



Municipality of **Strathroy-Caradoc**

Brand Style Guide

These guidelines are intended to ensure consistency across all corporate communications, whether print or digital, for the Municipality of Strathroy-Caradoc.

Created on **March 1, 2023**

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The Municipality

Strathroy-Caradoc is located 40 kilometres west of London, Ontario, and is easily reached by Highway 402. As the largest municipality in Middlesex County, Strathroy-Caradoc offers a pleasant mix of charming urban centres and beautiful rural landscapes that has earned it top marks in provincial Communities in Bloom competitions.

The Municipality of Strathroy-Caradoc was formed in 2001 from an amalgamation of the Town of Strathroy and the Township of Caradoc. About 20,000 residents call this community their home and enjoy the exceptional quality of life it has to offer.

Strathroy-Caradoc offers many amenities and opportunities for residents that make the community a safe, healthy, and comfortable place in which to live and raise a family. As the major service provider for western Middlesex and eastern Lambton Counties, Strathroy-Caradoc is a desirable residential community that is well positioned for economic growth.

Brand Identity

The people and communities of Strathroy-Caradoc are hard-working, compassionate and honest. The population is dedicated to building upon the proud legacy of those who have come before us. Respect for tradition, innovation, kindness, a deference for each other and visitors, and a desire to positively contribute to the province, country and global community are essential elements to the make up of the Municipality. The Municipal brand and any use of the elements of the brand must, at all times, be respectful of this impression.



Logo

Main Logo



Fonts

Primary Font

Trajan Pro Regular

AA

Sub-heading Font

Calibri Bold Italic

Aa

Primary Colour - Primary Blue



Pantone - **653 C**

HEX - **#006699**

RGB - **0, 102, 153**

CYMK - **100, 33, 0, 40**

Secondary Colour - Black



Pantone - **426 C**

HEX - **#000000**

RGB - **0, 0, 0**

CYMK - **0, 0, 0, 0**

The municipal logo incorporates the furrows of the rural landscape as its foundation, emphasizing the agricultural heritage of the community.

The historic town hall building is incorporated above the name and slogan as an identifiable landmark of Strathroy-Caradoc, and the nucleus of local government.

Combined, these visual elements serve to reflect a unique interrelationship that fosters 'urban opportunity' and 'rural hospitality' in Strathroy-Caradoc.

Logo Usage

The Strathroy-Caradoc Logo represents the Brand Identity described herein. Therefore, it is important that it appears on all official materials, documents and communications produced for and by the Municipality.

When creating designs on behalf of the Municipality, there are particular rules that apply to how the logo is represented. The specifics of these rules will be outlined within the **Logo Usage** section of this document.

Clearspace

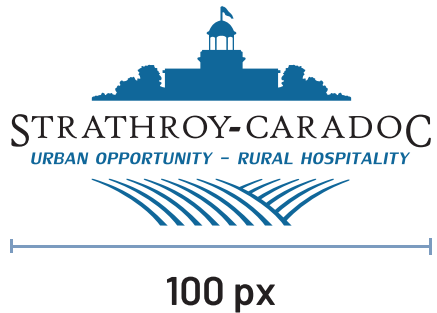


When including the logo in any designs, leave the appropriate clearspace around the logo. Ideal clearspace is the height of the capital letter 'C' from the **Main Logo's** wordmark.



Logo Usage - Minimum Size

Logo Size - Digital



When used in digital formats, the logo should have a minimum width of **100 pixels (px)**.

Logo Size - Print



When used in print formats, the minimum size of the logo should not be less than **1.5 inches (in)** wide to ensure quality and readability.

Logo Usage - Logo Variations

Although the **Main Logo** should always be the default choice, there are logo variations that will apply in certain cases.

Reversed White



When creating a design that requires a dark background, the **Reversed White** logo can be used. The **Reversed White** logo is used to ensure that the contrast between the logo and background is high. Using the **Reversed White** logo will ensure legibility and AODA compliance.

White Stroke



When placed against coloured vehicles, the **White Stroke** logo should be used. The **White Stroke** logo is used to ensure that the contrast between the logo and background colour is high. Using the **White Stroke** logo will ensure legibility and AODA compliance.

Black



The **Black** logo should be used solely in the design and printing of documents which will appear in grayscale.

