CITY OF
Welland

Brand Guidelines

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Introduction

Hello!

Throughout our future, it's likely that many creative individuals will mobilize elements of our brand, making it vulnerable to adaptation and interpretation.

To prevent this from happening, the following brand framework and visual system has been outlined to keep our brand experience alive and well — wherever it shows up.

The Brand Framework

What is a brand framework?

Put simply, our framework is the ‘North Star’ of our brand: it defines what our brand stands for, and guides the development of all touchpoints within the market to ensure they are, without compromise, building our brand experience

Why does it matter?

Without our brand framework, we’re unable to achieve brand comprehension, consistency, and recognition within the market. Marketing activities can become diluted or disjointed, and cannot contribute to the distinct and identifiable brand experience we’re intent on building together.

Brand Story

Traverse the iconic canal that bisects the Niagara Peninsula and you'll find Welland: an emerging city abundant in exciting recreational opportunities and scenic greenspace — all of which is rooted in the stewardship of the First Nations Peoples of the area.

In addition to arts, culture, and close proximity to two Great Lakes, Toronto, and the USA, Welland delivers a palpable sense of resilience through the steadfast residents who call the city home and the ambitious businesses that make it an exciting place to be. Regardless of age or stage of life, Welland's outdoor activities, festivals and events, restaurants and retailers, and community-minded spirit make it an unforgettable place to raise a family, make a memory, or nurture a new idea.

Brand Promise

To draw inspiration from the land and waterway that shapes our past – and energizes our present – as we continue to evolve for an ambitious, smart, and thriving future.

Brand Positioning

Welland – located on the treaty lands of the Hatiwendaronk, Haudenosaunee, and the Anishinaabe First Nations Peoples – is an ambitious and unique waterfront city enlivened by its residents, enriched by longstanding and new businesses, and enhanced by pleasure-seeking tourists who follow their curiosity here.

A resilient spirit permeates every corner of the city, while 12 km of recreational waterway lends itself to adventure and reverie. With Lake Ontario to the north, Lake Erie to the south, the Greater Toronto Area 90 minutes away, and the USA accessible in under 40 minutes, Welland is ideally situated for growth and opportunity – readily welcoming all who seek big city amenities within a preserved small town feel.

Mission

To spark curiosity and reflect a welcoming community that's rich in opportunity.



Values

Community

We strive to build connections within the community by honouring our history and our land, demonstrating a warmth of spirit that's both felt and remembered.

Resilience

We embrace opportunities to blend our industrious roots with the evolution of new industry, charging into the future with a sense of optimism and purpose.

Ambition

We problem solve and pursue innovation with grit and determination.

Friendliness

We see neighbours as family and tourists as friends and readily seize opportunities to extend kindness and goodwill their way.

Brand Voice & Tone

Our voice and tone embodies our brand essence, signaling who we are and what we stand for.

Together, they will make our audiences say ***"That sounds like Welland!",*** and they will allow us to show up in the world as the inviting, forward-thinking, and resilient city we are.

Cheerful

bright, joyful, optimistic

Inviting

appealing, engaging, pleasant

Informative

descriptive, enlightening, explanatory

Playful

fun-loving, good-natured, high-spirited



The Visual System

Logo

Courtesy the canal that carves its way through the City, this logo concept's bold 'W' shape reflects the fluidity of water, connection between communities, and the theory of movement and constant evolution.

As an adaptive logo in which imagery from within the community can be displayed, this concept paves the way for authenticity and intrigue amongst residents and visitors alike.




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Horizontal Logo

Full Colour
This is the primary, full colour logo that should mainly be used throughout assets.

Black & White
These logos should only be used when coloured printing is not an option.

Single Colour
The flat colour version is to be used when printing is limited to fewer colours.

Outlined
This version should only be used when the logo is to be stitched on branded swag items.

Detailed Location
The additional 'Ontario, Canada' logo is optional and can be used for items such as stationery.





















Vertical Logo

Full Colour
This is the secondary, full colour logo that should be used when the layout it too narrow or small to fit the horizontal version.

Black & White
These logos should only be used when coloured printing is not an option.

Single Colour
The flat colour version is to be used when printing is limited to fewer colours.

Outlined
This version should only be used when the logo is to be stitched on branded swag items.

Detailed Location
The additional 'Ontario, Canada' logo is optional and can be used for items such as stationery.

















