TOWN OF STETTLER

Prepared by:	Administration	Number:	XIV-5
Adopted by:	Town of Stettler Council	Original Policy:	2020 12 01
		Previous Policy:	N/A

Title: **Logo Usage and Visual Brand**

Purpose: To establish a corporate brand that will consistently communicate the look and message of the Town of Stettler, while creating a cohesive framework for the Town of Stettler's visual identity by way of logo usage, historical logo archival and visual branding across the organization.

Policy Statement: The Town of Stettler logo is used to identify the organization through a visual design at our municipal facilities and on our vehicles, apparel, electronic platforms, and print materials. The current logo is the primary identifier of the Town's visual brand however the archived logos such as the coat of arms logo will remain with limited use for historical purposes.

The Visual Brand

The visual brand consists of primary, secondary and tertiary logos. The use of the logos and implementation of the visual brand will be by way of the *Town of Stetter Branding Guidelines.*

The primary Town of Stettler logo features a traditional and welcoming font creating an appealing and easy to read logo. In the background lays the Town heart, symbolizing the Town of Stettler as the "Heart of Alberta". The Town heart and our Town slogan may symbolize a geographic location on the map, but more importantly symbolizes Stettler's caring community

PRIMARY LOGO

Both secondary logos feature the main components of the Town of Stettler logo to ensure consistency with Stettler's branding, while showcasing the separate facilities' names along the bottom.

The Stettler Recreation Centre logo incorporates the heart and extending from the top of the heart are three symbolic people. These three people are different in size and colour which represents the facility's inclusivity, diversity, and appeal to all of our community's demographics. It is important to symbolize the gathering space that the Stettler Recreation Centre is for our community, as it is a facility that houses activities for everybody. The raised arms of symbolize celebration, pride and welcome to our visitors. Everyone from near and far, infants to seniors belong at the Stettler Recreation Centre.

The Stettler Regional Board of Trade logo incorporates both the heart and the wheat sheaf to represent our caring business community and the agricultural industry and prairie heritage that has, historically, been the backbone to our economy.

SECONDARY LOGOS

The tertiary logos create the sub brand for the primary and secondary logos. The tertiary logos allow for the use of the tag line "The Heart of Alberta" as well as the block images extracted from the primary and secondary logos.

TERTIARY LOGOS

Town of Stettler Branding Guidelines:

The *Town of Stettler Branding Guidelines* create the framework for the logo usage and the implementation of the entire visual brand. The information within the branding guidelines has been designed and presented to ensure that the Town of Stettler brand is marketed in an appropriate and consistent manner. Please reference the Town of Stettler Branding Guidelines as a subsequent and supporting document to this policy.

Archived Logos:

The Coat of Arms Logo

The Coat of Arms represents the history of the Town of Stettler which was incorporated in 1905 and named after Swiss immigrant and founder, Carl Stettler.

The Coat of Arms logo consists of a large heart along with the words: "The Heart of Alberta". On the Coat of Arms is a depiction of a black ram which is similar in design to the one illustrated on the flag of the Swiss canton of Schaffhausen.

Continued use of the Coat of Arms logo will be limited to the Town of Stettler Flag, select correspondence from the Office of the Mayor and any location that is identified as having historical significance.

The "SRC" Logo

The Stettler Recreation Centre began with the construction of the Twin Arena in 1993. A major renovation and addition of the Aquatics Centre and the Fitness Centre took place in 2006. The blue "SRC" logo represents the opening of the new facility in 2006. The wave-like features identified the new Aquatics Centre while the overarching acronym "SRC" signified the joining of Stettler Recreation in one facility.

Continued use of the blue "SRC" logo will be limited to any location that is identified as having historical significance. The images below depict the 2006 opening of the Stettler Recreation Centre; the logo usage in these locations will be preserved as historically significant to the facility and the Town.

1) The Town of Stettler Council who served to commission the project, during construction and the completion of the renovations. The commemorative recognition plaque hangs within the SRC just outside of the Aquatics Centre entrance.

2) The Fundraising and Design Committees for the project. The commemorative recognition plaque hangs within the SRC in the corridor between the Fitness Centre and The Aquatics Centre.

3) The Platinum, Gold, Silver, Bronze, Steel and 500 Club Donation Board. The commemorative recognition board hangs within the SRC in the front entrance.

4) The 100 Club Donation Board. The commemorative recognition board hangs within the SRC in the corridor between the Fitness Centre and The Aquatics Centre.

Exceptions:

Archived Logos may be used in other circumstances not identified above at the discretion of the CAO and the Corporate Communications Coordinator. These uses may include anniversaries of a facility or a celebration in which the archived logo would hold historical significance.

