



NIAGARA
CANADA

niagaracanada.com

BRAND

GUIDE

NIAGARA CANADA

Introduction	3
Prospective Niagara Residents and Immigrants Audiences	4
Key Messages	5
Welcome Niagara Canada - The Visual Brand/Logo	6
Logo Lock-up	7
Colour Palette	8
Black and White Reproduction	9
Minimum Size	10
Protected Space	10
Incorrect Usage	11
Primary Fonts	12
Suitable Alternative Fonts	13
Photography Style	14
Photography Treatment	15
Sample Creative Applications	16
Niagara Economic Development Audiences	17
Key Messages	18
Niagara Canada - The Visual Brand/Logo	19
Logo Lock-up	20
Colour Palette	21
Black and White Reproduction	22
Minimum Size	23
Protected Space	23
Incorrect Usage	24
Primary Fonts	25
Suitable Alternative Fonts	26
Photography Style	27
Photography Treatment	28
Sample Creative Applications	29

INTRODUCTION

In the spring of 2018 Niagara Region Economic Development (NRED) initiated a rebranding exercise as part of its move to position Niagara as a world-class location in which to invest, live and work. This document is intended to inform the application of the brand's visual approach and ensure consistency and compliance.

AUDIENCES

The branding guidelines within are for use in marketing and communications activities for two very distinct audiences:

1. Prospective Niagara residents and immigrants, including:

- New Canadians who have recently emigrated to Canada (within the previous 3-6 months)
- Educated and highly employable individuals, aged 25-45, currently residing in the GTA.

2. Niagara economic development audiences, including:

- Investment influencers (namely, site selectors and commercial realtors)
- Trade Commissioners (Ontario and abroad)
- Manufacturing and agricultural businesses within North America
- Manufacturing and agricultural businesses in the lead generator's mission markets.



PROSPECTIVE

NIAGARA

RESIDENTS AND IMMIGRANTS
AUDIENCES

KEY MESSAGES

For prospective Niagara residents and immigrants:

- Cost benefits of residing in Niagara; housing options.
- Niagara Canada demonstrates 20 characteristics of a welcoming community along with numerous other lifestyle benefits.
- Niagara boasts compelling employment and educational opportunities.
- Niagara is a place for entrepreneurs.
- Niagara is a place for innovation.
- Call to action to relocate to Niagara.



WELCOME NIAGARA CANADA - THE VISUAL BRAND/LOGO

- Leverages the 'I' in the word Niagara as a brand identifier
- Graphically alludes to The Falls within the letter "I" as a major global identifier
- Establishes the opportunity to extend the I in Niagara as a graphic element/treatment for statement based positioning throughout all products and sectors – Immigration, innovation, identity, individual etc.
- The individual (you and "I") form the integral part of the "I" in the wordmark "Niagara"

WELCOME NIAGARA CANADA LOGO LOCK-UP

The **Welcome Niagara Canada** identity is a customized logo for use when marketing the Niagara Region to prospective Niagara residents and immigrants (eg. www.welcomeniagaracanada.com).

Remember: the **Welcome Niagara Canada** logo is a piece of artwork—NOT a font. It should never be hand-typeset. The **Welcome Niagara Canada** logo should not be inserted in copy. When the organization’s name appears in copy, it should be spelled out, “**Niagara Canada**”, in uppercase and lowercase. Care has been taken to ensure proper alignment and visual proportion, do not break-apart or move logo elements.



TAGLINE

The **Welcome Niagara Canada** identity includes the tagline, “**Your Home | Your Future**”, which appears above the Niagara Canada wordmark. The tagline is part of the **Welcome Niagara Canada** logo and should never be separated from the logo or appear on its own.



COLOURS: PRIMARY PALETTE, POSITIVE APPLICATIONS

The colours for the primary brand palette are the dark grey, bright green and bright blue that appear within the primary **Welcome Niagara Canada** logo. These colours are intended for use for most outward-facing communications.



