

MILTON

Economic Development

Brand Style Guide

Updated 2018

The Brand Story

Nobody can deny that there is something special happening in Milton...

New projects and new people bring exciting opportunities for residents, visitors and businesses in Milton. Whatever ideas Miltonians and outsiders had about Milton ten years ago, no longer apply.

With a university, an innovation centre, new parks, arts and athletic facilities comes new sets of words and associations. Active, innovative, refreshing, growing, diverse - these are words that inspired Milton's new brand.

In 2000, Milton set out on a path of growth unlike any other municipality in Canada. The vision for Milton's future is no less bold.

Introducing Milton's new brand - vibrant, natural, forward-looking.

Brand Promise

We are committed to building relationships that nurture growth and opportunity within this community. Supporting community partnerships, regional initiatives, and local businesses is what drives us.

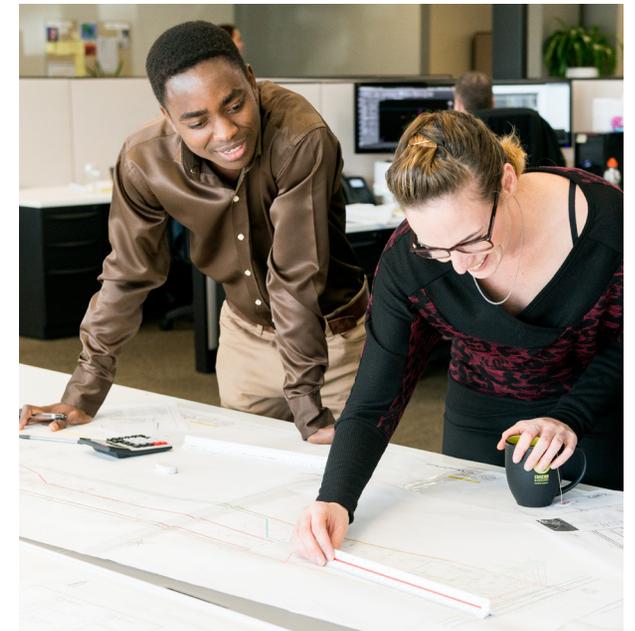
We are invested in connecting organizations and entrepreneurs with key services, resources, and the support they need to thrive. By broadly sharing Milton's stories of innovation and success with the world, we will continue attracting new strategic partnerships, talent and development to this community.

Tag Line

Dynamic, young and bright people coming together to form communities for our families and our children's future. Ideas and inspiring people creating businesses and opportunities.

Milton is:

A Place of Possibility



Milton Logo Overview

The Town of Milton corporate logo consists of the wordmark and icon. The icon is made up of coloured arcs coming together to form two leaves in the shape of an 'M,' representing a growing community that is modern, dynamic and diverse.



Economic Development Wordmark Overview

Milton Economic Development's visual identity consists solely of a wordmark. It is a specifically drawn, original piece of artwork that is not to be altered, re-drawn or reconfigured. It is available in EPS, JPEG and PNG.

Always maintain the minimum protective space around all sides of the wordmark to ensure visual clarity and maximum impact, equal to the height of the letter 'M' in the wordmark.



Economic Development Wordmark Versions

The wordmark is available in full-colour, two-colour and grayscale versions. There is only one orientation available for this wordmark.

The wordmark can stand alone or be integrated with Milton's corporate icon for further brand recognition.



Two-colour (positive)



Two-colour (negative)



Grayscale (positive)



Grayscale (negative)



Solid (Coloured Background)



Four-colour (positive)



Four-colour (negative)



Grayscale (positive)



Grayscale (negative)

Minimum Wordmark Size

The smallest size at which the wordmark may be reproduced to ensure its legibility.

The minimum width is **1.02"**



The minimum width is **1.53"**



Colour Palette

Economic Development’s wordmark is made up of Pantone® 298 and Black. However, artwork also uses Pantone® 675 as an accent colour. Designs incorporate colours from the Town of Milton colour palette, as needed (see full Town of Milton colour palette on the following page).

Primary Colours: Pantone® 298 (Light Blue) and Black are the primary colours of the palette and should be used as dominant colours in communications.

Secondary Colour: The secondary colours of the Milton colour palette are intended to be used in limited amounts, so as not to dominate the primary colours.

