

County of Simcoe

Visual Identity Program and Graphic Standards

Corporate Communications Department





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Vision

John Graves Simcoe, Lieutenant-Governor of Upper Canada from 1792-1796, envisioned economic growth and interior trade traversing the continent with a roadway system that would begin at the capital of York on Lake Ontario and continue north to Penetanguishene connecting with Georgian Bay and the Great Lakes waterway system. His vision was the touchstone for exploration and planning that culminated in the development of lands and roads that today comprise the County of Simcoe and its member municipalities. With continuing growth in a modern setting the County of Simcoe today is poised for a new wave of population and economic expansion.

Identification of the economic assets of the County and recognition of the services that are provided to residents, businesses and visitors are integral to the County's development as a modern, well-governed jurisdiction.

This identification system for the County of Simcoe will provide the means of bringing a co-ordinated brand image to the County and contribute to a higher level of recognition and awareness by residents and the greater marketplace.

For the Greater Good



Location

GEOGRAPHY

Flanked by Grey County, Dufferin County, Peel Region, York Region, City of Kawartha Lakes and Muskoka District as well as the Greater Toronto Area to the south, the County of Simcoe is comprised of 2,975 square kilometres (480,000 hectares). The region is a mecca for winter and summer sports and recreation with more than 238 miles of fresh water shoreline along Georgian Bay. Within its seven towns and nine townships the County is home to major agricultural producers, forestry operations and industrial manufacturers.

Linked by a modern arterial road system and the Province of Ontario 400 series highways, the County of Simcoe is a gateway to the bounties of Ontario and the North American marketplace.





Communications Standards

LEGAL NOTE

References to "County Communications" and "Corporate Communications Department" in this guide shall mean staff of the Office of the Warden and CAO for the County of Simcoe.

Corporate and sub-brand logos as well as the County of Simcoe Coat of Arms described in this guide are the official identifiers of the Corporation of the County of Simcoe. Reproduction requires approval from the Office of the Warden and CAO for the County of Simcoe. Any reproduction must be in accordance with corporate standards established by the County of Simcoe, administered by the Corporate Communications Department of the Office of the Warden and CAO and updated by same at the County's discretion.

No individual or organization beyond the Corporation of the County of Simcoe may copy, utilize, modify or transcribe the logos or any elements contained therein without prior written approval from the Office of the Warden and CAO for the County of Simcoe.

STYLE STANDARDS

Avoid use of abbreviations, industry-specific language and 'short cuts' because they are not always understood by readers.

To ensure consistency in spelling, grammar, capitalization and issues of style, the following publications have been adopted as standards by the Corporation of the County of Simcoe:

- The Canadian Oxford Dictionary
- The Canadian Press Stylebook
- The Canadian Press Caps and Spelling Handbook

Dictionaries may be ordered through your normal administrative process. The Canadian Press Stylebook and Canadian Press Caps and Spelling handbook are available for reference through the Corporate Communications Department.

ELECTRONIC COMMUNICATIONS

- Arial font is the corporate standard for electronic communications; script fonts are not to be used
- Avoid use of italics in electronic communications
- Legal or formal business communications should be sent as attachments rather than in the body of the e-mail and preferably as a Portable Document Format (PDF)
- Identify to all inbound e-mail senders when you are away from the office during normal business days. Microsoft Outlook® provides an out-of-office assistant function. This feature should be invoked with an appropriate message to indicate when you are returning to the office and to whom urgent matters should be addressed
- Staff is required to use a standard County auto-signature on all outhound e-mail
- The format **must** follow this example:

User's Name User's Title

County of Simcoe, User's Department or Division 1110 Highway 26, Midhurst, Ontario L0L 1X0 Phone: 705-000-0000 Ext. 0000 Fax: 705-000-0000

E-mail: firstname.lastname@simcoe.ca simcoe.ca

- Addresses and phone numbers are to be reflective of the user's location
- No electronic background stationery, animated icons or other graphics may be used
- E-mail taglines are **not permitted**, with the exception of a confidentiality statement or other corporately approved County message (contact the Corporate Communications Department)

CORPORATE COMMUNICATIONS DEPARTMENT



Communications Standards

MEDIA STATEMENTS

To ensure consistency and accuracy of all County of Simcoe messaging it is important that all media, print or Internet-based statements and releases are pre-approved by the Corporate Communications Department. All media statements are to be issued by the Corporate Communications Department with the exception of media statements from the Simcoe County Museum and Tourism Simcoe County which must have prior approval from the Corporate Communications Department.

VOICEMAIL STANDARDS

County staff with a voicemail function on their telephone extension are **required** to leave a personal voice greeting which contains the following:

- Name and title
- Statement as to present or absent from the office
- It is important to identify for the caller a return date.

USAGE POLICY

Use of the corporate logo and sub-brand logos is authorized for County business only. The corporate logo and sub-brand logos shall not be used to lobby, fundraise or to promote non-County events, external businesses, organizations or individuals.

"County business" is defined as that being sanctioned by the Corporation of the County of Simcoe for the purposes of advancing services, programs and activities of the Corporation or for the advancement and recognition of approved partnerships.

County logos are not permitted to be used in conjunction with electioneering or for advertising other than approved County business.

LOGO BASIC RULES

Graphic design for the Corporation is the responsibility of the Corporate Communications Department. The Simcoe County Museum and Tourism Simcoe County retain graphic design services and are authorized within the scope of the County's visual identity programs to effect promotional materials for their respective departments.

These basic rules will help ensure the correct use of the corporate wordmarks. Detailed guidelines are included in this manual and must be adhered to at all times.

- Always use logos in their entirety
- The corporate logo and sub-brand logos must only be used from approved electronic formats
- Logos cannot be redrawn or recreated for any purpose
- Words contained within the logos cannot be re-typeset for any purpose
- Ensure that the logos are not distorted from their original proportions
- Always use colour logos on a clean, neutral background. Neutral is defined as white, off-white, ivory or cream
- Never superimpose logos over other designs or colours and don't incorporate them into another design
- If logos are required to be placed on an image, they must be positioned on a light area so that knockout is not required
- Never change colours in logos only the Corporate Communications
 Department may make alterations to colour formulations
- Slogans attached to the logo may not be modified or replaced in any way except when authorized by the Corporate Communications Department
- Do not mix new brand logos with old versions of legacy branding

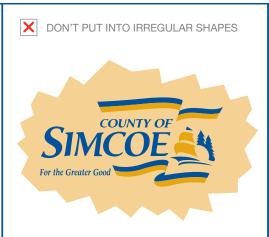


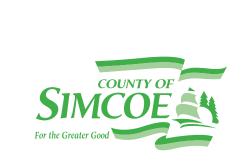
Communications Standards

EXAMPLES OF LOGO MISUSE

In order to maintain the clarity and prestige of the County of Simcoe brand, refrain from changing or modifying logos in any way.







DON'T USE UNAUTHORIZED COLOURS













Introduction



The brand identification of the County of Simcoe is emblematic of the County's historic roots and an expanding modern economy. The distinctive brand insignia, incorporating the words – **County of Simcoe** – within the blue and gold trim of a billowing ensign, celebrates historic colours, motifs and the emerging energy of the County. Counterpoint to the words, the logo construction displays a tall ship silhouetted against a backdrop of sun and forest, reflective of the County's marine heritage, natural resources and passage to the modern era.

The brand insignia provides a unique and official representation of the County's corporate identification and a strengthened mechanism for communication and marketing purposes. Other aspects of legacy branding such as previous logos, formats, colours and typography must not be mixed in usage with the new brand. Do not use any graphic treatment that intrudes upon the space of the County wordmark, competes with it or compromises its appearance as a visual unit. The exception to this rule is the use of sub-brand logos.

The wordmark is a crucial element of the County's graphic identity. It is used for consistency and identification of electronic and print publications that represent the County of Simcoe. The graphic design and logo are registered trademarks of the County of Simcoe and no changes may be made to any portion of the brand without the authorization of the Corporate Communications Department or the Office of the Warden and CAO.

For the purposes of the County's visual identity program, the terms "logo" and "wordmark" are considered interchangeable.

