



# *graphic* STANDARDS



***Town of Orangeville***

87 Broadway, Orangeville, ON. L9W 1K1

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## introduction

Incorporated in 1883 as the seat of Dufferin County, the Town of Orangeville has prospered as a centre of business and settlement for more than 120 years. Today, Orangeville continues its business and residential growth with a population in excess of 25,000. Strategically located at the northwest edge of the Greater Toronto Area, and only minutes from Pearson International Airport and the 401 corridor, the Town of Orangeville offers the perfect combination of location, lifestyle and prosperity in the heart of Ontario, Canada's engine of economic growth.

Promoting the advantages and opportunities that Orangeville offers for business investment, residential development and tourism, Council has approved the adoption of a new brand identity as the official insignia for Orangeville in its marketing and communications activities. The graphic standards presented in this manual provide the guidelines for consistent and coordinated application of the brand, and will aid in projecting a progressive and unified image for Orangeville to its audiences and markets.



## *general description*

The new logo celebrates the history, ecology and accomplishments of the town. With a distinctive wordmark, anchoring the design, the logo features a marquee of three icons that appear above the town's name. The first icon represents the hills and headwaters of the region, emblematic of Orangeville's custodianship of these natural assets. The second icon illustrates Orangeville's rich architectural and cultural heritage as well as the community's place in the global market. The third icon is symbolic of Orangeville's setting and proximity to the Niagara Escarpment, a United Nations' designated world biosphere. Beneath the wordmark, appears the words "Historic Charm. Dynamic Future" which have been chosen as the official slogan of Orangeville.



## *message from the mayor*

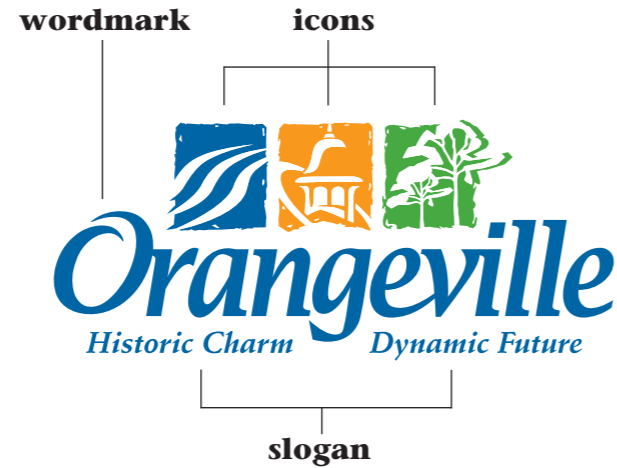
## copyright

The logo, wordmark and slogan constitutes the official brand identity of the Town of Orangeville and may be used in all applications which support the marketing, promotion and communication of the Town. Any other forms of use or reproduction other than for those prescribed by the Town of Orangeville requires the approval of the graphic standards administrator.



## crest

The historic crest of the Town of Orangeville will continue to represent the Town on official documents. The crest and logo of the Town may be displayed on the same documents where the logo represents the commercial interests of the Town and the crest symbolizes the Town's binding authority.



## specifications

Orangeville's logo has been designed for full colour reproduction in three Pantone colours or in a CMYK formula simulating them.

Shown at left are illustrations of the logo with Pantone colour designations and CMYK formula.

### Digital reproduction

When digitally reproducing the wordmark, use an ai or eps version of the logo available from the graphic standards administrator.

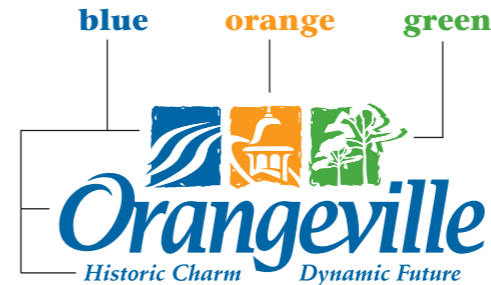
**Do not attempt to simulate the wordmark with other type faces. This applies to the slogan portion of the logo as well.**

