



## Visual Brand Guide

Created by nine10 Incorporated

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# About This Guide

## What is this guide?

This guide provides the rules for how to represent our brand in all of our marketing, advertising, and client communications.

## What is a brand?

A brand, at its simplest, is how an organization shows up dressed for work. It is the “look and feel” of an organization; all of the visual parts that make it distinct and memorable to clients, employees, and the general public. The brand covers many areas, from the logo and colour scheme, to the design of the letterhead and advertising.

A brand, when used properly, helps an organization form a strong first impression. It provides a way for clients, employees, and the public to identify with the organization and develop familiarity and trust with it. It can also be a great source of pride and an indicator of the strength of an organization.

## The Importance of Consistency

For a brand to deliver the benefits it promises, it must be used consistently. When there are no set standards for the design of stationery, logos and marketing materials, all of the advantages of a strong visual identity fade away - diluting the message, confusing the public, and potentially damaging our reputation.

## How To Use This Guide

The purpose of this guide is to set the standards for our visual identity and to educate staff and vendors on how to properly represent our brand in any visual medium we are working in.

In addition to the guide, there is a full set of working templates in digital formats which should be used for future needs. Please contact nine10 for assistance with and access to these templates.

## Getting Help

You will find contact information on the back cover of this guide for questions, approvals, and technical support with the templates or the guide itself.

## Deviating From This Guide

We ask that you follow the rules set forth in this guide when creating any visual materials for our company.

Any deviations from the rules presented in this guide must be authorized in writing.

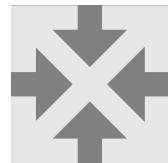


## Logo Versions & Usage

# MIDDLE OF *everywhere*<sup>\*</sup>

The County of Grande Prairie is located in a resource-rich part of Alberta, Canada, and serves four key industry sectors: Commerce, Energy, Forestry, and Agriculture.

## Our icon



The inward and outward arrows of the icon represent the inputs and outputs of a thriving economy. The arrows also highlight the "Middle of Everywhere" theme.



# Main Logo

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.

## Logo Colour Versions



FULL COLOUR - DARK BACKGROUNDS



GRayscale



100% WHITE



100% BLACK

When promotional items are printed (pens, hats, tshirt, etc) sector colours can be used on the main logo to promote each sector.



AGRICULTURE



COMMERCE



ENERGY



FORESTRY

# Alternate Logo

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. Only use the alternate logo in the event that the main logo will not fit correctly.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



## MIDDLE OF *everywhere*<sup>\*</sup>

Full Colour - Light Backgrounds

## Logo Colour Versions



FULL COLOUR - DARK BACKGROUNDS



GRayscale



100% WHITE



100% BLACK

# Isolated Icon

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials. Only use the alternate logo in the event that the main logo will not fit correctly.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



Full Colour - Light Backgrounds

## Logo Colour Versions



FULL COLOUR - DARK BACKGROUNDS



GRayscale



100% WHITE



100% BLACK

# Fitting, Sizing, Spacing

## Fitting & Spacing

To ensure legibility always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.

The clear space around the logo should be 1/4 the total height of the logo. Measure the height of the logo then divide that number by 4. Then use a square sized to that exact measurement to ensure the correct clear space around the logo. (X = the total height of the logo)



## Sizing

The logo should never be displayed smaller than 0.32" high in print, and no smaller than 104 x 23 pixels when displayed at 72 dpi on the web.

The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger. Please ask for approval if your design requires the use of a smaller logo.



# Proper Logo Usage

## How To Use Our Logo

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The following examples illustrate common mistakes to avoid.

### A Note About Backgrounds

Please be sure to use the appropriate logo for the background that it will be placed on. For grayscale applications, please use the black or white version of the logo. DO NOT print the colour logo as grayscale - use the black version instead. Using the right colour of logo on the right background is important to maintain the legibility of the design.

 	 	 	 	
<b>CORRECT USAGE</b>	<b>DO NOT STRETCH</b>	<b>DO NOT SQUISH</b>	<b>DO NOT ROTATE</b>	
 	 	 	 	
<b>DO NOT RECOLOUR</b>	<b>DO NOT ADD GRADIENTS</b>	<b>DO NOT CHANGE FONTS</b>	<b>DO NOT MODIFY</b>	<b>DO NOT ADD SHADOWS</b>

# Logo File Formats

## File Format Chart

The following chart shows which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless.

For everyday use the primary file formats that will be used are the .PNG & .JPEG files. Always use the ideal format when possible. Only use the alternate format if required.

