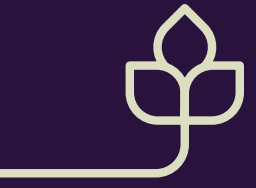


The Township of Puslinch

# Brand Usage Guidelines





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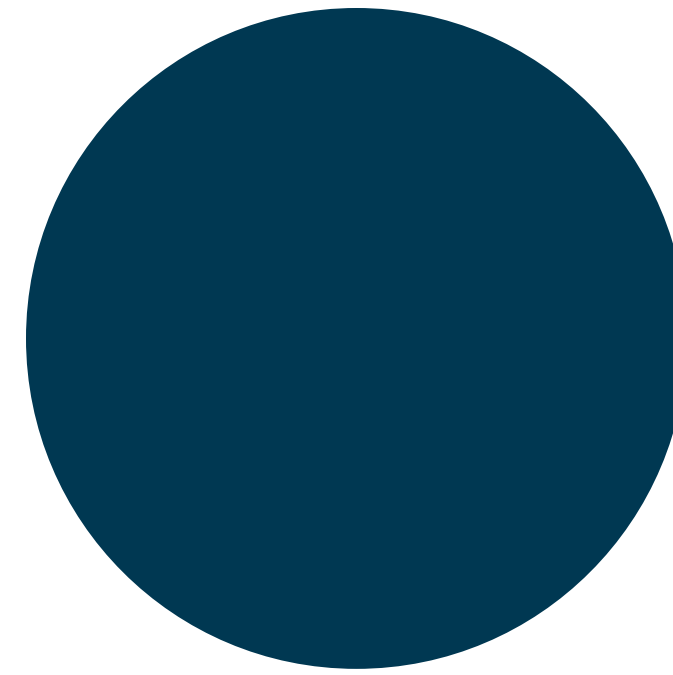
Section 1

