YOU ARE BRUCE

A guided tour of the Bruce County brand

45.0°N | 81.3°W

BRUCE
county

Be an explorer.

CONTENTS

45.0°N 81.3°W

If these two simple numbers pique your curiosity even a little, chances are good you are already Bruce. You have taken the road less travelled. You've discovered a lifestyle that provides endless opportunity for exploration. You've found your way home – to Bruce County. Exploration is the essence of what we share.

So why not keep that our little secret? »

sauble beach

tobermory

southampton

lion's head

wiarton

port elgin

kincardine

lucknow

Here's the thing – while we're all pretty amazing on our own, research shows we're even better when we include Bruce in our storytelling. That's what brands are – stories that are passed on from one person or one generation to another. And exploring in Bruce County is part of everyone's story here, whether you're a small business owner, an engineer in the power sector, a high school student, a mom or a farmer.

The Bruce County Branding Project is an exercise in identifying the positive attributes of the place we call home and creating a unified message that will position Bruce County for long term vitality. We didn't just make this stuff up – we interviewed over 500 Ontarians about Bruce County – and the response was overwhelmingly positive. We worked with teams of community leaders, everyday citizens of the communities we live in, business leaders and County staff. We covered a lot of ground – shore to shore, from the bread basket in the south to the natural wonder of the peninsula.

The undercurrent of everyone's contribution was the same. They love that every day can bring something new, that every journey engages their curiosity, that every trip ends up under the welcome sign of our night sky. When we tested the new Bruce Brand story (p. 7 in this Bruce Brand Guide), it resonated as a description of their life here and what attracted them in the first place.

That's solid ground as a starting point. Getting better at telling our story and applying that story to everything we do is one goal of the Bruce County Branding Project. But in this world of tweets, posts and attention spans that are next to nil, we also needed to make our story shorter and more compelling. Maybe even a little challenging – because intriguing challenges are what attract people like us.

So how do you tell the Bruce Brand Story in three words?

Make it a challenge – invite every resident, tourist, Bruce employee, elected official and even those who have yet to discover us to *Be an explorer.* Explore the diversity of our environment, explore our energy, explore what grows here and how we spend our days. And include this challenge in everything we do.

What follows in this guided tour of the Bruce Brand is a full explanation of the new brand elements and how to use them. Go ahead and do what comes naturally. Be an explorer.

OVERVIEW:
BRING BRUCE TO LIFE

The Bruce County Brand is all new for 2016 – a testament to a lot of hard work by a lot of hard-working people throughout our county.

For our part, and being true to the natural tendencies of exploration, we've created a brand that will adapt to its surroundings and whatever new trails you hope to blaze. There's lots of room for creativity and there is latitude in how you apply the core ideas. There's even a little longitude if you look closely at the primary Bruce icon.

Mostly though, what you'll see is a very simple and clean interpretation of our shared strength and that first moment you spend under our gorgeous night sky. It's always the first moment, that first impression, that matters. The rest is up to you, and your explorer within. That's the true Bruce Brand – it's all about you.

And we invite you to help us find our way.

OVERVIEW:
THE STORY

We are the explorers. The dreamers who take roads less travelled. Those who turn alternatives into sustainable choices. Those who see tried and true as an invitation to try something new. Here's to children who look under rocks. And parents who help with the lifting. Here's to active, inquiring minds, and those with the vision to look beyond obstacles. Here's to celebrating business innovation – and just as important, to exploring farm life in the morning, beach life in the afternoon and bright starry skies all night long. Here's to the explorers – here's to us. Bruce County is where those roads less travelled become a journey: In life, in our work, in our communities, and in how we spend our days together.

Be an Explorer and call Bruce County home.

Why do we need a story?

A brand without a story is like an emperor without clothes. Eventually, you're cold and alone. The Bruce Brand story informs our culture as a community of communities. What we have in common is what makes us unique.

What about our attributes?

Our nature, innovative energy sector and agricultural prowess are all referenced between the lines of the story's narrative.

What are the brand ingredients?

While Bruce County is a destination, the brand is a lifestyle based on curiosity and discovery. If Bruce was a person, you'd want to hang out together.

BRAND ELEMENTS:
TAGLINE

The Bruce County tagline works with our logo to position the Bruce County brand as a lifestyle based on curiosity and discovery.

The tagline is a marketing tool that should be used, internally or externally, when wanting to position and promote Bruce County. It appears on business cards, the website, destination signage, county vehicles, and promotional materials in conjunction with the logo.

The tagline is supplied as an artfile in the formats eps and jpg for print and online purposes.

Be an explorer.

BRAND ELEMENTS:
THE LOGO

ICON – THE BRUCE COUNTY STAR

It's so much more than a star. It's your first impression. It represents your best memory. It guides us all home.

Explorers quantify where they are and what they discover. Use numbers to support different forms of brand-based communications. Just don't mess with the logo longitude and latitude.

LOGOTYPE – THE BRUCE COUNTY NAME

See how BRUCE stands out. We did that to reflect its solid character. We treated county differently to reflect our welcoming personality.

TAGLINE – BE AN EXPLORER

A tagline positions a brand for preference. We went a step further – the Bruce tagline is a challenge.

45.0°N 81.3°W
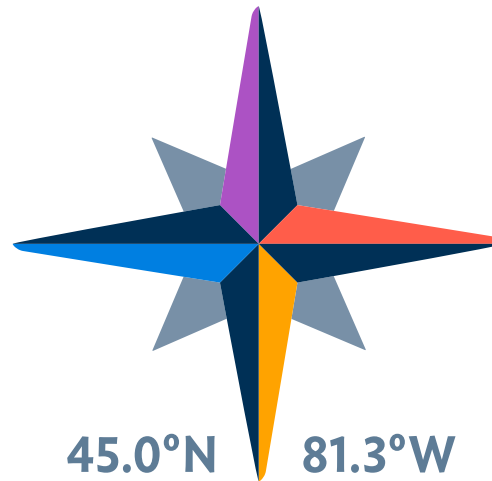
BRUCE
county

Be an explorer.