	.AI	.EPS	.PDF	.JPG	.PNG	.SVG
Adobe Creative Suite	●	●				
Professional Printing & Signage	●	●	●			
Working with Professional Designer	●	●	●			
Print Advertising	●	●				
Merchandise		●				
Social Media				●	●	
Microsoft Word				●	●	
Microsoft PowerPoint					●	
Microsoft Publisher		●			●	
Working with Professional Website Designer	●	●			●	
DIY Website Design				●	●	
Web Animation & Multimedia		●		●	●	●
Video Production		●			●	
3D Modelling & Drafting	●	●			●	

● Ideal Format      ● Alternative / Sometimes Required



MIDDLE OF  
*everywhere*



## Brand Colours

# Colour Palette

The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials, please use the exact colour specifications shown here.

Avoid trying to approximate colours. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web as well as for choosing colour values in programs such as Microsoft Office.

Consistent use of these colours contributes to a cohesive and harmonious look of the brand identity across all relevant media. Consistency is vital to effective brand recognition.

Do not use any other/unauthorized colours.

## Primary Colours

These blue colours are used for the general look and feel of the brand.



Energy

CMYK: 100-77-41-31  
RGB: 7-58-90  
Hex: #073A5A  
Pantone: 108-16C



Soft Sky

CMYK: 87-63-25-7  
RGB: 50-94-137  
Hex: #325E89  
Pantone: 108-14C



Nimbus

CMYK: 13-0-3-0  
RGB: 220-239-243  
Hex: #DCEFF3  
Pantone: 118-9C

## Sector Colours

These colours are representative of the sectors and are used when a specific sector is highlighted. (see brand templates on page 33 for examples of use with graphic elements)



Forestry

CMYK: 83-17-65-2  
RGB: 1-152-121  
Hex: #19879  
Pantone: 133-16 C



Agriculture

CMYK: 0-26-76-0  
RGB: 255-194-85  
Hex: #ffc255  
Pantone: 14-16 C



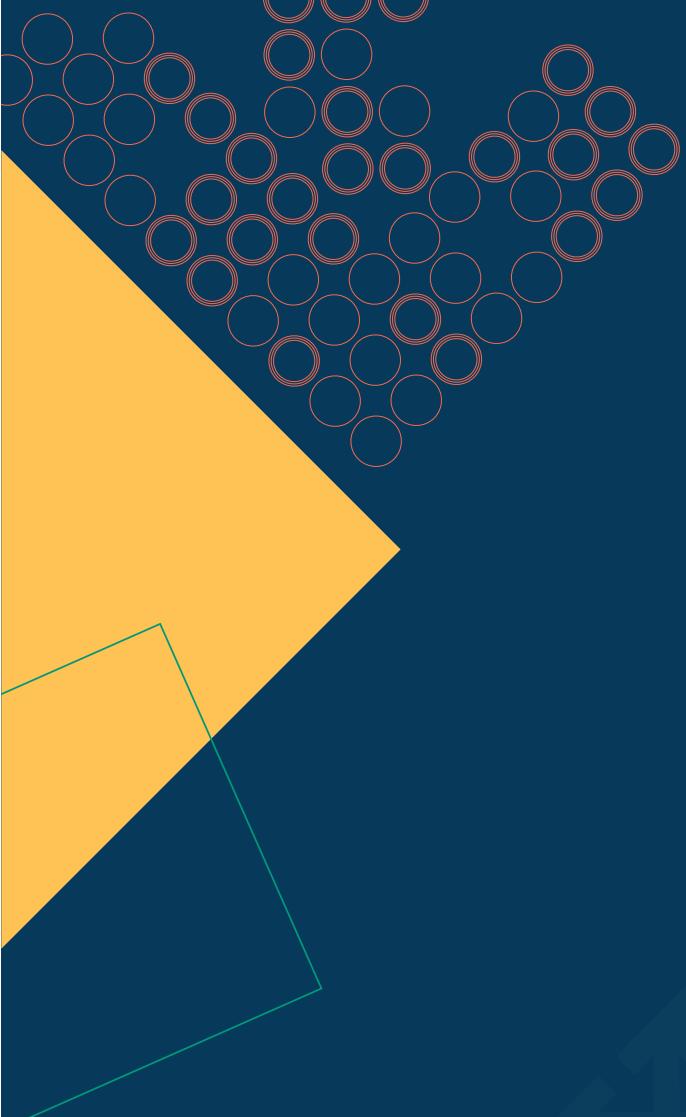
Commerce

CMYK: 0-74-70-0  
RGB: 245-104-80  
Hex: #f56850  
Pantone: 48-6 C



Energy

CMYK: 100-77-41-31  
RGB: 7-58-90  
Hex: #073A5A  
Pantone: 108-16C



# Brand Typography

# Heading Font

# Aa

## Davis Regular

Our brand uses a specific font for headings in print and online. Davis Regular is used for headings. It's usually displayed in a larger font size than the subheadings and significantly larger font size than the body text. Only use the font in the weight that is specified.