SIMCOE

Brand Composition

PRIMARY BRAND

The brand strategy includes a dominant corporate identity and a family of sub-brands for County departments and services that have strong public recognition. Sub-brands include the name of the department or service and associated icons that are unique to the department or service. Sub-brands are to be used only in combination with the dominant corporate brand and shall be **75% of the height** of the corporate brand unless otherwise indicated. Guidelines for the application of the corporate brand and sub-brands are provided in detail within this manual. Consult the Corporate Communications Department for additional information you may require to maintain the consistency and strength of the brand program.



SUB BRANDS































TAGLINE RELATIONSHIPS

Core expressions of the County's vitality are accentuated with the addition of taglines associated with the corporate wordmark. These include *For the Greater Good*, reflecting the quality of governance and the engagement of residents; and *For Greater Opportunities*, identifying business and economic opportunities.

The official logo includes taglines with two dominant formats:

- 1 adjacent to the lower billow
- below the billow and spanning the full width of the logo shown in the following examples

The County wordmark can also be used without a tagline in applications designated by the Corporate Communications

Department. The taglines must always be readable and therefore using very fine print would exclude their use.



Economic Development







Economic Development



SIMCOE

Colour Composition

REPRODUCTION FORMULAS

The corporate identification and sub-brand logos can be reproduced in solid Pantone colours and in full colour using CMYK and RGB formulas. The official Pantone colours are Pantone Blue #287 and Pantone Gold #131.

Formulas for four colour process (CMYK) and web safe colours (RGB) are illustrated in the schematics on this page. Consult the Corporate Communications Department for guidelines regarding embossing, foil stamping, embroidering and other forms of reproduction that may require manufacturer specifications. All reproductions must be approved by the Corporate Communications Department and may require electronic or printer proofs as part of the approval process.

- I) In no situation may the logo be outlined in order to differentiate it from a background colour
- 2) The logo may never be placed on a textured background
- 3) Logos may only be placed on a white or light coloured background, however, it is acceptable to use a white reverse-out logo on a dark background
- 4) All the same application rules apply to the sub-brand logos



TWO COLOURS

- Blue Pantone 287
- Gold Pantone 131
 *(Metallic Ink PMS 874)

FULL COLOURS (CMYK)

- Blue C-100 / M-68 / Y-0 / K-12
- Gold C-0 / M-32 / Y-100 / K-9

RGB COLOURS

- Blue R-0 / G-83 / B-155
- Gold R-231 / G-166 / B-20

WEB SAFE COLOURS

- Blue 00 / 53 / 9B
- Gold E7 / A6 / 14



Blue - Pantone 287

Gold - Pantone 131

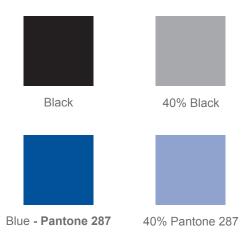


Colour Composition

REPRODUCTION FORMULAS

Approved one-colour reproduction utilizes solid black or solid black plus 40% grey tone. Approved one colour Pantone reproduction utilizes 100% Pantone Blue #287 or 100% Pantone Blue #287 plus 40% blue tone.

When solid colour reproduction is specified including solid black or solid Pantone Blue #287, the designated logo must include a white key-line between the billows of the flag as shown. In other designations, including one colour plus tone, two colours and four colour process, the registration of the billows of the flag require no key line separation.





SOLID BLACK

Black



SOLID PANTONE 287 BLUE

Blue - Pantone 287



SOLID BLACK with 40% GREYSCALE

Black

40% Black



PANTONE 287 BLUE with 40% TINT

Pantone 287 Blue

40% Pantone 287 Blue

SIMCOE

Reproduction

FILE FORMATS

The official logo and constituent elements of the County of Simcoe brand program have been produced in electronic formats for use with PC and MAC computers. Available file formats include ai, eps, pdf, gif, jpg and wmf in 72, 150 and 300 dpi resolutions.

Please consult the Corporate Communications Department for file formats not listed in this guide.

Adobe Illustrator (.eps/.ai)

Limited in use to the Corporate Communications Department, Simcoe County Museum, Tourism Simcoe County and other individuals by request

Graphic Interchange Format (.gif)

To be used for web applications only

Joint Photographic Experts Group (.jpg)

For use in Word, Excel, PowerPoint and some web applications

Windows Meta File (.wmf)

For use with Word and Excel documents

STAGING AREA

A guide has been established to ensure that competing graphic elements do not intrude on the space reserved for the logo. Known as the **Staging Area**, the space surrounding the logo shall not be less than the height of the letter **E** in the word **SIMCOE** when the letter **E** is the proportional distance from the logo to surrounding elements.





County Crest



The historic crest of the County of Simcoe, which incorporates the coats-of-arms of John Graves Simcoe and his wife Elizabeth Gwillim, will continue to be an integral part of the County brand. The crest has been updated with vector artwork to address modern usage within the computer environment. The colour scheme has been enriched to reflect the heraldic roots of the design.

Three one-colour versions are approved for reproduction including black, black and 40% grey tone and Pantone Blue #287 in solid colour only. The crest can also be reproduced in three colours using 100% Pantone Blue #287, Pantone Gold #131 and Pantone Blue #2717 per the colour designations shown on the following page. Four-colour reproduction is also available using the CMYK formula provided. Web safe colours are specified. **Two-colour reproduction is not permitted.**

USAGE POLICY

Use of the County crest is authorized for County business only and is designated for County Council, the Office of the Warden and Chief Administrative Officer and the Clerk's Department. The County crest shall not be used to lobby, fundraise or to promote non-County events, external businesses, organizations or individuals.

"County business" is defined as that being sanctioned by the Corporation of the County of Simcoe for the purposes of advancing services, programs and activities of the Corporation or for the advancement and recognition of approved partnerships.

The County crest is not permitted to be used in conjunction with electioneering or for advertising anything other than County business.

SIMCOE A

County Crest



THREE COLOURS

- Blue Pantone 2717
- Blue Pantone 287
- Gold Pantone 131
 *(Metallic Ink PMS 874)

FULL COLOURS (CMYK)

- Blue C-29 / M-12 / Y-0 / K-0
- Blue C-100 / M-68 / Y-0 / K-12
- Gold C-0 / M-32 / Y-100 / K-9

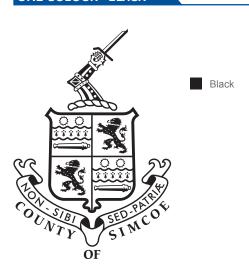
RGB COLOURS

- Blue R-175 / G-202 / B-234
- Blue R-0 / G-83 / B-155
- Gold R-231 / G-166 / B-20

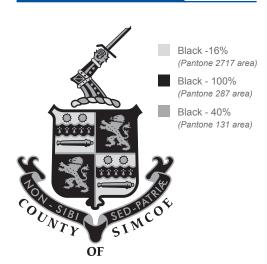
WEB SAFE COLOURS

- Blue AF / CA / EA
- Blue 00 / 53 / 9B
- Gold E7 / A6 / 14

ONE COLOUR - BLACK



BLACK AND GREYSCALE



ONE COLOUR - BLUE









WARDEN AND COUNCIL

The Warden, Chief Administrative Officer (CAO), County Clerk, County departments and members of Council are entitled to use the County crest for official County business. The County crest shall not be used to lobby, fundraise or to promote non-County events, external businesses, organizations or individuals. The County crest is not permitted to be used in conjunction with electioneering or for advertising other than County business.

COMMITTEES

Committees established by Council must use the County brand insignia as their primary identifier. Usage must comply with the guidelines outlined in this guide.

OTHER ORGANIZATIONS

Use of County brand insignia by any other organizations is prohibited without written permission from the Office of the Warden and CAO. All partnership agreements where the County's brand insignia will be used must be approved by the Corporate Communications Department.

