

# Our Logo

# Fonts



The City's logo is the most recognizable element of our branding. It identifies the City of Hamilton within the community and to the wider world. The logo should appear on all correspondence, publications, signage, vehicles and equipment.

Our logo is made up of an icon, the logo's symbol, and a wordmark - the underscored "Hamilton" beneath the icon. Solid and traditional, our logo exemplifies the strength of character found in our dependable, upright and stable City.

## VERTICAL LOGO

Consists of the symbol with the wordmark Hamilton underneath and an underscoring line below the text.



## HORIZONTAL LOGO

Consists of the symbol and the wordmark Hamilton, located beside the symbol with an underscoring line.



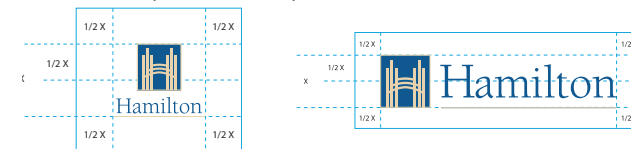
\* White logo on solid background (including black or any other colour)

### CITY LOGO COLOURS

<p><b>CMYK:</b> 100/43/0/34 <b>PMS:</b> 2955 C <b>RGB:</b> 0/87/142 <b>HEX:</b> #00578e</p>	<p><b>CMYK:</b> 9/15/34/0 <b>PMS:</b> 467C <b>RGB:</b> 231/210/173 <b>HEX:</b> #e7d2ad</p>
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## PROTECTED SPACE

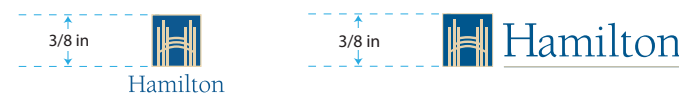
The protected space is equal to half the size of the height of the logo. Defined in this way, the space is always proportional to the logo. Nothing should ever intrude the protected space



## MINIMUM SIZE

Never reproduce the logo smaller than 3/8 inch in height.

*Note: Logos not to scale*



## DIVISON, SECTION AND PROGRAM LOGOS

The division, section or program name is set at half the height of the wordmark. Please avoid using department name when possible (eg. Public Works). Use Arial font.



## LOGO/BRAND DEVELOPMENT

The City of Hamilton has a responsibility to uphold the integrity of our brand and the obligation to ensure residents, visitors and investors understand who the City of Hamilton is. While certain sectors and industries do warrant development of additional brands and channels (Tourism, Economic Development), the development of additional brands and logos in addition to the City of Hamilton's may create confusion.



Any development of branding or logos for City of Hamilton programs should take place in consultation with the Communications division. At no time should City employees create brands/logos for their Departments, Divisions or Sections that is separate from the City of Hamilton logo - see "Division, Section and Program Logos".

If approved by Communications, any new logo/brand should always sit side by side with the City of Hamilton logo (City of Hamilton always to the left).



For more information about anything you see in this document, including a technical glossary and definitions of terms mentioned, please email:

[communications@hamilton.ca](mailto:communications@hamilton.ca)

## PREFERRED FONTS

For reports and other documents produced in Microsoft Office programs, please use the following font families:

**Arial Bookman Old Style**

For brochures, posters, booklets, visual displays and other graphically designed materials, you may use the following font families:

*Main content text:* **Roboto Roboto Slab**

*For headings, titles and subtitles:* **BEBAS NEUE**

## CLEAR, ACCESSIBLE AND LARGE PRINT GUIDELINES (AODA COMPLIANCE)

All City of Hamilton management, staff, Council, volunteers, agents, contractors and consultants, working on behalf of the City of Hamilton, are required to produce documents (or the information contained in the document) in accessible formats, for persons with disabilities, taking into account the person's disability.

If a document is produced and does not meet the clear, accessible and large print guidelines, due to design and formatting restrictions, provisions must be made to reproduce the document, in an alternate format, which meets the guidelines below, **upon request**.