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09  
! @ # \$ % ^ & \* ( ) [ ]

## Sub-Heading Font

# Aa

### Bahnschrift Semi Bold

Our brand uses a specific font for sub-headings in print and online. Bahnschrift Semi Bold is used for sub-headings. It's usually displayed in a smaller font size than the headings and a larger font than the body text. Only use the font in the weight that is specified.

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09  
! @ # \$ % ^ & \* ( ) [ ]

# Body Font

Aa

Bahnschrift Light

Our brand uses a specific font for body paragraph text in print and online. Bahnschrift Light is used for paragraphs of text. It's usually displayed in a smaller font size than the subheadings and headings. Only use the font in the weight that is specified.

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09  
! @ # \$ % ^ & \* ( ) [ ]

# Alternate Fonts

## Using Our Fonts

If there are challenges using or sharing the official fonts, alternative fonts have been outlined here for these cases. The official fonts are always preferred and recommended.

# Aa

### **Verdana Bold**

Heading Font

A B C D E F G H I J K L M O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 . ? ! # \$ % & ( ) [ ]

# Aa

### **Arial Bold**

Sub-Heading Font

A B C D E F G H I J K L M O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 . ? ! # \$ % & ( ) [ ]

# Aa

### **Arial Regular**

Body Font

A B C D E F G H I J K L M O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 . ? ! # \$ % & ( ) [ ]



# Graphic Assets

# Backgrounds

## Pattern/Texture

These textures/patterns are meant to be used as background elements in marketing materials. Each background is uses one of the main brand blue colours. These backgrounds include the icon used in the logo for easy brand recognition. Use the backgrounds with the decorative elements to bring in secondary colours.



# Iconography

## Main Icons

These are the icons that are used to differentiate each sector of Middle of Everywhere. They are assigned a specific colour and cannot be interchanged. An alternate is to use the Nimbus colour on dark backgrounds for icons that blend with the background colour.



energy



forestry



agriculture



commerce

Alternate icon colour



## Contact Icons

These icons are for use on the website only. Each icon is generated using a icon web font called FontAwesome in thin weight.

On dark background, use the  
HEX #DDEFFB



On light backgrounds, use the  
HEX#073A5A colour



## Secondary Icons

These icons are meant to be used as navigational links or decorations on the website or marketing material. Additional icons can be added to the collection in the future using the editable icon source file in Adobe Illustrator. Designers should use the icons within the source file as guidance for how to create additional icons. Each icon can be used in either dark blue or light blue. The dark blue icons are to be used on light backgrounds and the light blue icons are to be used on dark backgrounds.

on light background



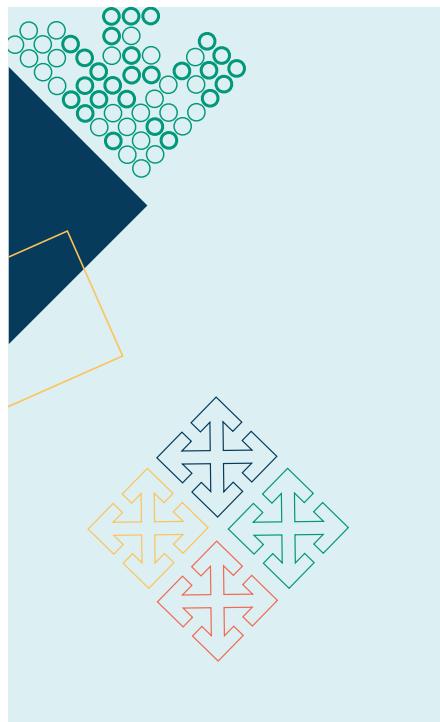
on dark background



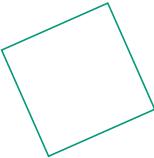
# Decorative Elements

## Decorative graphics

The varied style of these shapes make the brand look friendly, approachable and professional. The geometric shapes can be used decoratively on graphics and can be used as an overlay on a photograph at 40-60% opacity. These elements are combined in a triad with the triangle (1) shape is assigned a specific colour when referencing a sector of the Middle of Everywhere - Energy is dark blue, Forestry is green, Agriculture is yellow, Commerce is orange. When used to speak to Middle of Everywhere generally, the blue colours are used. The four arrows are used in situations where the Middle of Everywhere is marketed as a whole such as: business cards, a general announcement or on a cover of a document. Do not use the four arrows if specifically designing for a sector. The sector graphics and colours should be used in this case. See page 25 for sample design and Templates section on page 40 for samples.



