Preface

Reclaiming Prince Edward County’s Iconic Rural Brand

For good reason Prince Edward County has gained recognition provincially, nationally and even internationally in food, wine and art communities. Our reputation, coupled with The County’s unique sense of place – a community of small hamlets and villages – the simplicity of rural life, and an accessible cost of living, have made our community a hot spot for tourists, residents and investors.

One of the objectives of the Community Development Strategic plan for Prince Edward County is to reclaim our “iconic rural brand” in an effort to build greater awareness of The County’s lifestyle and visitor experience to attract new residents, visitors and investors. As a first step in the process, a committee of marketing, tourism and graphic design professionals was created to inform the creative process by defining who we are as a community, how that identity should be represented and how that is best communicated to our target audiences. The committee worked together to paint a picture that was representative of the County’s identity and highlighted our strengths.
We would also like to thank all of our community partners who have embraced the new brand and have begun the process of implementing the graphics, messaging and tone of voice elements into their marketing materials and communications. It is through the thoughtful implementation of these elements that we can speak with one voice as we communicate the promise of The County brand to the rest of the world. We are proud of who we are and the new brand that represents our community, culture and way of life. In this manual you will find the tools and guidelines that will assist in developing a clear message about what it means to be The County.

Prince Edward County is, and will always be a friendly, quiet and rural community characterized by its great people, bursting creative talent and authenticity. We enjoy the outdoors, we’re not materialistic and we value authentic human experiences.

We invite you to discover what makes the County so special.
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Using this Manual

In this manual, you’ll find essential resources to effectively use the Prince Edward County logo, visual assets and brand messaging. It has been drafted to provide internal and external stakeholders with a toolkit for proper use of The County™ brand.

It is not designed to inhibit creativity or expression but rather provide a solid, standardized foundation upon which all departments, programs and units can build their marketing and communication creative material.
1.1 Reasons for Using this Manual

One key to enhancing the visibility and reputation of The County is a consistent and reliable approach to our marketing and communications. Consistency in the look and content of our communications materials provides a recognizable and memorable presence in the minds of the people and organizations with whom we seek to communicate.

It is incumbent on all stakeholders who utilize The County brand to follow the provided brand guidelines. The effectiveness of the Prince Edward County brand is contingent on the people who use it – and use it well.

This manual contains guidelines governing the proper and consistent use of The County’s brand story, key messages, logos, colours, typography and photography. It explains how to apply these guidelines to print materials, websites, signage, apparel, stationery and other marketing and communications materials.

This manual establishes a basic foundation for developing marketing and communications materials, but we acknowledge that these standards cannot address every situation that may arise. Therefore, the manual also includes contact information for the Corporate Communications Department, where staff can answer specific questions.
The Corporate Communications Department is responsible for managing the communications style and visual identity.

The Corporate Communications Department sets branding, marketing and visual identity policies and oversees the efforts of internal and external individuals, commercial vendors and organizations that communicate our message and identity. All print materials, websites, advertising, media communications and other marketing and communications materials produced should be reviewed for compliance with branding and visual identity standards before being printed, produced, published or distributed. Upon review, if materials produced outside of the Corporate Communications Department are not in compliance with the guidelines contained in this manual, appropriate modifications may be required.

Any questions regarding these guidelines, requests for logo files or brand communication aids should be directed to:

The Corporation of the County of Prince Edward Corporate Communications Department
613.476.2148 ext. 224
communications@pecounty.on.ca

The County Logo
To use The County logo, you must become an authorized user by completing an application form and receiving approval from The County’s Corporate Communications department. To request an official copy of any of The County logo variations or any of the graphics contained in this brand manual, email your request to the Corporate Communications Department at communications@pecounty.on.ca.

Stationery Templates
The official Prince Edward County templates for business cards, letterhead and envelopes can be requested from the Corporate Communications Department. Under no circumstances should any department design its own stationery from scratch. The templates are the tools to allow for building new materials within the parameters of the brand. To obtain a copy of the templates, email your request to communications@pecounty.on.ca.

Photography
The Corporate Communications Department maintains a repository of County photography. Images are available for use by internal departments as well as for external use. The Corporate Communications Department will determine appropriate use of The County images, including instances when permission of subjects in photographs is required before those images can be reproduced. To submit a photography request, email your request to communications@pecounty.on.ca.
One of the central goals of the Prince Edward County branding initiative was to establish a clear picture of who The County is and what its values should be.

Like a human personality, The County has a personality, a feeling and character that make it unique and significant from other rural communities. The following section digs into what is unique, desirable and appealing about The County as a place to visit, live and do business.
2.1 Lay of the Land

The County is...

Today, Prince Edward County is gaining recognition from people in the food, wine and art communities, but is not as well-known in the general population. Lately, however, the County’s unique attributes and attitudes have become very present in today’s 20-30-somethings; gastro-tourism, rustic-chic aesthetics and local produce to name a few. These aren’t fads – they’re core values this generation will carry with them. Many of Canada’s cultural and culinary trend-setters have taken notice and are starting to move in, but they’re bringing their own brand voices with them.

This emerging reputation coupled with the County’s unique sense of place – a community of small hamlets and villages – the simplicity of rural life and an accessible cost of living, have also made the County a burgeoning retirement destination.

Furthermore, the County’s central location in southern Ontario has allowed the “footloose” industry, entrepreneurs, and many small and medium sized businesses to thrive. Given recent improvements to our telecommunications infrastructure and the County’s increasing profile, this trend will only continue to allow up-and-coming industries (wine-making, value-added agricultural products, technology and software firms, etc.) to grow.

All of these factors are slowly changing the make-up of our residents and visitors, and the beliefs and attitudes that accompany them. We have truly become a community of communities and this is integral to the County’s charm.

Our goal is to create a voice for this group; to identify that unique County quality, that je ne sais quoi that brings so many different people together here, and use it to engage, inform, and invite.
2.1 Lay of the Land (Continued)

What the County IS

It’s progressively traditional. It has a rich heritage but celebrates it in a contemporary way. Its values are timeless but its approach is modern. Its population is older, but its offerings are increasingly attractive to younger generations.

It’s actually an island, and you can feel the ‘laid back’ approach as soon as you cross over the bridge. Dig a little deeper though, and you see the other side of island life: a community of communities, brought together by geography, that collectively excels by working together while celebrating the uniqueness and charm of each area of the county. They’re proud of what they do and who they are, and it shows.

