

Corporate Identity Guidelines

of The Corporation of the City of Guelph



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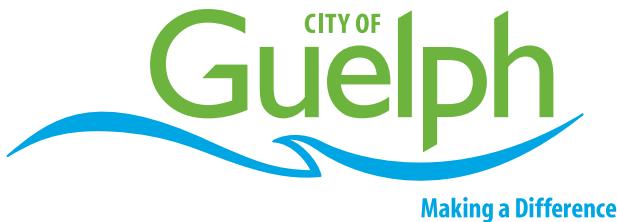
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Introduction



When properly applied to all corporate documents, a corporate identity is a powerful statement about who we are as an organization. Consistent and careful use of our logo maintains the perception that we are highly professional, organized and dependable.

As part of a corporate-wide commitment to professional communications and branding, these guidelines provide staff and suppliers of the City of Guelph with clear, consistent direction on the use of the logo and supporting corporate identity elements such as typefaces, colours and placement.

When developing brochures, flyers, maps, signs, memoranda, faxes, or related communications and marketing material whether for internal or external use, the directives outlined in this document should be followed.

The logo is the corporate identity of the City and is restricted to City of Guelph corporate activities. If you have any questions, require further information about the use of the City of Guelph logo, or require digital versions of the logo or slogan, **please contact your department's Communications Co-ordinator or email communications@guelph.ca.**

The Logo

The logo represents Guelph's converging rivers and the community's strong sense of energy, creativity, flow, and progress. Its vibrant and bold colours depict Guelph's respect for the environment and the natural world. The design and typography have been developed with a focus on cleanliness and simplicity.

The slogan – Making a Difference – defines Guelph as an active and innovative community. A direct tie-in to the City's Strategic Plan launched in 2007, the slogan conveys Guelph's desire to make a positive impact both locally and globally.

The City of Guelph corporate logo consists of a symbol, logotype and slogan. This is the only logo to be used on all materials produced by the City of Guelph and their agencies. Any other uses of the logo, not shown in this manual, are strictly prohibited.

| | |
|---|--|
|  | THE LOGOTYPE. This is the written or identifying element of the logo. It is made up of the name of the city, written in a chosen typeface, and in a preferred position. The logotype includes both the city name and "City of" as one unit. |
|  | THE SYMBOL. This is the blue, converging rivers graphic element of the logo. |
| Making a Difference | THE SLOGAN. This is the supporting written deck of the logo. |
|  | THE CORPORATE LOGO. This is the complete logo, consisting of the logotype, symbol and slogan. This is the proper way to present the Corporation of the City of Guelph logo. Individual elements (symbol alone, logotype alone or slogan alone) should not be used in place of the complete logo. |

Logo Colour Palette



TWO (OR FULL) COLOUR – PRINT

The standard, two-colour logo consists of blue and green from the Pantone Matching System (PMS).

Blue

PMS 7460 C

CMYK: 100/0/0/5

RGB: 0/164/225

HTML: 0089C4

Green

PMS 369 C

CMYK: 59/0/100/7

RGB: 109/179/63

HTML: 58A618



TWO COLOUR – EMBROIDERY

A stitch file is used for embroidery using strands of thread or yarn.

Blue

Teal 4103

Green

LT Green 5510



ONE COLOUR

Avoid the use of a one-colour logo if possible. When designing the materials yourself and restricted to a one-colour budget, the use of black or white is advised.

One Colour

Black – 100%

White – 100%

If you have any questions or require further information about the use of the City of Guelph logo, **please contact your department's Communications Co-ordinator or email communications@guelph.ca.**