Primary Colours	Pantone®	CMYK & RGB	HEX
	298	C:67 M:2 Y:2 K:2 R:65 G:182 B:230	#41B6E6
	6	C:75 M:68 Y:68 K:100 R:0 G:0 B:0	#000000
Secondary Colour	Pantone®	CMYK & RGB	HEX
	675	C:18 M:100 Y:0 K:8 R:174 G:37 B:115	#AE2573

General Milton Colour Palette

The Town of Milton corporate colour palette is made up of the seven colours of the Milton icon. The consistent use of these colours defines and reinforces the Milton Brand.

Primary Colour: Pantone® 298 (Light Blue) is the primary colour of the palette and should be used as a dominant colour in communications.

Secondary Colours: The secondary colours of the Milton colour palette are intended to be used in limited amounts so as not to dominate the primary colour.

Primary Colour	Pantone®	CMYK & RGB	HEX
	298	C:67 M:2 Y:2 K:2 R:65 G:182 B:230	#41B6E6
Secondary Colour	Pantone®	CMYK & RGB	HEX
	675	C:18 M:100 Y:0 K:8 R:174 G:37 B:115	#AE2573
	228	C:16 M:100 Y:14 K:42 R:137 G:12 B:88	#890C58
	7417	C:1 M:83 Y:85 K:0 R:224 G:78 B:57	#E04E39
	7483	C:82 M:16 Y:85 K:56 R:39 G:93 B:56	#275D38
	583	C:26 M:1 Y:100 K:10 R:183 G:191 B:16	#B7B100
	307	C:100 M:22 Y:2 K:18 R:0 G:107 B:166	#006BA6
	6	C:75 M:68 Y:68 K:100 R:0 G:0 B:0	#000000

How to Combine Milton's Icon with the Economic Development Wordmark

If the corporate Milton brand or icon will appear on the collateral with the Economic Development wordmark, any of the following variations may be used.



Four-colour (positive)



Four-colour (negative)



Grayscale (positive)



Grayscale (negative)



The Icon as a Graphic Element with Economic Development Wordmark

Cropping, fading, rotating, etc. of the icon is allowed as long as it is broken from the logo as a whole.

The Milton icon can also be applied as a watermark to accompany the Milton Economic Development wordmark.



Typography

Avenir LT Std 45 Book
USE Body copy

A B C D E F G H I J K L M N
O P Q R S T U V W V 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 v y z

Avenir LT Std 65 Medium
USE Body copy on Champion ads or low
DPI medium

A B C D E F G H I J K L M N
O P Q R S T U V W V 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 v y z

Avenir LT Std 95 Black
USE Headlines & bolded copy

A B C D E F G H I J K L M N
O P Q R S T U V W V 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 v y z

Avenir Next LT Pro Condensed

USE Tight spaces & headlines

A B C D E F G H I J K L M N
O P Q R S T U V W V 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 v y z

Avenir Next LT Pro Demi Condensed

USE Bolded tight spaces & headlines

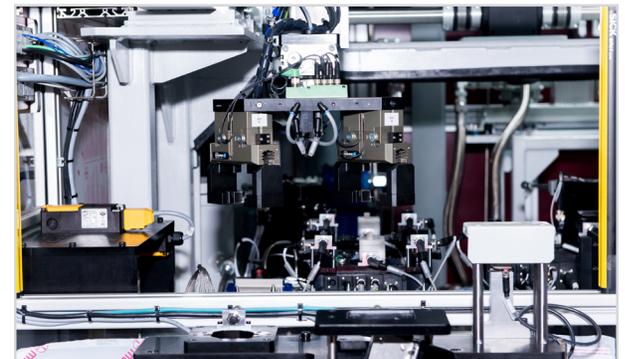
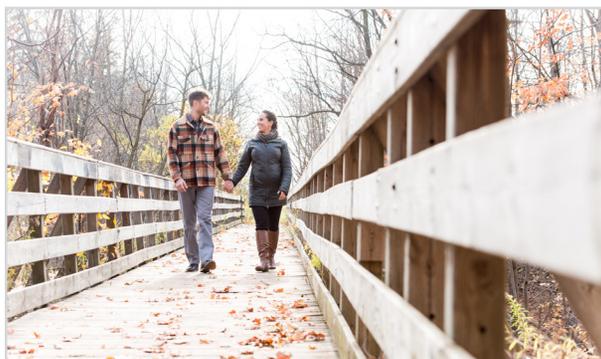
**A B C D E F G H I J K L M N
O P Q R S T U V W V Y Z
a b c d e f g h i j k l m n
o p q r s t u v w v y z**

Imagery

Imagery should be bright and airy. When featuring people, strive to showcase the diversity and range of the town's population, technological development and natural landscapes.



