



GREY BRUCE
LOCAL IMMIGRATION
PARTNERSHIP



BRANDING & LOGO DEVELOPMENT

This initiative is a collaboration between Grey and Bruce Counties and is funded by Immigration, Refugees and Citizenship Canada.



Funded by:

Financé par :



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

BRAND TOOLKIT

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BRAND STORY

Life as a newcomer and immigrant can have unique challenges. Navigating a city, a culture and a language can be overwhelming to tackle alone.

Regardless of the obstacle, challenges are easier when there are resources to lean on.

The Grey Bruce Local Immigration Partnership is the connector that aligns resources to help make navigating Grey and Bruce counties easier.

We are the connectors who link individual dots, creating a path to move forward together and foster welcoming communities.

Our partnership spans across county lines, and community signs. Our coordination runs along sandy shorelines and flows over rolling fields. It reaches deep into Lake Huron and scales the Niagara escarpment.

Collectively, we strive to build stronger communities through awareness, outreach, inclusion and equality to ensure immigrants and newcomers become welcomed neighbours throughout Grey and Bruce counties.

The Grey Bruce Local Immigration Partnership works in collaboration with service based organizations to ensure that new residents thrive and enhance the vibrant, diverse and colourful landscapes they now call home.

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BRAND PROMISE

The Grey Bruce Local Immigration Partnership strives to foster, strengthen and collaborate with community stakeholders and service-based organizations to support immigrants and newcomers as they grow roots in Grey and Bruce Counties.





GREY BRUCE
LOCAL IMMIGRATION
PARTNERSHIP

KEYWORDS

Welcoming

Connection

Equity

Inclusion

Inviting

Newcomer to neighbour

Acceptance

Resources

Immigration

Supportive

Tools

Strengthening

Collaboration

Layers

Awareness

Partnerships

Unique needs

Outreach

Integration

Equality

Dependable





VISUAL STYLE IMAGERY & TREATMENT

- Multi-coloured
- Utilizes layers and individual pieces to create a collection
- Curved lines and pathways
- Stepping stones
- Casual, receptive
- Warm, welcoming and inviting





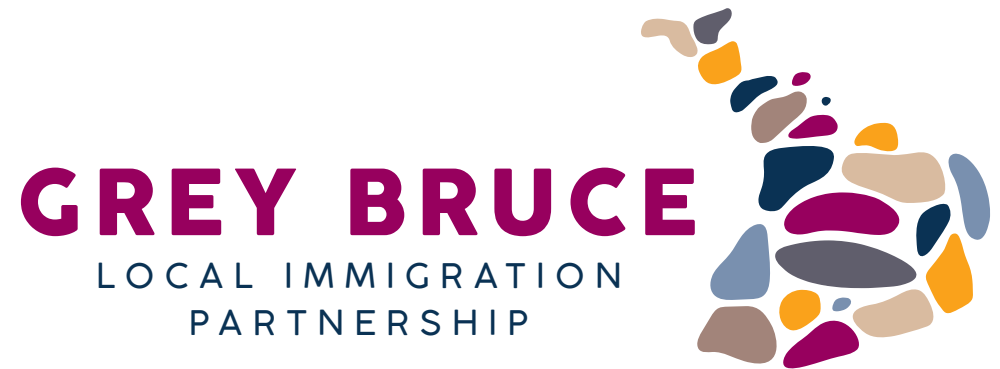
GREY BRUCE
LOCAL IMMIGRATION
PARTNERSHIP

LOGO

VERTICAL VERSION



HORIZONTAL VERSION



LOGO VARIATIONS

VERTICAL VERSION



COLOUR VERSIONS of the logo are the preferred application, and should be used when the background of the application is light in colour.



A REVERSE VERSION of the logo should be used when the background of the application is a dark colour.



A GREYSCALE VERSION of the logo can be used on a light or white background.



A BLACK VERSION of the logo can be used on a light background.



A WHITE VERSION of the logo can be used on a dark background.

HORIZONTAL VERSION



COLOUR VERSIONS of the logo are the preferred application, and should be used when the background of the application is light in colour.



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A BLACK VERSION of the logo can be used on a light background.



A WHITE VERSION of the logo can be used on a dark background.

LOGO SIZING

To ensure the effectiveness of the logo, there are minimum size standards for use.

VERTICAL VERSION

The minimum size for print applications should be 1.125 inch.



In web applications, the minimum size is 108 pixels.



HORIZONTAL VERSION

The minimum size for print applications should be 1.6 inch.



In web applications, the minimum size is 154 pixels.



LOGO BEST PRACTICES



Do not adjust the size or proportions of the logo



Do not change colours



Do not use a shadow



Do not add text



Do not change the fonts



Do not rotate

LOGO POSITIONING

The logo should be surrounded by a minimum amount of clear space to allow for optimal messaging. The clear space around all versions of the logo is equal to the height of the letter “G”.



