



Visual Identity Guidelines

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City of Brandon

This brand identifies the City of Brandon and our array of departments, programs and services to residents, businesses, partners and to the world.

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 communication materials relating to the City of Brandon.

Logo Imagery

The imagery represents a family of three people in an embrace. It also speaks to the diversity within our community.

The linked “D” and “O” in the Brandon wordmark symbolizes the sense of belonging and connectedness fostered by our community.

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.



Figure A



Figure B

Fixed Configuration

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).



Figure A



Figure B

Flexible Configuration

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 Innovation, Technology & 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.



Design Elements

The City of Brandon now has two horizontal and two vertical logos. A full colour and inverse colour option for each.

Special logos have been developed for use in a one colour format, greyscale format as well as a reversed logo which provides contrast and is to be used when the logo appears against a dark coloured background.

Brandon Logo

Primary Logos



Figure A



Figure B



Figure C



Figure D

Brandon Logo

Secondary Logos



Figure A



Figure B



Figure C



Figure D



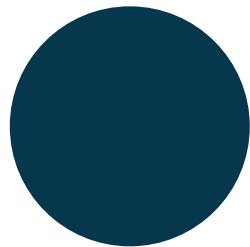
Figure E



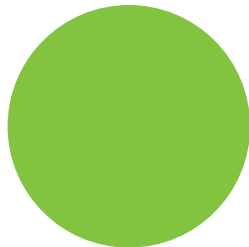
Figure F

Colour Palette

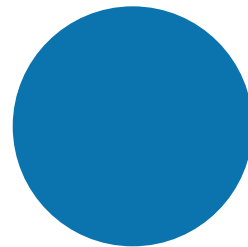
The City of Brandon logo has been designed with a very specific colour scheme which must be adhered at all times when being applied. This colour scheme consists of:



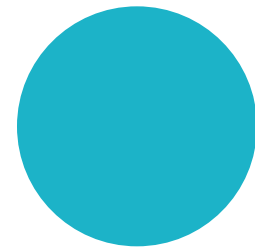
HEX: #00374C
RGB: 0 55 76
CMYK: 98% 71% 48% 2%
PMS: 5463



HEX: #7FCC2A
RGB: 127 204 42
CMYK: 54% 0% 100% 0%
PMS: 382



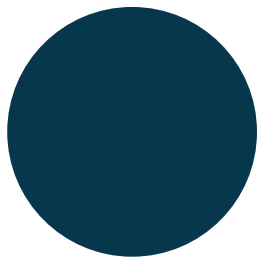
HEX: #0073AD
RGB: 0 115 173
CMYK: 89% 50% 9% 0%
PMS: 307



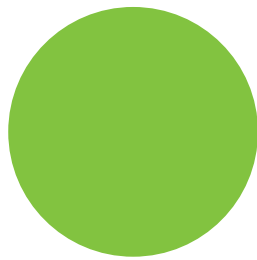
HEX: #01B3C9
RGB: 1 179 201
CMYK: 73% 6% 20% 0%
PMS: 319

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 (Secondary Logo).

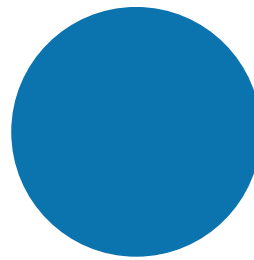
Colour Meanings



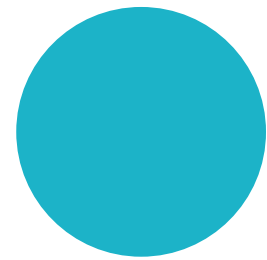
Represents trust and professionalism.



Represents the endless fields and grass we have on the prairies.



Represents our proximity to the Assiniboine River.



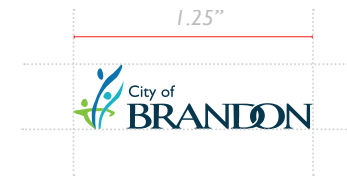
Ties into endless prairie skies.



Combined these colours represent our diversity. These colours also strive to recognize the importance of community and family.

Logo Usage

The logo should never be too small to read. This horizontal version may be preproduced at an absolute minimum size of 1.25" wide so that it remains a clear and important part of communication materials.



The logo should never be too small to read. This vertical version may be preproduced at an absolute minimum size of 1.00" wide so that it remains a clear and important part of communication materials.



Versions of logo with white must appear on a dark background that provides enough contrast.



Logo Misusage

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).



Logo Misusage

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 background that does not allow enough contrast of each colour. Use a black version of the logo in this instance.



correct use

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 inverse or the white version of the logo in this instance.



correct use

Further Information

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

City of Brandon

Innovation, Technology & Communications Department

Phone 204 . 729 . 2238

Email servicedesk@brandon.ca