and energizes our present – as we continue to evolve for an ambitious, smart, and thriving future.

# Brand Positioning

Welland – located on the treaty lands of the Hatiwendaronk, Haudenosaunee, and the Anishinaabe First Nations Peoples – is an ambitious and unique waterfront city enlivened by its residents, enriched by longstanding and new businesses, and enhanced by pleasure-seeking tourists who follow their curiosity here.

A resilient spirit permeates every corner of the city, while 12 km of recreational waterway lends itself to adventure and reverie. With Lake Ontario to the north, Lake Erie to the south, the Greater Toronto Area 90 minutes away, and the USA accessible in under 40 minutes, Welland is ideally situated for growth and opportunity – readily welcoming all who seek big city amenities within a preserved small town feel.

# Mission

To spark curiosity and reflect a welcoming community that's rich in opportunity.





# Values

## Community

We strive to build connections within the community by honouring our history and our land, demonstrating a warmth of spirit that's both felt and remembered.

## Ambition

We problem solve and pursue innovation with grit and determination.

## Resilience

We embrace opportunities to blend our industrious roots with the evolution of new industry, charging into the future with a sense of optimism and purpose.

## Friendliness

We see neighbours as family and tourists as friends and readily seize opportunities to extend kindness and goodwill their way.

# Brand Voice & Tone

Our voice and tone embodies our brand essence, signaling who we are and what we stand for.

Together, they will make our audiences say *“That sounds like Welland!”*, and they will allow us to show up in the world as the inviting, forward-thinking, and resilient city we are.

## Cheerful

bright, joyful, optimistic

## Inviting

appealing, engaging, pleasant

## Informative

descriptive, enlightening, explanatory

## Playful

fun-loving, good-natured, high-spirited



# The Visual System

## Logo

Courtesy the canal that carves its way through the City, this logo concept's bold 'W' shape reflects the fluidity of water, connection between communities, and the theory of movement and constant evolution.

As an adaptive logo in which imagery from within the community can be displayed, this concept paves the way for authenticity and intrigue amongst residents and visitors alike.





## Horizontal Logo

### Full Colour

This is the primary, full colour logo that should mainly be used throughout assets.



### Black & White

These logos should only be used when coloured printing is not an option.



### Single Colour

The flat colour version is to be used when printing is limited to fewer colours.



### Outlined

This version should only be used when the logo is to be stitched on branded swag items.



### Detailed Location

The additional 'Ontario, Canada' logo is optional and can be used for items such as stationery.



## Vertical Logo

### Full Colour

This is the secondary, full colour logo that should be used when the layout is too narrow or small to fit the horizontal version.

### Black & White

These logos should only be used when coloured printing is not an option.

### Single Colour

The flat colour version is to be used when printing is limited to fewer colours.

### Outlined

This version should only be used when the logo is to be stitched on branded swag items.

### Detailed Location

The additional 'Ontario, Canada' logo is optional and can be used for items such as stationery.



# Limitations

## Minimum Size

We always advocate the pushing of limits – except when it comes to our logo, which should never appear smaller than specified.

## Space to Breathe

In order to maintain the visual integrity of our logo, it needs space to breathe. This space can be represented by the measurement 'X'. The logo should have at least 'X' amount of space surrounding it at all times, meaning no other visual element (other logos, text, etc.) should fall within this space.



# Logo Don'ts



Please don't use new letters



Please don't give it a makeover



Please don't flip it upside down or position it diagonally



Please don't squish or stretch it



Please don't use coloured text on a coloured background



Please don't leave it somewhere congested



## Vine

**CMYK** 76 | 19 | 61 | 2  
**RGB** 58 | 153 | 126  
**HEX** #3b9a7e  
**Pantone** 7723 C

## Soleil

**CMYK** 11 | 25 | 91 | 0  
**RGB** 229 | 186 | 56  
**HEX** #e5ba38  
**Pantone** 142 C

## Waterway

**CMYK** 92 | 67 | 29 | 11  
**RGB** 36 | 86 | 127  
**HEX** #24567f  
**Pantone** 7700 C

## Sky

**CMYK** 76 | 28 | 22 | 0  
**RGB** 53 | 148 | 178  
**HEX** #3594b2  
**Pantone** 7459 C

## Midnight

**CMYK** 85 | 71 | 59 | 74  
**RGB** 13 | 26 | 34  
**HEX** #0d1a22  
**Pantone** 7547 C

## Slate

**CMYK** 86 | 69 | 54 | 56  
**RGB** 29 | 46 | 58  
**HEX** #1c2e3a  
**Pantone** 7546 C

# Colours

A carefully chosen set of colours has been established for our brand, and will help our audiences recognize our brand within the market.

# Typography

Strong typography enhances the character of a brand and establishes a hierarchy of importance for information to be received by audiences.

Ubuntu

Regular | Medium | **Bold**

# Albert Sans

Regular | Medium | Semi-Bold | Bold

## **Ubuntu**

Is to be used for headings and stand-out text such as stylized quotes.

