



A Community Leading by Example

BRAND STANDARD GUIDELINES

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BRAND CONTACT PAGE

INTRODUCTION TO THE BRAND

How to use this guide

HOW TO USE THIS GUIDE

Olds is unique; confident in its direction and clear in its intent. Olds is taking real action to move itself forward as a Community. The leadership in the Community is shared — the Town and the Community collaborate as a culture of “doers.”

The proper use of the identity and brand will ensure that residents, visitors and stakeholders immediately recognize and relate to the services and characteristics of the Community of Olds. This document is intended to be used by the Community of Olds, external agencies and suppliers as a guide for implementing the Community’s identity.

This guide will assist you in the consistent and effective use of the Community of Olds brand. It contains illustrated and written guidelines for every approved application of the Community’s corporate signature. If a proposed application of the brand is not outlined in this guide, please direct questions to the Communications Department.

BRAND BASICS

Relationship: differences between the Town and Community

Brand basics

Characteristics - transparency, colour and typeface

RELATIONSHIP: WHAT'S THE DIFFERENCE BETWEEN THE TOWN AND COMMUNITY OF OLDS?

The Community of Olds is made up of the people while the Town is representative of its government. Although they are both separately distinct, an intrinsic link between the Community and Town will always exist. The Town has a mandate to build and serve the Community, and is at the same time a reflection of the Community.

Relationships within the Community are diverse and numerous, however, the Town has a structured relationship with its constituents as a service provider, corporate entity and governing body.

The Community is made up of the Town, the Olds Institute and other church, school, community and business development groups.

Town = the government

Community = the people

BRAND BASICS

We are a community of innovators. We are the Community of Olds.

Made up of the Town, the Olds Institute and other church, school, community and business development groups, the Community of Olds is a dynamic force of inspired individuals working together.

With an optimistic outlook toward the future, we are hard working and ambitious because:

- Because the Community of Olds is close to the QE II Highway, Rocky Mountains and larger cities, we can offer more employment and recreational opportunities, and attract new businesses and consumers.
- Because we are home to educational institutions, ranging from pre-school to post-secondary, the Community is able to offer educational and career opportunities that draw new people to Olds, and put Olds on the map.
- Because of the various business and service offerings, representative of an economically diverse town, the Community of Olds is an economic driver in the region, creating new business and employment opportunities.
- Because of Olds' strong sense of community, it continuously fosters progress and development.
- Because the Community of Olds has infrastructure and facilities for technology, parks and recreation, business and community development is encouraged along with healthy lifestyles.
- Because we work together and we always look to the future and plan our path accordingly, we are able to relax, enjoy each other's company and enjoy our home, Olds.

CHARACTERISTICS

The Community of Olds is more than the sum of its parts, and its visual identity is no different. There are various elements that make up the Community's visual identity:

TRANSPARENCY

The transparency of layers in the visual identity give the impression of movement and innovation, presenting the Community of Olds as forward-thinking. The curves and layers are connected and move from letter to letter, representing the collaborative spirit of Olds. This collaborative spirit is visually connected in the identity to display, that when something happens in the Community, its effects are far-reaching, touching many different parts of the Community. The curves in the layers represent flexibility and the willingness to work toward shared goals.

COLOURS

Olds is an energetic Community and needs a vibrant colour palette to reflect that energy. The selected colour palette is timeless and relevant while still showcasing the vibrancy that is Olds. Specifically, the yellow tones speak to the strong agricultural history of Olds and act as a foundation for the blue tones which represent the technology and innovation that help drive Olds forward.

TYPEFACE

The prime consideration in choosing a typeface for the Town of Olds was functionality; it will have many applications throughout the Town and Community and must work in a variety of ways. The typeface is practical in style, while emphasizing the stability of the Town Government. It is a font that has "staying power" and projects both the authority and approachability of the Town of Olds.



A Community Leading by Example

VISUAL ELEMENTS

Acceptable use of the visual identity

Size

Space

Unacceptable use of the signature

Tagline - "A Community Leading by Example"

ACCEPTABLE USE OF THE VISUAL IDENTITY

The Community of Olds' corporate signature must be used as the primary visual identifier. The corporate signature should always be reproduced from a digital master file available through the Brand Standards Website and must always appear as shown below.

The corporate signature may also appear with the title of a business unit within the Community, but may only be set in type according to the guidelines specified on page 17.

*Preferred version
With tagline*



A Community Leading by Example

*Preferred version
Without tagline*



Note

The careful use of the corporate signature will help reinforce the brand identity.