geometric shapes



title graphic



energy



forestry



agriculture



commerce

# Stigma & Inclusion in the Workplace

SERIES 01 | CULTURAL INCLUSION

**GUEST SPEAKER - LEN AUGER**  
Safety Consultant - Auger Safety

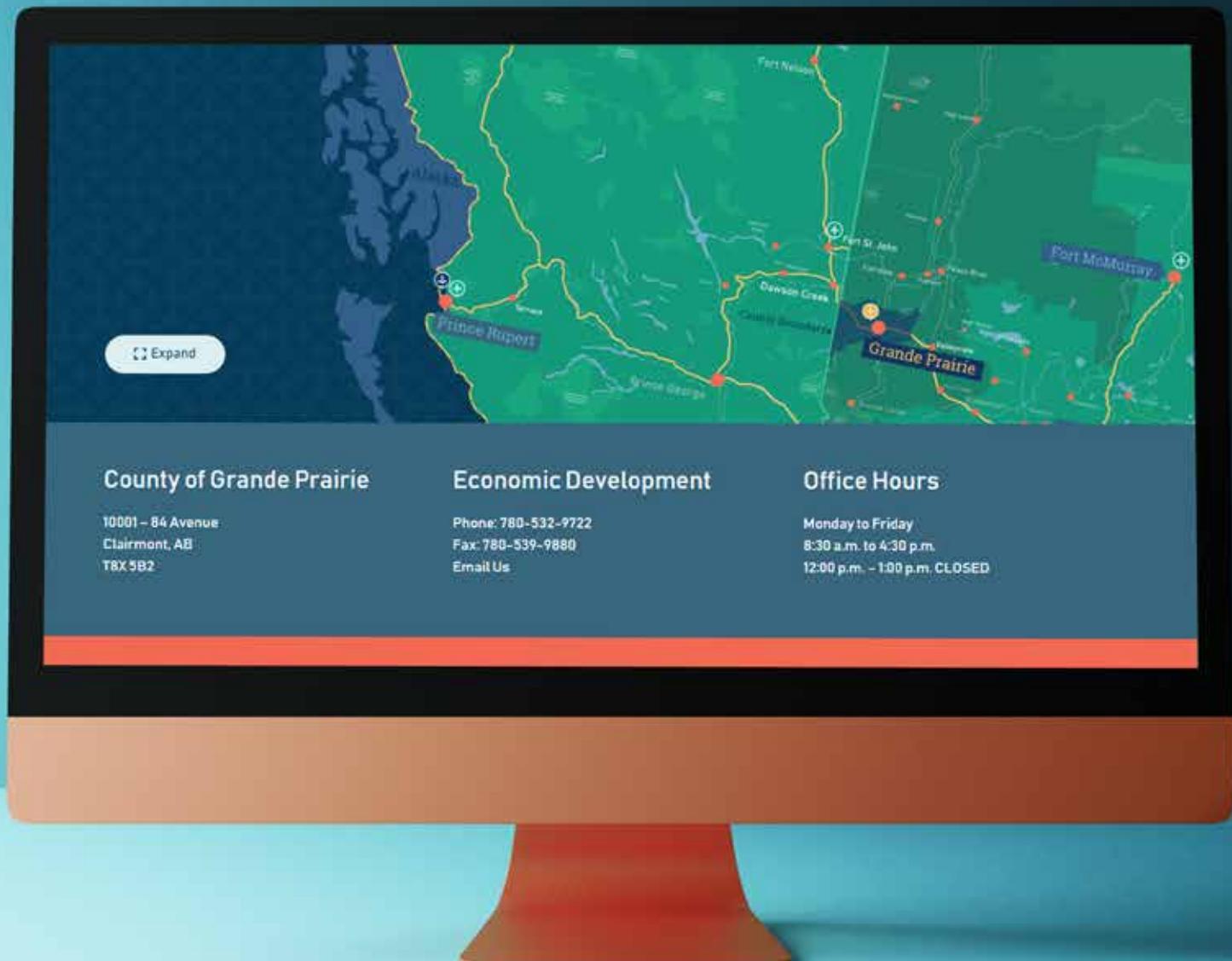
28.02.2022 | 11:30AM -1:00PM  
Alliance Church



INFORMATION AND REGISTRATION

[countygp-bsn.eventbright.ca](http://countygp-bsn.eventbright.ca)