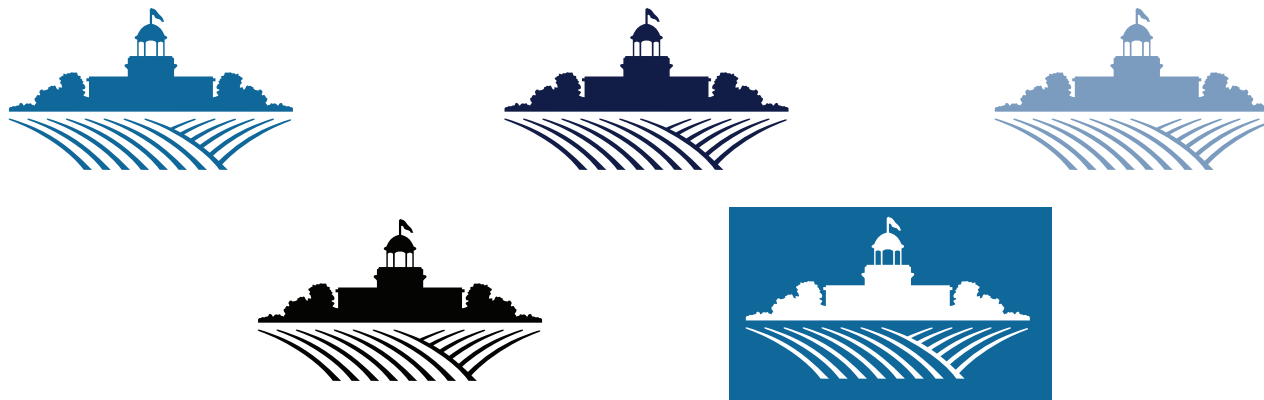
Logo Usage - Logo Variations

Wayfinding Logo

As set out in the '**Wayfinding Strategy Strathroy-Caradoc**', a simplified logo has been developed for the purposes of the Municipality's wayfinding strategy. This logo will be used in the design of all wayfinding signage.

When designing Municipality of Strathroy-Caradoc signage, please refer to the '**Wayfinding Strategy Strathroy-Caradoc**'. This document provides guidelines for the colours, typography and graphic elements which must be followed when designing Strathroy-Caradoc signage.

The **Wayfinding Logo** is a reduced version of the Municipality of Strathroy-Caradoc's **Main Logo**. The **Wayfinding Logo** is reduced to the illustration only with the text elements removed. The illustration can appear in any of the Municipality's brand colours.





Logo Usage - Rules



Always scale the logo so that it remains proportionate.



Never squeeze or stretch the logo. Always scale it proportionately.



Always use the original logo files.



Never alter the wordmark or any other visual elements.



Always use the right format for your project to ensure proper resolution.



Never use a web download for a print publication or vice versa.



Logo Usage - Rules



Always use the logo in full.



Never crop the logo.



Always use the logo on its own and maintain the appropriate clearspace.



Never add other graphic or text elements to the logo.



Always use the logo's official colours.



Never change the colours of the logo in any circumstance besides those described in the **Logo Variations** section of this document.



Logo Usage - Rules



Always use the logo against a high-contrast background. White is the preferred option.



Never use the logo against a background that is similar in colour to those of the logo.



Always use the **Reversed White** logo when a design requires a dark coloured background.



Never use the **Primary Logo** against a dark background.



Always use the logo against a high-contrast background. White is the preferred option.



Never use the logo against a background image.

Colour

Primary Palette

Primary Blue



Pantone - **653 C** HEX - **#006699**
 RGB - **50, 98, 149** CYMK - **100, 69, 24, 7**

Primary Blue is the Municipality's primary brand colour. **Primary Blue** is featured in the Municipal logo and should remain as a staple colour throughout all designs.

Dark Blue



Pantone - **2768 C** HEX - **#071d49**
 RGB - **7, 29, 73** CYMK - **90, 60, 0, 71**

Dark Blue should be used as a complimentary colour in designs. This colour can be used as a background and should be paired with the **Reserved White** logo. The **Dark Blue** can also be used for both header and body typography.

