



# Branding Guidelines

2025 / 2026

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01

Purpose

## Vision

Strathroy-Caradoc envisions a dynamic community where residents thrive in a sustainable, inclusive, and prosperous environment. We aspire to be a model of effective governance and community engagement, setting the standard for excellence in our programs and services.

## Mission

Our mission is to provide innovative and up-to-date services, engage in proactive planning for the future, facilitate partnerships, and advance community goals to create a vibrant and sustainable future for all in Strathroy-Caradoc.

## Values

### Service

We believe that exceptional customer service is not just a priority, but a commitment that defines our dedication to our community.

### Teamwork

We understand that teamwork is essential in municipal governance, as it fosters collaboration, innovation, and a shared commitment to serving our community.

### Respect

Respect is the foundation of our municipal organization, fostering a culture where every individual is valued, heard, and empowered to contribute their best.

### Integrity

We uphold integrity and trust as non-negotiable values, essential for fostering transparency, accountability, and confidence in all our actions and decisions.

### Progress

We view progress and innovation as essential elements in our journey towards success, propelling us to continuously improve and advance new solutions for our community's benefit.

### Compassion

Compassion is our guiding principle, inspiring us to prioritize the needs of both our community and colleagues with empathy, understanding, and a commitment to support one another.






02

# Logo Usage

## Logo Use

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.

Primary Logo	Stacked Logo	Logomark
 <p data-bbox="380 813 873 899">MUNICIPALITY OF <b>STRATHROY-CARADOC</b></p>	 <p data-bbox="1031 881 1524 967">MUNICIPALITY OF <b>STRATHROY-CARADOC</b></p>	
 <p data-bbox="380 1161 873 1284">MUNICIPALITY OF <b>STRATHROY-CARADOC</b> URBAN OPPORTUNITY RURAL HOSPITALITY</p>	 <p data-bbox="1031 1229 1524 1352">MUNICIPALITY OF <b>STRATHROY-CARADOC</b> URBAN OPPORTUNITY RURAL HOSPITALITY</p>	<p data-bbox="1640 1089 2028 1227">*Logomarks should only be utilized for internal organizational applications or when accompanied by other branded assets such as Social Media applications or Wayfinding Signage</p> <p data-bbox="1640 1279 1969 1357">*Logo applications that include the tagline need to be mindful of final sizing and readability.</p>

## Exclusion Zone

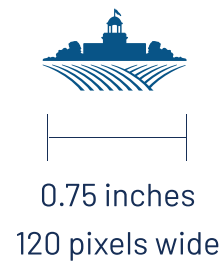
Exclusion Zone is the minimum area that must surround the logo on all sides to ensure visibility and impact. No text, graphics, or other design elements should intrude into this space. The clear space is usually defined using a portion of the logo itself (for example, the height of a letter in the wordmark or the symbol).

**In short:** The Exclusion Zone keeps the logo uncluttered and ensures it stands out wherever it's used.



## Minimum Size

To maintain legibility and visual impact, the logo must never be reproduced smaller than the designated minimum size. This ensures that all details remain clear and recognizable across both print and digital applications. When scaling the logo, always respect this minimum size requirement to preserve brand integrity.



## Logo Use Variations & Incorrect Use

Although the Primary Logo should always be the default blues, there are logo variations that may apply in certain cases.

### Positive Use

Always utilize the two primary logo colours on a white background.



MUNICIPALITY OF  
STRATHROY-CARADOC

### Reverse Use

Always utilize a solid white logo on coloured background.



MUNICIPALITY OF  
STRATHROY-CARADOC



MUNICIPALITY OF  
STRATHROY-CARADOC



MUNICIPALITY OF  
STRATHROY-CARADOC

### Wayfinding

Approved reverse application of colours



MUNICIPALITY OF  
STRATHROY-CARADOC

## Logo Use Variations & Incorrect Use

### Always...

Scale the logo so that it remains proportionate

Use the original logo files

Use the right format for your project to ensure proper resolution

Use the logo on it's own and maintain the appropriate clearspace

Use the official colour palette

Use the appropriate logo version to create a high-contrast visual. (Positive vs. Reverse)

### Unless Otherwise Approved, Do Not...

**Do not** squeeze or stretch the logo.

**Do not** alter the wordmark or any other visual elements.

**Do not** use web downloads for a print application or vice versa. Please ask if unsure.

**Do not** add other graphics, logos, text or elements in conjunction with the logo. Please ask if unsure.

**Do not** change colours unless otherwise approved to do so.

**Do not** use the logo against a background that creates less contrast. Do not use the logo against a photo background.



03

# Colour Palette

## Primary Colours

### Solid and Gradient Variations



#### Primary Blue

**Web:** #005687 | R0 G86 B135

**Print:** Pantone 653 C | C100 M69 Y24 K7

**Paint:** Matthews Paint MP 03547 Ocho Rios Blue



#### Dark Blue

**Web:** #00234e | R0 G35 B78

**Print:** Pantone 2768 C | C90 M60 Y0 K71

**Paint:** Matthews Paint MP 13740 Vans Blue Monkey



#### Light Blue

**Web:** #8195b4 | R129 G149 B180

**Print:** Pantone 652 C | C35 M19 Y0 K25

**Paint:** Matthews Paint MP 00344 Baby Boy Blue



#### Primary Blue - Gradient

## Secondary Colours

### Solid and Gradient Variations



#### COMMUNITY & CULTURE

**Web:** #50579F | R80 G87 B159

**Print:** Pantone 2725 C | C80 M75 Y5 K0

**Paint:** N/A



#### EMERGENCY SERVICES

**Web:** #EF4123 | R239 G65 B35

**Print:** Pantone 485 C | C0 M90 Y100 K0

**Paint:** N/A



#### ENGINEERING & PUBLIC WORKS

**Web:** #F99D1C | R249 G157 B28

**Print:** Pantone 130 C | C0 M45 Y100 K0

**Paint:** N/A



#### COMMUNITY SERVICES

**Web:** #80C342 | R128 G195 B66

**Print:** Pantone 368 C | C55 M0 Y100 K0

**Paint:** N/A



#### BUILDING & PLANNING

**Web:** #2B99C6 | R43 G153 B198

**Print:** Pantone 299 C | C75 M25 Y10 K0

**Paint:** N/A

*\*If the content is department driven, then these colours may be applied as approved. Other Municipal content (such as Council, Finance, Legal/Legislative, HR) should all utilize the Primary Colours unless otherwise approved.*

