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.

LOGO:
THE TAGLINE

Be an explorer is the brand essence and tagline for Bruce County. It should be used overtly when marketing (selling services, experiences and products) and implied when informing (serving up information in the public interest or providing governance notification). It works with our logo to position the Bruce County brand as a lifestyle based on curiosity and discovery.

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

Be an explorer.

LOGO:
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.
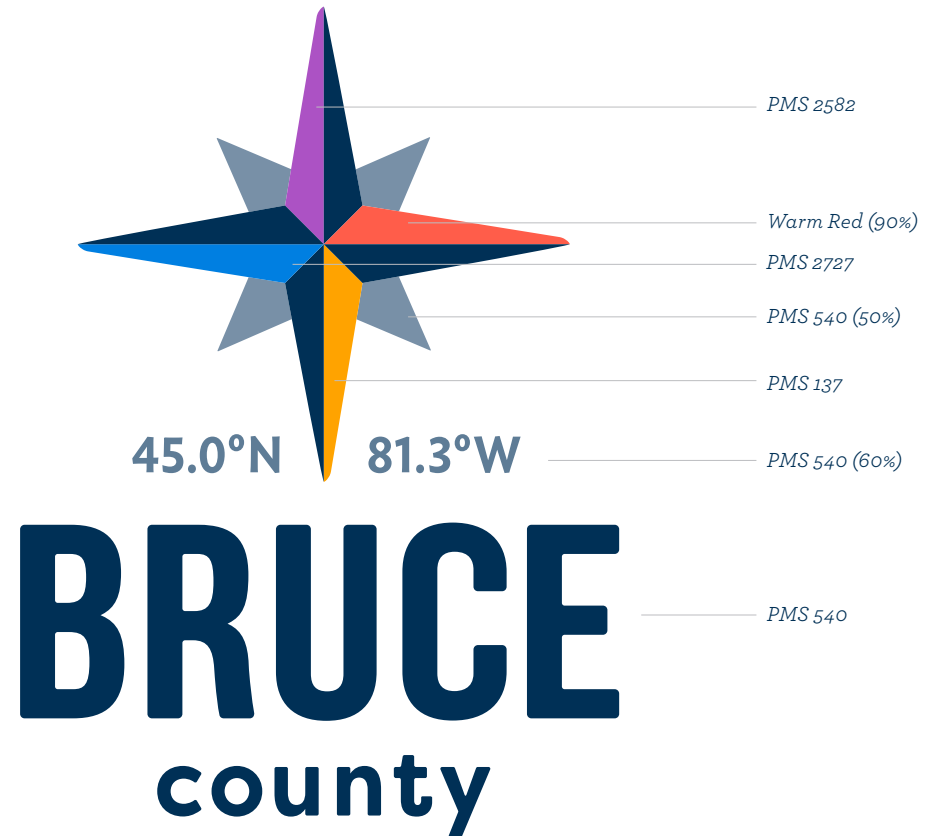
LOGOTYPE – THE BRUCE COUNTY NAME

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.

PMS 2582

Warm Red (90%)

PMS 2727

PMS 540 (50%)

PMS 137

PMS 540 (60%)

45.0°N 81.3°W

BRUCE
county

PMS 540

Be an explorer. — PMS 540 (50%)

LOGO:
PRIMARY LOGOS

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

LOGO:
SECONDARY
LOGOS

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.

Positive

Positive with tagline
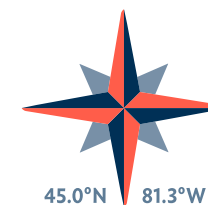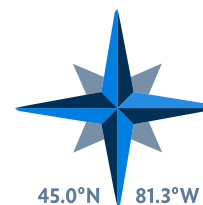
LOGO:
SPECIAL APPLICATIONS

THE BRUCE COUNTY STAR

There may be special marketing applications, such as branded clothing and promotional items (see pp 43-44 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.

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
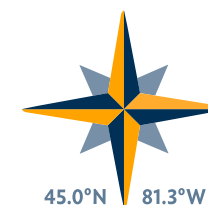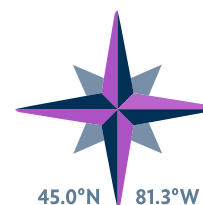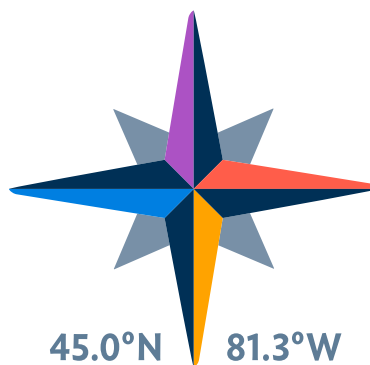
BRUCE COUNTY LOGOTYPE

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.

BRUCE
county

LOGO:
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.
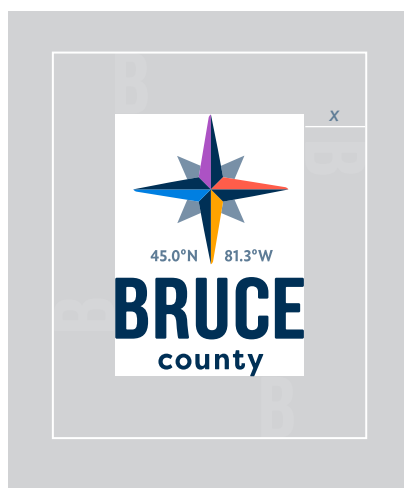
LOGO:
MINIMUM SIZE

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

LOGO:
INCORRECT 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

LOGO:
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.
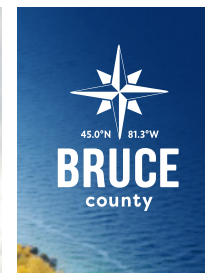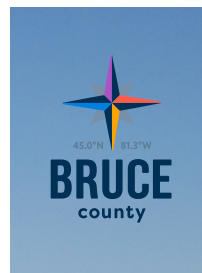
LOGO:
PLACEMENT

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.**
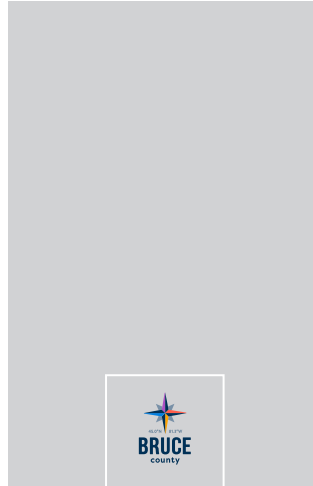
Bruce County marketing

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.

COLOUR:
THE 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
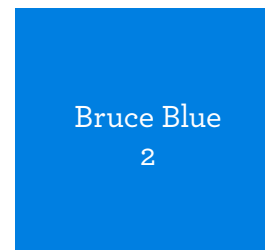
PMS
2727 C

CMYK
76/50/0/0

RGB
47/125/225

HEX
2F7DE1

Primary colour for Tourism and the Museum

SECONDARY COLOURS

Bruce Orange-Red
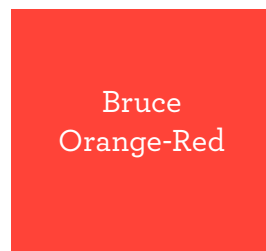
PMS Warm Red C

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

Bruce Yellow
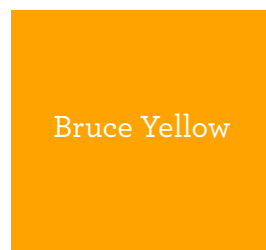
PMS
137 C

CMYK
0/42/100/0

RGB
255/164/0

HEX
FFA400

Bruce Green
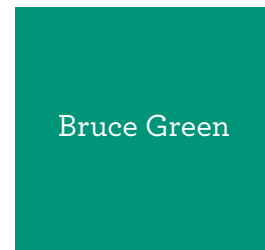
PMS 334 C
90% tint

CMYK
97/6/63/0

RGB
0/161/133

HEX
00A185

Primary colour for the Library

TYPOGRAPHY:
TYPEFACES

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

TYPOGRAPHY:
USAGE

What follows is an example of how best to use our typography. Sample shown is a letter-sized document with cover.