PMS 430	
C	55
M	41
Y	38
K	4
<hr/>	
R	124
G	135
B	140
HEX	#636F79

PMS 367	
C	41
M	0
Y	82
K	0
<hr/>	
R	164
G	214
B	94
HEX	#A2CF5F

PMS 314	
C	100
M	33
Y	27
K	2
<hr/>	
R	0
G	127
B	163
HEX	#00819E

SECONDARY PALETTE, REVERSE APPLICATIONS

The colours for the secondary brand palette are the light green, light blue and dark blue. The light green and light blue colours are intended for use only in reverse applications where the contrast between the background colour, the primary green colour and the primary blue colour is insufficient for legibility.

The dark blue can be used in any application as a complementary colour to the main **Welcome Niagara Canada** identity colours.

USED FOR REVERSE APPLICATIONS



PMS 367 65% SCREEN PMS 314 50% SCREEN

USED AS A COMPLEMENTARY COLOUR



PMS 548

PMS 548	
C	100
M	22
Y	0
K	70
<hr/>	
R	0
G	59
B	76
HEX	#003B4C

BLACK AND WHITE, POSITIVE REPRODUCTION

The colour logo is the **Welcome Niagara Canada** predominant mark and should be used for most applications. The 100% black logo set-up should be used for any black printed media, such as a fax transmittal cover sheet and in one-colour situations (eg.: newsprint advertisements) or any form of media that will be photocopied in volume.



REVERSE REPRODUCTION

When using the **Welcome Niagara Canada** logo on a background that does not have enough contrast in colour value to use the positive reproduction versions, the reverse logo, (a) should be used. This can be used on any non-competitive background. Alternatively, if there is still not enough contrast with the reverse logo (a), the knockout logo (b) should be used.

a.



b.



When using the **Welcome Niagara Canada** logo in the approved forms, it is critical to ensure that the readability and integrity of the logos are never compromised.

MINIMUM SIZE FOR PRINT

The minimum allowable reproduction size for the **Welcome Niagara Canada** logo is 1.5". Reproduction below this size is not recommended.



PROTECTED SPACE

In order to prevent conflict with other logos or graphic elements, the **Welcome Niagara Canada** logo must be surrounded by a minimum clear space at least equal to the height of the "N" in Niagara. The clear space is measured from the top of the "YOUR HOME | YOUR FUTURE" Tagline, bottom of the words "**Welcome Niagara Canada**", and the left- and right-most points of the logo.

As a general rule, more clear space is always preferred. No other competitive design elements may be positioned within this space.



INCORRECT USAGE

As the key visual expression of our identity, the **Welcome Niagara Canada** logo must be treated with respect.

We must also ensure a singular and unified impression across all the various applications upon which it appears. The examples below illustrate unacceptable uses of our logo.



[X] DO NOT DISTORT OR STRETCH



[X] DO NOT ROTATE



[X] DO NOT CHANGE COLOURS



[X] DO NOT REMOVE DESIGN ELEMENTS



[X] DO NOT RE-TYPESET OR ALTER TYPOGRAPHY



[X] DO NOT USE GRAPHIC EFFECTS



[X] DO NOT USE LOW CONTRAST BACKGROUND



[X] DO NOT ALTER ICON

The **Welcome Niagara Canada** logo must not be compromised or manipulated in any way and should always be reproduced from approved artwork.

PRIMARY FONTS

Consistent use of typography plays a key role in communicating the brand.

The **Welcome Niagara Canada** brand identity is composed of two font families: Bebas Neue, and Roboto. Bebas Neue is used primarily for headlines and large text. Roboto is used for all other instances and is available in various weights.

You should never attempt to reset the type in the logo. Electronically supplied logos are independent of fonts and ensure proper reproduction. It is recommended that where possible, Bebas Neue and Roboto are also used for all communication materials.

BEBAS NEUE, BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BEBAS NEUE, BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BEBAS NEUE, REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bebas Neue is only available in uppercase (all caps).