Light Blue



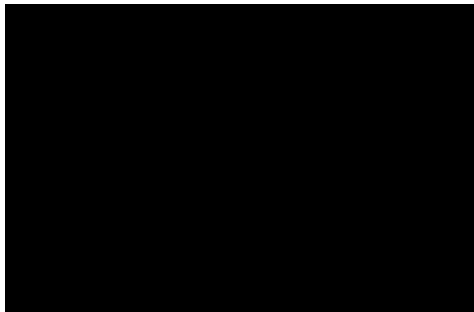
Pantone - **652 C** HEX - **#7d9cc0**
 RGB - **125, 156, 192** CYMK - **35, 19, 0, 25**

The **Light Blue** is used as a complimentary colour to **Primary Blue**. It should be used to create colour accents throughout various design projects.

Colour

Secondary Palette

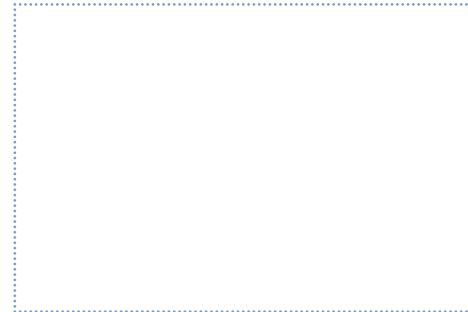
Black



Pantone - **653 C**
RGB - **50, 98, 149**
HEX - **#006699**
CYMK - **100, 69, 24, 7**

Black will be featured as the predominant colour for text. Black may also be used for various design elements but designers should avoid using **Black** as a background colour in most, if not all, cases.

White



Pantone - **000 C**
RGB - **0, 0, 0**
HEX - **#FFFFFF**
CYMK - **0, 0, 0, 0**

White will be used most commonly as a background colour. As we strive for clean, legible designs, **White** allows for high contrast from the darker colours used for fonts. Against dark backgrounds, **White** can be used as a text colour to ensure high contrast.

Colour

Gradient

The Municipal gradient may be used sparingly in any designs. The gradient is a stylistic choice that can be used to add visual interest to various design elements.

Gradient Colours



HEX - #071d49



HEX - #006699



Dark Blue

Primary Blue

Gradient Samples



Typography

Primary Typeface

Barlow is the primary typeface of the Municipality of Strathroy-Caradoc. **Barlow** is used for both headings and body content.

For any headings, **Barlow Bold** or **Barlow Semi-Bold** should be used.

For any body text, **Barlow Regular** or **Barlow Light** should be used.

Usage Example:

Municipal Budget: 101

Each year, Council enters into the budgeting process to set funding for important services, facilities, programs and infrastructure projects.

Header	Barlow Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	Barlow Semi-Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Body	Barlow Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	Barlow Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Typography

Expressive Typeface

Caveat is the expressive typeface of the Municipality of Strathroy-Caradoc. **Caveat** should be used for headings or short pieces of standalone text.

Caveat can appear in **Caveat Bold** or **Caveat Regular**.

Usage Example:



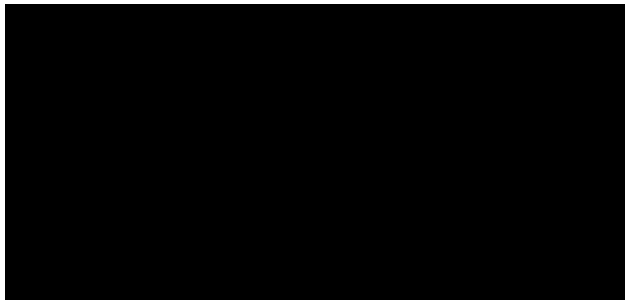
Caveat ABCDEFGHIJKLMNOPQRSTUVWXYZ
Caveat Bold abcdefghijklmnopqrstuvwxyz

Caveat ABCDEFGHIJKLMNOPQRSTUVWXYZ
Caveat Regular abcdefghijklmnopqrstuvwxyz

Typography - Colour

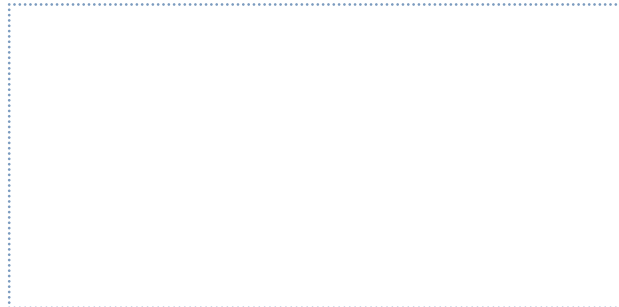
Any typography used in municipal designs should be created using one of the Municipal brand's **approved brand colours**. These colours include:

Black



Pantone - **653 C**
RGB - **50, 98, 149**
HEX - **#006699**
CYMK - **100, 69, 24, 7**

White



Pantone - **000 C**
RGB - **255, 255, 255**
HEX - **#FFFFFF**
CYMK - **0, 0, 0, 0**

Dark Blue



Pantone - **2768 C**
RGB - **7, 29, 73**
HEX - **#071d49**
CYMK - **90, 60, 0, 71**

Typography - Colour Usage

The following section will outline how to use the various typography colours.