A Cover Title:
Archer Semibold
Variable font size
Sample shown is 44 pt

B Heading:
Archer Medium
Font size: 36 pt
Colour: 100% PMS 2727

C Introduction:
Ideal Sans Light
Font size: 14 pt
Colour: 100% PMS 540

D Body Text:
Ideal Sans Light
Font size: 10 pt
Colour: 100% PMS 540

E Subheading:
Ideal Sans Medium
Case: All Caps
Font size: 10 pt
Colour: 100% PMS 540

F Drop Cap:
Ideal Sans Light
Drop two lines
Colour: 100% PMS 540

G Pull Quote:
Ideal Sans Book Italic
Font size: 16 pt
Colour: 100% PMS 2727

BRUCE COUNTY SERVICE / DIVISION
JUNE 2016

Inspiring the journ
for all families.

BRUCE
county

45.0°N   81.3°W

Be an explorer.

Lorem ipsum dolor
sit amet consectateur

Sed rutrum condimentum velit, vitae rutrum diam tristique quis. Cras luctus ac ante eget tincidunt. Sed accumsan sapien vel diam volutpat pretium. Aenean eu nibh ac felis rutrum placerat nec sed neque. In porta mauris lorem, ut pellentesque nibh tristique vel. Etiam vitae facilisis elit. Integer sagittis nulla at dapibus tincidunt. Pellentesque euismod tellus leo, nec sodales mi dictum vel. Nulla malesuada porttitor nisi nec finibus.

Aliquam maximus risus eget augue porttitor, vel euismod nunc posuere. Aliquam rutrum enim lacus, et auctor erat condimentum vitae. Vivamus egestas bibendum nulla. Praesent efficitur justo et aliquam imperdiet. In ornare rhoncus nisi. Donec dolor nulla, bibendum ac tincidunt ultricies, rhoncus in leo. Fusce lobortis odio vel placerat egestas. Mauris in finibus orci. Suspendisse ultricies tempus elit, vel ultrices felis scelerisque a. Cras ante nunc, iaculis vel aliquam id, dapibus eu neque. Donec pulvinar luctus urna dignissim lacinia. Donec ante ex, lacinia a ex lobortis, lacinia porta mauris. Nulla vel lectus lacinia, efficitur orci sed, pharetra urna. Nullam laoreet dui vitae orci porttitor dapibus.

eleifend eros et, tempus ipsum. Praesent fringilla velit mi, sit amet bibendum tellus viverra quis. Sed ac enim a purus finibus vestibulum. Nullam consectetur mauris vel efficitur commodo. Vivamus gravida neque odio, et eleifend.

Ipsum, sit amet rutrum sapien nunc eget elit. Mauris dui odio, fringilla vel suscipit vestibulum, sodales sit amet nunc.

Nulla ullamcorper, libero a tincidunt viverra, urna diam molestie tellus, quis faucibus enim augue vel mauris. Aliquam erat volutpat. Quisque feugiat commodo arcu. Quisque laoreet tempus posuere. Quisque vitae lacinia sem, quis lacinia felis. Ut porta efficitur interdum.

- Lorem ipsum dolor sit amet, sectetur adipiscing elit
- Praesent hendrerit risus ac ornare elementum donec vitae eros gravida, ultricies nulla id, suscipit
- Proin eget diam vel eros ullamcorper volutpat in in ipsum nam vel nunc sed nunc consequat

SUSPENDISSE POTENTI. INTEGER RHONCUS MAGNA LOREM IPSUM

Morbi rhoncus diam in purus rhoncus, nec rutrum mauris dapibus. Pellentesque eleifend suscipit urna. Donec rutrum lobortis ante, ut viverra lorem tempus sit amet. Sed in enim ac augue blandit lobortis sit amet quis ex. Donec venenatis scelerisque ligula. Nullam eget fermentum odio. Curabitur ultricies, neque sit amet gravida feugiat, sapien diam semper. Nam luctus rutrum libero. Nulla laoreet sapien nisl, id convallis eros semper ut. Sed vitae felis malesuada,

TYPOGRAPHY:
TYPE & COLOUR

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

GRAPHICS:
IMAGERY

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

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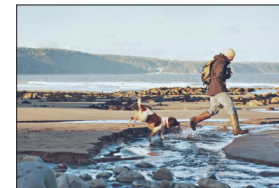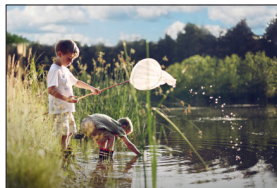2) Feature at least one element of the following: energy/activity, agriculture/food, and environment/nature.

ENERGY/ACTIVITY

AGRICULTURE/FOOD

ENVIRONMENT/NATURE

Note: Photography indicated here is for reference purposes only.

GRAPHICS:
SERVICE-SPECIFIC IMAGERY

Imagery examples for select Bruce County departments are provided below. Photographing a variety of both tightly framed single-subject photos and wide group or environmental shots is recommended.
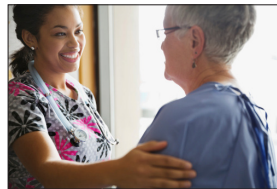
SOCIAL SERVICES

Images should depict safe and healthy environments where subjects are actively engaged in discovery, learning, or social interaction.

LONG TERM CARE

Images should convey warmth and compassion, hope and brightness within a safe and healthy environment.

HOUSING

Images should depict healthy and dignified lifestyles within the housing community or dwelling. When photographed, buildings should be well lit, clean and tidy, and include a human element whenever possible.

HUMAN RESOURCES

Images should depict respectful work environments where subjects are providing guidance, understanding and problem-solving solutions to others in an open and non-judgmental manner.
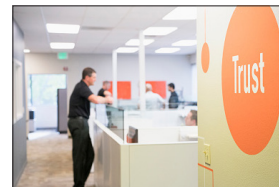
Note: Photography indicated here is for reference purposes only.