BRAND ELEMENTS:
PRIMARY
LOGO SUITE

FULL COLOUR

The full colour suite of the primary logo consists of positive and negative versions, both with and without the tagline.

Positive

Negative

Positive with tagline

Negative with tagline

GREYSCALE, BLACK, WHITE

The primary logo is available in greyscale, black and white-only versions.

Greyscale

Black

White

BRAND ELEMENTS:
SECONDARY
LOGO

HORIZONTAL LOGO

Whenever possible, the primary (vertical) Bruce County logo should be used. However, if the minimum size is below 1" high, the horizontal logo may be used.

The lockup or relationship of the elements should never be altered.

Versions available: full colour, greyscale, black, white.

45.0°N 81.3°W

BRUCE
county

Positive

45.0°N 81.3°W

BRUCE
county

Be an explorer.

Positive with tagline

BRAND ELEMENTS:
SPECIAL APPLICATIONS

THE BRUCE COUNTY STAR

There may be special marketing applications, such as branded clothing and promotional items (see pp 31-32 for examples) where the Bruce County star may be used alone as the main visual element.

In such cases, the minimum size for reproduction of the icon is 0.7" high or 84px.

Two-colour versions of the Bruce star may be applied to occassional promotional materials.

Versions available: full colour, two-colour, black and white, reverse.
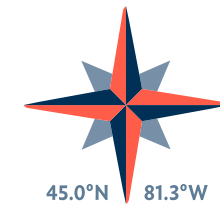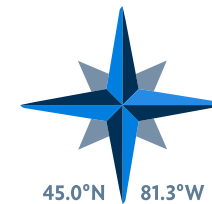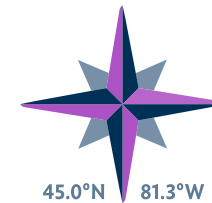
BRUCE COUNTY LOGOTYPE

There may be small space scenarios when neither the primary or horizontal logo can be accomodated. In such cases, the Bruce County logotype may be used.

In such cases, the minimum for reproduction of the logotype is 0.375" wide or 30px.

Versions available: full colour, black and white, reverse.

45.0°N   81.3°W

45.0°N   81.3°W   45.0°N   81.3°W

45.0°N   81.3°W   45.0°N   81.3°W

BRUCE
county

BRAND ELEMENTS:
CLEAR SPACE

To ensure maximum visual impact, the logo should be kept clear of competing text, busy images and graphics. It must be surrounded on all sides by adequate clearspace. The height of the letter 'B' in the logo is used as the measuring tool to maintain clearance.
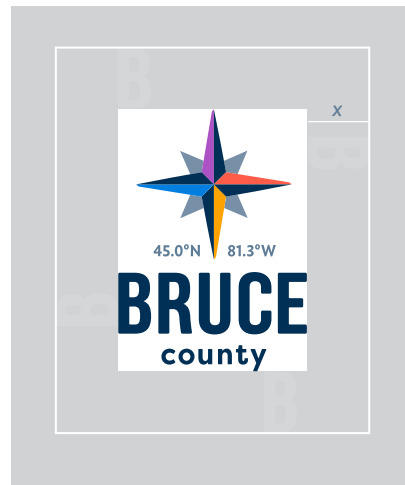
MINIMUM SIZE

To ensure proper reproduction, the minimum size in print applications for the main logo is 1" high, or 144 px. high in digital applications. For the horizontal logo, the minimum size is 1.375" wide in print applications or 200px wide in digital applications.

Print: 1"
Digital: 144px

Print: 1.375"
Digital: 200px

BRAND ELEMENTS:
INCORRECT
LOGO USAGE

The consistent application of the Bruce County logo is essential for building and maintaining brand identity. The logo should never be altered or redrawn in any way and only approved digital artwork should be used in documents and on the web. While not an exhaustive list, the examples here illustrate some incorrect uses to avoid.

DO NOT CHANGE OR ALTER THE LOGO

 DO NOT change or remove the geographic coordinates

 DO NOT stretch or shrink the logo

 DO NOT alter the lockup of the logo or proportions of its elements

 DO NOT add additional text to the logo

Administration Building

 DO NOT enclose the logo in a box

 DO NOT create other logos with the Bruce County star

BRAND ELEMENTS:
BACKGROUNDS

SOLID BACKGROUND COLOURS

It is always preferrable to use the logo against a solid background colour.

DO NOT use the colour logo on a coloured background that clashes with the logo colours or that does not provide enough contrast for the logo to stand out.
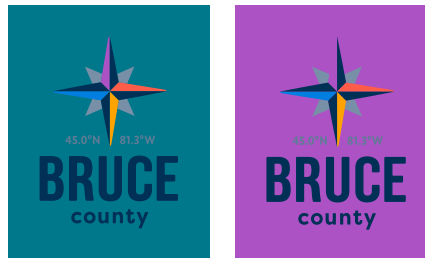
DO use the colour logo on a white or light grey background. **DO** use the white reverse logo on a coloured background that would otherwise clash or lack contrast with the logo.
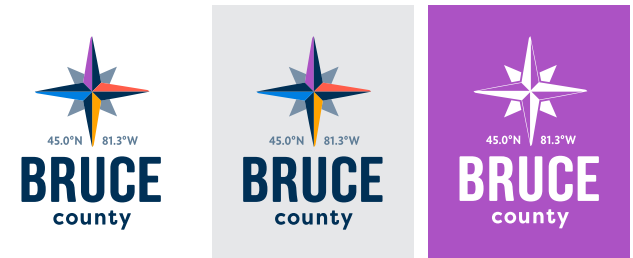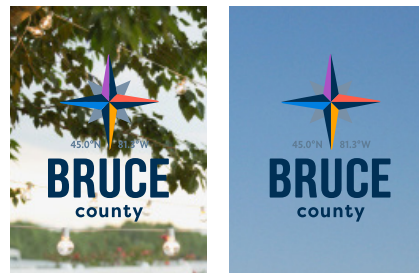

Max 10% black

PHOTOGRAPHIC BACKGROUND

When using the logo on a photographic image, ensure the image is clear of distracting elements AND that there is enough contrast so that the logo clearly stands out.