SIMCOE

Type Faces

TYPEFACES

A selection of sans serif and serif typefaces are approved for use with the County of Simcoe brand program. Sans serif styles include Arial, Gill and Futura. Serif styles include Book Antigua, Garamond and Cerigo. Arial is specified for word processing, website usage and signage. Book Antigua, Garamond and Gill are recommended for brochures and corporate communications

The Simcoe County Museum is authorized to use alternative fonts not listed here in order to maintain the creative element of the unique communications the Museum produces for event and promotional purposes.



The following fonts are approved for corporation wide use:

Arial	Electronic Publishing, Website Usage and Signage
Gill	Brochures, Corporate Communications and Advertising
Book Antiqua	Brochures, Corporate Communications and Advertising
Garamond	Brochures, Corporate Communications and Advertising

The following fonts may only be used with authorization from the Corporate Communications Department:

Cerigo*	Foundation Typeface of the Corporate Brand
Futura	Foundation Typeface of the Corporate Brand

* Cerigo typeface is restricted from Corporation use and partner materials in order to maintain the Corporate logo's distinctiveness. Only the Corporate Communications Department may authorize its limited use for special applications.

CORPORATE COMMUNICATIONS DEPARTMENT





ARIAL

Arial is a sans serif type face readily available on PC and MAC computers. Use Arial for word processing, website text and signage.

- Arial Regular 11pt.

Arial - Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Arial - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Arial - Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz1234567890

Arial - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Arial - Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Arial - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

GILL SANS

Gill Sans is a sans serif type face readily available on PC and MAC computers. Use Gill Sans for corporate communications and advertising unless specified otherwise by the Corporate Communications Department.

- Gill Regular 11pt.

Gill Sans - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz I 234567890

Gill Sans - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz I 234567890

Gill Sans - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz I 234567890

Gill Sans - Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Gill Sans - Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

SIMCOE

Type Faces

BOOK ANTIQUA

Book Antiqua is a serif type face readily available on PC and MAC computers. Use Book Antiqua for corporate communications and advertising unless otherwise specified by the Corporate Communications Department.

- Book Antiqua Regular 11pt.

Book Antiqua - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Book Antiqua - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Book Antiqua - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Book Antiqua - Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

GARAMOND

Garamond is a serif type face readily available on PC and MAC computers. Use Garamond for corporate communications and advertising unless specified by the Corporate Communications Department.

– Garamond Normal 11pt.

Garamond - Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Garamond - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Garamond - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Garamond - Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890



FUTURA

Futura is a sans serif type face readily available on PC and MAC computers. Futura is a foundation typeface of the sub-brand system. Consult the Corporate Communications Department for use of Futura in any other applications.

- Futura Medium 11pt.

Futura - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Futura - Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Futura - Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Futura - Bold Condensed Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Futura - Extra Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0

Futura - Extra Bold Condensed Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

CERIGO

Cerigo is a custom serif typeface upon which the Simcoe County logo is based. This font is restricted from Corporation use and can only be used with permission from the Corporate Communications Department.

- Cerigo Medium 11pt.

Cerigo - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Cerigo - Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Cerigo - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Cerigo - Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Cerigo - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Cerigo - Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Visual Identity Program and Graphic Standards



Stationery

Stationery products evolve within the brand program. Through manual updates, new stationery products will be added by the Corporate Communications Department. For changes and newly added products, visit the corporate intranet.

LETTERHEADS

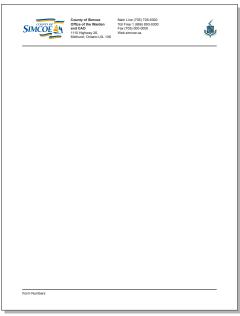
A letterhead template has been designed for use within the brand program. This template establishes the relationship of the logo to the address area and sub-brands, County crest, non-branded departments, services and partnership programs of the County. The masthead is separated from the letter body by a horizontal rule. The master typeface for the address area is Arial. Sub-brand identifiers to the right of the address area are preset configurations.

The executive letterhead includes the County crest at the right margin of the masthead. This template is for use by the Office of the Warden and the Chief Administrative Officer and the Office of the County Clerk.

Sub-Brand and Non-Brand Template



Executive Template



COMPLIMENT CARDS

Compliment cards can be used for providing feedback or thanks to customers in a more personalized manner. Currently there are 2 versions - one with the County Administration Centre address and one without (for individuals located off-site). To order, please e-mail communications@simcoe.ca.



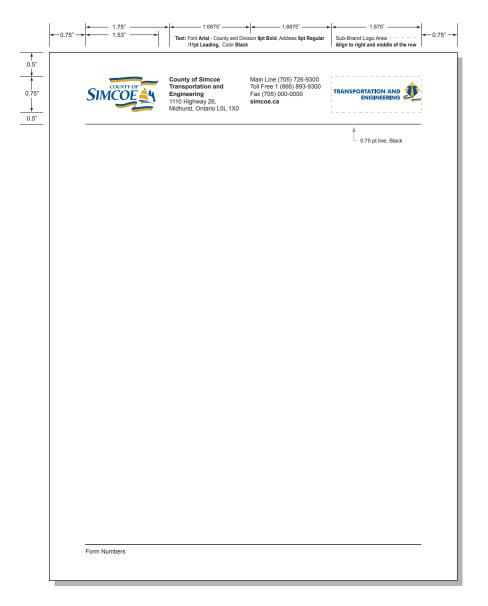




LETTERHEADS

Letterheads include a master template with dimensions shown in the accompanying illustration.

Elements of the template include the corporate logo at the left margin of the masthead followed by the address line in two flush left columns to the right. The name of the County department is typeset in Arial bold 9 pt. The address is Arial regular 9 pt. The full address area is printed in black. The space at the right margin of the masthead is designated for County sub-brand logos, County crest, non-branded County departments and partnership identification.



SIMCOE A

Stationery

BUSINESS CARDS

Business card templates include the County logo, sub-brand designations, County crest and non-branded features in a fixed area at the top of the card with the address and contact information below.

There are two designs available. The first is a one-sided card that features branded elements with a white background. The second design is a two-sided card utilizing different branded elements on the front with a solid corporate blue on the back with reverse white logo and web address.

Business cards may include educational and professional designations with appropriate abbreviation and punctuation following the individual's name.



Sub-Branded Template - Double Sided

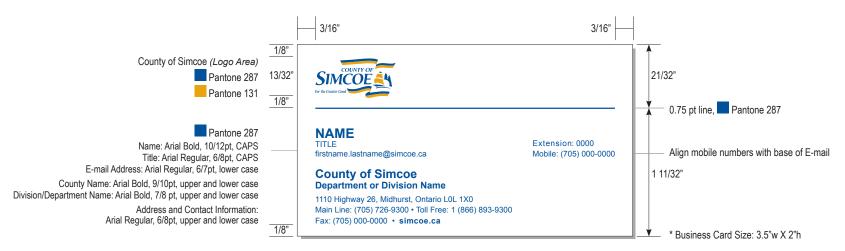


CORPORATE COMMUNICATIONS DEPARTMENT



BUSINESS CARDS - MASTER TEMPLATE

Two Colours



BUSINESS CARDS - SUB-BRAND AND NON-BRANDED TEMPLATE

Two Colours





BUSINESS CARDS - COUNTY CREST TEMPLATE

Three Colours



BUSINESS CARDS - SUB BRANDED TEMPLATE - OPTION 2

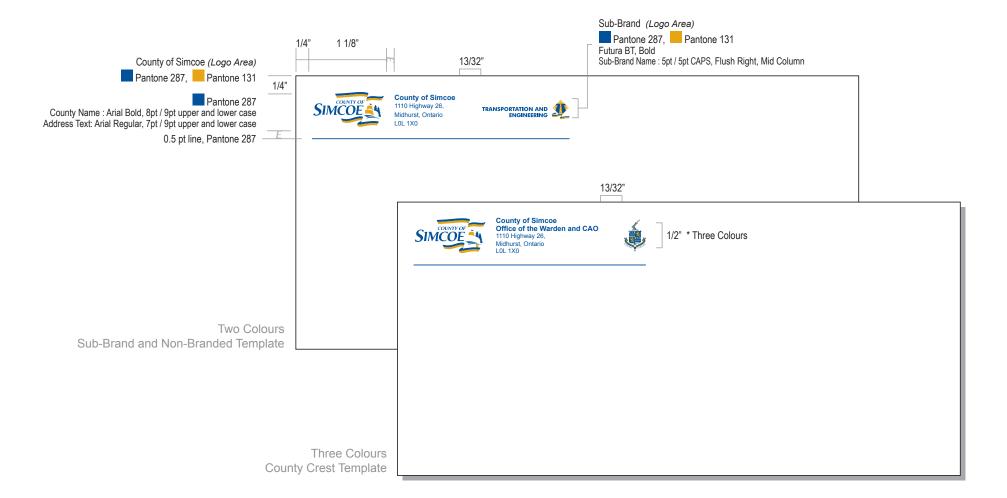


CORPORATE COMMUNICATIONS DEPARTMENT 23



ENVELOPES

Envelope templates have been designed with brand and sub-brand logos printed in two colours. Envelopes with the County Crest are printed in three colours per specifications. Please contact the Corporate Communications Department for printing specifications.