TYPOGRAPHY

HEADING FONT

Aa

Cocogoose - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!#\$ % &*()_+?<>

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.

SUB HEADING FONT

Aa

Cocogoose - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!#\$ % &*()_+?<>

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.

BODY FONT

Aa

Basic Sans - light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!#\$ % &*()_+?<>

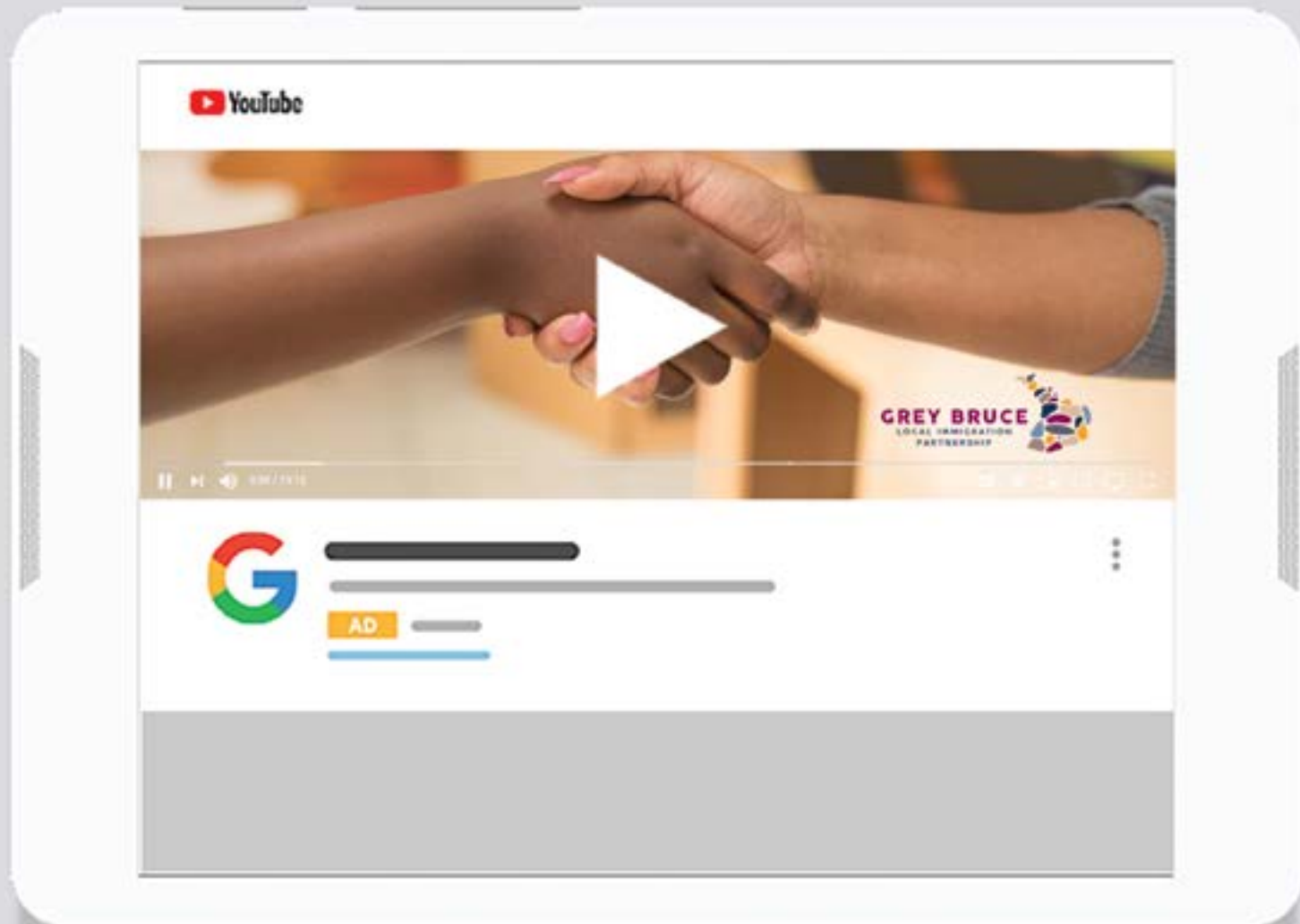
Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua.

