



# Brand Guide



March 2018



## Contents

Introduction	2
About the brand	2
Primary logo	3
Municipality logos	4
Secondary logos	5
Clear space	6
Minimum size	7
Improper logo usage	8
Typography	9
Colour palette	10
Brand elements	11
Applications	12

# Introduction

This brand guide has been developed to assist in the proper usage of the PLAY Bruce Grey brand and all of its applications. The PLAY Bruce Grey brand is not just a logo; but a well thought through, distinctive look and feel that makes it instantly recognizable to the public.

The brand message and attributes are carried through all communication mediums by use of colour, typography, photography and other brand elements. Correct and consistent usage is vital to ensuring the quality and integrity of the PLAY brand. These guidelines are designed to unify your communications and help maintain a clear, strong and consistent message across all print and digital marketing executions.



# About the brand

The logo was developed around the iconic bouncing red ball, which symbolizes the simplicity and inclusive nature of play. The bright red gradient lifts off the page and encourages people to grab hold of it and get active. The combination of the fluid script font and angled tagline give the feeling of motion and movement. Together these elements create a bold graphic that is recognizable and relatable to any demographic, reflecting the mission and strategy of PLAY. The tagline “Your Way, Every Day!” further exemplifies PLAY’s mission to encourage residents of Grey-Bruce to get active every day doing something fun and playful.

# Primary logo

These guidelines demonstrate how the logo can be used and sets out rules to ensure that it is applied consistently. To promote PLAY's core message, the logo should be used primarily with the tagline, but depending on the application and space permitted, the logo can also be used without the tagline. To maintain the highest visibility in all applications, the PLAY logo with tagline is provided in both a vertical and horizontal format.



# Municipality logos

A unique graphic has been created for each municipality to keep local advertising consistent. There are both horizontal and vertical versions for each municipality logo and the brand rules apply equally to all of them.



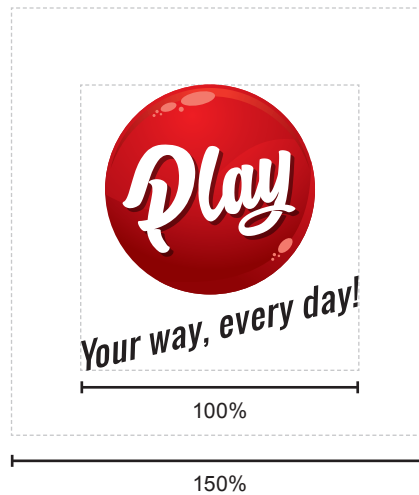
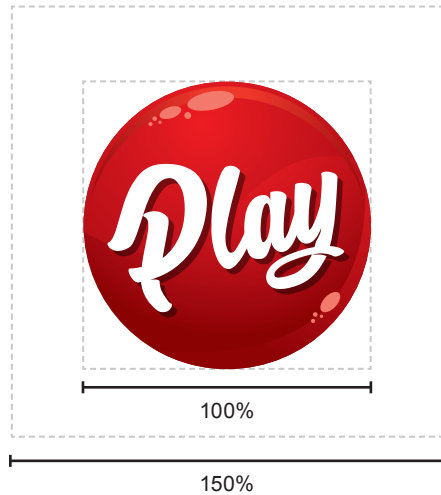
## Secondary logos

The primary logo should always be used to promote consistency for the PLAY brand, but black and white logos are necessary in contexts where colour is not feasible or is limited.



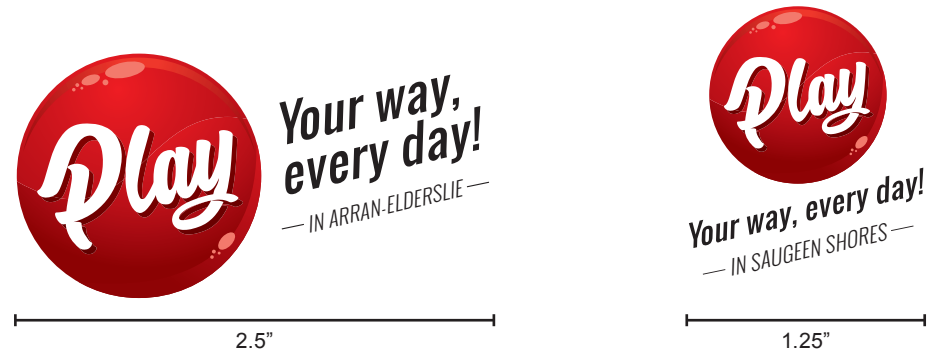
# Clear space

The logo should be surrounded by a minimum amount of clear space equal to 150% of the logo size. Presenting the logo with no interference from surrounding elements will allow for optimal brand visibility.