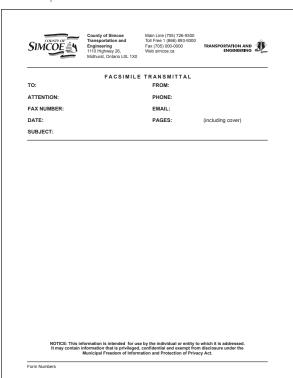


Forms and Covers

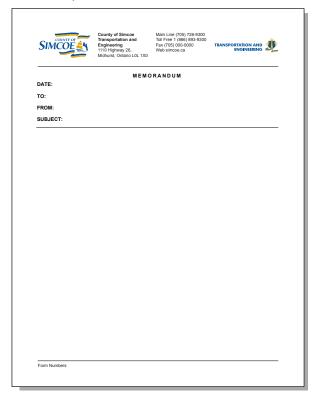
FORMS AND COVERS

Form templates have been designed for commercial printing and electronic output including fax, memorandum sheets, report covers and other forms approved by the Corporate Communications Department. Electronic templates include interactive menus that enable users to input data. Forms can be reproduced in black and white or colour. All electronic templates must be designed and approved for use by the Corporate Communications Department. Approved templates can only be stored and accessed from the approved central location and may not be stored locally.

Fax Sample



Memo Sample



Report Cover - Special Sample





SUB-BRAND CONFIGURATIONS

The County of Simcoe brand program is designed to identify and increase awareness of services provided to residents by many County departments. Guidelines for the application of sub-brands are included in this manual. Departments with higher public profiles have received specific sub-brands to assist the public with identification.



CUSTOMER SERVICE



ENVIRONMENTAL SERVICES



LONG TERM CARE SERVICES



PARAMEDIC SERVICES





















SIMCOE SIMCOE

Sub-Brand Composition

SUB-BRAND CONFIGURATIONS





























Sub-Brand Composition

SUB-BRAND CONFIGURATIONS





























Sub-Brand Programs

PARAMEDIC SERVICES







Sub-Brand Programs

PARAMEDIC SERVICES - AMBULANCES

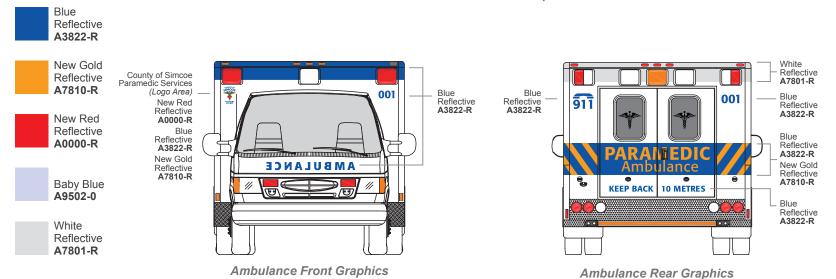
Graphic elements have been established for Paramedic Services ambulances illustrated by the vehicle templates. Vector designs have been produced in Adobe Illustrator and are also available in PDF format.

In addition, ambulance graphics must also comply with design requirements of the Ontario Ministry of Health and Long Term Care.

All artwork is available from the Corporate Communications Department.



Ambulance Side Graphics

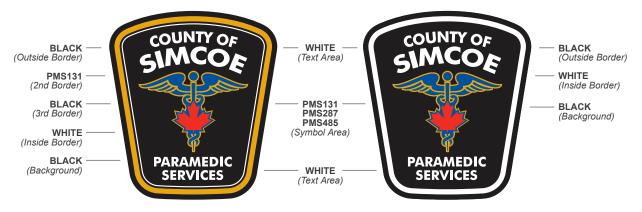




PARAMEDIC SERVICES - BADGES

Paramedic uniform badges are available in officer and command colours as shown in the templates below. Badge artwork is restricted for use on uniforms and property labels. For other applications contact the Corporate Communications Department.

Paramedic Badges



County of Simcoe Paramedic Crest



PROPERTY LABELS





A template is available to identify property of Paramedic Services.
Request the template from the Corporate Communications
Department.





PARAMEDIC SERVICES - SIGNAGE

Signage standards have been established for Paramedic Services stations including free standing property signs and fascia signs. In all cases signage requires design layout approval from the Corporate Communications Department prior to production in order to ensure brand consistency. Both fascia signs and free standing property signs are required for every facility unless the location is rented and permission cannot be obtained. For other unique circumstances, please contact the Corporate Communications Department for clarification.

FREE-STANDING STATION SIGNAGE

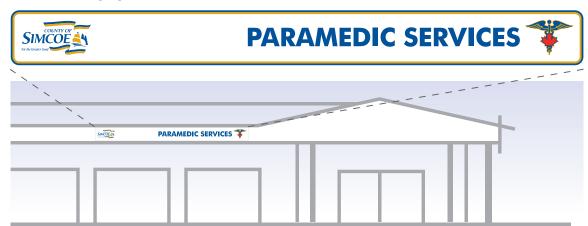
Free-standing property signs utilize a rectangular format with white background and blue/gold border with rounded corners. The border is Pantone Blue #287 and Pantone Gold #131. The masthead incorporates the County logo and tagline on the left and Paramedic Services sub-brand logo on the right. Graphics are to be reproduced in approved corporate colours only. A horizontal Pantone Blue #287 band separates the masthead from the message area.

Arial bold and regular are the approved typefaces for information contained in the message area of the sign. The illustration below provides a guide for layout and type sizes within the message area.

STATION SIGNAGE

Fascia signage for Paramedic stations may include back-lit and non illuminated finishes as well as signs that utilize dimensional letters. In all cases the approved signage template includes the County logo, sub-brand identification and surrounding blue/gold border with rounded corners.

Station Fascia Signage



Free-Standing Station Signage





LONG TERM CARE SERVICES







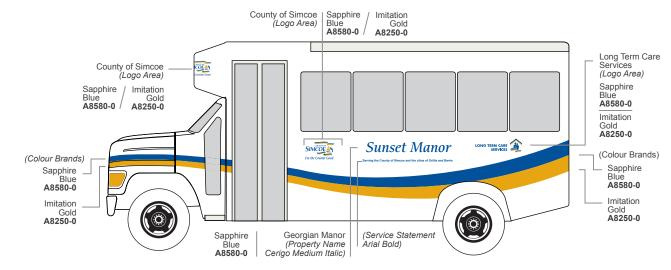
LONG TERM CARE COURTESY BUSES

SIDE ELEVATION

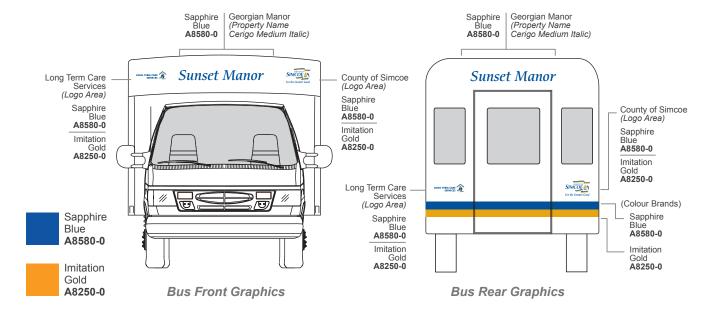
White courtesy buses owned by Simcoe County Long Term Care Services are identified by a distinctive blue and gold band that flows the length of the vehicle. The name of the facility is typeset in Cerigo medium italic, upper and lower case using Pantone Blue #287. The County logo is located to the left of the facility name and the Long Term Care Services sub-brand logo is situated to the right. The statement, "Serving the County of Simcoe and the cities of Orillia and Barrie", is located below the name of the facility in Arial bold upper and lower case using Pantone Blue #287.