04

# Typography

## Primary Typefaces

Barlow is the primary typeface of the Municipality of Strathroy-Caradoc. Barlow is used for both headings and body content. For any headings, **Barlow Semi-Bold** should be used. For any body text, Barlow Regular should be used. Caveat should be used (minimally) for expressive headings only or stand alone text when applicable.

**Barlow SemiBold**

**Headings**

**Sub-Headings**

Barlow Regular

Body Copy

*Caveat Regular*

*Expressive Headings or Stand Alone Text*

### Web Safe Typeface

If the Primary Font family 'Barlow' is unavailable for any reason, Calibri may be utilized as a secondary font if needed.

**Calibri Bold**  
Calibri Regular

### Accepted Colour Combinations



05

# Imagery

## Photography Use

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 Samples



## Royalty Free Samples



When using stock photographs, choose photography that resembles our community. Never squeeze or stretch photos - always scale them proportionately.

Please contact Communications should you require assistance with royalty free Stock Photography.

## Design Elements

### 'Wing' Element

Inspired by the farm furrows from the Municipal Logo, the Wing Element in full consists of 5 furrows in colours representing different areas of municipal government. The Wing element can be utilized in conjunction with Curved Blocks or on it's own as a accent to your design layout.

### Colour-Coded Tags

A system of colour-coded graphic elements that should be used to communicate specific subject areas. As specified in Section 3, each colour corresponds to a specific area or department.

COMMUNITY & CULTURE

EMERGENCY SERVICES

ENGINEERING & PUBLIC WORKS

COMMUNITY SERVICES

BUILDING & PLANNING

### Curved Blocks

Inspired by the farm furrows from the Municipal Logo, Curved Blocks are primarily used as a background element and/or for blocks of text. The Main Colour of the Curved Block should remain primary dark blue. The wing element could be incorporated into this design as shown - as these can be paired together.

06

**Brand Use**

# Advertisements

Examples of print and/or digital advertisement layouts

## VERTICAL LAYOUTS

The image should take up to 2/3 of the vertical space and can be masked with the wing shape.

**ECONOMIC & HOUSING GROWTH**

### We're building community with housing for all.

Over the coming months, we'll be working tirelessly to make Strathroy-Caradoc an inclusive community by providing a variety of attainable housing options that address affordability challenges and ensures each of us has a good place to live. That way, we can continue to grow together.

Learn more at [strathroy-caradoc.ca/Housing](http://strathroy-caradoc.ca/Housing)

Include the remaining colours using the wing element.

The blue shape is scaled up to be the most prominent colour and reflect the Economic & Housing Growth message.

## HORIZONTAL LAYOUTS

The image should take up to 2/3 of the horizontal space and can be masked with the wing shape.

**PUBLIC SPACES & RECREATION**

### Get ready to ride

New all-wheels park coming soon

With features for every skill level and areas for spectators to take in the action, our new state-of-the-art all-wheels park will be built to bring the community together for the love of the ride.

[strathroy-caradoc.ca](http://strathroy-caradoc.ca)

Include the remaining colours using the wing element.

The green shape is scaled up to be the most prominent colour and reflect the Public Spaces & Recreation message.

pen



envelope



business cards



id badge



letterhead

# Letterhead



**MUNICIPALITY OF  
STRATHROY-CARADOC**

The Corporation of the  
Municipality of Strathroy-Caradoc  
52 Frank Street, Strathroy ON N7G 2R4

**Date**

**John Doe**

Sample Position  
ABC Organization  
456 Placeholder Avenue  
Sample City, ON B2B 2B2

**Subject: Sample Heading for Placeholder Letter**

Dear Mr. Doe,  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Curabitur pretium tincidunt lacus. Nulla gravida orci a odio. Nullam varius, turpis et commodo pharetra, est eros bibendum elit.

Sincerely,

*Your Signature Here*

**Firstname Lastname**

Sample Title  
Organization Name

**Contact Us:**

Phone: 519-245-1070 | Fax: 519-245-6353 | [www.strathroy-caradoc.ca](http://www.strathroy-caradoc.ca)