- The County is real, authentic
- Provides opportunities for unique experiences
- It’s a getaway from the hustle and bustle of the city
- It’s a human place
- An emerging destination for tourism and business
- Both divided and brought together by geography
- A mix of urban and rural
- Friendly and welcoming

What the County ISN’T

- It’s not ‘The Hamptons of Toronto’ as it’s been called before. It’s far more attainable and far less pretentious
- It’s not as far as people think it is; it’s mere hours away from Toronto, Montreal, Ottawa or New York
- It’s not just a retirement community
- It’s not just where Sandbanks Provincial Park is located
- It’s not exclusive
- It’s never predictable, common or mundane
- It’s not about big box stores, fast food or parking lots
Welcome to “The County”. We’re unique and rural – no question. But how do we put our community’s personality into context? Are we sophisticated or scruffy, new age or traditional, highly creative or vintage? Interestingly, we’re a blend of all. There’s something special about Prince Edward County and it’s the interwoven relationships between all of these characteristics that makes it such a great place to visit, live, work and do business. We’re a community with contrast and character.

We’re contemporary yet traditional, artistic yet rustic, progressive yet set in our ways and we sit in a charming and picturesque environment of timeless traditions, agricultural land, local foods and wine, artisans, boutiques and sought-after tourism experiences. We embrace local and we take so much pride in the fruits of our labour – from that great glass of wine, farm-to-table produce, culinary experiences, artistic creations and a thriving tourism industry. And yet we are a community of contrasting personalities and characteristics. Residents have a warm sense of pride, authenticity and a willingness to give back to the community.

Prince Edward County is, and will always be a friendly, quiet and rural community characterized by its people, bursting creative talent and understated realism.
People are everything to the cultural landscape of our community. Friendly, welcoming and laid-back, County residents are real. Show up to that fine dining establishment in your rubber boots, it’s OK! It’s as if long-time residents hold the secrets to the natural wonders of the region. And it’s the new cultural explorers that grace our region who thrive for knowledge and a way of life that traditional Prince Edward County residents have always known. Our new urban residents are on-trend, young, open, accepting, non-traditional, enthusiastic and knowledge seekers. They hold an intriguing curiosity to immerse themselves in a new and simpler way of life and are inspired by the cultural idiosyncrasies that make up The County. They recognize the beautiful landscape, a region that’s bursting with creativity and an eco-conscious environment surrounded by local ethical consumerism.

So to summarize, it’s not just that we are one of the foremost and fastest growing wine regions in Ontario. It’s not just about having one of the best beaches in Ontario, nor is it simply the fact that we’ve been dubbed the gastronomy capital of Ontario that makes us special. It’s also our people and our contrasting characteristics that make us exciting. Prince Edward County residents are here to live and be immersed in the opportunities this region provides. They come from all walks of life. They see a natural wonder and a way of life that’s authentic, rewarding and understated.
2.3 Our Promise

Prince Edward County is, and will always be a friendly, quiet and rural community characterized by it’s great people, bursting creative talent and authentic realism. We enjoy the outdoors, we’re not materialistic and we value authentic human experiences.

Prince Edward County will continue to celebrate these timeless traditions and be a humble, friendly and a human place to visit, live, work and do business. We continue to be progressive, modern and on-trend but we look forward to sharing our rustic interpretation of what it means to be contemporary. We’re open, welcoming and supportive of our region’s entrepreneurs, enterprises and individuals seeking to relocate their business to the area. Life’s an adventure, but sometimes that adventure means savouring the simple or fine things in life that make us real and happy. We live amid a very beautiful and charming setting. You will be fulfilled by living in a serene, tranquil and peaceful setting called “The County”.

![](image-url)
2.4 Design Aesthetics

As seen in print and natural surroundings.

<table>
<thead>
<tr>
<th>Natural Elements</th>
<th>Rural Landscape</th>
<th>Reimagined Materials</th>
<th>Nautical Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grass</td>
<td>Aged Hardwood Trees</td>
<td>Old Re-purposed Items</td>
<td>Docks</td>
</tr>
<tr>
<td>Limestone</td>
<td>Farmland</td>
<td>Seed Packages</td>
<td>Lighthouses</td>
</tr>
<tr>
<td>Waters</td>
<td>Tractors</td>
<td>Canning Labels</td>
<td>Sailboats</td>
</tr>
<tr>
<td>Sand</td>
<td>Vineyards, Orchards</td>
<td>Barrels</td>
<td>The Ferry</td>
</tr>
<tr>
<td></td>
<td>Old Store Signage</td>
<td>Barns</td>
<td>Boardwalks</td>
</tr>
<tr>
<td></td>
<td>Birds, Rabbits &amp; Deer (wildlife)</td>
<td>Heirloom Produce</td>
<td>Weathered Wood Planks</td>
</tr>
</tbody>
</table>

**Natural Elements**
- Grass
- Limestone
- Waters
- Sand

**Rural Landscape**
- Aged Hardwood Trees
- Farmland
- Tractors
- Vineyards, Orchards
- Old Store Signage
- Birds, Rabbits & Deer (wildlife)
- Loyalist Architecture
- Heritage Homes

**Reimagined Materials**
- Old Re-purposed Items
- Seed Packages
- Canning Labels
- Barrels
- Barns
- Heirloom Produce

**Nautical Themes**
- Docks
- Lighthouses
- Sailboats
- The Ferry
- Boardwalks
- Weathered Wood Planks
2.5 What Do We Want Our Target To Know?

