

CITY OF ORILLIA

Corporate Visual Identity Guidelines



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INTRODUCTION

As part of the 2014-2018 City of Orillia Corporate Plan, City Council set out a goal to complete a Corporate Visual Identity Program and to update the existing corporate logo, which had been in use since 1994.

The new corporate logo was approved by Council in June 2018. This guide is intended to provide staff, suppliers and partners of the City of Orillia with clear, consistent guidelines on the use of the logo to ensure uniformity and effectiveness across the corporation.



HOW YOU CAN HELP

Through consistent and accurate use of the new corporate logo, the City of Orillia's visual identity will be recognizable no matter where it appears. The logo will in turn become a source of civic pride and increase awareness about the City of Orillia and the work we do. As we look to ensure consistency and adherence to the new logo use guidelines, **all logo use must be approved by The City of Orillia's Corporate Communications Division.**

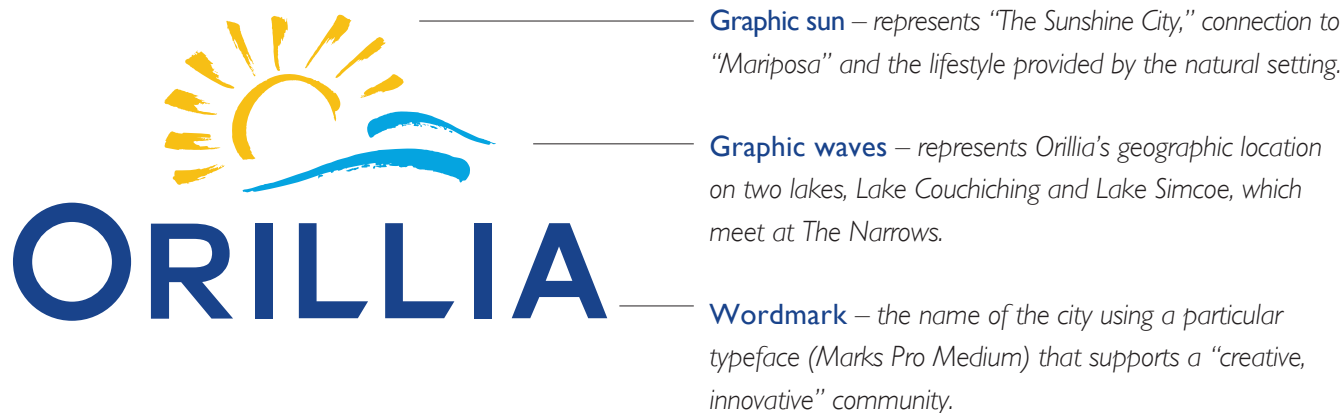
When used appropriately and consistently, the corporate logo provides the foundation for the City of Orillia's Corporate Visual Identity Program and supports the City's brand as a "creative, innovative and sustainable community, offering lifestyle balance in a natural, heritage setting."

OUR LOGO

The logo was designed to represent some of the key characteristics that best describe the City of Orillia. These traits were identified as a result of extensive public consultation and research among stakeholders and community members as to what makes Orillia such an exceptional community – Water • Sunshine • Mariposa • Innovation • Culture • Festivals • Events • Arts • Nature • Recreation • Heritage • History • Location • Lifestyle

ELEMENTS OF THE LOGO

The logo is made up of graphic elements (the sun and waves) and the wordmark (Orillia). The combination of these elements makes up the logo and should always be used as presented (as one unit). Individual elements should not be used in place of the complete logo.



LOGO USAGE

REPRODUCTION OF THE LOGO

The City of Orillia corporate logo is the exclusive property of the City of Orillia. Any reproduction of the logo, other than for municipal use and licensed programs of the municipality, is prohibited, unless expressed permission by the City of Orillia is received.

QUALITY STANDARDS

To maintain quality standards, it is important to always use original files. Various original formats (see File Formats, page 8) of the logo are available on the City of Orillia's Staff Hub or from The City of Orillia's Corporate Communications Division.



All logo use must be approved by the City of Orillia's Corporate Communications Division (corporatecommunications@orillia.ca).

COLOUR PALETTE

COLOUR ELEMENTS

When using the logo, it is important to ensure that the colour elements are accurate. For more information on how and when to use each version, see File Formats, page 8.

