

# BRAND GUIDELINES



TOWNSHIP OF  
**GREATER  
MADAWASKA**

REVISED 2024



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# INTRODUCTION

**As the Township of Greater Madawaska grows and moves forward, many creative individuals will likely need to utilize our brand, making it vulnerable to adaptation and interpretation.**

To prevent this, our Brand Framework and Visual System are outlined to keep our brand experience consistent—no matter who is working with it and wherever it appears.

# BRAND FRAMEWORK

## **What is a brand framework?**

Put simply, our brand framework is our company's 'North Star': It defines what our brand stands for and guides the development of all touchpoints within the market to ensure they build our brand experience without compromise.

## **Why does it matter?**

Without our brand framework, we're unable to achieve brand comprehension, consistency, and recognition within the market. Marketing activities can become diluted or disjointed, and cannot contribute to the distinct and identifiable brand experience we're intent on building together.

## BRAND STORY

**Nestled in the heart of the Ottawa Valley, the Township of Greater Madawaska stands as a testament to the timeless beauty of nature and the enduring spirit of community.**

With its lush forests, crystal-clear rivers, and rugged landscapes, Greater Madawaska is more than just a destination—it's a journey through history, heritage, and the splendour of the Canadian wilderness.

Formed in 2001 from the amalgamation of five former townships, this region is rich with historic sites and heritage trails that offer glimpses into the past and tell the stories of those who shaped it. Here, nature is not just a backdrop, but a main attraction. The rolling hills of Calabogie, the serene waters of Centennial Lake, and the majestic Madawaska River weave the fabric of the township's communities together.

Whether it's the vibrant local markets where artisans and farmers share their crafts and produce or the annual festivals that bring residents and visitors together in celebration, there is a palpable sense of belonging in Greater Madawaska that's ready to be explored — no matter who you are.

## BRAND PROMISE

To foster an inviting and inclusive community that encourages growth, respects its strong heritage and natural environment, and is dedicated to maintaining the strong sense of togetherness that defines Greater Madawaska.



## BRAND VISION

A community characterized by respectful growth — in residents, businesses, tourists, and amenities to support them — and a harmonious balance between our past and present to preserve the unique character of the Township.



## BRAND MISSION

To encourage respectful growth within our community by fostering communication, collaboration, and engagement to determine the services and policies that enhance the quality of life for all residents. By supporting further investment in our community, we aim to strengthen the local economy, increase employment opportunities, enhance amenities, and position the Township of Greater Madawaska as an ideal location for residency, business, and vacationing.



## BRAND POSITIONING

**Set among stunning lakes, rivers, and beautiful mountain ranges, Greater Madawaska harmonizes a serene, unhurried lifestyle with dynamic, year-round outdoor activities.**

The community consists of generational families and newly welcomed residents and businesses, creating a township that prides itself on close connections, where individuals consider themselves friends more than neighbours.

In an area that thrives on local support and respectful tourism, there is truly something for everyone who resides in or visits Greater Madawaska. With a progressive mindset that encourages beneficial growth, the welcoming nature of Greater Madawaska turns a quick visit into a return destination for all who enter the township.



## BRAND VALUES

# COMMUNICATION

We are open, honest, and collaborative in the pursuit of our ambitions and goals for the future.

# SUSTAINABILITY

We ensure that our township's natural beauty and resources are preserved for generations to come. This embodies respectful growth and progressive thinking.

# RESPECT

With unwavering enthusiasm, we value and protect our natural amenities and the history of the area.

# ACCOUNTABILITY

We design and implement policies and procedures whose impacts are monitored and adapted to suit the needs of our residents.

# EQUAL ACCESS

We are driven to unlock opportunity for residents, to remove barriers to access, and to prioritizing representation for all.



# OUR LOGO

A logo is the primary visual element that links a brand to its audiences. A logo's elements have a fixed relationship and should never be altered in any way.

