

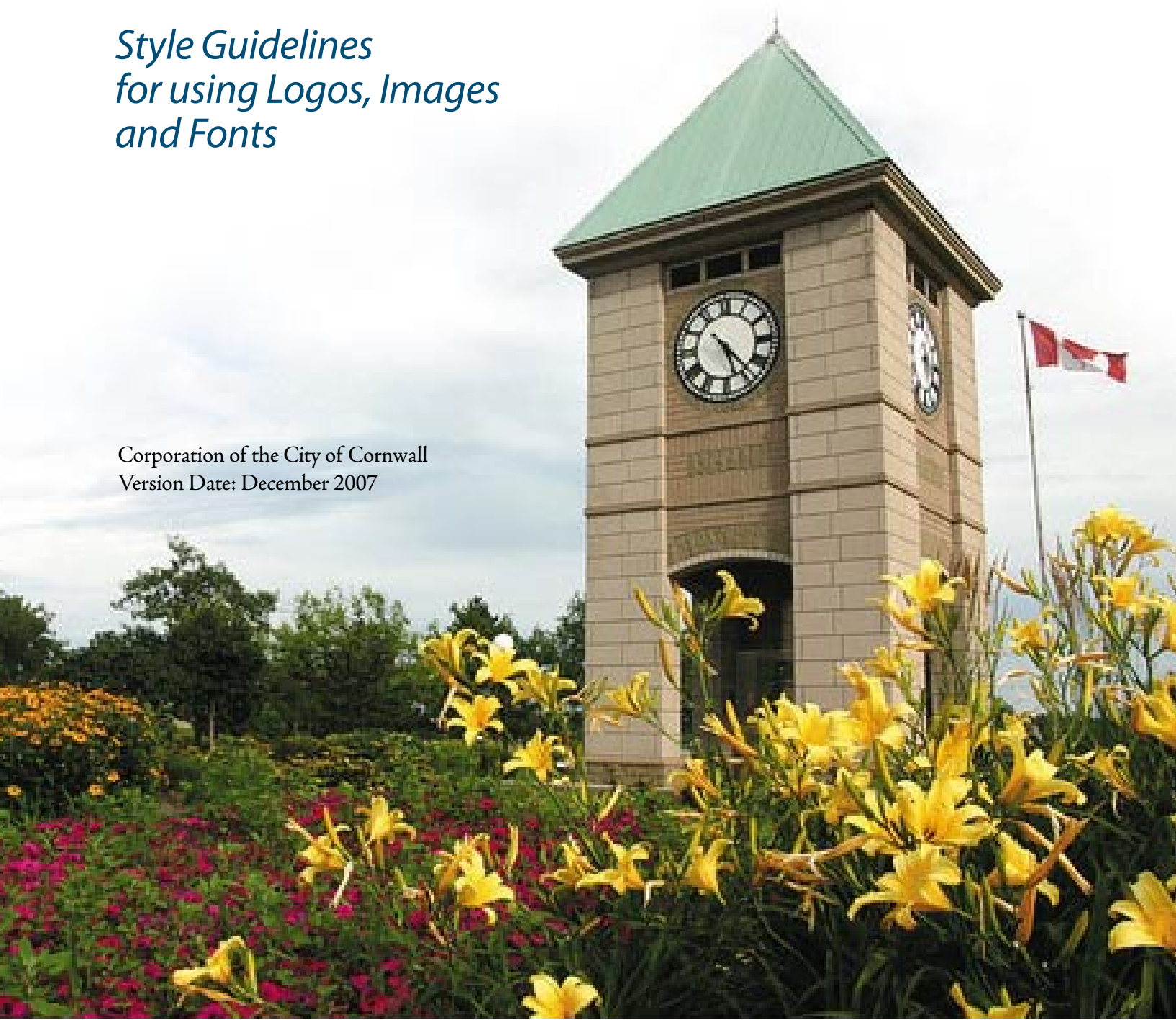


A city with a world of possibilities

# Graphic Communication Standards **Guide**

*Style Guidelines  
for using Logos, Images  
and Fonts*

Corporation of the City of Cornwall  
Version Date: December 2007



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# Our Vision

Cornwall is a City in transition.

