Township of

SEVERN

Township of Severn

Brand Guidelines

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Introduction

This document is an essential tool that outlines how to mobilize the various components of Township of Severn's brand identity. It guides internal teams, partners, businesses and affiliates on how to appropriately use our marks, colours and typefaces—and used correctly—will secure brand continuity across marketing channels and materials.
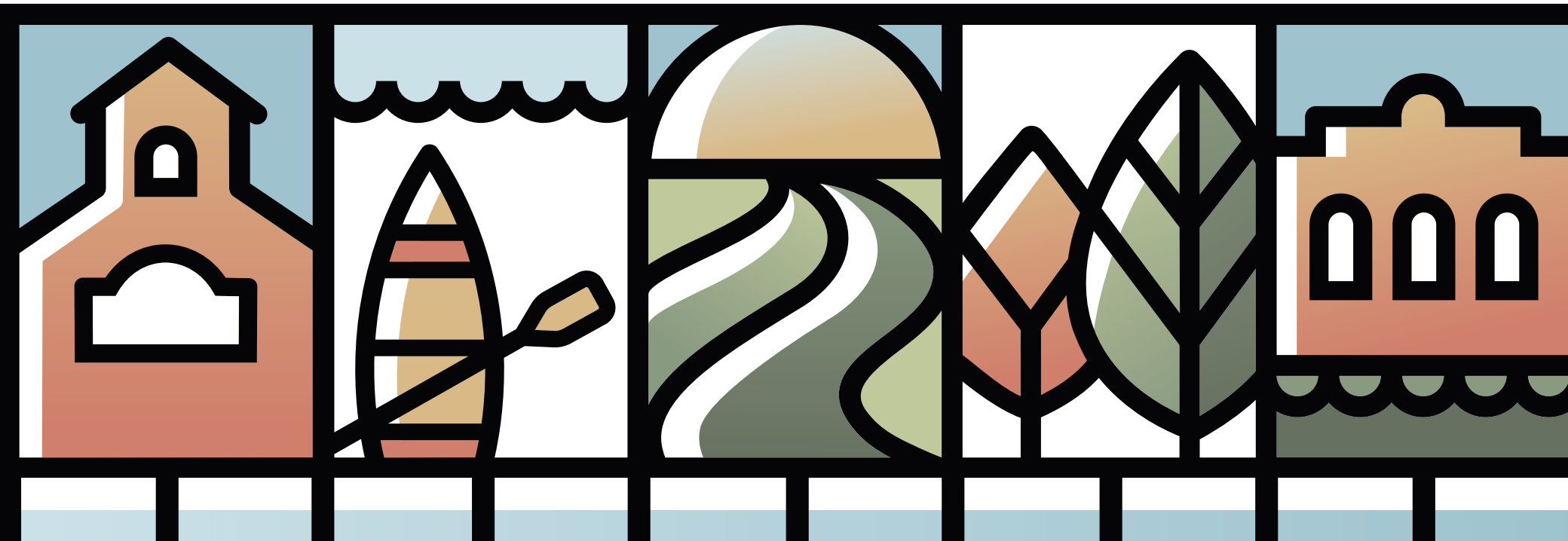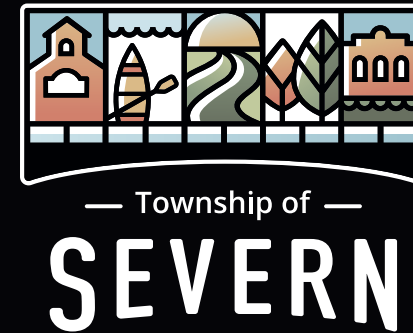
— Township of —

SEVERN

About Severn

Located just 90 minutes north of the GTA and easily accessed from major highways 400, 11 and 12, Severn is nestled in the northern corner of Simcoe County and is considered the gateway to the Canadian Shield.

Its sprawling network of trails, combined with pristine lakes and rivers have created an all-season destination for adventurers to explore, while festivals and events, boutique shops, dining establishments, and historic buildings offer something to appease almost everyone else. With a friendly and welcoming residential population spread across a series of charming settlements, Severn is known as a community of communities—both a beloved escape and a place to call home for those who seek a balanced lifestyle.

Brand Story

Township of Severn's logo features multiple panels to symbolize a community of communities and is unified by visuals that can be found throughout Severn as a whole.

The first panel represents Severn's historical buildings, while the second represents its waterfront connection. The third panel represents Severn's network of trails and agriculture, while the fourth features trees as a nod to Severn's natural elements. The final panel reflects Severn's quaint shops and restaurants, with all panels upheld by a visual representation of the area's many bridges. Combined with a colour palette to reflect all four seasons and the ability to be separated into individual icons, this concept is a flexible solution for representing all that Severn has to offer.