City of Guelph Colour Palette

Core Colours



PMS 7460 C

CMYK: 100/0/0/5

RGB: 0/164/225

HTML: 0089C4



PMS 369 C

CMYK: 59/0/100/7

RGB: 109/179/63

HTML: 58A618

Primary Complementary Colours



PMS 7463 C

CMYK: 100/43/0/65

RGB: 0/53/95

HTML: 003150



PMS 7518 C

CMYK: 0/40/55/60

RGB: 126/84/58

HTML: 6D5047



PMS 2766 C

CMYK: 100/94/0/47

RGB: 18/23/94

HTML: 1A2155



PMS 723 C

CMYK: 0/43/97/17

RGB: 212/137/28

HTML: BA6F2E



PMS 249 C

CMYK: 40/100/0/28

RGB: 126/12/110

HTML: 752864

City of Guelph Colour Palette

Secondary Complementary Colours



PMS 356 C

CMYK: 95/0/100/27
RGB: 0/133/63
HTML: 007934



PMS Rubine Red C

CMYK: 0/100/15/4
RGB: 226/1/119
HTML: CA005D



PMS 130 C

CMYK: 0/30/100/0
RGB: 253/184/19
HTML: FOAB00



PMS 1807 C

CMYK: 0/100/96/28
RGB: 181/18/27
HTML: 9E3039



PMS 7529 C

CMYK: 0/4/12/17
RGB: 217/207/192
HTML: BDB1A6



PMS 587 C

CMYK: 5/0/40/0
RGB: 244/243/174
HTML: E3E696



PMS 366 C

CMYK: 20/0/44/0
RGB: 208/228/166
HTML: BDE18A



PMS 545 C

CMYK: 22/3/0/0
RGB: 194/224/246
HTML: C4D9E4



PMS 173 C

CMYK: 0/69/100/4
RGB: 233/109/31
HTML: D2492A



PMS 7455 C

CMYK: 80/53/0/0
RGB: 59/115/185
HTML: 4060AF



PMS 7467 C

CMYK: 95/0/25/0
RGB: 0/174/197
HTML: 00A8B4



PMS 7438 C

CMYK: 15/35/0/0
RGB: 211/173/209
HTML: CF9AD5



PMS 7473 C

CMYK: 70/0/38/8
RGB: 46/175/164
HTML: 1E9D8B



PMS 157 C

CMYK: 0/43/70/0
RGB: 249/162/94
HTML: E9994A

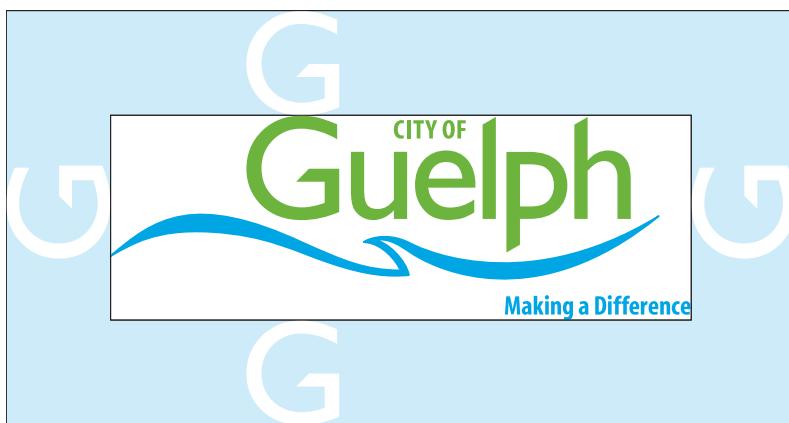
Logo Size

As long as the vector-based versions of the City of Guelph logo are used, they can be reproduced as large as desired while still retaining print quality. Whether using vector-based art or a .tif, .eps, or .jpg, the logo should not appear smaller than one-and-a-half inches in width on printed materials **unless otherwise approved by your department's Communications Co-ordinator.**



Clear Space

As shown in the example, there is a minimum amount of clear space that must be left around the corporate logo to maintain its integrity. Do not allow any other elements, such as type, graphics or photography to interfere with the visual impact of the logo by violating this clear space.



Slogan

The slogan “Making a Difference” defines Guelph as a passionate and innovative community. A direct tie-in to the City’s recently-launched Strategic Plan, the slogan conveys Guelph’s desire to make a positive impact both locally and globally.

All staff are encouraged to use the current slogan in City communication pieces and reports. Variations of the slogan are not permitted.

It is recognized, such as in the case of Economic Development and Tourism, that certain services may wish to continue using their specific marketing slogan.

THE SLOGAN

| | |
|---|------------|
| <input checked="" type="checkbox"/> Makes a Difference | Incorrect. |
| <input checked="" type="checkbox"/> The City Making a Difference | Incorrect. |
| <input checked="" type="checkbox"/> Making a Diff. | Incorrect. |
| <input checked="" type="checkbox"/> “Making a Difference” | Incorrect. |
| <input checked="" type="checkbox"/> <i>Making a Difference</i> | Incorrect. |
| <input checked="" type="checkbox"/> <u>Making a Difference</u> | Incorrect. |
| <input checked="" type="checkbox"/> Making a Difference... | Incorrect. |
| <input checked="" type="checkbox"/> MAKING A DIFFERENCE | Incorrect. |
| <input checked="" type="checkbox"/> Making a Difference | Correct. |

Incorrect Logo Use

The Corporation of the City of Guelph logo is only available in a horizontal layout. Other alterations to the layout are not permissible. The crest is also only available in one layout.

This section portrays some improper uses of the Corporation of the City of Guelph corporate logo. The logo presentations in this section should be avoided. The logo should be used in its complete state unless authorized by Corporate Communications.

| | |
|---|---|
|  | Do NOT adjust any elements of the logo. |
|  | Do NOT show the logotype in a different position. |
|  | Do NOT alter the logo's colours. |
|  | Do NOT change the logo's proportions or distort it. |
|  | Do NOT remove the slogan. |

Incorrect Logo Use (con't)



Do NOT tilt or skew the logo.



Do NOT place the logo in a vertical layout.



Do NOT place the logo over a busy or conflicting background.