FRONT AND REAR ELEVATIONS

Accompanying illustrations provide guidelines for the information and graphics contained on the front and rear elevations of the bus.



Bus Side Graphics



SIMCOE

Sub-Brand Programs

LONG TERM CARE SERVICES - SIGNAGE

FREE-STANDING FACILITIES SIGNS

Free-standing signs for Simcoe County Long Term Care facilities utilize a rectangular format with white background and blue/gold border. The border is Pantone Blue #287 and Pantone Gold #131 with rounded corners. The sign is comprised of three sections including the masthead, the name of the facility and location in the mid section and the address area at the bottom. The masthead includes the County logo on the left and the Long Term Care Services sub-brand on the right. The masthead is divided from the facility name by a horizontal blue band using Pantone Blue #287. The mid section of the sign contains the name of the property typeset in Cerigo Medium caps using Pantone Blue #287. A second blue band separates the name of the property from the address area. The address includes the street, community and province. Postal codes and telephone numbers are not included. The address line is typeset in Arial bold upper and lower case and is printed in Pantone Blue #287.

In all cases, signage requires design layout approval from the Corporate Communications Department prior to production in order to ensure brand consistency.

The following are examples of Manor, Village and Adult Day Program signage.











CORPORATE COMMUNICATIONS DEPARTMENT



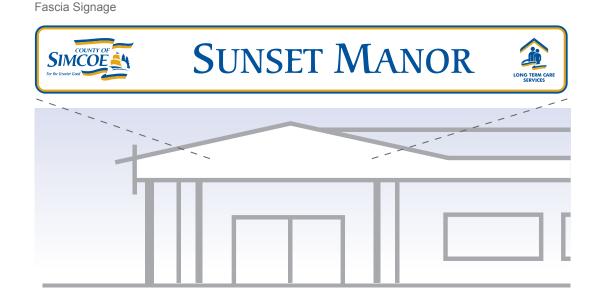


LONG TERM CARE SERVICES - SIGNAGE

FASCIA SIGNAGE

Fascia signage may include back-lit and non-illuminated designs as well as signs that utilize dimensional letters. In all cases the identification includes the name of the facility in the centre, the County logo on the left and the Long Term Care Services sub-brand logo on the right. The County brand and sub-brands conform to official colour standards. The name of the facility is typeset in Cerigo Medium caps and appears in either Pantone Blue #287 or white depending on contrast with the background colour.

Fascia signage is not designed to stand-alone. All facilities are required to have free-standing signs as outlined in this manual.



PROPERTY LABEL

A template is available to identify property of Long Term Care Services. Please request the template from the Corporate Communications Department and insert the property information required.





SIMCOE COUNTY FORESTS





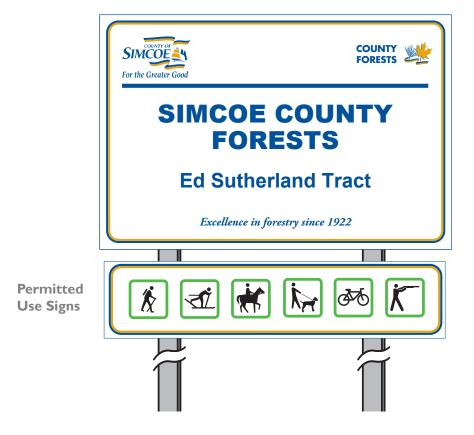


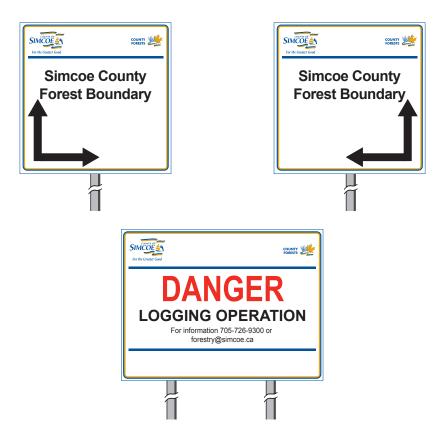
COUNTY FORESTS - SIGNAGE

Signage standards have been established for County Forests. Signs include a white background with blue and gold surround border and rounded corners. The border colour is Pantone Blue #287 and Pantone Gold #131.

Signage templates are comprised of two sections including the masthead and message area. The masthead includes the County logo on the left and the County Forests sub-brand logo on the right. The masthead is separated from the message area by a horizontal blue band using Pantone Blue #287. The typeface of the message area is Arial regular and bold, upper and lower case and all caps. The illustrations below provide a guide for layout.

* In all cases, signage requires design layout approval from the Corporate Communications Department prior to production in order to ensure brand consistency.







APPROVED ACTIVITIES - TWO COLOURS / ONE-COLOUR REPRODUCTION





































USE VIOLATIONS - TWO COLOURS / ONE-COLOUR REPRODUCTION





































COUNTY FORESTS - SIGNAGE

Symbols have been designed to identify approved activities and use violations for Simcoe County Forests and trails. These symbols may be grouped on a separate sign immediately below the main sign but may not be used as a stand alone sign unless accompanied by appropriate text and brand identification.



CORPORATE COMMUNICATIONS DEPARTMENT

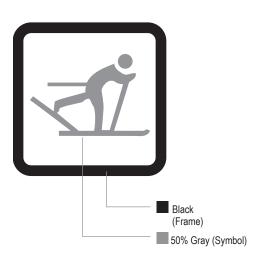


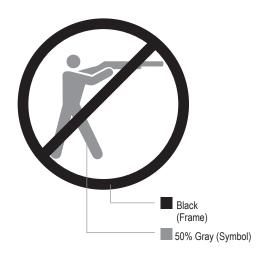
APPROVED ACTIVITIES

USE VIOLATION









RECREATION SYMBOLS - COLOUR SCHEME

APPROVED ACTIVITIES

Two-Colour Reproduction

Symbols depicting 'approved activities' include a square frame with rounded corners reproduced in Pantone Green #361. The figure or activity within the frame is black.

One-Colour Reproduction

One colour reproduction includes a black frame with rounded corners and the figure or activity reproduced using 50% black.

USE VIOLATIONS

Two-Colour Reproduction

Symbols designated as 'use violations' include a ring with a diagonal band transecting the ring reproduced in Pantone Red #485. The figure or activity within the ring is black and must be located behind the transecting line.

One-Colour Reproduction

One-colour reproduction includes a black ring and band with the figure or activity reproduced using 50% black and located behind the transecting line.

SIMCOE

Sub-Brand Programs

COUNTY FORESTS - SIGNAGE

Hunting and recreational activities signage utilize square and rectangular formats with a white background and blue/gold border. The border is Pantone Blue #287 and Pantone Gold #131. The masthead incorporates the County logo with slogan below and the County Forest subbrand logo on the right.

'Approved activity' symbols are reproduced in two colours, Pantone Green #361 and black. All wording is reproduced in black Arial typeface per the samples shown.

'Use Violation' symbols are reproduced in two colours, Pantone Red #485 and black. All wording is reproduced in black Arial typeface per the samples shown.

* In all cases, signage requires design layout approval from the Corporate Communications Department prior to production in order to ensure brand consistency.