SIZE

To maintain visual consistency and legibility, there are established minimum size requirements for the corporate signature. Please ensure that applications of the corporate signature follow the minimum size requirements outlined below.



A Community Leading by Example

1.5"



1.2"

Note

The relationship between the size of the symbol and wordmark must remain constant and must be resized as a single graphic.

SPACE

Appropriate spacing around the symbol and corporate signature will ensure that the brand is implemented clearly and effectively. The spacing guidelines ensure that the corporate signature is unobstructed and applied consistently.

Please see below for appropriate spacing of the corporate signature in relation to other visual elements.



Note

Ensure spacing requirements are followed when using the Community's corporate signature including sponsorship recognition.

Ensure the space on either side of the logo is equal to the space inside the "O" represented by "x".

UNACCEPTABLE USE OF THE SIGNATURE

Do not reproduce the signature from any source other than the approved electronic or reproduction-quality artwork from the Communications Department. When reproducing the logo, do not distort or modify it in any way. On screen, the corporate signature should never be animated. This includes rotating, flashing or bouncing.

Unacceptable
Wordmark set in alternative type



Unacceptable
Wordmark appearing without symbol



Note
The examples below illustrate a few of the unacceptable uses of the logo.

Unacceptable
Shadow applied to corporate signature



Unacceptable
Rotated corporate signature



Unacceptable
Horizontally - condensed



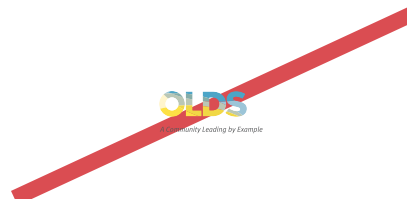
Unacceptable
Vertically - condensed



Unacceptable
Size relationship change



Unacceptable
Below minimum size requirement



“A COMMUNITY LEADING BY EXAMPLE.”

The tagline encompasses the essence of the Olds brand. It can exist by itself in written documents so long as it is not used to paint the brand in a negative or defaming light.

Acceptable use of the tagline with signature are as follows:

*Acceptable Logo
With tagline*



A Community Leading by Example

*Acceptable Logo
Without tagline*



A Community Leading by Example

*Unacceptable Use of Logo
Wordmark on top of logo*



*Unacceptable Use of Logo
Wordmark beside logo*



*Unacceptable Use of Logo
Wordmark appearing without symbol*



COMMUNITY COLOURS

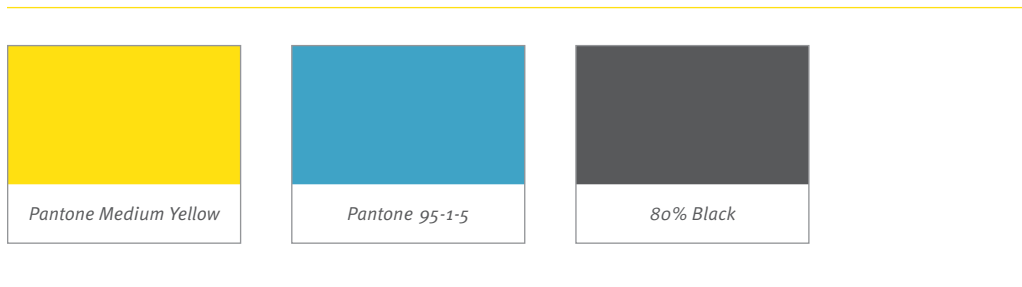
Community colours
CMYK & Hexachrome
One-colour application
Reverse application

COMMUNITY COLOURS

The consistent use of colour is an integral part of the Community of Olds’ brand identity. The Community’s brand uses two official colours: **Pantone Medium Yellow, 80% Black**, and **Pantone 95-1-5**. These colours may be reproduced in print using the Pantone Matching System™ (See the Pantone Colour Formula Guide-Coated/Uncoated) or CMYK four-colour process.

For external communications, use the official colours, **Pantone Medium Yellow, 80% Black** and **Pantone 95-1-5** to represent the corporate signature. Some communications and marketing materials may require the four-colour process. Please use the information in the chart below for an accurate match using CMYK.

Colour-correct sample swatches are available from the Communications Department.



Note
 The preferred representation of the municipality’s official colour is in the uncoated format, designated by Pantone Medium Yellow and Pantone 95-1-5.
 Please use uncoated colours wherever possible.

