



## Appendix "A"

# CORPORATE STYLE GUIDE

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## Appendix “A” Use & Application of CORPORATE STYLE GUIDE

### Introduction

The purpose of the Corporate Style Guide is to provide clear, consistent guidance, as well as being an effective tool that defines the identity of King Township, through the appropriate use of branding, use of logos and/or the Township crest, promoting our image (“KING”) as a progressive community.

The approach of branding, providing strong and consistent imaging/messages, with the objective of effective, consistent use of the Township’s logos and Corporate crest strengthen King’s identity by being immediately recognizable, wherever they may appear.

Review of the Corporate Style Guide will occur annually by the Communications Committee.

### How Can You Help?

The Corporate Style Guide must be consulted when communicating information internally and externally. The guidelines provided within the Corporate Style Guide ensure that effective communication is **consistent** and **accurate**, both to the public and staff.

The use of fonts, logos, crests, and standard templates are addressed within this Style Guide. The application of these items is also detailed, and includes the application of branding on Corporate equipment, merchandise and communications/publications/media formats.

This application is also the standard expected when producing material or media through an authorized third party vendor. Every effort should be made to ensure that environmentally safe paper and ink is used for all forms of publications, whenever feasible.

Review by the Communications Committee, as outlined within the Communications Policy, of **all** communication pieces will minimize errors or omissions from occurring, and ensure greater accuracy and consistency. The thorough review and authorization by department staff of all artwork and documentation, before Committee review and subsequent production, is imperative.



## Use of the Font, Logo and Crest

### Fonts

#### Corporate documentation and web applications:

The standard font for internal and external Township documents is Arial, with a minimum 11pt type.

#### Advertising and other print material

For display type printing (ie. Posters) the preferred font is Gill Sans in regular, bold, italic and bold italic. If Gill Sans is not available Arial or Verdana can be used as an alternative.

Other extensions of this font are not suitable for use. For example: condensed, extra condensed bold, ultra bold, and ultra bold condensed. Do not re-proportion or change the Gill Sans font in any way.

Arial

**Arial Bold**

*Arial Italic*

***Arial Bold Italic***

Gill Sans Regular

**Gill Sans Bold**

*Gill Sans Italic*

***Gill Sans Bold Italic***



## King Township Logos and Crests

The “KING” logo represents our new branding design, and therefore is used on all promotional or informational material. All ceremonial or official documentation shall use the traditional Township Crest, as it represents the Township’s binding authority. Please see *Corporate Identity and Branding Guidelines* below for specific recommendations on logo use.

The “Fire & Emergency Services” logo is the common, visual identifier used to identify our volunteer firefighting organization, King Fire & Emergency Services. The logo is used on all King Fire & Emergency Services equipment, documentation, and communications issued from within their department.

The Sustainable King logo represents how we, as a community, are committed to making smarter decisions about how we use our resources, design our communities and manage our finances. The logo represents the four pillars of sustainability: environment, economy, socio-culture, finance, and the interconnections between them. The Sustainable King logo is used on all documentation which promotes the four pillars of sustainability.

The “King Township Public Library” logo is the common, visual identifier representing and promoting the public library and specifically, the four public library branches. The logo appears on the library website, as well as on all communications and documentation issued by the library.

The “Experience King” logo is the visual identifier used to promote our new tourism/visitor initiative, developed as a result of recommendations from the Community Tourism Plan, approved by Council in April of 2014. The “Experience King” logo appears on all promotional material and is incorporated as part of the new micro website launched by the Economic Development Division.



King Logo



Township Crest



King Fire (KFES)



Sustainable King (SK)



King Township Public Library



King Township Tourism/Visitors



Black & White Gradient



Accessibility Advisory Committee



K4Excellence AccreditationTeam

The “Accessibility Advisory Committee” logo is the visual identifier used to identify King Township’s provincially mandated Accessibility Advisory Committee. The AAC logo also appears on all committee approved promotional material and any communication regarding provincially mandated accessibility legislation.

