

The Port Hope brand articulates who we are and defines who we want to be.

The graphic elements are the creative expression of our brand. Consistent, proper application and maximum exposure within the prescribed guidelines will maintain our strong brand equity.

For complete details please refer to the Port Hope Brand Identity Manual, internally on the S:/ drive under Brand Identity Program and at www.porthope.ca.

The Port Hope logo is a registered trademark. Any reproduction of the logo without permission is prohibited.

For assistance in implementing these guidelines please contact the Communications Coordinator

communications@porthope.ca
905.885.4544

Corporate Colours

The Port Hope colour palette incorporates approved heritage colours and may be used in Municipal publications as appropriate for the venue.

	Pantone 7459C RGB 48-148-180 #3094b4
	Pantone 7458C RGB 115-181-205 #73b5cd
	Pantone 7457C RGB 202-227-232 #cae3e8
Pantone 7532C RGB 102-84-70 #665446	Pantone 647C RGB 23-87-135 #175787
Pantone 7530C RGB 170-156-143 #999c8f	Pantone 645C RGB 115-153-189 #7399bd
Pantone 7527C RGB 218-216-203 #dad8cb	Pantone 642C RGB 211-222-228 #d3dee4
Pantone 202C RGB 130-36-52 #822434	Pantone 7490C RGB 105-150-59 #69963b
Pantone 200C RGB 183-18-52 #b71234	Pantone 7487C RGB 116-175-85 #74af55
Pantone 7422C RGB 242-213-218 #f2d5da	Pantone 7485C RGB 217-229-205 #d9e5cd
Pantone 159C RGB 199-91-18 #c75b12	Pantone 1245C RGB 197-145-23 #c59117
Pantone 157C RGB 232-153-74 #e8994a	Pantone 1225C RGB 254-203-78 #fcb4e
Pantone 155C RGB 236-222-187 #ecdebb	Pantone 1205C RGB 247-227-154 #f7e39a

Port Hope

Brand Identity Program

Quick Reference Guide



Port Hope Logo



The Port Hope Logo must be used in correct colours: full colour, black, white or the approved red or green for special promotional materials

Logo files are available on the S:/drive under Brand Identity Program

Logo Colour

Where it appears in colour, the Port Hope logo must appear only in the traditional red/green combination or either solid green or solid red. Official colour values are noted below:

Pantone 357C RGB 0-80-47 CMYK C90—M41—Y91—K43 Hexadecimal # 00502f	Pantone 202C RGB 130-0-36 CMYK C29—M100-Y81-K36 Hexadecimal # 820024
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Logo Size

Minimum size for the logo in print is 2 cm wide. Exceptions can be made where it is used with partner logos but the logo must be clearly visible.

The logo may be reduced/enlarged but always to scale (height/width should increase/decrease proportionately).

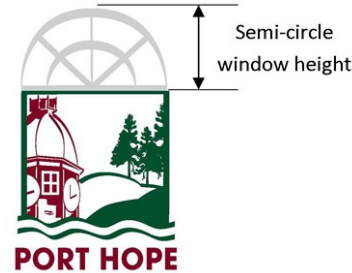


Logo Exclusion Zone

Leave at least the recommended minimum amount of space around the logo to ensure maximum clarity and visual presence.

The height of the window in the logo is the minimum amount of space that should surround the logo on all sides.

When the logo appears alongside partner logos the space may be reduced if required, as long as the Port Hope logo remains clearly visible and legible.



Images



Captivating images should be used wherever possible in Municipal communications to convey our community's many attributes.

Only photos for which we have permission from both the photographer and the subject(s) may be used.

A photo bank of images cleared for use is available on the S:/drive under Brand Identity Program.

Corporate Font

Arial is our corporate font and should be used on all Port Hope materials/documents for bodies of text, headings and titles.

The font should appear in 12 pt. (except where otherwise noted in the Brand Identity Manual), and may be used in larger size for headings and titles.

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678

Accessibility Considerations

Font

- Keep text layouts clear, simple and consistent
- Large bodies of text size should be between 11 pt. and 14 pt. for optimal readability
- Use bold sparingly, highlight a few words rather than a whole paragraph
- Avoid using blocks of capitalized letters, italics or underlining

Colour

- Maintain strong contrast between text and background colour
- Use dark colour text on light or white background
- White/light coloured text can be used sparingly on dark backgrounds for headings, charts, or small blocks of text