



TOWNSHIP OF CENTRE WELLINGTON

Brand & Visual Identity Guidelines

Created by the Strategic Initiatives and Communications Division



Importance of Identity

It is important to recognize that every organization has a specific public identity – an identity partly formed by the look of its printed materials, stationery, website, clothing, vehicle branding etc. Each element of communication contributes to people's overall impression of the organization.

The purpose of this document is to explain the components of the Township of Centre Wellington's brand, to define its graphic design standards and to illustrate how these standards are applied. Additionally, it establishes a consistent approach for obtaining approval and use of the Township brands.

This document is for the use of employees of the Township of Centre Wellington, related agencies, boards, advisory committees, community partners and suppliers. Authorization to use any of the brands on any printed, electronic, or promotional material is restricted to purposes outlined in this document.

This document provides an overview of the Township of Centre Wellington's Brand & Visual Identity standards program and includes specific instructions for the use of the logotype and the sub-brands for use. It also sets specific rules meant to reinforce the projection of a consistently strong and prominent image.

Our visual identity and standards promote a uniform identity to the public and support Centre Wellington's reputation as an active, innovative, safe, connected, growing community.

The Branding & Visual Identity Guidelines:

- Ensure that Township residents and businesses can easily identify, recognize, and access all Township programs, services, facilities, and information.
- Assist residents and businesses in recognizing the value of the service they receive.
- Ensure that Centre Wellington is seen as approachable, transparent, and engaged with our community.
- Reinforce the Township's reputation.



Our Story- Introduction to the Brand

The Township of Centre Wellington was formed in 1999 with the amalgamation of the Town of Fergus, the Village of Elora, and the Townships of Nichol, Pilkington, West Garafraxa, and a portion of Eramosa.

Centre Wellington has always been a traditional yet progressive Township. Nestled in the heart of Southwestern Ontario, Centre Wellington has something for everyone, in every season. There is a wide range of restaurants and eateries, farmer's markets, and culinary artisans. The charming downtowns offer one-of-a-kind shopping experiences, walking tours and art exhibits, while innkeepers are experts in hospitality. All of this is amid rolling hills, dramatic cliffs, and majestic waters. Our residents have a warm sense of pride, authenticity, and a willingness to give back to our community.

This document has been developed to provide specific guidelines for correctly using the Township of Centre Wellington Brand. Careful adherence to the guidelines included in this document will ensure a consistent and professional presentation of the Township's brand in both internal and external communications. The Brand & Visual Identity Guidelines are intended to identify and establish an overall groundwork for the execution and strategic use of the Township's brand.

This Centre Wellington Branding Document is adapted and updated from the Township of Centre Wellington Brand and Graphics Standard document approved in 2007. The Township Logo was created to represent the community in a more simplified manner than the official Crest. The Logo was created through community input and represents the strong aspects of Community, Heritage and Water. The graphic elements of the water, sun and arch is the Logo for the Township of Centre Wellington

The guidelines included in this document will be updated as required by the Strategic Initiatives and Communications Division.



Resources

The Strategic Initiatives and Communications Division is responsible for managing the communications style and visual identity.

The Strategic Initiatives and Communications Division sets branding, marketing and visual identity policies and oversees the efforts of internal and external individuals, commercial vendors and organizations that communicate our message and identity. All print materials, websites, advertising, media communications, vehicle branding, promotional materials, and other marketing and communications materials produced should be reviewed for compliance with branding and visual identity standards before being printed, produced, published, or distributed.

Any usage of the Logo or any change to the Logo must be approved by the Strategic Initiatives and Communications Division before anything is created or printed.

Third-party partners, sponsors or groups that have received monetary or in-kind support may request the use of the Township logo. Use of the Township logo implies endorsement and therefore must always be used appropriately. Third-party partners seeking permission to use the Township logo must contact the Strategic Initiatives and Communications Division at communications@centrewellington.ca

Upon review, if materials produced outside of the Strategic Initiatives and Communications Division are not in compliance with the guidelines contained in this manual, appropriate modifications may be required.

Any questions regarding these guidelines, requests for logo files or brand communication aids should be directed to:

Township of Centre Wellington
Strategic Initiatives and Communications Division
519-846-9691 ext. 220
communications@centrewellington.ca



Logo Guide

Logo

The Centre Wellington Logo was created to represent the community in a more simplified manner than the official Crest. The Logo was created through community input and represents the strong aspects of Community, Heritage, and Water.

