Township of Georgian Bay
LOGO STANDARD MANUAL

VARIOUS FORMATS

In order to maintain consistency, you may only use logos in these configurations.

PRIMARY CONFIGURATION CMYK
with gradients (for use in most instances)

FLAT COLOUR CMYK
Without gradations (for use with screen-printing, embroidery and cut vinyl

GREY SCALE WITH GRADIENTS
(for use in instances where there is only one colour available)

BLACK ONLY WITHOUT GRADATIONS
(for use in instances where there is only one colour available, and no screens.)

LOGO PLACEMENT ON BACKGROUNDS

Examples of the logo on different backgrounds.

LOGO ON SOLID BACKGROUND

LOGO PLACED OVER TOP OF IMAGES

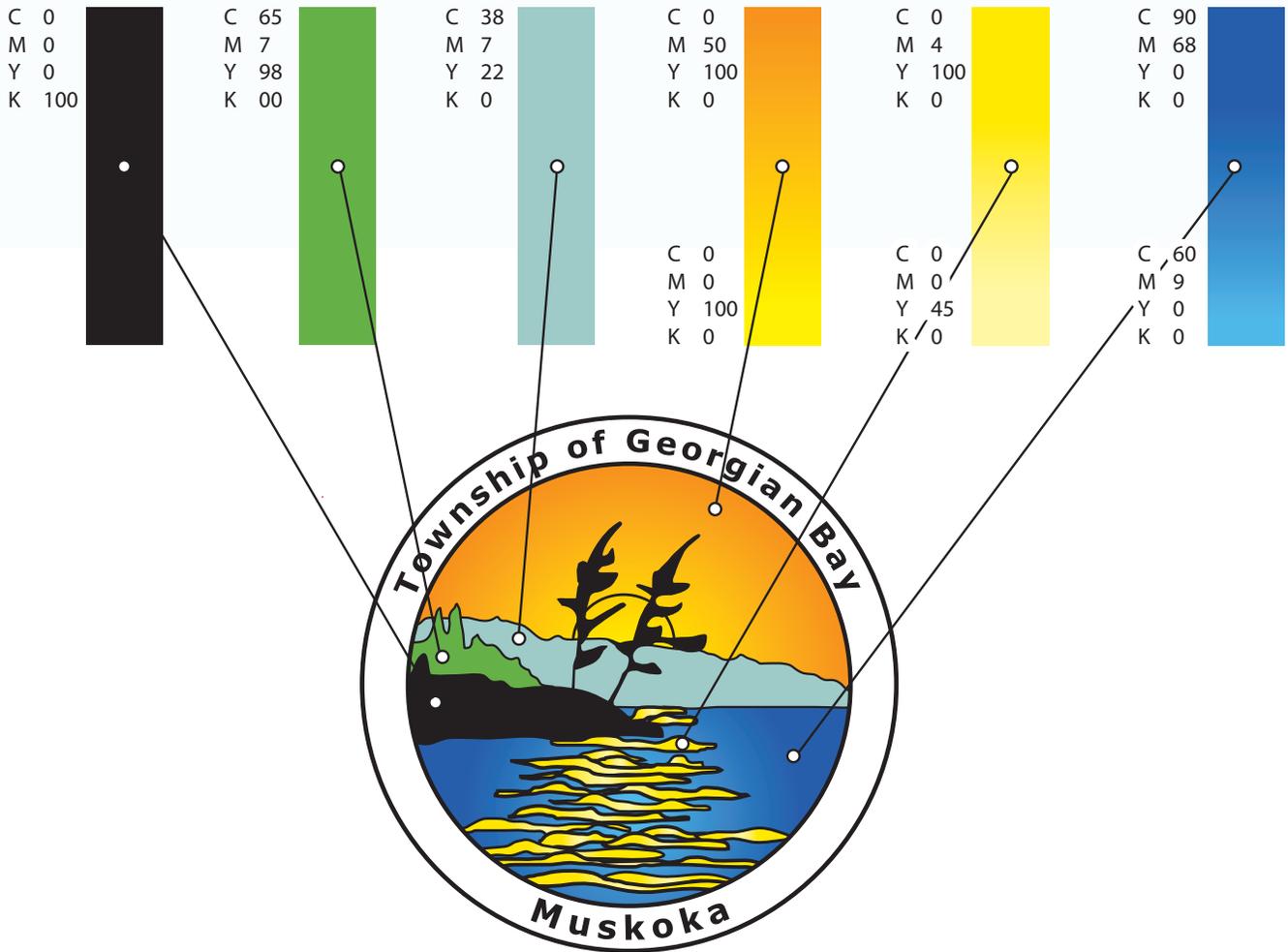**GREYSCALE LOGO ON GREYSCALE IMAGE**

1 COLOUR LOGO ON SOLID BACKGROUND

COLOUR PALLET

The Township of Georgian Bay logo has been designed using a bold and vibrant colour palette. The colours are ones that are found in nature throughout this area of the Georgian Bay. Shown below are the CMYK mixes of the gradient ranges used in the logo, and the CMYK specification for the solid colours.