The whitespace within the “M” captures the serene nighttime scenery typical of the region, with the moon resting above evergreen silhouettes, evoking a sense of warmth and acting as a beacon for the curious explorer.



The “G” symbolizes the thrill of exploration, inspired by the rugged terrain and the iconic Eagle’s Nest lookout.

The logo’s natural yet vibrant colour palette reflects the changing seasons and the breathtaking beauty of the region’s forests and waterways.

Primary Logo



Alternate Logo



Full Logo with 'Township of'



## LOGO LIMITATIONS

### Space to Breathe

In order to maintain the visual integrity of our brand, it needs space to breathe. This space can be represented by the measurement of the **height of the smallest tree** depicted in the logo. The logo should have at least one small tree worth of space surrounding it at all times, meaning no other visual element (other logos, text, etc.) should fall within this space.



### Minimum Size

Our logo should never appear smaller than specified.



0.6" · 43px



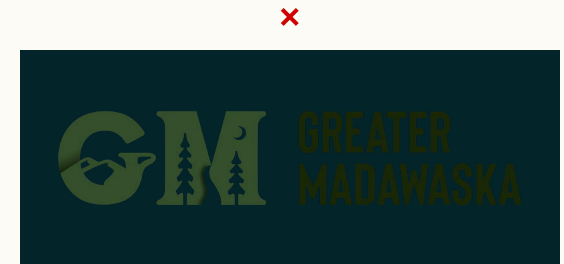
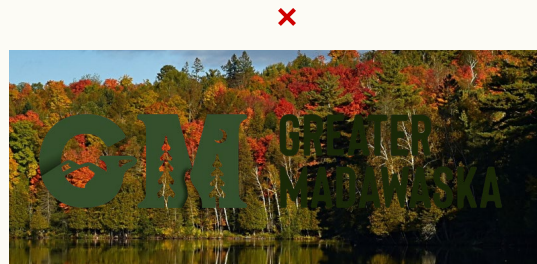
1.25" · 90px



1.5" · 108px

### Misuse

- Please don't use new letters
- Please don't give it a makeover
- Please don't flip it upside down or position it diagonally
- Please don't squish or stretch it
- Please don't leave it somewhere congested
- Please don't use it on a coloured background where it blends in – ensure there is enough contrast to sustain legibility.



# BRAND COLOURS

A carefully selected color palette has been crafted to reflect our brand and resonate with our audience. Inspired by the changing seasons and the natural beauty of our region, these colors will create a distinctive presence and help establish recognition in the market.

**Note:** As the logo was created in CMYK, the suggested Pantone colours may not achieve a precise, 100% match. They have been chosen to resemble the CMYK colours as closely as possible.



**MIDNIGHT**

#032429  
RGB 3 / 36 / 41  
CMYK 88 / 65 / 62 / 69  
PANTONE 5463 C

**FROST**

#DAE8EB  
RGB 218 / 232 / 235  
CMYK 13 / 3 / 6 / 0  
PANTONE 7541 C

**PEBBLE**

#FCFBF5  
RGB 252 / 251 / 245  
CMYK 1 / 0 / 3 / 0  
PANTONE COOL GRAY 1C (20%)