The Logo shall never be altered, re-drawn or reconfigured.

Any use of the Centre Wellington logo must be approved by the Strategic Initiatives and Communications Division



Logo and Colours

The Centre Wellington logo must be used on all external communications to identify the Township, as well as third-party communications as requested. The logo must be used in its intended format; never modified or recreated in any way. The approved electronic file of the logo must be used.

The Centre Wellington logo consists of the water, sun, and arch. The logo can be used with or without accompanying text. The logo is provided in two main formats: horizontal and stacked.





Colours are:

- Blue (Pantone 307)
- Green (Pantone 361)
- Gold (Pantone 103)

Sizing:

DO NOT separate the elements of the Logo from each other – the Logo is not the Logo without all elements.

Ensure there is an appropriate amount of space around the Logo – the minimum amount of white space should be equivalent to half the height of the Logo.

The Township Logo must not be sized where the height of the graphic portion is smaller than 1/4". Resizing of the Logo must be vertically and horizontally uniform to avoid distortions.

Fonts Used with Logo:

In the Logo with a text line used with the Logo Graphic, the approved font is BAKER SIGNET, regular weight. The text line should always be set in upper and lower case.

Logo Variations

To ensure the integrity of the Logo, the electronic versions of the Township of Centre Wellington Logo and its options must NOT be altered or tampered with in any way. The Centre Wellington Logo is the property of the Township of Centre Wellington, and the reproduction of the logo (other than for municipal use) is prohibited unless the expressed permission of the Township of Centre Wellington is received.

The Logo Line is the preferred version of the Logo; however, when necessary, variations may be utilized. The Logo variations may be used when there is not sufficient space for the Logo Line or other circumstances. For any questions regarding the use of Logo variations, please contact communications staff.

Logo Line



Centre Wellington



Centre Wellington



Logo Stacked



Logo Graphic



Incorrect Use of the Logo Line & Logo Stacked

<p>Do not alter colours of logo</p>	<p>Do not rotate the logo</p>	<p>Do not stretch or distort the logo</p>	<p>Do not alter colours of logo</p>	<p>Do not rotate the logo</p>	<p>Do not stretch or distort the logo</p>
<p>Do not place within a tight border</p>	<p>Do not place on a busy background</p>	<p>Do not rearrange logo elements</p>	<p>Do not place within a tight border</p>	<p>Do not place on a busy background</p>	<p>Do not rearrange logo elements</p>



Sample Logo Use

The Centre Wellington Logo (one of the approved versions) should be included in all Township communications and publications to maintain a consistent brand image. These are examples only and are meant to show the various ways the logo could be used.



Crest

The Township of Centre Wellington's official Crest and its options, as explained in this document, were designed to represent the amalgamated communities that form the current Township. The crest represents the diverse area in which we live. The wheat sheafs represent the agricultural community. Fish represent the many bodies of water. Leaves represent the abundance of greenery in the area. The colours were chosen from the former municipality crests. "Unity is Strength" remains the official tagline of the Township. The Centre Wellington Crest has largely been replaced by the Centre Wellington Logo to provide a more simplified manner to represent the Township. For questions about the use of the Crest, please contact the Strategic Initiatives and Communications Division.





Secondary Brands

Departments that require identification to promote their specific service may have a specific brand. Examples include Centre Wellington Fire Services, the Fergus Grand Theatre, Elora & Fergus Tourism, and Centre Wellington Municipal By-law Enforcement. As with Corporate branding, the development and usage of secondary brand Logos must be approved by the Communications Team before anything is created or printed. For logo usage, refer to logo use directions.



Centre Wellington Fire Rescue

The Centre Wellington Fire Rescue Service Badge was developed in 2003 by Centre Wellington Fire Services Staff and features the Maltese Cross, a symbol of protection. The firefighter who wears this cross is willing to lay down his/her life for you, just as the Crusaders sacrificed their lives for their fellow man so many years ago. They have authorization and approvals to use this crest on trucks and uniforms representing their department. They are to use the Township Logo; however, for any stationary, marketing materials and other materials.



