

visual identity guide

Prepared and Administered by
Communications Services

2015

Updated November 2017



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Questions regarding the Parkland County Corporate Visual Identity Guidelines or use of the Parkland County corporate identity should be directed to Communications Services.

COMMUNICATIONS SERVICES

PARKLAND COUNTY

P: 780-968-8432

E: communications@parklandcounty.com

introduction

THE GOALS OF THE VISUAL IDENTITY GUIDE

- Establishing and enforcing consistent and clear brand identity through the proper design and use of Parkland County's brand.
- Establishing an internal process that will ensure that the County's employees can deliver on the brand's promises and therefore increase association with the Parkland County brand.
- Promoting the brand externally to build a desired image and increase perception about Parkland County.
- Strengthening business retention and expansion through a clear and exciting branding message.

In order to achieve the goals of the Branding Strategy, the Parkland County Corporate Visual Identity Guidelines have been prepared to provide clear and concise reproduction standards for the County's corporate identity (the logo, tagline, and supporting graphic elements).

The Parkland County Corporate Visual Identity Guidelines outlines the rules for using the Parkland County logo, fonts, colours and templates, internally and externally. These guidelines should also be incorporated in any other additional corporate handbooks or other documents where there is reference to use of the Parkland County corporate identity.

visual identity + its elements

ABOUT THE LOGO

The logo consists of two elements: an icon and text



icon element

parkland
county

text element

The boldness of the text reflects that of the County. The green of the logo is fresh and energetic, striking and contemporary in the marketplace.

Separating “park” and “land” with different colours is counterintuitive and striking, emphasizing “land,” something we have a lot of here in Parkland County. In addition, the use of lowercase letters is modern and less predictable.

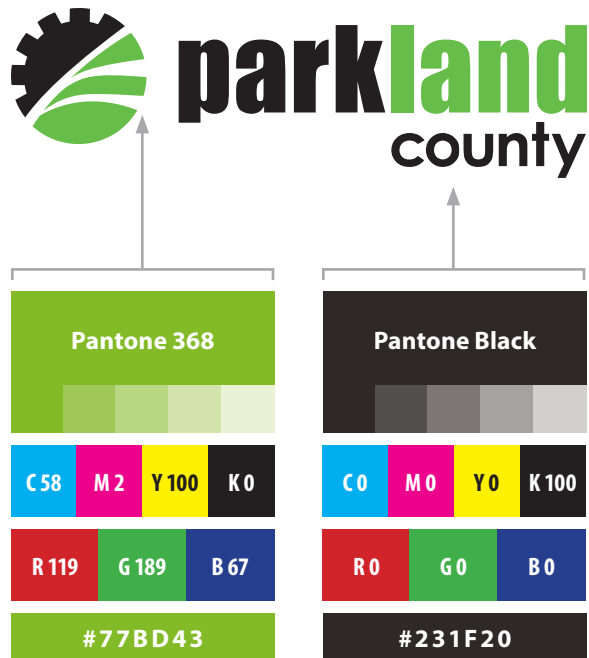
The icon is reflective of both industry and agriculture, evocative of our landbased value proposition and our agricultural roots. Parkland County is an exciting, vibrant community on the rise and we feel the icon depicts that quite nicely.

The logo is offered in two formats for flexibility in use without distorting the image.



visual identity + its elements

LOGO COLOURS



VISION

The vision is a high-level statement that expresses what the future looks like. Our vision has been crafted to be inspiring, energizing and motivating both internally and externally.

One Parkland: Powerfully Connected.

The vision may be displayed with the logo. The font must be Myriad Pro Bold, and it must be centred beneath the logo. The spacing of the vision must be equal to 1½ of the height of the 'a' in the Parkland County logo.



One Parkland: Powerfully Connected.

visual identity + its elements

MINIMUM SIZE

To ensure legibility of text and graphic elements of the visual identity, it is important that the visual identity is not reduced past a certain point.

Minimum size for both formats:

Landscape version: 1.4" x 0.4"



Stacked version: 0.93" x 0.67"



There is no recommended maximum logo size.