BRANDING GUIDELINES

Logo Usage and Visual Brand
Policy XIV-5   2020-12-01

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1.0 THE TOWN OF STETTLER LOGO

INTRODUCTION

This information has been designed and presented to ensure that the Town of Stettler brand is marketed in an appropriate and consistent manner. Adhering to these guidelines ensures brand integrity, consistency in tone, theme, style and appearance, which is essential to the heritage, quality and reliability of the Town's brand.

The Town of Stettler logos are in the process of registration as an official trademark which will give the Town of Stettler exclusive rights to the design elements of the logo and provides protection against claims of infringement or misuse by others.

If you have any questions regarding our Visual Brand, please contact:

Lara Angus
Corporate Communications Coordinator
5031 – 50 Street, Stettler AB
P: 403-742-8305
E: langus@stettler.net

LOGO DESIGN OVERVIEW

The Town of Stettler logo features a traditional and welcoming font creating an appealing and easy to read logo. In the background lays the Town heart symbolizing the Town of Stettler as the "Heart of Alberta." The Town heart and our Town motto may symbolize a geographic location on the map, but more importantly symbolizes Stettler's caring community.

PRIMARY LOGO

SECONDARY LOGOS

TERTIARY LOGOS

LOGO DESIGN OVERVIEW

Both secondary logos feature the main components of the Town of Stettler logo to ensure consistency in Stettler's branding while showcasing the separate facilities' names along the bottom.

Extending from the top of the heart in the Stettler Recreation Centre logo are three symbolic people. These three people are different in size and colour which represents the facility's inclusivity, diversity, and appeal to all of our community's demographics. It is important to symbolize the gathering space that the Stettler Recreation Centre is for our community, as it is a facility that houses activities for everybody. Everyone from infants to seniors belong at the Stettler Recreation Centre!

The Stettler Regional Board of Trade logo incorporates both the heart and the wheat sheaf to represent our caring business community and the agricultural industry and prairie heritage that has, historically, been the backbone to our economy.

PRIMARY LOGO

Town of Stettler

SECONDARY LOGOS

Stettler RECREATION CENTRE

Stettler REGIONAL BOARD OF TRADE

TERTIARY LOGOS

Town of Stettler
The Heart of Alberta

Town of Stettler
The Heart of Alberta

LOGO DESIGN OVERVIEW

The tertiary logos create the sub brand for the primary and secondary logos. The tertiary logos allow for the use of the tag line "The Heart of Alberta," as well as the block images extracted from the primary and secondary logos.

PRIMARY LOGO

Town of Stettler

SECONDARY LOGOS

Stettler RECREATION CENTRE
Stettler REGIONAL BOARD OF TRADE

TERTIARY LOGOS

Town of Stettler *The Heart of Alberta*

Town of Stettler *The Heart of Alberta*

CLEAR SPACE

To preserve the integrity of the Town of Stettler logo, always maintain this minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patens that may divert attention.

Clear space minimum is equivalent to the vertical height of the bottom section of the heart underneath the Stettler lettering (shown as X). This size shall be consistent in all logos regardless of the size at which the logo is reproduced.

MINIMUM SIZE

The Town of Stettler logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced too small in print it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by the width of the full Town of Stettler logo, which should not be reproduced in a size smaller than 1" in width.

1"
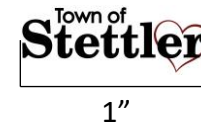
LOGO COLOUR VARIATIONS

The Town of Stettler logo should be reproduced in colour whenever possible. For the specific colour values to use when reproducing the logo, refer to Section 2.1, Colour Palette. White is the most effective background on which to reproduce the colour logo because it provides a clean, crisp contrast for the logo's colour and elements.

If colour reproduction is not available or is not a viable option, the logo should be reproduced in gray scale or full reverse gray scale, creating a white logo and black background. When the Town of Stettler logo is placed on a photograph, the image behind the logo must be light enough to provide contrast for the colour logo or dark enough to provide contrast for the reverse gray scale logo.

Use of the Town of Stettler logos on print collateral, web, promotional and all other materials must first be approved by:

Lara Angus
Corporate Communications Coordinator
5031 – 50 Street, Stettler AB
P: 403-742-8305
E: langus@stettler.net

PRIMARY LOGO

SECONDARY LOGO

LOGO MISUSE

Incorrect use of the Town of Stettler logo compromises its integrity and effectiveness. The examples of logo misuse on the right are not comprehensive; they are only a small sample of the possible misuses of the Town of Stettler logo.

