

County of Huron

Brand Guidelines





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Introduction

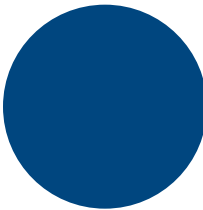
A strong brand is the basis for powerful stakeholder communications and relationships. It represents a perception of quality, differentiation and leadership, which offer great value to the County’s reputation. It makes an emotional connection with key audiences that goes well beyond a mere product or service. It symbolizes the enduring values of an organization.

Presenting an effective and clear brand identity through every interaction requires discipline. However, by reinforcing the County’s brand consistently over time, we can accrue psychological equity that will help sustain and strengthen the County of Huron’s brand, as well as each individual departmental brand, today and in the future.

The following provides an overview for the County of Huron brand identity and usage standards. The goal is to promote a consistency of look, tone and brand stewardship that validates the positive values of the County of Huron. Employees and partners should use these guidelines as a context to guide the consistent ‘on-brand’ development of internal and external communications.

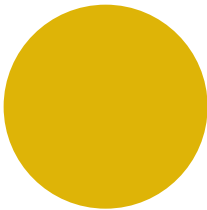
The standards and usage guidelines have been designed to be flexible and allow creativity and innovation in County communications, while maintaining the integrity of the County of Huron brand. Our brand is one of our most precious assets and it is the responsibility of everyone who communicates on behalf of the County to protect the brand equity we have earned.

Colours



Lake Huron Blue

Pantone: 541 C
CMKY: 100 | 80 | 25 | 9
RGB: 0 | 70 | 127
HEX: 00467f



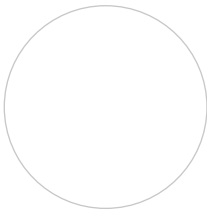
Harvest Wheat

Pantone: 117 C
CMKY: 15 | 27 | 100 | 0
RGB: 222 | 180 | 7
HEX: deb407



White Squirrel

Pantone: 656
CMKY: 4 | 1 | 0 | 0
RGB: 241 | 245 | 250
HEX: f1f5fa



Fresh Snow

Pantone:
CMKY: 0 | 0 | 0 | 0
RGB: 255 | 255 | 255
HEX: fffffff



Typography

Primary Font: Ubuntu

Ubuntu is an accessible sans serif font. Ubuntu is the County of Huron’s primary font. For maximum accessibility, documents should be drafted using a single font and all typography should be mixed case, never all caps.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Ubuntu

Typography

Secondary Font: PT Serif

PT Serif is an accessible serif font. PT Serif is the County of Huron’s secondary font. It is strongly recommended that the primary font, Ubuntu, be used and that PT Serif be used sparingly when required for accent or emphasis.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

PT Serif

Primary Logo

Located on the shores of Lake Huron, Huron County is a vibrant community known for its rural and lakeside scenery, agricultural heritage and relaxed lifestyle. The Huron County corporate logo encompasses all of these facets with a modern yet simple style. Appealing to both business and residents, it conveys Huron County as a community for generations.



The Logo Elements

The Huron County logo consists of two graphic elements: the symbol 'A' and the wordmark 'B'. These two graphics must never be altered, separated or depict any additional text or graphics, and must always be used exactly as shown.



Logo Safety Area

To create a proper amount of space around the logo, use the letter 'H' from the logo as your visual guide. Once you have the logo sized, the height of the 'H' should be equal to the amount of whitespace around all four sides of the logo. It is extremely important not to crowd the logo.



Minimum logo Size

The minimum size that the logo can be printed measures one inch in width as shown. This is to ensure the legibility of the text in all print material.

Alternative Logos

Where possible, for both print and web, it's strongly recommended that the Primary Huron County logo appear in its two colour version.

When the two colour logo cannot be used, as in a black and white newspaper ad, use the 100% black logo. Use the knocked out version in application where the background colour is black or another extremely dark colour.

One Colour and Black



One and two colour knockout



County Crest

The Huron County Crest is used for ceremonial purposes only. It includes using the crest during visits by high ranking dignitaries, or on historical and/or legal documents.

Acceptable crest usage examples:

- Formal invitations
- Certificate embossing
- Messages from Council or the Warden's office
- Existing wrought iron signage
- Documents requiring the official seal
- Selected Awards



Icons

Huron County's rural and lakeside scenery, agricultural heritage and relaxed lifestyle are reflected in the 'swoop' and wheat graphics that are available to augment County designs.



Photography Guidelines

Photography, and other forms of visual media, used in Huron County’s print and digital marketing will highlight the region’s unique culture and natural assets while telling Huron County’s story. The images used will be dynamic and engaging, depicting a current view of the County. The scenes will feel natural and authentic and will invite the viewer to imagine themselves within the scene, connected to the experience.