GRAPHICS:
STAR FIELD

The Bruce starfield is a custom graphic which represents the unique geography of Bruce County as a constellation in the night sky and was created to provide graphical support to the high-level explorer brand. In application, the graphic will require adapation by a design professional to adjust to fit the particular size, layout and communication requirements of the specific piece. In order to convey the attributes of vastness, it is most impactful when applied to the full face of a printed piece. When used as the central graphic in marketing applications, placenames may be included where space allows.
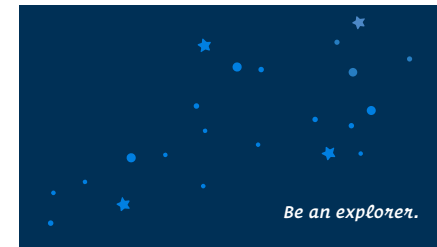
ORIGINAL GRAPHIC
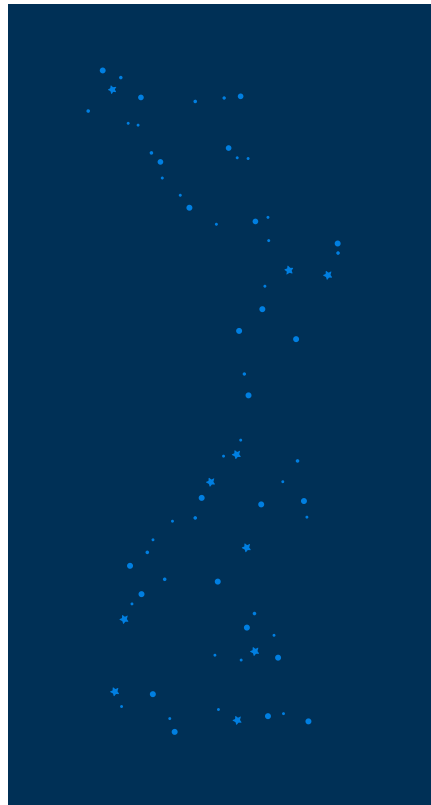
ADAPTED GRAPHIC

Print ad with place names

Back of the corporate business card

GRAPHICS:
STAR FRAME

The shape of the Bruce County star can be used to frame content and compose layouts primarily for marketing purposes with select corporate applications.

APPLICATION

Suitable for text dominant applications such as title pages or single-paged bulletins/posters.
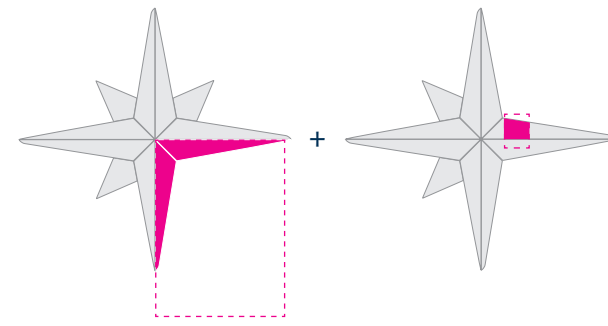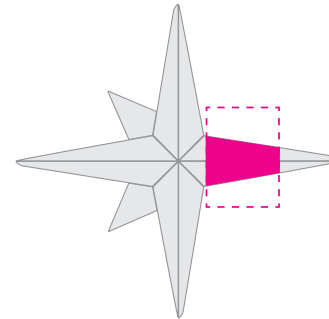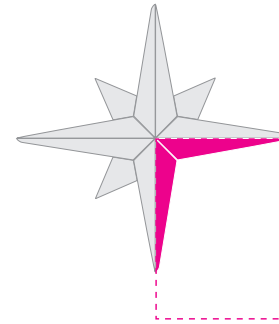
Suitable for applications with a large image and a title, such as a cover page, pull-up banner, or brochure cover.

Suitable for image dominant applications such as a poster.

SAMPLE

FRAMING DEVICE

GRAPHICS:
ICONOGRAPHY

A basic illustrative style has been created for developing iconography for Bruce County. Structure the design of the icons on the base grid seen below and apply the colour palette as described below.

USE AND COMMUNICATION

Icons are visual aids to content. Their purpose is to assist in communicating content and enhance comprehension.

STRUCTURE

Using the base grid will result in a consistency in proportion and structure.
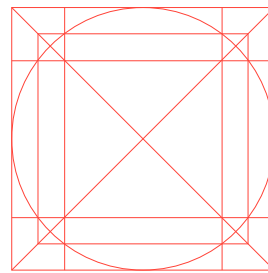
STYLE

The style is based on a flat design with a subtle half shadow applied to the primary object(s). Line strokes are slightly thick with straight end caps.

The colour of the circle background can be either a) Bruce 1 or b) a mix of Bruce 1, 2 and Yellow.

All the colours of the palette can be applied to enclosed illustrations, with single colour application also permissible.

Structural base grid

| New age farming | Clean energy | Outdoor lifestyle | Sustainable tourism |

a) Singular background colour

| New age farming | Clean energy | Outdoor lifestyle | Sustainable tourism |

b) Multiple background colours (Bruce 1, 2 and Yellow)

GRAPHICS:
LOCATOR STYLE

Place Names:
Archer Semibold
Case: All Caps
Font size: 8 pt

Water Body Names:
Archer Book Italic
Case: Title Case
Font size: 9 pt

Place Markers:

🟠 Community

Road and Highway Markers:

⑨ County Road

⑥ Provincial Highway

Land Use Designation:

Bruce County

Non-Bruce County

National Park

First Nations
reserve /community

GRAPHICS:
LISTS, TABLES & CHARTS

TABLE STYLE

Header Row:
Row colour: 80% PMS 540
Ideal Sans Semibold
Case: All Caps
Font size: 8 pt
Colour: White

Column/Row Header:
Ideal Sans Semibold
Font size: 8 pt
Colour: 80% PMS 540

Data:
Ideal Sans Book
Font size: 8 pt
Colour: 80% PMS 540
Cell highlight: 10% PMS 540

CHART STYLE

Same header row style as above
Row/column Labels:
Ideal Sans Book
Font size: 8 pt
Colour: 80% PMS 540
Bar colour: 30% PMS 540

BULLET LIST STYLE

Round bullets
Colour: PMS 2727

LOREM IPSUM DOLOR SIT AMET	
	Dolor Sit Amet
Nulla id felis justo	Suspendisse commod
Donec in ligula	Augue at commodo
Phasellus ac viverra	Aenean lacus elit
Etiam nec bibendum	Aliquam volutpat nisl
Fusce vehicula	Curabitur hendrerit
Vestibulum pharetra	Sed a dapibus

Table with column header
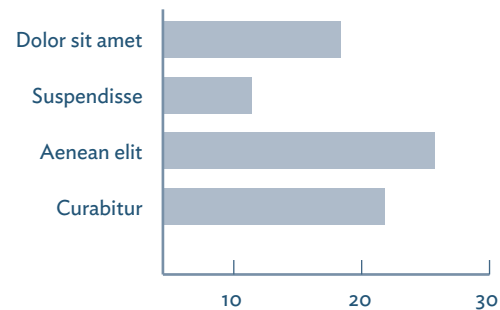
LOREM IPSUM DOLOR SIT AMET		
Nulla id felis justo	Suspendisse commod esta	1.0
Donec in ligula	Augue at commodo lacus	2.4
Phasellus ac viverra	Aenean lacus elit amori	0.8
Etiam nec bibendum	Aliquam volutpat nisl vilit	4.2
Fusce vehicula	Curabitur hendrerit al	4.0
Vestibulum pharetra	Sed a dapibus dolor velors	1.6
In posuere purus sed	Nulla luctus ligula	3.2

Table with row header

LOREM IPSUM DOLOR SIT AMET

Bar chart

- Aliquam sed felis in enim sollicitudin scelerisque
- Duis dapibus sapien nec iaculis sagittis
- Duis vitae tortor sed ex faucibus lobortis pharetra sit amet magna
- Nunc in sapien mollis, rhoncus velit vitae, commodo
- Vivamus bibendum quam at sapien iaculis tempus
- Pellentesque a dolor facilisis, morelie ligula vitae
- Etiam imperdiet sapien vel tristique consequat ed venenatis quam eu pellentesque commodo

Bulleted list

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.