DO NOT use the logo against a busy part of an image or against an image that does not provide enough contrast for the logo to stand out.

DO use the logo against an image that is clear of obstructing elements and that provides enough contrast for the logo to stand out.
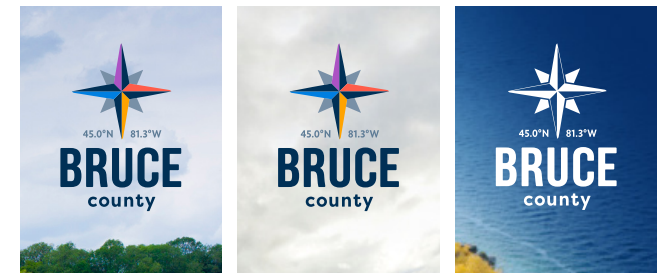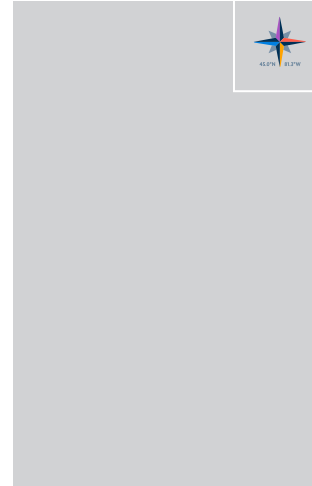
BRAND ELEMENTS:
LOGO
POSITIONING

When applying the logo to marketing materials, the rules around position of logo vary depending on the relationship, format and layout but the following can be used as a guide. **Corporate communications should follow stationery and document guidelines.**
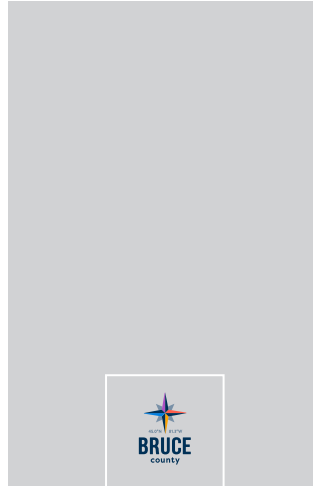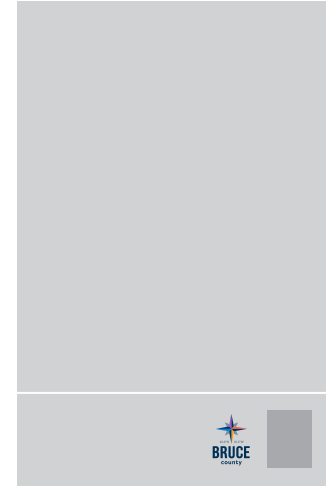

Bruce County marketing

Marketing with Bruce sub-brands

Marketing with non-Bruce partners

Where Bruce County is the only identity, it's recommended to use the primary logo at the botton middle.

Where Bruce County is used with Bruce sub-branding, it's recommended to use the Bruce star in the upper right.

Where Bruce County is used with non-Bruce partners, it's recommended to use the primary logo at the bottom, and sized so it appears equal with the partner logos.

BRAND ELEMENTS: COLOUR PALETTE

The logo colour palette is an important part of the Bruce County brand and evokes the spectrum of colours visible in the sky, from dusk and sunrise to sunset and twilight. Used consistently, a strong visual identity will be built for the County.
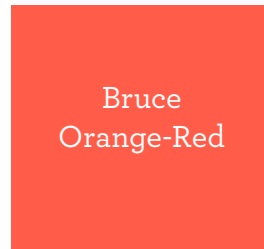
PRIMARY COLOURS

Bruce Blue 1

PMS
540 C

CMYK
100/80/39/37

RGB
0/48/86

HEX
003056

Bruce Blue 2
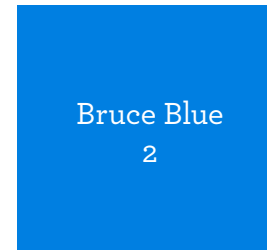
PMS
2727 C

CMYK
76/50/0/0

RGB
47/125/225

HEX
2F7DE1

Primary colour for Tourism

SECONDARY COLOURS

Bruce Orange-Red

PMS Warm Red C
90% tint

CMYK
0/78/70/0

RGB
255/93/74

HEX
FF5D4A

Primary colour for Economic Development

Bruce Purple

PMS
2582 C

CMYK
42/78/0/0

RGB
179/79/197

HEX
B34FC5

Primary colour for the Museum

Bruce Yellow
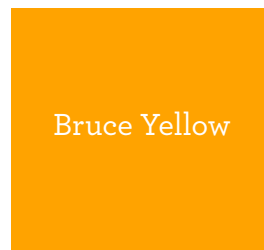
PMS
137 C

CMYK
0/42/100/0

RGB
255/164/0

HEX
FFA400

Bruce Green
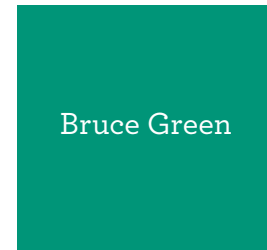
PMS 334 C
90% tint

CMYK
97/6/63/0

RGB
0/161/133

HEX
00A185

Primary colour for the Library

BRAND ELEMENTS:
TYPOGRAPHY

One of the key factors in any new identity is the use of a specified type family for text or running copy. Using a consistent family of typefaces visually reinforces the identity of Bruce County. All fonts can be purchased online at typography.com.

ARCHER

Archer is a modern slab serif typeface which combines earnestness, credibility and charm into a hard-working typeface that performs well in large and small sizes and that is inviting to read.

Archer is most effective when used for headings and titles, short amounts of copy, introductory paragraphs, pull-quotes and captions.

Substitute font: When unavailable, Rockwell may serve as a substitute for Archer.