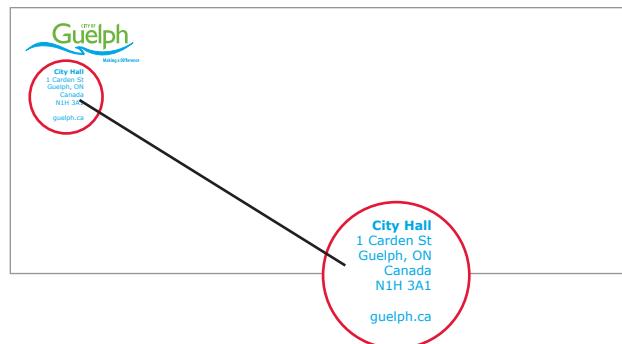
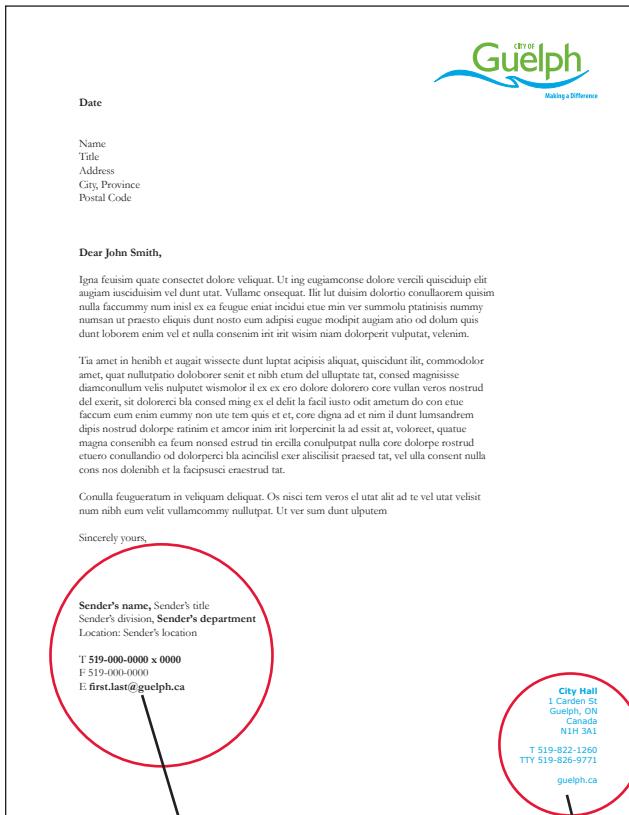
Do NOT adjust the logo's fonts.



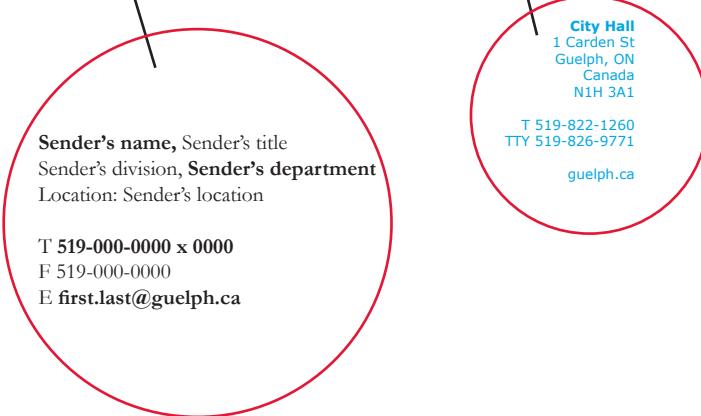
Do NOT show the logo in an improper reversal.

Corporate Stationery

Corporate Stationery is for use by all city service areas.



Corporate information
There is only one version of corporate envelopes.
All service areas use this version.



Business signature

Use the customizable business signature to ensure your audience knows how to reach you.

Corporate information

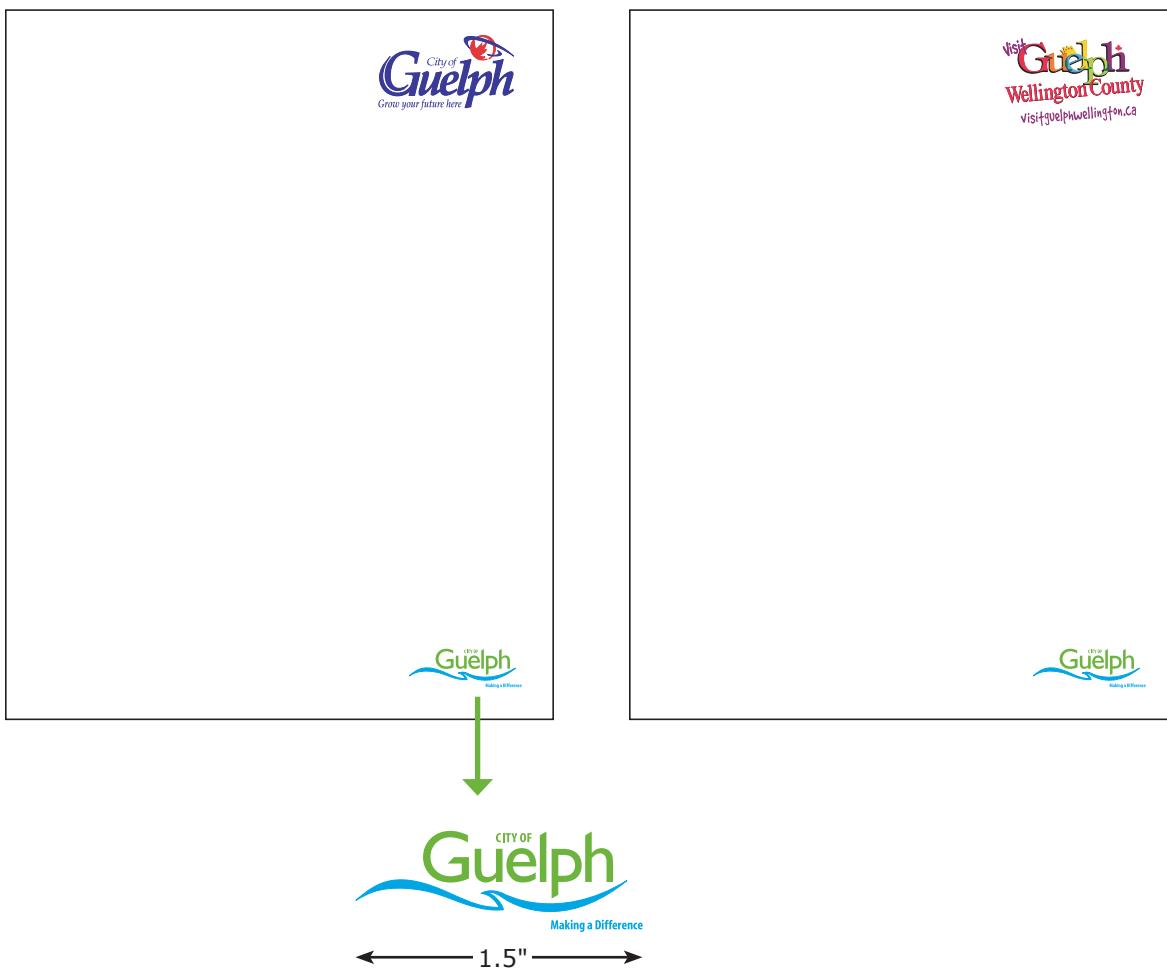
There is only one version of corporate letterhead.
All service areas use this version.



