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## Visual Identity Guidelines

## INTRODUCTION

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The City of Brandon’s logo is one that recognizes the importance of community and family, while paying homage to its strong ties to agriculture and affinity for nature.

One of the hallmarks of a successful brand is consistency. Therefore, the City of Brandon insists that all those who apply its logo and supporting elements do so with a concerted effort to maintain its integrity.

This document will guide users in the maintenance of consistency while applying the logo in its different uses. It should be consulted when planning any and all visual communications materials relating to the City of Brandon.

## FIXED CONFIGURATIONS

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The configurations of the City of Brandon logo are the fixed configurations. When using the fixed configurations the logotype and logo graphic are set in a fixed position in relation to each other and cannot be altered.

There are two specific fixed configurations which are to be used for applications of the logo, the horizontal version (Figure A) and the vertical or stacked version (Figure B). The vertical or stacked version should only be used when there is not adequate spacing or layout to use the horizontal version.



Figure A



Figure B

## FLEXIBLE CONFIGURATIONS

The Flexible configurations of the logo are to be used only in special circumstances and be applied by a designer familiar with the City of Brandon logo with approval from the Communications Department.

The flexible configuration gives the designer the freedom to use the logo graphic (Figure A) or the Brandon wordmark (Figure B) separately from each other, and with different proportions, as long as it is not being applied in place of the City of Brandon logo but rather as an additional design element.



Figure A

BRANDON

Figure B

## ORIENTATION AND STRUCTURE

The City of Brandon logo is comprised of two elements, the logo graphic (A), which is the key graphic identifier for Brandon and the logotype (B).



When the logo appears in fixed configuration, it must maintain the proper proportioning as indicated in the Margins and Clear Zones section to the right.



## COLOURS

The City of Brandon logo has been designed with a very specific colour scheme which must be adhered at all times when being applied. This color scheme consists of:



PANTONE 7495C  
CMYK C: 51 M: 25 Y: 81 K: 4  
HEX: #869B57  
RGB: 134 154 86



PANTONE 1365C  
CMYK C: 0 M: 60 Y: 100 K: 0  
HEX: #F5821F  
RGB: 245 130 31

Efforts **must** be made to maintain the logo's identified colour model as laid out above, without deviation. Special logos have been developed for use in a one colour format (Figure A), greyscale format (Figure B) as well as a reversed logo (Figure C) which provides contrast and is to be used when the logo appears against a dark coloured background. The logos depicted in Figure A and Figure B may also be used when colour is not an option (e.g. newspaper)



Figure A



Figure B



Figure C

## EXAMPLES OF INCORRECT USE

Do not stretch, skew or compress the logo.



Do not tile or duplicate the logo to create a wallpaper.



Do not tilt or rotate the logo.



Do not create outlines around the logo to create contrast.



Do not swap the colours assigned to the logo elements or assign different colours to any or all component of the logo (unless when reverse application is applied - see page 03).



## EXAMPLES OF INCORRECT USE

Do not change the proportion of the logo elements in relation to one another.



Do not substitute any typefaces or font attributes (e.g. italic)



Do not alter the opacity of any or all parts of the logo.  
(Special permission allowed for watermarking.)



Do not print the reverse application of the logo on a pale background that does not allow enough contrast of each colour.  
Use a black version of the logo in this instance.



Do not print the full colour application of the logo on a dark background that does not allow enough contrast of each colour.  
Use the white version of the logo in this instance.



## FURTHER INFORMATION

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For clarification or advice on how to apply the City of Brandon's logo and/or visual identity elements, contact:

City of Brandon  
Communications Department

Phone 204 . 729 . 2590

Email [a.collins@brandon.ca](mailto:a.collins@brandon.ca)