CMYK

Sun



C-03
M-25
Y-100
K-0

Waves



C-80
M-15
Y- 0
K-0

Wordmark



C-100
M-85
Y-10
K-5

RGB

Sun



R-246
G-190
B-21

Waves



R-0
G-164
B-224

Wordmark



R-27
G-67
B-137

PMS

Sun



PMS 7408C

Waves



PMS 2995C

Wordmark



PMS 286C

HEX

Sun



#F6BF15

Waves



#17A3DD

Wordmark



#1A458B

LOGO USE ON BACKGROUNDS

USE OF LOGO ON BACKGROUNDS

To maintain legibility, always ensure there is enough contrast between the logo and the background colour.



SIZING & PLACEMENT

LOGO SIZE

The logo should not appear smaller than 1.25” for any application unless otherwise approved by The City of Orillia’s Corporate Communications Division (see diagram).

An exception can be made where the logo is being used alongside partner logos (e.g. newspaper ad) but the logo must be clearly visible.



LOGO PLACEMENT AND SPACING

As shown in the example, there is a minimum amount of clear space that must always remain around the logo in order to maintain its integrity. Do not allow any other elements, such as type, borders, graphics, photos or document edges to interfere with this clear space.

You can easily assess proper placement by ensuring the minimum space around the logo equals the size of the “O” in “Orillia”. The use of this “O” measurement ensures appropriate clear space, no matter what size the logo appears (see diagram).



FILE FORMATS

FILE FORMATS

The logo is available in a variety of formats. The type of application (e.g. printed documents, signage, website, apparel) will determine which format is required. It is important to use the proper format in order to retain the image quality of the logo. Use the following chart as a guide:

APPLICATION	FILE FORMAT	TECHNICAL NOTES
Word Documents	.jpg .png	Use a higher resolution (300 dpi) to retain quality.
Websites & PowerPoint	.jpg .png	Compressed files (72 dpi) are preferable for online use.
Print (including posters, signs, screen-printed items and clothing)	.eps .ai (Illustrator)	These are uncompressed files that can be enlarged and still retain quality.

TECHNICAL TIPS

File formats that end in .jpg or .png are compressed file formats and should be used for digital and electronic purposes. Compressed file formats offer much smaller file sizes, which are preferable for online use.

For print purposes, uncompressed file formats, such as .eps or .ai should be used. These file formats allow for resizing without loss in quality, so are suitable for large format purposes (e.g. billboards, posters).

INCORRECT USAGE

INCORRECT LOGO USAGE

The City of Orillia corporate logo is intended to be used exactly as designed and should not appear in an altered format or in a way that detracts from its integrity. Here are some examples of what **NOT** to do.



Do not change the font



Do not alter the elements or position



Do not use individual parts of the logo



Do not watermark the logo



Do not stretch or distort the logo



Do not change any corporate colours



Do not add drop shadows or keylines



Do not place over backgrounds that will obscure logo



Do not tilt the logo

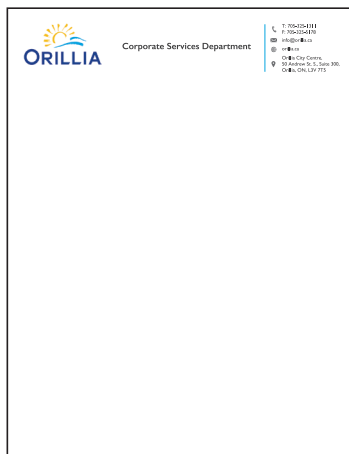
All logo use must be approved by the City of Orillia's Corporate Communications Division (corporatecommunications@orillia.ca).

DEPARTMENT USE

DEPARTMENT USE OF THE LOGO

All departments of the City of Orillia should adopt the corporate logo and should discontinue the use of any existing department logos and taglines.

In some cases, you may choose to identify the specific department, division, or both, along with the City of Orillia corporate logo (e.g. uniforms). Please note that department and/or division names should not be used as a part of the logo. It is recommended your department and/or division names should be represented in alternative ways such as on the sleeve of a shirt or through contact information on a poster. The Orillia Fire Department will continue to use a crest specific to their department.