The “K4Excellence” logo is the visual identifier used to identify King Township’s American Public Works Association accreditation team, comprised of staff members from the Engineering, Public Works, Building, Planning and Parks, Recreation & Culture Departments.

*All correspondence must include an approved logo (or approved variations of), or Township Crest, as outlined under the Corporate Identity and Branding Guidelines below.*

The approved, “camera ready” designs of the logos and crest are included within this Guide, as well as located on the Township shared “I” drive under Communications Policy and on the Intranet under the Communication Policy heading.

## Authorization

Use of the logos or crest is not permitted by outside contractors without written permission from the Township of King.



## Reference List – Use of Logos/Crest

| Document / Item                             | Logos / Crest                          |
|---|--|
| <b>Communications/Correspondence</b>        |  |
| Letters/Envelopes                           | Logo - Colour                          |
| Permits/Licences                            | Logo -- Colour                         |
| Media Releases                              | Logo – Colour                          |
| Bills/Invoices                              | Logo – Colour                          |
| Agendas/Minutes/By-laws                     | Logo - Colour                          |
| Application Forms                           | Logo - Colour                          |
| Brochures/pamphlets/calendars               | Logo – Colour                          |
| Cheques                                     | Logo – Colour                          |
| Invitations                                 | Logo/Crest                             |
| Certificates/Awards                         | Logo/Crest                             |
| Correspondence “Office of Mayor”            | Crest                                  |
| Official correspondence (CAO or Clerk)      | Crest                                  |
| Sustainable King communications             | SK logo                                |
| King’s Vision, Mission and Value Statements | Logo - Colour                          |
| King Fire & Emergency Services, all         | KFES Crest                             |
| King Township Public Library, all           | Logo - Colour                          |
| Website                                     | Logo – Colour                          |
| Township Page, Newspaper                    | Logo – Black/White or Colour & SK logo |
| Newsletters/memos/communiqués               | Logo – Colour                          |
| Reports/Studies/Agreements                  | Logo - Colour                          |

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## Miscellaneous/Other

|                               |               |
|-------------------------------|---------------|
| Staff uniforms, KING clothing | Logo – Colour |
|-------------------------------|---------------|

|          |               |
|----------|---------------|
| Vehicles | Logo – Colour |
|----------|---------------|

|                                |               |
|--------------------------------|---------------|
| Signage – Promotional, Notices | Logo – Colour |
|--------------------------------|---------------|

|               |            |
|---------------|------------|
| Township Pins | Logo/Crest |
|---------------|------------|

|               |            |
|---------------|------------|
| Banners/Flags | Logo/Crest |
|---------------|------------|

|                            |               |
|----------------------------|---------------|
| Promotional material/items | Logo – Colour |
|----------------------------|---------------|

|                         |       |
|-------------------------|-------|
| Awards/Trophies/Plaques | Crest |
|-------------------------|-------|

|                |               |
|----------------|---------------|
| Business Cards | Logo – Colour |
|----------------|---------------|

|                           |               |
|---------------------------|---------------|
| Power Point Presentations | Logo – Colour |
|---------------------------|---------------|

|                          |            |
|--------------------------|------------|
| KFES equipment/materials | KFES Crest |
|--------------------------|------------|

|                                       |         |
|---------------------------------------|---------|
| Sustainable King promotional material | SK logo |
|---------------------------------------|---------|

|           |               |
|-----------|---------------|
| King Maps | Logo – Colour |
|-----------|---------------|

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## Use of Logo and Branding Guidelines

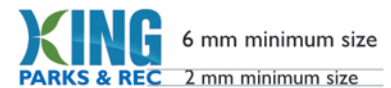
The Corporate Branding program encompasses vehicles, equipment, employee uniforms, advertisements, correspondence, publications, business cards and letterhead. Through the implementation of a Corporate Branding Program, we can ensure that all publications, staff and equipment are easily identifiable. These Guidelines provide the standards to be applied, to ensure this consistency.

### Logo Principles

The KING master logo minimum useable size is 6mm high. If the department line is used, type should not be smaller than 2mm high.