To ensure accurate, consistent reproduction of the Town of Stettler logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork, available from the Town of Stettler.

Don't change the colour of the logo.

Don't stretch or squeeze logo.

Don't add elements to the logo.

Don't blur the logo.

Don't rearrange elements on logo.

Don't present logo on "vibrating" backgrounds.

Don't add words to the logo.

Don't replace elements on the logo.

Don't change the logo's orientation

LOGO USAGE GUIDELINES

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows:

1. No elements of the logo artwork may be recreated, deleted, cropped or reconfigured.

2. A minimum clear space must be maintained on the perimeter surrounding artwork as outlined in Section 1.3 Clear Space.

3. Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.

4. Logo artwork should always appear upright.

5. Artwork files are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.

6. Logo artwork should appear against a solid background to ensure maximum and proper contrast

7. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.

2.0 IDENTITY APPLICATIONS

COLOUR PALETTE PRIMARY

The primary colours for the Town of Stettler logo are black, white and Town of Stettler red.

Primary colours are found in all logos and are used for Town of Stettler promotional material.
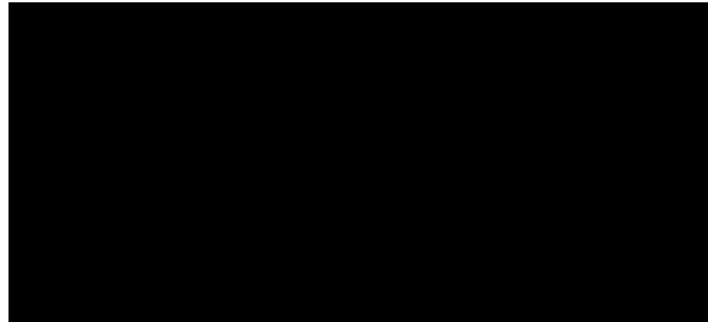
TOWN OF STETTLER RED

CMYK: 33 98 100 49

RGB: 120 26 22

HEX value: #781A16

Gunold Sulky 100% Rayon Thread: 1035

BLACK

CMYK: 0   0   0   100

RGB: 0 0 0

HEX value: #000000

Gunold Sulky 100% Rayon Thread: Black

WHITE

CMYK: 0   0   0   0

RGB: 255 255 255

HEX value: #FFFFFF

Gunold Sulky 100% Rayon Thread: White

COLOUR PALETTE
SECONDARY

Each Town logo has individual secondary colours. Secondary colours are only to be used within the logos they are associated with and should not replace the purpose of primary colours in promotional material.

The secondary colour for the Town of Stettler logo is medium gray.

MEDIUM GRAY

CMYK: 2 1 0 56

RGB: 108 109 112

HEX value: #6C6D70

Gunold Sulky 100% Rayon Thread: 1721

COLOUR PALETTE SECONDARY

The primary colour, Town of Stettler Red, is seen in the Stettler Recreation Centre Logo in the heart and center person while the secondary colors make up the people on the right and left.

In the configurations extending from the heart, the left person will always be dark red, and the right person will always be dusty dark pink.
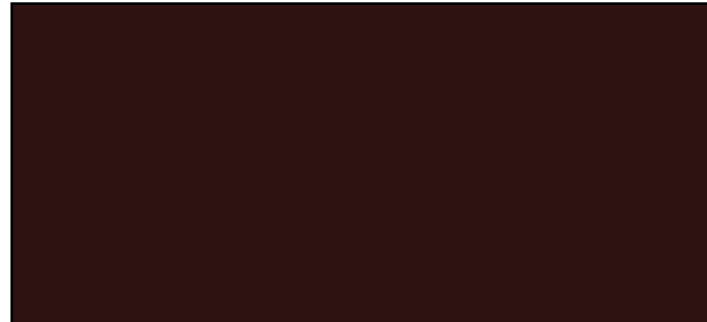
TOWN OF STETTLER RED

CMYK: 33 98 100 49

RGB: 120 26 22

HEX value: #781A16
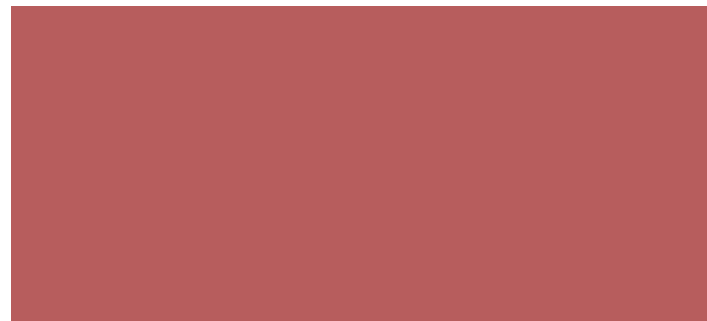
Gunold Sulky 100% Rayon Thread: 1035