Archer Light
Archer Book
Archer Medium
Archer Semibold
Archer Bold
Archer Black

Archer Light Italic
Archer Book Italic
Archer Medium Italic
Archer Semibold Italic
Archer Bold Italic
Archer Black Italic

Oldstyle figures
1234567890

Lining figures (use all caps)
1234567890

Tabular figures (for tabular data)
Available in any of the Archer Pro font packages at website above

IDEAL SANS

Ideal Sans is a modern sans serif typeface which is engaging, confident and organic, inspired by traditional craftmanship and the timeless spirit of discovery.

Ideal Sans can be used for subheadings, body copy, and any text smaller than 8pt such as page footers, some captions and credits.

Substitute font: In daily correspondence, online communications and in sharing live documents, the typeface Trebuchet may be used as a substitute for Ideal Sans.

Ideal Sans Light
Ideal Sans Book
Ideal Sans Medium
Ideal Sans Semibold
Ideal Sans Bold

Ideal Sans Light Italics
Ideal Sans Book Italics
Ideal Sans Medium Italics
Ideal Sans Semibold Italics
Ideal Sans Bold Italics

Oldstyle figures
1234567890

Lining figures (use all caps)
1234567890

Tabular figures (for tabular data)
Available in any of the Ideal Sans Pro font packages at website above

BRAND ELEMENTS:
COLOUR & TYPE

Shown below are the recommended text colours for online and video communications. Adherence to these guidelines will help Bruce County meet AODA compliance (AA standard). For print applications, please treat these as general guidelines for increased legibility and accessibility.

For illustrative purposes, *normal text* is defined as text which is less than 18pt in regular weight or less than 14pt in bold weight, regardless of the typeface used. *Large text* is defined as text which is 18pt or larger in regular weight or 14pt and larger in bold weight, regardless of the typeface used.

TEXT ON A WHITE BACKGROUND

For normal text use Bruce Blue 1 for optimal legibility and contrast.

For large text, all Bruce colours **except for Bruce Yellow** can be used.

Bruce Blue 1
Bruce Blue 1

Normal text

Bruce Blue 1
Bruce Blue 2
Bruce Purple
Bruce Orange-Red
Bruce Green
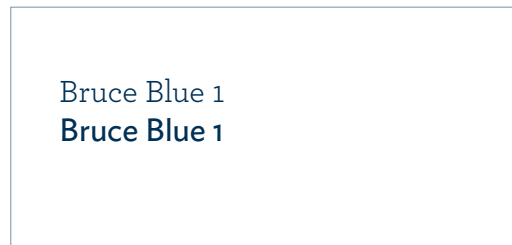
Large text

TEXT ON BRUCE BLUE 1

For normal text, only use white or Bruce Yellow as the text colour.

For large text, you may also use white, Bruce Blue 2, Bruce Yellow, Bruce Orange-Red, and Bruce Green as the text colour.

White
Bruce Yellow

Normal text

White
Bruce Blue 2
Bruce Yellow
Bruce Orange-Red
Bruce Green

Large text

REVERSE TEXT ON PALETTE COLOURS

For normal text, white text may only be used on a background of Bruce Blue 1.

For large text, white text may be used against a background of Bruce Blue 1, Bruce Blue 2, Bruce Purple, Bruce Orange-Red, or Bruce Green.

ok

Normal text

ok ok ok ok ok
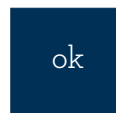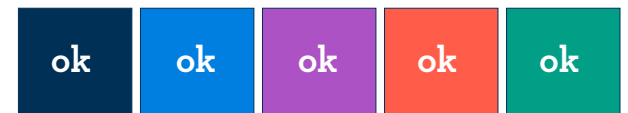
Large text

BRAND ELEMENTS:
IMAGERY

Imagery used in Bruce County communications should fit the following criteria:

1) Always show an Explorer.
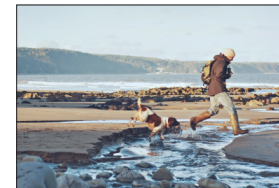2) Feature at least one element of the following: energy/activity, agriculture/food, and environment/nature.

ENERGY/ACTIVITY


AGRICULTURE/FOOD

ENVIRONMENT/NATURE

Note: Photography indicated here is for reference purposes only.

APPLICATIONS:
SUB-BRANDS

Bruce County is a very accommodating brand. It would be a lonely journey otherwise. So when we created it, we did so knowing it would need to share space and time with other County assets. Our wonderful library system and Museum are good examples. Each 'sub-brand' or asset of Bruce County is strong in its own right. The Bruce Brand is the added-value and the umbrella for the sub-brand. It lives like a star – high in the sky keeping watch over what's happening on earth in Bruce County.