The relative size of the logotype and symbol is fixed and neither element can be separated or used independently from the other (with the exception of the Sustainable KING logo).



Only use the official artwork provided by the Communication Committee. Please do not re-create, re-proportion or alter the logo in any way.

### Logo with Gradient



The Township logo, with the gradient variation, is the default logo, used whenever possible, including on our web and other electronic media formats.

The Clear Space directive below applies to the gradient version of the logo.

### Sustainable King Logo

Application of use of logo to various communications:



Media Releases; Promotional Items; Newsletters; Sustainability Committee Agendas and Minutes; Sustainable King website; Sustainable King Twitter; Sustainable King Facebook; Information/update Articles (ie. Mosaic, Leisure Guide, etc); Municipal Page (Township Newspaper weekly ad, small icon and info at bottom of each weekly page); PowerPoint Presentations (Sustainability, to Council and/or Committee).

**The logo must be used/appear adjacent to the Township’s Vision Statement, whenever the Vision Statement is used.**

The Clear Space directive below will also apply to this logo.





## Logo Pantone Colours

When printing the non-gradient KING logo, using a non-digital format, the logo must be printed using the Pantone colours as noted below. For example, Pantone colours would be used when printing on clothing or promotional items.

### For uncoated materials:

Pantone 3005U



Pantone 369U



### For coated materials:

Pantone 3005C



Pantone 369C



When printing the gradient logo using a digital format, the logo is printed using a four colour CMYK process (standard industry format). CMYK process is used for all paper stock product.

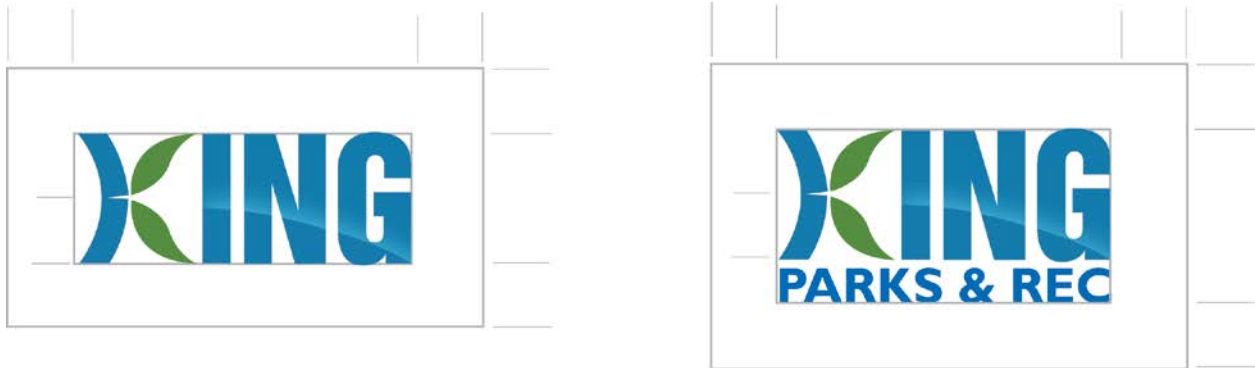
## Logo Clear Space

To maintain visual integrity, the KING logo should not appear to be crowded by, or linked to other words, graphics or images within the minimum space. As shown here, the middle of the letter “K” is used as the rule for measuring the minimum space around the KING logo.



## Logo with Township/Department

If additional text is required with the logo, for example division/department name, consultation and review will take place with the Communications Committee. The approved versions will be created and added to the approved use of logos listing.



Where KING colours are not available, for example on laser printer documents, fax and black and white advertisements, the logo may appear in black on white (or light background), or in white on dark backgrounds. The same principles apply for positioning the logo on images. It is important to make sure that the image area in which you place the logo is 'clean' and does not interfere with the logo.



## Background Colour Options

For the purpose of marketing and advertising the following background colours can be incorporated into the KING identity.

The logo should appear as solid black on light colours, and white on dark backgrounds.