The viewer needs to be able to complete elements of the story with their imagination. They should feel as though they have been transported to Huron County and be able to feel what it would be like to be in the moment that is being captured.

Authenticity

High resolution, professional quality images will be used. All images will be taken in Huron County. Unless used in historic context, images should reflect the current view of Huron County. Stock photography should be avoided.

Scenes

Content emphasis will be placed on Huron’s natural environment and local architecture with minimal depictions of people. The scenes highlighted will reflect Huron County’s lifestyle.

Content will include a wide variety of close-up, wide angle, detail, landscape, ground view, and drone view images that work together to tell Huron County’s story.

People

People will not be the primary focus of the images, the Huron County experience will be. Images should capture emotions, expressions and experiences rather than static representations of people.

While models may be utilized, they may not necessarily be the focus of the shot. The models may be used as a prop to the landscape or subject matter and may only represent a small percentage of the shot or may be out of focus while their discovery is in focus.

Any staged shots must feel unrehearsed and natural. A candid shooting style is recommended. Avoid, at all costs, typical staged shots of subjects “posing” or looking into the camera as they participate in an activity.

Wardrobe

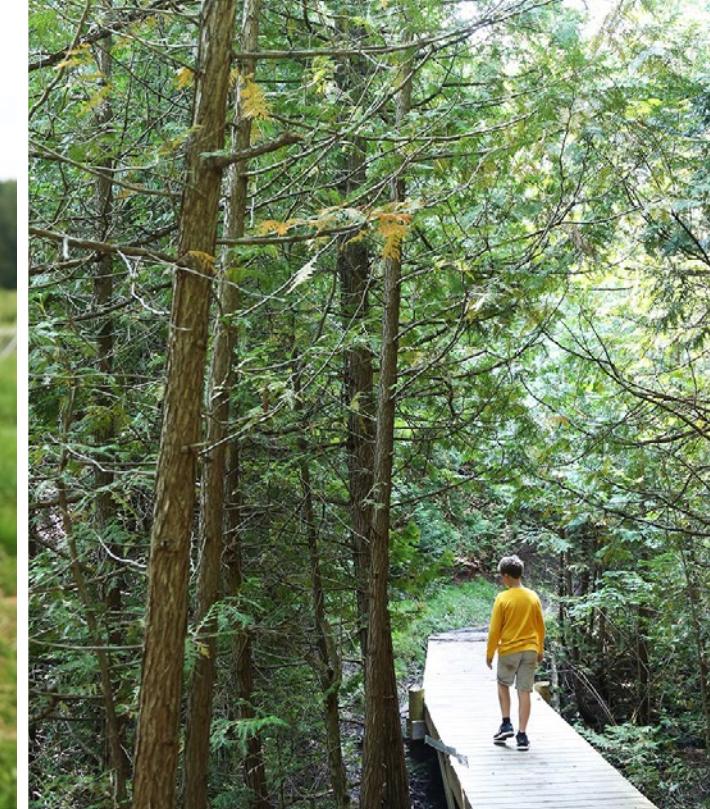
Fashionable, casual, but tidy dress will be worn, with no unintentional logos or text depicted.

Equity, Diversity and Inclusion

Huron County supports diversity and inclusiveness and we strive to have our imagery reflect this by having photographs of people that includes a broad mix of ages, genders, ethnicities, sexual orientation, Indigenous, and differently abled persons.

Editorial Content

When the subject of the image is a person or profile on a particular business or organization, portrait style photography is acceptable. Portraits should be taken in the subject’s natural environment and capture the subject’s unique characteristics and personality. Studio portraits should not be used.



Photography Guidelines

All images used in Huron County print and digital marketing,

Will:

- Authentically tell Huron County's unique story
- Be professionally taken and of appropriate resolution
- Be taken within Huron County
- Be a current depiction of Huron County
- Reflect diversity
- Be natural and engaging
- Ensure that photos appear candid, avoiding eye contact with camera (portraits are the exception).
- Be cropped appropriately
- Be in colour, using a natural colour balance (historic photos are the exception)
- Be presented with clean sharp edges
- Have all appropriate model and photographer release forms

Will not:

- Be stock photography or be images taken outside of Huron County
- Make use of stylized filters, effects, or have an unnatural colour balance
- Utilize fades, feathers, transparencies, bold borders or drop shadows
- Be in black and white or sepia tone (unless the image is a heritage photo in which case the image's original colour balance may be used, or the image may be altered to a true black and white)
- Model's clothing should not contain unintentional logos or text



Photo from the Collection of the
Huron County Museum & Historic Gaol
A950-1807-001g



Accessibility

The County of Huron brand has been designed with accessibility in mind. Both Ubuntu and PT Serif are considered accessible fonts and the brand’s colour palette offers a high contrast selection of hues.