Use by City Service Areas

Service areas representing the City as a whole to a primarily internal audience (residents and employees) should adopt the corporate logo.

Economic Development & Tourism, which promotes the City as a whole, but to a distinctive, primarily external audience can continue to use their own distinctive logos, but should use the corporate logo in a supporting position (bottom right or bottom back).



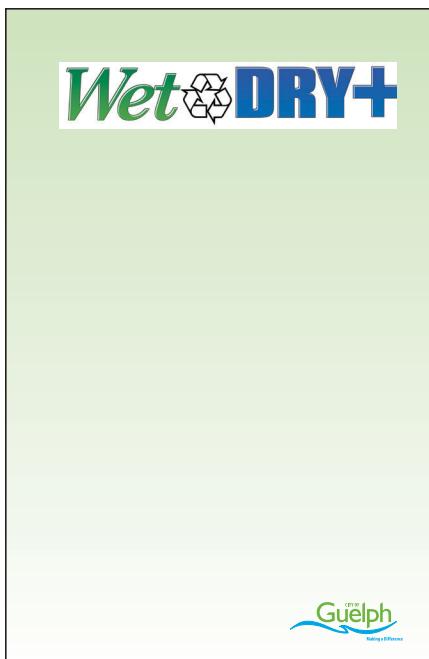
Use by City Service Areas (con't)

BY PROGRAM

Specific marketing communication initiatives are clearly City deliverables, but rely on a distinctive "logo" to draw awareness to a certain program, message or service. These include Wet Dry+, Guelph Water, Royal Flush and Parking lots. These logos can continue to be used, but the City corporate logo should be used in a supporting location (bottom right as opposed to top right).

If you have any questions or require further information about the use of the City of Guelph logo, **please contact your department's Communications Co-ordinator or email communications@guelph.ca.**

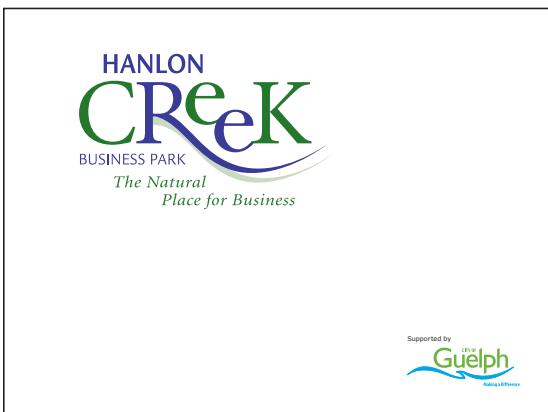
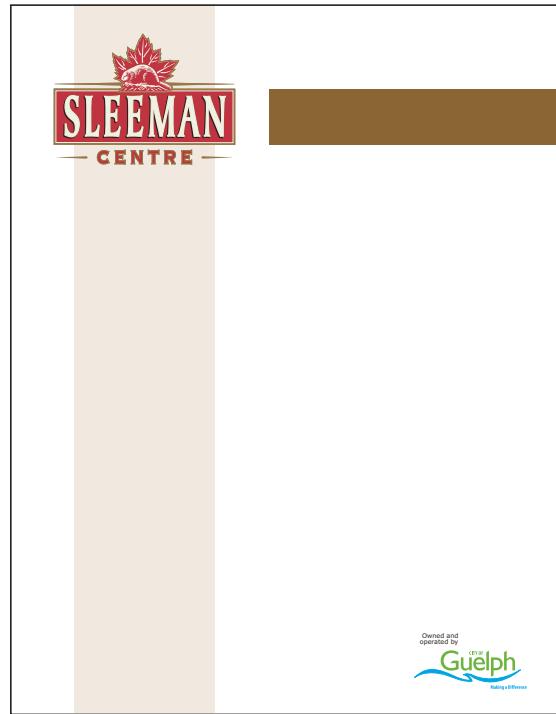
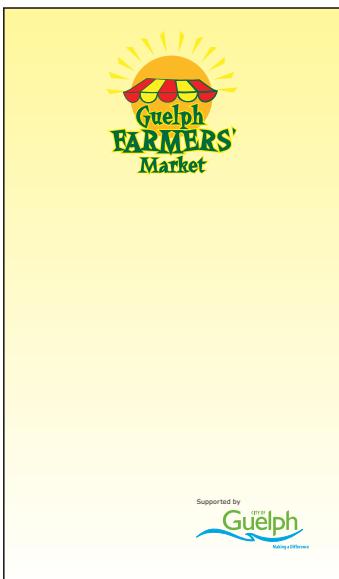
SAMPLES



