



# Town of Yarmouth

## BRANDMARK GUIDELINES

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# 1.0 INTRODUCTION



## THE BENEFITS OF A CONSISTENT BRAND

The Town of Yarmouth brand is an important and essential component in the development of our community. This document explains why we have a brand and how we plan to use it. Please make every effort to respect the integrity of the brand, and follow these guidelines when producing any material for communications, marketing initiatives and special events. Most important of all, please don't hesitate to ask for guidance when using the brand in your specific application.

## BACKGROUND TO THE BRAND

Yarmouth is a remarkable town with a lot to offer the world.

Yarmouth was borne of pioneering entrepreneurs and risk-taking visionaries who carved out a place in the world for a small community on the southern coast of Nova Scotia.

Now, more than ever, we need to rekindle that entrepreneurial spirit to ensure our town has a future. How will we do this? By re-thinking how we think about Yarmouth. For example, it means taking perceived negatives about where we are and turning that perception into a positive. By looking differently at the town we love and marketing that difference to the world.

We have to reach beyond comfort zones and take careful and calculated risks. It means stepping outside the status quo and onto the edge...of everywhere.

You can see who we are in the simple but powerful design: the outline of a boat cutting through the water and charting a new course; nicely channeling our proud ocean-going heritage. Yarmouth has forever been linked to the sea and this design respectfully maintains that connection.

Some people look at the design element and see a flower in bloom, which is more than fitting. With everything being planned for the future of this great town, Yarmouth can truly be said to be in bloom!

## 2.0 BRANDMARK STANDARDS

### 2.1 Colour Standards



The Town of Yarmouth brandmark may only be reproduced using the colours specified below.



Pantone 309 C  
C100 M24 Y20 K77  
Ro G61 B76



Pantone 386 C  
C6 Mo Y54 Ko  
R232 G235 B111



Pantone 3105 C  
C50 Mo Y12 Ko  
R113 G214 B224

#### COLOUR APPLICATIONS

The preferred version of the brandmark is the full-colour version. The colours are interchangeable and there are several pleasing combinations.



Full-colour combination 1



Full-colour combination 2



Full-colour combination 3



Full-colour combination 4

There will be instances where this is not ideal (primarily those associated with cost implications such as signage applications). Therefore, the brandmark has been designed to be equally effective in one-colour (black), and reversed-out (white) formats.



One-colour brandmark (black)



Reversed-out brandmark (white)

## 2.2 Typographic Standards

Kievit Regular is the typeface used in the Town of Yarmouth brandmark. It is a modern sans serif typeface, noted for its clarity and humanistic qualities. It is equally effective for headlines and small-size applications, both print and web-based.

**Kievit**  
abcefg hijop 123  
*abcefg hijop*

Brandmark typeface

## 2.3 Alternate Usage

The wordmark “Yarmouth,” the boat/bloom element and the slogan “On the Edge of Everywhere” make up the brandmark and are always used together. There will be instances when the “boat/bloom” element can be used alone for graphic effect, as in a street banner or a T-shirt, for example. However, it should be supported by the full logo somewhere in a subordinate position.



Stand-alone “boat/bloom” element



## 2.4 Size Standards

The minimum printed size for the brandmark is 3/8 inch in height at 300 dpi. The slogan becomes impossible to read at sizes smaller than this. Larger sizes are preferable and legibility should always be the determining factor.



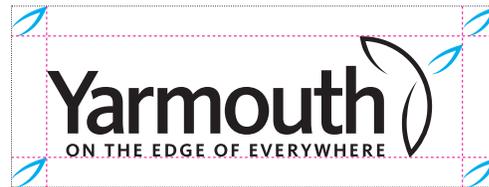
Minimum size

## 2.5 Spacing Standards

The brandmark should be framed by an area of empty space to maximize its visual impact. This spacing standard improves brand recognition and ensures that brandmark integrity is not compromised or encroached upon.

The area of protective space around the Yarmouth logo is based on the relative size of the ear of the boat/bloom element.

The font size of the slogan “On the Edge of Everywhere” in proportion to the word “Yarmouth” doesn’t change



Recommended clear space = approximate height and width of the element indicated

## 2.6 Improper Brandmark Usage

As a general rule, brandmarks should never be altered or revised in any way. Here are some examples of what not to do.

