

Brand Standards Guidelines

Town of Olds
2026

TOWN OF
OLDS

Brand Standards Guidelines

Olds is a vibrant, action-oriented and caring community that is confident in its direction and clear in its intentions. The Town of Olds is a forward-thinking, collaborative municipality that is committed to continuous learning, sharing best practices, and achieving innovation and excellence in the public sector.

This document is intended to be used by the Town of Olds, external agencies, and suppliers as a guide for implementing the brand and visual identity. It provides direction for the consistent and effective application of the brand across all communications and materials. If a proposed application is not outlined in this guide, please direct any questions to the Communications Department at communications@olds.ca.

The proper use of the identity and brand ensures that residents, visitors and stakeholders immediately recognize and relate to the services, values and characteristics of the Town of Olds. Consistent application of these standards strengthens recognition and supports a cohesive and professional image.

Contact:

Town of Olds Communications

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Core Values

Our brand is indicative of our unique geographic location, our landscape and optimistic nature.

Yellow represents optimism, abundance and creativity. Yellow pays tribute to the agricultural history of the community as well as the importance of agriculture today.

Green represents energy and growth. Green pays tribute to our ability to adapt and thrive.

Blue represents integrity, vibrancy and harmony. Blue pays tribute to our dedication to collaboration.

Grey represents dedication, roots and responsibility. Grey pays tribute to our foundation and consistency.

The Town of Olds' logo must be used as its primary visual identifier. This consistency creates familiarity, trust and recognition.

Logo Usage

Acceptable Use of the Visual Identity

The logo was redesigned in 2023. Please use the most up-to-date version of the logo available.

There are four official logo options:



Colour



Black



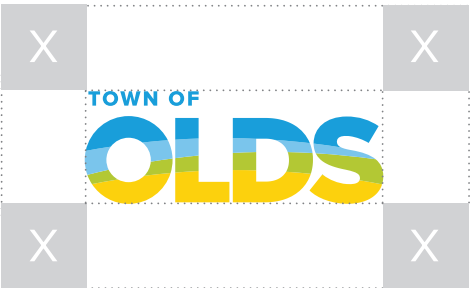
White



Grey scale

Placement

Leave space around the logo, don't try to fill a space with it. Leaving a buffer of space around it makes it easier to see and more pleasant to look at.



The minimum clear space is equal to the "x" height of "OLDS" in the logo.

Trademark

The Town of Olds logo(s) have been registered with the Canadian Intellectual Property Office and have been protected for exclusive use by the Town of Olds.

Incorrect Use of Logo

When using the logo, you may not:



Stretch or distort the logo



Add anything to it or change



Rotate or adjust any part of the logo



Create an outline



Use different fonts to create the logo



Animate (including rotating, flashing or bouncing.)



Size relationship change



Below minimum size requirements

Requirements (all components of the logo must be legible) Logos can be accessed via Teams by contacting: communications@olds.ca

Colours Palette

Our brand colours should feature prominently across all Town of Olds communications and materials. Consistent use of the Town of Olds colour palette strengthens recognition and helps maintain a cohesive visual identity.

The **primary palette** consists of **Blue, Green, and Yellow**. Use these colours at full strength to create impact for key buttons, highlights, calls to action, and other important design elements. When using Yellow on a white background, ensure there is sufficient contrast to maintain readability and accessibility.

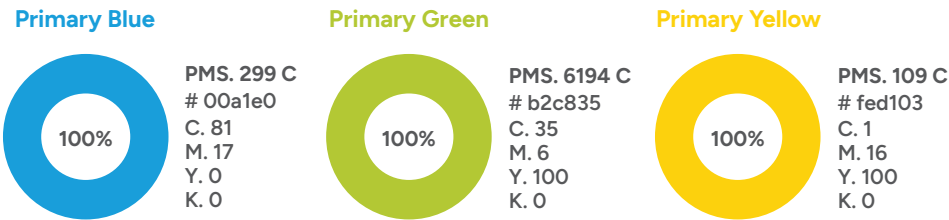
Use tints of the primary colours to add variety, establish visual hierarchy, and create a balanced, cohesive design.