ICON USE



The logo image with text should always be used as the full corporate logo. However, there are situations where use of the logo in its entirety would not be practical. In these situations,



the icon can be used alone, but should be discussed with Communications Services first.

SPACING

It is important to always maintain the minimum protective space around the Parkland County logo. This will maintain consistency and help to create the biggest visual impact in association with the brand.

For the logo, the minimum protective space is equal to the height of the "a" in "parkland".



For the icon, the minimum protective space is equal to the height of the "a" in "parkland".



visual identity + its elements

UNACCEPTABLE USE

The logo image when used with text should never appear larger or smaller in relationship to each other. The elements should never be re-arranged in a format other than the acceptable reproduction standards outlined in this guide.



Make sure when changing the size of the logo that proportion is maintained. Do not allow the image to become compressed or stretched out of proportion. To prevent this, hold down the Shift key when altering the size to keep the logo in proper proportion.



visual identity + its elements

COLOUR VARIATIONS

Where possible, the logo should be used in full colour as the image will have greater impact. For example, full colour ads are shown to outperform an identical black and white ad by 300%. However, it may be necessary to reproduce the logo in black and white, greyscale, or even a single colour.

Logos in both vertical and horizontal layouts are available in the following colour variations. Image files are available in .eps, .jpg, and .png file formats. Staff should consult with Communications Services to determine the appropriate file format for the intended use.

- Black
- White
- Colour using Pantone 368
- Colour using RGB

OTHER COLOUR VARIATIONS

When full colour cannot be used, the logo can be reproduced in metallic tones and as a tone-on-tone (i.e. on promotional items such as shirts). Any variations are to be submitted to the Communications Services for approval.

BLACK AND WHITE



visual identity + its elements

LOGO & ICON OVERVIEW

- DO:** FOLLOW THE SIZE GUIDELINES
- DO:** KEEP THE COLOURS CONSISTENT
- DO:** ALLOW ENOUGH PROTECTIVE SPACE
- DO:** CHOOSE THE CORRECT VERSION FOR EACH USE
- DO:** CONTACT COMMUNICATIONS SERVICES FOR GUIDANCE IF YOU ARE UNSURE

- DON'T:** REARRANGE THE LOGO ELEMENTS
- DON'T:** COMPRESS OR STRETCH THE LOGO OR ICON
- DON'T:** CHANGE THE COLOURS OF THE LOGO OR ICON
- DON'T:** PUT TEXT OR GRAPHIC ELEMENTS TOO CLOSE TO THE LOGO



Logo colours have been altered.



Logo is too small.



Protective space is not provided.



Not enough contrast between logo and photo; too difficult to see.

typography

COLOUR VARIATIONS

To further standardize the appearance and graphic appeal of Parkland County’s printed materials, a consistent typeface should be used for supporting text and headlines. **MYRIAD PRO** was selected due to its modern look, legibility, and its variety in weight and style.



NOTE: This applies to external correspondence (letters) and internal memos as well. All employees are to use the templates for letterhead, word documents, memos, PowerPoint presentations, etc., that have been developed in order to ensure consistency in our communications materials.

- | | |
|-----------------------------------|---|
| Myriad Pro Light | Myriad Pro Light Condensed |
| <i>Myriad Pro Light Italic</i> | <i>Myriad Pro Light Condensed Italic</i> |
| Myriad Pro Regular | Myriad Pro Condensed |
| <i>Myriad Pro Italic</i> | <i>Myriad Pro Condensed Italic</i> |
| Myriad Pro Semibold | Myriad Pro Semibold Condensed |
| <i>Myriad Pro Semibold Italic</i> | <i>Myriad Pro Semibold Condensed Italic</i> |
| Myriad Pro Bold | Myriad Pro Bold Condensed |
| <i>Myriad Pro Bold Italic</i> | <i>MP Bold Condensed Italic</i> |
| Myriad Pro Black | Myriad Pro Black Condensed |

typography

HEADINGS

The font “Myriad Pro Black” can be used for headings and subheadings as utilized in this guide.

Myriad Pro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Black Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SPACING

The approved font is “Myriad Pro” which is the typeface used for the text in this manual. This font is known as a “sans serif” font (a typeface that does not use serifs, the small lines at the ends of characters).