CORPORATE COMMUNICATIONS DEPARTMENT

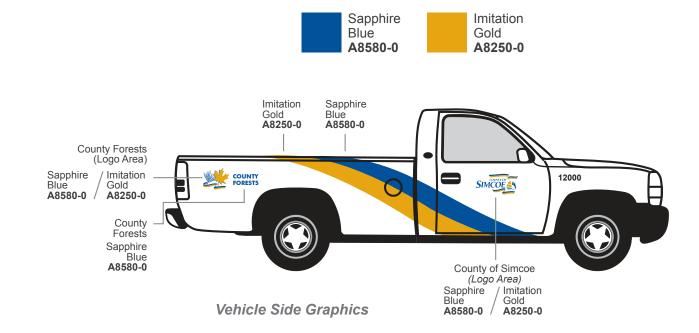


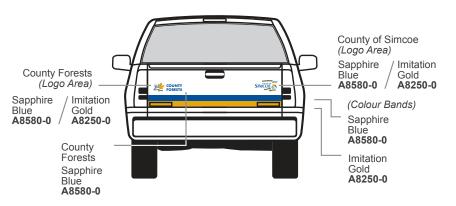
COUNTY FORESTS - VEHICLE

County Forests' vehicles are identified by a distinctive blue and gold band that extends diagonally from the mid length of the storage box to the base of the cab door. The band incorporates a subtle wave flowing from the top to the bottom of the graphic. The band utilizes non-reflective colours as specified in the vehicle illustrations below. The County logo is positioned on the cab door and the County Forests subbrand is located at the rear of the side elevation.

The tailgate includes the County logo and County Forests sub-brand underscored by a horizontal blue and gold band illustrated below.

The illustrations are guidelines for production based on vehicle models in the fleet.





Vehicle Rear Graphics



SOCIAL SERVICES









SOCIAL SERVICES - SIGNAGE

Signage templates for Social Housing projects include Children's Services and Ontario Works. Free standing property signs utilize a rectangular format with white background and blue/gold border with rounded corners. The border is Pantone Blue #287 and Pantone Gold #131. The masthead incorporates the County logo and slogan on the left and Social Services sub-brand logo on the right. Graphics are to be reproduced in approved corporate colours only. A horizontal Pantone Blue #287 band separates the masthead from the message area. The message area is reproduced in Arial Bold using Pantone Blue #287.

* In all cases, signage requires design layout approval from the Corporate Communications Department prior to production in order to ensure brand consistency.

PROPERTY LABEL

A template is available to identify property of Social Services.

Please request the template from the Corporate Communications

Department and insert the property information required.









LIBRARY CO-OPERATIVE





CO-OPERATIVE



LIBRARY CO-OPERATIVE SERVICES VEHICLE

SIDE ELEVATION

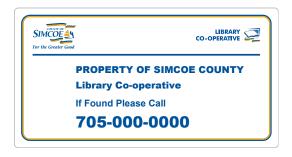
The Library Co-operative vehicle is identified by a distinctive blue and gold band extending diagonally from the top of the roof line (side panel) to the base of the door. The band incorporates a subtle wave flowing from the top to the bottom of the graphic.

The County logo is positioned midway on the front doors. The Library Co-operative subbrand logo is positioned midway at the rear of the side elevation. Refer to the illustration below for positioning guidelines.

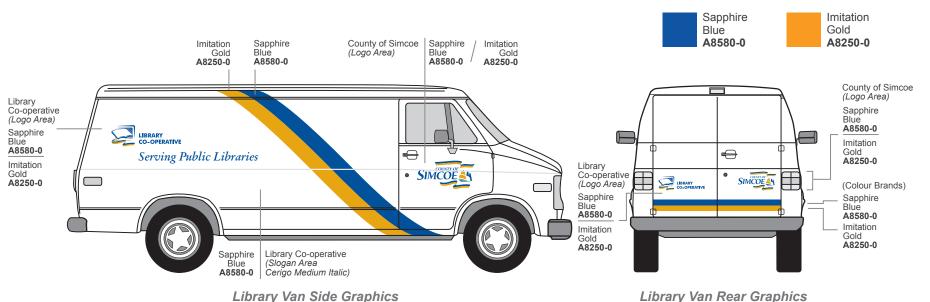
REAR ELEVATION

The rear of the vehicle includes a gold and blue band running horizontally across the doors above the bumper. The County logo is positioned flush right, above the band. The Library Co-operative sub-brand is positioned flush left, above the band.

PROPERTY LABEL



A template is available to identify property of the Library Co-operative. Please request the template from the Corporate Communications Department and insert the property information required.



Library Van Rear Graphics



EMERGENCY MANAGEMENT





EMSC represents an abbreviation for "Emergency Management Simcoe County"



GEOGRAPHICAL INFORMATION SYSTEMS



County of Simcoe Geographical Information Systems 1110 Highway 26 Midhurst, Ontario L0L 1X0

Main Line (705) 726-9300 Toll Free 1 (866) 893-9300 Fax (705) 000-0000 simcoe.ca









GEOGRAPHICAL GISTON SYSTEMS

NAME

firstname.lastname@simcoe.ca

Extension: 0000 Mobile: (705) 000-0000

County of Simcoe Department or Division Name

1110 Highway 26, Midhurst, Ontario L0L 1X0 Main Line: (705) 726-9300 • Toll Free: 1 (866) 893-9300 Fax: (705) 000-0000 • simcoe.ca

GISD-003-C01



The Simcoe County Land Information Network Co-operative (LINC) identifier must be used by LINC members wherever mapped data is presented in a digital or print format. The identifier may not be recreated or altered except by the authority of the County of Simcoe Information Technology Department and the LINC membership. No

alteration of the identifier is acceptable except by the authority of the County of Simcoe Information Technology Department and the LINC membership.

The purpose of this logo is to identify any map product as containing information provided



by the LINC members and protects all LINC members' copyright under one symbol. The LINC logo is packaged with the County of Simcoe GIS identifier and copyright text. County staff that produce mapping related products must include the LINC logo as well as the disclaimer and copyright text provided by the GIS Section. All digital and paper map products must display the identifiers and copyright text in a legible size. Contact the Information Technology Department to access the LINC identifier.



CUSTOMER SERVICE







TRANSPORTATION AND ENGINEERING



County of Simcoe Transportation and Engineering 1110 Highway 26, Midhurst, Ontario L0L 1X0 Main Line (705) 726-9300 Toll Free 1 (866) 893-9300 Fax (705) 000-0000 simcoe.ca











NAME TITLE firstname.lastname@simcoe.ca

Extension: 0000 Mobile: (705) 000-0000

County of Simcoe Department or Division Name

1110 Highway 26, Midhurst, Ontario L0L 1X0

Main Line: (705) 726-9300 • Toll Free: 1 (866) 893-9300 Fax: (705) 000-0000 • simcoe.ca

TED-003-C01



SIMCOE

Sub-Brand Programs

TRANSPORTATION AND ENGINEERING - SIGNAGE

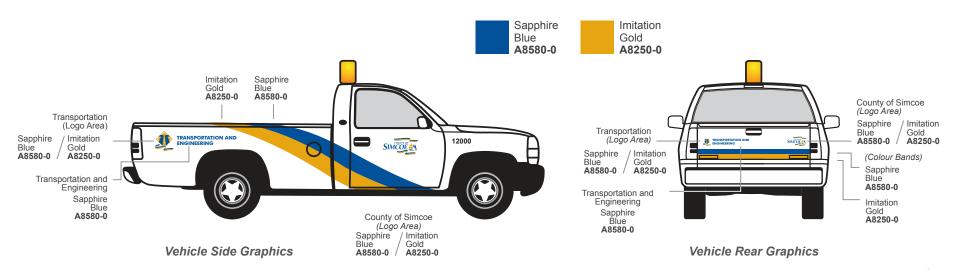
County of Simcoe Transportation and Engineering free-standing signs utilize a rectangular format with white background and blue and gold borders. The border is Pantone Blue #287 and Pantone Gold #131 with rounded corners. The masthead includes the County logo on the left and the Transportation and Engineering sub-brand on the right. The masthead is separated from the message area by a horizontal blue band using Pantone #287. The master typeface within the message area is Arial with the main message typeface in bold caps and subordinate messages in medium weight upper and lower case.

All Transportation and Engineering Department equipment and vehicles must be identified with both the Corporate and sub-brand logo.

* Due to variance in sizes and shapes of equipment, final design layout and logo placement must be approved by the Corporate Communications Department.