It is a requirement that all content, documents, and media created and/or shared on any County of Huron website comply with Accessibility for Ontarians with Disabilities Act (AODA) standards. All designers working with the County of Huron brand will familiarize themselves with, and adhere to, AODA guidelines and regulations. Content that does not meet the requirements will not be placed on any Huron County web platforms. It is the responsibility of the creator to meet the requirements.

Equity, Diversity and Inclusion

The County of Huron expects its communications to reflect the County’s goals toward equity, diversity and inclusion, and that all communications be inclusive, respectful, and offer a sense of belonging to all.

County of Huron Brand Usage

Everyone deserves access to a safe and affordable home.

The Housing Continuum

Homeless Emergency Shelter Supportive Housing Social Housing Affordable Rental Affordable Ownership Market Rental Market Ownership

Supported Affordable Market Rate

Because how we grow matters!

www.huroncounty.ca/housing

Addressing Homelessness: Enumeration

Everyone that is experiencing homelessness

Unknownable Point in Time (PIT) Count By Name List Those engaged Those with all paperwork done

Source: <https://www.orguide.com/>

Hugs for the Homes

“It takes a selfless, and extremely special type of person to be able to ‘show up’ in a time of crisis. Every single Homes staff member is that kind of person.

To be able to make yourself available to help others on a daily basis, is truly inspirational. Thank you for all you have done, and continue to do.

Jodi Paakkunainen
County of Huron
Human Resources

Stationary

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w: huroncounty.ca

Presentations

Presentation

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean eleifend libero diam, in tempus tellus tempus sed. Donec aliquam turpis lorem, sed pulvinar nibh tincidunt sit amet. Nulla nec orci sem. Etiam semper in dui in congue. Donec vel nisl fermentum, tempor metus et, faucibus orci. Quisque rutrum fermentum sem a posuere. Nulla ultrices finibus dolor non accumsan.

Welcome

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean eleifend libero diam, in tempus tellus tempus sed. Donec aliquam turpis lorem, sed pulvinar nibh tincidunt sit amet. Nulla nec orci sem. Etiam semper in dui in congue. Donec vel nisl fermentum, tempor metus et, faucibus orci. Quisque rutrum fermentum sem a posuere. Nulla ultrices finibus dolor non accumsan. Praesent iaculis justo quis ante iaculis bibendum.

Huron County

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Reports

The Corporation of the County of Huron
Corporate Climate Change Adaptation Plan
2020-2025

HEART TO HOME

Preventing & Addressing Homelessness in Huron County

Departmental Brands

In addition to the County of Huron corporate brand, the County maintains three departmental brands: Huron County Library, Huron County Museum & Historic Gaol, and Ontario's West Coast. These three distinct brands have been developed because of the unique nature of the public facing services they provide. They are companion brands that operate in conjunction with each other, and the parent, County of Huron corporate brand, through a shared style, colour pallet and fonts. All other County departments will use the County of Huron corporate brand in its unaltered form.

The departmental brands are more colourful, more dynamic and offer more design flexibility than the corporate brand. For complete departmental brand guidelines refer to *HCL_Brand_Guidelines*, *HCMHG_Brand_Guidelines*, and *OWC_Brand_Guidelines*.