### Pantone colours

**blue** = PMS 301

**orange** = PMS 114

**green** = PMS 326

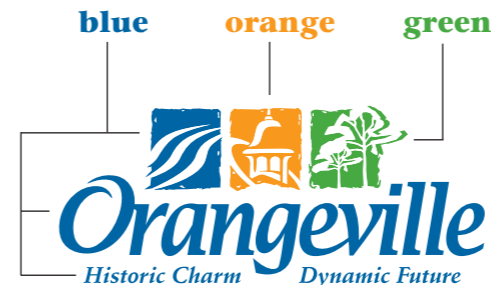


### CMYK colours

**blue** = C-100/M-45/Y-0/K-18

**orange** = C-0/M-48/Y-100/K-0

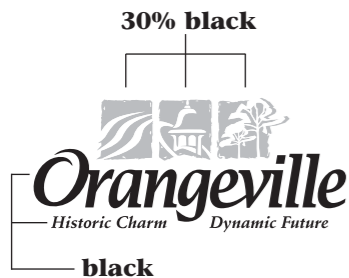
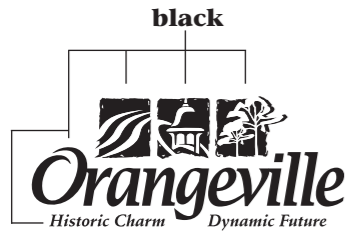
**green** = C-70/M-0/Y-100/K-9



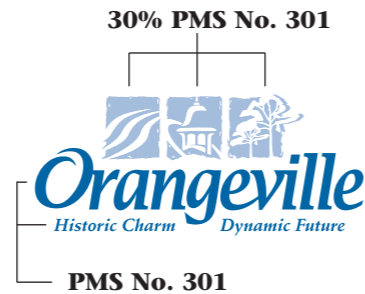
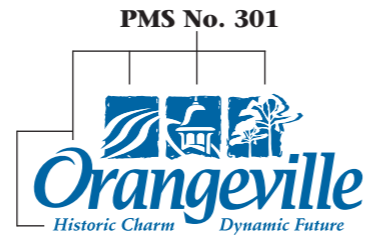
## specifications

The logo is approved for reproduction in one-colour using 100% blue PMS No. 301 or 100% black. A simulated two-colour version is also approved for use. This version requires the three icons above the wordmark to be reproduced in a 30% screen of Pantone No. 301. The same screen values apply to the black version. In all cases the wordmark and the slogan are to be reproduced in solid colours (100%).

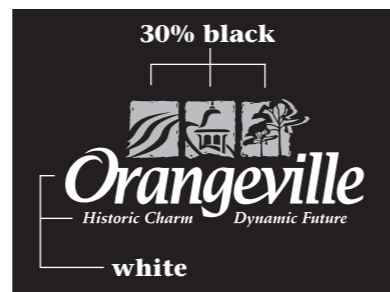
### Black



### One-colour PMS No. 301



### Reverse

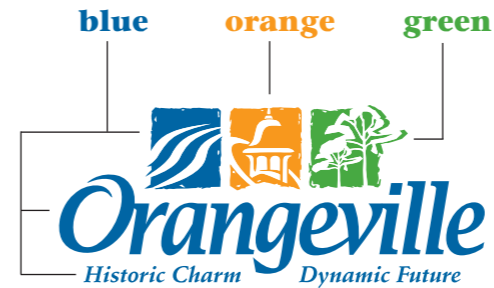


### RGB

**blue** = R-8/G-72/B-135

**orange** = R-255/G-133/B-0

**green** = R-70/G-156/B-35



### Web viewing

For application of the logo on the web, convert the CMYK formula to Web Safe RGB colours as shown to the right.