*Our vision is to create an environment of **success** in Cornwall.*

The City is committed to growing our local economy through consistent **leadership**, investment in **partnership, connection** to a network of resources and capabilities, and capitalizing on **opportunities** unique to our community.

We are pursuing an ongoing strategy of attracting new businesses to Cornwall, recruiting new employees who can find success in diverse local industries, and enticing new residents who seek the high quality of life and lower cost of living we can offer as a smaller city.

## Effective Communications

Consistent use of graphic standards is important to effectively communicate the overarching essence, tone, personality, concrete visual touchstones, benefits and qualities of the city's brand. Over time, implementing these guidelines will contribute significantly to a strong, unified identity that will be easily recognizable and a source of pride to our publics, our stakeholders and our community.

The cornerstone of the Cornwall brand is our new logo and tagline.



Through the brand's consistent application on all marketing, communications and corporate materials, it will come to represent what we stand for: leadership, partnership, connection and opportunities — all leading to personal and community success.

# Correct Use of the Logo

## Logo Components and Placement

A logo is simply an icon of the brand. It's a corporate signature, not unlike someone's personal signature. Just as a signature validates and brings meaning to documents, a logo gives meaning and significance to corporate materials.

The new corporate signature comprises the word "Cornwall" boldly presented in a progressive blue font, with "Ontario Canada" placed below for context, and a vivid green sweeping arc extending over the City's name. Together, these present a visual reflection of the attributes and characteristics of which the City's residents are most proud.

For marketing and advertising purposes, the logo will appear with the tagline, "A city with a world of possibilities" in English only applications, "Un monde de possibilités" in French, or in a bilingual format where appropriate.



## Official Colours

### Primary Colours



#### Cornwall Blue

PMS: 302  
 CMYK: 100/25/0/50  
 RGB: 0/77/119  
 Hex: 004D77



#### Cornwall Green

PMS: 362  
 CMYK: 70/0/100/9  
 RGB: 37/167/43  
 Hex: 25A703



#### Cornwall Grey

PMS: Cool Grey 7  
 CMYK: 0/0/0/50  
 RGB: 179/179/179  
 Hex: B3B3B3

### Secondary Colour Palette

The secondary colour palette is comprised of 7 colours. These colours have been specifically chosen to complement the logo's primary colour scheme.

The secondary colour palette should be used where documents, layouts, or graphical treatments call for a highlight colour. For example, it can be used to highlight specific information in charts or callout boxes, or to add visual interest in text headings or black and white images. For more ideas, see the sample applications section on page 13.

PMS: 5767 C CMYK: 15 / 0 / 68 / 39 RGB: 149 / 158 / 76	PMS: 5425 C CMYK: 30 / 4 / 0 / 31 RGB: 142 / 164 / 182	PMS: 5Cool Grey 6 C CMYK: 0 / 0 / 0 / 31 RGB: 191 / 191 / 191
<b>Logo Primary</b> PMS: 362 C CMYK: 70 / 0 / 100 / 9 RGB: 37 / 167 / 43	PMS: 417 C CMYK: 1 / 0 / 25 / 65 RGB: 111 / 109 / 89	PMS: 5767 C CMYK: 33 / 4 / 0 / 72 RGB: 64 / 77 / 87
<b>Logo Primary</b> PMS: 302 C CMYK: 100 / 25 / 0 / 50 RGB: 0 / 77 / 119	PMS: 471 C CMYK: 0 / 59 / 100 / 18 RGB: 142 / 164 / 182	PMS: 5195 C CMYK: 72 / 90 / 75 / 15 RGB: 88 / 44 / 59

## Colour Applications

### *Full Colour*

The full colour logo should be used on a white background or in an area of an image with a light background.