For printed publications, the guidelines are as follows:

**Clear Print:** Arial 12pt **Large Print:** Arial 18pt

When producing print communications that are truly inclusive, typography's legibility and readability are determining factors:

- Legibility is determined by the specific typographic traits affecting recognition of letters and words. (colour, shape, scale, and style)
- Readability is related to a font's legibility but is also influenced by design and layout decisions. (dimension, spacing and alignment)

# Colours

# Extras

## PRIMARY CITY OF HAMILTON COLOURS

<b>NAVY BLUE</b>	<b>CAMEL</b>
CMYK: 100/43/0/34 PMS: 2955 C RGB: 0/87/142 HEX: #00578e	CMYK: 9/15/34/0 PMS: 467 C RGB: 231/210/173 HEX: #e7d2ad

## COMPLEMENTARY COLOURS

You may use any of these colours on their own or in addition to the Navy Blue or Camel.

<b>YELLOW</b>	<b>GREEN</b>	<b>TEAL</b>
CMYK: 0/8/86/0 PMS: 7404 C RGB: 244/218/64 HEX: #f4da40	CMYK: 65/0/100/0 PMS: 368 C RGB: 120/190/32 HEX: #78be20	CMYK: 76/0/38/0 PMS: 3262 C RGB: 0/191/179 HEX: #00bfb3
<b>BLUE</b>	<b>PURPLE</b>	<b>RED</b>
CMYK: 98/24/0/3 PMS: 7461 C RGB: 0/125/186 HEX: #007dba	CMYK: 47/72/0/0 PMS: 2583 C RGB: 160/94/181 HEX: #a05eb5	CMYK: 0/97/50/0 PMS: 1925 C RGB: 224/0/77 HEX: #e0004d

## OUR CULTURE COLOURS

<b>Collective Ownership</b>	<b>Steadfast integrity</b>	<b>Courageous Change</b>	<b>Sensational Services</b>	<b>Engaged Empowered Employees</b>
CMYK: 56/68/6/0 PMS: 265C RGB: 130/102/164 HEX: #8266a4	CMYK: 67/14/18/0 PMS: 631C RGB: 73/172/196 HEX: #49acc4	CMYK: 0/49/79/0 PMS: 157 C RGB: 247/150/75 HEX: #f7964b	CMYK: 44/10/83/0 PMS: 367 C RGB: 156/187/90 HEX: #9cbb5a	CMYK: 19/81/67/5 PMS: 7418 C RGB: 194/81/80 HEX: #c25150

## POWERPOINT TEMPLATE

Find these and other permitted templates on eNet -> Who's Doing What -> Communications







## OFFICIAL CITY CREST

The City's crest is only used by the Mayor's office for official correspondence and documents, as well as legal purposes. Where the City's logo is used in combination with its official crest, the logo is always secondary to the crest.



## CORPORATE SOCIAL MEDIA ACCOUNTS

-  [twitter.com/cityofhamilton](https://twitter.com/cityofhamilton)
-  [linkedin.com/company/city-of-hamilton](https://linkedin.com/company/city-of-hamilton)
-  [youtube.com/InsideCityofHamilton](https://youtube.com/InsideCityofHamilton)
-  [instagram.com/CityofHamilton](https://instagram.com/CityofHamilton)

## PHOTOGRAPHY

The City of Hamilton maintains a high standard when photography is used in any marketing materials, presentations or reports. Ensure you have appropriate size and quality requirements when using photography. Communications does have a photo database available for staff use, please contact Communications with a specific image request.

Use of purchased stock images is appropriate, however it is preferred to use photos from Hamilton when available. Please review the licence agreements when purchasing stock images, as each photo will have specific rules about how and where it can be used.

Please note, use of images without the consent of the photographer (including those found on Google) are strictly prohibited and may result in legal action against the City.

## PURCHASED ADVERTISING

Did you know that the City of Hamilton has a centralized body for purchasing advertising in local/national media? This includes all forms of paid advertising; newspaper, television, radio, magazines, outdoor and online advertising. Communications will contact, negotiate and place advertising with our media partners on your behalf, ensuring quality and cost are maximized. For more information, visit eNet -> Who's Doing What -> Ad Bookings.

In addition, the City maintains an Advertising Policy for ads purchased on City property and assets to ensure they meet standards set out within. For more information, visit eNet -> Who's Doing What -> Communications.

## AODA COMPLIANCE

For more information on AODA compliance, refer to the AODA Integrated Accessibility Standards and Customer Service Standards Handbook available on eNet -> "Departments - Who's Doing What?" -> Human Resources - Access & Equity -> Training (Tab) -> AODA Customer Service Handbook (PDF)

# VISUAL IDENTITY & BRAND GUIDELINES

At a Glance