**Tourists**

- People who’ve been to Prince Edward County simply refer to it as ‘The County’.
- The County is actually an island in Lake Ontario, accessible via three bridges and a ferry.
- The County has been feeding Canada for generations; at one point supplying the country with a third of its canned goods. It’s home to some of the most fertile land in the country, and has been coined the Gastronomic Capital of Ontario by the Globe and Mail.
- The County’s soil is ideal for wine production, sharing many of its traits with the best wines in France. There are close to a million planted vines on the island (up from only thirty thousand in 2000), spread out over 35+ wineries. It’s a new industry, but it’s growing quickly and gaining reputation.
- The County is easy to visit and enjoy. Vacation properties are well-maintained, well-priced and easy to book. We offer a wide range of options such as B&B’s, cottages, luxury homes and boutique hotels.
- Art is everywhere in The County, from the painters and sculptors on the ‘Arts Trail’ to local products.
- There’s always something to do in The County, even in winter with great winter sports, events and activities too!
- The County is home to Sandbanks Provincial Park which is considered to be one of the best beaches in Ontario and all of Canada!
- The County has a rich marine history and facilities to support boating, fishing and sailing.
- The County is only a few hours drive from the majority of the population of both Ontario and Quebec. We are both accessible and affordable!
2.5 What Do We Want Our Target To Know? (Continued)

**Prospective Businesses**

- The County is welcoming of new business; with support from business associations and a strong Chamber of Commerce.
- There is a strong sense of community with many smaller family and generational businesses continuing to operate successfully.
- Much of The County’s workforce is employed in the service sector rather than in agriculture or manufacturing despite our rural location.
- The County supports a wide variety of businesses including manufacturing, biotechnology, agriculture, tourism, retail and a diverse “footloose” industry; there is excellent access to professional services.
- The County offers a great deal of support to businesses and entrepreneurs; the development process has been streamlined into a one-window approvals process to aid developers.
- Nearby educational institutions, local educational partnerships and a sizable area workforce mean finding the right employees isn’t difficult in The County.
- The County strongly supports new and alternative business ideas, and innovation.

**Prospective Residents**

- There is a strong sense of community and volunteerism in The County.
- Property in The County is quite affordable compared to urban settings.
- The County is a place where “everybody knows your name”... in a good way.
- The County is safe and secure.
- The County is a great place to raise a family to work or to retire.
- There’s something for everyone here with the common threads of community, nature, culture and authenticity woven through them all.
- There’s something going on every day and night in The County - all year round.
- The County provides the benefits of small town living with access to amenities just a short drive away.
2.6 What Do We Want Our Target To Do?

- We want to get people here to visit and see all that The County has to offer.
- We want potential residents to experience The County from the perspective of living here.
- We want our visitors to tell their friends about their unique and wonderful County experiences.
- We want people to consider relocating here to raise their families, work in a more laid-back/human setting or to retire.
- We want people to recognize that rural life coupled with the quality of place in The County can provide them with a more relaxed and fulfilling lifestyle.
- We want people to associate “The County” with a unique and alluring feeling – something that is accessible to anyone but unattainable anywhere else.
- We want people to become excited at the thought of being able to live and work in a place they considered a vacation retreat.
- We want entrepreneurs, businesspersons and developers to recognize the untapped potential of The County and the benefits of investing in this burgeoning destination.
- We want current residents to take pride in their community and to embrace the changing nature of The County’s population and economy.
2.7 Brand Attributes

Brand attributes are words that help describe the essence of who The County is. We use these words and phrases to reinforce what we know to be true about The County, and help to understand the essence of our brand character.

The County should be identified as “rustic contemporary”. On one hand, the community is “rustic” because of its agricultural roots, unfinished look and authentic nature. On the other hand, we have the “contemporary” County that takes pride in its culinary experiences, artistic expression, viticultural success and boutique shopping. The root of “contemporary” is founded by “rustic”. In other words, as urban adventure-seekers live and visit The County for its contemporary experiences, they are drawn in and intrigued by its rural assets and simplistic way of life. We believe “rustic contemporary” is a way of life in The County.

The County brand attributes of “rustic contemporary” are complimented by the supporting following adjectives:
2.8 Brand Communication

Putting “The County” Into Words

The Prince Edward County brand can be brought to life using imagery, patterns, logos, typography, and perhaps most importantly, messaging and tone. When describing The County in words, it’s important to use a warm, friendly and inviting tone of voice that supports the essence of the brand.

Bringing “The County” to Life through Words

a) “The County” vs. “Prince Edward County”

Locals have lovingly referred to “Prince Edward County” as “The County” for decades. It’s a key part of the local vocabulary, and “The County” is even a trademarked term that is owned by the municipality. When introducing Prince Edward County in any written communication, the full name “Prince Edward County” should precede any reference to “The County”. After using “Prince Edward County” once within the same article, “The County” can be used for any further reference to PEC.

b) “The Corporation of the County of Prince Edward” / “The County of Prince Edward”

Use of “The Corporation of the County of Prince Edward” and “The County of Prince Edward” is reserved for official municipal business as a corporate entity and should not be used for promotion of The County brand.
2.8 Brand Communication (Continued)

c) Example Conversational / Narrative / Tone to Describe The County

When describing The County, use a friendly, welcoming and informal tone, using plain language. Technical jargon should be avoided. Here are some examples of how to (and how not to) promote The County in print:

**NO:** Sandbanks Provincial Park, which is situated on Lake Ontario in Prince Edward County, has the world’s largest baymouth barrier dune formation.

**YES:** Home to Sandbanks Provincial Park, Prince Edward County has the world’s largest natural formation of sand dunes!

**NO:** There are nearly 40 wineries in Prince Edward County. The wine sector thrives due to the limestone and natural minerality contained in the soil. There are excellent restaurants, events, and galleries and studios to explore in Prince Edward County.

**YES:** Not a beach person? Check out The County’s wineries, farm-to-table restaurants and art galleries and studios. While you’re at it, take in a concert or play or a signature County event.

**NO:** We encourage you to visit Prince Edward County.

**YES:** Come see for yourself what makes The County so special!

Narrative:

There is something about Prince Edward County that you can’t quite put your finger on. Our progressively-traditional roots, and rustic-contemporary vibe, come together to create a unique and undeniable charm that often boils down to simply being ‘accidentally awesome’ or having that ‘je ne sais quoi’. Whether you’re into food, wine, the great outdoors, the beach, art, theatre, artisan products, camping or just a relaxing getaway, The County, as it is lovingly referred to, has something for everyone.

Located on the shores of Lake Ontario, The County is a short drive and easy getaway from the hustle and bustle of Toronto, Ottawa and Montreal. We embrace local and we take an immense amount of pride in the fruits of our labour, whether it’s a glass of local wine, a farm-to-table culinary experience, or an artistic creation. Speaking of pride, The County is proudly one of the top 10 gay-friendly locations in Ontario! Characterized by authenticity, The County always has been, and always will be a friendly, rural community defined by our people, bursting creative talent and understated realism.
2.8 Brand Communication (Continued)

d) Copy Points for use in PR, web copy, travel guides, advertorial and all marketing materials:

- Come see for yourself what makes The County so special!