# Using Colour

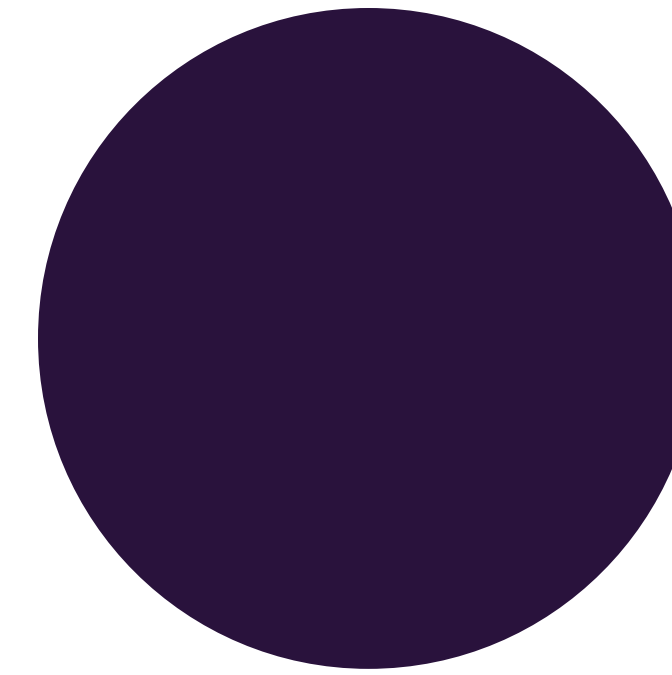


# Colour

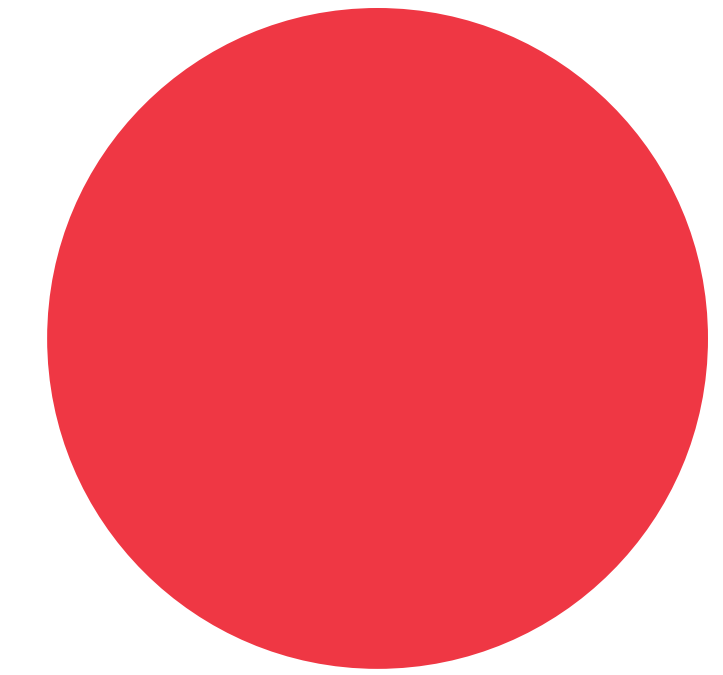
The Township of Puslinch brand colours are inspired by the changing seasons and local environment. Comfortable warm tones are paired with refreshing cool