COLOUR PALETTES

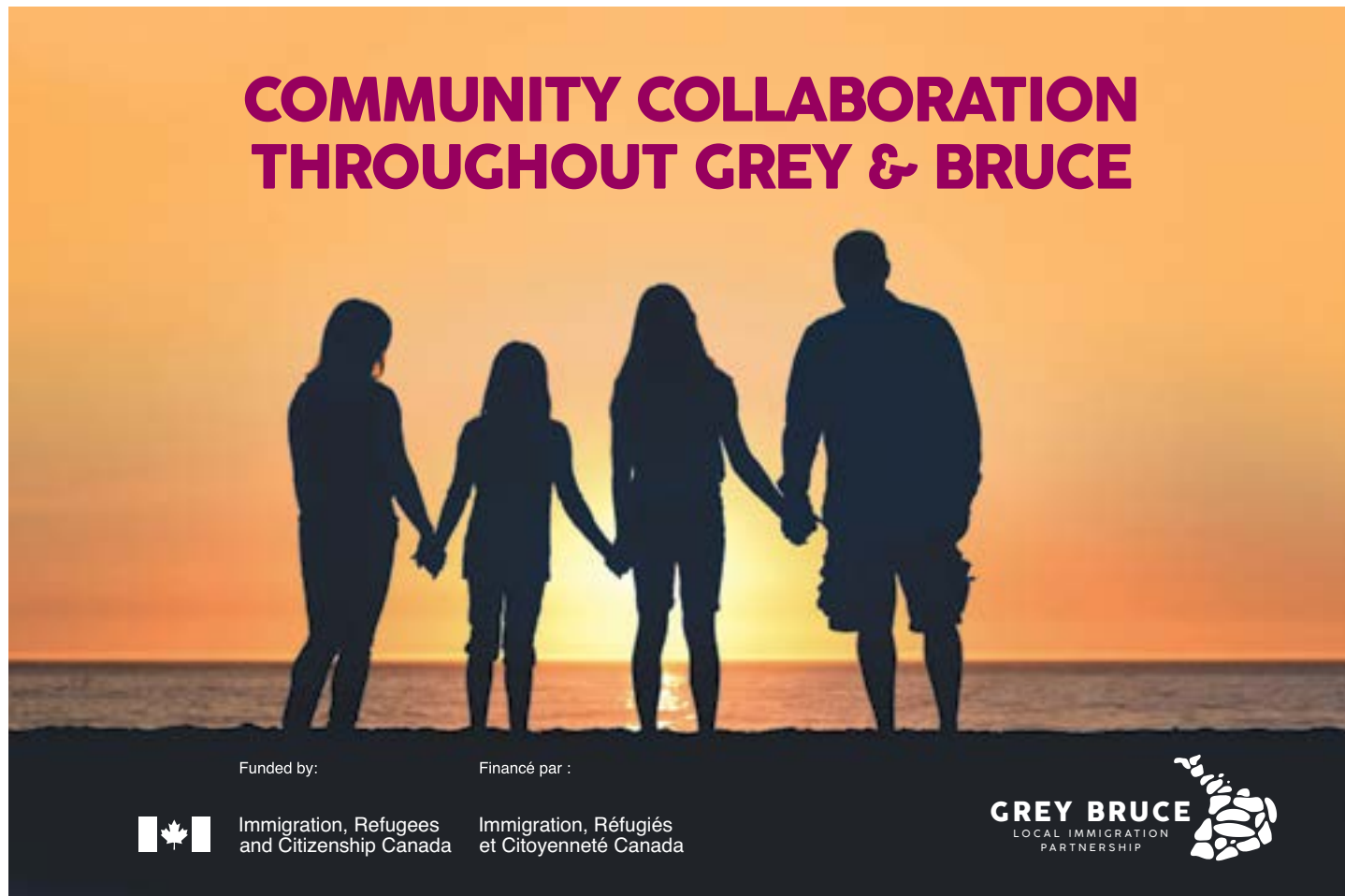


EXECUTABLES

VIDEO APPLICATION



PARTNERSHIP ITEM



PRESS RELEASE



SAMPLE PRESS RELEASE

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Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nullam id lorem blandit odio consequat vehicula. Donec sed nisi laoreet, suscipit nunc vel, sagittis odio. Praesent tristique volutpat dapibus. Suspendisse pretium, est et blandit ullamcorper, lectus felis vestibulum lacus, ut eleifend orci mi ac quam. Nulla imperdiet laoreet felis ut suscipit. Quisque consequat vitae ante in laoreet. Maecenas vitae ultrices urna, sed ultrices diam. Donec in nisl placerat, eleifend diam non, pretium ex.

Curabitur faucibus ipsum id leo aliquet, non rhoncus mi semper. Vestibulum sed mattis nunc, non pulvinar elit. Mauris ligula velit, venenatis ut hendrerit vitae, convallis id massa. Etiam nec porta metus. Pellentesque maximus, est non volutpat mollis, nulla ligula blandit urna, eu ultrices est dui quis odio. Nullam interdum, magna fermentum porttitor rhoncus, sem lorem blandit lorem, et vulputate mauris mauris sed nisi. Donec vitae finibus sapien, eget maximus erat. Curabitur vitae dui volutpat, egestas arcu eu, sollicitudin mauris. Nam pharetra imperdiet tellus non lobortis. In sed eros blandit, lobortis erat ut, fringilla mi. Proin quis finibus dui. Suspendisse eget lobortis nibh.