CMYK AND HEXACHROME REPRODUCTION

Some communications materials will require the use of the four-colour process (CMYK) in order to represent photographs and illustrations. The corporate signature may be reproduced as a four-colour process equivalent to the Pantone colour matching system.

Please use the following table to achieve accurate colour matching for the four-colour process:

	Cyan	Magenta	Yellow	Black
Yellow	2%	7%	98%	0%
Blue	71%	19%	14%	0%

WEB APPLICATION

The official colours and the promotional colours of the Community should be reproduced in the “Hex” format as follows:

Yellow: #FFE011
Blue: #3FA3C6

ONE COLOUR APPLICATION

In the event that a particular medium limits the use of the Community's official colours, you may use a one-colour application of the signature.

Pantone Black U



A Community Leading by Example

Greyscale



A Community Leading by Example

Note

The only acceptable colours for one colour applications are in grey scale and black.

REVERSE APPLICATION

When the signature needs to be displayed on a dark colour, such as black or dark grey, the use of a reverse application may only appear in white, and must have appropriate contrast and legibility with the background colour. In this instance, the layers in the design will be left out. Do not use the reverse corporate signature on a light background, as a watermark, or wherever the impact and legibility is compromised.

Reverse corporate signature on blue background



Reverse corporate signature on black background



Note

Ensure correct artwork is used for the reverse corporate signature and never invert the preferred corporate signature to produce a reverse application.

Unacceptable reverse application



Unacceptable reverse application



TYPOGRAPHY

Typography

TYPOGRAPHY

Meta OT is the Community of Olds' official typeface. This typeface reflects the forward-thinking nature of Olds. The capital letters, utilized for the full representation of Olds, give the visual identity a strong presence and integrity, referencing again the spirit of "leading by example." It forces others to take notice while the treatment of this typeface illustrates the welcoming spirit of the Community.

Typeface Samples (12 pts)

Meta OT Normal

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
1234567890!@#\$%^&*()

Meta Normal Italic

*abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
1234567890!@#\$%^&*()*

Meta Medium

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
1234567890!@#\$%^&*()

Meta OT Medium Italic

*abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
1234567890!@#\$%^&*()*

Meta OT Bold

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
1234567890!@#\$%^&*()

Meta OT Bold Italic

*abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
1234567890!@#\$%^&*()*

Meta OT Black

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
1234567890!@#\$%^&*()

Meta OT Black Italic

*abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
1234567890!@#\$%^&*()*

Note

The corporate signature is typeset in the Meta OT.

TRADEMARK

Introduction

Trademark guideline

Trademark in text

INTRODUCTION

With an increasingly information-driven society, intellectual property and trademarks have become an integral part of our Community's visual identity. The Community of Olds' corporate signature is registered with the Canadian Intellectual Property Office and has been protected for our exclusive use.

In order to protect our trademark, it is essential to use appropriate controls to ensure the distinctive and appropriate application of our corporate signature. Employees, contractors and elected officials of the Town play important roles in the protection of our corporate signature.

TRADEMARK GUIDELINES

In common business practices, the trademark is for the exclusive use of the Community and the Town of Olds. Please contact the Communications Department with any questions about the application of our trademarks.

In the event that an external organization requires the use of the corporate signature, written approval for the implementation of the visual identity must be obtained from the communications department. The request for use of the corporate signature is located on the brand standards website.

TRADEMARK IN TEXT

Always refer to this brand as the "Community of Olds" with proper capitalization, spaces and spelling. Do not stylize the text in any communications materials.

BRAND CONTACT PAGE

Questions regarding the application of the Community of Olds' brand should be directed to the Town of Olds Communications Department.

Tel: **403.556.6981**

Fax: **403.556.OLDS (6537)**

Email: **communications@olds.ca**

Website: **www.olds.ca/brandstandards**

Further information on the application of the Community's brand can be found on the brand standards website at:

www.olds.ca/brandstandards

Every iteration of the Community's brand must be consistent with these guidelines. Any application that is not specifically addressed in this document must be approved by the Town of Olds' communications department. In addition, the communications department reserves the right to apply the brand according to its needs, even if this requires some modification to the brand standard for specific, one-time use.

This guide has been designed and developed by McRobbie Optamedia. Please direct inquiries regarding brand management and development to:

McRobbie Optamedia

Tel: 780.421.1000

Fax: 780.406.6160

info@mcrobbieoptamedia.com

www.mcrobbieoptamedia.com



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