# Minimum size

To ensure legibility, the minimum size for logo usage is 0.5" wide for the primary logo, 1" wide for the vertical tagline logo, and 1.35" for the horizontal tagline logo. The municipal logos should be no smaller than 2.5" wide for the horizontal logo and 1.25" wide for the vertical logo. Always use the logo orientation that allows the largest size for the space.





# Improper logo usage

Please do not alter the PLAY logo in any way. Changing the logo minimizes its impact and detracts from a consistent brand image. Here are a few common mistakes that could happen when applying the logo.

Do not distort the logo



Do not change fonts



Do not change colours



Do not remove elements



Do not enclose within a shape



Do not add elements



Do not use effects or shadows



Do not reconfigure elements



Do not rotate



Do not invert colours



Do not use old logo



# Typography

Here is a list of fonts to be used in communications by PLAY Bruce Grey to ensure a consistent brand. These fonts have been chosen to provide clear, accessible communication to the people of Grey-Bruce. The logo was constructed with a custom drawn script font, while the tagline is set in Oswald. As an accessible alternative, we have chosen Arial for all written communications.

EXAMPLE

## HEADLINE SET IN ARIAL NARROW BOLD

### Subtitle set in Arial Narrow Bold

Body copy should be set in Arial Regular and always in sentence case.

**Highlighted text can be set in Arial Bold or an italic version to bring attention to important points.**

### Arial Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

---

### Arial Narrow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

---

### Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

---

### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

---

### Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

# Colour palette

The PLAY logo was designed in classic Pantone® red and translated to CMYK to achieve the bold gradient. Below are colour values in CMYK for four colour print processing, RGB for digital and Hexadecimal formulas for a web safe alternative. Accent colours were selected to compliment PLAY's primary brand colours.

<b>C 0 M 0 Y 70 K 0</b> <b>R 255 G 245 B 109</b>  <b>#fff46d</b>	<b>C 75 M 0 Y 0 K 0</b> <b>R 0 G 189 B 242</b>  <b>#00bcf2</b>
<b>C 95 M 70 Y 0 K 0</b> <b>R 6 G 92 B 169</b>  <b>#055ca9</b>	<b>C 95 M 0 Y 20 K 0</b> <b>R 0 G 174 B 205</b>  <b>#00aecc</b>

<b>PANTONE® 485 C</b>  <b>C 0 M 100 Y 100 K 0</b> <b>R 236 G 28 B 36</b>  <b>#ec1c24</b>
<b>PANTONE® P-50-8C</b>  <b>C 0 M 100 Y 100 K 50</b> <b>R 137 G 24 B 26</b>  <b>#89181a</b>

# Brand Elements

While the logo is the most important and recognizable piece of PLAY's brand, design elements and photography also play a large part in setting the atmosphere for each communication piece.

The Blue Swoosh below is a brand element you can use to add movement and flow to advertising, and create a divider between your key message and call to action. Photography should be high resolution, well-lit, and clearly depict an activity in the Grey-Bruce area.



# Applications

Advertising should always look part of one cohesive package. We've provided ad mats for print and digital applications to make local advertising easier and to help build a recognizable brand. These examples show the proper relationship between the logo, typography, colours and photography. When ordering branded merchandise, we encourage you to keep products or backgrounds white, or if only colour is available, use light yellow or light blue staying as close to PLAY's brand colours as possible.





Grey Bruce Health Unit  
101 17th Street East  
Owen Sound Ontario N4K 0A5

519-376-9420 or 1-800-263-3456  
info@playbrucegrey.com

Questions regarding these  
brand guidelines should be directed to:

**AVENUE A**

(519) 376-1177  
marketing@avenuea.ca  
www.avenuea.ca