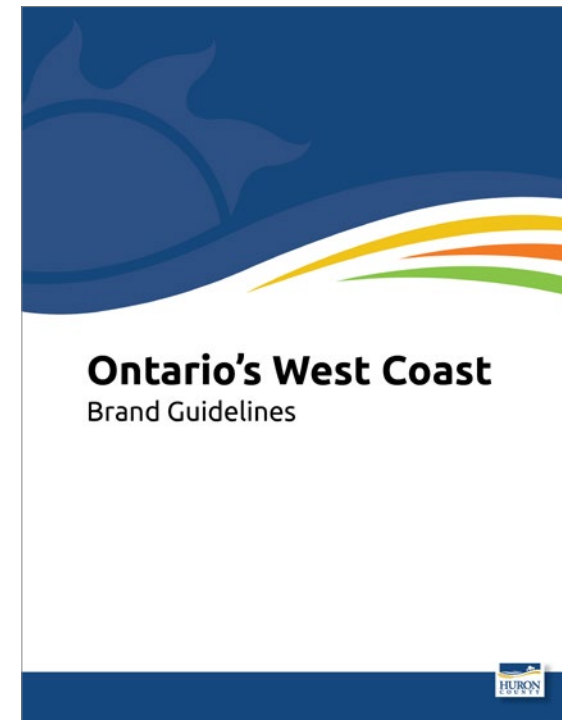
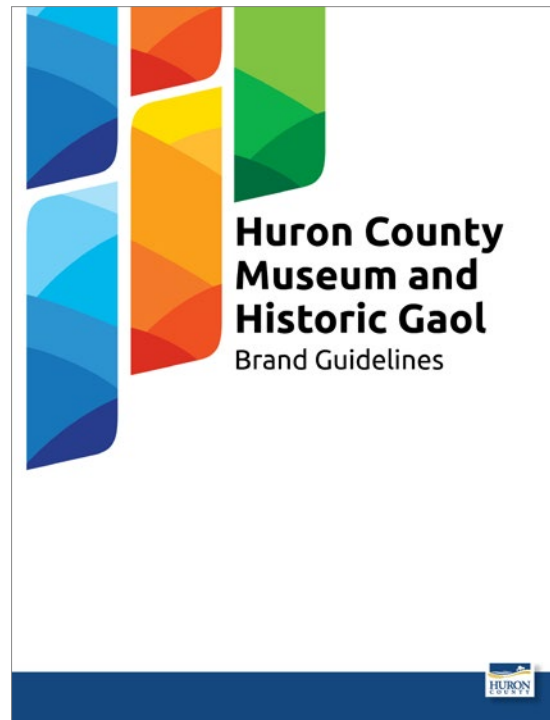
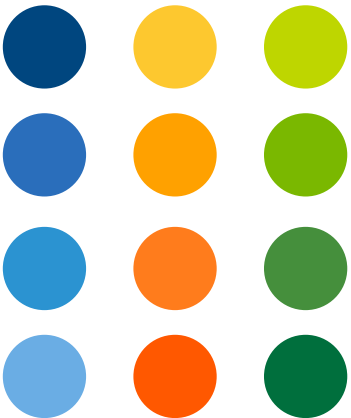


Photo from the Collection of the Huron County Library

Departmental Colours & Fonts



Primary Font: Ubuntu

The quick brown fox
jumps over the lazy dog.

Secondary Font: PT Serif

The quick brown fox
jumps over the lazy dog.

● Lake Huron Blue

Pantone: 541 C
CMKY: 100 | 80 | 25 | 9
RGB: 0 | 70 | 127
HEX: 00467f

● Maitland River

Pantone: 660 C
CMKY: 84 | 56 | 0 | 0
RGB: 42 | 110 | 187
HEX: 2a6ebb

● Summer Sky

Pantone: 279 C
CMKY: 75 | 30 | 0 | 0
RGB: 43 | 47 | 209
HEX: 2b93d1

● Water's Edge

Pantone: 542 C
CMKY: 55 | 20 | 0 | 0
RGB: 106 | 173 | 220
HEX: 6aade4

● Sunflower Field

Pantone: 123 C
CMKY: 0 | 21 | 91 | 0
RGB: 253 | 200 | 47
HEX: fdc82f

● Wildflower

Pantone: 137 C
CMKY: 0 | 43 | 100 | 0
RGB: 255 | 161 | 0
HEX: ffa100

● Autumn Sunset

Pantone: 151 C
CMKY: 0 | 64 | 98 | 0
RGB: 255 | 124 | 28
HEX: ff7c1c

● Farmers' Market

Pantone: 021 C
CMKY: 0 | 80 | 100 | 0
RGB: 255 | 88 | 0
HEX: ff5800

● Spring Wheat

Pantone: 382 C
CMKY: 31 | 0 | 100 | 0
RGB: 190 | 214 | 0
HEX: bed600

● Beach Glass Green

Pantone: 376 C
CMKY: 58 | 4 | 100 | 0
RGB: 122 | 184 | 0
HEX: 7ab800

● Morning Trail

Pantone: 362 C
CMKY: 76 | 22 | 100 | 7
RGB: 69 | 143 | 60
HEX: 458f3c

● Evergreen

Pantone: 342 C
CMKY: 89 | 31 | 96 | 22
RGB: 0 | 111 | 61
HEX: 006f3d

Huron County Library

The Huron County Library consists of 12 branch locations located throughout Huron County. Library services are provided by the County of Huron’s Cultural Services department.

The brand used by the Huron County Library falls under the County of Huron brand umbrella. It is a companion to the Huron County Museum & Historic Gaol and Ontario’s West Coast brands.

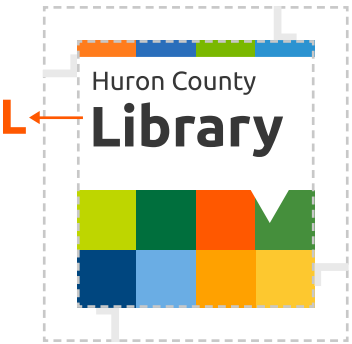
The Huron County Library is an inclusive and vibrant community hub. It builds community, enriches lives and fosters creativity by providing access to information, skills and ideas. The Huron County Library provides the community with inviting and accessible facilities, engaging virtual spaces, comprehensive collections, and user-friendly technology. Welcoming and knowledgeable staff and volunteers provide innovative services and programs that contribute to community vitality.

