



## Visual Identity Standards

December 2014

# Introduction

**Discoveries That Matter™** is truly a community brand, developed by and for the community to represent Lambton County, promote the County and help the County prosper.

This brand is intended to be used by the many entities that promote the County in addition to their own brands. It will connect the individuals, governments, organizations and businesses of Lambton County through a common brand, gradually building recognition internally and externally through frequent use and application of the logo.

An extensive research process shaped the development of this brand. The process included public surveys and vision sessions as well as a thorough study of existing research and history. Emphasis was placed on identifying the County's unique differentiation.

A broad group of community representatives led the brand development process ensuring that all perspectives were considered and all voices heard.

This brand was developed to capture the spirit and character of Lambton County. It is a reflection of the people that have shaped the history of this County and the people that will shape its future. It is a reflection of the beautiful natural environment that the County is known for and of the many opportunities that exist here for residents, businesses and tourists.

Lambton County and its municipalities have many audiences including existing and prospective residents, past and future visitors, existing and prospective businesses, external governments, provincial and federal ministries, non-profit organizations, media and more. The brand was developed to speak to all of these audiences equally well.

The brand name and visual that have been crafted for this brand are versatile and can be used equally well for resident communications, economic development and tourism initiatives.

For more information, please visit:

[www.DiscoveriesThatMatter.ca](http://www.DiscoveriesThatMatter.ca)

*“Community branding works by replacing conflict with collaboration in an attempt to maximize development opportunities and take advantage of naturally occurring economies.”*

– North Star Destination Strategies

Please direct any questions about brand applications to:

**Sarnia-Lambton Economic Partnership**

Toll Free: 1-800-972-7642

[www.sarnialambton.on.ca](http://www.sarnialambton.on.ca)

**Yfactor Inc.**

Toll Free: 1-877-793-5016

[www.yfactor.com](http://www.yfactor.com)



# Brand Platform

<b>Target Audience</b>	For those who appreciate the value of industry and the beauty of nature,
<b>Frame of Reference</b>	Sarnia and Lambton County is a border region in Southwest Ontario, home to scenic farmland, blue waters, and energy pioneers,
<b>Point of Difference</b>	that creates the right chemistry for discoveries that matter (commercial oil drilling, synthetic rubber, clean technology, sunsets, healthy living, biomaterials, oak savanna, innovation)
<b>Benefit</b>	so you can make a difference.

The brand platform captures the core essence of Lambton County's character and personality in a brief statement that is used as the foundation for the development and implementation of the community brand. Community-wide research, surveys and stakeholder input were combined to develop this brand platform. It identifies the factors that differentiate Lambton County and creates alignment for how the people, organizations and businesses of the county want their community to be perceived.



This brand is a call to action that invites residents, tourists and businesses to make their own

**Discoveries That Matter™.**

Lambton County is steeped in a rich tradition of discoveries that have shaped the culture, economies and lifestyles of the people and businesses of this region. Building on the past to create a strong future,

**Discoveries that Matter™** include the discovery of beautiful places, of interesting people, of innovative new products, of new opportunities – and the discovery of this welcoming community.

This brand enables the County to compete locally, provincially, nationally and internationally for the attraction of residents, tourists and businesses.

It is a memorable and representative brand with a unique message that immediately positions Lambton County as a place that is extraordinary and to be taken notice of. It provides the foundation for cohesive, collaborative and professional marketing by the many entities that work to promote the County each and every day.

To ensure brand integrity, it is critical that the directions set out in this Visual Identity Standards document are strictly adhered to and enforced

Further, design professionals are to be engaged in the development of all communications and marketing materials to ensure consistent and cohesive brand applications and roll-out.



### Name Description

Honing in on the point of differentiation, the brand name is directly reflective of the brand statement. It is purposely not the name of a distinct municipality or geographic region, instead it is a community brand name, selected to be used to promote the community equally well for tourism attraction, business attraction and retention, and resident attraction and retention.

Authentic and forward-looking this brand name captures the following concepts:

- The use of the term “Discoveries” references exploration, new beginnings, growth and development. It reflects the county’s past as oil pioneers and its future as an energy and chemistry leader.
- The use of the words “That Matter” captures the idea of being meaningful, important and recognized while also alluding to chemical matter.
- For businesses, this is a theme that represents growth. For residents and tourists, this is a theme of meaningful personal exploration and advancement.

# Discoveries That Matter



### Logo Description

Designed to reflect and capture the essence of the brand statement, this logo is unique, visually intriguing and highly representative:

- 14 Flags – Representing the 11 municipalities and the 3 First Nations communities
- Industrial – Gears, sprockets machinery, representing the value of industry
- Natural – Ripples, trees, reeds, representing the beauty of nature
- Dynamic – Forward moving, integrated, representing the concept of working together
- Multi-faceted – Transitional, innovative, amplifying energy, representing discoveries that matter
- **Discoveries That Matter™** – Through the layering of the graphic, representing the many aspects of the county and the many discoveries that matter



## Primary Logo - Colour

### Logo Description

The multiple hues used in the logo reflect the many communities, experiences and industries of Lambton County. The shift in colours indicates a continuous opportunity for new discoveries, growth and progress.

Blue is the colour of the sky and sea. It is often associated with power and stability.

Green is the colour of nature. It symbolizes growth, harmony, innovation and productivity.

A soft yellow blends the greens and blues to provide warmth and a hint of the sunsets that Lambton County is well known for.

Grey text is used to provide stability and balance to the colourful graphic.



## Geo-specific Logos

In keeping with the spirit of the community brand, the logo may be customized with specific geographic identifiers unique to individual entities.