- Art is everywhere in The County - from the painters and sculptors on the Arts Trail, to the studios and galleries in repurposed barns.

- The County - Contrasting, creative, real.

- Rustic contemporary is the Prince Edward County way of life.

- Live amid the charm, creativity and entrepreneurial spirit that makes up Prince Edward County. Seek a new way of life that’s authentic, understated and real.

- The County - Eat, drink, create, explore.

- From locally-grown foods, vineyards, beaches, artisans and outdoor adventures, visit Prince Edward County. Ontario’s best kept secret.

- The County is about warm hospitality, rich traditions, pastoral landscapes and friendly, laid-back small towns.

- Home to Sandbanks Provincial Park, The County has the world’s largest natural formation of sand dunes.

- With over one million planted vines and nearly 40 wineries, The County is one of Canada’s largest wine regions.

- Coined as the Gastronomic Capital of Ontario, The County is a rural hotspot for restaurants and farm-to-table food, wine, cider and spirits.

For more information on how to bring The County to life in writing, contact:

The Prince Edward County Communications Office
613.476.2148 ext. 224
communications@pecounty.on.ca
2.9 The County Logo

The official Prince Edward County logo is an emblematic representation of The County’s brand and is highly instrumental in how the region is recognized and perceived by its internal and external audiences. The primary logo is comprised of two main design elements, including the illustration and wording. It is vital to be consistent with this application and never to display the logo in configurations other than those shown in this manual.

In every application, the logo must be displayed prominently and legibly, and in accordance with the following guidelines:

1. Use only the logos provided in conjunction with the brand manual, without modification, rotation or simulation;

2. To preserve the integrity of the logo, it must not be combined with other elements to create a new symbol or image;

3. To protect the integrity, legibility and impact, do not reproduce at sizes smaller or without the proper protective space than the recommendation amounts outlined in this manual;

4. Apply the logo to all websites, publications, advertisements, presentation materials, marketing collateral and business stationery (both print and electronic);

5. Use the logo only once per surface, page or web page.
This section includes the visual standards for using, placing, and supporting the logo correctly.

- 3.1 Logo Variations
- 3.2 Placing the Logo
- 3.3 Logo Usage Guidelines
- 3.4 Unacceptable Alterations
- 3.5 Logo File Formats and Naming Convention
- 3.6 Colours
- 3.7 Typography
- 3.8 Supporting Graphics
3.1 Logo Variations

Primary Vertical

The County logo exists in three variations. Each variation can be utilized depending on the area in which it is being displayed.

With the Primary Vertical version, the illustration is stacked above “The County” wording. This variation is ideal for placing on spaces which are more tall than they are wide and/or in square proportions.

These variations of the logo are available as scalable vector artwork (EPS), as well as high/low quality pixel files (TIFF, JPG, PNG).

These variations of the logo are provided in varied colour profiles including PMS (Pantone Matching System), CMYK, and RGB.

Positive Colour Logo
Use the 4-colour CMYK positive logo whenever possible. This logo is intended for use on a white (positive) coloured background.

Positive Black Logo
Use this version when for instances where technical or colour limitations prevent the use of the primary colour version.

Reversed Colour and White Logo
Use the 4-colour CMYK positive logo whenever possible. It is acceptable to display the logo on other background colours, as long as the legibility of the elements are not compromised. Never place the logo on a background where there is not enough contrast or too much clutter is present. Use the white logo version when reproduction issues may arise with the colour logo.
3.1 Logo Variations  (Continued)

Primary Horizontal

With the Primary Horizontal version, the illustration is displayed to the left of “The County” wording. This variation is ideal for placing on spaces which are more wide than tall.

These variations of the logo are provided as scalable vector artwork (EPS), as well as high/low quality pixel files (TIFF, JPG, PNG).

These variations of the logo are provided in varied colour profiles including PMS (Pantone Matching System), CMYK, and RGB.

Positive Colour Logo
Use the 4-colour CMYK positive logo whenever possible. This logo is intended for use on a white (positive) coloured background.

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3.1 Logo Variations (Continued)

Icon Only

Unless otherwise approved by Corporate Communications, an avatar on a social media page or a watermark (Section 3.8 is the only approved instance where the graphical element can be used without “The County” wording.

When using the reversed colour and white variations, the logo should only be placed on other background colours that maintain the adequate contrast, and in an area that supports the minimum recommended protective space rules (Section 3.3).

These variations of the logo are provided as scalable vector artwork (EPS), as well as high/low quality pixel files (TIFF, JPG, PNG).

These variations of the logo are provided in varied colour profiles including PMS (Pantone Matching System), CMYK, and RGB.

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3.1 Logo Variations (Continued)

Supporting Wordmark

Certain circumstances exist where it is acceptable to use the Supporting Wordmark:

- The rule to this is that if using the Supporting Wordmark, the Primary logo must have preceded this version in at least one instance.

- In most instances, the use of the Supporting Wordmark is most suitable for, but not limited to, multi-page documents or presentations. Its recommended placement is within a header or footer as an identifier of a municipal document.

This variation of the logo is provided as scalable vector artwork (EPS), as well as high/low quality pixel files (TIFF, JPG, PNG).

These variations of the logo are provided in black only.

Example

Report Template Secondary Page

As shown, the Supporting Wordmark is utilized in this multi-page report template. This logo version is ideal in this Report Template as the primary logo was clearly displayed on the front cover of the report.
3.1 Logo Variations  (Continued)

External Wordmark

When promoting the brand to an external market outside of the catchment area of Prince Edward County, the wording “The County” is not literal enough for consumers to make the connection to which “County” it is. Therefore, it is acceptable to use the External Wordmark to compliment the logo to ensure the message is clearly understood.

In presenting The County logo, use this logo version as a subsidiary element and utilize the External Wordmark version as the primary. If the External Wordmark is being used on any written surface, a primary logo (with illustration) must be displayed on the same surface.

This variations of the logo is provided as scalable vector artwork (EPS), as well as high/low quality pixel files (TIFF, JPG, PNG).

These variations of the logo are provided in black only.