C	0		C	65		C	38		C	0		C	0		C	90
M	0		M	7		M	7		M	50		M	4		M	68
Y	0		Y	98		Y	22		Y	100		Y	100		Y	0
K	100		K	00		K	0		K	0		K	0		K	0

C	0		C	0		C	60
M	0		M	0		M	9
Y	100		Y	45		Y	0
K	0		K	0		K	0

LOGO USAGE BOUNDARIES

Logos need to have a certain amount of "clear space." Please use at least 0.35" of clear space around the logo. This proportional amount of clear space should be given to the Georgian Bay Township logo on all used in any logo variation, color and size, and in any application.

0.35" clear space

0.35" clear space

The Township of Georgian Bay logo may not be altered in any way. See examples below:

DO NOT change the colour of any part of the logo

DO NOT skew any part of the logo

DO NOT remove any part of the logo

DO NOT change the size of any part of the logo

LOGO ICON AND TAGLINE

The Township of Georgian Bay has created a new logo icon and tagline. Below are examples of how this icon can be used and in what colours. This logo icon may be used on email signatures, advertisements, promotional material and other print media.

Sustainable Balance

Sustainable Balance
May be used in the blue colour
C: 90, M: 70, Y: 0, B: 0

Sustainable Balance
May be used in the green colour
C: 65, M: 7, Y: 98, B: 0

Sustainable Balance
May be used as a faded watermark
C: 0, M: 0, Y: 0, B: 20

LOGO TAGGED WITH URL

The Township of Georgian Bay logo may also be tagged with the URL. Below is examples of how it may be used. It must always be in this same proportion and the font must be in Verdana bold.

www.gbtownship.ca

www.gbtownship.ca

www.gbtownship.ca

May be used on a solid background colour such as the solid blue used in the logo (C=90, M=70). The URL then becomes knocked out from the blue.

May be used on a photograph in either white type or black type depending on visibility but not where the URL may get lost.

Zero Emissions Logo

Example of Logo that can be used when projects support Zero Emissions in the Township. For example Food Waste projects, community gardens and Electric Vehicles.

TYPOGRAPHY

The typeface to be used in all of the Township of Georgian Bay identity is **Verdana**. This typeface should be used in ALL body copy, headlines and subtitles. It can be used in both upper and lower case.

VERDANA REGULAR

Situated on the eastern shores of Georgian Bay, the Township covers 992 square kilometres of breathtaking landscapes and pristine waters.

VERDANA REGULAR ITALIC

The village communities of Port Severn, Honey Harbour and MacTier are nestled within large areas of publicly owned lands, forests and parks.

VERDANA BOLD

The area is rich in natural capital - diverse parks and nature reserves, the Georgian Bay 30,000 Islands region, Georgian Bay Islands National Park, Six Mile Lake Provincial Park, and the Trent Severn Waterway National Historic Site, navigation Lock 45 at Port Severn.

VERDANA BOLD ITALIC

The break-taking natural setting and the integrity and strength of the community make the Township of Georgian Bay a unique place to live full time, part time and/or to visit.

STATIONERY

Here are some examples of the Townships stationery items and email signatures.

BUSINESS CARD TEMPLATE

Please follow this template for all business cards. All fonts are in Verdana. This is a full, 4 colour process card printed front and back.

Jennifer Schnier
Economic Development Officer

99 Lone Pine Road
Port Severn, ON L0K 1S0
T. 705.538.2337 ext. 259
M. 705.818.0323
F. 705.538.1850
1.800.567.0187
E. jschnier@gbtownship.ca

www.gbtownship.ca

Sustainable Balance

EMAIL SIGNATURES

Please follow this template for all email signatures. All fonts are in Verdana and at 11pt size.
Either the Township logo or the black and white icon logo may be used.