### County of Grande Prairie

10001 - 84 Avenue  
Clairmont, AB  
T8X 5B2

### Economic Development

Phone: 780-532-9722  
Fax: 780-539-9880  
Email Us

### Office Hours

Monday to Friday  
8:30 a.m. to 4:30 p.m.  
12:00 p.m. - 1:00 p.m. CLOSED

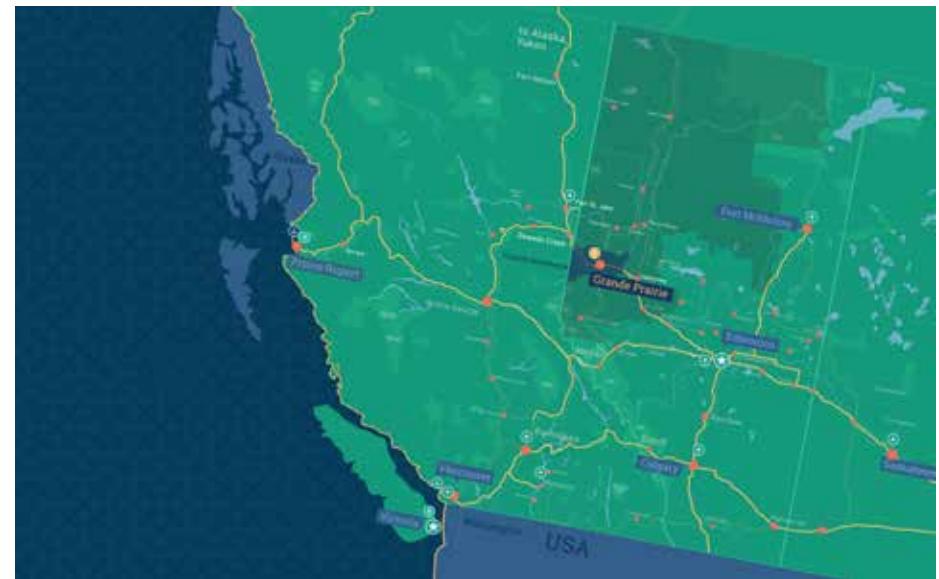
# Maps

The Middle of Everywhere has a collection of maps to showcase topographic data. Using the illustrator source file, the main map (Map 1) is used to create a customized map depending on the data being featured. Selecting a layer to be visible or not will add or remove roads, city names, boundaries, etc. Each item is isolated on a layer for ease of editibiity. The only edits that should be made is whether a layer is turned off or on. Colours, fonts, icons are not to be edited.

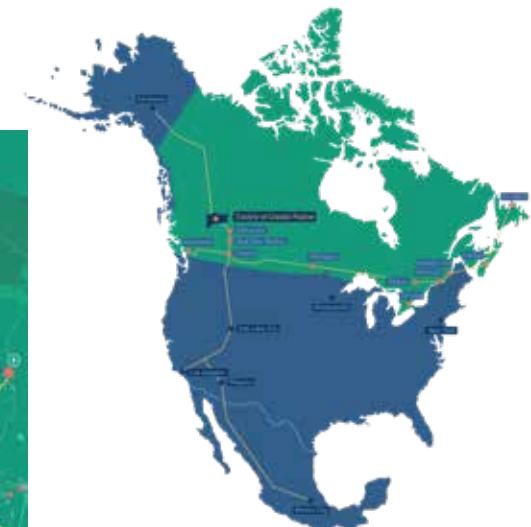
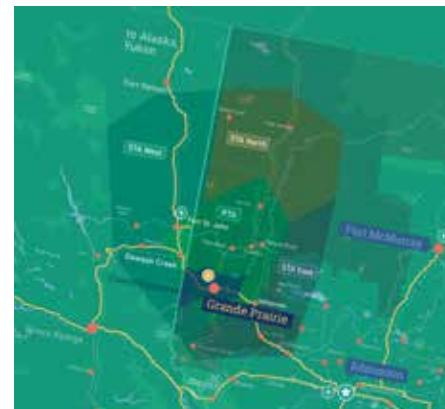
When a section needs to be higlighted (Map 2), the artboard should be adjusted to zoom into that particular section and saved out for print or digital, as needed.

The continental map is minimal and is used to show the main cities and travel arteries in a generalized manner.

Map 1



Map 2



# Charts and Graphs

## Charts and Graphs

Charts and graphs are essential elements in communicating complex and diverse data and information. These elements rely on the visual identity of the Middle of Everywhere to ensure consistency throughout communication.

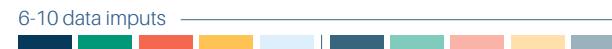


## Colour Sequence

The largest portion of data should always start at the top of the circle. Always displayed in energy blue. From there, the values should be listed clockwise around the circle in descending order, according to the color order shown.