Black

Black typography should be used against the **White** or the **Light Blue** background colours. **Black** typography should not be used against a dark background colour.

The Municipality of Strathroy-Caradoc

The community of Strathroy-Caradoc is a vibrant ...

The Municipality of Strathroy-Caradoc

The community of Strathroy-Caradoc is a vibrant ...

The Municipality of Strathroy-Caradoc

The community of Strathroy-Caradoc is a vibrant ...

The Municipality of Strathroy-Caradoc

The community of Strathroy-Caradoc is a vibrant ...

Typography - Colour Usage

White

White typography should be used against **Black**, **Dark Blue**, or the **Primary Blue** background colours. White typography should not be used against light background colours.

The Municipality of Strathroy-Caradoc

The community of Strathroy-Caradoc is a vibrant and diverse community that is located ...

The Municipality of Strathroy-Caradoc

The community of Strathroy-Caradoc is a vibrant and diverse community that is located ...

The Municipality of Strathroy-Caradoc

The community of Strathroy-Caradoc is a vibrant and diverse community that is located ...

The Municipality of Strathroy-Caradoc

The community of Strathroy-Caradoc is a vibrant and diverse community that is located ...



Typography - Colour Usage

Dark Blue

Dark Blue typography should be used against **White** or **Light Blue** background colours. **Dark Blue** typography should not be used against a dark background colour.

The Municipality of Strathroy-Caradoc

The community of Strathroy-Caradoc is a vibrant ...

The Municipality of Strathroy-Caradoc

The community of Strathroy-Caradoc is a vibrant ...

~~The Municipality of Strathroy-Caradoc~~

~~The community of Strathroy-Caradoc is a vibrant ...~~

~~The Municipality of Strathroy-Caradoc~~

~~The community of Strathroy-Caradoc is a vibrant ...~~

Photography Usage

Whenever possible, it is preferred that locally-sourced images are used in all Municipal communications.

When there are no relevant local images available, royalty-free stock photos can be substituted.

All photos should be clearly in focus.

All photos should avoid the inclusion of personal details such as addresses, names, and license plates.

Any local images containing children as their subject will require consent from the child's guardian. **The Municipality has consent forms available upon request.**

Photography Usage

Local Photography - Samples



Photography Usage

Royalty-free Photography - Samples



Photography Usage

When using photographs, never squeeze or stretch them. Always scale them proportionately.



Graphic Elements

Below are commonly used graphic elements which appear across Municipality of Strathroy-Caradoc designs.

Dotted Line



The **Dotted Line** is used as a highlight element. It is most commonly used to underline text or to frame content.

Usage Examples:

Municipal Budget: 101

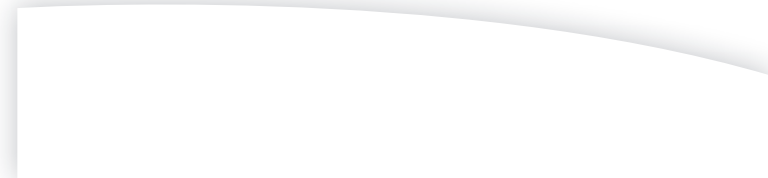
Each year, Council enters into the budgeting process to set funding for important services, facilities, programs and infrastructure projects.

Easter at the Fair Grounds

Join the Easter Bunny at the Fair Grounds Recreation Complex from 1 p.m. to 3 p.m. on April 8th for an easter egg hunt, skating, activities, ...