The Huron County Library brand directly reflects the Library’s mission and vision as a creative and inclusive place for people, ideas, and conversations. The brand is modern and creative and includes a wide range of design elements such as accessible fonts and a broad colour pallet, to ensure the brand remains flexible and maximizes creativity.



The Logo Elements

The Huron County Library logo consists of two graphic elements: the *Conversation Bubble*, that includes the logo’s wordmark ‘A’ and the *Colour Blocks* ‘B’. For complete Huron County Library logo information including alternate usage, examples, and brand standards see *HCL_Brand_Guidelines*.



Logo Safety Area

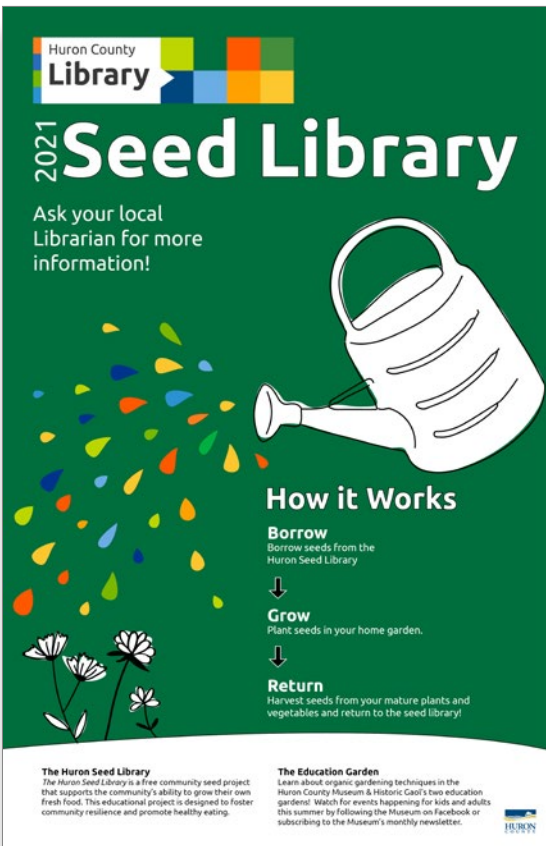
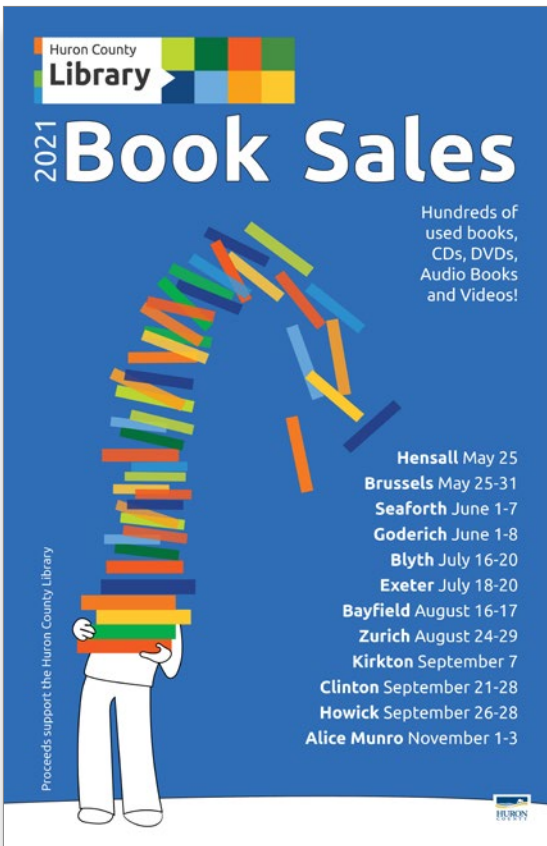
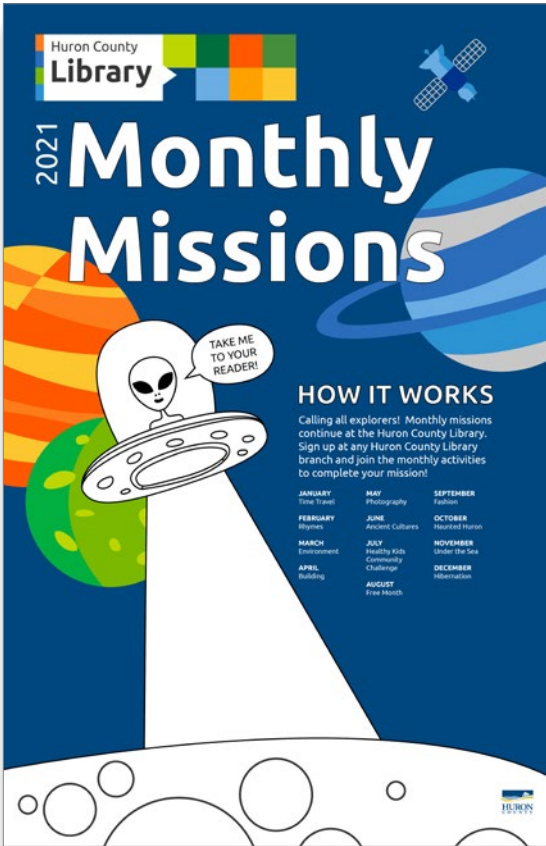
To create a proper amount of space around the logo, use the letter ‘L’ from the logo as your visual guide. Once you have the logo sized, the height of the ‘L’ should be equal to the amount of whitespace around all four sides of the logo. It is extremely important not to crowd the logo.