The sub-brands were redesigned in both font and ever so slightly in their icons to match the new Bruce Brand. This builds on the equity of existing brands but also aligns with what's new. Now the Bruce Brand and all the assets of Bruce County work as a unified image.
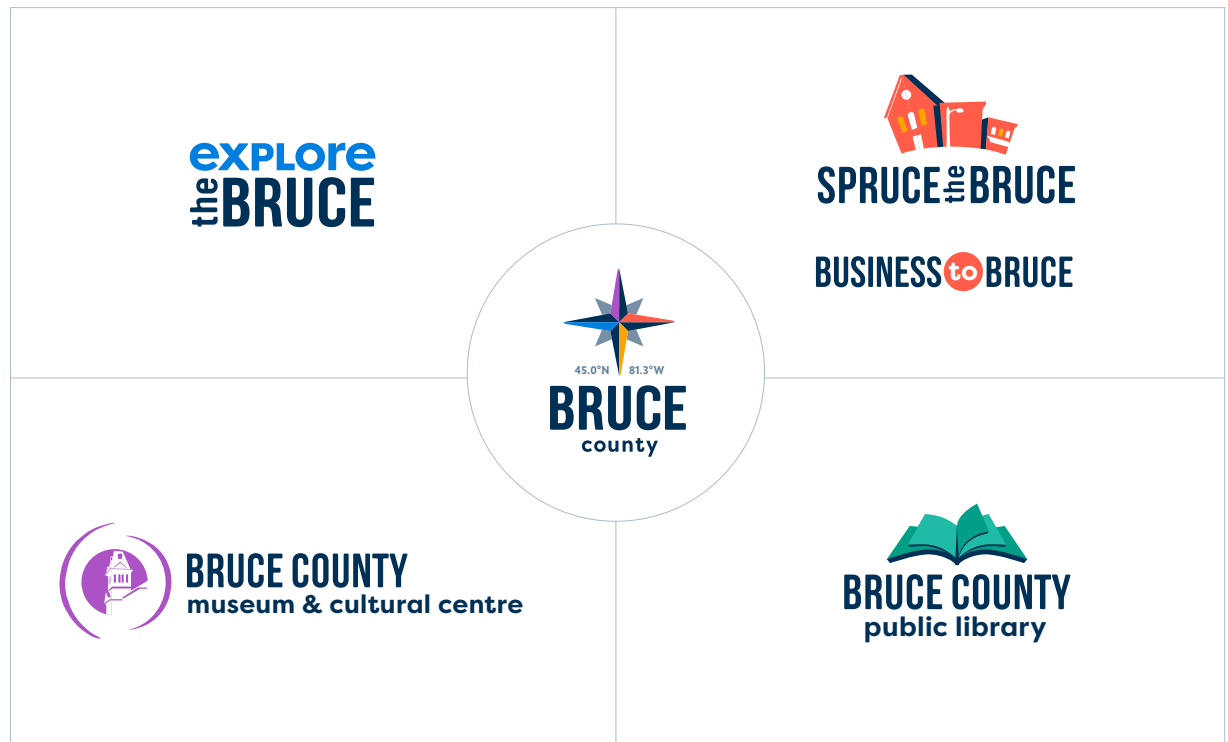
Note: To learn more about individual sub-brand ideas and applications of the hybrid brand strategy, consult with the Bruce Brand Cross-functional Implementation Team.

DOCUMENT TEMPLATES:
BUSINESS CARD

FRONT

Name:
Ideal Sans Medium
Font size: 11pt
Colour: PMS 540

Title, Address, Contact numbers:
Ideal Sans Book
Font size: 8 pt
Colour: 70% PMS 540

County Name, Cell/Tel/Fax/Email:
Ideal Sans Medium
Font size: 8 pt
Colour: PMS 540

BACK

Tagline:
Colour: White
Size: 1.125" wide

0.3"   0.3"

0.3"

Jane Doe
Technician

Corporation of the County of Bruce
Planning & Economic Department
30 Park Street, P.O. Box 123
Walkerton ON N0G 2V0

Tel: 519-881-1782
Fax: 519-881-1782
jdoe@brucecounty.on.ca

45.0°N   81.3°W

BRUCE
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0.3"

Be an explorer.

0.3"

1.125"   0.3"
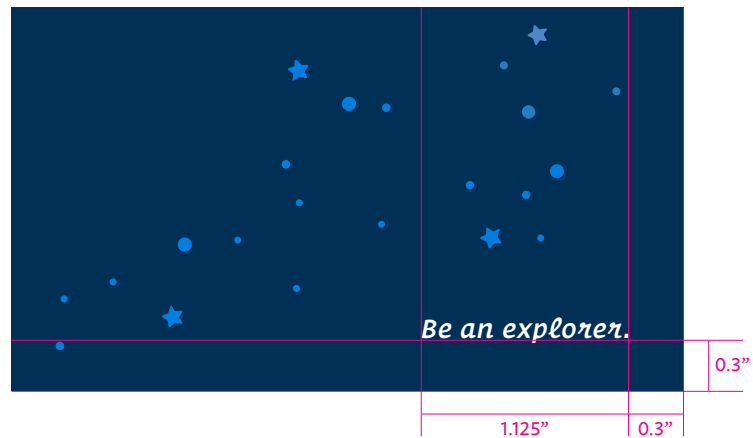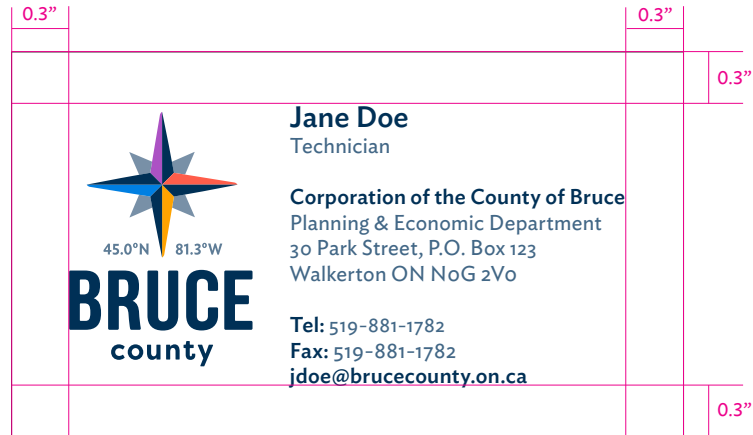
DOCUMENT TEMPLATES:
LETTERHEAD

County Name:
Ideal Sans Medium
Font size: 10pt
Colour: PMS 540

Address:
Ideal Sans Book
Font size: 8 pt
Colour: 70% PMS 540

Web Address:
Ideal Sans Medium
Font size: 8 pt
Colour: PMS 540

Address, Date,
Salutation, and Closing:
Arial Regular
Font size: 10 pt
Colour: Black
(1 line space between)

Main Body of Letter:
Arial Regular
Font size: 10 pt
Colour: Black
(1 line space between paragraphs)

Closing:
Arial Regular
Font size: 10 pt
Colour: Black
(2 line spaces after)

0.6" 2.125" 5.75" 7.75"

0.5"

1.0625"

2.0"

Corporation of the County of Bruce
30 Park Street, P.O. Box 123, Walkerton ON N0G 2V0

brucecounty.on.ca

45.0°N 81.3°W

BRUCE
county

Jane Doe
123 South Bruce Drive
Wiarton, ON N0H 2T0

April 1, 2016

Dear Jane Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum pellentesque massa et est feugiat blandit. Proin commodo porttitor dui quis varius. Nunc tincidunt pretium lorem nec auctor. Quisque placerat, odio vel elementum vulputate, massa eros porta nisl, eget placerat enim metus ut leo. Aliquam laoreet, lectus ac cursus tempor, augue sapien vestibulum ex, ac elementum augue justo et ex. Vivamus sed ante sed arcu eleifend fermentum quis non nunc. Phasellus arcu magna, placerat nec arcu vitae, venenatis tincidunt nunc. Sed vitae venenatis enim. Fusce non eros ac ex faucibus efficitur. Sed quis eleifend orci, sit amet varius urna. Aenean porta dignissim orci vitae mattis. Vivamus ac consequat nibh. Aenean ut suscipit urna. Donec congue quis nunc eget ultrices. Donec viverra condimentum egestas. Quisque eget diam vel nisi efficitur cursus quis sit amet dui.

