



# Brand Identity Style Guides

# Table of Contents

---

- 1 Logo specifics
- 2 Color specifications
- 3 Typography
- 4 Clear space
- 5 Logo variation
- 6 Background
- 7 Logo best practices
- 8 Stationary
- 9 Vehicle specifications
- 10 Signage
- 11 Product applications
- 12 File format and resolution suggestions

## Logo Specifics

---

The colors are fresh and cheerful. The yellow and orange symbolize the sun, the green symbolizes the abundance of nature and agriculture in the township. The font, Montserrat Semibold, is modern, simple and easy to read in all sizes.



# Color Specifications

---

The logo will be used in many applications, including web pages, emails, printed materials, painted signs, clothing, and vehicles. There will inherently be slight variations in color between formats, but the following color codes will ensure a level of consistency.



---

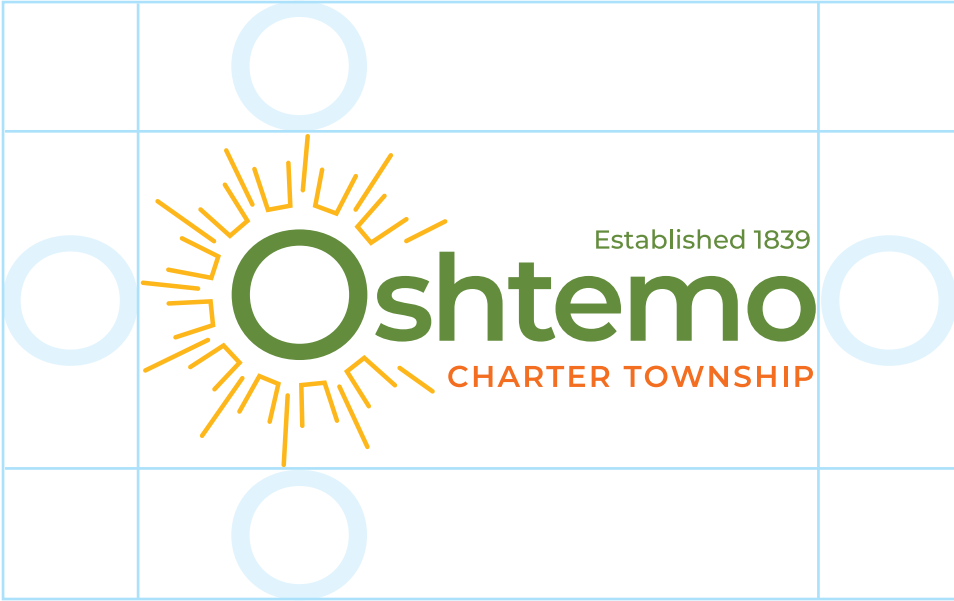
Pantone	370C	1255C	1585C
CMYK	66 26 100 9	0 32 95 0	0 72 99 0
RGB	99 140 28	255 183 27	255 108 14
Hex	638D3D	FCB426	F36B24

---

# Clear Space

---

When using the logo in marketing materials, leave sufficient clear space around the logo so it isn't crowded by text, images or graphics. A good rule of thumb is to leave the width of the capital 'O' around the perimeter of the logo.



# Logo Color Variations

---

Whenever possible, the three-color logo is preferred. There will be times when using the full color logo is not an option. Below are acceptable color variations.

3 color option

---



1 color options

---



2 color options

---



# Background colors

---