tones. Together, the colour palette tells a story of familiarity and authenticity.



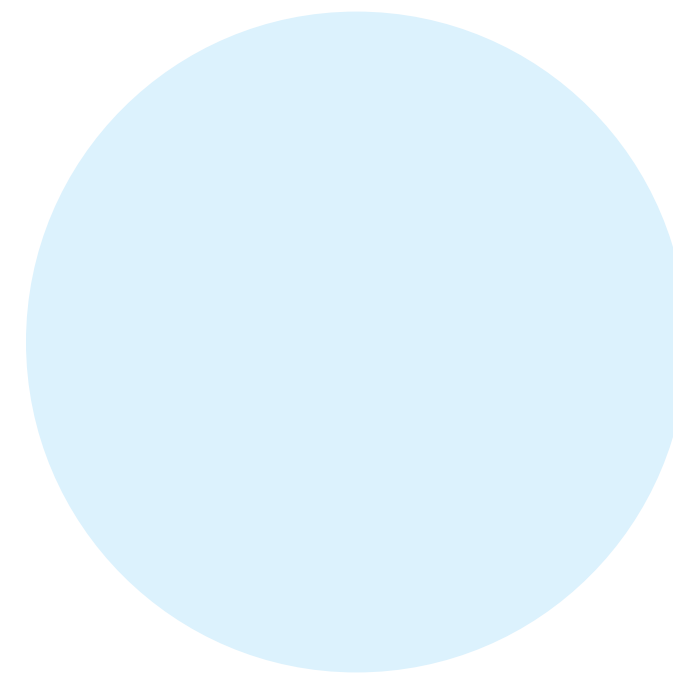
Pantone 302  
C97 M36 Y10 K41  
R0 G56 B82  
#003852



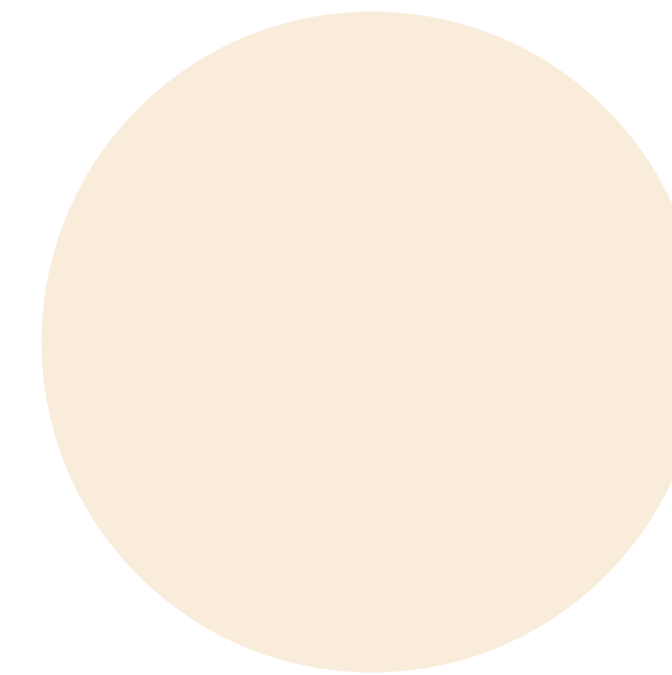
Pantone 2765  
C89 M93 Y3 K15  
R41 G18 B60  
#29123C