Example

Tourism Travel Guide
As shown, this travel guide was distributed to a large geographic area and promoted to those unfamiliar with The County. The cover of the guide clearly features the External Wordmark as the predominant title allowing for the geographic area to be showcased, while still displaying the primary logo in the bottom right corner. The partnership between these two logos allow for the formal name of “Prince Edward County” to be displayed while introducing the signature term “The County” to external audiences. It also avoids the need to use the Primary Logo large on any given page.
3.2 Placing the Logo

Colour Backgrounds

Here are examples of the correct way to place The County Logo on a variety of background colours. It is important to have adequate contrast between the mark and the background for optimal visibility.

When placing the logo on a light colour background, such as the left column of examples, utilize the variations intended for positive backgrounds (marked _Pos in the file formats).

When placing the logo on a dark coloured background (shown in the right-hand column on this page), use logo version marked _Rev in the file formats.

Additional colour backgrounds are available. See Section 3.3.
3.2 Placing the Logo (Continued)

Picture/Texture Backgrounds

Here are examples of the correct way to place The County logo on a variety of picture and texture backgrounds. It is important to have adequate contrast between the mark and the background for optimal visibility.

When using the logo on a photograph, ensure it is placed on a part of the image that is free from clutter. The logo should only be placed on images that maintain the adequate contrast, and an area that supports the minimum recommended protective space rules (Section 3.3).

Use of the positive coloured logo on pictures and textures is acceptable as long as the colour density of the background colour is no greater than 30%. Use of the reversed colour logo on pictures and textures is acceptable as long as the colour density of the background colour is no less than 75%.

When placing The County logo on textures, source examples that embody a rustic and worn impression, such as aged wood or paper.

DO NOT place the logo on a background that reduces the legibility.
3.3 Logo Usage Guidelines

Protective Space Guidelines

Always maintain adequate protective space around The County logo to maintain visual clarity and to provide maximum impact. The following two guidelines are in place for protective space allowance. The first is the recommended protective space amount. The second is the minimum amount.

Recommended Protective Space

The recommended protective space is $X$; where $X$ is equal to the height of the icon. This space is required around all sides of the logo. This applies to positioning around graphic elements, as well as from background field edges, trim and rules.

See next page for Minimum Protective Space.
3.3 Logo Usage Guidelines (Continued)

Protective Space Guidelines

Minimum Protective Space

There will be instances where the recommended protective space cannot be achieved. In situations where there are space restrictions due to other elements or document sizes, the minimum protective space can be used. The minimum protective space is \( X \), where \( X \) is equal to the height of the letter “C” in the word “County”. This space is required around all sides of the logo. This applies to positioning around graphic elements, as well as from background field edges, trim and rules.

See previous page for Recommended Protective Space.
3.3 Logo Usage Guidelines (Continued)

Minimum Logo Size

Maintaining the legibility and the integrity of The County logo is very important, regardless of what the application is or the manner in which it is reproduced. Be sure that when determining the size of the logo that its legibility and integrity are not compromised.

Specific minimum sizing has been established for print applications as well as digital applications. Always maintain the lock-up’s aspect ratio when scaling, regardless of the application.
3.4 Unacceptable Alterations

Consistent application of The County logo is essential to building and maintaining brand recognition. The logo should never be altered or redrawn in any way and only approved digital artwork should be used for reproduction purposes. While not an exhaustive list, these examples illustrate some incorrect uses and deviations to avoid.

- **DO NOT** change the colour of any elements in the logo.
- **DO NOT** change the logo’s proportion.
- **DO NOT** add drop shadows or other effects to the logo.
- **DO NOT** apply a stroke around the logo.
- **DO NOT** rotate the logo.
- **DO NOT** apply a stroke around the logo.
- **DO NOT** use in a holding box or other shape.
- **DO NOT** use the logo at a percentage of the logo colour.
- **DO NOT** place close to text; see 3.3 for space requirements.
- **DO NOT** add .ca to the end of the logo.
- **DO NOT** place on a background that reduces the legibility.
- **DO NOT** use any colour other than white when knocking out of a solid colour background.
3.5 Logo File Formats and Naming Convention

The County has created a wide and comprehensive variety of logo formats. For best reproduction results, it is important that the appropriate file format be utilized. If a file format is needed that is not represented, contact the Corporate Communications Department (Section 1.2).

A specific file naming convention has been established to ensure ease in locating and utilizing the correct logo variation needed. To use, simply pair one item from each column to formulate the desired file variation.

**Vector Files: EPS**
EPS format allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. You may use these files in page layout and graphics programs for print projects. Additionally, EPS format files may also be used to create files in any of the other image formats at exactly the sizes required.

**TIF**
TIFs can be used when a variable size is not necessary for print. TIFs have been provided with a transparent background, and should never be scaled or enlarged.

**JPEG**
JPEGs are intended for screen or email use. These should be used in smaller sizes. JPEGs should not be used for print. JPEGs do not have a transparent background.

**PNG**
PNGs are for screen use only. PNGs do have a transparent background and can be scaled down.

**Note:** JPEG, .TIFF and .PNG logo versions will lose dpi resolution quality if the logo is increased in size. To maintain a resolution quality of 300dpi for print production purposes, it is recommended that the .EPS version be used.

### File Naming Convention

<table>
<thead>
<tr>
<th>Identifier</th>
<th>Application</th>
<th>Colour</th>
<th>Background</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>TheCounty</td>
<td>Vert</td>
<td>PMS</td>
<td>Pos</td>
<td>.eps</td>
</tr>
<tr>
<td></td>
<td>Horiz</td>
<td>CMYK</td>
<td>Rev</td>
<td>.jpg</td>
</tr>
<tr>
<td></td>
<td>Type</td>
<td>Black</td>
<td></td>
<td>.tif</td>
</tr>
<tr>
<td></td>
<td>Icon</td>
<td>RGB</td>
<td></td>
<td>.png</td>
</tr>
<tr>
<td></td>
<td>Web</td>
<td>White</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3.6 Colours

Colours are integral to The County’s visual identity and maintaining consistency is essential.

The County’s primary colour palette consists of a range of vibrant colours creating a contemporary feel all sourced from use in the logo.

The accent colour palette consists of additional tones, less saturated in colour and compliments the contemporary logo palette with a more rustic feel. Selected to complement and expand on the primary colour palette, these colours play a supporting role through their use in backgrounds, titles, charts, graphs and so forth.

Colour combinations should be carefully considered and ideally similar tones are best paired together, such as greens including PMS 384 with PMS 5753 and PMS 618. Ensure no more than four colours are used together at any one time (excluding The County logo). To add flexibility the colours may be tinted to 25%, 50% and 75% with the exception of PMS 186 red.