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000 000 0000
000 000 0000



info@GBLocalImmigration.com
info@GBLocalImmigration.com



000 Lorem ipsum Street
City, Ontario N4K 0B0

KEY MESSAGING

OPTION 1

Successful programs support and leverage one another to become stronger than their individual elements. The Grey Bruce Local Immigration Partnership is one element in each community's puzzle. Their partnership works to facilitate collective support for newcomers and immigrants as they establish a strong foundation throughout Grey and Bruce counties.

EXCERPT: By coordinating, collaborating and connecting resources, the Grey Bruce Local Immigration Partnership ensures that local organizations can reach greater heights together than apart.

OPTION 2

Critical gaps have been identified in the labour force in Grey and Bruce counties. They note that an entire family needs to feel welcomed and supported during their transition to the region in order to have effective population and workforce retention locally.

When organizations' leverage the resources of the Grey Bruce Local Immigration Partnership, they combine together to fill critical gaps to support and welcome new residents and their families during their transition to living throughout the region.

EXCERPT: Grey Bruce Local Immigration Partnership works to fill critical gaps in the local labour force by welcoming newcomers to the region.

KEY MESSAGING

OPTION 3

Communities across Canada are increasingly recognizing the value and benefits of welcoming newcomers and the importance of making their transition into local communities welcoming and successful.

The Grey Bruce Local Immigration Partnership shines a light on existing organizations and resources to increase awareness and utilization of services which directly support the inclusion, integration and welcoming of newcomers to the region.

EXCERPT: So how can a community effectively support newcomers and immigrants? Leveraging the resources of the Grey Bruce Local Immigration Partnership is an excellent first step.

COMMUNICATIONS REQUIREMENTS FOR PROJECTS FUNDED THROUGH IRCC

PURPOSE

The Government of Canada, through Immigration, Refugees and Citizenship Canada (IRCC), is committed to transparency about the funding, benefits and outcomes of projects supported by the department.

PROMOTIONAL MATERIALS

Recipients who intend to share information about an IRCC-funded project with the public through promotional material must acknowledge IRCC funding in these materials. A bilingual acknowledgement should be used in both printed and electronic materials, including, but not limited to: websites, newsletters, bulletins, brochures, booklets, leaflets, invitations, posters, banners, videos and advertisements.

Acknowledgement of IRCC may be in the form of a graphic identifier, text or audio tag line, depending on the product and nature of the funding.

Recipients agree that if any individuals are featured in IRCC-funded products, they must be newcomers with legal status who have benefited from IRCC-funded settlement services and/or service providers who are delivering IRCC-funded settlement services. Actors are not to be used in any IRCC-funded videos/photos. Stock photos may be used only when not accompanied by a testimonial.

TEXT/VERBAL ACKNOWLEDGEMENT

Please use the following sentence for acknowledgement in text/printed material. Funded by Immigration, Refugees and Citizenship Canada

VISUAL ACKNOWLEDGEMENT

Funded by:

Financé par :



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

When acknowledging multiple partners, the IRCC or Government of Canada identifier must appear with equivalent size, position and prominence of all other acknowledgements or credits.

To ensure the integrity of the identifier

- It may not be altered
- It may not form part of a headline, phrase or sentence
- It should be displayed prominently, in generous open space, free from close association with any interfering or distracting elements
- It may not be used for any purpose other than acknowledging the Government of Canada's contribution
- It should not appear on a visually conflicting background, i.e. patterns behind

Funded by:

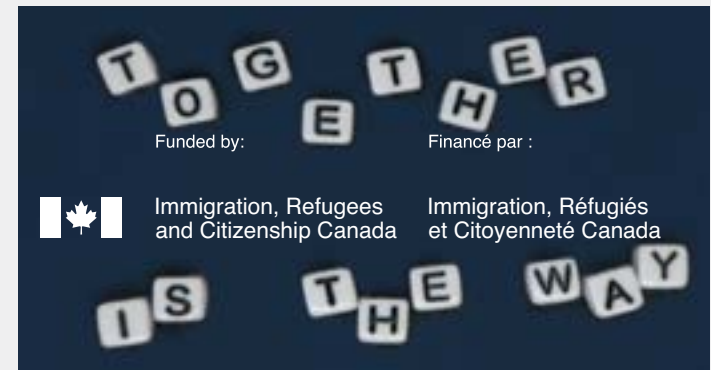
Financé par:



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et Citoyenneté Canada

Do not change the fonts.



Logo cannot be placed close to any other elements.



Do not place logo on a patterned background.



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