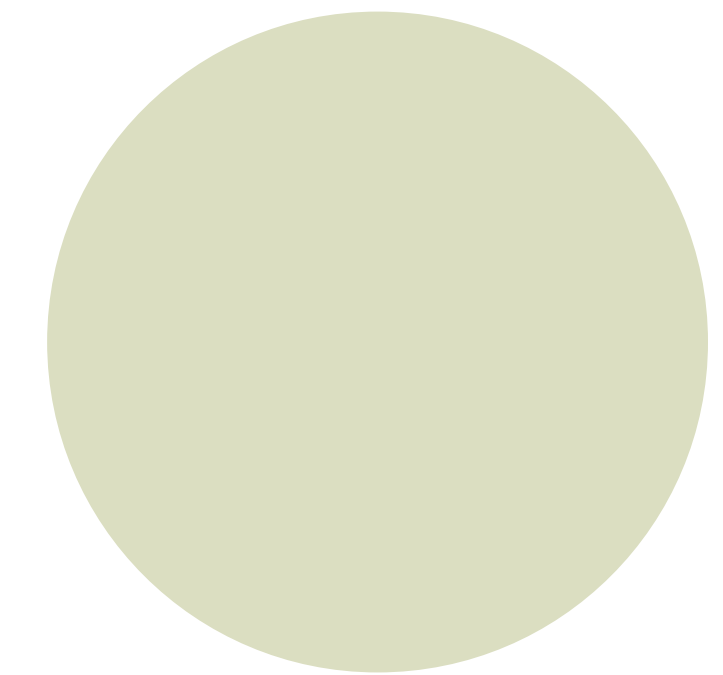
Pantone 032  
C0 M78 Y73 K0  
R239 G55 B68  
#EF3744



Pantone 7457  
C16 M0 Y5 K0  
R220 G242 B253  
#DCF2FD



Pantone Warm Gray 1  
C2 M3 Y7 K8  
R249 G236 B218  
#F9ECDA



Pantone 7485  
C8 M0 Y15 K0  
R219 G222 B193  
#DBDEC1

# Use blue for formal situations.

Puslinch Blue should be used for all materials communicating formal matters. This includes stationery, bill inserts, and notices from the city council.

# Lead with purple for community materials.

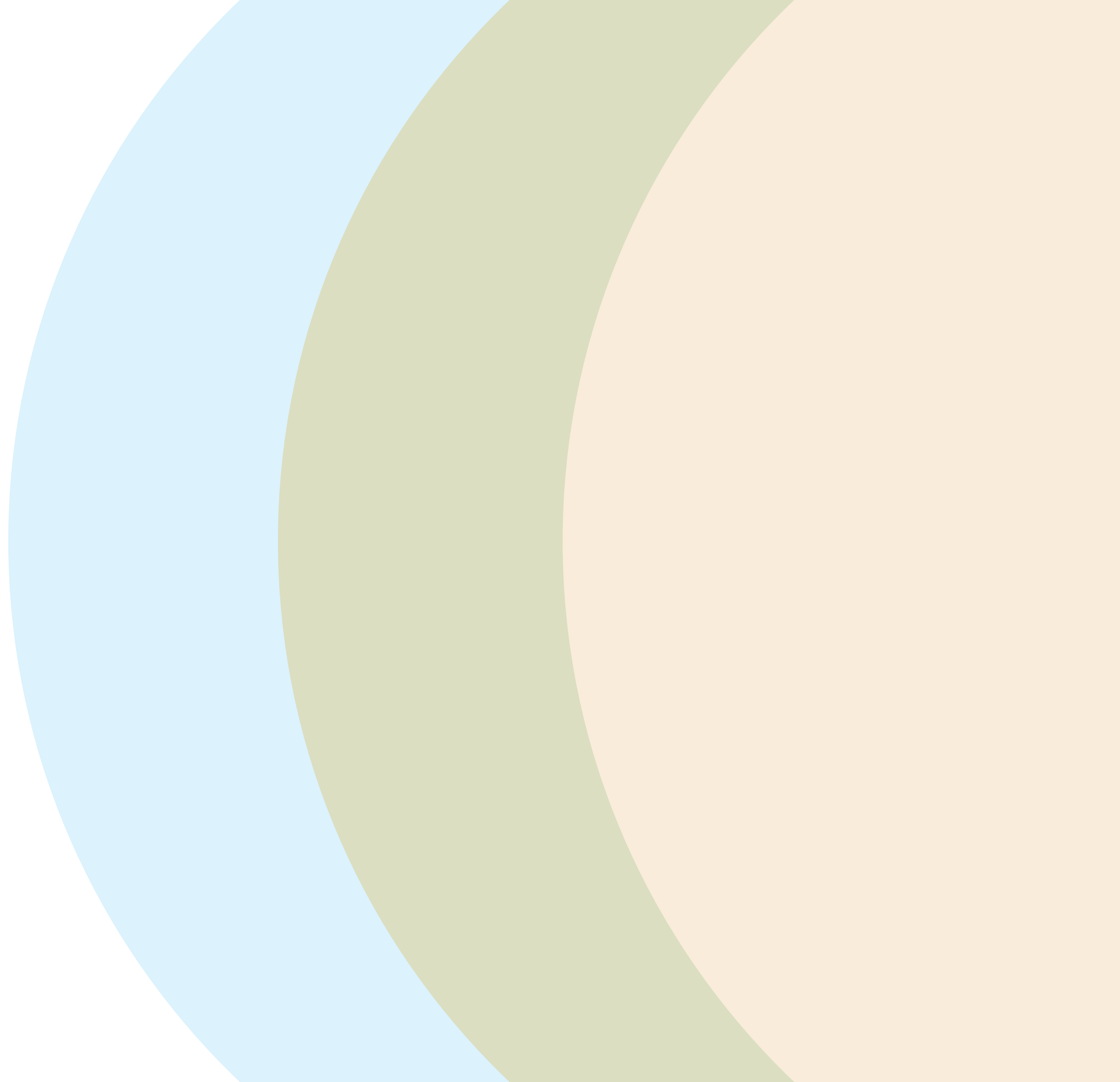
Puslinch Purple should be used for all materials focused on community matters. This includes newsletter broadcasting, event announcements, and community activities (e.g. Fall Fair).