Logo Dissection

Network of Trails and Agriculture

Waterfront Connection

Natural Elements

Historical Buildings

Quaint Shops and Restaurants

Bridge

— Township of —

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Brand Restrictions

Sizing Restrictions

Township of Severn's logo should never appear smaller than specified.

— 1.25" —

— Township of —
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Space to Breathe

In order to maintain the visual integrity of Township of Severn's brand, we need to give the logo space to breathe. This space can be represented by the measurement 'X'. Each logo should have at least 'X' amount of space surrounding it at all times, meaning no other visual element (other logos, text, etc.) should fall within this space.

X

X

X

X

— Township of —
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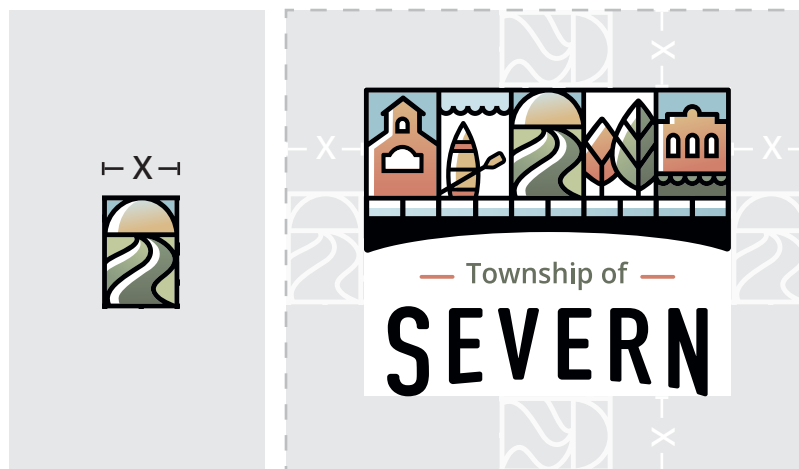
Brand Restrictions

Logo Don'ts

1. Please don't use new letters

2. Please don't give it a makeover

3. Please don't flip it upside down or position it diagonally

4. Please don't squish or stretch it

5. Please don't leave it somewhere congested

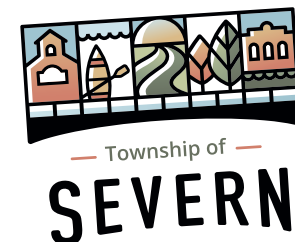6. Please don't use coloured text on a coloured background

Brand Restrictions

Co-branding Materials

Please contact Township of Severn's Communications Officer at **communications@severn.ca** or **705-325-2315 x249** to obtain logo use permission and approval of all artwork.

When Township of Severn's logo is being partnered alongside others, it should be sized so that it's visually equal and spaced a comfortable, equal width apart from the others. It should also be centred horizontally.

Brand Voice and Tone

Characteristic	Description	Do	Don't
Warm	Severn is largely rural, but not disconnected. A sense of warmth lends itself to the area's charm and safety.	• Be personable • Illuminate the hospitable qualities of Severn	• Be flat or impartial • Neglect to display a willingness to help
Inviting	Severn is home to a warm-hearted population that welcomes others into the community.	• Be conversational • Use inclusive, simple language in communications	• Be too casual • Sound emotional or patronizing
Authentic	Severn is a wonderful place to live, play, and work. This message will be shared, but never compromised by false representations.	• Be honest and direct • Ensure facts and statements accurately reflect Severn and its best interests	• Use fluffy jargon or hyperbole • Over promise or oversell
Informative	Township of Severn aims to equip residents, tourists, and businesses alike with the information they need to address their interests.	• Prioritize what audiences need to know, not just what needs to be said • Provide opportunities and/or direction to learn more	• Be obscure or undetailed • Be overly friendly or disingenuous

Key Messages

The below two taglines may be used in marketing and advertising materials as a catalyst for sharing what Severn has to offer.