Proin ut feugiat eros, non egestas tortor. Nam eu nunc aliquet, eleifend orci vitae, commodo lacus. Etiam luctus, nisi eu hendrerit vulputate, dui lectus suscipit est, id sagittis tellus ipsum at tortor. Aliquam volutpat mauris sed nisi tristique faucibus ut malesuada massa. Curabitur est neque, placerat vel hendrerit bibendum, placerat at nulla. Nunc porta eleifend leo nec vulputate. Ut semper augue nec odio luctus, eget dignissim purus semper.

Regards,

John Doe
Title

DOCUMENT TEMPLATES:
NO.10
ENVELOPE

County Name:
Ideal Sans Semibold
Font size: 8 pt
Colour: PMS 540

Address:
Ideal Sans Book
Font size: 8 pt
Colour: 70% PMS 540

0.375"   1.625"

0.3"
0.35"

45.0°N   81.3°W

BRUCE
county

Corporation of the County of Bruce
30 Park Street, P.O. Box 123
Walkerton ON N0G 2V0

DIGITAL TEMPLATES:
E-SIGNATURE

Name:
Trebuchet Bold
Font size: 14 pt
Colour: Hex# 0F3254

Title:
Trebuchet Bold
Font size: 14 pt
Colour: Hex# 5B768C

**Department
and County Name:**
Trebuchet
Font size: 14 pt
Colour: Hex# 5B768C
(1 space after)

Telephone Number:
Trebuchet Bold
Font size: 14 pt
Colour: Hex# 5B768C

Website Address:
Trebuchet Bold
Font size: 14 pt
Colour: Hex# 0F3254
(2 spaces after)v

Logo Image:
Height: 160 px

Jane Doe
Technician
Department of Planning & Economic Development
Corporation of the County of Bruce

519 881-1782 ext 295
brucecounty.on.ca

45.0°N 81.3°W

BRUCE
county

DIGITAL TEMPLATES:
POWERPOINT

DOCUMENT TEMPLATES:
PUBLIC NOTICE

County Name, Department Name and Web Address:
Ideal Sans Medium
Font size: 8 pt
Colour: 100% black

Address and Contact Numbers
*(optional)***:**
Ideal Sans Book
Font size: 8 pt
Colour: 70% black

Date and File Number:
Arial Regular
Font size: 10 pt
Colour: 100% black

Title of Notice:
Arial Bold
Font size: 21 pt
Colour: 100% black

Regular Body Text:
Arial Regular
Font size: 10 pt
Colour: 100% black

Bold Body Text and Chart Row Headings:
Arial Bold
Font size: 10 pt
Colour: 100% black

0.75" 2.5" 5.75" 0.75"

0.5"

0.9"

2.45"

45.0°N 81.3°W

BRUCE county

Corporation of the County of Bruce
Planning & Development Department
30 Park Street, P.O. Box 848, Walkerton ON N0G 2V0

brucecounty.on.ca
Tel: 519 881-1782 | Toll free: 877 681-1291
Fax: 519 507-3030

May 1, 2016
File Number: ABCDEF #12345

NOTICE OF PUBLIC MEETING
Proposed County Official Plan Amendement (Section 22, Planning Act, 1990)

TAKE NOTICE that a **Public Meeting** will be held on **Thursday, December 17, 2015 at 9:30 a.m.**, by the Bruce County Planning & Development Committee (PDC) in the County of Bruce Administration Centre, Council Chambers, 30 Park Street, Walkerton, ON in order to consider the Planning Application as outlined below.

Development Proposal County Official Plan Amendment	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc a elit nec lacus fermentum laoreet ac et erat. Nullam fermentum gravida nisl ut maximus. Aliquam erat volutpat. Nulla facilisi. Nam in ante ligula. Suspendisse aliquet ex nibh, eu accumsan nunc cursus ut. Phasellus blandit velit ex, ut laoreet metus dignissim ac. Sed convallis, nibh sed euismod elementum, est elit consequat sem, id sagittis ipsum mi auctor enim. Ut condimentum imperdiet nulla id interdum. Phasellus lacinia eget augue at rutrum. Vestibulum laoreet eros et ipsum ullamcorper, in finibus nibh suscipit. Maecenas fringilla lacus vitae sodales placerat.

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Related File(s)	County of Bruce Consent File Number B-58-15.06 South Bruce Zoning By-law Amendment Z-46-15.06
Owner	ABCDEFGHIJKL
Applicant	N/A
Agent	N/A
Legal Description	sagittis ipsum mi auctor enim
Municipal Address	in finibus nibh suscipit
Lot Area - Entire Parcel	20 ha. (50 ac.)
Existing Uses	Agriculture
Structures to be removed	None
Proposed uses	Agriculture
Existing Servicing	Private water and private septic
Proposed Servicing	No change
Access	Bruce Road 4, a maintained year-round County road
County Official Plan	Rural Area and Agricultural Area
Proposed Official Plan	Exception- Section 6.5.3.3
Local Official Plan	N/A
Proposed Official Plan	N/A
Zoning By-law	'A1- General Agriculture'
Proposed Zoning By-law	'A1-x General Agriculture Special' and 'A1-1 General Agriculture Special'
Surrounding Land Uses	Agriculture

0.75"