Centre Wellington Municipal By-law Enforcement

The Centre Wellington Municipal By-law Enforcement Badge was developed in 2018 by Township staff. It signifies the Municipal By-law Enforcement Officer and vehicle. The Municipal By-law Enforcement Officer who wears this badge shares a common goal to keep Centre Wellington's communities safe, healthy, and enjoyable for everyone by encouraging residents and businesses to be responsible and respectful of their neighbours. They have authorization and approvals to use this crest on uniforms representing their department. They are to use the Township Logo; however, for any stationery and marketing materials



Fergus Grand Theatre

The Fergus Grand Theatre Logo was developed with stakeholder input between January 2011 and July 2013. The Logo works to create a strong connection to the Township through the colours. As part of the community since 1928, despite changing hands, the historic Fergus Grand Theatre has never lost sight of its purpose of providing community entertainment to Centre Wellington. They have authorization and approvals to use the logo on all Fergus Grand Theatre marketing materials.



Elora & Fergus Tourism

Elora and Fergus Tourism

The Elora & Fergus Tourism Logo utilizes the Township Official Logo with a text line of “Elora & Fergus Tourism.” This logo represents the team that works to promote Centre Wellington businesses and amenities to visitors. Elora & Fergus Tourism helps to promote our Township and continue growth. They have authorization and approvals to use the logo on all Elora and Fergus marketing materials.



25th Anniversary Logo

In 2024, Centre Wellington celebrates its 25th year of amalgamation. To promote this, a new logo was created for use on print materials, email signatures, a flag, and for specific clothing for anniversary events. The Strategic Initiatives and Communications Division will consider future anniversary logos to recognize special occurrences by the Township.

Sample Applications

Vehicle Branding

The Township’s visual identity is a cohesive design framework that elevates the Brand and ensures continuity across the organization. Communicating with a consistent set of style conventions allows marketing material, corporate messaging, and other Township assets to be recognizable to our residents.

All Township vehicles (cars, SUV’s and Pickup trucks) will be white, accompanied by the approved Township branding.

Exceptions to white vehicles are the following:

- Vehicles for Centre Wellington Fire Rescue will be red, with the Centre Wellington Fire Rescue logo.
- Heavy Vehicle Equipment (snow plows etc.)

The Strategic Initiatives and Communications Division will provide final approval on all vehicle fleet branding before installation, ensuring visibility and consistency with our organizational standards.

Please note that the addition of logos or promotional materials to vehicles that are not owned or operated by the Corporation is not permitted



Pickup Truck Branding



SUV Branding



Centre Wellington Fire Rescue Vehicle Branding





Templates

Form templates have been created and approved for commercial printing and electronic output by the Strategic Initiatives and Communications Division. Forms may be reproduced in black and white or colour.

A standard template design has been approved to be used by all Township Departments. Templates are managed, produced, and regulated internally through the Strategic Initiatives and Communications Division.

Approved templates are stored and can be accessed on the F: Drive and on the staff intranet site, under Communications.

Letterhead

Letterhead is to be printed in 3 Pantone colours. Department name and address will be customized for each department and/or individual.

Business Cards

Business Cards are to be printed in 3 Pantone colours. Employee name, department name and address will be customized for each department and/or individual.

Presentations

There are a variety of presentation templates (i.e. PowerPoint) for staff to use for presentations internally and externally. These can be found on the F: Drive and on the staff intranet site, under Communications.

Advertising

Advertising allows the Township to craft and broadcast messages that shape its reputation with prospective visitors, residents, and the community. Presenting a standardized look and tone makes ads more recognizable and therefore, more effective. All external advertising purchased and/or placed by any division or department of the Township must be submitted for advance review and approval by the Strategic Initiatives and Communications Division. Doing so ensures consistent imagery and content. This requirement applies to external print publications such as magazines and newspapers, external websites, billboards, other signage mediums, external sponsorships, event programs, and all television and radio advertising. This requirement does not apply to recruitment advertising which is placed by Human Resources in consultation with communications.

Display Advertising

Similar to the guidelines outlined for advertising, display advertising (i.e., pull-up banners, posters, flyers) allows for a visual



presence within the community that presents the Township brand front and centre. The primary creation of display advertising will be produced via the Strategic Initiatives and Communications Division. However, all external display advertising purchased and/or placed by any division or department of the Township must be submitted for advance review and approval by the Strategic Initiatives and Communications Division. Examples include posters, flyers, signage (exterior and interior) banners, window decals, and displays used for public events/tradeshows, kiosks etc.

Signage

Township signage should include the Centre Wellington logo largely and clearly. To maintain consistency across Township signs, all logos used on signs must abide by the branding expectations and requirements outlined in this document. The Strategic Initiatives and Communications Division is to be included in the production of all signage created for the Township, this includes wayfinding signage, construction signage, special events signage etc.