### Primary Colour Palette

- **PMS 426C**
  - C0 M0 Y0 K95
  - R51 G49 B50

- **PMS 186C**
  - C2 M100 Y85 K6
  - R200 G16 B46

- **PMS 2985C**
  - C60 M0 Y13 K0
  - R91 G194 B231

- **PMS 272C**
  - C61 M56 Y0 K0
  - R116 G116 B193

### Accent Colour Palette

- **PMS 7454C**
  - C62 M22 Y4 K11
  - R85 G127 B166

- **PMS 7477C**
  - C79 M46 Y47 K18
  - R76 G94 B31

- **PMS 618C**
  - C6 M32 Y87 K0
  - R165 G165 B68

- **PMS 5753C**
  - C65 M44 Y100 K35
  - R76 G94 B31

To ensure the consistency of our visual identity, specifications for each colour are provided for use in print and web applications. Please note that screen and laser-printer colour is not necessarily an accurate representation of actual colours due to variances in monitor and printer calibrations.

- Pantone Matching System (PMS) colours and CMYK values are provided for print applications.
- RGB values are provided for web applications.
3.7 Typography

The County’s Corporate fonts have been selected to provide clarity and legibility, distinctiveness, and also to reflect the tones and emotions associated with its story. These fonts shown below.

**Primary Typefaces**

- **Museo**
- **Museo Sans**

**Accent Typeface**

- **Museo Slab**

**Default Typeface**

- **Arial**

 strSQL

**Museo 700** - AbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv

**Museo 500** - AbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv

**Museo 300** - AbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv

Contained within The County logo, Museo 700 is used to typeset the word “County”. The varying weights of Museo can be used in all caps for bold short headlines, or in sentence case, for longer, friendly headers. It is for display and advertising purposes and not for text/body copy.

**Museo Sans 700** - AbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu

**Museo Sans 500** - AbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu

**Museo Sans 300** - AbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu

Contained within The County logo, Museo Sans 500 is used to typeset the word “The”. The varying weights of Museo Sans can be used for all short headlines and is ideal for extended amounts of text/body copy.

**Museo Slab 500** - AbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt

This font is used only as a header or tagline font. It is for display and advertising purposes and not for text/body copy.

**Arial** - AbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

The Arial typeface may be used for internally produced documents, forms, reports and web-based initiatives due to its widespread availability. Variations such as italicized and bold are acceptable for adding selective graphic punch to the document. However, be aware of accessibility implications. When Museo is unavailable, the Arial typeface may also be used in externally produced communications.
3.7 Typography (Continued)

Font Sizes

Standard corporate font sizes will be used whenever possible for internally produced documents, forms, reports and web-based initiatives. Using a consistent corporate font size will both improve the accessibility of municipal documents, and enhance the consistency of The County’s visual identity.

Standard corporate font sizes:

Arial 11pt
The County’s standard for the body of documents

Arial 13pt
The County’s standard for titles/headings

Arial 15pt
The County’s standard for large print

It is understood that from time to time, larger or smaller font sizes will be required for certain documents or publications. Regardless of the original font and format, all documents must be made available in alternate formats as necessary.
3.8 Supporting Graphics

Typography Heading Blocks

The County headings blocks use size, placement and spacing of words to express key components of the County brand in a visual dynamic way.

They are comprised of roughly three to five words which can be determined on an individual basis.

Word size is flexible and should be determined by the importance of each word within the message. Ensure all words within the message are legible. The words are typeset in varying widths of the Museo font family.

The colour palettes for each heading block is adjustable, however, it is recommended that a monochromatic (similar tones) palette be used. The heading blocks are used most effectively when reversed in white on a dark coloured background.
3.8 Supporting Graphics (Continued)

Watermarks

The use of a watermark of The County icon is an approved graphic solution to add visual interest to marketing materials. It should be used in moderation and never be used on the materials surface more than once per page.

An ideal percentage opacity for the watermark is 10-20%. It is best used in light grey for positive backgrounds, and reversed white for dark backgrounds. In some instances the watermark can be offset the the page.

Example

Facebook Profile Page
3.8 Supporting Graphics (Continued)

Rustic Textures

In order to achieve the proper balance of the brand character, accents of rustic touches are incorporated as support graphics.

Best examples of rustic touches include:

- Worn/rough edging
- Aged textures such as worn paper, old wood, and rough paint
Here you can see, at a glance, how all the visual elements described come together to form standard branded materials.

The following section brings together some examples of applying the basic elements together within applications:

> 4.1 Business Cards
> 4.2 Letterhead
> 4.3 Envelopes
> 4.4 Advertising
> 4.5 Display Advertising
> 4.6 Newsletter
> 4.7 Electronic Communications
> 4.8 Apparel
> 4.9 Vehicle Identification
### 4.1 Business Cards

The business card template contains the following information:

- **Name**
- **Job Title(s)**
- **Primary Telephone**
- **Facsimile**
- **Email Address**
- **Office or Department Location**
- **Web Page**
- **Social Media Profiles**
- **Primary Vertical Logo**

Templates for the all stationary are managed, produced and regulated internally through the Corporate Communications Department. To acquire stationery, contact 613.476.2148 ext. 224 or email communications@pecounty.on.ca to issue an order request.

1. **Individual name**
2. **Position/title**
3. **Contacts:** The business telephone number is preceded by "T.", followed by "ext." (extension number), "F:" (facsimile number), followed by business email address.
4. **Address:**
   - The suite number is given as a simple number followed by the building name
   - Commas separate city town and province with no commas used before the postal code
   - Double spaces are used between the country and the postal code
   - Web page includes the www.
5. **Social Media:** Icons are placed to the left with the profile names to the right, where applicable.
6. **Additional Visuals:** The Icon Only Reversed White logo with 20% opacity is placed in the bottom right hand corner of the back of the card. The background colour is PMS 384C "green".
7. **Logo:** Primary vertical colour placed in the lower right scaled to 0.9"h.
4.2 Letterhead

General Letterhead

The general letterhead is to be utilized in instances when a general situation when the communication message is not specific to a certain department or the Office of the Mayor. This template contains the following information:

- Primary Horizontal Logo
- Office Address
- Web Page

Templates for all stationery are managed, produced and regulated internally through the Corporate Communications Department.