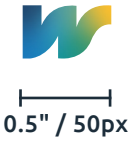




Limitations







Minimum Size

We always advocate the pushing of limits – except when it comes to our logo, which should never appear smaller than specified.



Space to Breathe

In order to maintain the visual integrity of our logo, it needs space to breathe. This space can be represented by the measurement ‘X’. The logo should have at least ‘X’ amount of space surrounding it at all times, meaning no other visual element (other logos, text, etc.) should fall within this space.



Logo Don'ts



Please don't
use new letters



Please don't flip it
upside down or
position it diagonally



Please don't use
coloured text on a
coloured background



Please don't give
it a makeover



Please don't squish
or stretch it



Please don't
leave it somewhere
congested

Vine

CMYK	76 | 19 | 61 | 2
RGB	58 | 153 | 126
HEX	#3b9a7e
Pantone	7723 C

Soleil

CMYK	11 | 25 | 91 | 0
RGB	229 | 186 | 56
HEX	#e5ba38
Pantone	142 C

Waterway

CMYK	92 | 67 | 29 | 11
RGB	36 | 86 | 127
HEX	#24567f
Pantone	7700 C

Sky

CMYK	76 | 28 | 22 | 0
RGB	53 | 148 | 178
HEX	#3594b2
Pantone	7459 C

Midnight

CMYK	85 | 71 | 59 | 74
RGB	13 | 26 | 34
HEX	#0d1a22
Pantone	7547 C

Slate

CMYK	86 | 69 | 54 | 56
RGB	29 | 46 | 58
HEX	#1c2e3a
Pantone	7546 C

Colours

A carefully chosen set of colours has been established for our brand, and will help our audiences recognize our brand within the market.

Typography

Strong typography enhances the character of a brand and establishes a hierarchy of importance for information to be received by audiences.

Ubuntu

Regular | **Medium** | **Bold**

Albert Sans

Regular | Medium | **Semi-Bold** | **Bold**

Ubuntu

Is to be used for headings and stand-out text such as stylized qutoes.

Bold
Medium

Albert Sans

Is to be used for body copy, longer paragraph text and intro text.

Medium
Regular

Substitute Font

There are times when fonts are limited to what is already installed on a computer. If a system font is required, Arial is the substitute. This could be for items such as emails, PowerPoint presentations, and Word documents.

Arial Black
Arial Bold
Arial Regular

Hierarchy

Heading

Ubuntu Bold
Leading is 1.15x font size
Space after 1/4 font size

Subheading

Ubuntu Bold
2/3 headline point size
Leading is 1.15x font size
Space after 1/2 font size

Intro Text

Albert Sans Medium
1/3 headline point size
Leading is 1.375x font size
Space after 1/2 font size

Body Copy

Albert Sans Regular
1/4 headline point size
Leading is 1.5x font size
Space after 2/3 font size

This is a Heading

Subheading - 2/3 the point size of the headline

This is intro text lorem ipsum dolor sit amet, consectetuer dolor sit adipiscing elit, sed diam no nummy nibh euismod. lorem ipsum dolor sit amet, consectetuer dolor sit adipiscing elit.

This is body copy lorem ipsum corper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla. Lorem ipsum corper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Photography

Lifestyle

Photography plays a major role in how consumers will experience our brand. To ensure imagery is authentic to who we are (and what we stand for), we focus on a lifestyle angle, showcasing friends and family spending quality time together. Warmth and interesting uses of lighting is welcomed, while cool, overly posed imagery is discouraged.

Textures/Close-ups

Our adventurous spirit and love for the outdoors infiltrates everything we do – including how we choose to accent our imagery. Pulled right from nature, our textures can add depth and interest, all while asserting our brand promise.













How to Apply Imagery

When applying imagery to brand assets, it must be masked within the Logomark "W" shape. The image must be the main focal point and only one image should be used per asset. The image should be placed so that 2/3 of it's edges are bleeding off the frame.