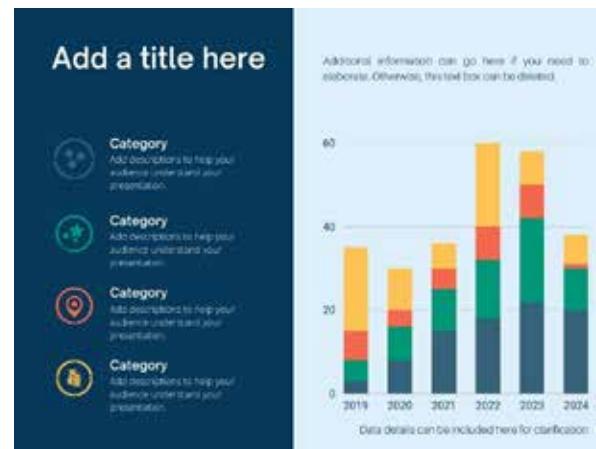
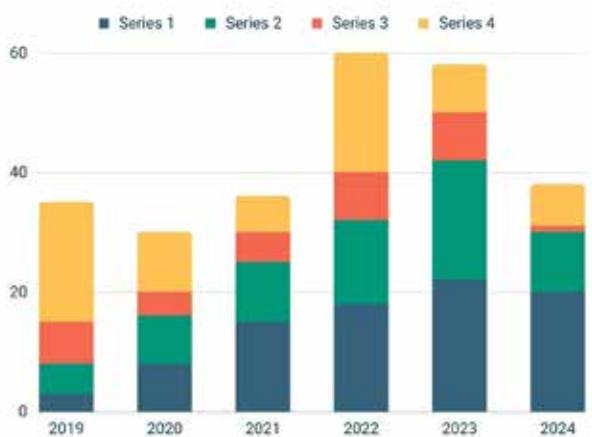
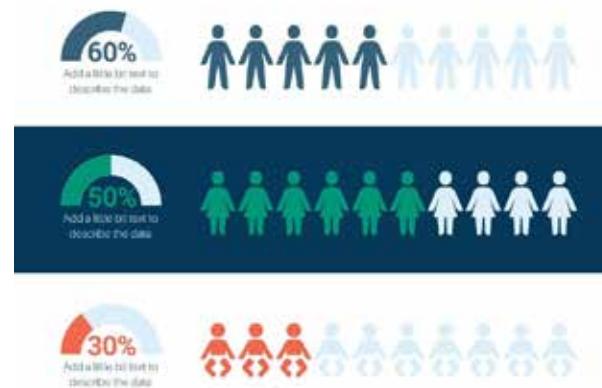
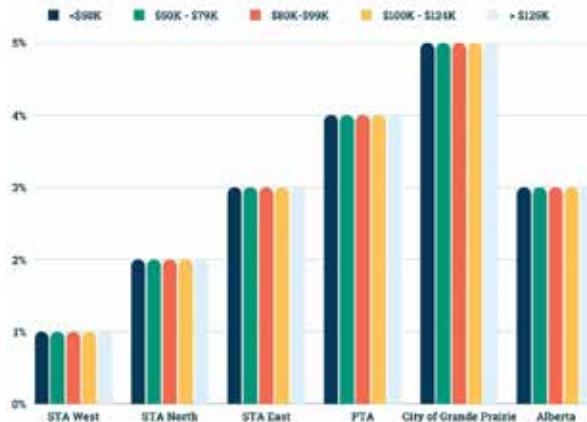


For bar charts and line charts, depending on the number of inputs in the chart, you must select colors from the sub-palette below.



## Templates

We have established a set of graphs in our Canva template for use in a digital application. These are the types of charts that should be used across our brand to add variety to our presentations if they are also used in print marketing.





# Brand Photography



# Photography Rules

## Custom Photography

**Whenever possible invest in professional photography.** An investment at the outset can generate a library of images that can be re-used year-round in marketing materials.

**Do not use stock images to represent a “real” part of our business.** Pictures of our staff, our community, and our products are things that people can easily recognize. Use real pictures to represent the real parts of our business.

## Image Quality

All images used in our marketing materials should be professionally shot, high quality images. Clean, sharp pictures with an appealing composition and great lighting.

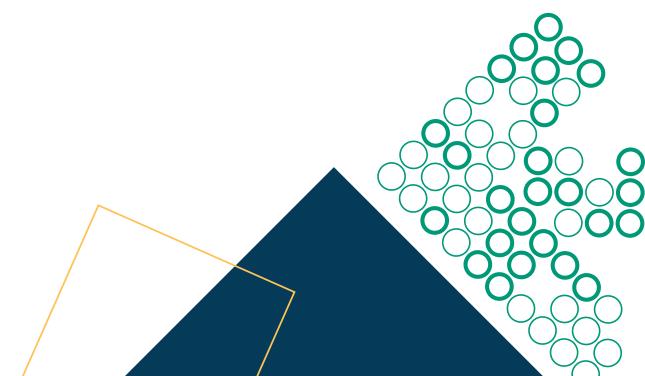
## Technical Quality

Use the correct resolution of a photo for the medium they will be used in. For example, print requires large, high-resolution photos. **Never scale up a photo to fit** - it will pixelate and distort the image. Either re-take the photo or obtain a larger version.

## Stock Photography

It is acceptable to use high quality stock photos in certain areas of our marketing materials by following these guidelines.