BEING GUIDES:
THE EXPLORA PERSONA

A brand persona is the collection of human-like characteristics that express the brand essence and promise when communicating; It's the words, values, personality traits and attitudes communicators employ to get their message across in a unique way.

The persona of an explorer includes always being curious, being innovative and inventive, being adventurous, taking calculated risks to learn more and the emotion of discovering new opportunities. It's about guiding; helping people along their journey. To get your explorer persona 'on' while communicating, imagine yourself as an explorer on an adventure, looking for something new and then finding it (whether paddling a river and finding rapids to shoot or cooking and using a unique spice for the first time – both are examples of exploration and how it 'feels' is the explorer attitude or persona).

• When used overtly in marketing, start and finish the communication with 'explorer persona'. Always 'attract' at the beginning and 'persuade' or sell at the end.

• When implied, resist the urge to pepper content with explorer language and metaphors. Instead, use the 'explorer persona' to end every communication or provide context for what the information is about. For example – we provide public notice of meetings and community consultation here in Bruce County not just because we have to by law, but because we believe a better informed and engaged community will explore and discover innovative solutions.

BEING GUIDES:
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

BEING GUIDES:
THEMES & NARRATIVES

THEMES

A theme is a short phrase (between two and seven words give or take) that sums up what the communication is about in an emotive way. A theme is also the summary of the narrative and it can evolve from communication to communication. What remains consistent is that it can always tie back to the explorer brand person but should never be used as a replacement for the County tagline.

Themes for Bruce County (that are aligned with the explorer brand) can be used as headings, as thematic guides for content and tone of voice and often as a signature to communications when "be an explorer" is not used or needed.

NARRATIVES / STORIES

Since the dawn of humankind, we have told stories to pass down information, capture and share great achievements, persuade communities to form, create commerce and build family histories. Stories are the basis of all communication. You can tell your brand story in narrative form - you can tell it in pictures - or both. The key to storytelling is that it creates the context in which the brand becomes the natural conclusion.

Write stories or narratives to create context when you are starting any marketing communications. Answer these questions: who is the audience and what are their needs; what is going on in the world around them that makes their needs or wants important and interesting - big picture and a more personal view are both important; how does what you're selling fit within that context and meet their needs?

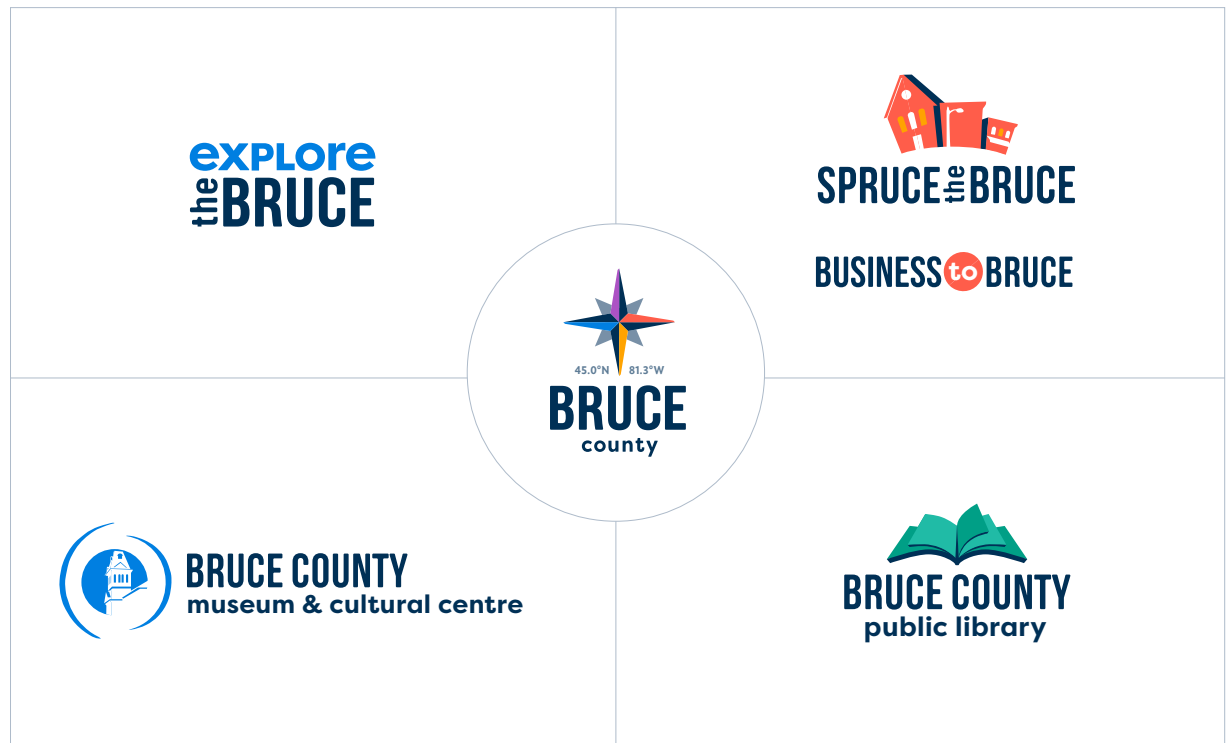| DEPARTMENT	THEME	NARRATIVE
Social Services	**Family Journeys Start Here**	Bruce County levels the playing field for all parents with programs and resources in child care, social activities, after-school care and family health and well-being. In the context of being explorers, we provide secure, caring and compassionate environments in which children who live in Bruce County can fuel their curiosity, make new friends and learn the benefits of an active lifestyle. This reinforces an explorer culture for entire families and generates a more active, engaged community.

Note: Primary sub-brands (Explore The Bruce, etc.) have complete sub-brand guidelines that include narratives and themes. The examples used in the guide are for departments and other groups to use as a guide in creating their own theme/narratives.

DEPARTMENT	THEME	NARRATIVE
Long-Term Care	Never Stop Exploring	Bruce County's long-term care facilities are designed to keep the spark of exploration and discovery as bright for seniors as it is for every generation that calls Bruce County home. This is where care includes fresh new ideas. This is where curiosity is nurtured. This is where compassion and respect are elemental to the continuing journey of life for our residents. Bruce County is where we never stop exploring - where hope and smiles and learning are always around the next corner.
Community Housing	Discover Dignity	Community housing in Bruce County represents an opportunity for individuals and families to build their lives in the security and stability of rent-assisted housing. Think of it as a breathing space between the past and a future full of promise. We can build mutual respect through open and regular communications. We can create communities that are more inclusive. We can resolve issues as genuine neighbours. And in the spirit of affordable housing for all, everyone who chooses to live in Bruce County will discover dignity is always good to come home to.
Human Resources	Being Guides - Be The Guide	If living in Bruce County is a journey of exploration and discovery, we who work here and serve this community are 'the guides'. So the question becomes: what makes an outstanding Guide? In Bruce County, it means being accountable beginning to end - actually owning any question until an answer is found. It means being more adaptable to your surroundings and to your peers. It means being innovative - building bridges instead of creating obstacles. And genuinely helping the people who live and work here make better individual choices that also reflect the public interest. Ours is an explorer culture. What we discover in that context, working together, just might be amazing.