DOCUMENT TEMPLATES:
INTERNAL REPORT

County Name, Department Name and Web Address:
Ideal Sans Medium
Font size: 8 pt
Colour: 100% black

Report Title:
Ideal Sans Bold
Font size: 21 pt
Colour: 100% PMS540

To/From/Date/Re:
Ideal Sans Semibold
Font size: 10 pt
Colour: 100% PMS540

Name of Recipient/Sender & Dept, Date, Subject Heading:
Ideal Sans Book
Font size: 10 pt
Colour: 100% black

Sub-headings:
Ideal Sans Semibold
Case: All Caps
Font size: 11 pt
Colour: 100% PMS540

Body Text:
Ideal Sans Light
Font size: 11 pt
Colour: 100% black

Approved by:
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Colour: 100% PMS 540

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0.5"
0.9"

45.0°N 81.3°W

BRUCE
county

Corporation of the County of Bruce
Planning & Development Department

brucecounty.on.ca

1.85"

Committee Report

2.1875"

To: Name of Recipient
            Committee and/or Department

From: Name of Sender
            Committee and/or Department

Date: May 1, 2016

Re: Subject heading

4.0"

4.375"

RECOMMENDATION:
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BACKGROUND:
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FINANCIAL/STAFFING/LEGAL/IT CONSIDERATIONS:
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INTERDEPARTMENTAL CONSULTATION:
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LINK TO STRATEGIC GOALS AND ELEMENTS:
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Approved by:

[signature]

Kelley Coulter
Chief Administrative Officer

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DOCUMENT TEMPLATES:
MEDIA RELEASE

Two template versions can be used for Bruce County's Media Releases. If the information conveyed is to sell Bruce County, then the logo with tagline can be used. If not, then the logo without tagline should be used.

County Name, Department Name and Web Address:
Ideal Sans Medium
Font size: 8 pt
Colour: 100% black

Title:
Ideal Sans Bold
Font size: 21 pt
Colour: 100% PMS540

Date:
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Place Name:
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Body Text:
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Colour: 100% black

Contact Line:
Ideal Sans Semibold:
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Contact Information:
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Font size: 11 pt
Colour: 100% PMS540

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0.5"

0.5"

Corporation of the County of Bruce
Planning & Development Department   brucecounty.on.ca

BRUCE
county

45.0°N   81.3°W

1.875"   **Media Release**   May 1, 2016

2.25"

2.625"

Place Name: Nunc blandit semper arcu at luctus. Nam sit amet tellus vel nisi malesuada dapibus. Proin efficitur vitae ante sit amet porttitor. Aenean interdum diam ligula, sit amet porttitor urna porttitor eget. Cras dignissim justo eget tincidunt dapibus. In commodo mattis lorem eget porttitor. Cras vel risus leo. Duis vel tellus turpis. Integer facilisis nunc nec mi luctus, ac tincidunt nulla vulputate. Curabitur molestie libero in purus dignissim, lobortis varius enim ullamcorper. Praesent quam tortor, vestibulum et sodales convallis, porta fringilla risus.

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For more information, contact:

Name
Department
County of Bruce
Telephone Number or Email Address

0.5"

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Corporation of the County of Bru
Planning & Development Departm

BRUCE
county

45.0°N   81.3°W

Be an explorer.

2.1875"   **Media Relea**

2.5"

2.875"

Place Name: Nunc blandit semper arcu at luctus. Nar efficitur vitae ante sit amet porttitor. Aenean interdum dignissim justo eget tincidunt dapibus. In commodo m tellus turpis. Integer facilisis nunc nec mi luctus, ac tin dignissim, lobortis varius enim ullamcorper. Praesent c fringilla risus.

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For more information, contact:

Name
Department
County of Bruce
Telephone Number or Email Address

APPLICATIONS:
WEBSITE
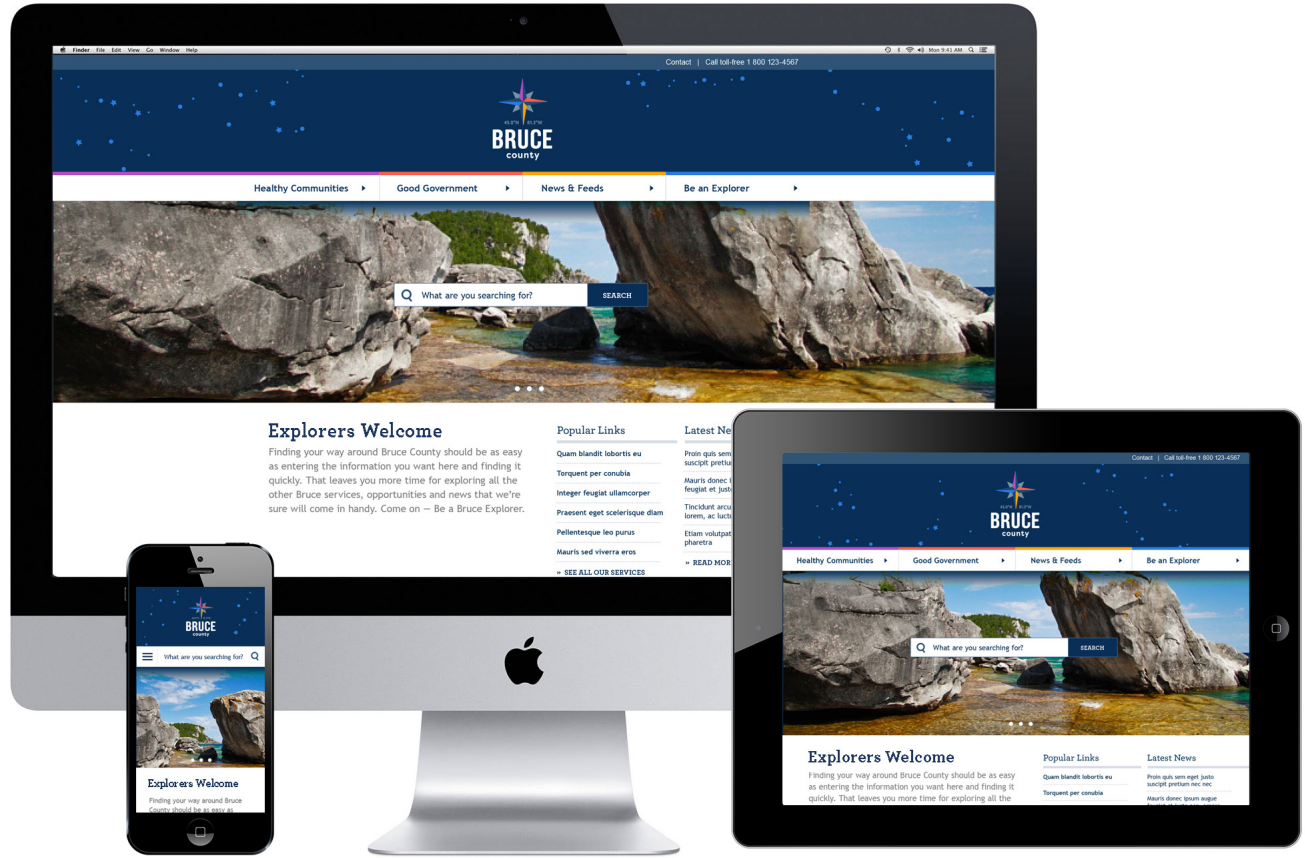
APPLICATIONS:
SIGNAGE