Roboto, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Roboto, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Roboto, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Roboto is also available in Thin, Thin Italic, Light, Light Italic, Italic, Medium Italic, Bold Italic, Black and Black Italic.

SUITABLE ALTERNATIVE FONTS

Bebas Neue and Roboto should be used wherever possible. In instances where Bebas Neue and Roboto are not available or it is unrealistic to purchase, use discretion when choosing an alternate.

Clean, modern and sans serif fonts are to be used.

EXAMPLES

FOR PRINT (WHEN ROBOTO IS UNAVAILABLE)

Berthold Akzidenz Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ

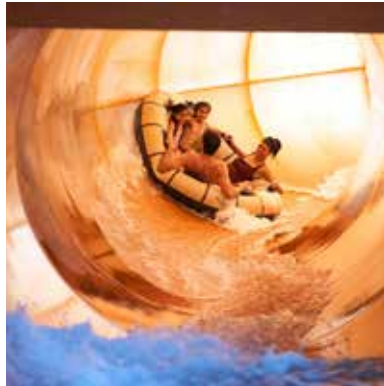
FOR WEB (WHEN BEBAS NEUE IS UNAVAILABLE)

Oswald

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PHOTOGRAPHY STYLE

Photography plays an important role in **Welcome Niagara Canada**'s brand communication. The new identity relies on photography of real people, businesses, products, services and authentic landscapes. Photography should always be engaging, inspiring and eye-catching. If stock images are used, ensure that they are a true reflection of the geographic area, people and businesses of **Welcome Niagara Canada**. Overused metaphor and cliché stock images should not be used.



PHOTOGRAPHY TREATMENT

When required, images can be used in duotone. The colour for duotone imagery is PMS 548 (dark blue) and can be selected from the Primary **Welcome Niagara Canada** colour palette on page 8. Below are some examples of duotone treatments.

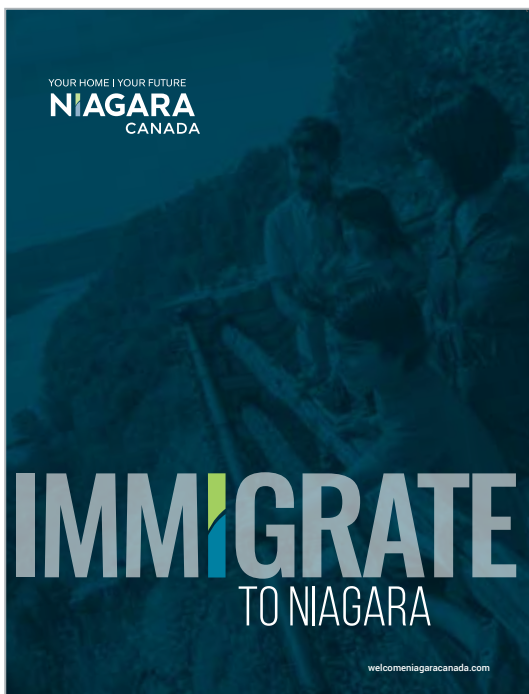


SAMPLE CREATIVE APPLICATIONS

The application of duotone photography is mainly reserved for the following: front covers of collateral pieces such as profiles, brochures etc., page headers, breaker pages within collateral pieces (as a full page), back covers of collateral pieces and website page headers/footers. **See examples A and B.**

Duotone images are not allowed in paid social media posts. **See example C.**

A. NIP IMMIGRATE TO CANADA GUIDE



B. WELCOMENIAGARACANADA.COM WEBSITE



C. PAID SOCIAL AD, SAMPLE - USE FULL COLOUR APPROVED PHOTOGRAPHY





NIAGARA

ECONOMIC DEVELOPMENT
AUDIENCES

KEY MESSAGES

For Niagara economic development audiences:

- Niagara's status as a Foreign Trade Zone
- Niagara is an economic trade corridor - transportation and logistical infrastructure
- Benefits of Niagara's location
- Niagara's labour force assets
- Niagara is a place for entrepreneurs
- Niagara is a place for innovation
- Cost benefits of doing business here
- Quality of life assets