Pantone 7417C  
CMYK 0/0/0/56  
RGB 220/80/52  
HTML: DC5034



Pantone 1225C  
CMYK 0/21/80/100  
RGB 255/203/79  
HTML: FFCB47



Pantone 299C  
CMYK 86/45/15/0.39  
RGB 20/122/171  
HTML: 00A1DE



Pantone 362C  
CMYK 71/29/99/7.81  
RGB 86/142/64  
HTML: 3F9C35



Pantone 7544C  
CMYK 33/14/11/31  
RGB 137/150/160  
HTML: 8996A0



Pantone Process Bk  
CMYK 100/100/0/100  
RGB 0/0/0  
HTML: 1E1E1E

## Application of the KING logo on corporate clothing

### Application:

The logo should be embroidered.

### Colour:

When applied on white or light coloured material always use the KING logo in full colour. When applied on dark material, such as black, the logo can be colour or white.

### Exception:

For corporate clothing the logo can be embroidered tone on tone (eg. blue logo on blue shirt) as long as there is enough contrast between the blue of the logo and blue of material.

### Size of logo on corporate uniforms:

On the front of corporate shirts the logo size recommended is 55mm wide x 20mm high and positioned on the left side, or pocket of the left breast.



Master Logo - 2 colours



## Application of the KING logo on uniforms

### Material:

The logo and department or division should be embroidered on heavy duty fabrics and heat set on lighter fabrics such as hi-visual vests.

### Colour:

On uniforms the KING logo should always be highly visible and applied with contrast.

When applied on hi-visual colors such as signal yellow, orange or grey use the logo in full black or full colour.

### Size of logo on corporate uniforms:

On uniforms the front logo size recommended is 55mm wide x 20mm high and positioned on the left side, or pocket of the left breast. On the back of overalls logo size recommended is 220mm wide.



Example of day/night hi-visual overalls



Example of hi-visual lined jacket



Example of hi-visual vest



## Application of the KING logo on promotional brand clothing

### Application:

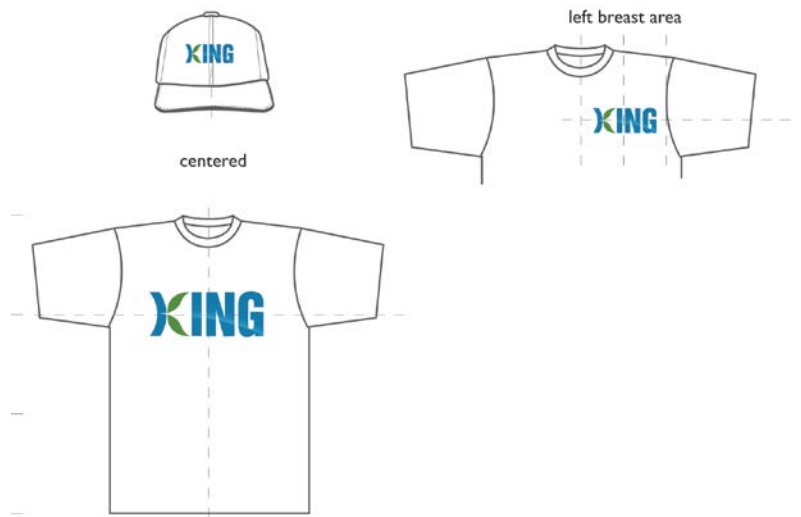
The logo should be embroidered or heat set. T-shirts can use the KING logo either centered or placed over the left breast area. For caps, logo should be centered.

### Colour:

When applied on white or light coloured material always use the KING logo in full colour. When applied on dark material such as black, use the logo in white or full colour.

### Size:

For this application logo size may vary. If placing logo on cap or left breast of t-shirt, minimum size is 20mm high.



Master Logo - 2 colours





**Application of the KING logo on promotional branded products**  
*(examples)*

**Application:**

In selecting appropriate promotional material for branding it is recommended for these applications to be fairly good quality and Canadian made when possible.