**Do not** condense or stretch the brandmark.



**Do not** reproduce the brandmark in any colours other than those specified within these guidelines.



**Do not** alter the font or replace the wording in the brandmark.



**Do not** change the orientation or spacing of brandmark elements.



**Do not** rotate the brandmark.



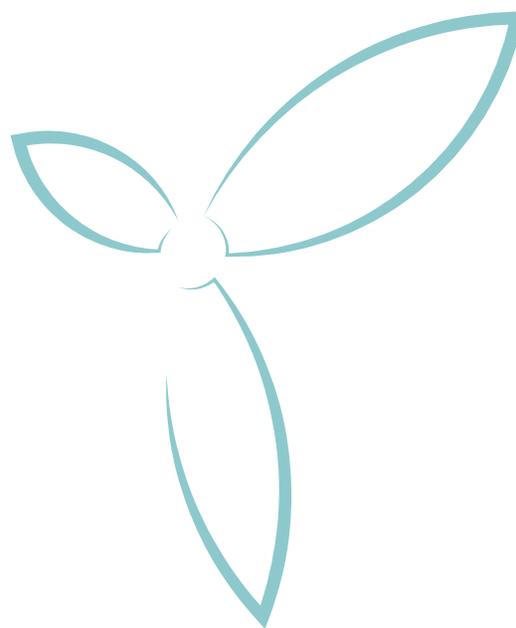
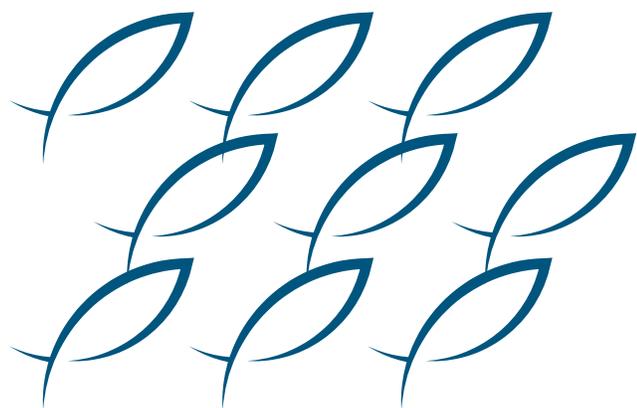
**Do not** reproduce the brandmark on backgrounds that impede legibility.



## 2.7 Decorative Elements

With sensitivity and skill, decorative elements can be extrapolated from the elements of the brandmark. For example, as fish to mark a seafood festival, or as a wind turbine to mark a technology conference.

For best legibility, these graphic elements should always be placed against a solid background—preferably one of the identity colours shown on page 4—and never on a photographic image.



## 3.0 TAGLINE STANDARDS

ON THE EDGE OF

# EVERYWHERE

This brand is about who we are, and—most important of all—what we want to be.

What we want to be is strongly and deeply embedded in the line: On the Edge of Everywhere. This line is the mantra for our new mandate: to re-develop the town in the spirit of those who saw all the potential and possibilities of Yarmouth many years ago. We are a town prepared and poised to ignite a new era of development and prosperity.

We're asking ourselves—you and me—to observe our town in a whole new light. Start with our location. Yarmouth's place in the southwest corner of the province has generally been perceived as a negative. Now look again—at a community literally perched on the edge of Canada and the US, the perfect gateway for people coming and going to each country.

We're a strategically-located place to enjoy a superior quality of life with a strong connection to one of the largest markets in the world. Now...On the Edge of Everywhere makes perfect sense.

On the Edge of Everywhere is not just about location. It can also speak to any benefits the town deems important: innovation, creativity, hospitality and entertainment. We are prepared to go to the edge of any of these attributes if it will get people to sit up and take notice of Yarmouth.

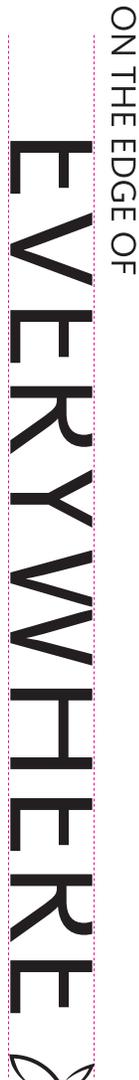
This line is the light to guide us into the future. Use it well.

We've provided artwork for the attributes "everywhere," "history," "discovery," "innovation," and "adventure," as well as guidelines on how to create the tagline format.

### 3.1 Tagline Usage

#### RELATIVE SIZE TO LOGO

The logo and tagline can act independently but there is always a fixed size relationship between the two. The “boat/bloom” element of the logo is the same width as the topped letter height of the attribute “everywhere.”



#### POSITION ON PAGE

The tagline will always be placed in a vertical orientation, preferably in the upper right-hand corner of a page.



An exception to this rule is when a full-page ad is on a left-hand page of a spread. In this instance, the tagline should be placed in the upper left-hand corner of the page (as below). Whenever possible, insist on a right-hand page placement for your ad.



Regardless of placement or size, the tagline is always situated 1/8” from the top and side edges.