To acquire stationery documentation, contact 613.476.2148 ext. 224 or email communications@pecounty.on.ca to issue an order request.

1. Logo: Primary horizontal colour placed in the top left scaled to 0.5”h x 2”w.
2. Address: 10pt font
   - “The Corporation of the County of Prince Edward”, followed by the address
   - Commas separate town and province with no commas used before the postal code
   - Double spaces are used between the province and the postal code
3. Web page includes the www. and is shown in red
4. Template: Design standards including margins, styles sheets, colours, and typography have been established and are available for use when including written content.
4.2 Letterhead

Department Letterhead

The department letterhead is to be utilized for communication materials produced for internal municipal departments. This template contains the following information:

- Primary Horizontal Logo
- Office or Department Location
- Web Page
- From the Department of,
  Plus Descriptor
- Primary Telephone
- Facsimile
- Email Address

Templates for the all stationery are managed, produced and regulated internally through the Corporate Communications Department. To acquire stationery documentation, contact 613.476.2148 ext. 224 or email communications@pecounty.on.ca to issue an order request.

1. Logo: Primary horizontal colour placed in the top left scaled to 0.5”h x 2”w.
2. Address: See general letterhead.
3. Department Contact: “Community Development Department”, followed by “The Corporation of the County of Prince Edward”, followed by the business telephone number is preceded by “T.”, followed by “ext.” (extension number), “F:” (facsimile number), followed by business email address shown in red.
4.2 Letterhead

Office of the Mayor Letterhead

The Office of the Mayor letterhead is to be utilized exclusively for communication materials produced and distributed by the Office of the Mayor. This template contains the following information:

- Primary Horizontal Logo
- Office or Department Location
- Web Page
- From the Office of the Mayor Descriptor
- Primary Telephone
- Facsimile
- Email Address
- The Coat-of-Arms

Templates for the all stationery are managed, produced and regulated internally through the Corporate Communications Department.

1. **Logo**: Primary horizontal colour placed in the top left scaled to 0.5”h x 2”w.
2. **Address**: See general letterhead.
3. **Mayor Contact**: “From the Office of the Mayor”, followed by “The Corporation of the County of Prince Edward”, followed by the business telephone number is preceded by “T:”, followed by “ext.” (extension number), “F:” (facsimile number), followed by business email address shown in red.

4. **Official Uses of The Coat-of-Arms**:
   - Seal of the Corporation
   - Proclamations, Official Reports and other printed documents
   - Property Identification
   - Mayor’s Chain of Office
   - Mace and Flags
   - Use of the Coat-of-Arms is an official symbol intended for ceremonial application
   - Use of the Coat-of-Arms on business stationery and business cards is restricted to the Mayor and Members of Council
4.3 Envelopes

The envelope templates contain the following information:

- Name
- Job Title(s)
- Primary Telephone
- Facimile
- Email Address
- Office or Department Location
- Web Page
- Social Media Profiles
- Primary Vertical Logo

**Common Layout Sizes:**

- Commercial #10: 4.125”x9.5”
- Window: 4.125”x9.5”
- Catalogue: 7.5”x10.5”, 9”x12”, 10”x13”

Templates for the all stationery are managed, produced and regulated internally through the Corporate Communications Department. To acquire stationery documentation, contact 613.476.2148 ext. 224 or email communications@pecounty.on.ca to issue an order request.

1. **Logo:** Primary Horizontal Colour placed in the top right scaled to 2”w x 0.5”h.

2. **Address:**
   - Commas separate building and street, new line for town with comma, followed by Ontario with no comma then Canada
   - Postal code is place on separate line
4.4 Advertising

Advertising allows The County to craft and broadcast messages that shape its reputation with prospective visitors, residents and the community. Presenting a standardized look and tone makes ads more recognizable and therefore, more effective. All external advertising purchased and/or placed by any division or department of The Corporation of the County of Prince Edward must be submitted for advance review and approval by the Corporate Communications Department. Doing so ensures consistent imagery and content. This requirement applies to external print publications such as magazines and newspapers, external websites, billboards, other signage mediums, external sponsorships, event programs, and all television and radio advertising. This requirement does not apply to recruitment advertising which is placed by Human Resources in consultation with corporate communications.

All advertising must include the following elements:
- The County primary logo
- The web address of The County, department or the specific event
- Imagery files that are a minimum of 300 dpi at the actual print size
- Graphic accents can be used to mimic the visual flair of the example with such tools as the typography heading blocks, The County colour palette and typography
4.5 Display Advertising

Similar to the guidelines outlined for advertising, display advertising (i.e. Pull-up Banners) allows for a visual presence within the community that clearly presents The County brand front and center. Primary creation of display advertising will be produced via the Corporate Communication Department. However, all external display advertising purchased and/or placed by any division or department of The County must be submitted for advance review and approval by the Corporate Communications Department. Examples includes vehicle signs, exterior/interior signs, banners, window decals, and displays used for public events/tradeshow, kiosks, etc.

All display advertising must include the following elements:
- The County primary logo
- The web address of The County, department or the specific event
- Graphic accents can be used to mimic the visual flair of the example with such tool as the typography heading blocks, The County colour palette and typography
4.6 Newsletter

The visual identity elements can be combined to create a compelling colour newsletter. This newsletter template sets the framework for consistent and professional brand consistency, while allowing full flexibility to customize messaging and written. It is available as a Microsoft Word .docx file as well as an Adobe InDesign .indd file.

The newsletter template includes multiple pages of example layouts, colour palettes, font style sheets, one, two and three column structures, and integration of photography and call-outs.
4.7 Electronic Communications

The County has a pre-established email signature template that should be used by all municipal staff. Information includes:

- Name
- Position/Title
- The Department Name
- Business Telephone and Extension
- Business Facsimile
- Business Email
- Business Address

There are standardized details that are not to be modified. These include “The County™”, webpage url, facebook & twitter hyperlinks, and the legal statement with references to ‘Acts’ italicized.

Templates for electronic communications are managed, produced and regulated internally through the Corporate Communications Department. To acquire the email signature template, contact 613.476.2148 ext. 224 or email communications@pecounty.on.ca.