### *One Colour*

For applications in which only one colour will be used, either the corporate blue (PMS 302C) or black is acceptable. The arc prints 100% blue or black in a one colour application. Where Cornwall blue is not an option and the logo must appear on a black or dark background, the entire logo is reversed into white.



*One colour blue on white*



*Black on white*



*Reversed in white out of dark background*

## Protection Space

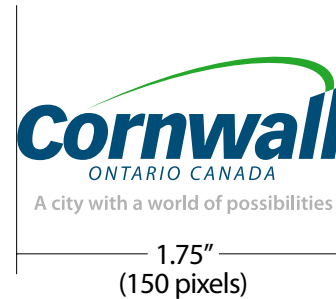
For maximum visual impact, the logo should appear with an area of protection space around it. The “C” in Cornwall establishes the minimum protection space in most applications. Wherever possible, however, it is best to use a double “C” protection space at the top of the logo to accentuate the feeling of open space, sense of movement, and the forward-looking vision represented by the arc.



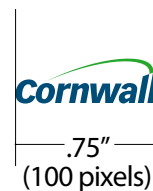
## Minimum Size Requirements

The minimum sizes for the logo with tagline are 1.75" (150 pixels) in width and for the logo without tagline .75" (100 pixels) wide. In any question of size, legibility should always be the determining factor.

Logo with tagline



Logo without tagline



## Acceptable Variations of the Logo

All public-facing communications (advertisements, websites, reports, brochures, forms, etc.) produced by City of Cornwall departments and operations should be branded in accordance with these guidelines.

### Exterior signage

In this case “Ontario Canada” is understood and has been removed from the logo. The tagline is visually centred below the logotype and there is some protection space between the logotype and the tagline. The tagline is not positioned as tightly to the logo as “Ontario Canada” would have been.



### Truck signage

The logo can be used without Ontario, Canada, without the tagline and with the city’s web address as shown here.



### Department names

Department names may be used in conjunction with the new corporate logo. In these cases, the names should be applied consistently across all media, and it is important that the logo’s integrity be maintained.

The examples provided are the only acceptable ways of displaying the department name with the logo.

For clarification on how to apply the logo with a department name, please see the contact information section on page 15.



# Official Fonts (Typography)

The type font used for “Ontario Canada” is Myriad Pro Italic. The type font used for the tagline is Myriad Pro Semibold.

The Cornwall logo is an outlined font (font used has been modified and outlined for the purpose of creating the mark).

## Corporate Fonts

<p><b>Myriad Pro</b></p> <p>Other weights of Myriad Pro are available and can be used as necessary.</p> <p>When Myriad Pro is unavailable Arial is to be substituted.</p>	<p>Regular</p>	<p>abcdefghijklmnopqrstuvwzyz                  ABCDEFGHIJKLMNOPQRSTUVWXYZ                  1234567890</p>
	<p><i>Regular Italic</i></p>	<p><i>abcdefghijklmnopqrstuvwzyz                  ABCDEFGHIJKLMNOPQRSTUVWXYZ                  1234567890</i></p>
	<p><b>Semibold</b></p>	<p><b>abcdefghijklmnopqrstuvwzyz                  ABCDEFGHIJKLMNOPQRSTUVWXYZ                  1234567890</b></p>
	<p><b><i>Semibold Italic</i></b></p>	<p><b><i>abcdefghijklmnopqrstuvwzyz                  ABCDEFGHIJKLMNOPQRSTUVWXYZ                  1234567890</i></b></p>

<p><b>Jenson Pro</b></p> <p>Other weights of Jenson Pro are available and can be used as necessary.</p> <p>When Jenson Pro is unavailable Times Roman is to be substituted.</p>	<p>Regular</p>	<p>abcdefghijklmnopqrstuvwzyz                  ABCDEFGHIJKLMNOPQRSTU                  VWZYZ</p>
	<p><i>Regular Italic</i></p>	<p><i>abcdefghijklmnopqrstuvwzyz                  ABCDEFGHIJKLMNOPQRSTU                  VWZYZ</i></p>
	<p><b>Bold</b></p>	<p><b>abcdefghijklmnopqrstuvwzyz                  ABCDEFGHIJKLMNOPQRSTU                  VWZYZ</b></p>
	<p><b><i>Bold Italic</i></b></p>	<p><b><i>abcdefghijklmnopqrstuvwzyz                  ABCDEFGHIJKLMNOPQRSTU                  VWZYZ</i></b></p>