**EVERGREEN**

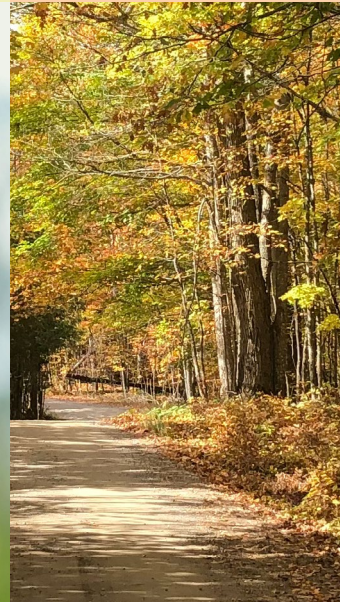
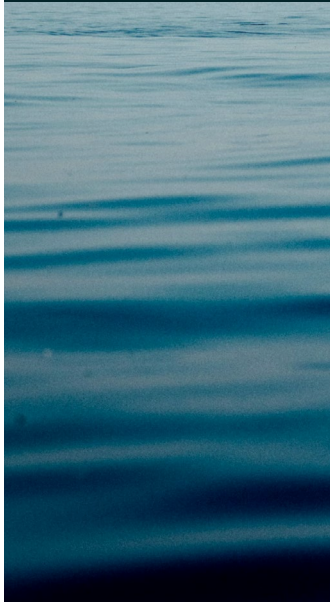
#1A2908  
RGB 26 / 41 / 8  
CMYK 73 / 55 / 83 / 72  
PANTONE 5535 C

**MEADOW**

#F0F0BD  
RGB 240 / 240 / 189  
CMYK 7 / 1 / 32 / 0  
PANTONE 0131 C

**SUNSET**

#FCDOA9  
RGB 252 / 208 / 169  
CMYK 0 / 20 / 34 / 0  
PANTONE 2015 C



**RIVER**

#035466  
RGB 3 / 84 / 102  
CMYK 93 / 57 / 45 / 25  
PANTONE 3165 C

**GLACIER**

#007E91  
RGB 0 / 126 / 145  
CMYK 87 / 36 / 36 / 5  
PANTONE 2231 C

**STONE**

#E8E7E1  
RGB 232 / 231 / 225  
CMYK 8 / 6 / 9 / 0  
PANTONE COOL GRAY 1C

**FOREST**

#334F2B  
RGB 51 / 79 / 43  
CMYK 75 / 44 / 90 / 44  
PANTONE 2411 C

**FIELD**

#B0CC78  
RGB 176 / 204 / 120  
CMYK 34 / 5 / 69 / 0  
PANTONE 577 C

**HARVEST**

#FAA34A  
RGB 250 / 163 / 74  
CMYK 0 / 42 / 80 / 0  
PANTONE 157 C

## Gradients

Gradient styles are approved as accents to the brand, to be used sparingly in elements like overlays or line details.

These gradients echo the natural, vibrant colors of the changing seasons and can be created using professional design software, such as Adobe Creative Suite (Photoshop, Illustrator, etc.).



# TYPOGRAPHY

The consistent arrangement of type enhances Greater Madawaska's brand, ensures legibility, and establishes a hierarchy of importance for communications delivered to our audiences.

## BRAND FONTS

### Large Headings

Roboto Condensed (All Caps) is the chosen font for the largest headings. It is available for download via [Google Fonts](#).

### Small Headings, Introductory Text & Body Copy

Inter is the chosen font for smaller headings, introductory text and body. It is available for download via [Google Fonts](#).

## SYSTEM FONT

When the brand fonts are unavailable and you are limited to what is already installed on a device, Arial is the recommended system font. It can be used for items such as PowerPoint presentations and Word documents.

**Aa**

### Roboto Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Aa**

### Inter

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Bb**

### Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## SAMPLE HIERARCHY

### Heading One

**Roboto Condensed - Bold**

Point size = 3x base size

Leading = 1.15x point size

### Introductory Text

**Inter - SemiBold**

Point size = 1.3x base size

Leading = 1.4x point size

### Heading Two

**Roboto Condensed - Bold**

Point size = 1.80x base size

Leading = 1.2x point size

### Heading Three

**Inter - Bold**

Point size = Base size

Leading = 1.5x point size

### Body Copy

**Inter - Regular**

Point size = Base size

Leading = 1.5x point size

# HEADING ONE LOREM IPSUM DOLOR SIT AMET

Introductory text. Faut aut facilla boreni quis volu ditaspe rsperisquas dolut aut imet aut sitati santem. Nam lis dolorehene rem exersp.