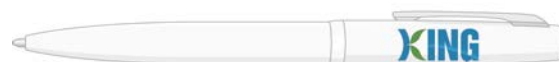
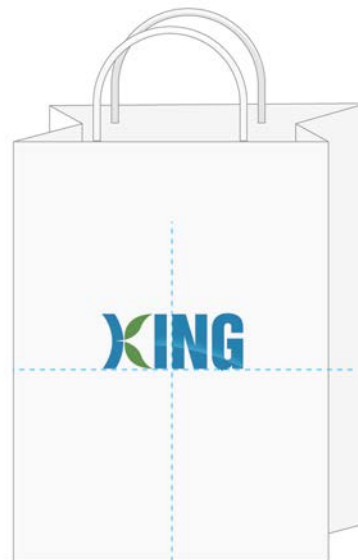
The quality of these materials and quality of reproduction is key to ensuring the integrity of the KING identity.

**Colour:**

When applied on white or light coloured material always use the KING logo in full colour or black. When applied on dark material such as black, use the logo in white or full colour.

**Size:**

For this application logo size may vary. The minimum logo size is 6mm high.





## Vehicle Branding

In general, when branding vehicles, you need to put procedures in place to maintain them well and keep them clean. The drivers should be well aware that they are representing KING on the road. The way the KING logo is applied to a vehicle will depend on the vehicle's size, shape and purpose. However, it is critical that the artwork of the standard KING logo is never compromised.

### Application of the logo to side, front and back on a vehicle

The logo may be applied at a minimum height of 120mm to the front and back provided there is sufficient useable space. The useable space is the area at the front or back of the vehicle that is free of manufacturer identifications, grills, moulding etc.

Placement of the KING logo on our current fleet of vehicles and equipment should follow the sizing as defined below. In certain applications, liberties may be taken with the size and placement of the KING logo, but attempts must be made to determine if a design solution already exists to accommodate the application. Large construction equipment would apply in this situation.

|               |   |
|---------------|---|
| 9" x 16"      | Large vehicle decals (fire trucks, plows, etc.) |
| 5.25" x 13.5" | Medium vehicle decals (SUV's, trucks)           |
| 5" x 8"       | Small vehicle decals (vans, SUV's)              |
| 5" x 17"      | Rear tailgate decals (i.e. king.ca)             |

### Side of vehicle - logo application

The KING logo should be applied to the useable space available on both the driver and passenger doors of the vehicles. The useable space is the area of the door free of handles, mirrors, body moulding etc.

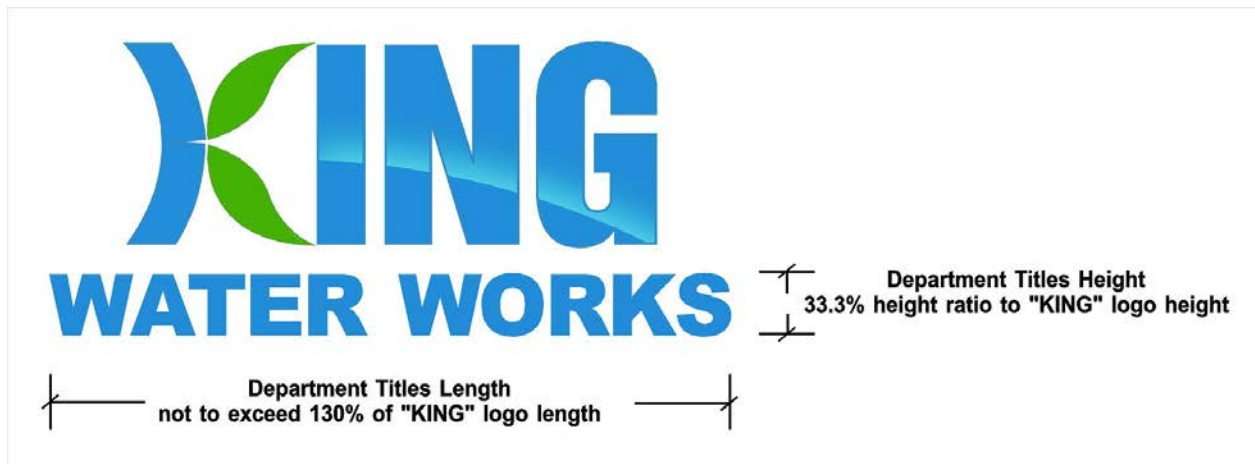
The logo should be centered on the door and placed near the top of the frame to avoid dirt splashing from the wheels. The logo should be made as large as possible in the useable space, while reflecting the KING clear space rules. The logo should have a minimum height of 120mm.