Use by Enterprise Units

Places or entities perceived by the market as separate enterprises from the core City services, with distinctive names, have established brands and should continue with these, however in these instances, the City logo should be used in a supporting location (bottom right or bottom back, as opposed to top right) preceded by the words "Supported by" or "Owned and operated by." These include Sleeman Centre, Hanlon Creek Business Park, Guelph Museums, Guelph Farmers' Market and River Run Centre.

SAMPLES

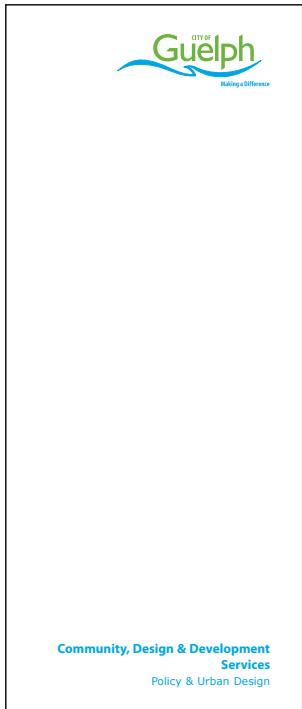


If you have any questions or require further information about the use of the City of Guelph logo, **please contact your department's Communications Co-ordinator or email communications@guelph.ca.**

Corporate and Service Identifier

In instances when a City service area (a.k.a. departments and divisions such as Community Services, Finance, etc.) must be identified on materials in conjunction with the logo (i.e. flyer or brochure) it is recommended that the service name be placed in the same visual space as the City of Guelph logo (i.e. front cover), but in a secondary position (i.e bottom right). The service identifier (department or division name) should not appear immediately adjacent to the City logo.

The typeface for the service name is to be in Verdana Bold, with the subtitle in Verdana, and appear in Pantone 7460 Blue for two or four-colour pieces, and Pantone 7460 Blue or black for one-colour pieces.

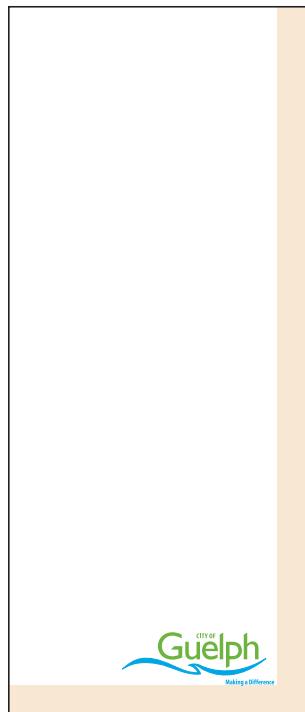
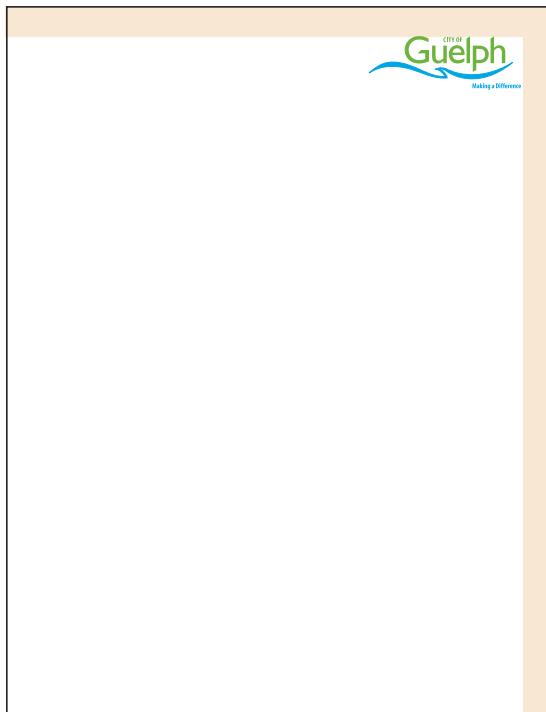


Logo Placement on Materials

In all cases, the City of Guelph logo should be displayed in some capacity on the front page or cover of materials and literature. In order to accommodate creativity and graphic design freedom, specific logo locations are not expected, however the following guidelines may be of some assistance.