# 3.2 Page Set-up

## PAGE GRID

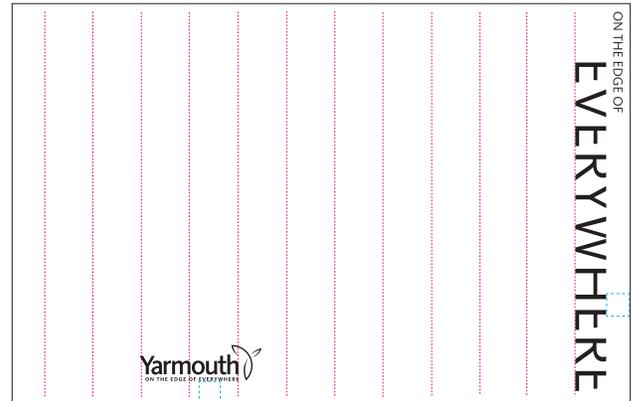
A page grid is used to align text and graphic elements on the page in an orderly fashion. Using a consistent grid contributes to consistency in the look of all your ads, regardless of their size.

Start with a 1/8" border all around. Place the tagline vertically in the upper right-hand corner, and size it as you wish. The column width for your page grid is equal to the cap-to-baseline distance, working across the page from right to left. Don't worry about any leftover space on the left-hand side of the page.

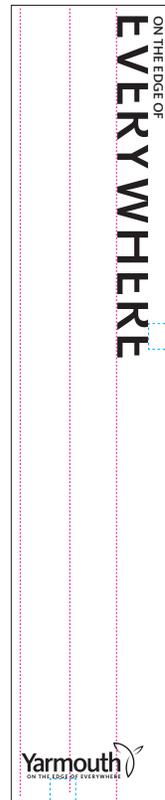


Full page

Size the logo as directed below, so that the "boat/bloom" element is as wide as the topped letter height of "everywhere." The logo can be situated at the bottom of the page anywhere along the grid. Its distance from the bottom of the page is equal to the distance between "everywhere" and the page edge.



Half page horizontal



Quarter page vertical

The ad copy is set horizontally on the grid and vertically in the best way to relate to the background. Choose colours for best visibility and to complement the background.



Full page ad example



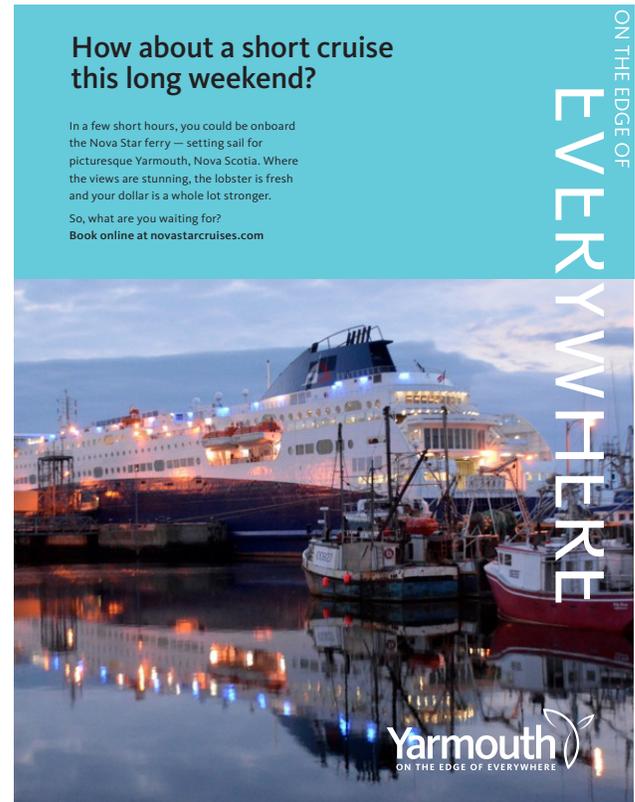
Full page ad example, left-hand page

### 3.3 Improper Tagline Usage

**Do not** use in a horizontal orientation.



**Do not** place over both a solid and an image background.  
Use one or the other.



### 3.4 Tagline Alternate Attributes

ON THE EDGE OF

ADVENTURE

ON THE EDGE OF

DISCOVERY

ON THE EDGE OF

INNOVATION

ON THE EDGE OF

HISTORY

### 3.5 Construction of the Tagline

The tagline is constructed in Adobe Illustrator using these steps.

#### RELATIVE SIZE

ON THE EDGE OF DISCOVERY

Kievit Regular, all caps, no tracking, optical kerning

#### TOPPING

DISCOVERY  
DISCOVERY

The distance from the cap height to just below the terminal of the letter "S" or "C"

#### POSITIONING

ON THE EDGE OF  
EVERYWHERE  
ON THE EDGE OF  
EVERYWHERE

The attribute lines up with "edge"