Dwell in Good Nature

Wander in Wonder

Colour Palette

A carefully chosen set of colours plays a critical role in a brand's identity. It helps define the emotional response audiences will have with the brand, and triggers instant recognition. For Township of Severn's brand, the following colour palette has been established:

Sunset Gradient

Land Gradient

Water Gradient

CMYK: 40 | 30 | 30 | 100
RGB: 0 | 0 | 0
HEX: #000000
PANTONE: Black C

CMYK: 16 | 58 | 56 | 1
RGB: 209 | 128 | 108
HEX: #D1806C
PANTONE: 4051 C

CMYK: 15 | 25 | 52 | 0
RGB: 218 | 186 | 135
HEX: #DABA87
PANTONE: 467 C

CMYK: 26 | 11 | 45 | 0
RGB: 192 | 202 | 157
HEX: #C0CA9D
PANTONE: 5797 C

CMYK: 59 | 43 | 61 | 20
RGB: 103 | 112 | 96
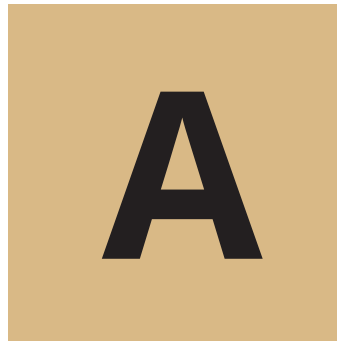HEX: #677060
PANTONE: 4222C

CMYK: 49 | 28 | 54 | 3
RGB: 138 | 155 | 129
HEX: #8A9B81
PANTONE: 4180 C

CMYK: 38 | 11 | 14 | 0
RGB: 158 | 196 | 208
HEX: #9EC4D0
PANTONE: 5503 C

CMYK: 19 | 3 | 5 | 0
RGB: 203 | 226 | 234
HEX: #CBE2EA
PANTONE: 552 C

Colour Contrast

The colour palette should be used with black or white text or backgrounds as shown here to ensure enough contrast for the viewer.
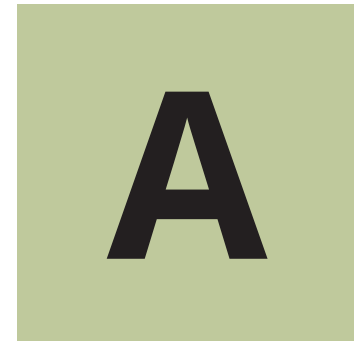
Typography

Strong typography enhances the character of a brand and establishes a hierarchy of importance for information to be received by audiences.

Regular
Italic
SemiBold
Bold

Open Sans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#$%^&*()+[]:;?

Substitute Font

There are times when fonts are limited to what is already installed on your computer. If a system font is required, Arial is the substitute. This could be for items such as emails, PowerPoint presentations and Word documents.

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()+[]:;?
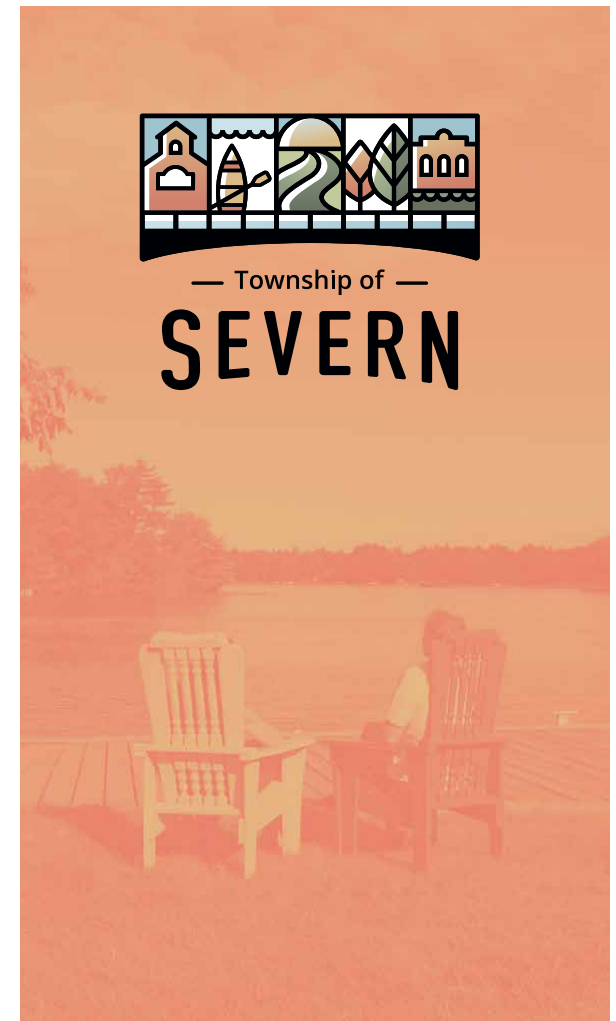
Regular