DARK RED

CMYK: 0 11 11 82

RGB: 46 18 17

HEX value: #2E1211

Gunold Sulky 100% Rayon Thread: 1247

DUSTY DARK PINK

CMYK: 0 35 35 28

RGB: 183 93 93

HEX value: #B75D5D

Gunold Sulky 100% Rayon Thread: 1237

COLOUR PALETTE
SECONDARY

The gray scale Stettler Recreation Centre is made up of only one primary colour, black, and several secondary colours.

Staying consistent with the colour pattern and previous Town of Stettler gray scale logo, the heart and middle figure are the same medium gray, with the left figure being dark gray, and the right figure being light gray.

MEDIUM GRAY

CMYK: 2 1 0 56

RGB: 108 109 112

HEX value: #6C6D70

Gunold Sulky 100% Rayon Thread: 1721

DARK GRAY

CMYK: 0 0 0 48

RGB: 40 40 41

HEX value: #282829

Gunold Sulky 100% Rayon Thread: 1220

LIGHT GRAY

CMYK: 1 0 0 29

RGB: 177 179 180

HEX value: #B1B3B4

Gunold Sulky 100% Rayon Thread: 1328

COLOUR PALETTE SECONDARY

Each Town logo has individual secondary colours. Secondary colors should not replace the purpose of primary colours.

The secondary colours are darkest wheat gold, dark wheat gold, medium wheat gold and light wheat gold.

DARKEST WHEAT GOLD

CMYK: 16 63 100 3

RGB: 204 115 51

HEX value: #CD783A

DARK WHEAT GOLD

CMYK: 0 47 100 0
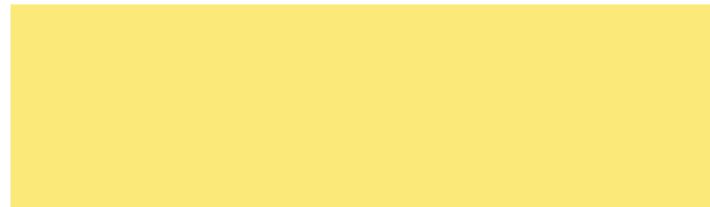
RGB: 245 156 54

HEX value: #F89C32

MEDIUM WHEAT GOLD

CMYK: 0 24 82 0

RGB: 254 199 81

HEX value: #FEC751

LIGHT WHEAT GOLD

CMYK: 2 4 66 0

RGB: 250 232 115

HEX value: #FBEA7A

TYPOGRAPHY

Typography is a vital part of branding for the Town of Stettler as it sets a theme and mood for the organization as a whole by a simple glance at our logo.

The Town of Stettler logos are clear, welcoming, and easy to read. At a glance, our logo has the ability to invite a person in. Often our logo is the first thing you see when entering our community, searching us on the web, or entering one of our facilities.

To ensure consistent branding, logos are never to be recreated and should always be used in the file format supplied. Town of Stettler logos have consistent typography for some features and specialized typography for other features.

TYPOGRAPHY

Consistent between all logos, the word "**Stettler**" is Century Schoolbook Cyrill BT and has been bolded and condensed.
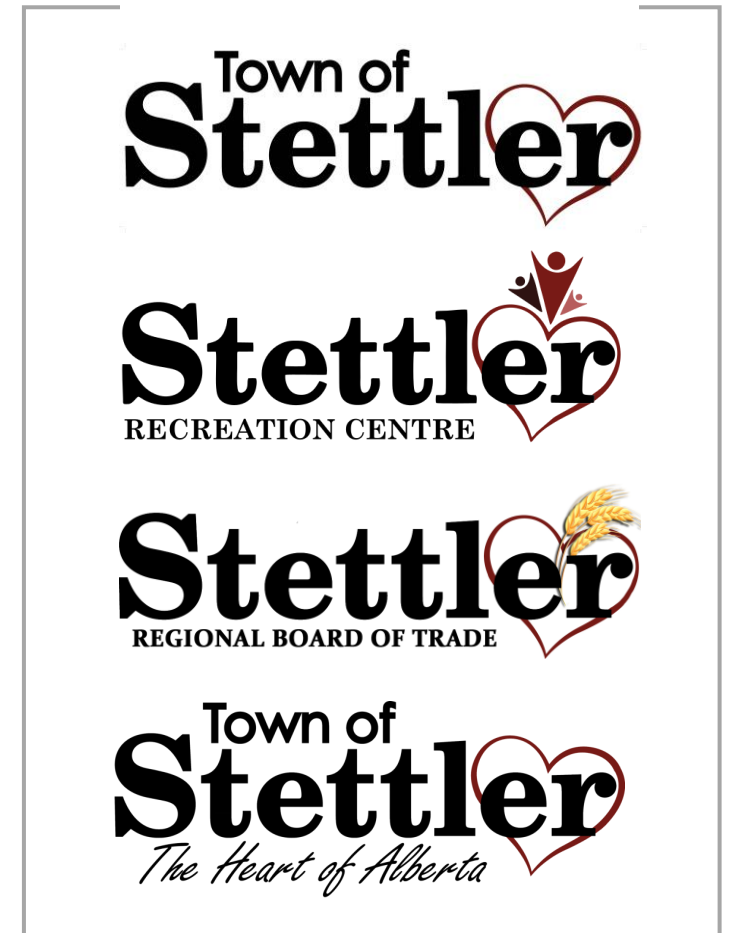
The words "**Town of**" is Arial Bold and is condensed.