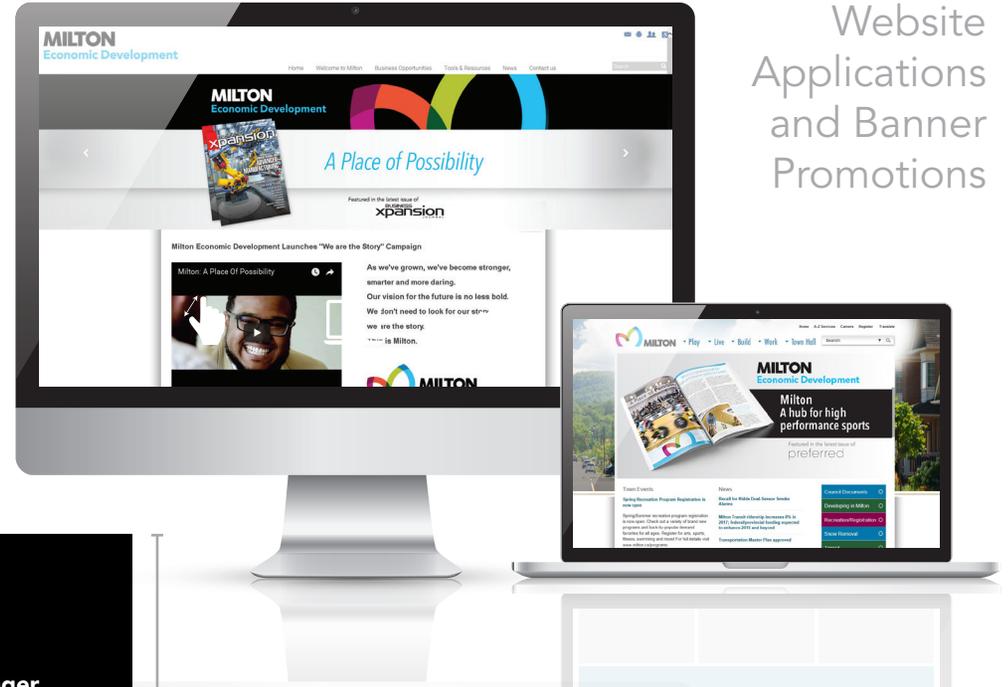
More Image Samples



Sample Applications

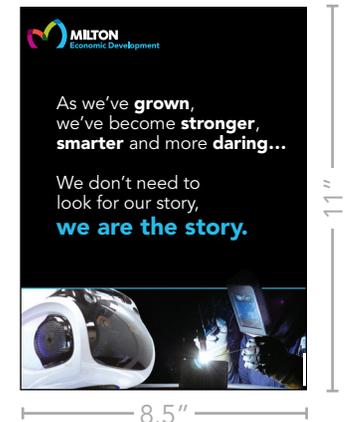


Annual Report



Website Applications and Banner Promotions

Posters





Digital Ads



Newsletters



Advertisement Campaigns

Advertorial News Stories

Incorrect Wordmark Uses



MILTON
Economic Development

Do not change any colours of the logo.



MILTON
Economic Development

Do not rotate, flip, Do not change any colours of the logo or invert the logo.



MILTON
Economic Development

Do not stretch the logo vertically or horizontally.



MILTON
Economic Development

Do not alter the relationship of the components that make up the logo.



MILTON
Economic Development

Do not apply a dropshadow to the logo.



MILTON
Economic Development
Ontario

Do not add elements to the logo.



MILTON
Economic Development

Do not change the opacity of the logo.



MILTON
Economic Development

Do not place the logo on a colour that compromises its legibility.



MILTON
Economic Development

Do not place the logo on a colour with insufficient contrast.



MILTON
Economic Development

Do not place the logo on images that compromise its legibility.



Partners