# Business Cards



**MUNICIPALITY OF  
STRATHROY-CARADOC**

**First Last Name**

Position Title and/or Department

52 Frank Street, Strathroy, ON N7G 2R4

**Phone:** 519-245-1105 x000

**Mobile:** 519-000-000

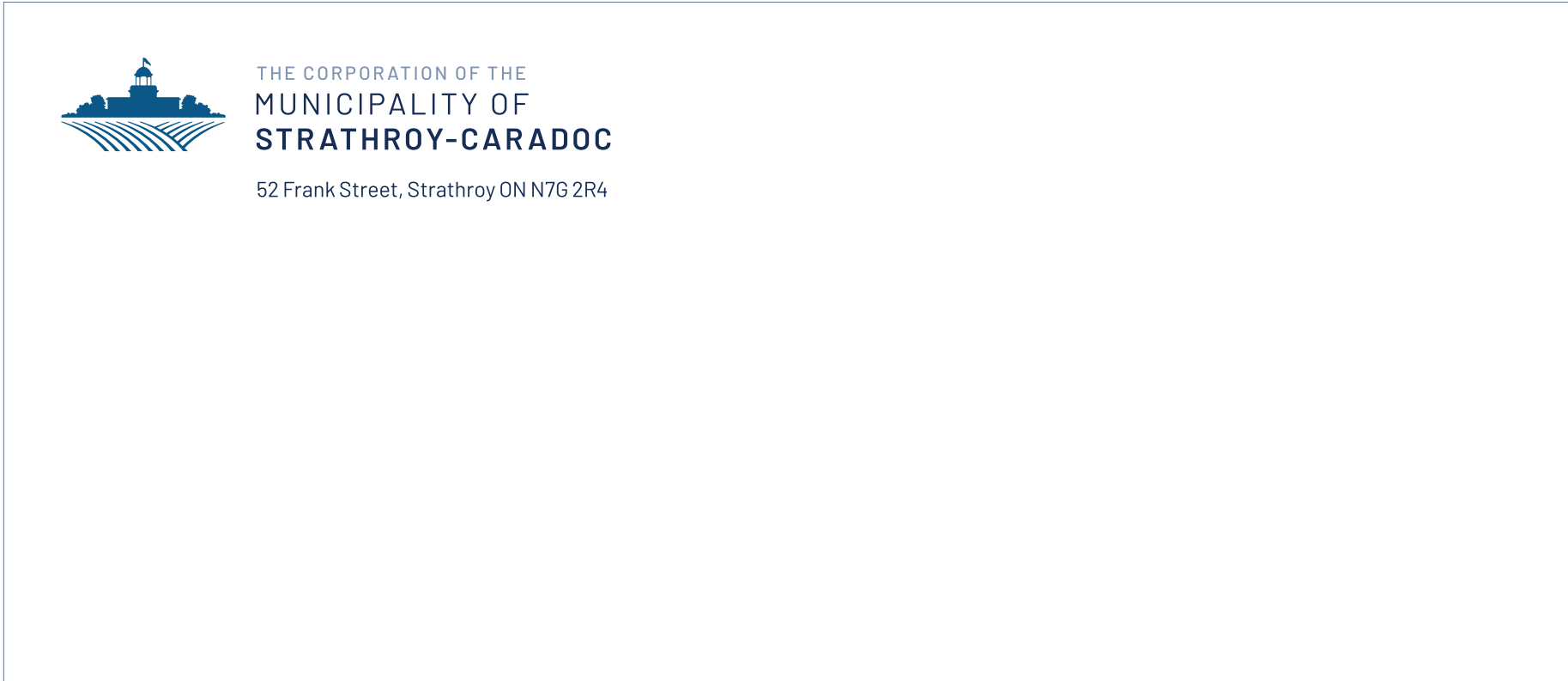
**Email:** [flast@strathroy-caradoc.ca](mailto:flast@strathroy-caradoc.ca)



VISIT US ONLINE AT  
[www.strathroy-caradoc.ca](http://www.strathroy-caradoc.ca)



# Standard Envelopes



# Branded Pens





Website



Instagram



Facebook

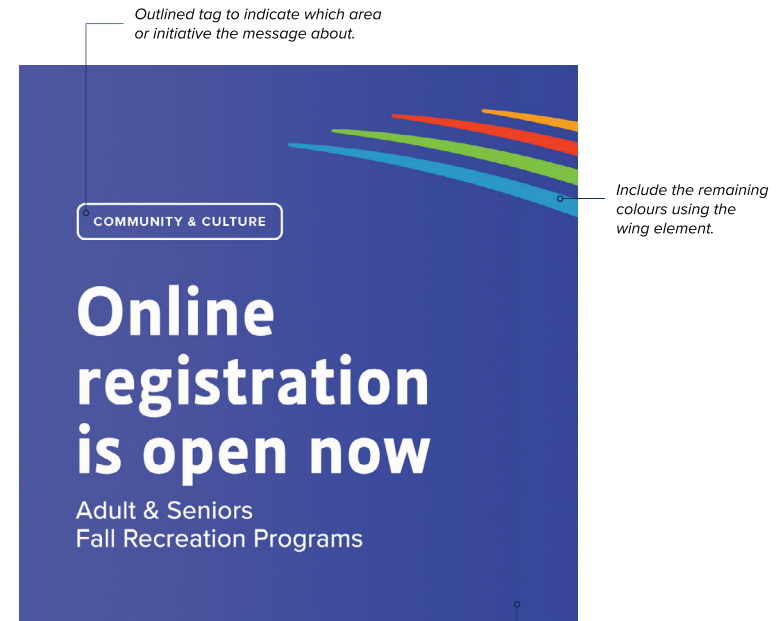
## Social Media Templates

Here are some examples of digital layouts using the colour-coded system in place. The chosen photography should reflect the message and the correct colour should be prominent so the users quickly understand which area of municipal government the message is about. The wing element can be broken down and scaled to make one colour bigger, or when the colour is used on the background, the wing can have only four colours. Templates can be found within Adobe Library. They can also be provided upon request.