When in doubt, please place the logo in the top or bottom right corner of the document as illustrated. See pages 13 – 14 for use of logo with Service Area logos.

Keep the rule regarding clear space in mind.



Note

Logos are smaller than one-and-a-half inches in width for the purposes of illustration in this document only.

CITY PROGRAMS

As previously highlighted, there are specific City communications initiatives that already rely on a distinctive 'logo' (Wet-Dry, Guelph Water, etc.). These logos should continue to be used, but the City corporate logo should be used in a supporting location (bottom right or bottom back, as opposed to top right).

ENTERPRISE UNITS

Places or entities perceived by the market as separate enterprises from the core City services, with distinctive names (Guelph Civic Museum, Guelph Public Library, etc.) have established brands and should continue with these with the City corporate logo used in a supporting location (bottom right or bottom back, as opposed to top right).

If you have any questions or require further information about the use of the City of Guelph logo, **please contact your department's Communications Co-ordinator or email communications@guelph.ca.**

Sponsorships and Multi-Level Partnerships

SPONSORSHIPS

Sponsored by



When used to acknowledge donations and sponsorships, the City of Guelph logo will be used on all the event/organization/initiative promotional materials. The logo will be preceded by the words "Sponsored by".

MULTI-LEVEL PARTNERSHIPS

When used in multi-level partnerships there are a few options. The City of Guelph logo may be placed to the far right of other partner logos in situations when responsibility is shared. Equal visual prominence must be shared with all logos.



Government
of Canada

Gouvernement
du Canada



If the City of Guelph is the lead organization, then its logo should appear on the left.



If you have any questions or require further information about the use of the City of Guelph logo, **please contact your department's Communications Co-ordinator or email communications@guelph.ca.**

Corporate Typefaces

The consistent use of typefaces is an important way of maintaining a corporate identity. Together with the logo and other branding elements, it maintains a distinctive “look” for the Corporation of the City of Guelph and over time, helps create a more immediate impression that a document is important.

It is essential to use the selected fonts in all materials for the City to retain a consistent look and style. These typefaces are available on both PC and MAC platforms.

TYPEFACES FOR PRINTED MATERIALS

There are two primary typefaces only for all City of Guelph media, communications and marketing materials, including letters, memos and flyers.

- Garamond is to be used for large amounts of body copy.
- Verdana is to be used for all headlines, titles, sub-titles and small amounts of body copy, ie: side bars.

For variety and visual dynamic, both typefaces can be used in a variety of weights and approaches as noted below.

TYPEFACES FOR EMAIL

Verdana 10pt is the recommended typeface for emails. Email backgrounds should be white.

These guidelines will help ensure outgoing emails for the City of Guelph are professional-looking and consistent.

Garamond

Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890, . / ? ! \$ & * () - + = : ; ' "

Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890, . / ? ! \$ & * () - + = : ; ' "

Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890, . / ? ! \$ & * () - + = : ; ' "

Garamond Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890, . / ? ! \$ & * () - + = : ; ' "

Verdana

Verdana
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890, . / ? ! \$ & * () - + = : ; ' "

Verdana Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890, . / ? ! \$ & * () - + = : ; ' "

Verdana Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890, . / ? ! \$ & * () - + = : ; ' "

Verdana Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890, . / ? ! \$ & * () - + = : ; ' "

File Formats

*for those who deal with commercial
printers and clothing manufacturers*

*This section will assist in determining what kind of electronic file to send to suppliers.
There are three types of file formats – VECTOR, BITMAP and STITCH.*

VECTOR refers to drawn or illustrated artwork.

BITMAP refers to pixel-based or photographic files.

STITCH refers to lines representing thread use.

Resolution refers to the quality of a photo file and is measured in dots per inch (dpi). A bitmap has a resolution, vector and stitch files do not. Please refer to this section before using or sending out any electronic files to suppliers.

VECTOR FILE



File extensions: .eps or .ai

These are the preferred files to use in Adobe InDesign, Quark XPress, Adobe Photoshop and Adobe Illustrator for large posters, signs, or screen printed promotional items and clothing.

The logo should be sent out in vector format whenever possible.

VECTOR FILE ENLARGED TO 175%



No effect on quality

BITMAP FILE – HIGH RESOLUTION



File extensions: .eps, .tif or .jpg

File resolution: 266 – 350 dpi (high resolution)

These are the preferred files to use in Microsoft Word.

BITMAP FILE ENLARGED TO 175%



Pixilation and loss of quality occurs.

File Formats

*for those who deal with commercial
printers and clothing manufacturers*

BITMAP FILE – LOW RESOLUTION



File extensions: .jpg, .gif

File resolution: 72 dpi (low resolution)

These are the preferred files to use in Microsoft Power Point presentations and websites.

Not recommended for printing under any circumstances

BITMAP FILE – LOW RESOLUTION ENLARGED TO 175%



Greater pixilation and loss of quality occurs.

STITCH FILE



File extensions: .DST

This is the only file to use for embroidery on promotional items and clothing

NOTE

Once a bitmap file's size/resolution has been set, you CANNOT make it bigger or quality will be lost. **This is why it is preferable to send suppliers a vector format whenever possible.**

If you have any questions or require further information about the use of the City of Guelph logo, **please contact your department's Communications Co-ordinator or email communications@guelph.ca.**

Promotional Items and Clothing

Clothing and promotional items should bear the new logo. Follow the guidelines listed below to ensure the City of Guelph logo is displayed properly.