## **Albert Sans**

Is to be used for body copy, longer paragraph text and intro text.

## **Substitute Font**

There are times when fonts are limited to what is already installed on a computer. If a system font is required, Arial is the substitute. This could be for items such as emails, PowerPoint presentations, and Word documents.

**Bold**  
**Medium**

**Medium**  
**Regular**

**Arial Black**  
**Arial Bold**  
**Arial Regular**

## Hierarchy

### Heading

Ubuntu Bold

Leading is 1.15x font size

Space after 1/4 font size

### Subheading

Ubuntu Bold

2/3 headline point size

Leading is 1.15x font size

Space after 1/2 font size

### Intro Text

Albert Sans Medium

1/3 headline point size

Leading is 1.375x font size

Space after 1/2 font size

### Body Copy

Albert Sans Regular

1/4 headline point size

Leading is 1.5x font size

Space after 2/3 font size

# This is a Heading

## Subheading - 2/3 the point size of the headline

This is intro text lorem ipsum dolor sit amet, consectetur dolor sit adipiscing elit, sed diam no nummy nibh euismod. lorem ipsum dolor sit amet, consectetur dolor sit adipiscing elit.

This is body copy lorem ipsum corper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla. Lorem ipsum corper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

# Photography

## Lifestyle

Photography plays a major role in how consumers will experience our brand. To ensure imagery is authentic to who we are (and what we stand for), we focus on a lifestyle angle, showcasing friends and family spending quality time together. Warmth and interesting uses of lighting is welcomed, while cool, overly posed imagery is discouraged.

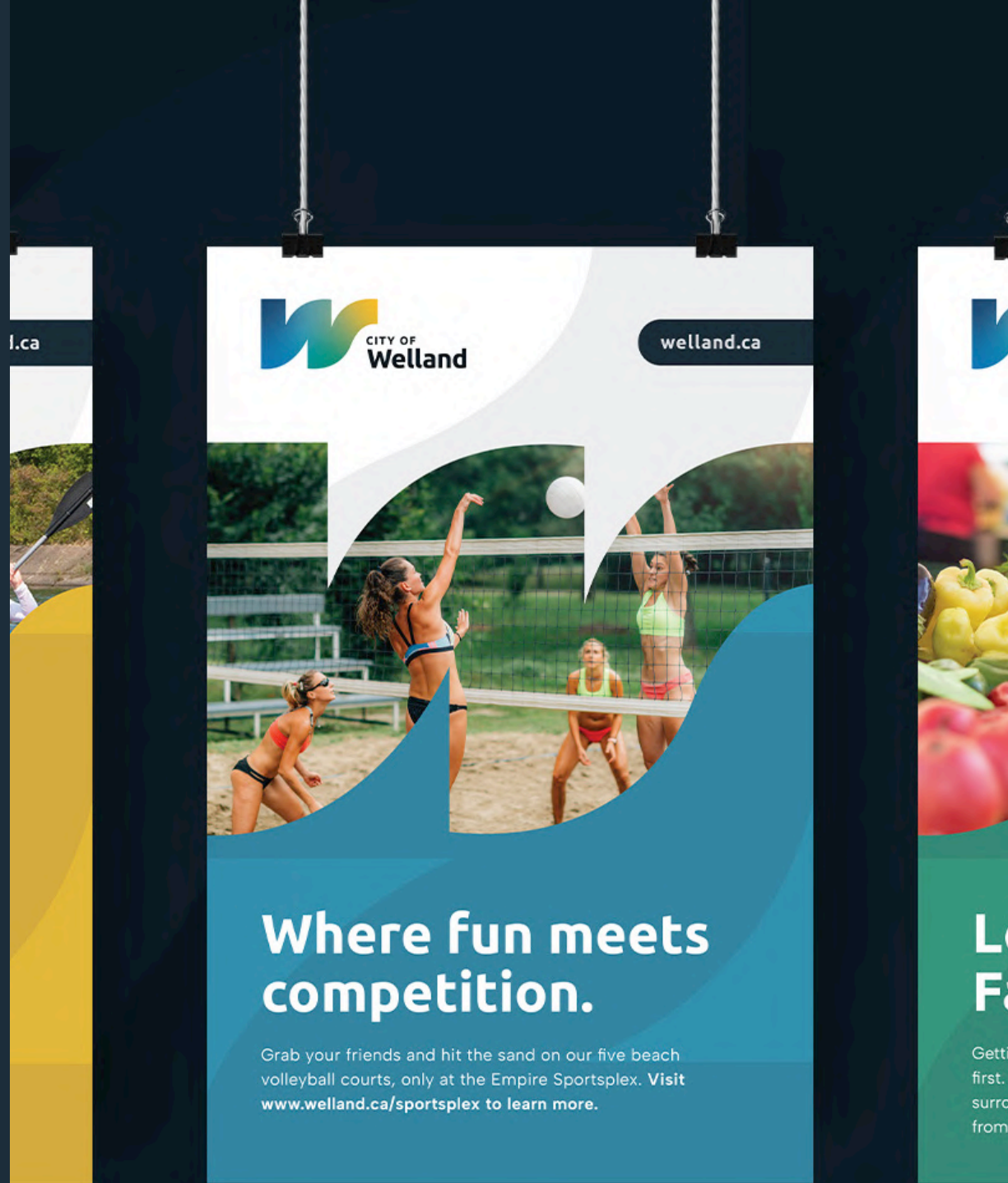
## Textures/Close-ups

Our adventurous spirit and love for the outdoors infiltrates everything we do – including how we choose to accent our imagery. Pulled right from nature, our textures can add depth and interest, all while asserting our brand promise.