# Use red sparingly.

Puslinch Red is a legacy colour, carried over from the 1984 identity. Due to its bold nature, Puslinch Red should be used sparingly in communications. It is an ideal colour for accents and drawing attention to specific design elements.

# The soft palette should be used in the background.

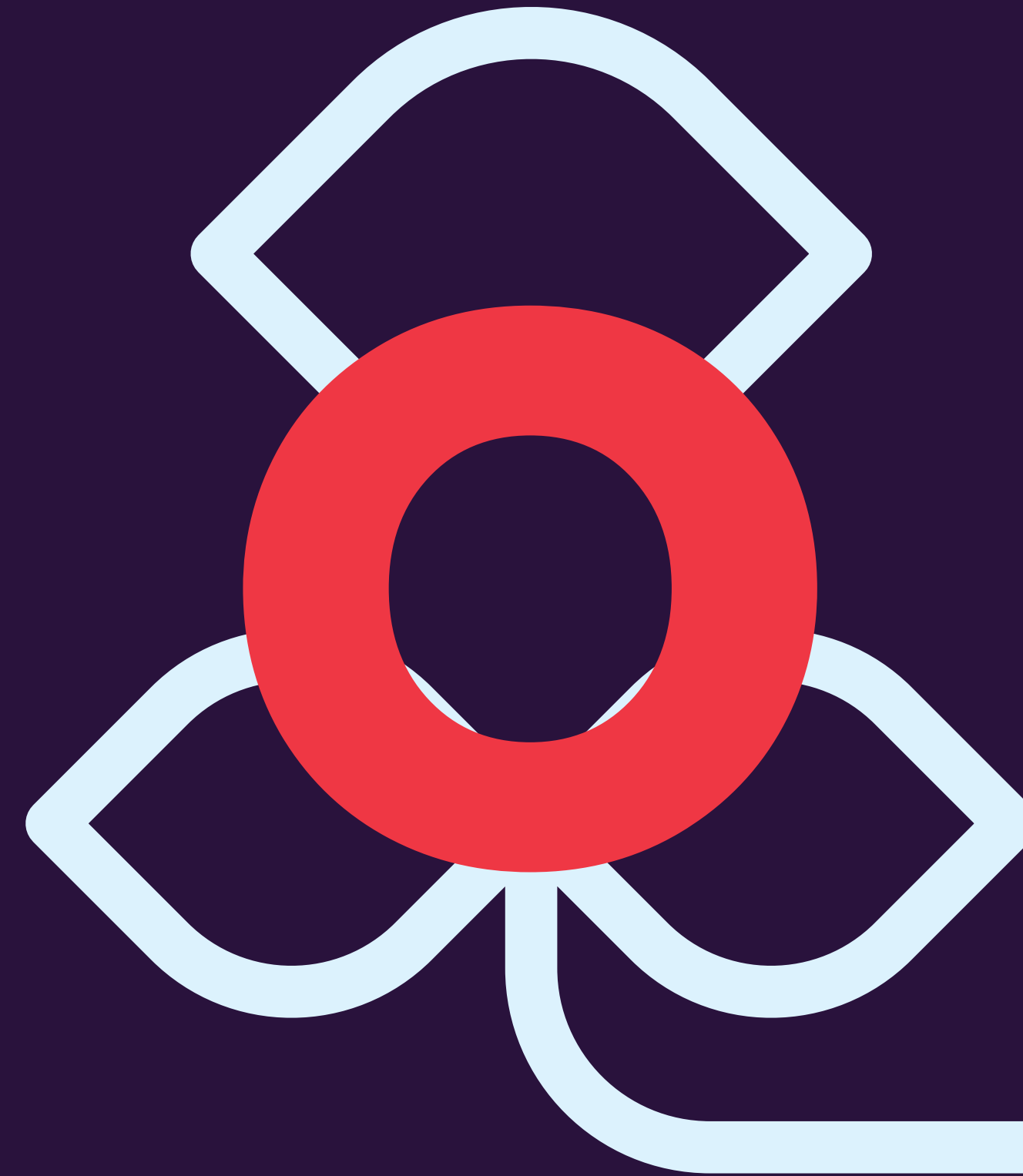
Puslinch Light Blue, Puslinch Green, and Puslinch Cream should be used in the background to add temperature to the documents. Always ensure the content used on these colours have enough contrast for legibility.





Section 2

# Typography



# Typography

A brand's typography will impact how words and ideas are understood.

The Township of Puslinch uses a historic hand-drawn wordmark in its main identity. To create a contemporary and legible contrast, Objektiv has been chosen as the brand's primary typeface. Seen throughout this document, Objektiv offers an open and modern design which brings a quality of accessibility to its applications.

For shareable digital applications (e.g. PowerPoint), Calibri should be used to ensure accessibility across devices.



PUSLINCH

TOWNSHIP OF

PUSLINCH

EST. 1850

# Typography

## OBJEKTIV

The Township of Puslinch is first and foremost a place – a place where residents call home, and visitors explore with interest. Environmental brand applications act as identification to ensure the Township of Puslinch is properly recognized and not confused with nearby locations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789 .,?!()[]@--;

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 0123456789 .,?!()[]@--;**

## CALIBRI

The Township of Puslinch is first and foremost a place – a place where residents call home, and visitors explore with interest. Environmental brand applications act as identification to ensure the Township of Puslinch is properly recognized and not confused with nearby locations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789 .,?!()[]@--;

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 0123456789 .,?!()[]@--;**

Section 3

# The Logo



# Formal Logo

The Puslinch logo includes the graphic crest and accompanying wordmark.

Whenever possible, the full stacked version should be used (pictured here).

Due to the complexity of this mark, alternative versions are available when legibility is a concern.



TOWNSHIP OF  
**PUSLINCH**

EST. 1850

# Alternative Logo: Symbol Only

The Puslinch symbol tells a story of the township's past and future. Each of its elements are a part of that story.

The symbol can be used apart from the wordmark so long as the context of the piece makes it clear it is a Township of Puslinch document.

Details of the crest can also be used to add visual interest to layouts. The following pages show examples of how this can be handled.