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

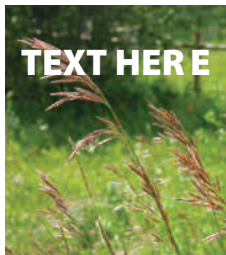
MP Bold Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

typography

TYPOGRAPHY OVERVIEW

- DO:** USE THE SPECIFIED FONTS
- DO:** MAKE THE FONT SIZE EASILY LEGIBLE FOR YOUR AUDIENCE
- DO:** USE SIZE AND WEIGHT TO CREATE CONTRAST
- DO:** REMEMBER THAT LESS IS MORE
- DO:** CONTACT COMMUNICATIONS SERVICES FOR GUIDANCE IF YOU ARE UNSURE

- DON'T:** USE VERTICAL OR HORIZONTAL SCALING
- DON'T:** ADD STROKES OR OUTLINES
- DON'T:** ADD DROP SHADOWS



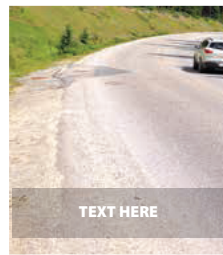
Specified font is used; great for consistency.



Incorrect font is used; inconsistent.



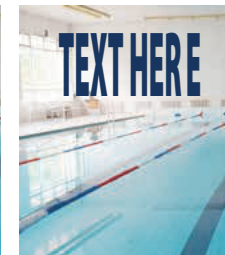
Text size varied to create contrast.



Text too small.



Text has not been scaled.

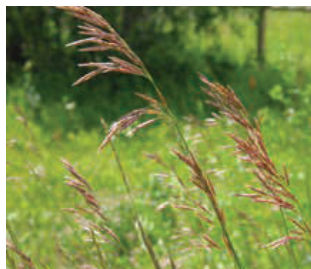


Text has been horizontally and vertically scaled.

colour scheme

CORPORATE COLOURS

The colour scheme has been influenced by some of Parkland County's prominent features; grassy fields, highways, clean water, barns, buildings, and deep lakes.



Pantone 367

C 40 M 0 Y 81 K 0

R 164 G 207 B 95

#A4CF5F



Pantone Cool Gray 6

C 35 M 29 Y 28 K 28

R 170 G 169 B 170

#AAA9AA



Pantone 319

C 65 M 0 Y 21 K 0

R 62 G 193 B 205

#3EC1CD



Pantone 200

C 16 M 100 Y 87 K 6

R 195 G 32 B 50

#C32032



Pantone 534

C 98 M 85 Y 36 K 27

R 30 G 53 B 94

#1E355E

colour scheme

COLOUR OVERVIEW

- DO:** CONTROL THE USE OF COLOUR
- DO:** USE COLOURS THAT COMPLET PHOTOGRAPHS OR BRACKGROUNDS
- DO:** USE COLOURS FOR TYOE THAT HAVE ADEQUATE CONTRAST TO PHOTOGRAPHS OR BACKGROUNDS
- DO:** USE SCREENS OF COLOURS TO PROVIDE CONTRAST
- DO:** CONTACT COMMUNICATIONS FOR GUIDANCE IF YOU ARE UNSURE

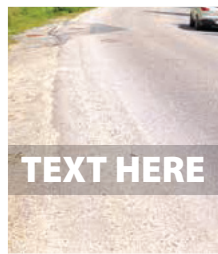
- DON'T:** USE VERTICAL OR HORIZONTAL SCALING
- DON'T:** ADD STROKES OR OUTLINES
- DON'T:** ADD DROP SHADOWS



Use of colour makes this easy to read.



Lack of contrast makes this difficult to read.



Use of screen makes this easy to read.



Lack of contrast makes this difficult to read.



Text colour complements the photograph.



Text colour does not complement the photograph.

service emblems

ENFORCEMENT SERVICES LOGO

Parkland County Enforcement Services has its own official logo to be used for departmental purposes in place of the corporate logo.