# How to Apply Imagery

When applying imagery to brand assets, it must be masked within the Logomark "W" shape. The image must be the main focal point and only one image should be used per asset. The image should be placed so that 2/3 of it's edges are bleeding off the frame.



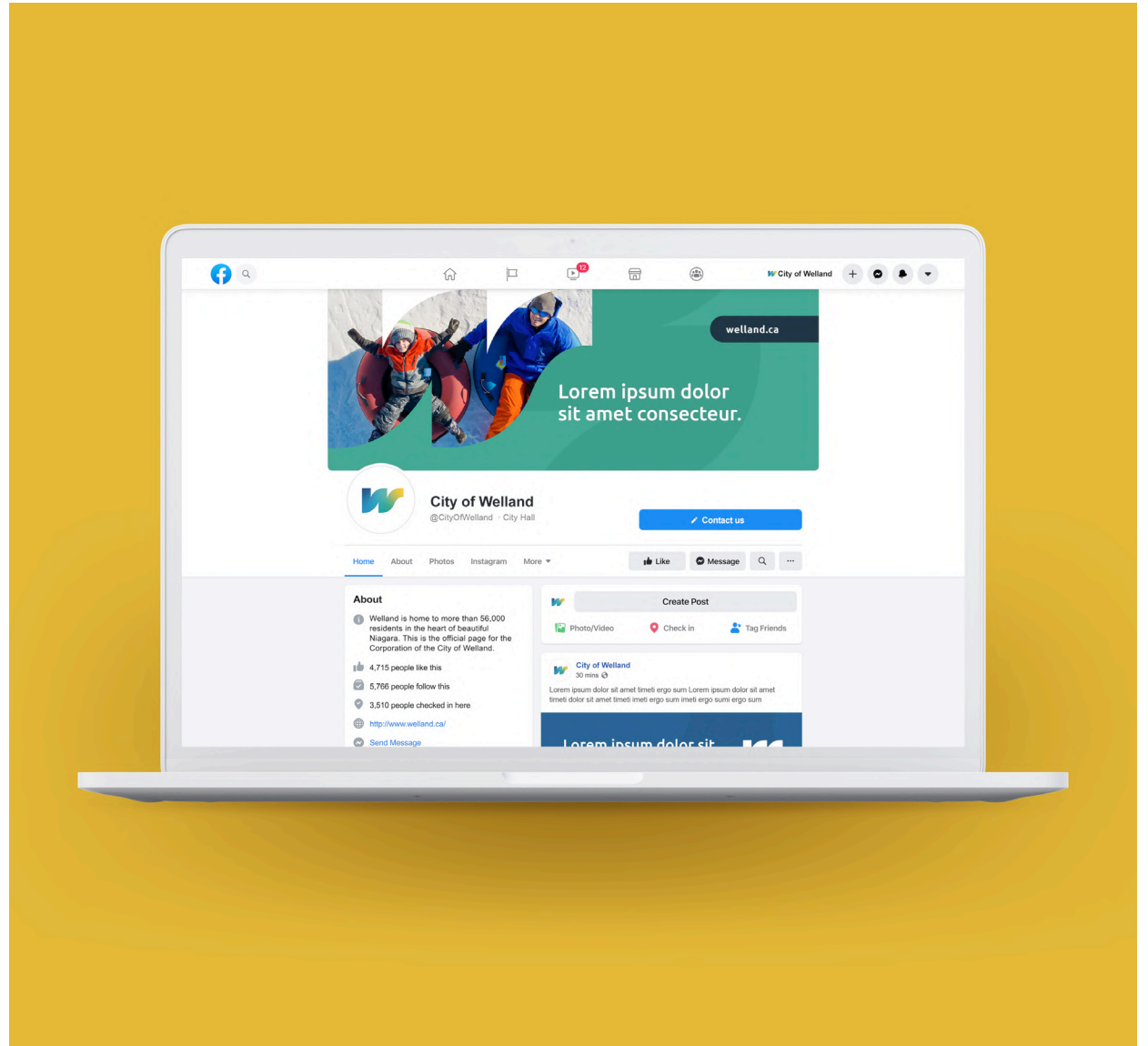
# Application Examples











# Conclusion

This guidelines document outlines the framework required to ensure our brand is used consistently and appropriately across all print and digital media channels.

Should you have any questions about how to use our brand, please contact [marc.macdonald@welland.ca](mailto:marc.macdonald@welland.ca).