NIAGARA CANADA - THE VISUAL BRAND/LOGO

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HEX	#636F79

PMS 367	
C	41
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G	214
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HEX	#A2CF5F

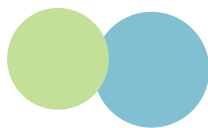
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USED AS A COMPLEMENTARY COLOUR



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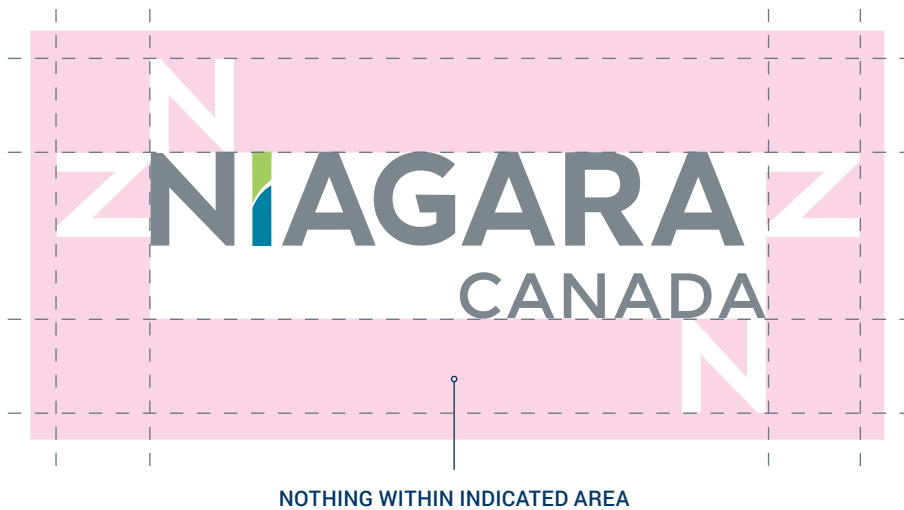
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The **Niagara Canada** brand identity is composed of two font families: Bebas Neue, and Roboto. Bebas Neue is used primarily for headlines and large text (KNOW IT, MAKE IT, GROW IT etc.). Roboto is used for all other instances and is available in various weights.

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abcdefghijklmnopqrstuvwxyz

Roboto, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Roboto, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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EXAMPLES

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FOR WEB (WHEN BEBAS NEUE IS UNAVAILABLE)

Oswald
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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PHOTOGRAPHY TREATMENT

When required, images can be used in duotone. Colours for duotone imagery are PMS 367 (green) and PMS 548 (dark blue) and can be selected from the Primary and Secondary **Niagara Canada** colour palettes on page 21. Below are some examples of duotone treatments.



SAMPLE CREATIVE APPLICATIONS

The application of duotone photography is mainly reserved for the following: front covers of collateral pieces such as profiles, annual reports, brochures etc., page headers, breaker pages within collateral pieces (as a full page), back covers of collateral pieces and website page headers.

As a rule, the PMS 548 and PMS 367 colours should be used in tandem in the form of a main blue field with a smaller green triangle-shaped area in the upper left corner. This accent area cannot be moved from its upper left position.

See example A.

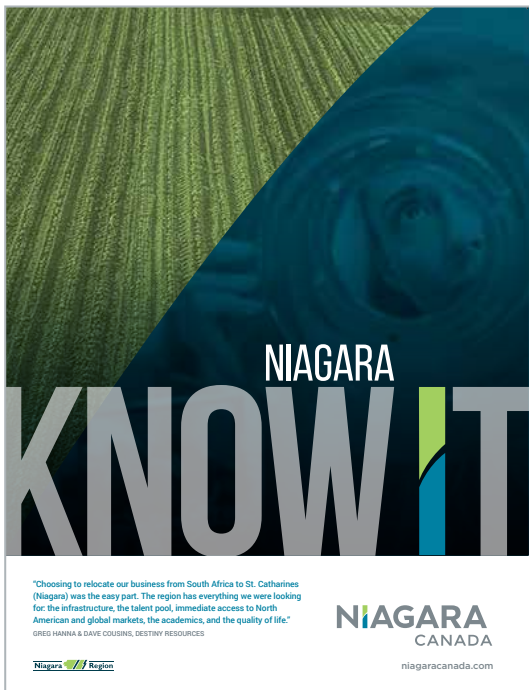
In some instances a duotone image may be used without the triangle-shaped area in the upper left hand corner. For these applications, only the PMS 548 is allowed.