A stitch file (used for embroidery) and a Pantone EPS file (used for screen printing) have been created for this use. Both file types are located on the **infonet** under the heading "**Logos for promotional items and clothing**".

Staff are free to use whichever vendor they wish, as long as the vendor uses the City of Guelph logo files. **Use the two colour logo whenever possible.** Please refer to "**Recommended Colour Choices**" below for best practices.

STITCH FILE - EMBROIDERY

Thread colours

Two colour logo

Green = LT Green 5510

Blue = Teal 4103

One colour logos

All-black

All-white

Minimum size

3.5" wide

EMBROIDERY

Embroidery is the art or handicraft of decorating fabric or other materials with designs stitched in strands of thread or yarn using a needle. Embroidery is suitable for clothing, cloth bags and hats.

PANTONE EPS FILE - SCREEN PRINTING

Ink colours

Two colour logo

Green = Pantone 369 C

Blue = Pantone 7460 C

One colour logos

All-black

All-white

Minimum size

2.5" wide

SCREEN PRINTING

Screen printing is a method of printing on clothing using a stencil and ink, which creates a sharp-edged image. Screen printing is suitable on clothing, bags, hats and drinking vessels.

RECOMMENDED COLOUR CHOICES

To ensure the City of Guelph logo (two colour) and service identifier have a chance to shine, consider the colour of your items carefully. Recommended colours are black, navy blue, white and beige. Colours to avoid are red, yellow and orange.

Note: When choosing clothing or items in the City's corporate colours (bright blue and green) use an all-white version of the logo. If, because of cost or printing restrictions you are only able to use one colour, choose an all-white or all-black logo. An all-white logo is recommended on glassware if the two colour logo isn't possible. An all-black logo is recommended for metal items if the two colour logo isn't possible.

If you are unsure **please contact your department's Communications Co-ordinator or email communications@guelph.ca** for assistance.

Promotional Items and Clothing

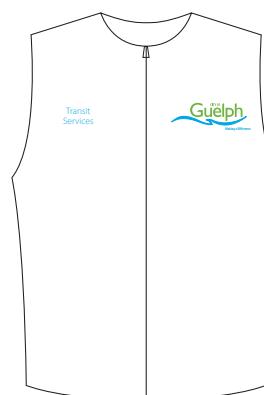
CLOTHING

Clothing may include jackets, t-shirts (long and short sleeved) polos, sweaters, sweatshirts, and vests.

The City of Guelph logo will always be placed on the front left side of the article. **Note:** The “Making a Difference” slogan is removed for embroidered logos only.

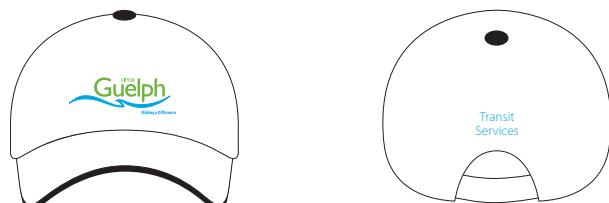
The service identifier (i.e. Environmental Services or Solid Waste Resources etc.) will be placed on the right arm sleeve. For vests, the identifier will be placed on the front right side.

The service identifier must be embroidered in Blue-Teal 4103 thread or screen printed in Pantone 7460 C blue in the Verdana font.



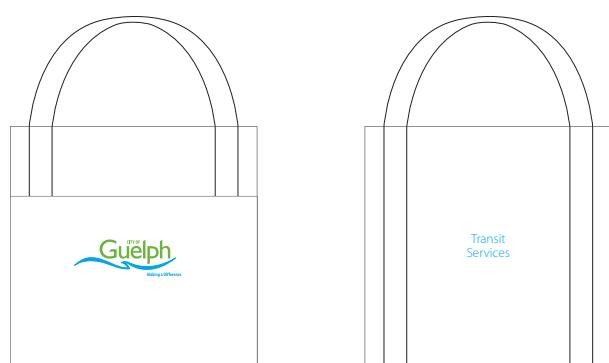
HATS

When printing on hats, use either embroidery or screen printing. Place the City of Guelph logo on the front centre of the hat. Service identifiers are to be placed on the back centre of the cap using either the Blue-Teal 4103 thread (for embroidery) or Pantone 7460 blue (for screen printing) in the Verdana font.



BAGS

City of Guelph logos on bags may either be done in embroidery or screen printing. The City of Guelph logo should be placed as close to the centre as possible on the front of the bag. The service identifier should be placed on the back of the bag using either the Blue-Teal 4103 thread (for embroidery) or Pantone 7460 blue (for screen printing) in the Verdana font.



Promotional Items and Clothing

DRINKING VESSELS

Drinking vessels may include water bottles (plastic or metal), mugs, and glasses.

The City of Guelph logo must be placed on one side of the vessel, with the option of the service identifier on the opposite side, using Pantone 7460 blue in the Verdana font.



CITY PROGRAMS

City programs with their own identity, such as Royal Flush and Healthy Landscapes, do not need the City logo on their promotional clothing or items. Program logos should be placed on the front left side.