FIRE SERVICES LOGO

Parkland County Fire Services has its own official logo to be used for departmental purposes in place of or along with the corporate logo.



stationery

BUSINESS CARDS



NAME

*Myriad Pro Semibold
Semicondensed*
SIZE: 10/12

TITLE

*Myriad Pro Semibold
Condensed (all caps)*
SIZE: 8/9.6
9 PT SPACE AFTER

EMAIL

Myriad Pro Condensed
SIZE: 9/11, 2 PT SPACE AFTER

PHONE NUMBERS

*Myriad Pro Semibold
Condensed*
SIZE: 8.5/11

WEBSITE

*Myriad Pro Semibold
Condensed*
SIZE: 9/11
2 PT SPACE BEFORE&AFTER

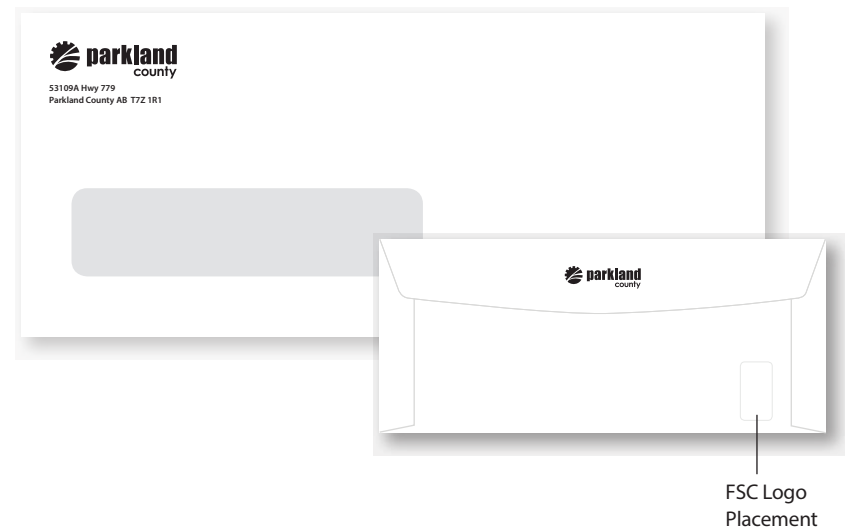
stationery

LETTERHEAD



ENVELOPES

#10 Window or Plain envelopes



FOR POSITION ONLY

print publications

GRAPHIC DESIGN

Communications Services is responsible for maintaining the corporate identity for Parkland County. This includes ensuring all external publications conform to a specific design standard. Communications Services will work alone or with a graphic designer to create the following types of projects:

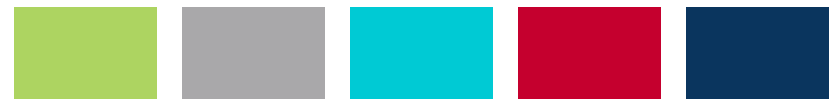
- Annual Reports
- Brochures
- Flyers
- Newsletters
- Posters
- Other external publications as needed.

Parkland County has templates for various items, including brochures, newsletters, newspaper advertising, and more. These templates are created in Adobe InDesign software, a professional graphic design program compatible with professional printing companies.

Employees should not use such as Microsoft Publisher to create items such as brochures and instead should consult with Communications Services to discuss their communication needs. Communications Services will work with employees to design professional brochures that meet the department needs, are consistent with the County’s design standards, and are produced in a format suitable for professional printing.

COMPLEMENTARY COLOURS

Parkland County has identified official colours to be used that are complementary to the green of the logo. These colours are to be used in all the branding and marketing materials.