Minimum logo Size

The minimum size that the logo can be printed measures one inch in width as shown. This is to ensure the legibility of the text in all print material.

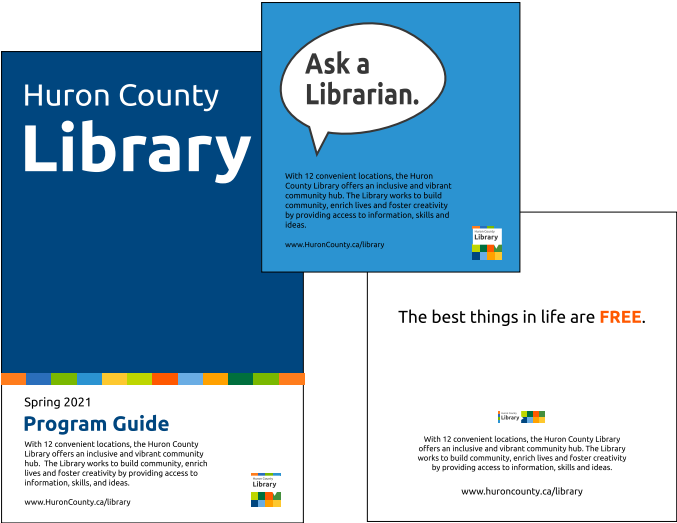
Huron County Library Brand Usage



Stationary



Brochures



Presentations



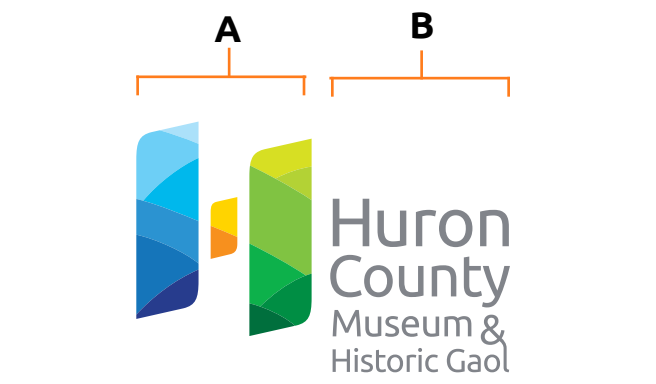
Huron County Museum & Historic Gaol

The Huron County Museum & Historic Gaol are operated through the County of Huron’s Cultural Services department.

The brand used by the Huron County Museum & Historic Gaol falls under the County of Huron brand umbrella. It is a companion to the Huron County Library and Ontario’s West Coast brands.

The Huron County Museum & Historic Gaol engage the community in preserving, sharing, and fostering Huron County culture. Designing exhibits, programs, events, and services through a lens that includes a wide range of ideas, voices and viewpoints, the Huron County Museum & Historic Gaol strives to nurture and inspire heritage and culture in the community.

The Huron County Museum & Historic Gaol’s brand directly reflects the Museum’s mission and vision. It is vibrant, accessible, and inclusive. The brand includes a wide range of design elements such as accessible fonts and a broad colour pallet, to ensure the brand remains flexible and maximizes creativity.



The Logo Elements

The Huron County Museum and Historic Gaol logo consists of two graphic elements: the symbol ‘A’ and the wordmark ‘B’. For complete Huron County Museum & Historic Gaol logo information including alternate usage, examples, and brand standards see *HCMHG_Brand_Guidelines*.