Symbol detail  
example

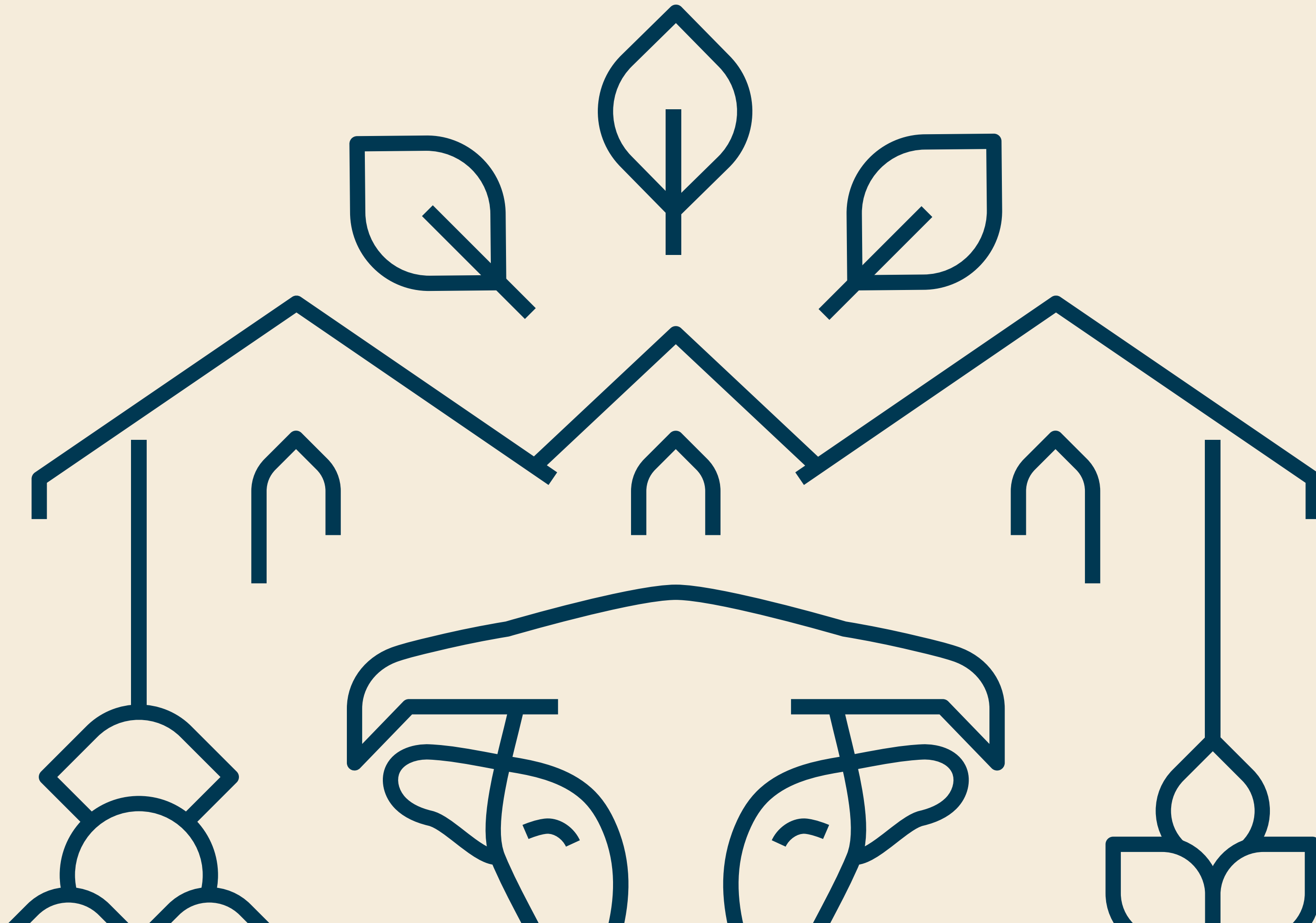




Symbol detail  
example



Symbol detail  
example



Symbol detail  
example



# Alternative Logo: Text Only

The Puslinch wordmark holds enough unique qualities to exist independent of the symbol.

This should be done when the available space for a logo is too small to allow both the symbol and wordmark to be visible.

TOWNSHIP OF  
**PUSLINCH**  
EST. 1850

# Alternative Logo: Horizontal

When the available space for a logo is long and short (landscape), the horizontal logo shown on this page should be used.



TOWNSHIP OF

**PUSLINCH**

EST. 1850

# Alternative Logo: Oversized Wordmark

When the available space for a logo is too small for any of the previous logo variations to maintain proper visibility, the oversized wordmark version shown on this page should be used.