- **Guideline #1** - Use stock photography to represent energy, forestry, agriculture, and commerce and community.
- **Guideline #2** - The photos should represent scenery or highlight a detail of a sector, such as a plant for agriculture, or a tree for forestry.
- **Guideline #3** - Choose images that focus on the subject at hand and that feel welcoming with softer colour and blue tones.
- **Guideline #4** - images sourced should look like they would be from the area being showcased.



# Examples & Editing

## Photo Examples

These photos have a scenic feel to them with a cool filter. Adding close up images in a series of photos will help break up the images for the viewer and create breathing room.

## Editing & Treatments

Adding a graphic element to the photo is keeps the brand consistent and adds visual interest to bring in the viewer. Photos used in the brand will have an overlay filter of colour using the HEX #37657D. The colour overlay is in the Canva Brand Kit and can be adjusted 10-20% in opacity depending on the photo lightness or darkness.





# Layout Guidelines

# Creating Layouts

## How to Use the Visual Identity Elements

When creating marketing materials using the Middle of Everywhere brand, follow these guidelines to ensure consistency.

### Using Our Logo

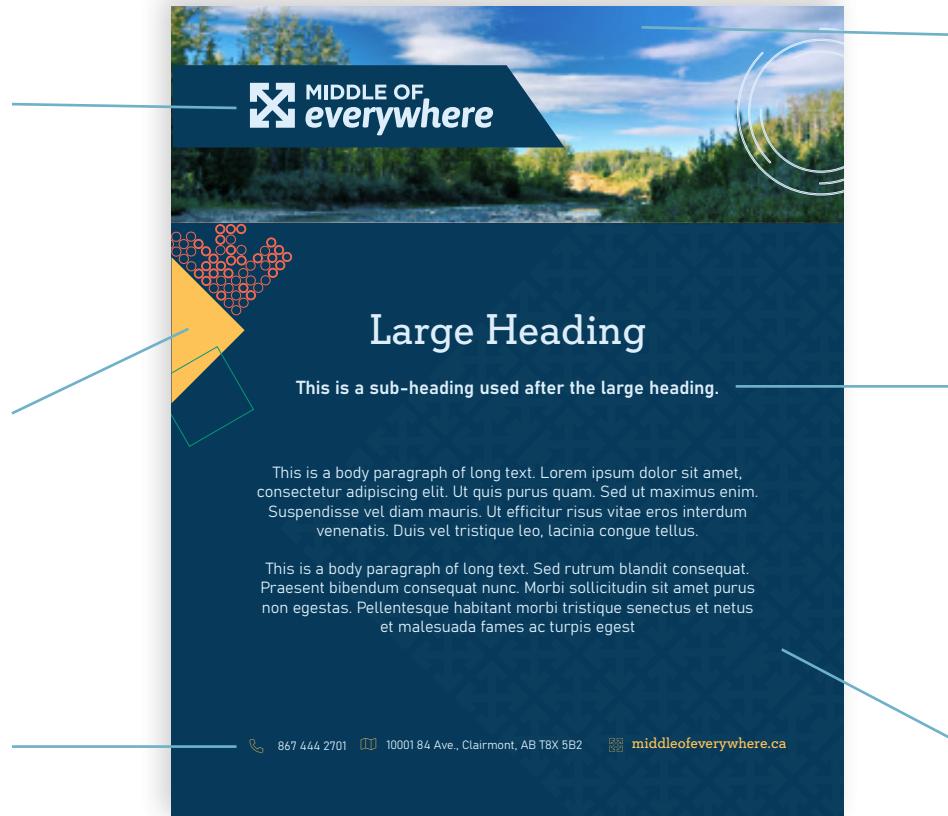
The logo should always be clearly visible. Use the correct logo version according to the background colour. Use the best logo layout to fill the space available. When using the logo over images, use the angled rectangle shape with the logo. Use the logo with wordmark for official documents/designs.

### Using Decorative Graphics

The geometric elements should be used to add subtle decoration to the design. The triad of geometric shapes should be used with headings where the triangle is pointing to the heading where possible. Individual graphic elements should be used to fill excess white space without overpowering the text within the design.

### Contact Information

Our contact information should always be included in marketing materials if possible. The address and phone number should be displayed in the subheading font, with an icon in yellow. The website should be in a different colour than the address and use the heading font.



### Using Images

Follow the image guidelines on page 28.

### Using Our Fonts

Follow the font guidelines outlined on page 19. Depending on the design text can either be left aligned or centered. If the heading is centered, make sure the sub-headings and body text are centered as well. Alignment should be consistent throughout entire design.

### Using Backgrounds

Backgrounds are used to cover the entirety of the design or not at all.