Do not include department/division names as a part of the logo



CITY - ASSOCIATED BRANDS

USING THE LOGO WITH CITY - ASSOCIATED BRANDS

Some service areas and attractions, which are supported by the City of Orillia, have distinctive brands that should be retained. These brands include the Orillia Opera House, the Leacock Museum and National Historic Site, the Orillia Public Library and the Orillia Youth Centre, and should always use the City of Orillia corporate logo in a supporting position or location when possible.

Other logos developed and delivered by the City use specific graphic images for marketing and communications purposes. These can continue to be used as long as they are approved by The City of Orillia's Corporate Communications Division and use the City of Orillia corporate logo in a supporting position.

**ORILLIA
OPERA HOUSE**

Stuart McLean's Musical Director and Pianist

John Sheard
presents
Remembering Stuart

20 years of remembrances and special guest vocalists!

July 14
7:30 p.m.

August 25
7:30 p.m.

Molly Johnson

ORILLIA

orilliaoperahouse.ca or 705-326-8011

Example of proper use of corporate logo in a supporting position

CO-BRANDING & EXTERNAL USE

CO-BRANDING

When used to acknowledge City support and/or sponsorships, the corporate logo should be used on all the event/initiative promotional materials, as approved by The City of Orillia's Corporate Communications Division.

MULTI-LEVEL PARTNERSHIPS

The corporate logo should be placed along with other partners logos in a way that shows equal visual prominence.



If the City of Orillia is the lead partner, then its logo should appear on the left (or top).



USE BY EXTERNAL PARTNERS

Use of the City of Orillia corporate logo implies endorsement and therefore must always be done in an appropriate manner.

- Written permission to use the logo by a third party must be provided by The City of Orillia.
- The City of Orillia's Corporate Communications Division must review a proof/sample of any proposed application of the logo before providing final consent. Staff are available to assist partner agencies directly with use of the logo if required.

All logo use must be approved by the City of Orillia's Corporate Communications Division (corporatecommunications@orillia.ca).

APPLICATIONS & TEMPLATES

TYPOGRAPHY AND CORPORATE TYPEFACES

In addition to the consistent use of the corporate logo, the City of Orillia can maintain a professional and distinctive image by using specific corporate typefaces (fonts) in all materials.

All corporate communications and publications (e.g. memo, email, report) should use the recommended corporate font of Arial 12 pt. Arial Bold and Italic can be used for emphasis; however, Italics should be used sparingly for accessibility reasons.

ARIAL REGULAR

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ARIAL ITALIC

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ARIAL BOLD

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ARIAL BOLD ITALIC

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

APPLICATIONS - FONTS

COMPLEMENTARY TYPEFACES

The following sets of fonts are recommended as complementary typefaces to the corporate logo for external publications (e.g. brochures, posters).

GILL SANS LIGHT

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GILL SANS LIGHT ITALIC

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GILL SANS

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GILL SANS ITALIC

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GILL SANS BOLD

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GILL SANS BOLD ITALIC

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

APPLICATIONS - FONTS (Cont.)

COMPLEMENTARY TYPEFACES

GOUDY REGULAR

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GOUDY ITALIC

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GOUDY BOLD

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GOUDY BOLD ITALIC

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

APPLICATIONS - FONTS (Cont.)

OFFICIAL LOGO FONT



MARK PRO MEDIUM

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TEMPLATES - CORPORATE STATIONARY

CITY OF ORILLIA
Corporate Visual Identity Guidelines

CORPORATE STATIONARY

All City of Orillia departments should use corporate business cards, letterhead and memos as illustrated in this guide. Business cards can be ordered from professional printers (local is preferred) using the approved template. Online printers such as Vista Print are not approved printers for corporate business cards. Please request your business card design through the Staff Hub.