1. Name: 12pt Arial Bold
2. Title: 11pt Arial Regular
3. Address: “The Corporation of the County of Prince Edward”, followed by the business telephone number is preceded by “T:”, followed by “ext.” (extension number), “F:” (facsimile number), followed by business email address shown in blue (C88 M55 Y7 K8)
4. Logo: Icon only graphic, followed by “The” in 19pt Arial Regular, followed by no space and “County” in 19pt Arial Bold.
5. Mailing Address: followed by the website “www.thecounty.ca”, “facebook”, and “twitter shown in blue (C88 M55 Y7 K8) and separated by a dash.
4.8 Apparel

The County apparel provides a unique opportunity to reinforce the brand image in a positive and memorable way. It is therefore critical that The County logo be tastefully and consistently applied to all items.

Give the logo plenty of space and stick with neutral colours including earth tones, blacks, whites, greys, navy and beige (as examples). In ideal situations, it may be possible to select apparel colours that reflect the primary or accent colour palettes noted in this manual.

When placing The County logo, both the primary vertical or primary horizontal can be used. There is also flexibility to use either the colour version or the black/white version. Ensure proper contrast is present when placing the logo on coloured backgrounds (refer to Section 3.2).

Acceptable areas to place the logo include: left side chest, center front, center back, and horizontally along the sleeve.

The proposed use of any graphic treatments on apparel must be reviewed and approved by the Corporate Communications Department.
4.9 Vehicle Identification

The County logo should appear in its full colour version whenever possible, on light toned vehicles. For dark vehicles the one-colour white solid version should be used (See Section 3.2 for Placing the Logo on Background Colours).

It is important to evaluate the visual contrast of a vehicle’s colour to determine whether the full colour or one colour solid version should be used.

When placing The County logo, both the primary vertical/horizontal can be used.

Acceptable areas to place the logo include, either side doors, on the rear, and reversed out of rear window.

The proposed use of any special graphic treatments on vehicles must be reviewed and approved by the Corporate Communications Department.
Photography

The County brand is dependent on good quality images that help distinguish the brand, tell its story, and ultimately draws further interest. Photography is an essential part of reflecting The County spirit and sense of place.

When choosing photography, ensure it:

- Reflects authenticity
- Delivers impact
- Captures a moment in time
- Engages the viewer
- Tells a story
5.1 Photography Overview

**Subject Matter**
- Experiential
- Strong sense of place
- Optimistic and warm
- Real life (not posed or staged)
- Singular subject matter per image

**Style**
- Bright tonal range
- Clear/sharp focus on subject matter
- Natural lighting (no extensive photo-retouching)
- Clean, simple areas of “white space”

**Scale**
- Foreground - Clearly focused on one subject matter
- Middle-ground - Clearly focused on mid-range view of an experience in action
- Background - Serves as a backdrop for the environment in which experience occurs

**Cropping**
- Original - Start with an appropriate foreground, middle-ground, or background image
- Cropping - Select an area that is an appropriate size for the document
- Final Image - Is focused on single subject, clutter free, and provides ample clear-space for typography
5.1 Photography Overview (Continued)

Scenery
- Picturesque nature
- Serene views
- Rustic/vintage touches
- Real life (not posed or staged)
- Singular subject matter per image

People
- Real people experiencing a moment in time
- Natural and spontaneous
- Multi-cultural and multi-generational
- Optimistic and warm

Living
- Strong sense of place
- Pride in the roots and heritage; suggesting a way of life in The County
- Be wary of using the same demographic, setting and industry too often. Diversify throughout multiple uses

The Corporate Communications Department maintains a selection of County photography. Images are available for use by internal departments as well as for external use. The Corporate Communications Department will determine appropriate use of The County images, including instances when permission of subjects in photographs is required before those images can be reproduced. For more information, contact the Corporate Communications Department at 613.476.2148 ext. 224 or email communications@pecounty.on.ca to make an order request.
Co-Branding

The County brand is accessible by everyone including residents, visitors, business, and organizations. The intended composition of this brand was built under the pretense that the brand captures The County as a whole, not simply the municipality or key official stakeholders.
6.1 Co-Branding with a Partner

As an additional graphic added to the primary logo, a simple inclusion of a descriptor line alongside the logo will help to provide clarity and purpose to the presentation of two brands together. The available options include:

- Part of
- Supported by
- Funded by
- In Association with
- Sponsored by
- Made in

Co-branding with The County logo may only occur when a group or individual has submitted an application that outlines how they meet The County’s Co-branding requirements, and in return have received approval from The County’s Corporate Communications Department.

Those interested in co-branding with The County are asked to contact the Corporate Communications Department at 613.476.2148 ext. 224 or email communications@pecounty.on.ca to confirm eligibility and process.

Special attention must be made when placing the appropriate wording in conjunction with The County logo. It is recommended that only the provided statements shown be used. The positioning of the wording must match the examples shown and reflect the same size and placement. When typesetting the wording, the Arial Regular typeface should be used. The size of the letters is equal to half the height of the letters in County (see example above).
The following section establishes the relationship between the use of The County logo in conjunction with external municipal partners. Those interested in co-branding with The County are asked to contact the Corporate Communications Department at 613.476.2148 ext. 224 or email communications@pecounty.on.ca to confirm eligibility and process.

In order to graphically express the relationship between The County logo and a partner brand, co-branding standards have been established. As a general rule, if the partnership is 50/50, The County logo will appear in conjunction with the partner brand, with both logos being displayed at equal size.

### Vertical Positioning

The height proportion of the branded partner logo should match to the height proportion of The County's logo. The example shown exhibits the correct vertical positioning.

The width proportion between the partner logo and the center grey key-line should be equal to "x" (same width as the size as the height of The County's type treatment). The same amount of space "x" should be placed from the grey key-line to The County logo.
Those interested in co-branding with The County are asked to contact the Corporate Communications Department at 613.476.2148 ext. 224 or email communications@pecounty.on.ca to confirm eligibility and process.

In order to graphically express the relationship between The County logo and a partner brand, co-branding standards have been established. As a general rule, if the partnership is 50/50, The County logo will appear in conjunction with the partner brand, with both logos being displayed at equal size.

**Horizontal Positioning**

The width proportion of the branded partner logo should match to the width proportion of The County logo.

The example shown exhibits the correct horizontal positioning.

The height proportion between the partner logo and the center grey key-line should be equal to “x” (same height as the size of The County smaller case letters). The same amount of space “x” should be placed from the grey key-line to The County logo.