It may include either one or two geographic identifiers. For example, the name of a municipality or the name of a municipality plus “Lambton”.

Examples of logo customizations are shown here.

Entities that wish to customize the logo for their own use must request their custom logo from Sarnia-Lambton Economic Partnership, who will ensure that the customized logo meets brand guidelines.





## Colour Format A: CMYK

The logo has been designed for flexibility and ease of application in many different media, whether that is print or digital.

These pages detail colour information and breakdown for each colour format required for different reproduction methods. When to use which format is shown in the chart on page 16.



● C: 0% M: 0% Y:0% K:80%

● C: 0% M: 0% Y:0% K:60%



## Colour Format A: RGB

The logo has been designed for flexibility and ease of application in many different media, whether that is print or digital.

These pages detail colour information and breakdown for each colour format required for different reproduction methods. When to use which format is shown in the chart on page 16.



- R: 46 G: 56 B: 133
- R: 34 G: 173 B: 75
- R: 252 G: 176 B: 64
- R: 88 G: 88 B: 90
- R: 129 G: 130 B: 133



## Colour Format C: Grey

The logo has been designed for flexibility and ease of application in many different media, whether that is print or digital.

These pages detail colour information and breakdown for each colour format required for different reproduction methods. When to use which format is shown in the chart on page 16.



● C: 0% M: 0% Y:0% K:70%  
R: 109 G: 110 B: 113



The logo has been designed for flexibility and ease of application in many different media, whether that is print or digital. These pages detail colour information and breakdown for each colour format required for different reproduction methods. When to use which format is shown in the chart on page 16.

The logo must be used exactly as shown in the permissible formats. Colour deviation, shading, tinting or transparencies are not permitted.

When faxing, photocopying or printing in one colour only, always use the logo in pure black. No shades of grey are to be used when reproducing the logo.



## Reverse Applications

Reverse applications (using the logo in white) may be used for visual interest and graphic design flexibility.

It is permissible to use the white reverse logo on black, shades of grey that are 50% or darker and solid colours that are 50% or darker.

It is NOT permissible to use the white logo on light colours or pastel colours where an insufficient contrast will result in illegibility and lack of accessibility.



# Complementary Colour Palette

For graphic design consistency, this complementary colour palette is recommended when applying the logo to brochures, websites or other promotional communications or marketing tools.

Complementary colours may be used in flat bars, flat backgrounds or as colour accents in graphic design applications.



● C: 0% M: 0% Y: 0% K: 100%  
R: 35 G: 31 B: 32



● C: 0% M: 50% Y: 100% K: 0%  
R: 252 G: 176 B: 64



● C: 96% M: 91% Y: 9% K: 9%  
R: 46 G: 56 B: 133



● C: 80% M: 4% Y: 100% K: 0%  
R: 34 G: 173 B: 75



## Usage Specifications

Format	Uses	Specifications
<b>A: CMYK</b>	For full colour printing <ul style="list-style-type: none"><li>• Brochures</li><li>• Direct mail</li><li>• Advertising</li><li>• Signage</li><li>• Stationary</li></ul>	For best results ensure that a 175 lpi screen is used on coated stock.
<b>B: RGB</b>	For on-screen applications <ul style="list-style-type: none"><li>• Websites</li><li>• Powerpoints</li><li>• E-newsletters</li></ul>	
<b>C: Greyscale</b>	For printing when full colour is not possible <ul style="list-style-type: none"><li>• Envelopes</li><li>• Promotional materials</li></ul>	For best results ensure that a 175 lpi screen is used on coated stock.
<b>D: Black</b>	For use when A, B, C are not possible <ul style="list-style-type: none"><li>• Newspaper ad</li><li>• Fax cover sheet</li></ul>	



## Logo Spacing

Always leave a minimum of space around the logo to ensure readability. The x-height of the letter “o” can be used as a guide to determine the minimum relative space around the logo.

When reproducing the logo it must be used as provided without any alteration. The relationship between the font and the logo graphic may NOT be altered including size and relative position of each, except as shown in the variations in this manual.



Minimum print reproduction size:  $\frac{3}{4}$ " length (15 mm)





## Incorrect Logo Usage



✗ Do not stretch vertically or horizontally



✗ Do not change the typography of any part of the logo or name



✗ Do not place logo over photographic images



✗ Do not place logo on busy background colours



✗ Do not frame the logo or place a box around it



✗ Do not use any other colours or shades



## Incorrect Logo Usage



✗ Do not use transparency on the logo



✗ Do not change the colour of any part of the logo



✗ Do not use drop shadow



The bold, square font (Titillium) complements the flow of the symbol:

- Grounded: A “matter-of-fact” font that communicates simplicity, stability, reliability and trust
- Position: The position of the symbol over the text is similar to a landscape - in reference to the beautiful landscapes and sunsets of Lambton County
- Readability: Sans-serif, bold and open, this font is highly readable

Titillium can be downloaded from Google Fonts:  
<http://www.google.com/fonts>

## Titillium Reg

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

## Titillium Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**123456789**

## Titillium Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789



## Applications





This community brand was developed through a  
collaborative process that included  
representatives from the following entities:

Blue Water Bridge Canada  
Community Round Table  
County of Lambton  
Grand Bend and Area Chamber of Commerce  
Lambton College  
Sarnia-Lambton Business Development Corporation  
Sarnia Lambton Chamber of Commerce  
Sarnia-Lambton Economic Partnership  
Sarnia-Lambton Local Immigration Partnership  
Sarnia-Lambton Real Estate Board  
Sarnia Lambton Workforce Development Board  
Tourism Sarnia-Lambton

**[www.DiscoveriesThatMatter.ca](http://www.DiscoveriesThatMatter.ca)**