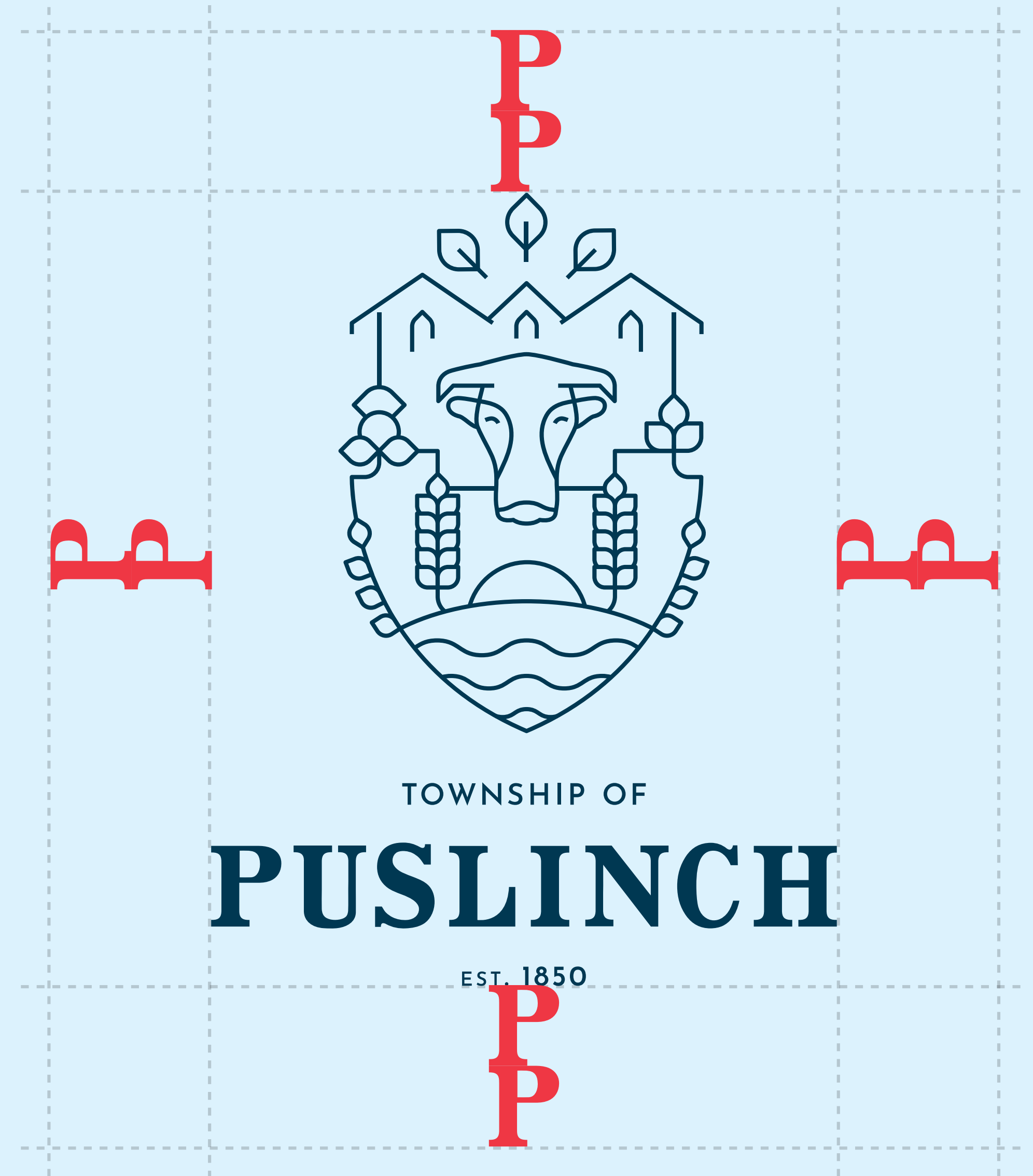
Note: This version should only be used in very unique situations. Consult with a designer or brand team member before approving the use of this version.