## HEADING TWO

Body copy. Lorem omni aut ullab intio quo que diaturio et pore aspe nem inctio. Ad exeris sequatempe dolupta dolupti inveliq uuntem fugias que nihit explaborpora volo volore volorpores quatiorem eatist, corerum que voluptas moles ratae renimin neseque re lorem ipsum dolor sit imet aut sitati santem.

### Heading Three

Body copy. Lorem omni aut ullab intio quo que diaturio et pore aspe nem inctio. Ad exeris sequatempe dolupta dolupti inveliq uuntem fugias que nihit explaborpora volo volore volorpores quatiorem eatist, corerum que voluptas moles ratae renimin neseque re lorem ipsum dolor sit imet aut sitati santem.

# PHOTOGRAPHY & VIDEOGRAPHY

Photography and videography plays a vital role in how our brand is communicated and understood. As such, it is important that all visuals align with the following directives and principles.

**High-Quality Imagery:** Use crisp, high-resolution images that capture details and textures.

**Warm Undertones:** Emphasize soft, warm tones to create a welcoming and natural look.

**Natural Lighting:** Prioritize natural lighting to maintain an authentic and outdoorsy feel.

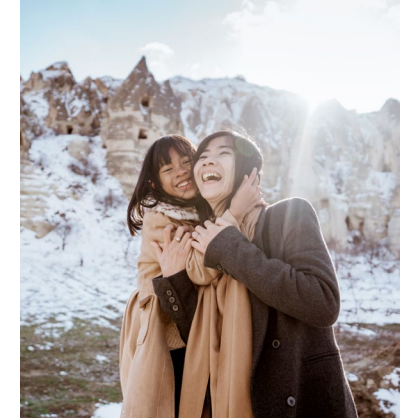
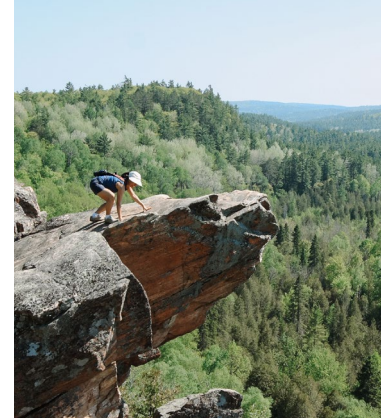
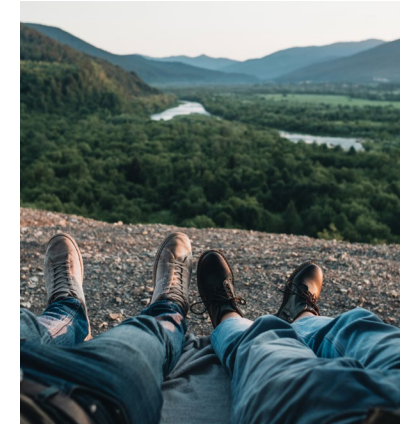
**Diversity and Inclusion:** Feature a diverse range of people, showcasing various ages, backgrounds, and experiences.

**Connection with Nature:** Highlight immersive interactions with nature—forest trails, rivers, and mountain views. (Tip: Use wide-angle shots to convey the vast, untouched beauty of the region.)

**Outdoor Activities:** Showcase year-round activities, such as hiking, camping, and winter sports.

**Authentic Moments:** Capture candid, genuine moments of people enjoying the landscape and each other's company.

**Seasonal Representation:** Include imagery from all seasons to reflect the destination's year-round appeal.



# APPLICATIONS

The following applications show how Greater Madawaska's brand identity can appear across digital and traditional touchpoints.









# QUESTIONS?

**This guidelines document outlines the framework required to ensure our brand is used consistently and appropriately across all print and digital media channels.**

Should you have any questions about how to use our brand, please contact Jenna McEwan at [jmcewan@greatermadawaska.com](mailto:jmcewan@greatermadawaska.com)