## specifications

### Microsoft Office Programs and Ink Jet Printers

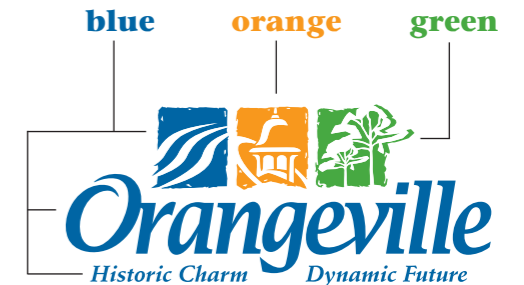
Where the Pantone or CMYK formulas do not provide true colour reproduction, convert the formulas to RGB as shown at the left.

### Web safe RGB colours

**blue** = R-8/G-48/B-87

**orange** = R-ff/G-85/B-0

**green** = R-46/G-9c/B-23



## specifications

### Background colours

When placing the logo on a coloured background make sure the contrast between the logo and the background colour maintains the readability of all elements of the logo.

The following are recommended as background colours with the blue wordmark.

### CMYK background colours

**background** = C-0/M-0/Y-0/K-0



**background** = C-0/M-5/Y-10/K-0



**background** = C-10/M-5/Y-0/K-2



**background** = C-0/M-24/Y-50/K-0



*Shown above is the one colour logo that may also be placed on the recommended background colours.*

**background** = C-7/M-5/Y-0/K-2



**background** = C-0/M-25/Y-25/K-0



**background** = C-0/M-0/Y-0/K-10



**background** = C-69/M-90/Y-0/K-0



*Shown above is the reverse logo that may also be placed on the recommended background colours.*

### CMYK background colours

**background** = C-57/M-0/Y-100/K-0



**background** = C-100/M-100/Y-0/K-0



**background** = C-100/M-0/Y-0/K-0



## specifications

### Background colours

The following are recommended as background colours with the white wordmark.

**background** = C-29/M-46/Y-100/K-0



**background** = C-50/M-23/Y-0/K-9



**background** = C-0/M-0/Y-0/K-100



# specifications

## Typography

The graphic standards includes additional typeface that will form part of the official "look" of the brand, for use in advertising, print reproduction, corporate communication and web-based applications.

Shown right are the recommended typefaces.

### Stone Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Stone Serif Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Stone Serif Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Stone Serif Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Stone Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Stone Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

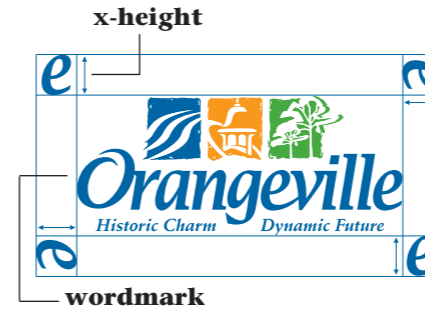
### Stone Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Stone Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Clear space



## Do's & don'ts

Changes to Orangeville logo will detract from its impact and reduce the ability to achieve a consistent professional image

### Don't change approved colours



### Don't put into irregular shape



# specifications

## Clear space

Allow enough clear space around the logo so that the readability and prominence of the logo are not compromised. The illustration to the left shows the use of the x-height of the letter "e" to determine the clear space around the logo.

### Don't insert unauthorized icons



### Don't stretch or condense








## public notice advertisements

Orangeville's graphic standards include approved templates for public notices covering a variety of topics that include notices of by-law changes, public meetings, hiring, etc.

Approved styles include the location of the logo in the upper left corner of the notice. Main headlines use Stone Serif type fonts. Body copy is set flush left and uses Stone Sans type fonts.

Public notices are often produced by a third party publisher. Please ensure that the supplier complies with the graphic standards illustrated here.



**Town Council Meeting**  
Sept 9th 2003

**Concerning a proposed amendment to remove a holding provision from the comprehensive zoning by-law for the Town of Orangeville.**

**TAKE NOTICE** that the Council of the Town of Orangeville intends to remove a holding provision from the "General Industrial Special Exception (M1-S7)" Zone in the Comprehensive Zoning By-law for the Town of Orangeville on the 13th day of August 2003 at 4:00pm in the Council Chambers, City Hall, 87 Broadway, Orangeville, ON.