Logo Safety Area

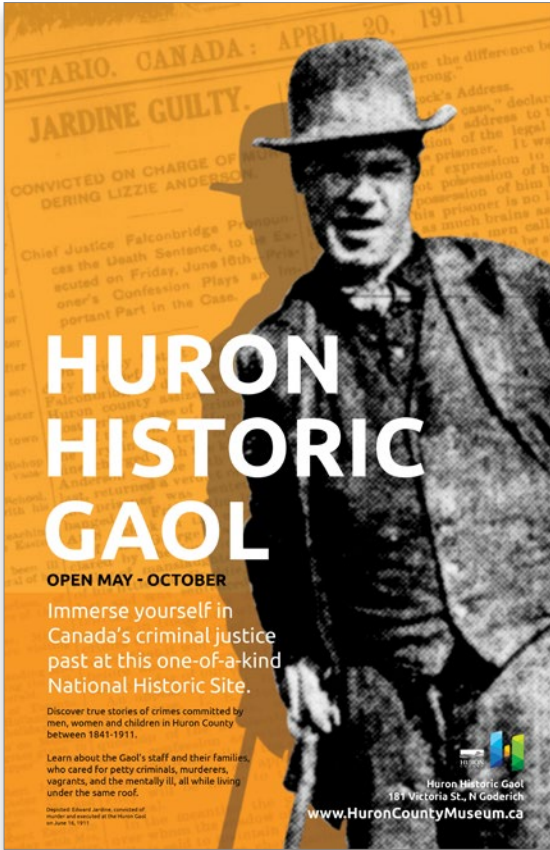
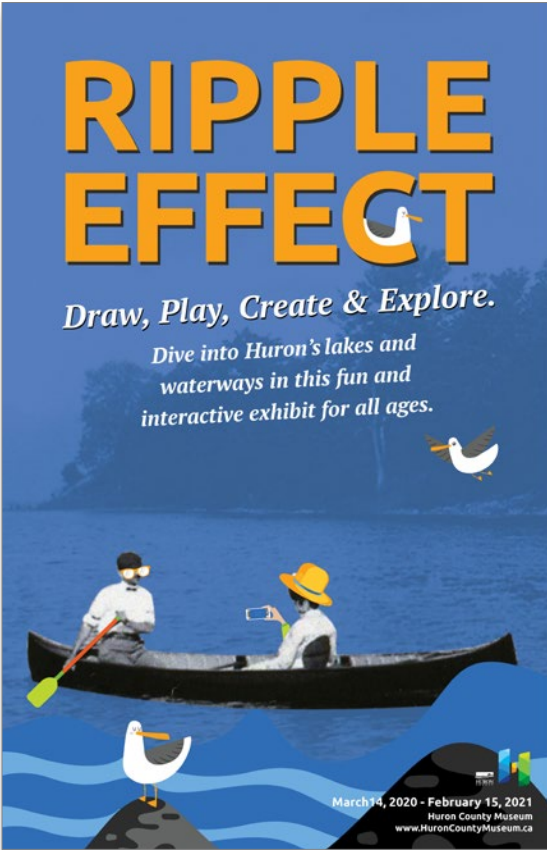
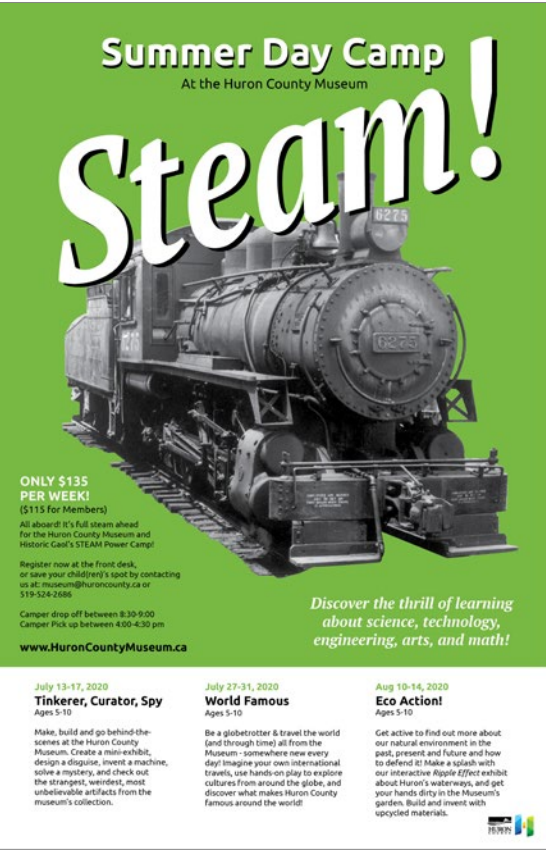
To create a proper amount of space around the logo, use the letter ‘H’ from the logo as your visual guide. Once you have the logo sized, the height of the ‘H’ should be equal to the amount of whitespace around all four sides of the logo. It is extremely important not to crowd the logo.



Minimum logo Size

The minimum size that the logo can be printed measures 1.5 inch in width as shown. This is to ensure the legibility of the text in all print material.