See example B and C.

The green area displays an abstract, detailed image while the larger blue area displays the main image.

Duotone images are not allowed in paid social media posts. **See example D.**

A. NRED 4 PAGE SECTOR PROFILE, COVER

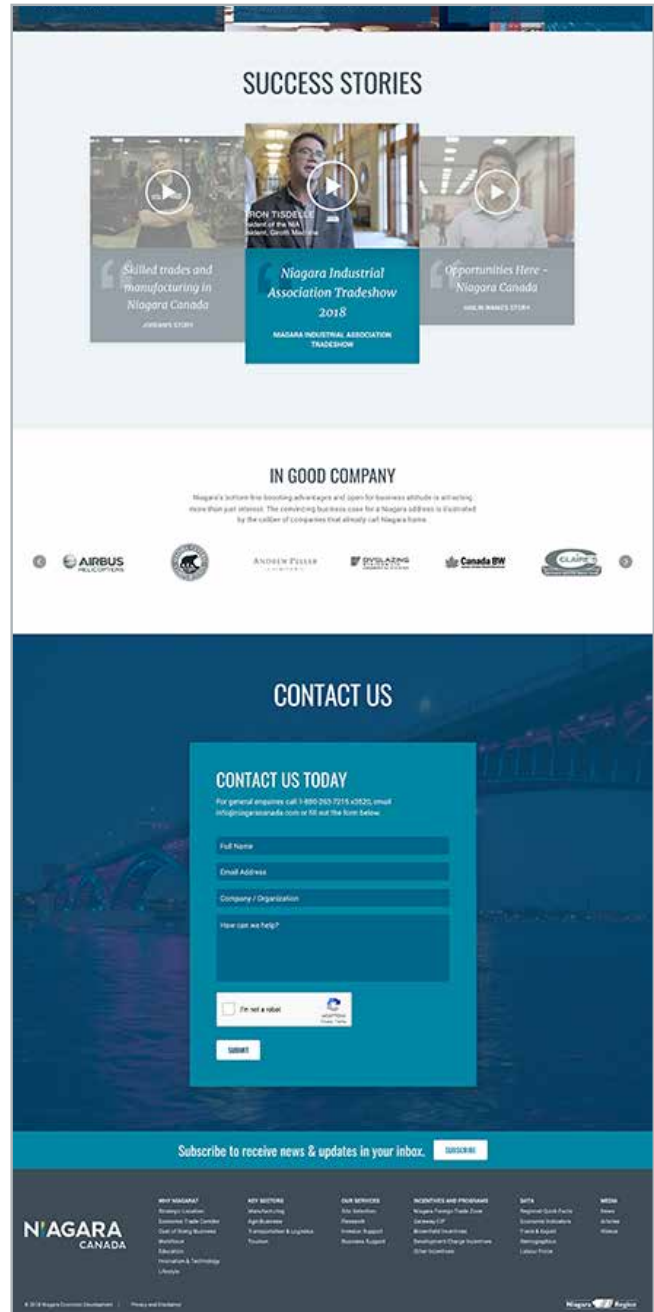


B. NRED EXPLANATORY POWERPOINT, COVER



NIAGARA ECONOMIC DEVELOPMENT AUDIENCES

C. NIAGARACANADA.COM WEBSITE



D. PAID SOCIAL AD, SAMPLE - USE FULL COLOUR APPROVED PHOTOGRAPHY