Facility names are consistently capitalized between all logos.

The words "RECREATION CENTRE" are a bolded Century Schoolbook.

The words "**REGIONAL BOARD OF TRADE**" are Constantia Bold.

The words "*The Heart of Alberta*" are Freestyle Script and italicized.

THE HEART OF ALBERTA AND THE TOWN OF STETTLER LOGO

The words "The Heart of Alberta" are meant to act as a supporting element that can appear alongside the Town of Stettler logo. "The Heart of Alberta" is the historical motto for the Town of Stettler and it signifies our location within Alberta as well as the feel and dynamics of the community and the people.

DISPLAYS AND SIGNAGE

In order to maintain the style, tone and personality of the Town of Stettler brand, we must establish guidelines to provide the framework for clear and consistent communication to our audience. Displays and signage must have a consistent look in order to ensure the brand's integrity.

Most of the Town of Stettler's signage will consist of a primary or secondary logo on a solid colour background, such as white. Other displays will be at the recommendation of the Corporate Identity Committee or approval of the Corporate Communications Coordinator.

DISPLAYS AND SIGNAGE

In order to best represent the Town of Stettler logo and the Town of Stettler brand, pole banners will be the only acceptable format to turn the Town of Stettler logo(s). The logo(s) will always be turned 90° and be read from top to bottom.

BRANDED APPAREL

In order to maintain the style, tone, and personality of the Town of Stettler brand, we must establish a set of rules for branded apparel that will provide the framework for consistent branding, including but not limited to colours, logo placement and sizing, and accessory branding, such as department and staff identification.

Placement of the logo and department or staff identification will have a first choice and a second choice. The second choice may only be used when the clothing does not allow for the first choice to be applied.

LOGO PLACEMENT

Town of Stettler Logo
First choice: front of shirt, left chest
Second choice: left sleeve

Department and Staff Identification
First choice: back of shirt, between shoulder blades
Second choice: right sleeve

GENERAL APPAREL

General apparel will include the Town of Stettler logo and will have colour choices of black, gray, and white, with accents of Town of Stettler red.

There may be an allowance for other coloured apparel at the discretion of the Corporate Communications Coordinator for special events and occasions.

General apparel may or may not have staff or department identification.

EXAMPLES

PUBLIC WORKS APPAREL

Public Works apparel will be high visibility with the Town of Stettler logo and may have department specifications.

Based on high visibility placement on apparel, the secondary choice placement for the Town of Stettler logo and department specification may be utilized here.

EXAMPLES

Department identification on right sleeve due to high visibility placement between shoulder blades

Some clothing may not allow department identification, but all clothing requires a Town of Stettler Logo

STETTLER RECREATION CENTER APPAREL

Stettler Recreation Centre apparel will be SRC Blue and include the Stettler Recreation Center logo as well as staff identification. SRC Blue clothing will make all facility staff easy to identify while keeping the uniform consistent with the theme of the facility.

The Stettler Recreation Centre logo will always be displayed in white lettering with the gray scale heart and staff identification will always be in white.

EXAMPLES

LIFEGUARD APPAREL

Lifeguard apparel will include the Stettler Recreation Center logo with staff identification and will be red in color, except for sweatpants and sweatshirts which may be navy in colour. Red and navy clothing is a universal lifeguard standard.

The Stettler Recreation Centre logo will always be displayed in white lettering with the gray scale heart and staff identification will always be in white. Pants and shorts will not have logos on them.

EXAMPLES