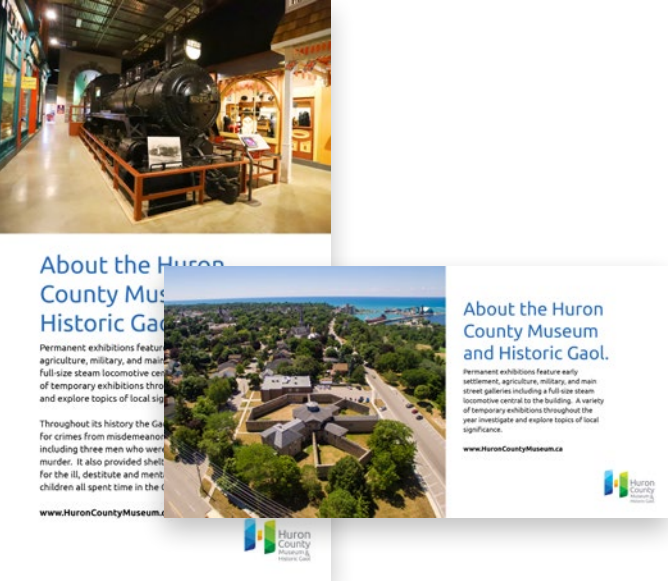
Huron County Museum & Historic Gaol Brand Usage



Stationary



Brochures



Presentations



Ontario's West Coast

Ontario's West Coast represents the tourism brand for Huron County. Operated through the County of Huron's Economic Development department, the brand's mandate supports Huron County's goal of strengthening the local economy through tourism development and marketing.

The brand used by Ontario's West Coast falls under the County of Huron brand umbrella. It is a companion to the Huron County Museum & Historic Gaol and Huron County Library brands.

Ontario's West Coast is a recognized tourism brand representing outstanding, authentic opportunities to experience the natural environment, immerse in local heritage and historical places, play a role in the dynamic story of rural Ontario, and express oneself alongside Huron's vibrant arts community. The Ontario's West Coast tourism program cultivates outstanding destination marketing and management for Huron County.

The Ontario's West Coast brand directly reflects the mission and vision of the County's tourism program. The brand reflects the unique natural assets of the County's countryside and coastline and includes a wide range of design elements such as accessible fonts and a broad colour pallet, to ensure the brand remains flexible and maximizes creativity.



The Logo Elements

The Ontario's West Coast logo consists of two graphic elements: the symbol 'A' and the wordmark 'B'. For complete Ontario's West Coast logo information including alternate usage, examples, and brand standards see *OWC_Brand_Guidelines*.

Logo Safety Area

To create a proper amount of space around the logo, use the letter 'O' from the logo as your visual guide. Once you have the logo sized, the height of the 'O' should be equal to the amount of whitespace around all four sides of the logo. It is extremely important not to crowd the logo.

Minimum logo Size

The minimum size that the logo can be printed measures 1.5 inch in width as shown. This is to ensure the legibility of the text in all print material.

Ontario's West Coast Brand Usage



Stationary



Presentations

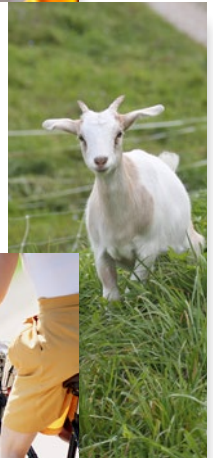
Ontario's West Coast

Adventure lies close to home! Whether it's taking a drive along the country roads, cruising over 100 km of scenic shoreline, sipping local wine at sunset, heading out on a fishing adventure, learning a chapter from the history pages or simply kicking back somewhere new – here's your chance to soak it up and support local business with unforgettable experiences across Ontario's West Coast.



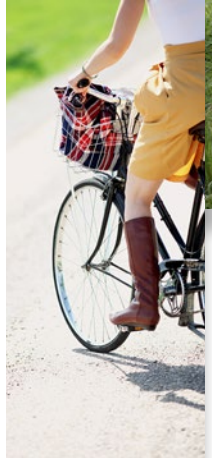
Things to Do

Huron County is bursting with fun activities to enjoy! Taste the local flavours, relax at the beach, enjoy an action-packed day outdoors, or spend the afternoon watching world-class theatre – there is something for everyone!



Places to Go

Located along the shores of Lake Huron, Huron County is the most agriculturally productive county in Ontario. The scenic agricultural landscape connects its five towns (Clinton, Exeter, Goderich, Seaforth, and Wingham) with charming historic villages dotted in-between (Bayfield, Blyth, Brussels, Hensall, Wroxeter, and Zurich). Soak up the heritage charm of our vibrant Main Streets with boutique shopping, homegrown agricultural products, and abundant cultural and dining experiences!



Brochures





County of Huron

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