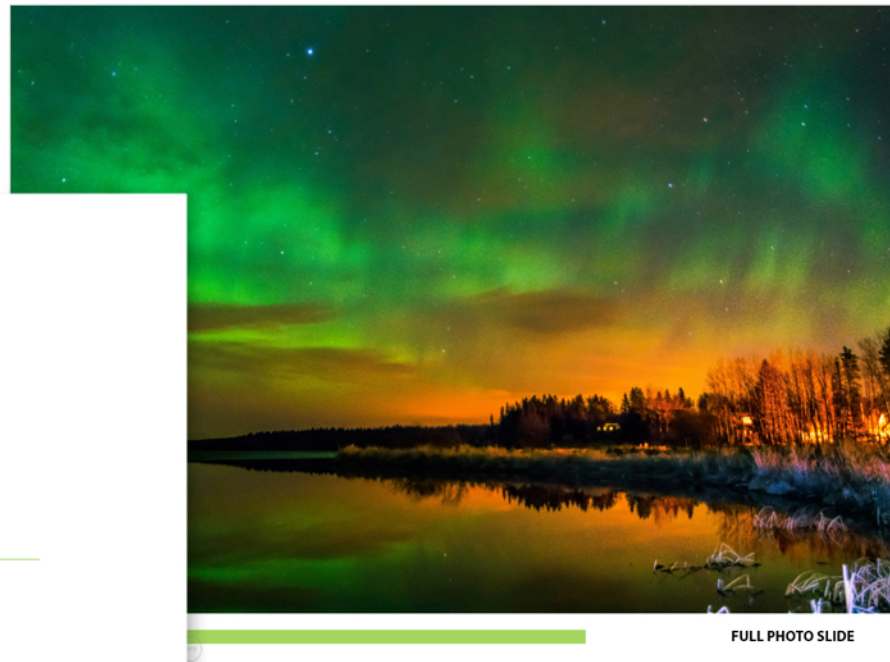
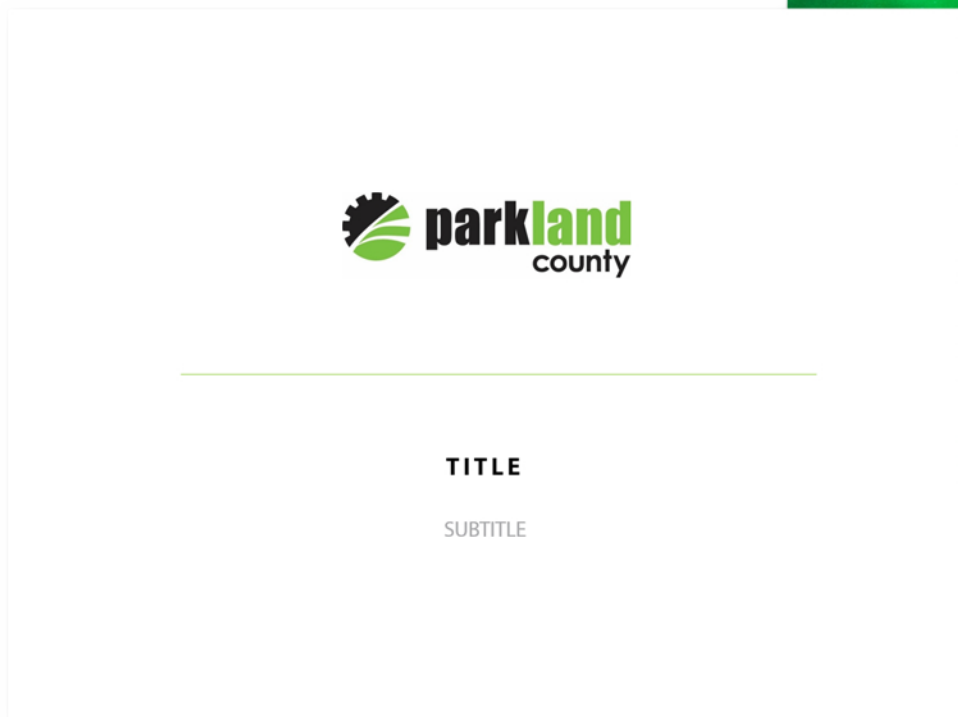
PRINTING

The printing of communications materials is a vital part of the development process. Photocopied pieces – brochures in particular - look unprofessional, inconsistent, and aesthetically unappealing. Further, although there is the appearance of it being less expensive to print in-house, when calculating the cost of labour and supplies, it is often more cost-effective to have items printed off-site.

Therefore, as often as possible, communications pieces should be professionally printed and produced. Communications Services will work in conjunction with Purchasing Services to ensure your projects are printed for the best price, by a reputable company, and on the appropriate paper stock.