SUB-BRAND:
SUB-BRAND LOGOS

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.
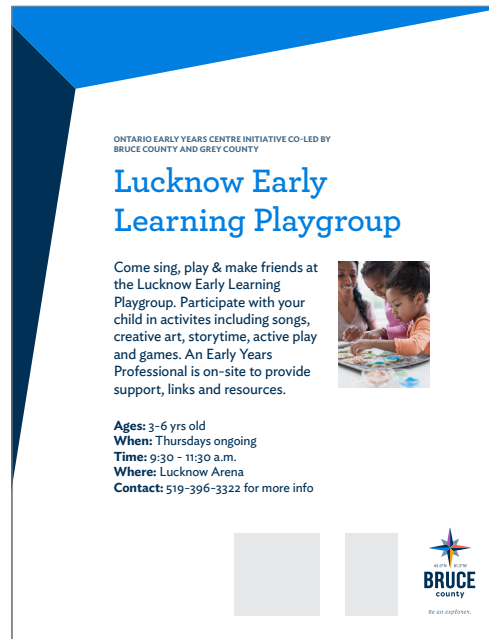

Note: To learn more about individual sub-brand ideas and applications, consult the sub-brand style guides or with your Bruce Brand Ambassador.

MARKETING APPLICATIONS:
BULLETIN/POSTER

LOREM IPSUM DOLOR SIT AMET

Housing lorem ipsum dolor sit amet

Cras elementum sollicitudin mauris, vel vehicula nibh iaculis id. Integer vehicula lacus vitae leo ullamcorper dictum. Cras mollis dolor non augue mattis ultricies. Aenean dolor justo, tristique nec quam vitae, porta lacinia lorem.

When: Monday morning
Time: 9:30 - 11:30 a.m.
Where: Community Centre
Contact: 519-396-3322 for more info

Masterbrand

ONTARIO EARLY YEARS CENTRE INITIATIVE CO-LED BY
BRUCE COUNTY AND GREY COUNTY

Lucknow Early Learning Playgroup

Come sing, play & make friends at the Lucknow Early Learning Playgroup. Participate with your child in activites including songs, creative art, storytime, active play and games. An Early Years Professional is on-site to provide support, links and resources.

Ages: 3-6 yrs old
When: Thursdays ongoing
Time: 9:30 - 11:30 a.m.
Where: Lucknow Arena
Contact: 519-396-3322 for more info

Logo placement with Bruce County service logos

Inspiring curiosity
Donec maximus magna magna sit amet sodales sapien rhoncus melorie alo.

brucecounty.on.ca

Image dominant layout

MARKETING APPLICATIONS:
BOOKLET

BRUCE COUNTY SERVICE / DIVISION
JUNE 2016

Inspiring the journey
for all families.

45.0°N   81.3°W

BRUCE
county

Be an explorer.

Lorem ipsum dolor
sit amet consectateur

Sed rutrum condimentum velit, vitae rutrum diam tristique quis. Cras luctus ac ante eget tincidunt. Sed accumsan sapien vel diam volutpat pretium. Aenean eu nibh ac felis rutrum placerat nec sed neque. In porta mauris lorem, ut pellentesque nibh tristique vel. Etiam vitae facilisis elit. Integer sagittis nulla at dapibus tincidunt. Pellentesque euismod tellus leo, nec sodales mi dictum vel. Nulla malesuada porttitor nisi nec finibus.

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eleifend eros et, tempus ipsum. Praesent fringilla velit mi, sit amet bibendum tellus viverra quis. Sed ac enim a purus finibus vestibulum. Nullam consectetur mauris vel efficitur commodo. Vivamus gravida neque odio, et eleifend.

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- Lorem ipsum dolor sit amet, sectetur adipiscing elit
- Praesent hendrerit risus ac ornare elementum donec vitae eros gravida, ultricies nulla id, suscipit
- Proin eget diam vel eros ullamcorper volutpat in in ipsum nam vel nunc sed nunc consequat

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- Vestibulum consectetur turpis commodo imperdiet commodo elma sid.
- Quisque ac turpis iaculis, egestas nibh id, cursus mauri amoris vivamus el mex.
- Sed ullamcorper nisl quis tellus consequat, eu pharetra ligula egestas vestibulum.
- Sed blandit augue eu risus tempor, in imperdiet ex interdum libero mattis.
- Suspendisse eget nisl eu lectus vulputate consequat suscipit a lorem non elementum odio condimentum.

Suspendisse potenti. Integer rhoncus

Vivamus gravida neque odio, et eleifend lorem accumsan vel. Etiam auctor rutrum nibh. Vivamus vel ex est. Cras sagittis aliquet erat, ut ultrices felis viverra eget. Suspendisse a mattis libero. Curabitur tincidunt nulla nec dapibus sodales. Donec ante ex, lacinia a ex lobortis, lacinia porta mauris. Nulla vel lectus lacinia, efficitur orci sed, pharetra urna rovista neque ali morba Av.

LOREM IPSUM DOLOR SIT AMET			
	Dolor Sit Amet	Consectateur	Lorem Ipsum Dolor Sit Amet Consectateur
Nulla id felis justo	Suspendisse commod	1.0	Suspendisse commod suscipit nisi in mi varius
Donec in ligula	Augue at commodo	2.4	Augue at commodo imperdiet tempor mi
Phasellus ac viverra	Aenean lacus elit	0.8	Aenean lacus elit lectus nisl a faucibus congue
Etiam nec bibendum	Aliquam volutpat nisl	4.2	Aliquam volutpat nisl maximus vitae libero
Fusce vehicula	Curabitur hendrerit	4.0	Curabitur hendrerit us posuere urna ac mollis
Vestibulum pharetra	Sed a dapibus	1.6	Sed a dapibus tempor mi eget vestibulum

Cover

Inside spread

MARKETING APPLICATIONS:
BROCHURE

Masterbrand layout - Outside

Inside

Back and front covers for a Bruce County service brochure with both service and county names at top front, service logo at bottom, and county and provincial logos on the back.

MARKETING APPLICATIONS:
PROMOTIONAL FOLDER

BRUCE COUNTY LONG TERM CARE
BRUCELEA HAVEN

Friends, family, the future
– never stop exploring.

BRUCE
county

Be an explorer.

Cover

Jane Doe
Technician

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

BRUCE
county

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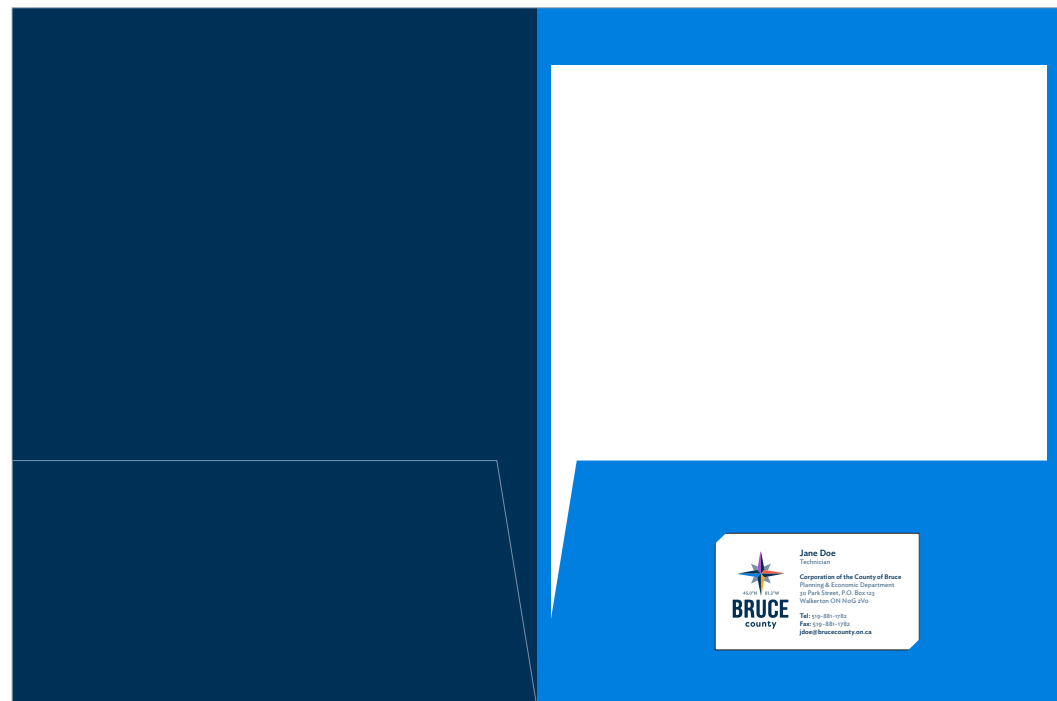
Inside