### SQUARE LAYOUTS

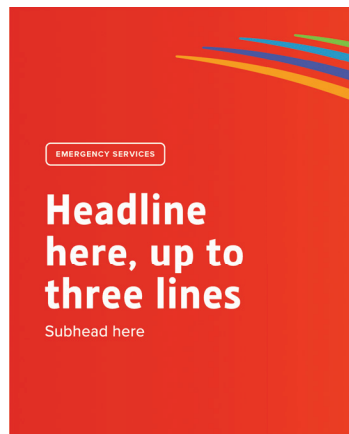
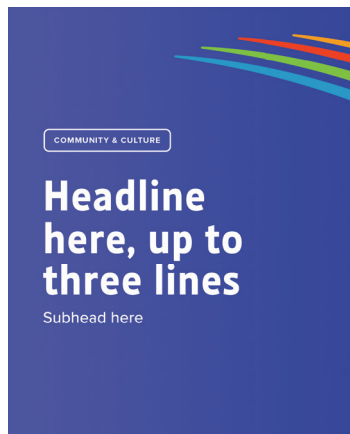
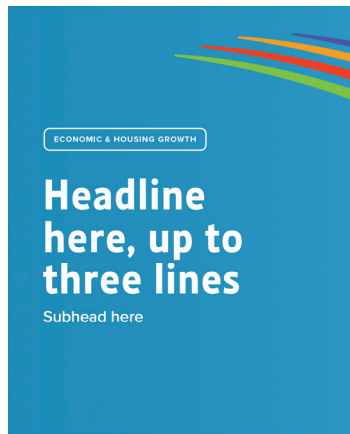
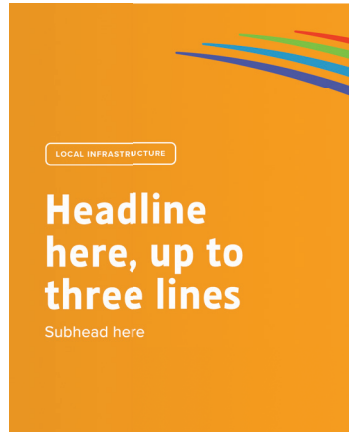
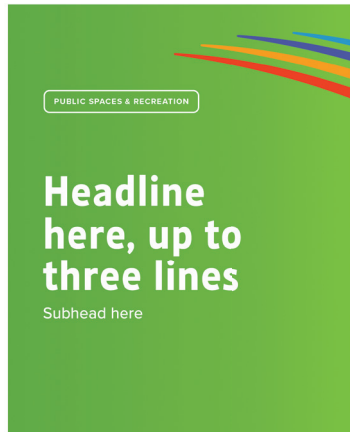


**IMAGE + COPY**  
Use an image background and coloured shapes to highlight the copy.

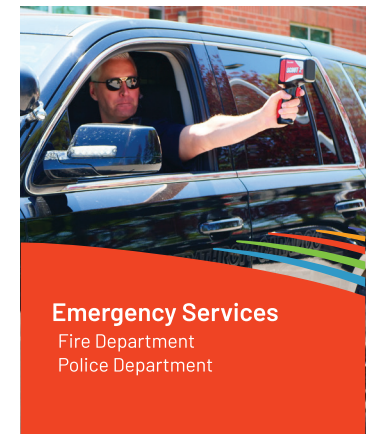
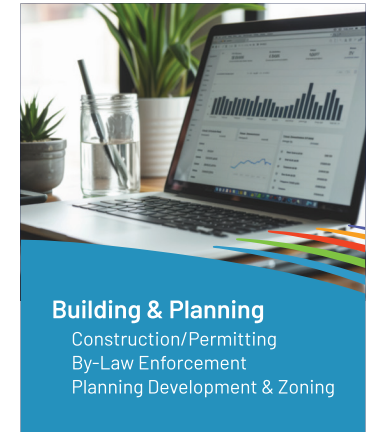
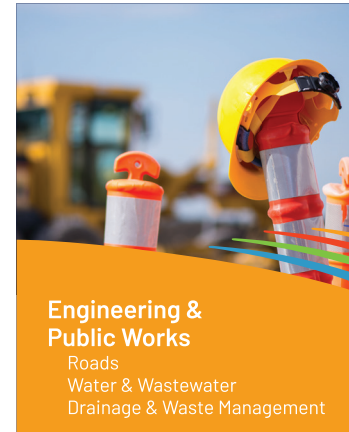
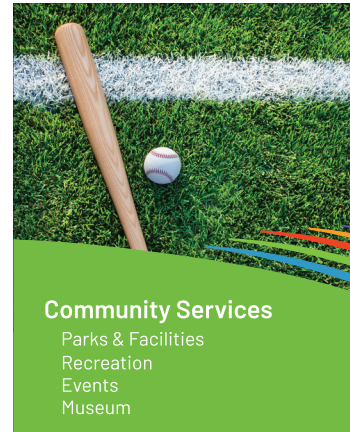


**COPY ONLY**  
Use a coloured background without images to communicate longer messages, using headline and subhead.

## Instagram Templates (Full)



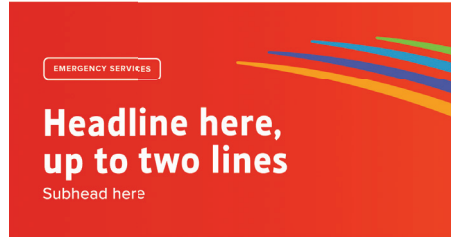
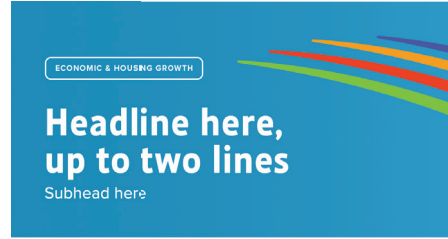
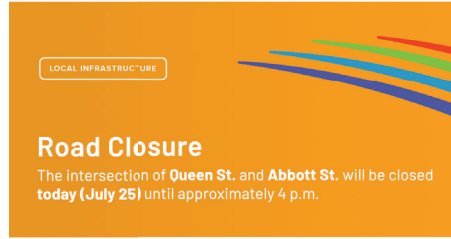
## Instagram Templates (Half)



Here are some examples of Full and Half style layouts for Instagram. The sizing should be according to current Instagram standards which are subject to change.