Business Card front



Business Card optional back

First Name: Gill Sans Semi Bold, 12 pt upper / lower case, Wordmark blue
Last Name: Gill Sans Light, 12 pt upper / lower case, Wordmark blue
Title: Gill Sans Semi Bold, 7 pt upper / lower case, 70% black
Division: Gill Sans Italic, 7 pt upper / lower case, 70% black

Contact Icons: 70% black

Phone: Gill Sans Regular, 8 pt upper / lower case, black

Email: Gill Sans Regular, 8 pt upper / lower case, black

Address: Gill Sans Regular, 8 pt upper / lower case, black

Optional back

Logo: white

Department: Gill Sans Regular, 9 pt lower case, Sun yellow

Icons: Sun yellow

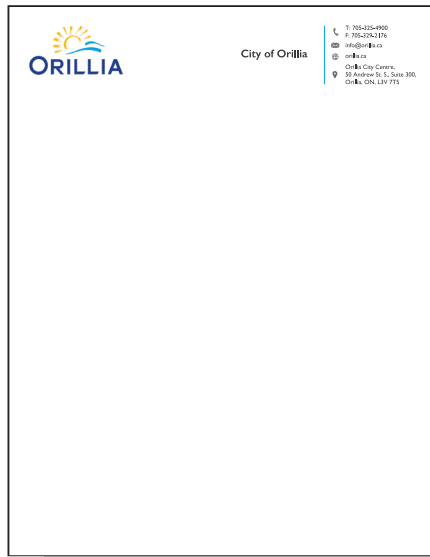
Stock: 12 pt cover silk coated two sides

Printing: 4 - colour process

Please request your business card design through the Staff Hub. Individual departments are responsible for sending business cards to print.

Corporate stationary templates are available on the Staff Hub.

TEMPLATES – STATIONARY (Cont.)

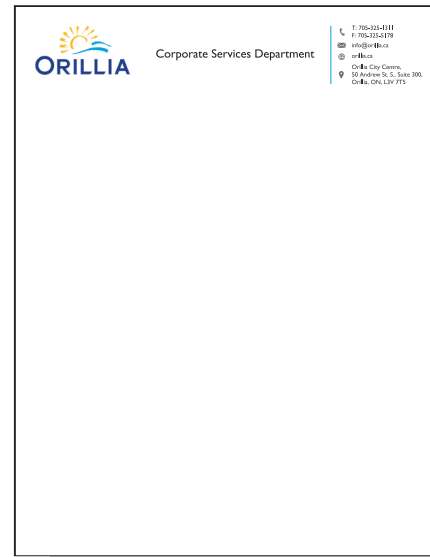


Corporate Letterhead

City of Orillia:
Gill Sans Semi Bold,
16 pt upper / lower case, black

Contact Icons: 70% black

Contact Information:
Gill Sans Regular,
8 pt upper / lower case, black

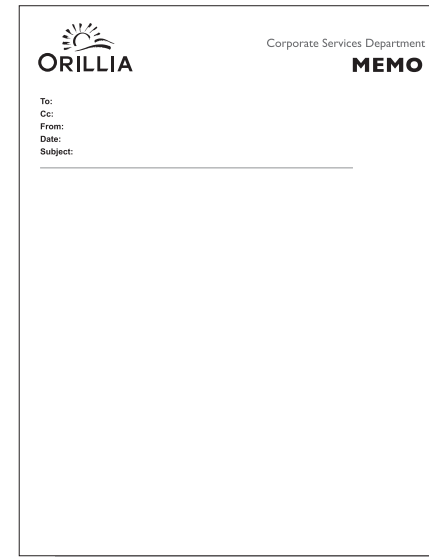


Department Letterhead

Department:
Gill Sans Semi Bold,
16 pt upper / lower case, black

Contact Icons: 70% black

Contact Information:
Gill Sans Regular,
9 pt upper / lower case, black



Department Memorandum

Department:
Gill Sans Semi Bold,
16 pt upper / lower case,
70% black

Contact Information:
Arial bold, 12 pt upper / lower case, black

Memo:
Gill Sans Bold, 30 pt upper case, black

TEMPLATES - EMAIL

EMAIL SIGNATURE

All City staff should use a standard e-signature for email correspondence. The format is easy to follow and set up as outlined below. From time to time, there may be alterations to support special City initiatives (e.g. Ontario Winter Games, Elections, etc.). These alterations must be approved by The City of Orillia's Corporate Communications Division.