Full Name
Title

99 Lone Pine Road, Port Severn, ON L0K 1S0
T. 705.538.2337 Toll Free 1.800.567.0187
F. 705.538.1850
www.gbtownship.ca

Full Name
Title

TOWNSHIP OF GEORGIAN BAY
99 Lone Pine Road, Port Severn, ON L0K 1S0
T. 705.538.2337 Toll Free 1.800.567.0187
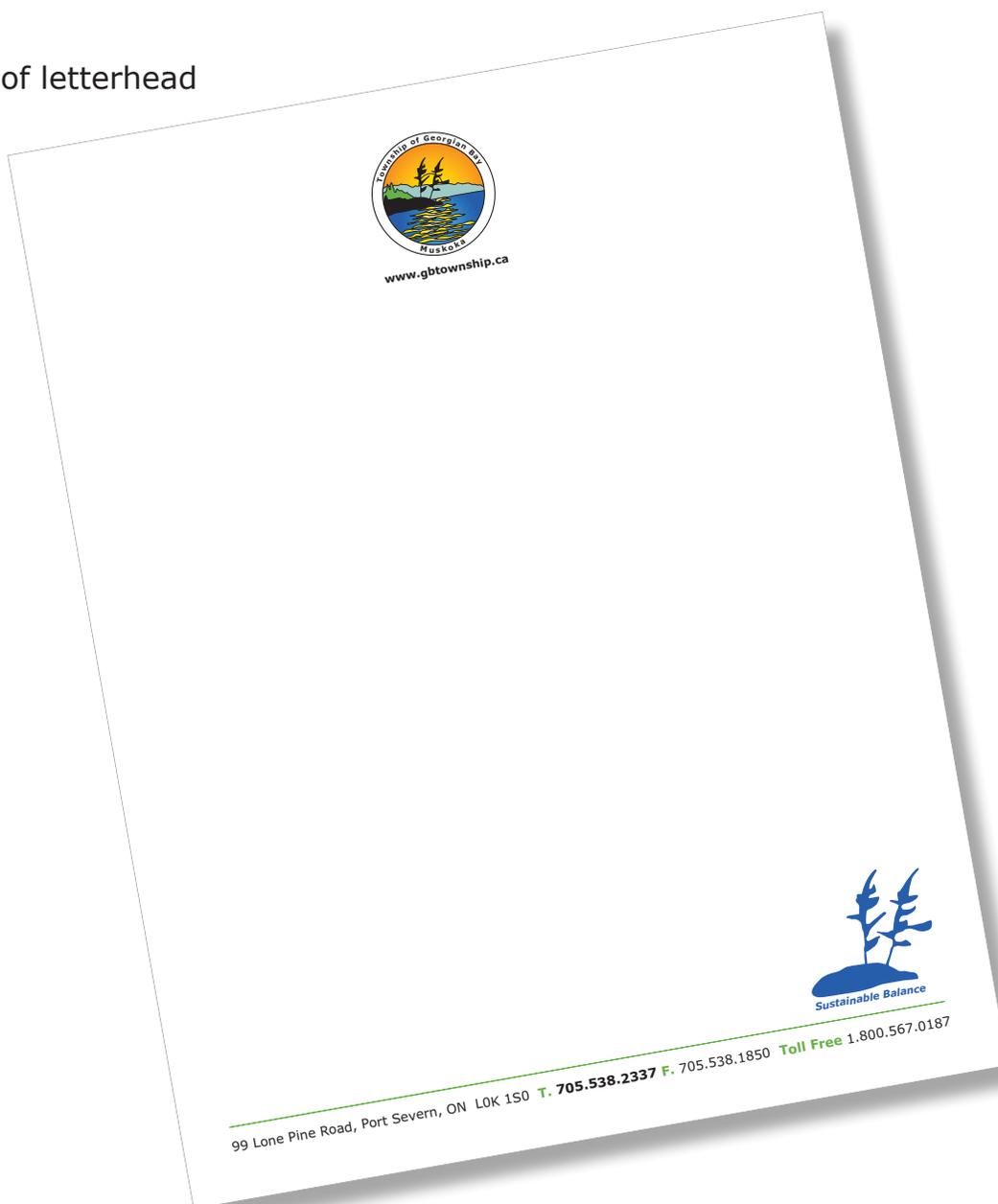**F.** 705.538.1850
www.gbtownship.ca

Sustainable Balance

STATIONERY

Example of letterhead

STATIONERY

Example of Fax

TOWNSHIP OF GEORGIAN BAY
99 Lone Pine Road, Port Severn, ON L0K 1S0
T. 705.538.2337 F. 705.538.1850
Toll Free 1.800.567.0187

www.gbtownship.ca

Fax

From:

To:

Pages:

Date:

Fax:

Cc:
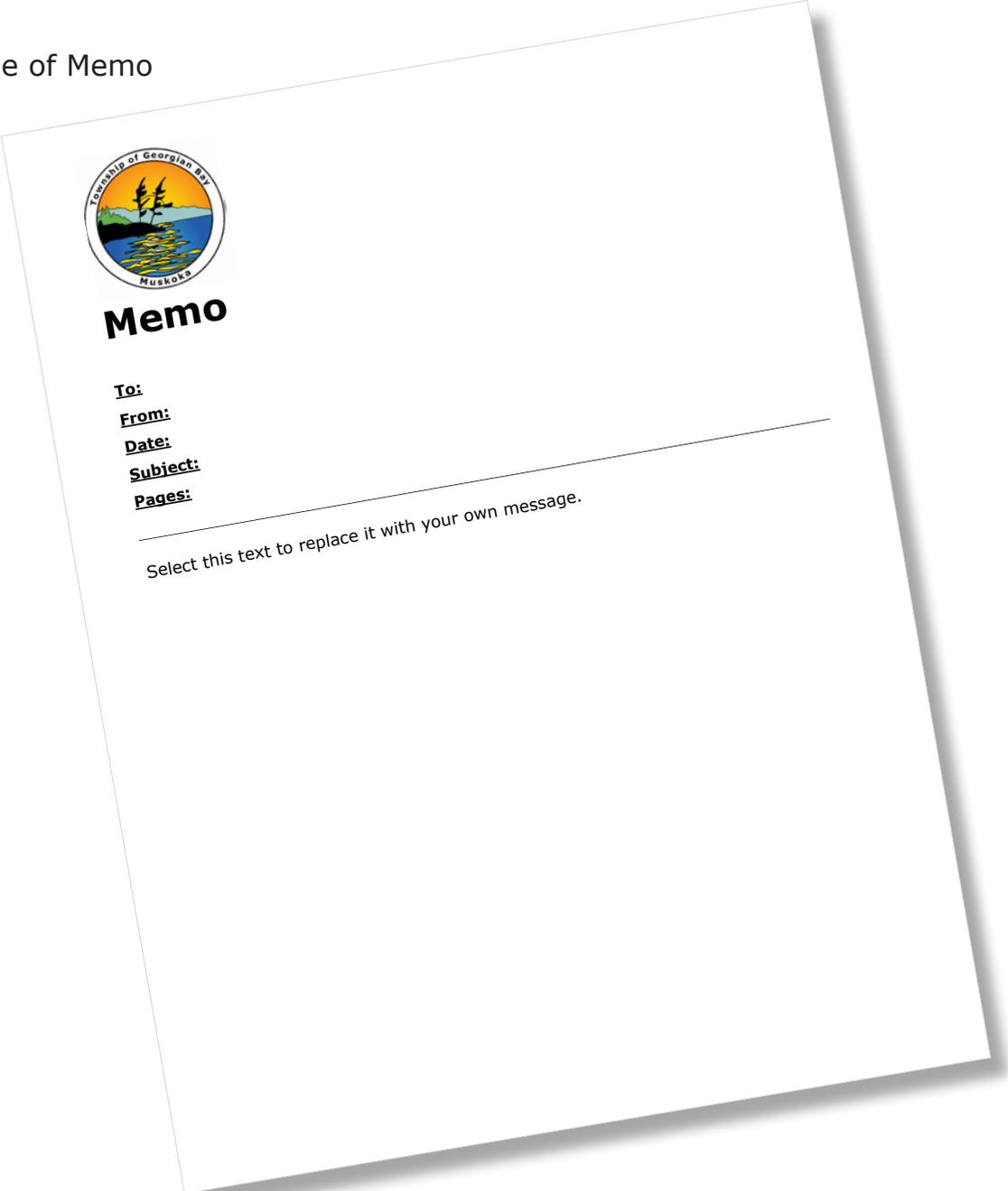
Phone:

Re:

❑ Urgent   ❑ For review   ❑ Please Comment   ❑ Please Reply   ❑ Please Recycle

COMMENTS: Select this text to replace it with your own message.

STATIONERY

Example of Memo

Memo

To:

From:

Date:

Subject:

Pages:

Select this text to replace it with your own message.

STATIONERY

Example of Press Release

TOWNSHIP OF GEORGIAN BAY
99 Lone Pine Road, Port Severn, ON L0K 1S0
T. 705.538.2337 F. 705.538.1850
Toll Free 1.800.567.0187

www.gbtownship.ca

Press Release

To:
From:
Date:
Subject:
Pages:

Select this text to replace it with your own message.

FURTHER BRANDING QUESTIONS/COMMENTS

For further branding questions or comments pertaining to the usage of this logo, please contact

JENNIFER SCHNIER
Director of Sustainability
Township of Georgian Bay

99 Lone Pine Road
Port Severn, ON L0K 1S0
T. 705-538-2337 ext 259/1-800-567-0187
Direct Line 705 818 0323
F. 705-538-1850
Email: jschnier@gbtownship.ca

All stock images used in this brand book are owned by Gitten Creative and are Royalty-free.
Available upon request.