For more information contact Strategic Initiatives and Communications Division.



Coloured Logo Used



Coloured Logo Graphic used



White Logo Graphic used

If the project is part of a Provincial or Federal Grant, please contact the Strategic Initiatives and Communications Division to ensure protocol is followed.

Social Media

For specific branding requirements for the use of Centre Wellington branding on social media platforms, please refer to the Centre Wellington Social Media Guidelines and style guides which can be found in the F: Drive and on the staff intranet.



Promotional Items

When applying the Township of Centre Wellington corporate logo onto promotional items, the logo should be placed in a visible location and will always have maximum visual impact. The logo should appear on a solid background that does not conflict with the legibility of the logo. If you have any concerns or need assistance ordering promotional items, and for approval of promotional items, please contact the Strategic Initiatives and Communications Division.

Email Signature

All Township staff should use a standard e-signature for email correspondence.

All email signatures must include the municipal logo, name, credentials/designations (if applicable/desired), preferred pronouns (if desired), job title, department, Township phone number (if applicable/desired), Township website and social media icons.



Name: Montserrat Bold, 11 pt upper / lower case, Blue (Pantone 307)

Title & Department: Montserrat Regular, 9 pt upper / lower case, Black

Location: Montserrat Regular, 9 pt upper / lower case, Black

Contact Letter: Montserrat Bold, 9 pt upper case, Blue (Pantone 307)

Phone: Montserrat Regular, 9 pt, Black

Website: Montserrat Regular, 9 pt lower case, Black

Social Media Icons: hyperlinked to Township of Centre Wellington social media accounts representing your department. For departments without specific social media accounts, link to Township of Centre Wellington corporate social media accounts.



An exception to the use of the Township logo may be granted at the discretion of the Strategic Initiatives and Communications Division. For example, a special logo, such as the 25th Anniversary Logo, might temporarily replace the Township logo for a specified period.

Please contact the Strategic Initiatives and Communications Division to receive instructions for the approved email signature template.

Photography

Imagery

Focus on engaging the audience through the use of beautiful images capturing the beauty and uniqueness of Centre Wellington. Use a mixture of images including stunning landscapes and pictures of the Grand River (by itself or with people enjoying it), actual residents and visitors of Centre Wellington, when possible (and permitted), beautiful photos of the charming downtowns throughout our Township, and all other beautiful unique aspects of Centre Wellington.

The Strategic Initiatives and Communications Division maintains a repository of Township photography. Images are available for use by internal departments as well as for external use. The Strategic Initiatives and Communications Division will determine the appropriate use of the Township's images, including instances when permission of subjects in photographs is required before those images can be reproduced. Please note, that some external Photographers prohibit the use of sharing photos with 3rd parties. For imagery or photography inquiries, please contact the Strategic Initiatives and Communications Division.





Accessibility

Accessible Design

The AODA (the Accessibility for Ontarians with Disabilities Act, 2005) is designed to create standards to improve accessibility across the province. The Township of Centre Wellington is committed to the principle of accessibility and will make every effort to ensure all corporate social media meets accessibility requirements.

Please follow all accessibility guidelines to ensure the readability of all content.

Please refer to [the website](#) for more detailed information.

Readability Guidelines for All Documents:

- General
 - Aim for a readability grade level of lower than grade 10 (AODA standard).
 - Use bullet-point summaries rather than dense text paragraphs.
 - Ensure tables and charts are simple and easy to read.
 - Use plain and clear language.
 - Do not place text on busy backgrounds that make it difficult to read.
- Fonts
 - Use easy-to-read fonts.
 - Avoid the use of complicated, “handwritten,” or decorative fonts.
 - Avoid the use of underlines (except for links) and italics – use ‘bold’ for emphasis.



More Information

This branding document covers a wide range of Township branding applications, however, cannot exhaust all possibilities. For further applications not covered in this document or for any other questions regarding branding for Centre Wellington, please contact the Strategic Initiatives and Communications Division.

Before the Centre Wellington Logo is used on any document, vehicle, apparel, or used in any other manner, the Strategic Initiatives and Communications Division needs to be contacted for approval.

- Kendra Martin, Manager of Strategic Initiatives and Communications / T: 519-846-9691 x220
- Hannah Barclay, Digital Media Associate / T: 519-846-9691 x221