The logo should be provided in full colour vinyl for white vehicles and full colour with a clear backdrop for darker coloured vehicles.





The inclusion of a division/department title or tagline (i.e. Parks, Water, Facilities, Roads) shall follow the following height and length guidelines:



### Standard application of KING.ca and fleet number to back of vehicle

Space permitting, KING.ca and the fleet number are applied to the back while allowing for maximum visibility.



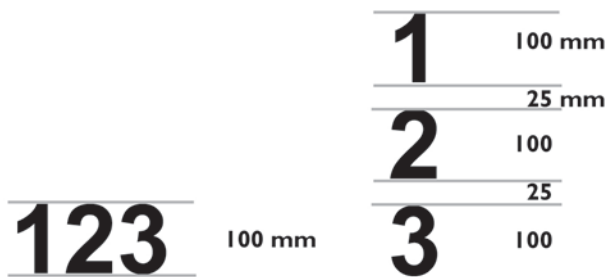


Use the Gill Sans MT font at a minimum size of 50mm. If Gill Sans font is not available use a similar sans serif type like Arial. On a white background type should be black. On dark coloured vehicles type should be white.

### **Application of fleet numbering**

The vehicle fleet number should be applied to the usable space available on the front right and back side of a vehicle cab. On the front right the number should appear horizontal, on the back side it may appear in horizontal or vertical format depending on usable space available.

The number should be supplied in black vinyl for white cabs and white vinyl for dark colours. The recommended minimum size of the numbering is 100 mm in height and the font should be Arial bold.



## Green and Blue Bin Branding



### Logo Clear Space

To maintain visual integrity, the KING logo should not appear to be crowded or too close to the edge. The middle of the letter “K” is used as the rule for measuring the minimum space around the KING logo.

### Logo Colour

On a dark background, such as the blue and green of the bins, the logo should be shown in white, as “KING.ca”.




## Email Signatures

All emails sent by Township staff will include the standard font, and include the following signature:

### Originating Email

### Response Email

|  |   |
|--|---|
| <p><b>First Name Last Name</b><br/>Title<br/>Township of King<br/>Phone number and extension or direct dial</p> <p> - linking to <a href="http://www.king.ca">www.king.ca</a></p> | <p><b>First Name Last Name</b><br/>Title<br/>Township of King<br/>Phone number and extension or direct dial</p> |
|--|---|