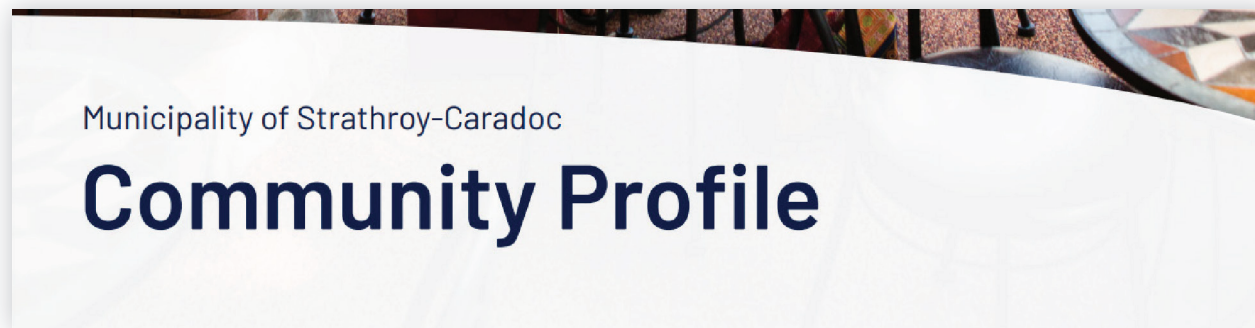
Graphic Elements

Curved Blocks



Inspired by the farm furrows from the Municipal Logo, **Curved Blocks** are primarily used as a background element for blocks of text.

Usage Examples:



Graphic Elements

Curved Blocks

Usage Examples:



2 Days Left!

Don't miss your chance to see the **Space to Spoon** and **Our Local Connection** exhibits!

MUSEUM STRATHROY-CARADOC



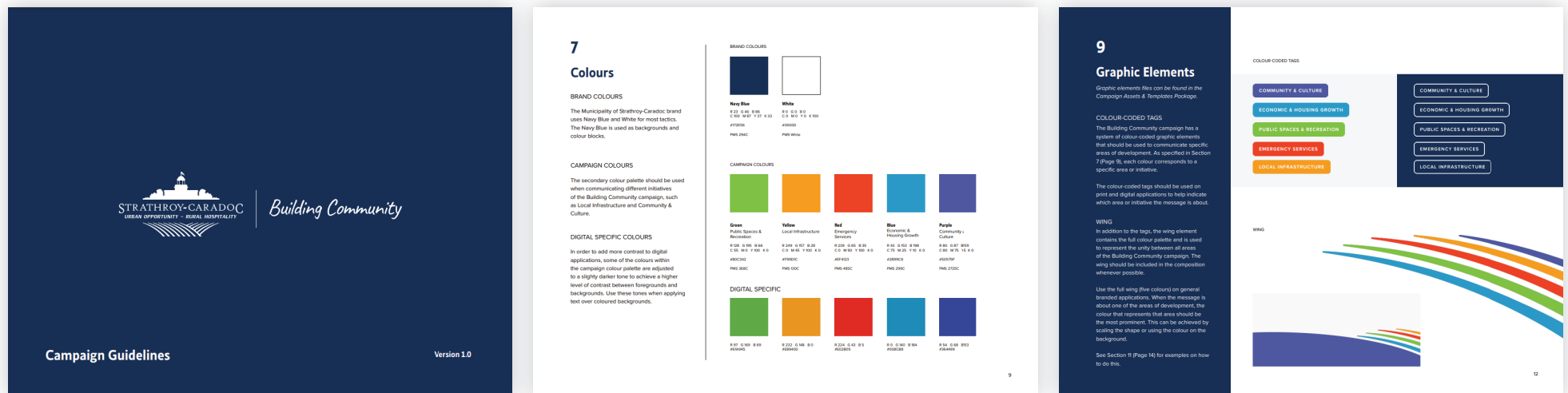
Destination Development
Community Contest!

Submit your feedback by **March 24, 2023** for your chance to win a **\$250.00** gift card to a local business of your choice!



Social Media

When designing for any of the Municipality of Strathroy-Caradoc's social media networks, please refer to the **'Strathroy-Caradoc Campaign Guideline'** document. This document provides an overview of the colours, typography, and graphic elements which are used in the Municipality's social media communications.