The **supporting colours—Deep Navy and Grey**—are neutral tones that add depth and contrast where needed. They work well for text, backgrounds, charts, and other supporting graphic elements. Always maintain sufficient colour contrast to support accessibility standards and ensure content is easy to read and navigate.

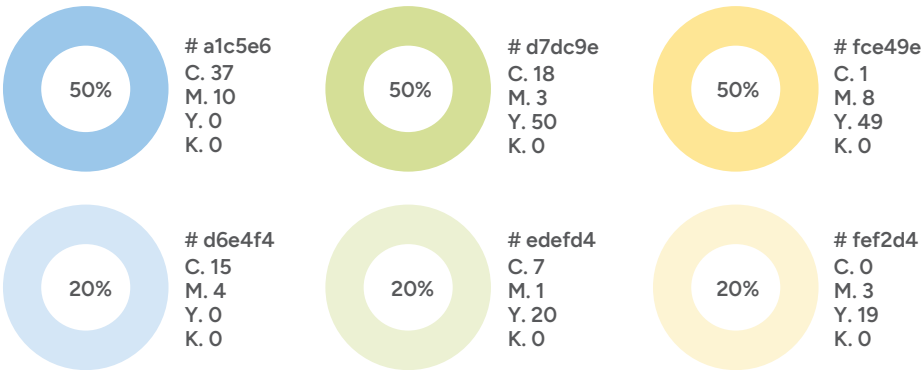
If your design contains a wide range of colours or complex imagery, a **White, Grey, or Black** logo is recommended for maximum clarity and visibility.

Third-party designers may use additional colours for charts, graphics, or section headings, provided they complement the Town of Olds primary colour palette.

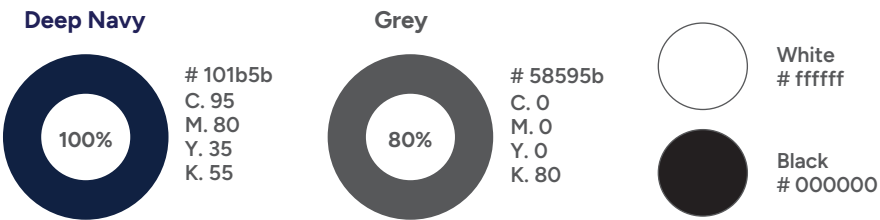
Primary Colours:



Tints:



Neutral Supporting Colours:



Typography & Hierarchy

Primary Font: Figtree is the primary font and should be used whenever possible.

Arial Nova is a web-based font to be used when **Figtree** is not available. Only these two fonts (including font family variations) are allowed in Town of Olds correspondence and designs.

Font Size: The default font size is 11, however, it should be large enough to be read by a diverse audience and never smaller than 9 pt without permission from Communications. All fonts should be easy to read for most members of the community.

Figtree Regular
Figtree Medium
Figtree SemiBold
Figtree Bold
Figtree ExtraBold
Figtree Black

Print & Web Typeface

Arial Nova Light
Arial Nova Regular
Arial Nova Bold

Use when Figtree is not available

Font Hierarchy for Documents (suggested):

Templates available upon request

Hierarchy should be established primarily through size, spacing and weight, rather than excessive use of decorative formatting.

Style	Suggested Size	Weight	Formatting	Use
Title	28 - 32 pt	Bold	Title case + colour	Document titles
Subtitle	16 - 20 pt	Regular	Sentence case	Subtitle (optional)
Headline 1	18 pt	Bold	Title case	Major sections
Headline 2	14 pt	Regular	Title case	Subsections; Table Headings
Body	11 pt	Regular	Sentence case	Main content
Caption/Notes	8 - 10 pt	Italic	Sentence case	Image captions, footnotes

Fonts can be accessed via Teams by contacting:
communications@olds.ca

Logo Usage Guidelines for Events and Third-Party

General Guidelines - Sponsorship & Partnerships

- All contributions must be acknowledged with the logo.
- Maintain sufficient clear space around the logo to preserve its visual impact.
- Use the approved logo files to ensure consistent quality and color representation.

*These are sample guidelines to show possible use.