If staff want to include the City's logo on clothing, it should be placed on the right arm sleeve.



ENTERPRISE UNITS

Entities that are separate from the City of Guelph do not need the City logo on their promotional clothing or items. These enterprises units include: River Run Centre, Sleeman Centre, The Guelph Farmers Market, Guelph Museums and Hanlon Creek Business Park. Enterprise Unit logos should be placed on the front left side.

If the enterprise units want to include the City's logo on clothing, it should be placed on the right arm sleeve.



If you have any questions or require further information about the use of the City of Guelph logo, **please contact your department's Communications Co-ordinator or email communications@guelph.ca.**

Website

The City of Guelph's website is an important part of the corporate identity and a critical communications tool. As such, the website address should be consistently and prominently placed on all internal and external communications materials.

The City of Guelph website address should appear as follows:

guelph.ca

At minimum, this should appear on all documents in a font size at least the size of other contact information such as the address and telephone numbers. However, the website address should be in **bold face**.

Staff are encouraged to actively and prominently promote the website on all material.

E-signature

Using the official e-signature reinforces that all City departments work together to serve our community. Include your name, title, division, department, corporation, phone number, email, and City social media channels.

NEW EMAIL

Name, Title

Division (*omit if there isn't one*), **Department**

City of Guelph

519-000-0000 extension 0000

Mobile 519-000-0000 (*optional*)

first.last@guelph.ca

guelph.ca

Facebook.com/cityofguelph

@cityofguelph

REPLY/MOBILE DEVICE

Name, Title

Division (*omit if there isn't one*), **Department**

City of Guelph

519-000-0000 extension 0000

Mobile 519-000-0000 (*optional*)

first.last@guelph.ca

The City's official e-signature reflects the Accessibility for Ontarians with Disabilities Act (AODA), and the City's Corporate Identity Guidelines and House Style Guidelines. Stick to the formula; doing so gives the entire corporation a professional, cohesive look.

USE

- black, Verdana, 10 pt. font
- bold for your name, department, and City of Guelph
- hyperlinks for City-owned websites and social media properties (use departmental websites or social media properties if you like e.g. guelphtransit.ca @guelphtransit, visitguelphwellington.ca @visitguelph)
- mobile phone number (if that's one of the ways you'd like people to contact you)

DON'T USE

- seasonal or decorative themes, fonts, etc.
- images (e.g. .png .jpeg)
- taglines, advertisements, promotional messages, or random quotes
- instructions for printing (or not printing)
- short forms or abbreviations (e.g. CS for Corporate Services)
- symbols or ampersand (&)
- links to personal websites, blogs or social media profiles (e.g. LinkedIn)
- fax number (unless fax is used regularly, include in body of email as needed)
- mailing address (include in the body of email as needed)

NOT SURE HOW TO UPDATE YOUR E-SIGNATURE?

Call **x 2499** for help.

If you need more information about the e-signature, **please contact your department's Communications Officer** or **email communications@guelph.ca**.

Crests

CORPORATION OF THE CITY OF GUELPH CREST

The City of Guelph crest is an important part of the corporation's heritage. It is owned and can only be used by the City of Guelph. However, as a second corporate image, the potential for confusion can be significant without clear and precise use guidelines.

The City crest reflects the integrity of the political process and should only be used on official communication documents such as letters and related correspondence originating from the Mayor's Office.

The City crest should not be used in public information packages, brochures, maps, signs, internal corporate communications or advertising.

| | |
|---|---|
|  | THE SYMBOL. This is the graphic element of the logo. It is made up of a shield, a crown, two people and various other elements. |
|  | THE LOGOTYPE. This is the written or identifying element of the logo. |
|  | THE CREST. This is the complete crest, consisting of the symbol and the logotype. This is the proper way to present the City of Guelph crest. Individual elements (symbol alone or logotype alone) should not be used. |

OTHER CRESTS

Two other service areas currently use a well-established crest that supports their official nature and these entities are perceived as stand-alone service providers of the City. These crests should continue to be used as the 'logo' of these departments:

| | |
|---|---|
|  |  |
|---|---|

Crest Colours

The official colours for the City of Guelph's crest can be found in this section. The crest is shown in four-colour process and one colour. It is important to follow these colour guidelines for consistency.



PROCESS COLOUR

The four-colour process crest consists of various colours.



ONE COLOUR

Avoid the use of a one-colour crest if possible. When designing the materials yourself and restricted to a one-colour budget, the use of blue or black is advised. Any other variations should be reviewed and approved by the Communications Co-ordinator in your department.

**BLUE – PANTONE 286
BLACK**



Crest Size

As long as the vector-based version of the crest is used, it can be reproduced as large as desired while still retaining print quality. Whether using vector-based art or a .tif, .eps, or .jpg, the crest should not appear smaller than one inch in width on printed materials **unless otherwise approved by your department's Communications Co-ordinator.**



Incorrect Use of Crest

This section portrays some improper uses of the Corporation of the City of Guelph crest. The crest presentation in this section should be avoided. The crest should be used in its complete state unless authorized by Corporate Communications.



Do NOT show the crest without the logotype.



Do NOT adjust the crest's colours.



Do NOT adjust the crest's proportion.