TOWNSHIP OF  
**PUSLINCH**

# Logo Safe Space

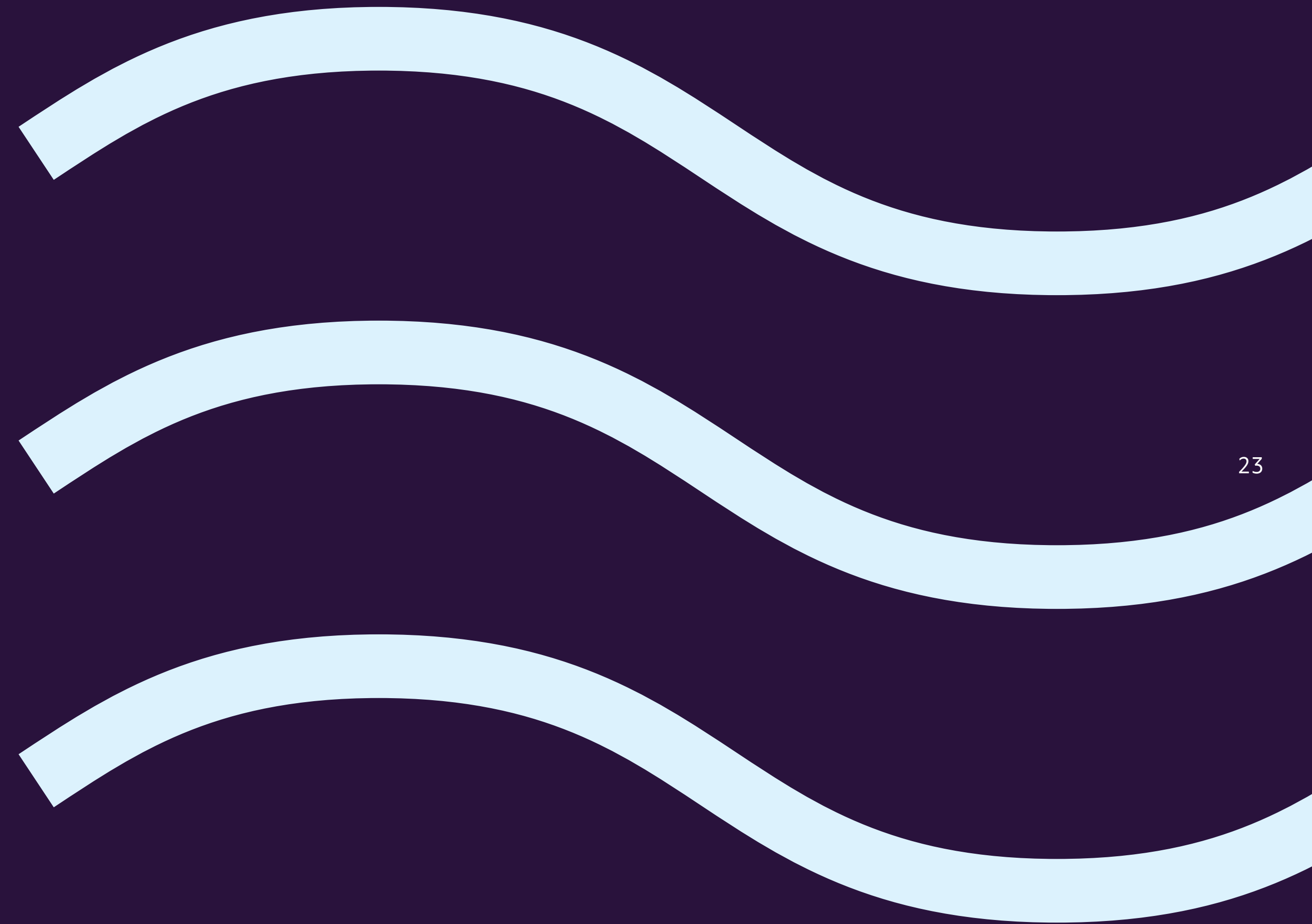
To avoid other logos and content interfering with the Puslinch logo, ensure a safe space is kept around the logo at all times.

A minimum safe space equaling the height of two P cap-heights should be used as reference.



Section 4

# Design Elements



# Design Elements

The nature elements found in the updated logo can be used as decorative design devices.

The modernity of the brand typeface is softened by the playful use of these iconic illustrations.





# Design Elements





TOWNSHIP OF

# PUSLINCH

EST. 1850

Canada

Published  
and

Charles J. W.

ORAN



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