TRANSPORTATION AND ENGINEERING - VEHICLE





TRANSPORTATION AND ENGINEERING - HEAVY EQUIPMENT

Simcoe County's heavy equipment includes dump trucks, snow plows, graders and off-road vehicles.

Heavy equipment is painted using manufacturer's colours. Any class vehicle over 4,500 kg is to be painted 'Dupont Yellow' overall or with yellow box and white cab. Vehicles include the County of Simcoe logo and sub-brand logo painted black on yellow cab doors and painted full colour on white cab doors with fleet numerals on the hood as shown. If the colour of the vehicle is dark, the logo and identification numbers are white.

County Brand and Sub-Brand Configuration (colour logos used on white cabs and

* Due to variance in sizes and shapes of equipment, final design layout and logo placement must be approved by the Corporate Communications Department.

Diack logos used on yellow cabs)

identification number 000000

SIMCOE

TRANSPORTATION AND ENGINEERING



MUNICIPAL LAW ENFORCEMENT







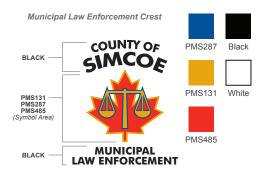
INSIGNIA

Municipal Law Enforcement badges are available in officer colours as shown in the template below.

Vector art of the Municipal Law Enforcement crest is available for multiple purposes including the application of the law enforcement identification on stationery, vehicles and collateral communications material.

Enforcement Officer Badge



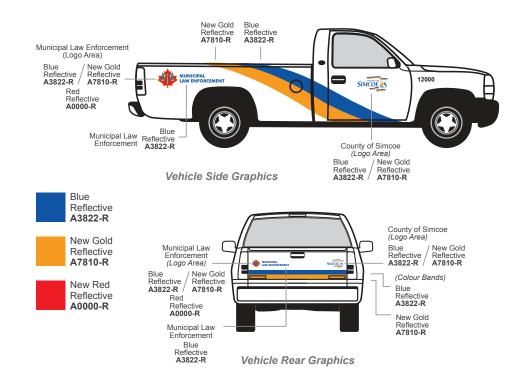


MUNICIPAL LAW ENFORCEMENT - VEHICLE

Municipal Law Enforcement vehicles are identified by a distinctive blue and gold band that extends diagonally from the mid length of the storage box to the base of the cab door. The band incorporates a subtle wave flowing from the top to the bottom of the graphic. The band and logos utilize non-reflective colours as specified in the vehicle illustrations below. The County logo is positioned on the cab door and the Municipal Law Enforcement sub-brand logo is located at the rear of the side elevation.

The tailgate includes the County logo and Municipal Law Enforcement sub-brand logo underscored by a horizontal blue and gold band illustrated below. The illustrations are guidelines for production based on vehicle models in the fleet.

* Final design layout and logo placement for any vehicle or trailer must be approved by the Corporate Communications Department.





ENVIRONMENTAL SERVICES







ENVIRONMENTAL SERVICES - SIGNAGE

Free-standing signs for Environmental Services utilize a rectangular format with white background and blue and gold borders. The border is Pantone Blue #287 and Pantone Gold #131 with rounded corners. The masthead contains the County logo on the left and the Environmental Services sub-brand on the right. The masthead is separated from the message area by a horizontal blue band using Pantone #287. The main typeface within the message area is Arial with the main message typeface in bold and subordinate messages in medium weight upper and lower case.

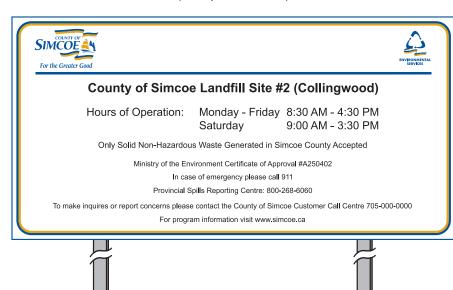
* Due to variance in sizes and shapes of equipment, final design layout and logo placement must be approved by the Corporate Communications Department.

PROPERTY LABEL

A template is available to identify property of Environmental Services. Request the template from the Corporate Communications Department and insert the property information required.



(Sample Formats)





Rate Schedule

	Tonnage Rate	
Material Description:	Price (\$) Units	
Garbage - Minimum Charge \$5.00 per load	\$ 115.00 /tonne	
Mixed Waste - Minimum Charge \$10.00 per load	\$ 230.00 /tonne	
Wood, Brush and Scrap Metal	\$ 55.00 /tonne	
Residential Brush and Yardwaste - First 200 kg or 1.5 m ³	no charge	
CFC bearing appliances	\$ 10.00 /piece + weight	
Tires small <= 17.5" rim size (up to 5 per load)	\$ 1.00 /piece + weight	

Recyclable or divertable material not separated on site will be charged at the Mixed Waste Rate.

Complete rate schedule with descriptions and sales items available at scale house. Acceptable payment methods: cash, debit, Visa, Mastercard, or preapproved account.

Proof of residency may be required.





SIMCOE

Sub-Brand Programs

ENVIRONMENTAL SERVICES - VEHICLE

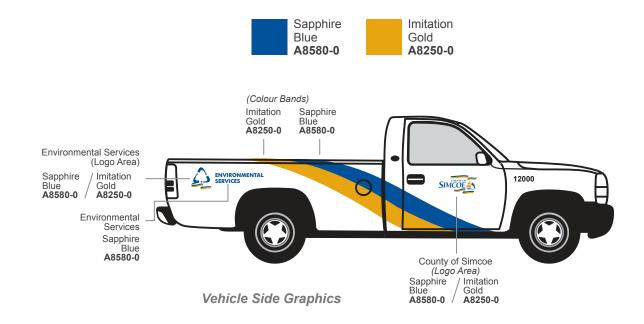
Environmental Services vehicles are identified by a distinctive blue and gold band that extends diagonally from the mid-length of the storage box to the base of the cab door. The band incorporates a subtle wave flowing from the top to the bottom of the graphic. The band and logos utilize non-reflective colours as specified in the vehicle illustrations below. The County logo is positioned on the cab door and the Environmental Services sub-brand logo is located at the rear of the side elevation.

The tailgate includes the County logo and Environmental Services sub-brand logo underscored by a horizontal blue and gold band illustrated below. The illustrations are guidelines for production based on vehicle models in the fleet.

For heavy equipment, follow brand guidelines outlined under Transportation and Engineering.

* Final design layout and logo placement for any vehicle or trailer must be approved by the Corporate Communications

Department.





Vehicle Rear Graphics



SIMCOE COUNTY MUSEUM



County of Simcoe Museum 1151 Highway 26, Minesing, Ontario LOL 1Y2 Main Line (705) 728-3721 Toll Free 1 (866) 893-9300 Fax (705) 000-0000 simcoe.ca









SIMCOE COUNTY MUSEUM Pale the Intitle Leaves

NAME TITLE firstname.lastname@simcoe.ca

Extension: 0000 Mobile: (705) 000-0000

County of Simcoe

1151 Highway 26, Minesing, Ontario LOL 1Y2
Main Line: (705) 728-3721 • Toll Free: 1 (866) 893-9300
Fax: (705) 000-0000 • simcoe.ca

MD-003-C01



SIMCOE

Sub-Brand Programs

SIMCOE COUNTY MUSEUM SIGNAGE

The Museum is identified by a free-standing, illuminated main entrance sign. The design includes a timber-style frame with white face panels or stainless steel backing and powder coated images and lettering. The Museum logo and slogan are displayed in the top panel with the Tourism Simcoe County logo centered in the bottom panel. Consult the Corporate Communications Department for additional specifications.