Social Media

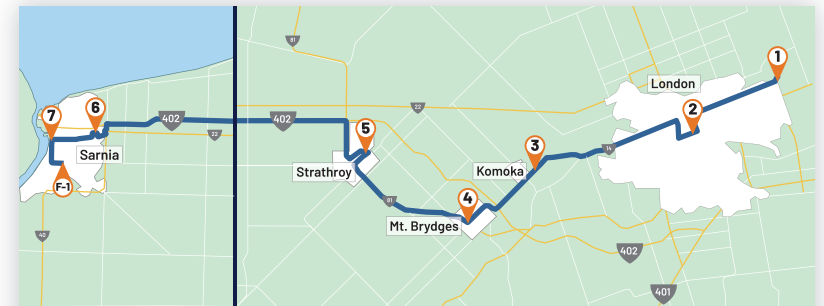
Usage Examples:



LOCAL INFRASTRUCTURE

Road Closure

The intersection of **Queen St.** and **Abbott St.** will be closed **today (July 25)** until approximately 4 p.m.



Inter-Community Transit Line - Pick-up Locations

- 1** London - London International Airport
- 2** London - Downtown London (York St. and Wellington St.)
- 3** Komoka - Wellness and Recreation Centre
- 4** Mount Brydges - Adelaide Rd. and Glendon Dr.
- 5** Strathroy - Front St. E, The Shops on Sydenham
- 6** Sarnia - Lambton Mall
- 7** Sarnia - Bayside Terminal
- F-1** Sarnia - Sarnia VIA Rail

Presentations

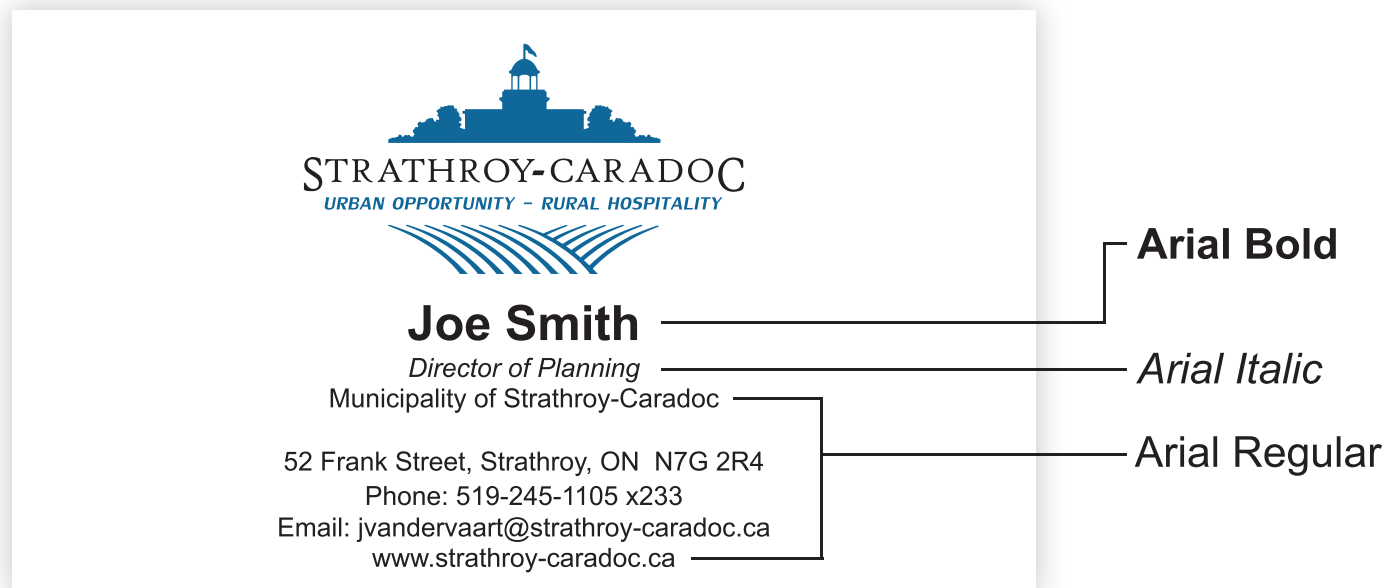
Presentations created by Strathroy-Caradoc employees should align with the aforementioned design principles. **A standardized PowerPoint template is available upon request.**