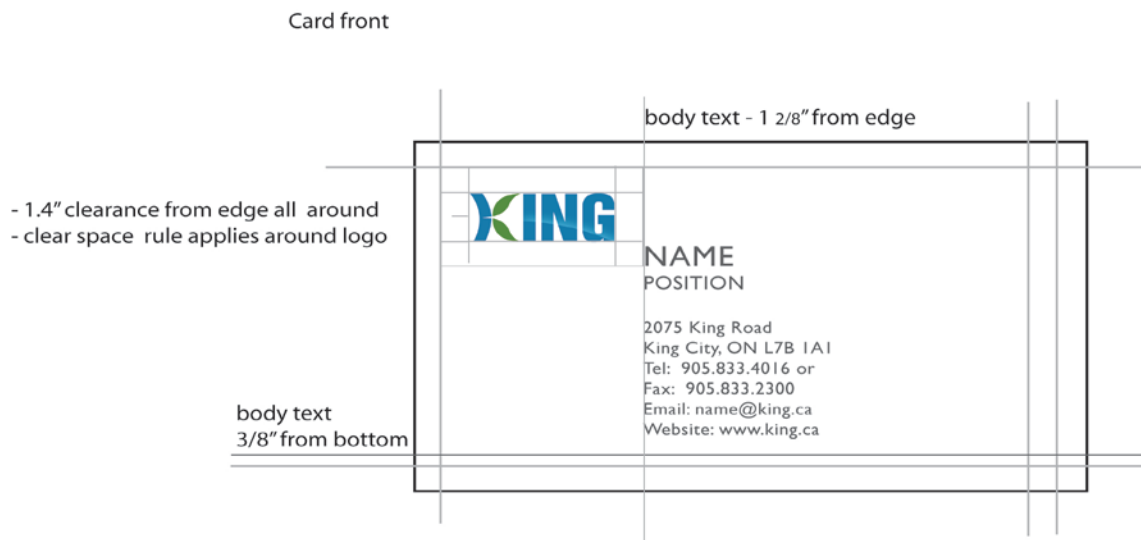


## Business Cards

### Logo Clear Space and Size minimum

To maintain visual integrity, the KING logo should not appear to be crowded by, or linked to other words, graphics or images within the minimum space. As shown here, the middle of the letter “K” is used as the rule for measuring the minimum space around the KING logo. The KING master logo minimum useable size is 6mm in height.



Cell numbers when required for Township business, should be listed on business cards for staff and/or Council. To accommodate any spacing constraints on the card, facsimile numbers may be removed if a cell number is required.



Back of card, or option for blank



## Letterhead & Envelope

|   |  |
|---|--|
|  <p>King Township<br/>2075 King Road Phone: 905-833-4016<br/>King City, Ontario Fax: 905-833-2300<br/>Canada L7B 1A1 Website: www.king.ca</p>  |  |
| <p>Name of Company<br/>Mr. I. Example<br/>Function/position of addressee<br/>123 example street<br/>Ontario L7B 0E5<br/>Country</p> <p>Date</p> <p>Subject</p>  |  <p>2075 King Road<br/>King City, Ontario<br/>L7B 1A1</p> |
| <p>Dear Mr. I. Example</p> <p>This is sample text, intended to represent the size, style and typesetting layout for text. It is not meant to have any other meaning or purpose. This is sample text, intended to represent the size, style and typesetting layout for text. It is not meant to have any other meaning or purpose. This is sample text, intended to represent the size, style and typesetting layout for text. It is not meant to have any other meaning or purpose.</p> <p>This is sample text, intended to represent the size, style and typesetting layout for text. It is not meant to have any other meaning or purpose. This is sample text, intended to represent the size, style and typesetting layout for text. It is not meant to have any other meaning or purpose. This is sample text, intended to represent the size, style and typesetting layout for text. It is not meant to have any other meaning or purpose.</p> <p>This is sample text, intended to represent the size, style and typesetting layout for text. It is not meant to have any other meaning or purpose. This is sample text, intended to represent the size, style and typesetting layout for text. It is not meant to have any other meaning or purpose. This is sample text, intended to represent the size, style and typesetting layout for text. It is not meant to have any other meaning or purpose.</p> <p>Yours sincerely,</p> <p>Name of Signatory,<br/>Function/position</p> | <p><b>Refer to Appendix<br/>'B' for templates</b></p>  |



## Trademarks, Copyrights and Disclaimers

### Trademarks:

Trademarks are used to claim exclusive properties of products or services.

### Copyrights:

Exclusivity of the rights of use of our crest and logos.

### Email Disclaimers:

All Township of King email messages must include the following disclaimer:

*“The information contained in this message is directed solely to the person(s) named above and may not be otherwise distributed, copied or disclosed. This message may contain information that is privileged, confidential and exempt from disclosure under the Municipal Freedom of Information and Protection of Privacy Act. If you have received this message in error, please notify the sender immediately advising of the error and delete the message without making a copy. Thank you.”*

### Collection of Information Disclaimers:

When personal information is collected by King Township, either directly from the person about whom the information relates or indirectly from another source, the Township must inform the individual that the collection has occurred.