WAY-FINDING SIGNAGE



MAIN ENTRANCE SIGNAGE





ARCHIVES



County of Simcoe Archives 1149 Highway 26, Minesing, Ontario L0L 1Y2

Main Line (705) 726-9331 Toll Free 1 (866) 893-9300 Fax (705) 000-0000 simcoe.ca











NAME
TITLE
firstname.lastname@simcoe.ca

Extension: 0000 Mobile: (705) 000-0000

County of Simcoe Department or Division Name

1149 Highway 26, Minesing, Ontario L0L 1Y2 Main Line: (705) 726-9331 • Toll Free: 1 (866) 893-9300 Fax: (705) 000-0000 • simcoe.ca

AD-003-C01





ARCHIVES SIGNAGE

The Simcoe County Archives sign features a frame made of wood and duplicates the Museum building sign frame to scale. The sign itself is 2 sided and made with a stainless steel backing and powder coated images and lettering. The face panel includes the Simcoe County Archives sub-brand logo comprised of Pantone Blue #287 and Pantone Gold #131 with a solid Pantone Blue #287 rectangular bar to frame the bottom of the design. Consult the Corporate Communications Department for additional specifications and servicing information.





Gateway Signage

COUNTY OF SIMCOE - GATEWAY SIGNAGE

Standard Gateway Signage

A welcome sign has been designed for gateways to the County of Simcoe for key locations. The signage construction includes an aluminum reflective front mounted to a plywood base. The sign is supported by two 4x4 wood posts. The aluminum identification panel includes the County logo, slogan and the words –WELCOMETO. These elements use the official County colours Pantone #287 Blue and Pantone #131 Gold.

Major Gateway Signage

A specialized and unique design is available for premium or high visibility locations. Any contractor chosen for engineering or procurement of these signs will provide final detailing, lighting, size and manufacturing specifications to the Corporate Communications Department for final approval before commencing construction.





SIMCOE A

County Signage

COUNTY SERVICE SIGNS

The County has introduced signage templates to co-ordinate awareness of County by-laws, property, routes, partnership programs and County initiatives. The templates conform to County brand specifications with masthead and message area but do not include sub-brand designations.

EXAMPLES OF SIGNAGE



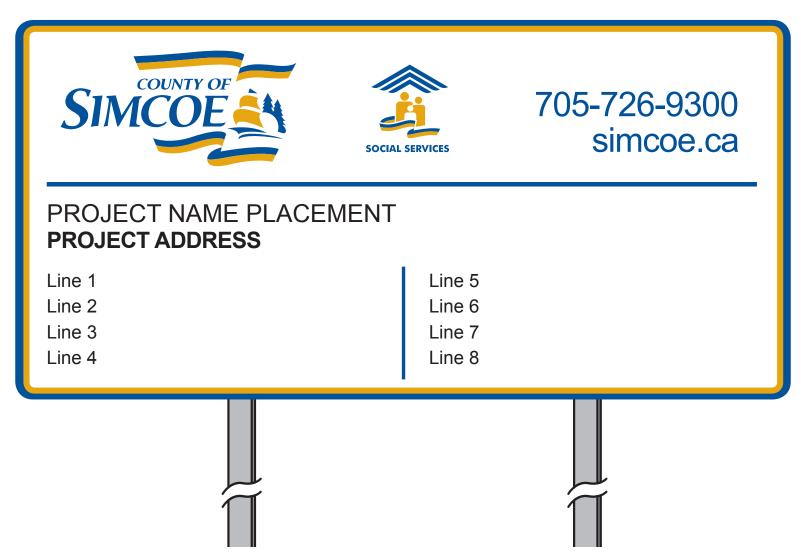






CONSTRUCTION SIGNAGE

The County has created a signage template to keep the public aware of various building projects throughout the construction process. The template conforms to County brand specifications with masthead and message area. Consult the Corporate Communications Department for further information.



SIMCOE

Web Standards

WEB STANDARDS

The Corporate Communications Department has developed a supplement to this Brand Guide* to address consistent corporate-wide web standards. Anyone planning, designing, writing content or maintaining County web sites, whether from a managerial or technical viewpoint is required to follow the standards in this supplement. This document explains the minimum standards that must be followed as well as good practices to enhance the usability and accessibility of County web pages. There are three guiding principles behind the corporate web standards - these must be considered when producing any information that will appear on the County website. Departments that wish to develop new or significantly modify their existing web pages are required to consult with the Information Technology and Corporate Communications departments prior to development.

CORPORATE IMAGE

A strong corporate image lends credibility to the published information. Importantly for any website, a strong corporate identity provides a consistent and professional image.

ACCESSIBILITY

As a public service provider, the County of Simcoe must ensure access to accurate and timely information. Accessible websites prioritize clear content, structure and ease of navigation over design. However they need not be visually unattractive, nor are they prevented from utilizing the latest web technologies provided that all information is still accessible to users.

USABILITY

Usability is critical to a website's success. A usable site supports visitors in achieving their goals easily and efficiently and in doing so delivers on the objectives of the County of Simcoe. It inspires confidence in the site and visitors may be interested to return. Good usability can be defined as a product that assists the user in navigating the site, is intuitive, efficient, easy to remember, enjoyable to use and consistent in its behaviour. On a website, this means designing an intuitive user interface and populating the site with content that is easy to find and simple to navigate.

There is no single style formula for ensuring usability, however, ensuring consistency is an important factor which is why corporate standards must be strictly enforced.



EXTERNAL VENDORS

The Visual Identity Program and Graphic Standards Manual (VIPGSM) establishes specific standards with the intent to create brand communication continuity. Vendors conducting business with the County of Simcoe and utilizing our corporate identification are required to have a copy of the VIPGSM and strictly adhere to its standards. Corporate identification includes areas such as corporate signage, printing, graphic design or any other capacity related to the reproduction of elements of the corporate brand.

These guidelines were developed in order to provide concise logo requirements and creative reference for all vendors to ensure an overall consistent brand message. For further information, please contact the Corporate Communications Department.

SUBMITTING PROPOSALS

Vendors or potential vendors submitting proposals for County tenders or requests for proposals (RFPs) are not permitted to use County of Simcoe brand identification on their submissions. All tenders and RFPs should clearly stipulate that using the County logo on submissions (obtained from any source, including the County of Simcoe website) is **not** permitted.





County Flag

COUNTY OF SIMCOE FLAG

The County of Simcoe flag will have a proportion of two by length and one by width with the County insignia measuring three fifths of the flag's length. Colours are Pantone Blue #287 and Pantone Gold #131.

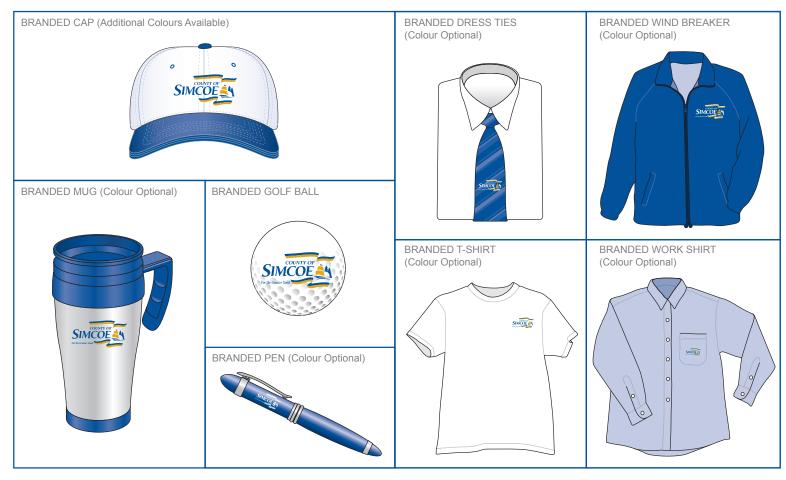




Branded Products

PROMOTIONAL PRODUCTS

A selection of promotional merchandise reflecting the County Brand standards is available by written request. Branded merchandise is controlled by the Corporate Communications Department. No department is authorized to order corporate or department branded merchandise independently without authorization from the Office of the CAO or the Corporate Communications Department. For a complete list of promotional items available, please visit the County's intranet site* or e-mail the Corporate Communications Department at communications@simcoe.ca. For employee uniforms requiring brand insignia, the Corporate Communications Department will provide artwork to the vendor and will require proofs for approval.



* Available 2010





1110 Highway #26, Midhurst, Ontario L0L 1X0 Phone: 705-726-9300 Fax: 705-725-1285 simcoe.ca



Communication Standards