Sample exterior signage with printed front

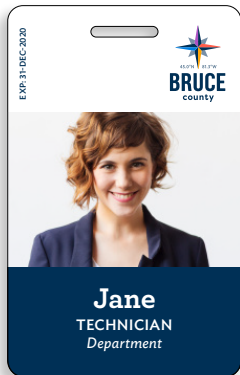*Sample gateway signage with 3-dimensional front*

APPLICATIONS:
VEHICLES

APPLICATIONS:
PROMOTIONAL ITEMS

APPLICATIONS:
UNIFORMS

BEING GUIDES:

The journey to an ever-better Bruce County will be marked by exploration, inquiry and discovery. That makes you – the employees and leaders of Bruce County – the guides.

Think of it – a place powered by innovation and shared values would be formidable. We have that opportunity if we work together. Explorers turn obstacles into opportunities and individual challenges into shared solutions. Lets build an explorer culture in Bruce County. What we discover together just might be amazing.

Early Days:

Your role with the new brand in the early days is to get the explorer icon applied graphically in as many places and as close to the guidelines as possible, and to speak of the brand in a positive and supportive way. Guide questions about the new brand to the people tasked with bringing it to life. Be the welcoming ambassadors and turn those inevitable inquiries into small wins.

If you have any questions, please contact the Bruce Brand Cross-functional Implementation Team.

Longer Term:

Our shared brand role over the longer term is to work together to define what Explorer Culture means in the context of innovation and service to the public. How do we identify what needs to evolve, how do we build curiosity and trailblazing into the fabric of Bruce County living and working? Those are the long term questions that, when answered, will make being an explorer real in every sense of the phrase. Stay tuned – we're just starting this part of the journey and we'll need your help to make it happen.

TALKING BRUCE:

There are no scripts for life or work and it would be ridiculous to try to create one for how we 'talk Bruce'. So do and say what comes naturally. Welcome questions, welcome inquiry and be accountable guides until answers are discovered. That's all anyone really wants – especially when they are explorers.

Words To Sprinkle Around

If you like, there are a gaggle of words you can use every now and then – don't overdo it because that just feels forced. In the normal context of your work and conversations with the folks you help, here's a short Bruce vocabulary just in case you need it for reference.

EXPLORE	EXPLORATION	DISCOVER
adventure	trek	find
experiment	journey	uncover
trailblazing	wayfaring	invent
search	quest	unearth
seek	voyage / hike	reveal
inquire	scout	observe
pioneer	outrider	locate
guide	reconnoiter	bring to light

THE BRUCE COUNTY
BRAND CHECKLIST

Think of this as planning for a multi-day hike up The Bruce Trail. You probably start with a checklist. Water? Check. Food? Check. Dry socks? Check. Trail Mix (or a bag of Gummies)? Can't leave home without it!

The Bruce County Brand Checklist is no different. Use it before you produce communications of any kind and you'll arrive at your brand destination looking like an explorer every time.

REVIEW THE BRAND GUIDE, THEN CHECK THE LIST:

Logo
- ☐ Is the logo complete?
- ☐ Is it protected by clear space around it?
- ☐ Is it vertical (most of the time)?
- ☐ Can it be the hero?

Tagline
- ☐ If you're selling, it needs to be with the logo.
- ☐ Have you used the correct art file?
- ☐ Have you used it in your message as a challenge?

Colour
- ☐ Have you selected colours from the Bruce palette?
- ☐ Are you using colour wisely?
- ☐ Does your art feel like it reflects Bruce County? (beautifully rugged and natural)

Words
- ☐ Are you using the typefaces as per the Guide?
- ☐ Does your messaging include explorer language?
- ☐ Without over-doing it?
- ☐ Is your message focused?
- ☐ Can you get the intent of your message in six seconds?
- ☐ Is there a call to action?
- ☐ Does your call to action include exploration?

Images
- ☐ Do your images feature an explorer as a hero?
- ☐ Do your images reflect energy/activity, agriculture/food, environment/nature?
- ☐ Are you picturing Bruce County?
- ☐ Do the images support the story you're telling?
- ☐ Does imagery and message work as one unit?

Relationships
- ☐ If the Bruce County brand is used with Bruce sub-branding, does it feel like a star in the night sky?
- ☐ If not top right, does it have enough white space around it to stand alone?
- ☐ Don't apply Bruce County explorer messaging to non-Bruce communications.
- ☐ Bruce County sub-brands are the exception; Museum, Library, tourism, business attraction should all use explorer language.

Design
- ☐ AODA compliant?
- ☐ Is it clean, effective and simple?
- ☐ Is there a dominant image/message?

Have questions?
When in doubt, contact the Bruce Brand Cross-functional Implementation Team.