Presentation Sample



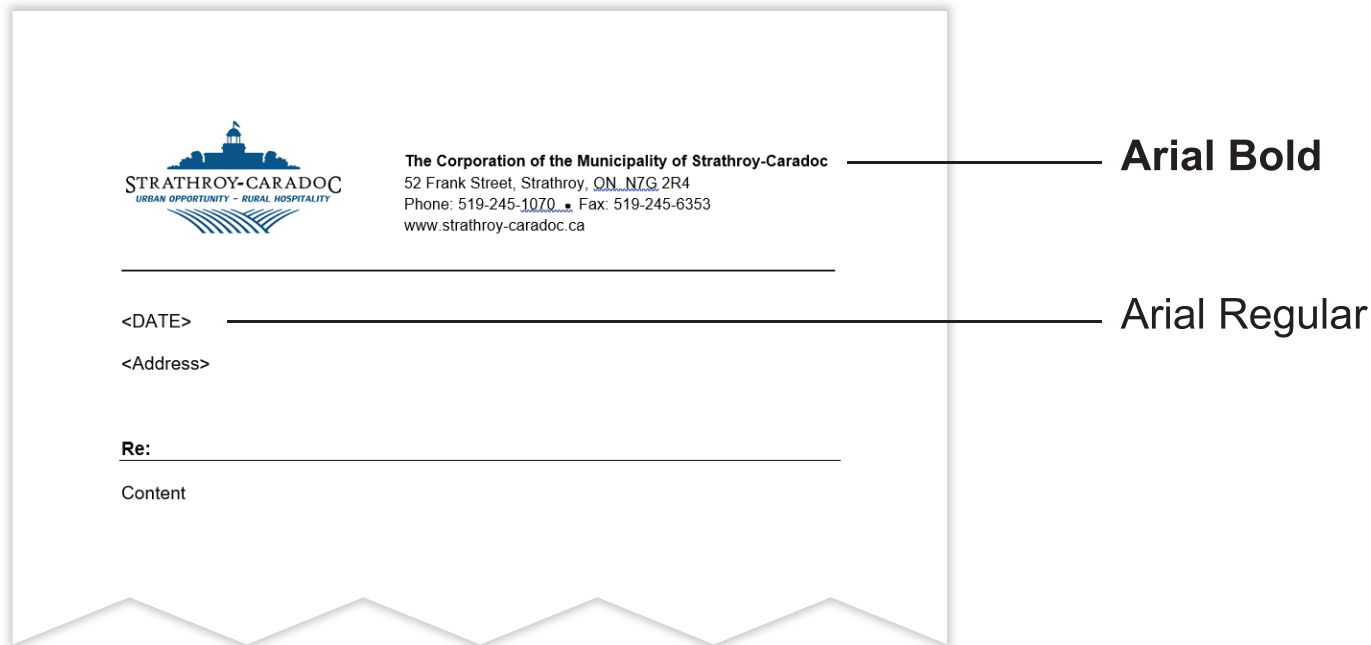
Business Cards

In exception to brand fonts, Municipality of Strathroy-Caradoc business cards use **Arial** as its lone font.




Letterhead

In exception to brand fonts, Municipality of Strathroy-Caradoc letterhead uses **Arial** as its lone font.



The diagram shows a letterhead template with a logo on the left and contact information on the right. A horizontal line separates the header from the body. Below the line, there are placeholders for a date and address. A 'Re:' line is followed by the word 'Content'. Lines with arrows point from the text labels 'Arial Bold' and 'Arial Regular' to the corresponding text in the template.

 STRATHROY-CARADOC
URBAN OPPORTUNITY - RURAL HOSPITALITY

The Corporation of the Municipality of Strathroy-Caradoc
52 Frank Street, Strathroy, ON N7G 2R4
Phone: 519-245-1070 • Fax: 519-245-6353
www.strathroy-caradoc.ca

<DATE>
<Address>

Re:
Content

Arial Bold

Arial Regular

Email Signatures

In exception to brand fonts, Municipality of Strathroy-Caradoc email signatures use **Calibri** as their lone font.

Calibri Bold

Jane Smith, M.A. | Job Title



Calibri Light

Legal & Legislative Services
Municipality of Strathroy-Caradoc
52 Frank Street | Strathroy, ON | N7G 2R4

Phone: 519-245-1105 x111
Email: jsmith@strathroy-caradoc.ca

Visit us online at www.strathroy-caradoc.ca

Accessibility

All designs created on behalf of the Municipality should adhere to the **Accessibility for Ontarians with Disabilities Act (AODA)**.

All design elements should prioritize clarity, legibility, and contrast. The colour and typography selections defined in this document were selected in accordance with AODA.