MARKETING APPLICATIONS:
NEWSLETTER

Bruce County Housing Corporation
March 2017 | Issue 31

BREATHING SPACE

Turning housing into homes in Chesley, Lucknow, Kincardine, Mildmay, Port Elgin, Paisley, Ripley, Tara, Teeswater, Tobermory, Southampton, Walkerton, Wiarton

Mauris ut massa ut felis consequat iaculis et eget leo

Sed rutrum condimentum velit, vitae rutrum diam tristique quis. Cras luctus ac ante eget tincidunt. Sed accumsan sapien vel diam volutpat pretium. Aenean eu nibh ac felis rutrum placerat nec sed neque. In porta mauris lorem, ut pellentesque nibh tristique vel. Etiam vitae facilisis elit. Integer sagittis nulla at dapibus tincidunt. Pellentesque euismod tellus leo, nec sodales mi dictum vel. Nulla malesuada porttitor nisi nec finibus.

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Nunc sem nisl imperdiet lobortis ut placerat tempor

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Cover page

AENEAN AC DUI SIT AMET ARCU POSUERE ELEIFEND SED NEC NEQUE

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Interdum et malesuada fames laboria

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Nunc sem nisl imperdiet lobortis ut placerat tempor

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Nunc sem nisl imperdiet lobortis ut provos

CHESLEY
121 Anywhere St.
Malesuada est id, accumsan urna.

121 Anywhere St.
Donec pulvinar nulla sed risus eleifend, vel mattis ante gravida. Ut ultrices nisi id erat pulvinar.

PORT ELGIN
121 Anywhere St.
Malesuada est id, accumsan urna. Donec pulvinar nulla sed risus eleifend, vel mattis ante gravida. Ut ultrices nisi id erat pulvinar, a pharetra lorem convallis.

SOUTHAMPTON
121 Anywhere St.
Malesuada est id, accumsan urna. Donec pulvinar nulla sed risus eleifend, vel mattis ante gravida. Ut ultrices nisi id erat.

TARA
121 Anywhere St.
Quis dignissim sagittis Nunc dictum nunc at vehicula ornare.

TEESWATER
121 Anywhere St.
Quis dignissim sagittis Nunc dictum nunc at vehicula ornare.

WALKERTON
121 Anywhere St.
Malesuada est id, accumsan urna. Donec pulvinar nulla sed risus eleifend, vel mattis ante gravida. Ut ultrices nisi id erat pulvinar, a pharetra lorem convallis.

WIARTON
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121 Anywhere St.
Donec pulvinar nulla sed risus eleifend, vel mattis ante gravida. Ut ultrices nisi id erat pulvinar.

Etiam porta arcu libero, vel commodo neque tincidunt sit

1. **Morbi blandit.** Pentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi sit amet massa consequat, cursus est in, volutpat nisi sed ultricies rhoncus. Vestibulum posuere elit a ligula venenatis, id dictum felis nisi sed ultricies.

2. **Donec eu posuere lacus.** Sed iaculis odio augue, vitae hendrerit ligula pulvinar et. Cras posuere venenatis sodales. Duis eget nisl nec lorem iaculis dignissim. Praesent euismod turpis pretium sem vestibulum, sit amet tempor nisi ornare. Curabitur lobortis urna quam.

3. **Proin eros odio.** Nisi imperdiet vel. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi sit amet massa consequat fames ac turpis.

4. **Praesent suscipit nunc semper.** Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi sit amet massa consequat, cursus est in. Nisi imperdiet vel met massa.

5. **Aliquam lectus.** Nisi imperdiet vel. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi sit amet massa consequat, cursus est in, volutpat sapien. Aliquam pulvinar nisi sed ultricies rhoncus.

6. **Donec eleifend non.** Aliquam pulvinar nisi sed ultricies rhoncus. Nisi imperdiet vel. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi sit amet massa consequat, cursus est in.

7. **Aenean ac dui sit amet.** nisi imperdiet vel. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

8. **Ut facilisis volutpat.** Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi sit amet massa consequat, cursus est in, volutpat sapien. Aliquam pulvinar nisi sed ultricies rhoncus.

Nunc sem nisl
519-396-3450

Donec efficitur urna ut lobortis ut placerat tempor

Nunc sem nisl imperdiet lobortis ut placerat tempor

Praesent ut diam dictum
lobortis ut placerat tempor

Sed semper justo
lobortis ut placerat tempor

Pellentesque vitae
lobortis ut placerat tempor

Quisque feugiat lacus
lobortis ut placerat tempor

Ut at quam volutpat
lobortis ut placerat tempor

Vestibulum ut libero
lobortis ut placerat tempor

Aenean pellentesque non ligula quis elementum. Praesent ac ut justo.

BRUCE county
Be an explorer.