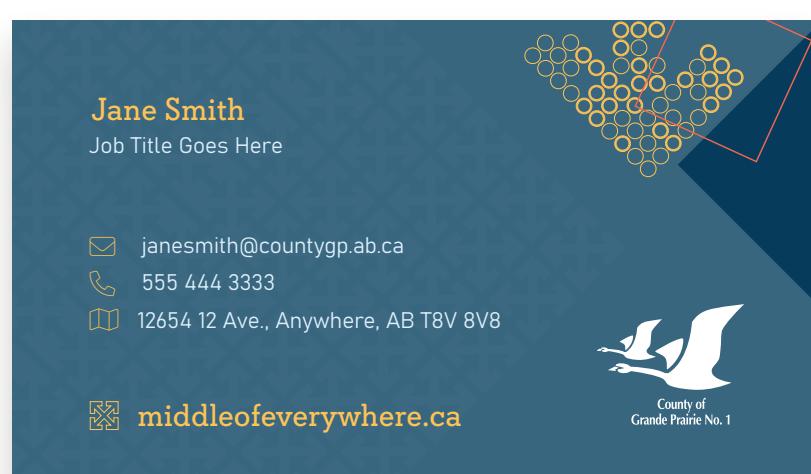


# Brand Templates

# Business Cards

## Reproducing Stationery

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Editable templates have been provided for creating business cards for any employee of the company.



# Letterhead & Envelope

## Reproducing Stationery

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Print ready files of the letterhead and envelope have been provided, as well as editable source files.

Ensure you install the correct fonts before using the letterhead. If brand fonts cannot be used, refer to the alternative fonts on pg 19.



# Print

## Marketing Material

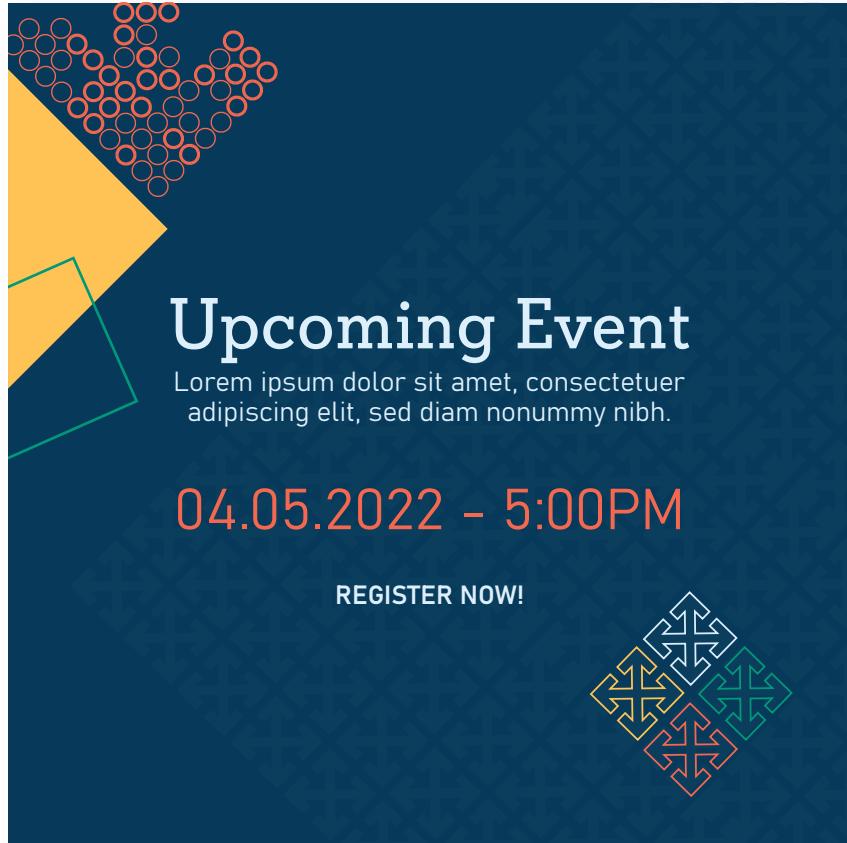
Use these templates as an example for using the brand in print material to ensure consistency in imagery used throughout our marketing.



# Social Media

## Canva Templates

Our Canva Brand Kit contains all of our branded assets and custom branded templates for using on social media. Use these templates as an example for using the brand in Canva to ensure consistency in imagery used on social media. **Do not use templates premade by Canva without applying our branding to the design. Make sure our fonts, colours, and graphic assets replace the ones used in the premade template.**





FOR SUPPORT RELATED TO THE GUIDE OR THE ACCOMPANYING TEMPLATES, CONTACT:



NINE10 INCORPORATED

Phone: 780-539-1755

Email: [support@nine10.ca](mailto:support@nine10.ca)

Web: [nine10.ca](http://nine10.ca)

We encourage you to contact us if you have any questions about our guide or  
need further help with a brand project.