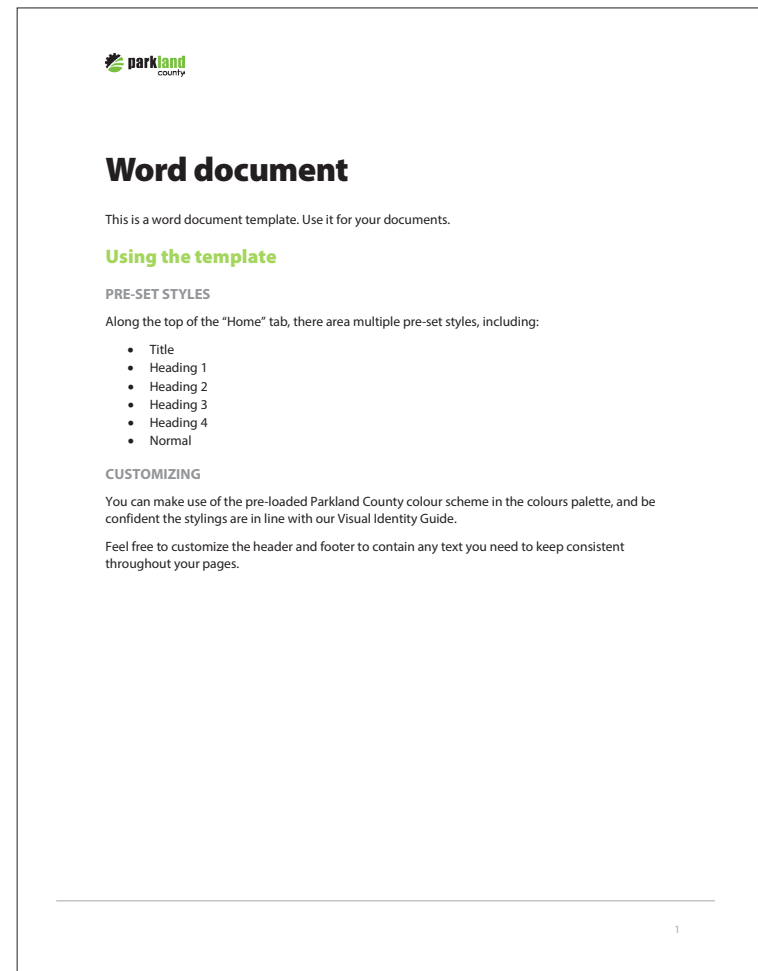
templates

POWERPOINT PRESENTATION



templates

WORD DOCUMENT



templates

3-PANEL BROCHURE



History of Parkland County

Apid quat ad maio volliqu undam, voluption corest erumquati nonsequ aepellitis deliti apienient pero quas inus si velescillam fugiant pliberumquas ditatur ionsecatem expelique perepediae nus con eatus a cupitin explis ea ipsam ea doloreheni officabor res exerios aut re nam atur?

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History of Parkland County

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History of Parkland County

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History of Parkland County

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History of Parkland County

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History of Parkland County

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History of Parkland County

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www.parklandcounty.com



Property Assessment and Tax Notice

History of Parkland County

Apid quat ad maio volliqu undam, voluption corest erumquati nonsequ aepellitis deliti apienient pero quas inus si velescillam fugiant pliberumquas ditatur ionsecatem expelique perepediae nus con eatus a cupitin explis ea ipsam ea doloreheni officabor res exerios aut re nam atur?

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History of Parkland County

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Quis rerum dolore mod es que corepta sinitas am quam a dolestia volorenis verum consed et occaer-nat re plit, sequoditaturSapis nes id quam, odit volesto quat. Onsequa ecullestibus sequi officiti verupliento escis et reicia nimumis dis aut velibus.

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Built on a solid foundation

Apid quat ad maio volliqu undam, voluption corest erumquati nonsequ aepellitis deliti apienient pero quas inus si velescillam fugiant pliberumquas ditatur ionsecatem expelique perepediae nus con eatus a cupitin explis ea ipsam ea doloreheni officabor res exerios aut re nam atur?

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Tectemquo bilaboremam, que id ullictus.

Contact Us

Feel free to contact us with questions, concerns and/or comments.