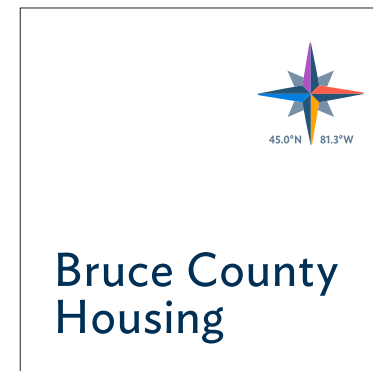**brucecounty.on.ca/housing**

Inside pages

MARKETING APPLICATIONS:
WEBSITE
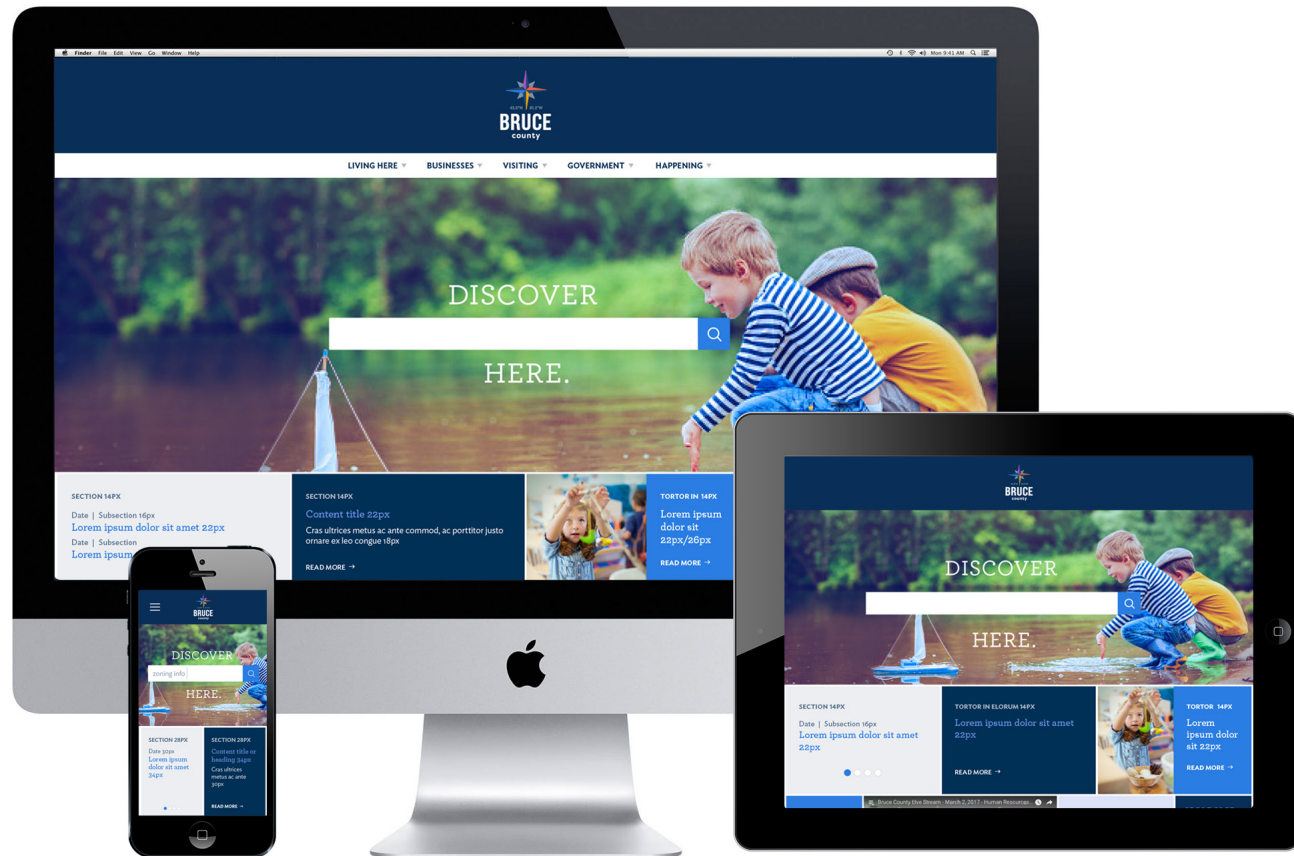
MARKETING APPLICATIONS:
FACEBOOK
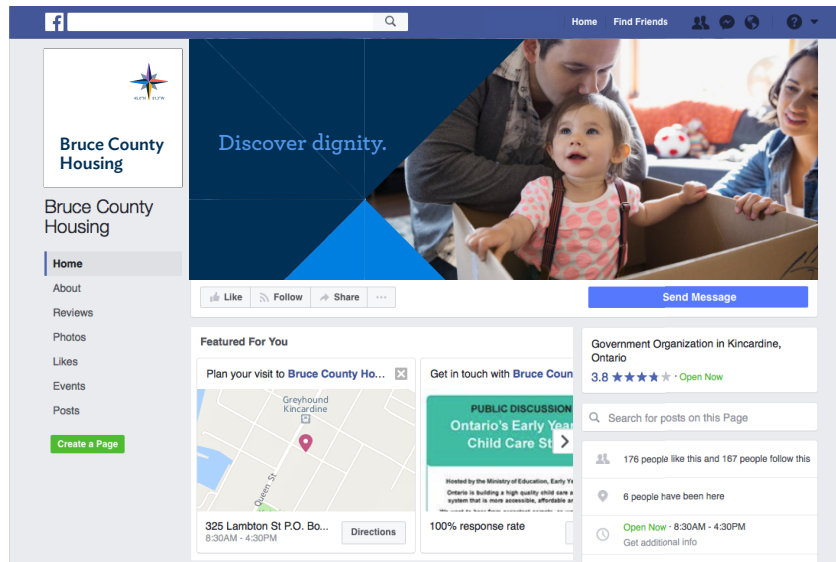
Bruce County Service Facebook page

Bruce County Services profile pic

MARKETING APPLICATIONS:
PULL-UP BANNER

BRUCE COUNTY LONG TERM CARE

Keep looking forward to tomorrow.

BRUCE COUNTY LONG TERM CARE

Keep looking forward to tomorrow.

Masterbrand

Logo placement with additional logos

MARKETING APPLICATIONS:
VEHICLES

MARKETING APPLICATIONS:
PROMOTIONAL ITEMS

MARKETING APPLICATIONS:
UNIFORMS

CORPORATE 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
county

0.3"

Be an explorer.

0.3"

1.125"   0.3"
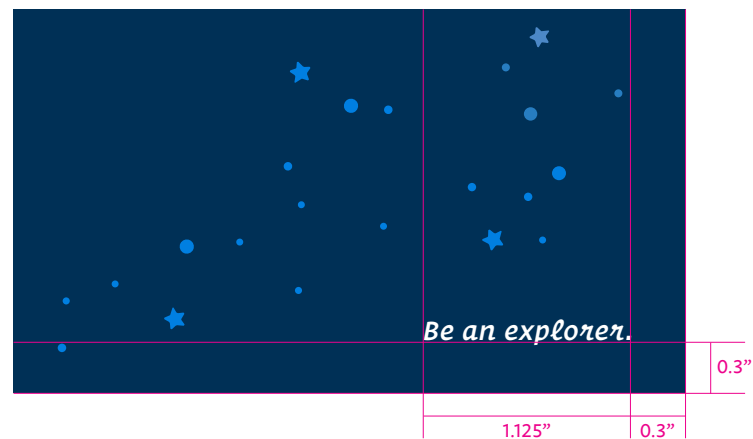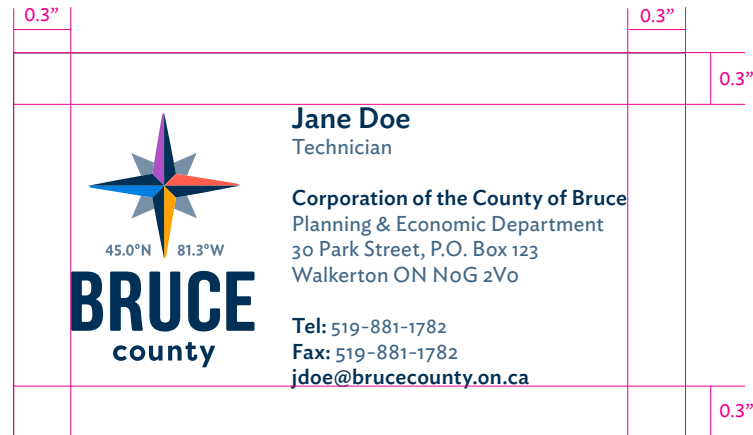
CORPORATE TEMPLATES:
LETTERHEAD

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

CORPORATE 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

CORPORATE 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
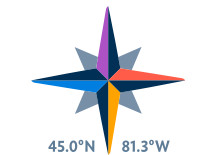
BRUCE
county

CORPORATE TEMPLATES:
POWERPOINT

Title of presentation here
Lorem ipsum dolor sit amet

Date

Praesent sodales neque ut tristique ultrices saelum

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Mauris non metus posuere, tempus dolor ut, laoreet sapien.
- Mauris vitae sem cursus, vestibulum velit ac, sagittis quam.
- Pellentesque eu sapien id augue porttitor hendrerit. Duis id lectus finibus, accumsan eros vulputate, scelerisque justo.
- In nec lectus nec neque tempor interdum nec in neque.
- Vestibulum fermentum enim convallis aliquet mollis.