## MicroSoft Office Fonts

<p>For use in Word documents, Powerpoints, etc...</p>	<p>Arial</p>	<p>Different weights can be used as necessary.</p>
	<p>Times</p>	<p>Different weights can be used as necessary.</p>

## Official Fonts (Typography) (continued)

Good document design is mainly a combination of common sense and keeping things simple. Look at attractive examples of documents that are similar to what you're trying to create.

### **The following list explains some basic DOs and DON'Ts.**

- Long lines of text are hard to read. Generally, a line should have 55 to 60 characters, or 9 to 10 words.
- Similarly, long paragraphs are hard to read.
- White space on the page makes your document cleaner and easier to read.
- Use indents and bullets to highlight important points. Use headings and subheadings to help your readers find the information they're interested in.
- Avoid using more than two font types on a page, as this looks cluttered and unprofessional. Generally one serif and one sans serif make a nice mix. Using the sans serif for headlines and the serif for body text is common practice. See page 7 for City font choices.
- Use italics and bold to highlight words and phrases, rather than using all uppercase or underlines. All uppercase is hard to read. Italics and bold should be used sparingly, however, not across a whole document.
- Left justification is easier to read and looks less formal than full justification.
- Avoid automatic hyphenation of words.

# Incorrect Uses of the Logo



Don't put a white outline around the logo and tagline



Don't have the arc overlap photos (respect the protection space)



Don't encircle or draw a border around the logo



Don't stretch or distort the logo



Don't change the shape/positioning of the arc in the logo



Don't resize a low resolution or GIF version of the logo



Don't combine the City logo with another logo, or graphic



Don't remove elements from the logo



Don't use a ghosted, watermarked version of the logo



Don't alter the colours



Don't alter the fonts



Don't combine the City logo with other words



When reversing the logo, reverse the complete logo



Don't add a drop shadow to the logo



Don't rotate the logo

# File Formats

## Which Logo File Format should I use?

Choosing which file to use will depend on your intended application. Are you planning on printing the logo in colour? Or are you just using it for a PowerPoint presentation?

For PC-based word processing:	300 DPI rgb_png or rgb_jpg
For PPT presentations:	150 or 300 DPI rgb_png
For web use:	72 DPI rgb_png
For print purposes:	Illustrator vector files for print (illustrator9.EPS PMS/CMYK)

NOTE: Logo files are available for downloading at [www.cornwall.ca/graphicstandards](http://www.cornwall.ca/graphicstandards)

## Technical Tips

### Resolution and Format

The resolution and format of the file will significantly impact quality. For print purposes, Illustrator vector-based files should be used wherever possible. If that is not possible, when printing you want a higher resolution, uncompressed file format (e.g. Tiff, EPS). For e-mail memos, web applications and other internal applications, using a compressed low resolution file (eg. JPG, PNG) is preferable.

Uncompressed files offer better quality but are larger in electronic file size and sometimes can only be opened by specialized programs. Compressed file formats offer much smaller file sizes, and can be opened by everybody, but often offer poor results when printing. Vector-based formats allow resizing without loss in quality, but can only be opened by a few programs.

### Resizing the Logo

When resizing the logo, always grab from the corner rather than the side or top. Grabbing from the sides or top will distort the logo, which is unacceptable (see page 9).

Be careful not to enlarge a compressed image (e.g. JPG) too much as the image will become pixelated. Also, never resize a GIF (either up or down) because the image will become unreadable.

# Photography

When using photos to accompany City communications, take care to select photos that match the visioning statement at the front of this document.