Town-Led Initiatives

When the Town of Olds is running an event, the Town logo should be prominently displayed at the top of the poster or promotional materials. The logo should be large and clearly visible, reflecting our leadership role in the event. Ensure there is ample space around the logo to maintain its visual integrity.



Partnership Events

For events where the Town of Olds is a partner, our logo should be included alongside the logos of other partners. The size of our logo should reflect our level of involvement, ensuring it is proportional to our contribution compared to other partners. Position the logo in a prominent but balanced location on the poster, ensuring it is easily identifiable.



Sponsorship Events

When the Town of Olds is a sponsor, our logo should be present on all promotional materials. The size of our logo should reflect our sponsorship level, with higher-level sponsorships resulting in a larger logo. The logo should be placed in a section dedicated to sponsors, ensuring it is visible and acknowledges our support appropriately.

Secondary Logos

There are other logos under the Town of Olds umbrella. These follow the same usage rules as the primary logo, (but never include the tagline).



Olds Community



Olds Aquatic Centre



Olds Sportsplex

Other Brands

There are 5 other brands connected with the Town of Olds. These brands sometimes overrides the Olds brand identity.



Mountain View Power Logo



Olds Fire Department Logo



Invest Olds Logo



FCSS Logo



CCC Logo

Please contact Communications to discuss in more detail.
communications@olds.ca

Brand Voice

In general, the brand voice for Olds is conversational, progressive, informative and caring. The voice for the Town of Olds follows the similar guidelines as the Government of Alberta 2020 Voice, Tone and Style Guide.

<https://open.alberta.ca/publications/government-of-alberta-voice-tone-and-style-guide-edition-2>

Our voice is

- Friendly and approachable
- Informative and caring
- Clear and direct
- Accessible
- Action-oriented

Accessibility

We strive to design content and tools in a way that all individuals can access, understand, and use effectively. This includes:

- Clear and simple language
- Intuitive design (visual hierarchy, legibility, clear action)
- Providing varied formats for content

Accessibility is about removing barriers and ensuring equal access for all, allowing everyone to participate fully in community life.

When everyone in our community has access to the information they need, it ensures all residents can stay informed and engaged, regardless of their abilities. Writing with accessibility in mind creates clearer and easier to understand messages, benefiting everyone.

Tone

The tone of the Town of Olds is generally conversational and kind, tailored to the audience using humor, enthusiasm, seriousness, and so on as needed.

- Things are framed positively or at least neutrally.
- Playful language can be used for fun initiatives or to help share a message.
- Serious issues must be addressed in a direct, no-nonsense tone.
- Urgency is conveyed with action-oriented language.

Conversational Voice Guidelines:

Our Voice Is:

Optimistic, Caring, Inclusive, Welcoming, Informative. Messages are infused with a sense of joy and enthusiasm, aiming to engage our community. Light-hearted language is used in a friendly, approachable style. The goal is make people feel part of the conversation.

Our Voice Is Not:

Naive, childish, or judgmental. Playfulness is balanced with clarity, respect and inclusivity.

Serious Voice Guidelines:

Our Voice Is:

Knowledgeable, Insightful, Sincere, Considerate, Authoritative. Our communication is clear, direct, and grounded in expertise. We provide our community with reliable information and thoughtful insights to be informative and respectful.

Our Voice Is Not:

Pushy, overly familiar, or arrogant. Trust is built by serving the community with integrity and care, providing the necessary information and support in a respectful and considerate manner.

Photography

Use visually strong imagery to support our messages and reflect the Town of Olds authentically. Whenever possible, choose photos of real local people, places, events, and landscapes.

A collection of community photography is available through local photographer Veronica Reist, along with licensed stock images. "Featured" photos are recommended for marketing and communications.

When local imagery is unavailable, stock photography may be used. However, simple line graphics are preferred over stock photos that do not feel local.

Whenever possible, ensure imagery reflects the diversity of our community, including age, ability, gender, culture, and sexuality.

Do's:



Bright, friendly, community, colourful and all ages

Dont's:



Blurry or low-resolution images, posing and/or fake, poor lighting, photos that don't reflect the community

Acceptable Image Treatments:



Monotone with Primary Blue



Duotone with Primary Blue & Deep Navy