Jennifer Ruff | Manager of Communications
Chief Administrative Office
Corporate Communications and Tourism Division
T: 705-325-8929 **C:** 705-328-9209
orillia.ca



Name: Arial Bold, 11 pt upper / lower case, Wordmark blue
Stroke: Wordmark blue
Title: Arial Bold, 11 pt upper / lower case, black

Department: Arial Regular, 11 pt upper / lower case, 70% black
Division: Arial Regular, 11 pt upper / lower case, 70% black
Contact Letter: Arial Bold, 11 pt upper case, Wordmark blue
Phone: Arial Regular, 11 pt 70% black
Website: Arial Regular, 11 pt lower case, 70% black

Social Media Icons: (hyperlinked to City of Orillia social media accounts representing your department. Please note, for Departments without specific departmental social media accounts, should link to corporate media accounts).

APPAREL & PROMOTIONAL ITEMS

When placing the corporate logo on promotional items and clothing, it is important to follow the guidelines below to ensure a consistent and professional image.

FILE FORMATS

Make sure you provide the proper logo format to suppliers. For screen printing or embroidery (e.g. promotional items and apparel) use the PMS Pantone or .eps logo.

COLOUR CHOICES

Consider the colour of your promotional items carefully. If you are using the full colour corporate logo, the recommended base colour of your item should be complementary or contrasting to ensure the logo stands out.

When using the one-colour corporate logo – black or white – you will have more options with background colours. You will need to confirm with your supplier that the black will stand out on a light background or that the white will stand out on a darker background (see Logo Use Backgrounds, page 6).

For assistance when ordering promotional items and apparel, contact The City of Orillia's Corporate Communications Division.

APPAREL & PROMOTIONAL ITEMS (Cont.)

APPAREL

SHIRTS: the corporate logo should always be placed on the front left side, unless otherwise approved.

NOTE: a custom stitch file is required for embroidery.

Minimum Size: logo 2.25" (5.715cm) wide



CAPS: the corporate logo should be placed on the front centre of the cap and a department identifier (if desired) can be placed on the back or side, unless otherwise approved.

NOTE: a custom stitch file is required for embroidery.

Minimum Size: logo 2.25" (5.715cm) wide

EMBROIDERY COLOUR GUIDE

Gunold & Stickma Thread Colours:

Yellow (sun) = 1124

Light Blue (waves) = 1222

Dark Blue (wordmark) = 1253



When selecting thread colours always provide the supplier with the corresponding PMS colours to achieve the closest colour match. (see page 5)

All logo use must be approved by the City of Orillia's Corporate Communications Division (corporatecommunications@orillia.ca).

APPAREL & PROMOTIONAL ITEMS (Cont.)

PROMOTIONAL ITEMS

Place the corporate logo in a visible location keeping in mind the background colour of the object and the visual space surrounding the logo. The majority of these items will be screen printed. Choosing the correct logo colour option is critical for visibility.



For assistance when ordering promotional items and apparel, contact The City of Orillia's Corporate Communications Division.

VEHICLES & SIGNAGE

VEHICLES AND SIGNAGE

The corporate logo will appear on City vehicles and on signage. Please refer to Use of Logo on Backgrounds, page 6, to ensure there is enough contrast between the logo and the background colour. For guidance, please contact The City of Orillia's Corporate Communications Division.



The standard for City of Orillia vehicles is as follows:

- White vehicles use the colour logo.
- Red vehicles use the white logo.
- Yellow vehicles use the black logo.