SECTION / TITLE OF PRESENTATION

CORPORATE 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"
0.75"

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. Cras rutrum suscipit nisi id pulvinar. In sagittis viverra dui. Morbi a augue vel ligula commodo viverra quis mollis lacus. Cras aliquam augue ac massa aliquam, eget placerat arcu egestas. Donec tristique eu elit at cursus. Maecenas sollicitudin sodales arcu id maximus. Fusce in nisi quis ipsum mattis rutrum. Sed faucibus tincidunt diam sit amet.
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

CORPORATE 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:
Ideal Sans Medium
Font size: 11 pt
Colour: 100% PMS 540

0.75" 2.5" 5.75 " 0.75"

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:
Cras sed tincidunt mi, tempus cursus elit. Maecenas volutpat volutpat dui, in lacinia libero lacinia sed. Etiam porttitor cursus metus ut varius.

BACKGROUND:
Maecenas nec tincidunt nulla, non cursus nulla. Maecenas lobortis nunc molestie vehicula accumsan. Suspendisse sit amet diam imperdiet, commodo metus et, maximus orci.

FINANCIAL/STAFFING/LEGAL/IT CONSIDERATIONS:
Suspendisse dapibus, sapien pellentesque posuere mollis, libero tellus blandit nisl, et aliquet ex justo ut magna carta ilit.

INTERDEPARTMENTAL CONSULTATION:
Donec justo nisi, pharetra in facilisis blandit, sodales vel neque. Phasellus eget elementum mi. Praesent nibh metus, aliquet et dictum sit amet, malesuada id orci.

LINK TO STRATEGIC GOALS AND ELEMENTS:
Integer id mattis urna. Quisque vel mauris malesuada, ultricies purus et, mollis sapien. Sed tempus ante et lectus luctus maximus. Mauris turpis quam, congue non scelerisque in, rhoncus et tortor. Aenean rhoncus vitae justo non faucibus. Donec mattis libero ut libero pretium aliquet. Nam non lacus cursus, suscipit ligula pellentesque, fringilla orci. Maecenas consequat libero vestibulum lacinia feugiat. Morbi porta eu ipsum eu convallis. Vestibulum eleifend varius enim ut ornare. Fusce finibus dictum sodales.

Approved by:

[signature]

Kelley Coulter
Chief Administrative Officer

0.75"

CORPORATE 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:
Ideal Sans Medium
Font size: 10 pt
Colour: 100% PMS540

Place Name:
Ideal Sans Semibold
Font size: 11 pt
Colour: 100% PMS540

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

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

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

0.75"   1.625"   5.75"   0.75"

0.5"
0.5"

1.875"
2.25"
2.625"

BRUCE county
45.0°N 81.3°W

Corporation of the County of Bruce
Planning & Development Department

brucecounty.on.ca

Media Release

May 1, 2016

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.

Nullam hendrerit dolor lorem, vel condimentum ante consequat et. Suspendisse potenti. Curabitur a nisi porttitor, rhoncus dolor at, lobortis ante. Interdum et malesuada fames ac ante ipsum primis in faucibus. Curabitur tristique mi vel purus porta vulputate. Mauris in libero vestibulum, consectetur nisl nec, eleifend purus. Sed ut turpis eget dolor porttitor blandit semper quis elit. Donec facilisis tortor eu lacinia pharetra. Sed lacinia elit nec nibh tincidunt, blandit auctor nisi consectetur ilit.

Donec fringilla diam ut quam hendrerit feugiat. In vitae elementum metus. Duis rhoncus porta ornare. Integer euismod tincidunt tortor ut vestibulum. Suspendisse interdum elit vitae est viverra tristique. Donec auctor facilisis aliquet. Aenean ut dolor nec felis mollis laoreet quis mattis velit. Nunc eu nisl ultrices, pretium lectus non, porttitor sem. Ut quis massa sed urna scelerisque ultricies. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Sed sit amet luctus elit, sed efficitur eros. Maecenas elit mi, euismod quis ipsum eu, fermentum ultrices tortor. Proin bibendum quis arcu vitae ultricies. Aliquam mollis massa non mi suscipit, sit amet imperdiet turpis vestibulum. Vestibulum congue massa sit amet euismod euismod. Aenean volutpat id lectus id fringilla.

Pellentesque ut ornare turpis. Aliquam eleifend viverra velit nec aliquet. Cras bibendum porta nisi sit amet rhoncus. Vestibulum diam massa, molestie id scelerisque hendrerit, dapibus a odio. Integer nec nulla et metus interdum gravida vitae ultrices metus. Vestibulum lobortis lectus elit, vitae faucibus mi luctus in. Sed sagittis posuere viverra. Aliquam erat volutpat. Sed id pharetra orci, eget dapibus justo. Proin pharetra gravida rutrum. Morbi metus dui, iaculis sit amet nulla in, facilisis gravida ipsum. Nunc lorem ante, molestie sit amet laoreet eu, egestas at purus. Sed ornare sollicitudin vulputate. Donec molestie felis id justo finibus, nec hendrerit enim laoreet. Proin vel sapien eget quam tempus consectetur quis in ante. Nunc convallis mauris dictum elit maximus finibus.

For more information, contact:

Name
Department
County of Bruce
Telephone Number or Email Address

0.5"
0.5"

2.1875"
2.5"
2.875"

BRUCE county
45.0°N 81.3°W
Be an explorer.

Corporation of the County of Bruce
Planning & Development Department

Media Relea

Place Name: Nunc blandit semper arcu at luctus. Nam 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.

Nullam hendrerit dolor lorem, vel condimentum ante c porttitor, rhoncus dolor at, lobortis ante. Interdum et r Curabitur tristique mi vel purus porta vulputate. Mauri purus. Sed ut turpis eget dolor porttitor blandit sempe lacinia elit nec nibh tincidunt, blandit auctor nisi conse

Donec fringilla diam ut quam hendrerit feugiat. In vitae euismod tincidunt tortor ut vestibulum. Suspendisse i facilisis aliquet. Aenean ut dolor nec felis mollis laoree non, porttitor sem. Ut quis massa sed urna scelerisque et netus et malesuada fames ac turpis egestas. Sed sit euismod quis ipsum eu, fermentum ultrices tortor. Pro massa non mi suscipit, sit amet imperdiet turpis vestib euismod. Aenean volutpat id lectus id fringilla.

Pellentesque ut ornare turpis. Aliquam eleifend viverra rhoncus. Vestibulum diam massa, molestie id scelerisc interdum gravida vitae ultrices metus. Vestibulum lobo posuere viverra. Aliquam erat volutpat. Sed id pharetra Morbi metus dui, iaculis sit amet nulla in, facilisis gravi egestas at purus. Sed ornare sollicitudin vulputate. Do laoreet. Proin vel sapien eget quam tempus consectet maximus finibus.

For more information, contact:

Name
Department
County of Bruce
Telephone Number or Email Address

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 your Bruce Brand Ambassador.