This notice to the individual must state:

- The legal authority for the collection, including the specific Act and section, or by-law; and
- The principal purposes(s) for which the personal information will be collected; and
- The title, business address and telephone number of an official of the Township who can answer the individual's questions about the collection.

The following clause shall be used for the collection of personal data under the *Municipal Act*, and amended to reflect the applicable material and department:

*“The information is collected under the authority of (Municipal Act 2001) and, the personal information being collected on this form, by or on behalf of the Clerks' Office, will be used only for the purpose of compliance with the Animal Control By-law. It will be protected in accordance with the Municipal Freedom of Information and Protection of Privacy Act Part II. Please contact the Records Manager at 905-833-5321, if there are questions about the collection or usage of this information.”*

For further information regarding Collection of Information Disclaimers, please contact the Freedom of Information/Records Manager.



## Appendix "B"

# APPROVED TEMPLATES

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## **APPENDIX “B” Templates**

### **Powerpoint Presentation Template**

Powerpoint presentations are a highly effective way to consistently communicate the KING identity, both internally at the Township and out in the community at public events.



The following directives provide you with a guideline for use with the logo, colour and fonts.

**KING** (Logo placement option 1)

Presentation Title  
Topic:  
Department (if applicable)  
Date:

**KING** (Logo placement option 2) Township footer

**KING** (Logo placement option 1)

(text box)

**KING** (Logo placement option 2)

(text box)

(text box)



## MEDIA RELEASE



Thursday November 22, 2012

### Township of King NOTICE TO PROPERTY OWNERS

#### **KING CITY - ONTARIO**

This is sample text, intended to represent the size, style and typesetting layout for text. It is not meant to have any other meaning or purpose. This is sample text, intended to represent the size, style and typesetting layout for text. It is not meant to have any other meaning or purpose. This is sample text, intended to represent the size, style and typesetting layout for text. It is not meant to have any other meaning or purpose.

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For more information visit us at [www.king.ca](http://www.king.ca)



King Township  
2075 King Road Phone: 905-833-4016  
King City, Ontario Fax: 905-833-2300  
Canada L7B 1A1 Website: www.king.ca

Name of Company  
Mr. I. Example  
Function/position of addressee  
123 example street  
Ontario L7B 0E5  
Country

Date

Subject

Dear Mr. I. Example

This is sample text, intended to represent the size, style and typesetting layout for text. It is not meant to have any other meaning or purpose. This is sample text, intended to represent the size, style and typesetting layout for text. It is not meant to have any other meaning or purpose. This is sample text, intended to represent the size, style and typesetting layout for text. It is not meant to have any other meaning or purpose.

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Yours sincerely,

Name of Signatory,  
Function/position



## Appendix "C"

# GLOSSARY OF DEFINITIONS

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## **APPENDIX “C”      Glossary of Definitions**

- “Camera Ready”:** A communication or publication (content/images), in a format of acceptable quality to reproduce effectively both in electronic and high-resolution printed materials that is compatible for printing purposes, and/or posting on the website.
- Emergency:** An unusual situation that requires prompt action to limit damage to persons, property or the environment.
- Integrated Community Sustainability Plan : (“ICSP”)** King Township’s ICSP is a guiding document that facilitates more effective planning and management of the Township’s assets and resources and accelerates the shift in local planning and decision making toward a more long term and participatory approach to ensure the Township’s continual survival and increase prosperity. An ICSP will help the Township move towards a sustainable future – environmentally, socio-culturally, financially and economically.
- Media Advisory:** A notice to the media to announce an upcoming media event such as a news conference, a special meeting of Council, or a photo opportunity.
- Social Media:** Includes websites and tools such as video that allow users to interact with each other and share information, opinion, knowledge and interests. Examples of popular Social Media tools include web-based blogs and online social media networks such as, but not limited to: Facebook, Twitter, LinkedIn, Instagram and YouTube.



## Appendix "D"

# ANNUAL COMMUNICATIONS SCHEDULE

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# 2015 Communication Schedule