

A flexible identity system



Small Town Living at Its Best

There's not just one way to express our brand. Our community brand identity is actually a flexible system with different wordmarks and symbols that can be used by different organizations, in different contexts, to best represent their individual connection to the Halton Hills Community while expressing our character.

The logo consists of the words "halton hills" in a lowercase, sans-serif font. "halton" is in a dark purple color, and "hills" is in a golden-yellow color.

BASE SIGNATURE

The logo consists of the words "halton hills" in a lowercase, sans-serif font. "halton" is in a dark grey color, and "hills" is in a dark grey color. A golden-yellow arc is positioned below the "halton" part of the text.

ENRICHED SIGNATURE

Our Signatures

Base Signature

This strong, simple signature can be used on its own when you want to create an understated impression.

It can be used as a base, in combination with a symbol when you want a more impactful impression.

Enriched Signature

Our Enriched Signature expresses the strength, diversity, connectedness and optimism of Halton Hills.

It is reserved exclusively for use by the Town of Halton Hills in its role as community brand steward.

It is never used in direct combination with a symbol.

HAPPY SYMBOL



CONNECTED SYMBOL



ENCLOSED SYMBOL



Our Symbols

Our symbols can be used on their own as a decorative element. And they can be used in combination with the base signature.

Happy symbol

This is the preferred symbol to use to represent the friendly optimism of our community.

Connected Symbol

This version is used when you want to communicate the same the friendly optimism, but enclosing the smile in circle doesn't work design-wise.

Enclosed Symbol

Use this symbol when you want to create a more understated or simple impression.

Small Town Living at Its Best

~~small town living at its best~~

~~Small Town Living at Its Best!!!~~

~~Small Town Living at its Best.~~

Our Tagline

Our tagline is the promise of our brand in the voice of our brand. We want to make sure that whenever people think of Halton Hills they think of “Small Town Living at Its Best.” And when they see this phrase, they think of Halton Hills. That’s why the tagline cannot be used on its own as a design element or as a headline. It should always appear connected to the logo, except in text.

- If used in text, it must appear in quotes and be directly associated with the words Halton Hills. For example: That’s why Halton Hills is “Small Town Living at Its Best.”
- Never use the tagline with an exclamation point
- When used as part of the signature, it should never have a period
- Never change the capitalization

HAPPY
COMBINATION



CONNECTED
COMBINATION



ENCLOSED
COMBINATION



Logo Combinations

Generally an organization, event or program should pick one version and stick to it. There may be times when the tagline is not used.

Happy Combination

Our preferred combination is:

- The happy symbol
- With the base signature
- And with the tagline.

This builds exposure for the happy symbol. Plus, it best communicates Halton Hills friendly optimism and clear promise.

Connected Combination

This combination can be used when you feel the need for something a little less playful, but not understated.

Enclosed Combinations

This combination can be used when you feel the need for a more understated impression.



Logo Clearspace

A minimum graphic clearspace should always be maintained around the logo. The space can be defined as the width of the “h” of the logo lettering around all sides of the logo, as shown.

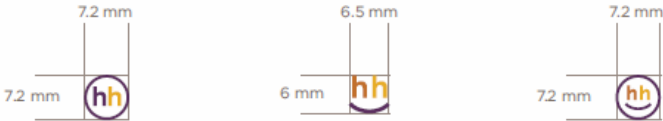
Strong graphic shapes or busy backgrounds should not intrude on this area. This formula may be applied to all logo versions.

These graphics may also be used as background watermark graphics (as seen on various pages in this guide). In these instances, the clearspace rules do not apply.

SIGNATURES



SYMBOLS



TAGLINE



Minimum Sizes

To maintain legibility and graphic integrity, the logo elements should not be reproduced at sizes smaller than described on this page.

halton hills

halton hills
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Small Town Living at Its Best

One Colour Versions

On applications where only one printing color is available, the logos may be simplified to a single colour from the palette, or black.

When using a one colour version, it should only appear on a white background.



Brand Colour Background Versions

The versions shown on this page are approved for use on the brand coloured backgrounds as shown.

These versions have been designed specifically for optimal legibility and visual consistency.

The last version is designed for application to a white background only.

A.



B.



C.



Logo Don'ts

- A. Do not stretch, condense, skew, or otherwise alter logo proportions
- B. Do not reposition or scale logo elements relative to each other
- C. Do not alter logo colours or add special effects such as keylines, dropshadows or glows

D.



E.



F.



Logo Don'ts

- D. Do not apply the logo to busy or photographic backgrounds which hinder the legibility of the logo
- E. Do not allow strong graphics or shapes to intrude on the clearspace area as described in the logo clearspace section
- F. Do not use the enriched signature with in combination with any of the symbols



PMS 525

C 71 R 89
M 93 G 45
Y 33 B 95
K 23



WARM GREY 9

C 46 R 134
M 47 G 120
Y 51 B 112
K 11



PMS 124

C 7 R 235
M 35 G 171
Y 100 B 33
K 0



PMS 7414

C 19 R 196
M 65 G 109
Y 100 B 41
K 5



PMS 484

C 25 R 160
M 92 G 50
Y 98 B 35
K 20



PMS 7562

C 25 R 191
M 37 G 154
Y 72 B 94
K 2



PMS 731

C 35 R 121
M 72 G 68
Y 100 B 28
K 36



WARM GREY 3

C 25 R 193
M 23 G 184
Y 27 B 175
K 0

Our Colour Palette

Our colours express the warmth, richness and multifaceted spirit of Halton Hills.

The secondary palette should be used as support and accent colours only when the four main colours have been used, and more are required for colour coding or visual categorization. This palette should only be used on the website and in printed materials.

PRIMARY FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!@&

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!@&

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!@&

Gotham Medium Italic

WEB FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!@&

Arial Regular

Our Typography

The main font used to capture the visual essence of our brand is Gotham. It should be used for everything where possible.

As a fall-back font for web, email and internal applications (such as a Powerpoint presentation), the Arial family of fonts may be used.