**Recommended Size (2025):** 1350 x 1080

## Facebook/LinkedIn Templates (Full) Recommended Size (2025): 630 x 1200

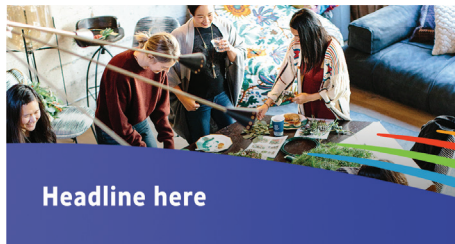
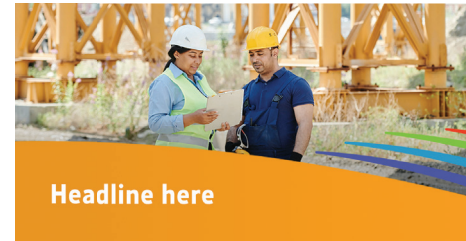


## Facebook Cover Photo Examples

Recommended Size (2025): 315 x 851



## Facebook/LinkedIn Templates (Half)



# Example Social Graphics - Event Promotion



**UPCOMING EVENT**

## Meet Strathroy-Caradoc

Come together and learn all about what Strathroy-Caradoc has to offer!

- ▶ Meet Municipal Staff and Council Members
- ▶ Learn about Recreation Programs offered through a variety of sources
- ▶ Check out local Service Clubs like Rotary, Optimists, Lions & More
- ▶ Meet Local Attraction providers behind the Sleepy Hollow Railway, Strathroy Jets, Strathroy Rockets and more

 **October 15, 2025 5:00pm-9:00pm**  
**Caradoc Community Centre** 565 Lions Park Drive, Mount Brydges

 **Contact Us For More Information:**  
519-245-1105 ext. 257  
[www.strathroy-caradoc.ca](http://www.strathroy-caradoc.ca)



**UPCOMING EVENT**

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**UPCOMING EVENT**

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[www.strathroy-caradoc.ca](http://www.strathroy-caradoc.ca)

## Email Signature Block

Having a consistent signature block across the organization reinforces professionalism and strengthens our brand identity. It ensures that all external and internal communications present a unified look, making it easier for recipients to recognize and trust our messages. A standardized format also reduces confusion, streamlines email creation, and promotes clarity by consistently providing essential contact information in a clean, organized manner.



**MUNICIPALITY OF  
STRATHROY-CARADOC**

**Jane Doe**

Title

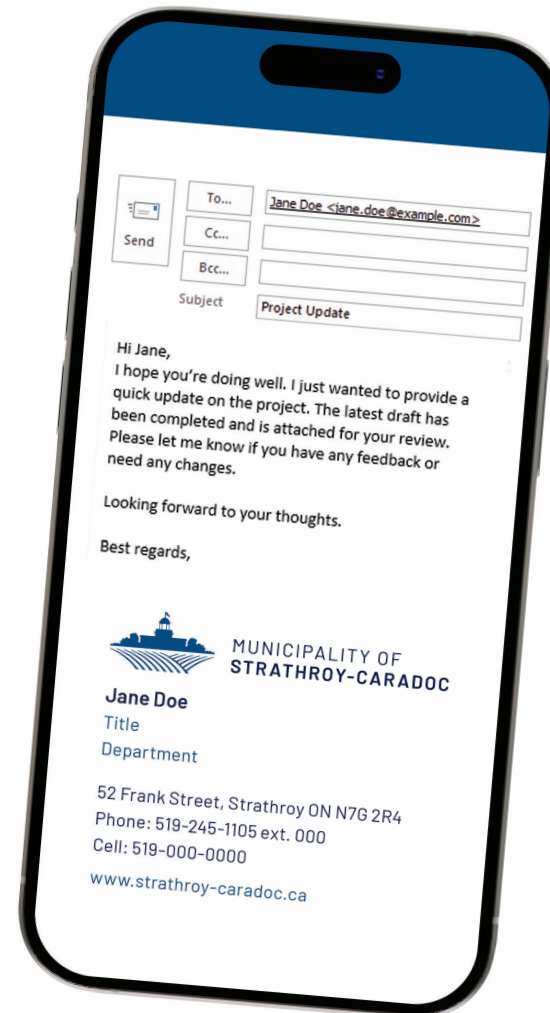
Department

52 Frank Street, Strathroy ON N7G 2R4

Phone: 519-245-1105 ext. 000

Cell: 519-000-0000

[www.strathroy-caradoc.ca](http://www.strathroy-caradoc.ca)



powerpoint  
presentation



## Powerpoint Presentation Template

Adopting a standard PowerPoint template provides a consistent and professional appearance across all organizational presentations. It ensures that branding elements—such as logos, colors, fonts, and layouts—are applied uniformly, reinforcing the organization’s identity and credibility. A standard template also streamlines the creation process, saving employees time by eliminating the need to design slides from scratch. Additionally, it promotes clarity and readability, helping audiences focus on the content rather than being distracted by inconsistent formatting. Overall, a unified template supports effective communication, strengthens brand recognition, and enhances the organization’s professional image.