Application Examples





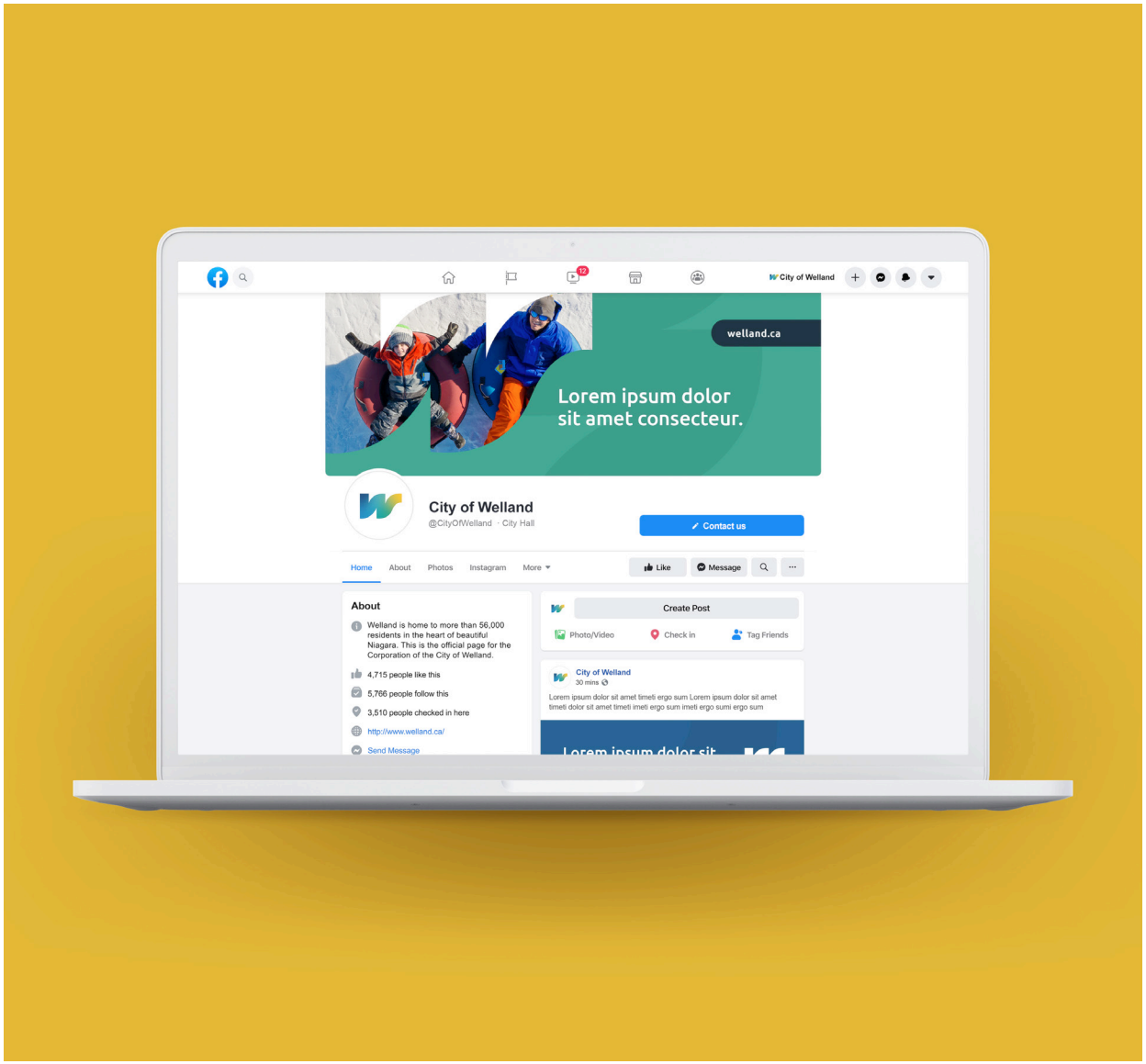

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welland.ca
Lorem ipsum dolor
sit amet consecteur.
City of Welland
@CityOfWelland · City Hall
Contact us
Home
About
Photos
Instagram
More
Like
Message
About
Welland is home to more than 56,000 residents in the heart of beautiful Niagara. This is the official page for the Corporation of the City of Welland.
4,715 people like this
5,766 people follow this
3,510 people checked in here
http://www.welland.ca/
Send Message
Create Post
Photo/Video
Check in
Tag Friends
City of Welland
30 mins

Conclusion

This guidelines document outlines the framework required to ensure our brand is used consistently and appropriately across all print and digital media channels.

Should you have any questions about how to use our brand, please contact ***marc.macdonald@welland.ca.***