Whenever possible, use photos that depict an actual City scene, rather than generic stock photographs. Use the most recent photos available.

If using digital photos, ensure the photos have been optimized to correct brightness and other concerns. Pay attention to resolution and file format issues to ensure professional and positive reproduction. For print applications, the preferred formats for photos are Photoshop.EPS or .TIF cmyk, 300 DPI @ 100%.

When using photographs taken by other people, ensure any copyright or credit requirements have been dealt with.

The Department of Economic Development has a library of over 200 photos that are available for use. Contact the department for access and permission.



*Credit: Put person or company name here*

# Sample Applications

Examples are provided to show approved applications of the visual identity.



Letterhead

Business card



Envelope

# Sample Applications (continued)



Advertisement

## Kitfolder Cover >

8 1/2" x 11", 4-colour kitfolder cover:  
The secondary colour is used to create visual interest above the photos and complement the dynamic arc of the logo below. The logo and tagline are in a prominent position in an open space at bottom right, and photos were chosen to reflect the diversity of people and place, commitment to nature, and vibrancy of Cornwall.

## < Advertisement:

Newspaper advertisement (resident attraction campaign), size: 6 5/8" x 7 3/8":  
4-colour logo and tagline are used in conjunction with the 1-888-Cornwall.  
Copy tone, style and imagery all reflect the brand strategy—speaking in a confident, friendly, optimistic manner. Imagery shows Cornwall places and, most importantly, people!



Kit Folder Cover

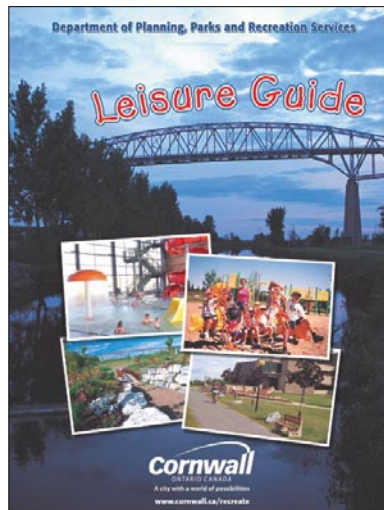


Web ad

Web ad: ^  
Web ad (resident attraction campaign), size: big box, 300 pixels wide x 250 pixels deep

## < Leisure Guide Cover:

8 1/2" x 11", 4-colour publication cover:  
The corporate signature is positioned in the area below the photos on the cover and is reversed out to white in the dark background.



Leisure Guide Cover

## Old City Logo, Crest and Coat of Arms

### Old Logo

With the adoption of the new City logo in September 2007, the City Logo (circa 1997-2007) featuring a red half-maple leaf over blue Cornwall typography was officially retired. This logo should not be used to represent the City in any new materials or publications, however the City of Cornwall retains its rights to the image.



### Old City Crest

The old City crest (circa 1960-1996), found in various formats and typically represented by a wavy circle encompassing a crown, crest and banner with the words Pro Patria, has been retired from use in City publications, and is no longer viewed to be the City logo. This logo should not be used to represent the City in any new materials or publications, however it is still used internally in very special circumstances.



### City Coat of Arms

The City retains an official Coat of Arms. It depicts two ravens holding a gold shield with 15 black circles, a helmet and smaller raven perched atop the shield, and a banner with the words Pro Patria below. This Coat of Arms should not be used in any communication materials.



## Copyright

The City of Cornwall's logo and tagline are the property of the Corporation of the City of Cornwall. Any reproduction of the logo and tagline, other than for municipal use, licensed programs of the City of Cornwall, or with the City of Cornwall's expressed permission is prohibited.

## Contact Information

For further information regarding usage of the City of Cornwall logo and tagline, please contact:

### **Bob Peters**

*Senior Development Officer*

Cornwall Economic Development

Tel: (613) 930-2787 x2268

340 Pitt Street, 4th Floor

Cornwall, Ontario K6J 3P9

Tel: (613) 933-0074 / Fax: (613) 933-0745 Toll Free 1-888-Cornwall