# 06 Brand Use

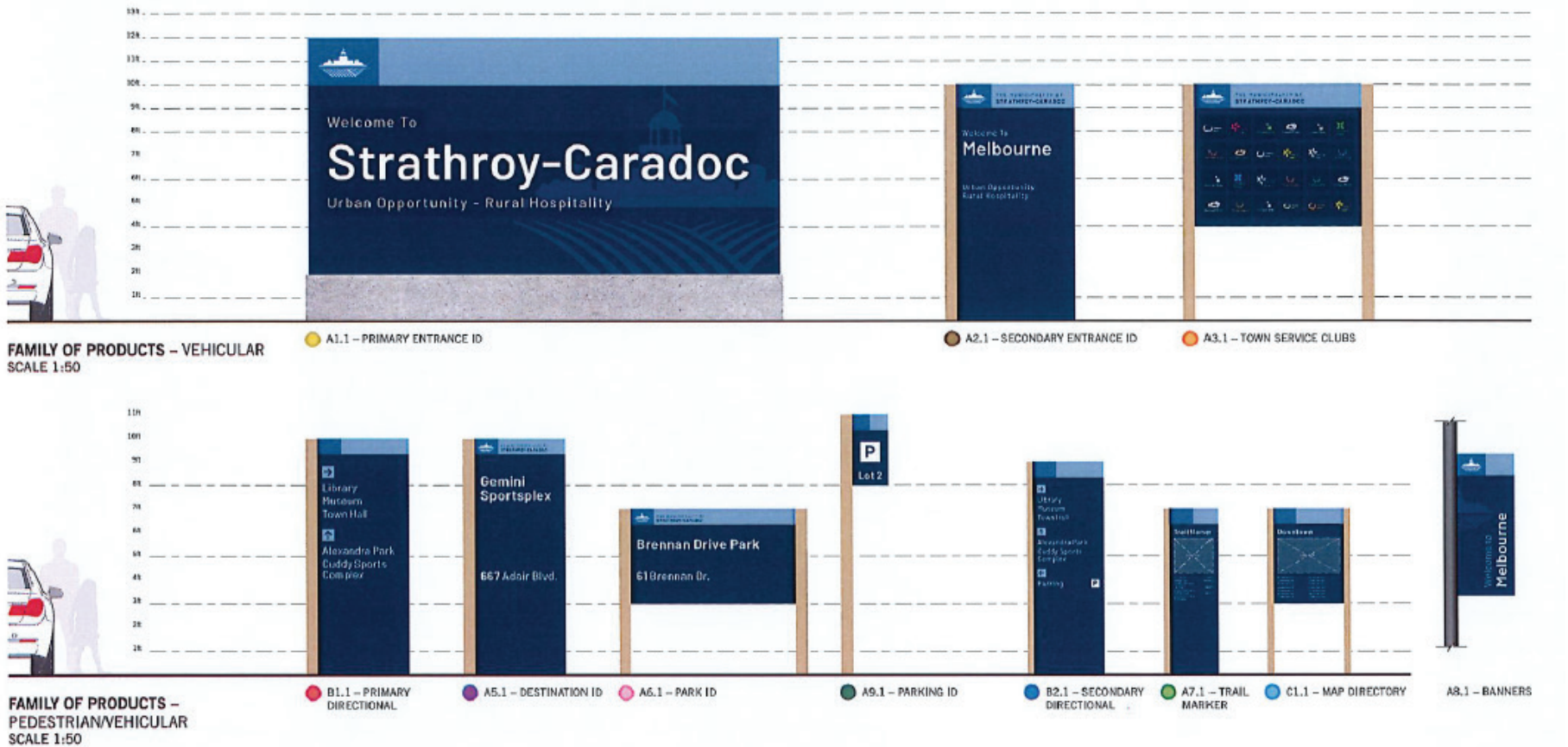
WAYFINDING

# Municipal Wayfinding

When designing the 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.

Design templates and requests can be made available to you via the Communications Department.

The wayfinding system has been designed using the brand colours to create a distinct and context specific sign program.



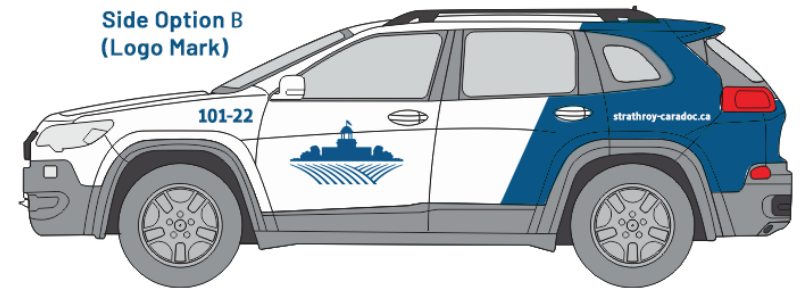
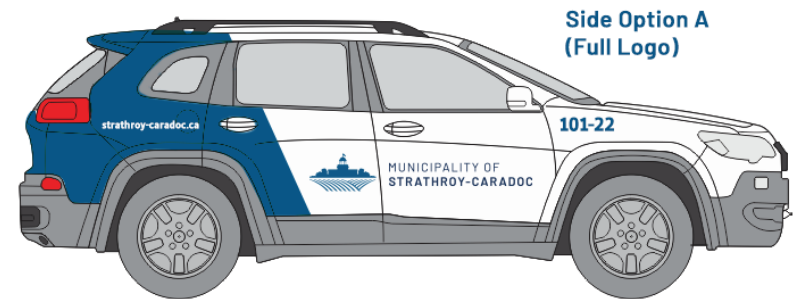
# 06 Brand Use

VEHICLES

# Municipal Vehicle Graphics

When designing Municipality of Strathroy-Caradoc vehicle graphics, please utilize the primary logos and colours as specified in this Branding Guideline. Examples are shown below of current vehicles and future design concepts. Logo changes will take place in a phased approach, when scheduled for updating.

The Municipal Communications Department can assist with design files if requested.



## Municipal Vehicle Graphics - Continued

The logo will no longer include a white outline as it did previously. We will transition into a full white logo option on dark, contrasting backgrounds such as this red paint colour for better readability.



# 06 Brand Use

MERCHANDISE

## Municipal Merchandise

Providing standardized merchandise benefits an organization by fostering a sense of unity, pride, and belonging among staff.

Branded items such as apparel, mugs, or notebooks serve as daily reminders of the organization's culture and values, helping employees feel connected to the broader team.

Merchandise also acts as a subtle form of advocacy, as staff using or wearing branded items in public can increase the organization's visibility and reinforce its identity externally. By offering thoughtfully designed merchandise, organizations can boost morale, encourage engagement, and create a cohesive, recognizable presence both inside and outside the workplace.



## Purchasing Municipal Merchandise

Please refer to the 'Municipal Merchandise' booklet to review branded options for clothing, accessories, drinkwear etc. In order to make a purchase, your request must be authorized by a member of the management team prior to submitted your request. Orders can be processed through your Manager and/or Director.