The purpose of the proposed amendment is to remove the Holding provision from Part of Lot 11, Concession 1, Town of Orangeville. The effect of the (H) Holding provision is to prohibit development of the lands until such time as a number of municipal requirements are met. The requirements have been fulfilled and it is now appropriate to remove the (H) Holding provision from the subject.

Upon removal of the holding provision (H) the By-law will have the effect of permitting the development of Lots 7, 8 and 12, Plan S7M734 on an industrial plan of subdivision, in accordance with the "M1-S7 Zone provisions of Comprehensive Zoning By-Law No. 87-06.

The land affected by the proposed Zoning By-law amendment is shown on the Key Map as the "**LAND ZONED M1-87(H)**".

**ANY PERSONS** may attend the meeting and/or make written or verbal representation either in support of or in opposition to the removal of a (H) Holding provision is available for inspection during normal office hours at the Town of Orangeville Strategic and Land Use Planning Office at the address noted below.

**Dated at the Town of Orangeville this 3rd of September, 2003.**

**Town of Orangeville**  
87 Broadway, Orangeville, Ontario, Canada L9W 1K1  
Tel. 519.941.0440 Fax. 519.941.9033  
Toll Free 1.866.941.0440

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## public notice advertisements



**Tender No. 2001-18**

**Sanitary, sewer, watermain and road (RE) construction and intersection realignment as follows.**

Airport Drive (at Mc Leod Rd.)  
Liard Street (at 54th Ave. W.)  
Simpson Trail (at 55th Ave. W.)  
53rd Ave East (at Willow Rd.)  
Intersection Realignment of 52 Ave. East  
& Hallmark Crescent

**SEALED TENDERS**, marked as to contents, will be received by the Town of Orangeville, Purchasing Division, on or before 2:00 p.m. local time:

**WEDNESDAY, SEPTEMBER 5, 2002**

Complete Tender Documents are available from the Town of Orangeville. Economic Development & Tourism

Document Fee: \$50.00 (including GST) non refundable in cash or cheque payable to the Town of Orangeville.

The lowest or any tender will not necessarily be accepted.

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## Job Posting

**We are recruiting part-time cashiers in our Town of Orangeville Recreation Complex to work approximately 24 hours per week.**

You will be responsible for registrations, bank deposits, office administration and providing information on recreation programs. To join our team, you must possess excellent customer service skills, proven time management and organization skills and have the ability to work well in a team-oriented environment.


If you are interested in these positions, we invite you to forward your resume prior to 4:30 p.m., August 27, 2003 to;


**Town of Orangeville**  
87 Broadway, Orangeville, Ontario, Canada L9W 1K1  
Tel. 519.941.0440 Fax. 519.941.9033  
Toll Free 1.866.941.0440

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## signage

Signage templates have been designed for use by Orangeville's works department and Parks & Recreation. The format includes Orangeville's logo at the bottom of the sign with descriptive wording beginning at the top right margin, set flush left in Stone Sans type.

<b>Notice of Zoning Application</b> 	An application has been made to the Planning Department, Town of Orangeville for the development of an eight story commercial property including eight street level retail premises and approximately 62 offices on seven floors to be built at 416 Broadway. The construction will require an amendment to by-law 2003-8-04 to permit a proposed increase in coverage from 2.4 to 2.8. The application will be heard September 4, 2003, 3:00 pm, at the Planning Office, Town of Orangeville.
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<b>Road Resurfacing</b>	
<b>LOCATION:</b> Broadway Second Ave. to Dawson Rd.	
<b>COMPLETION:</b> Summer 2003	

<b>Name of Park Here</b> Qualifying information here	
<b>Hours of Operation</b> Mon - Fri 9:00am to 5:00pm Sat - Sun 10:00am to 4:00pm	

## vehicle decals

An identification decal is available which is suitable for application on the cab doors of municipal vehicles. The decal is white with department identification appearing in a reverse colour panel banner at the bottom of the decal. The logo appears in full colour or one colour depending on the protocol of the department.


<b>PUBLIC WORKS</b>


<b>RECREATIONAL SERVICES</b>