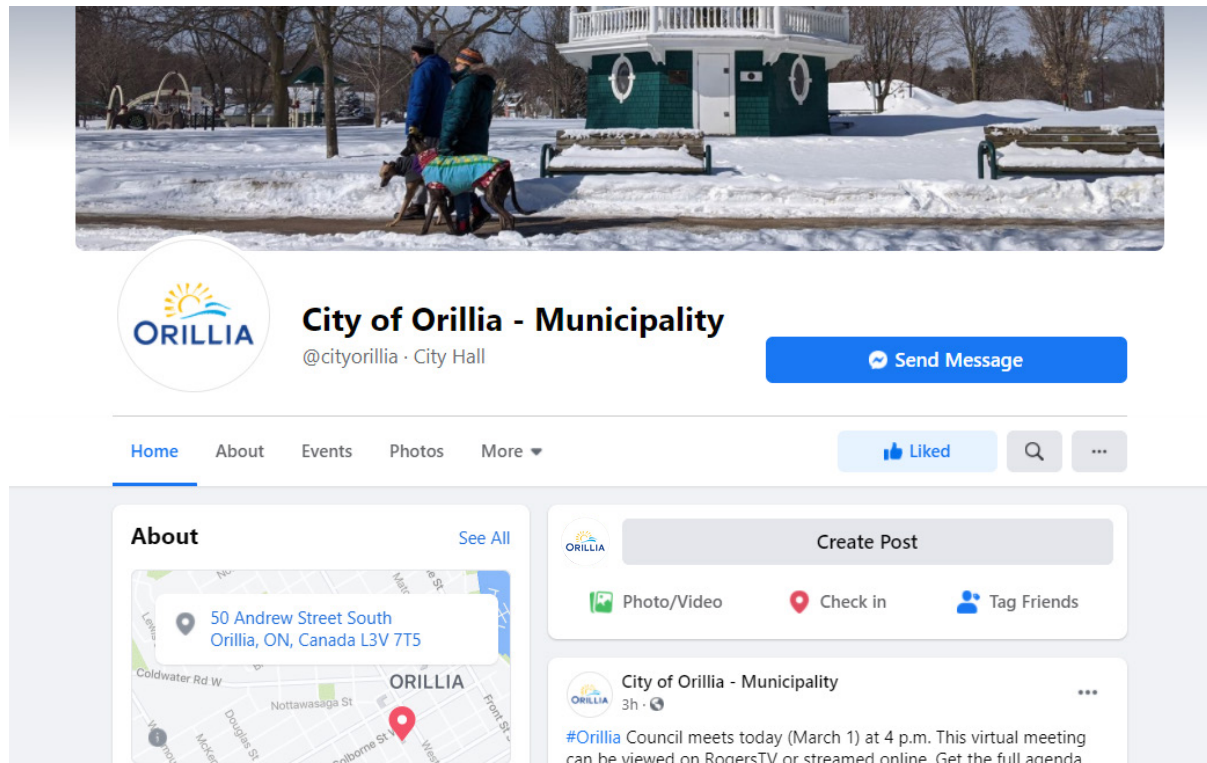


All logo use must be approved by the City of Orillia's Corporate Communications Division (corporatecommunications@orillia.ca).

SOCIAL MEDIA

SOCIAL MEDIA

All City of Orillia social media accounts will use the corporate logo as the profile image. To differentiate departments and divisions, the account name (e.g. City of Orillia; Orillia Community Services; City of Orillia Economic Development Office) will appear.



All logo use must be approved by the City of Orillia's Corporate Communications Division (corporatecommunications@orillia.ca).

SOCIAL MEDIA (Cont.)



City of Orillia
@cityoforillia

The official Twitter account for the City of Orillia, a community of 30,586 people on the beautiful shores of lakes Couchiching and Simcoe.

📍 Orillia, Ontario, Canada orillia.ca 📅 Joined July 2011

165 Following 6,180 Followers

 Followed by OSS Announcements, Steve Clarke, and 8 others you follow

Tweets Tweets & replies Media Likes

 **City of Orillia** @cityoforillia · 3h
#Orillia Council meets today (March 1) at 4 p.m. This virtual meeting can be viewed on RogersTV or streamed online. Get the full agenda package and streaming link at orillia.ca/councilmeetinas.

CITY OF ORILLIA CREST

CITY OF ORILLIA CREST

The City of Orillia crest is an important part of the City's heritage. It is owned by and can only be used by the City of Orillia. The City crest is a formal symbol of civic authority and is representative of the Mayor's Office and City Council.

The City crest reflects the integrity of the political process and should only be used on official communication documents, such as letters and related correspondence, originating from the Mayor's Office or Council correspondence. The City crest should not be used in brochures, advertising, maps, signs, internal corporate communications, online communications, etc.

Questions on the use the City of Orillia logo or crest should be directed to The City of Orillia's Corporate Communications Division.



City of Orillia crest

CONTACT INFORMATION

FOR FURTHER INFORMATION:

For further details or for answers to any of your questions regarding the City of Orillia's corporate logo, please contact:

Corporate Communications Division
Corporate Services Department
corporatecommunications@orillia.ca