# 07 Key Messaging

## Tone of Communications

Our tone of voice reflects our values and shapes how people experience our brand. Every piece of communication—from social media posts to council reports—should sound like it comes from the same organization: professional, approachable, respectful, transparent, and human.

We balance clarity and warmth to build trust and ensure our community feels supported.

## Core Principles of Communications

Our Core Principles of Communication relate to the goals as outlined in our **Corporate Strategic Plan** (noted on page 40)

### Professional

- Use clear, accurate, and jargon-free language.
- Write with confidence and authority, but never arrogance.
- Stay consistent in terminology.

### Friendly

- Use a warm, approachable tone.
- Write as though you are talking to someone in person.
- Keep sentences straightforward and conversational.

### Supportive

- Anticipate needs and provide helpful guidance.
- Use encouraging language that empowers readers.
- Focus on solutions, not just rules or problems.

### Inclusive

- Choose words that welcome all people.
- Avoid slang, stereotypes, or assumptions.
- Be mindful of accessibility and plain language standards.

### Transparent

- Share information openly, avoiding unnecessary complexity.
- Be honest and upfront, even when delivering difficult news.
- Explain not only what decisions are made, but also why.

# Corporate Strategic Plan: Goals

## Local Infrastructure and Capital Investment

Households and businesses in Strathroy-Caradoc will be supported by reliable, financially responsible, and well-maintained infrastructure networks.

## Economic Development, Industry, and Jobs

Strathroy-Caradoc will have a diverse tax base and be a place that offers a variety of economic opportunities to current and prospective residents and businesses.

## Community Well-being and Quality of Life

Residents of all ages in Strathroy-Caradoc will have access to community amenities and activities that are accessible and support active lifestyles and wellbeing.

## Community Safety

Community safety is fundamental to community well-being, and all relevant services and organizations, including the Hospital and fire service, have key roles to play. The Municipality values its community based Police Service.

## Municipal Customer Service

The Municipality offers seamless, responsive service and an exceptional experience for every customer.

## Managing the Challenges of Growth for the Municipal Organization

Strathroy-Caradoc will be an inclusive community where growth is managed to accommodate a range of needs and optimize municipal resources. We are committed to maintaining operational efficiency and economies of scale through these times of change.

## Writing Style

**Clarity first:** Use plain language and short sentences.

**Active voice:** “We’re reviewing your request” instead of “Your request is being reviewed.”

**Positive framing:** “You can submit your form by Friday” rather than “Forms will not be accepted after Friday.”

**Consistency:** Follow standard spelling, grammar, and punctuation guidelines.

**Transparency:** Provide context where needed so the audience understands the bigger picture.

## Grammar & Punctuation Choices

**Contractions:** Use them (we’re, you’ll, it’s) to sound natural and approachable.

**Exclamation points:** Use sparingly; one is enough to convey enthusiasm.

**Oxford comma:** Use for clarity. (“For youth, adults, and seniors.”)

**Numbers:** Spell out one through nine; use numerals for 10 and above

### Do

Use clear, plain language

Sound warm and approachable

Write in active voice

Offer guidance and encouragement

Show respect to all audiences

Be open and transparent

### Don’t

Use jargon or bureaucratic terms

Sound stiff, cold, or distant

Default to passive voice

Only state rules or restrictions

Use stereotypes or assumptions

Withhold context or overcomplicated

## Examples of Tone In Action

### Formal but Friendly (Emails/Letters)

- ✓ “Thank you for contacting us. We’re reviewing your request and will provide an update within two business days.”
- ✗ “We acknowledge receipt of your correspondence and will respond in due course.”

### Website/Service Information

- ✓ “You can apply online, or if you prefer, visit our office—we’d be happy to assist. Applications are reviewed in the order they’re received, and most are processed within (two weeks).”
- ✗ “Applications must be submitted electronically. Manual applications are discouraged.”

### Social Media

- ✓ “We’re excited to welcome the community to this year’s event—join us Saturday at the park! This free event is supported by local sponsors and volunteers, and we’re proud to share their contributions with you.”
- ✗ “Reminder: Attendance is required at this year’s event. Don’t forget.”

## Quick Checklist Before Publishing

- Does it sound like a real person wrote it?
- Is the message clear, simple, and easy to understand?
- Is the tone professional and friendly?
- Does it reflect inclusivity, transparency, and respect?
- Would you be comfortable saying it aloud to someone in the community?

## Example Copy

### Out of Office Message:

*Subject: Out of Office [Start Date – End Date]*

*Hello,*

*Thank you for your message. I am out of the office from [Start Date] to [End Date] and will have limited access to email during this time.*

*For urgent matters, please contact:*

*[Name of Contact #1], [Role/Department] – [Email / Phone]*

*[Name of Contact #2], [Role/Department] – [Email / Phone]*

*Otherwise, I will respond to your message within two business days of my return on [Return Date]*

*Best regards,*

*[Your approved email signature]*

## Co-Branding Copy

Generally, the Municipality’s logo may be used together with the logos of other stakeholders while abiding by the clearspace rules. The role of the Municipality should, however, be clearly defined. Phrases such as the following may be used to illustrate the municipality’s relation to the event or program:

*Made possible with the support of the Municipality;*

*Proudly sponsored by the Municipality;*

*Proudly supported by the Municipality; or*

*Organized in partnership with the Municipality.*

# 08 Accessibility & Inclusivity

# 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.

## Inclusive Language Guidelines

### Gender Neutrality

Use gender-neutral terms:

“Chairperson” instead of “Chairman/Chairwoman”

“They” instead of “he/she” when gender is unknown

“Staffing” instead of “manpower”

Avoid assuming gender in roles: e.g., “fireman,” “policeman,” “mailman”

### Inclusive Pronouns & Titles

Ask and respect people’s preferred pronouns

Use gender-neutral greetings:

“Hello everyone” instead of “Ladies and gentlemen”

“Dear team” instead of “Dear sirs”

### Cultural Sensitivity

Use accurate, respectful references (e.g., “Indigenous Peoples” instead of “Natives”)

Be mindful of cultural holidays and symbols – avoid stereotyping

Don’t use idioms or slang that may exclude non-native speakers (e.g., “low man on the totem pole”)

### Respecting Identity

Use people-first language: “person experiencing homelessness” instead of “the homeless”

Mirror the language individuals use to describe themselves (e.g., if someone identifies as Deaf or Indigenous, use those terms capitalized)

Avoid outdated or offensive group labels

### Avoiding Ableist Language

Say: “person with a disability” instead of “handicapped”

Use: “accessible parking” instead of “handicapped parking”

Avoid terms like “crazy,” “lame,” or “blind to” as metaphors

### Accessibility in Writing

Write in plain language, avoiding unnecessary jargon

Provide image descriptions (alt text) for digital accessibility

Ensure color contrast and font readability for all audiences

### Age Neutrality

Use: “older adult” instead of “elderly”

Say: “youth” or “young people” instead of “kids or kiddo”

Avoid age stereotypes (e.g., “tech-illiterate seniors”)

## Inclusive Language Examples

✓ Do Say	✗ Don't Say	Why
Chairperson / Chair / Leader	Chairman / Chairwoman	Gender-neutral titles avoid assumptions
Staff / Team / Workforce	Manpower	Inclusive of all genders.
They / Them (when gender unknown)	He / She (as default)	Respects gender diversity
Person with a disability	Handicapped / Disabled person	People-first language emphasizes the individual, not the condition
Accessible parking	Handicapped parking	Focuses on accessibility, not limitation
Person experiencing homelessness	The homeless	Puts the person first, avoids labeling
Indigenous Peoples	Natives / Indians	Correct, respectful terminology
Older Adult / Senior	Elderly	More respectful, avoids negative connotations
Youth / Young people	Kids (formal context)	Neutral and respectful
Hello everyone / Hi all / Dear team	Ladies and gentlemen / Dear sirs	Inclusive of all genders
Using plain language	Using jargon or acronyms	Ensures clarity for diverse audiences
Person living with mental health	Crazy / Insane	Reduces stigma

# 09 Brand Governance

## Who Manages The Brand

Municipal Communications staff reside within the Economic Development and Community Engagement department. Unless otherwise informed, this department manages the Brand. Please refer to the Communications Policy for full details.

## Submitting Communication Requests

To submit a communication request, access the fillable PDF form provided by the Communications team. Complete all required fields with accurate details about your request, including any attachments or supporting materials. Once finished, save the completed form to your device and email it to [connect@strathroy-caradoc.ca](mailto:connect@strathroy-caradoc.ca). The Communications team will review your submission and follow up as needed.

## Approval Process For New Materials

Any new materials involving the Municipal brand should be run by our Communications staff prior to publishing. As brand stewards, these staff members will work with you to ensure you are meeting the expectations laid out in our Communication Policy and Branding Guidelines.

## Questions?

### Contact Information for Questions/Support:

**Director of Economic Development and Community Engagement:**

Heather Lalonde

[hlalonde@strathroy-caradoc.ca](mailto:hlalonde@strathroy-caradoc.ca)

519-245-1105 x 239

**Communications Coordinator:**

Rachel Mead

[rmead@strathroy-caradoc.ca](mailto:rmead@strathroy-caradoc.ca)

519-245-1105 x233

# MUSEUM STRATHROY-CARADOC

*Discovery Our story!*



**Dark Blue**  
Web: #00234e | R0 G35 B78  
Print: Pantone 2768 C | C90 M60 Y0 K71  
Paint: Matthews MP 13740 Vans Blue Monkey



**Red**  
Web: #991b1e | R153 G0 B0  
Print: Pantone 7623 C | C24 M100 Y100 K25  
Paint: Matthews MP04989 Red Dahlia

georgia  
*Caflisch Script Pro*



**Dark Blue**  
Web: #00234e | R0 G35 B78  
Print: Pantone 2768 C | C90 M60 Y0 K71  
Paint: Matthews MP 13740 Vans Blue Monkey



**Red**  
Web: #EF4123 | R239 G65 B35  
Print: Pantone 485 C | C0 M90 Y100 K0  
Paint: N/A



**Golden Yellow**  
Web: #cfb52c | R207 G181 B44  
Print: Pantone 7769 C | C22 M24 Y100 K0  
Paint: –



**White**  
Web: #ffffff | R255 G255 B255  
Print: C0 M0 Y0 K0  
Paint: –

**COPPERPLATE GOTHIC BOLD**  
Barlow Regular



**Dark Blue**  
Web: #00234e | R0 G35 B78  
Print: Pantone 2768 C | C90 M60 Y0 K71  
Paint: Matthews MP 13740 Vans Blue Monkey



**Red**  
Web: #EF4123 | R239 G65 B35  
Print: Pantone 485 C | C0 M90 Y100 K0  
Paint: N/A



**Golden Yellow**  
Web: #cfb52c | R207 G181 B44  
Print: Pantone 7769 C | C22 M24 Y100 K0  
Paint: –



**Green**  
Web: #308f50 | R48 G143 B80  
Print: Pantone 7731 C | C81 M21 Y89 K6  
Paint: –

# STRATHROY-CARADOC ECONOMIC DEVELOPMENT



**Dark Blue**  
Web: #00234e | R0 G35 B78  
Print: Pantone 2768 C | C90 M60 Y0 K71  
Paint: Matthews MP 13740 Vans Blue Monkey



**Engaging Purple**  
Web: #991b1e | R153 G0 B0  
Print: Pantone 7623 C | C24 M100 Y100 K25  
Paint: –

**Barlow SemiBold**  
Barlow Regular



## About 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.