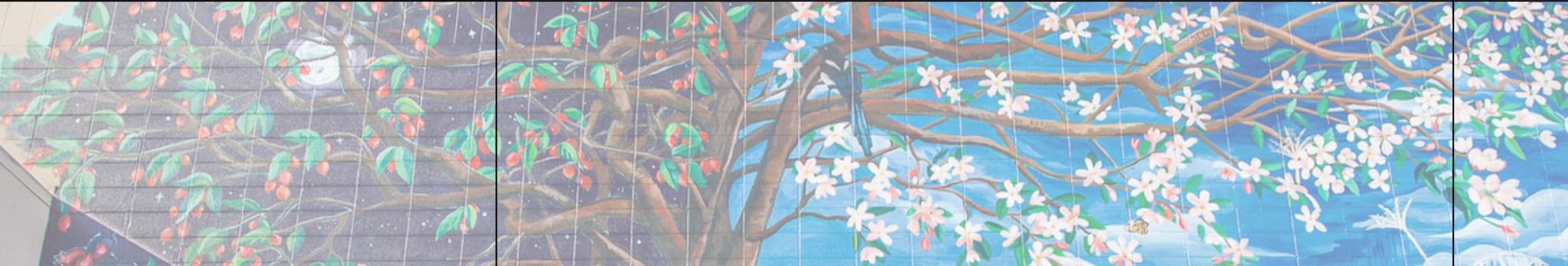




TOWN OF  
**PEACE RIVER**  
ALBERTA

# Brand Guidelines

JANUARY 2024



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# Introduction

The Town of Peace River is a welcoming, vibrant community with a friendly atmosphere, showcasing natural beauty. The Town's branding reflects this culture and landscape.

**Beautiful by nature,  
diverse by culture,  
vibrant by choice**



TOWN OF  
**PEACE RIVER**  
ALBERTA

# The Logo

## Horizontal Logo

There are four different versions of the horizontal logo, providing options for full colour, grayscale, black, and white for use on dark backgrounds.

Any third party formally approved to use a Town of Peace River logo for purposes of recognition or partnership are encouraged to use the full-colour horizontal logo whenever possible.



# The Logo

## Vertical Logo

The Town has only one vertical logo. This is a secondary logo, to be used less frequently and only when required to accommodate specific layouts.

## Dynamic Logo

The Town can isolate the circular graphic from within the Town logo as a tertiary logo, to be used only when required to accommodate specific layouts. This logo is not to be used by third parties.



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# Save Area

## CLEAR SPACE

In order to ensure logo visibility, the logo is to be spaced equally on all sides from other typography, logos and imagery. For all logos, this clear space should occupy no less than the space of the “R” at the end of the logo’s typography of “Peace River,” matching the size of the logo in use.

## SIZING

In order to ensure legibility for the Town of Peace River logo with text (horizontal and vertical), main text – “Peace River” – shall not be smaller than 0.4cm in height.

The logo is always to be resized proportionally.



# Incorrect Usage

## CONSIDERATIONS

In addition to the logo usage issues outlined on this page, do not change the font used with the logo, or place the logo on a busy background where it is illegible.



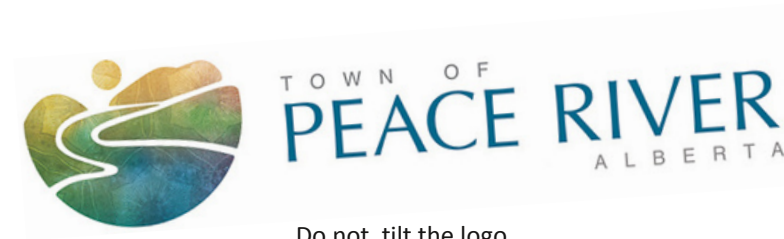
Do not skew the logo



Do not remove "Town of" or "Alberta" from the logo



Do not increase logo transparency or use logo as watermark



Do not tilt the logo



Do not remove the river graphic from the logo

# Combined Logos

Combined logos are to be used when the Town is partnering with another organization, approved by both parties, such as FCSS and the Government of Alberta. Logos are to be separated by an equal distance from one another, with a light gray vertical line separating the two, to the same length of the tallest logo between the two.





# Fonts

There are three fonts approved to be used in typography. In instances where Aptos is not available to staff, including for web and emails, Calibri or Arial should be used as a replacement font.

Neither Optima nor Garamond are to be used as body text.

## FORMATTING

All text can be bolded and/or italicized at the user's discretion.

Title/Header  
Optima  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Subtitle  
Garamond  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Body  
Aptos  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# Colour Palette

Note:

Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

**PANTONE 3155 C**  
**HEX # 00788A**  
**R:0 G:120 B:138**

**PANTONE 7697 C**  
**HEX # 4E90A6**  
**R:78 G:144 B:166**

**PANTONE 5265 C**  
**HEX # 404259**  
**R:64 G:66 B:89**

**PANTONE 428 C**  
**HEX # BDC0C2**  
**R:189 G:192 B:194**

**PANTONE 7489 C**  
**HEX # 7AA35D**  
**R:122 G:163 B:93**

**PANTONE 141 C**  
**HEX # E1BA5B**  
**R:225 G:186 B:91**

## **TEAL**

This is the Town's main colour for all materials, with exceptions based on design.

## **SEA GREEN**

This is a secondary colour for Town materials, complementing other main colours, with exceptions based on design.

## **PURPLE GREY**

This is the Town's main offsetting colour, used for text and other design elements which require a dark tone.

## **LIGHT GREY**

This is a tertiary colour to be used sparingly, based on material design.

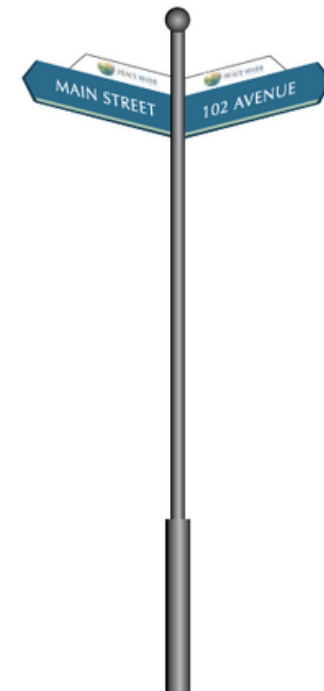
## **GREEN**

This is a tertiary colour to be used sparingly, based on material design.

## **YELLOW**

This is a tertiary colour to be used sparingly, based on material design.

# Town Signage



## FONT

At the time of this guide's creation, all Town signage uses the Town's Title/Header font, Optima.

All new signage may use Optima as a main font, with Calibri used as a secondary font.

# Vehicle Decals



Vehicles maintain the same decal placement and orientation regardless of the type of vehicle, with decals placed on the front door, on each side of the vehicle.



## BRAND STYLE GUIDE

**(780) 624-2574**

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