Italic

Bold

Integration With Imagery

Township of Severn's logo has been designed to work with and within imagery. Although images should stray from being too busy, they can be either:
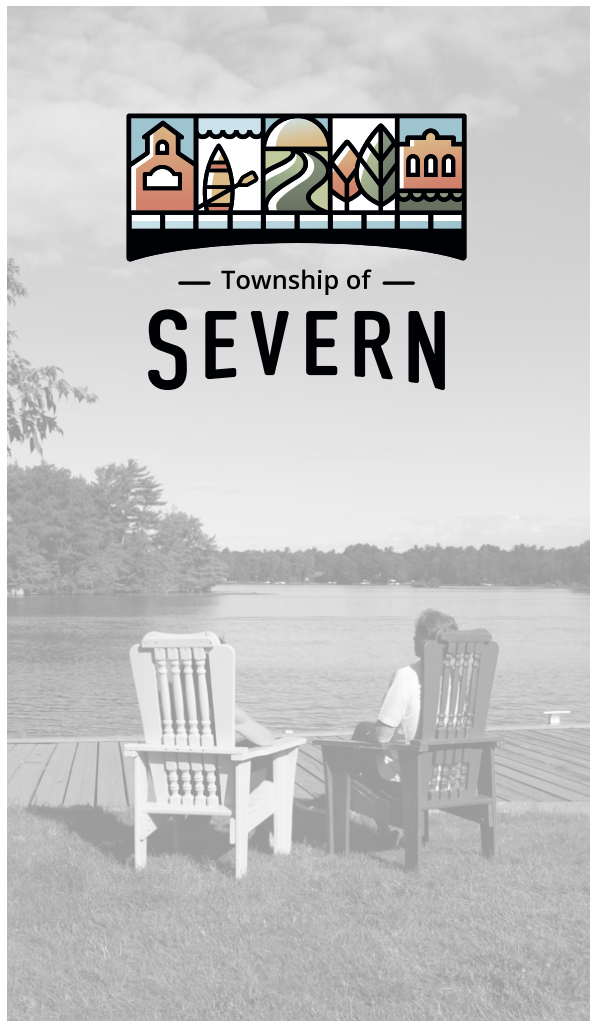
Black and white
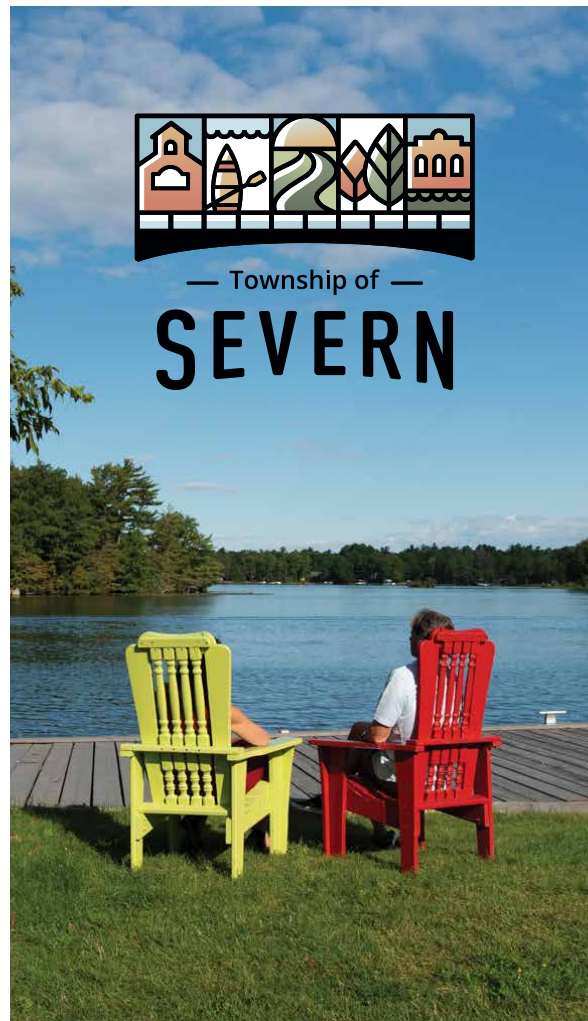
Full colour

Gradient mapped

Brand Applications
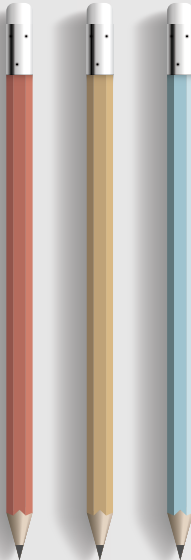
Conclusion

This guidelines document provides the basic tools required to ensure Township of Severn's brand is used consistently and appropriately across all print and digital media channels. Should you have any questions about how to use Township of Severn's brand or any of its various elements, please contact the Communications Officer at **communications@severn.ca** or **705-325-2315 x249**.

" **Branding is what people say about you when you're not in the room.**"