Parkland County
53109A Hwy 779
Parkland County, AB
Canada T7Z 1R1

Phone: 780.968.8888
Toll Free: 1.888.880.0858
Fax: 780.968.8413

www.parklandcounty.com




2015

PARKLAND COUNTY | Visual Identity Guide

21

promotional items

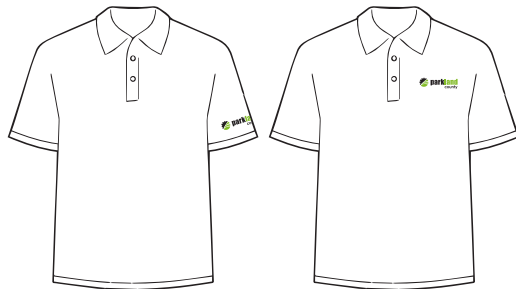
The following guidelines should be used to further standardize the appearance and graphic appeal of Parkland County's promotional materials.

Departments are permitted to purchase clothing and accessories and brand the items with the logo and the website address or the vision. There are different options regarding the appearance and placement of the logo on promotional clothing.

SHIRTS & GOLF SHIRTS

it is acceptable to have the logo be placed on the left sleeve with "tone on tone" colouring.

For situations when we want the logo to stand out more, including for those representing Parkland County at events such as a tradeshow, the logo should be placed on the front left side of the shirt in full colour.



JACKETS

The logo can be placed on the front left side of the jacket, sleeve, cuff, or on the back at the neckline depending on the situation and purpose of the item.

BALL CAPS

The logo can be placed on the front or the back of a ball cap and be in either full colour or tone on tone depending on the situation and purpose of the item.

NON-CLOTHING ITEMS (PENS, BAGS, ETC.): Placement of the logo including inclusion of the tagline is dependent on the product. The logo should be placed where aesthetically pleasing on the product. Use of full colour or tone-on-tone is dependent on cost, applicability and purpose of the promotional item.

logo use

USE BY INTERNAL DEPARTMENTS

Parkland County’s logo cannot be used unless it adheres to this visual identity guide, with approval adhering to the approval matrix.

BRANDING COMPONENT	APPROVAL REQUIRED	COORDINATED THROUGH
ADVERTISEMENTS	DEPARTMENT	COMMUNICATIONS
BRAND STANDARDS GUIDE	CAO/EC	COMMUNICATIONS/EC
BRANDED MERCHANDISE	COMMUNICATIONS	DEPARTMENT
BROCHURES	COMMUNICATIONS	COMMUNICATIONS
CORPORATE LOGOS	CAO/EC	COMMUNICATIONS
DECALS	EC/COMMUNICATIONS	ORIGINATING DEPT.
DOCUMENTS/FORMS	DEPARTMENT/COMMS	COMMUNICATIONS
E-NEWSLETTERS	COMMUNICATIONS	COMMUNICATIONS
INTRANET	COMMUNICATIONS	COMMUNICATIONS
ONLINE MARKETING	COMMUNICATIONS	COMMUNICATIONS
PRODUCT BRANDS/LOGO	CAO/EC	COMMUNICATIONS
PROMOTIONAL ITEMS	COMMS/DEPARTMENT	ORIGINATING DEPT.
SIGNAGE	CAO/EC	COMMUNICATIONS
STATIONERY	EC	COMMUNICATIONS
TRADESHOW BOOTH	COMMS/EC/DEPARTMENT	ORIGINATING DEPT.
UNIFORMS	EC	DEPARTMENT/COMMS
VIDEO PRODUCTION	COMMUNICATIONS	COMMUNICATIONS
WEBSITE	COMMUNICATIONS	COMMUNICATIONS

OUTSIDE USE OF LOGO

Parkland County will often receive requests by outside organizations to use the Parkland County logo. It is important that these requests be reviewed and monitored to ensure outside use of the logo does not contradict Parkland County’s brand image. Therefore, all inquiries to use the logo should be forwarded to Communications Services.

Communications will review the request to ensure compliance with the Visual Identity Guidelines. If permission to use the logo is granted, Communications will forward the appropriate digital version of the Parkland County.

NOTE: This does not include requests for our logo to prepare materials on our behalf at our request, ie. promotional items, signs, etc.