



Brand Guidelines



Prepared by



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Purpose

The Saddle Hills County brand is a visualization of the County's identity. It portrays both a respect for the past and a passion for the future.

As the visual representation of the County, the brand should be used with respect and care. These ***Saddle Hills County Brand Guidelines*** serve as a set of parameters within which the County's colours, logo, and fonts are to be used. Examples have been included showing both recommended uses as well as misuses to avoid.

Colours

Saddle Hills County is proud of its green pastures and golden harvests.

Black



PANTONE: Black
CMYK: 0 0 0 100
RGB: 0 0 0
Web Safe/Hex: #000000

Green



PANTONE: 3295
CMYK: 100 0 60 38
RGB: 0 118 99
Web Safe/Hex: #007663

Gold



PANTONE: 7549
CMYK: 0 30 94 0
RGB: 253 184 39
Web Safe/Hex: #FDB827





Logo

Saddle Hills County is home to bountiful natural resources and vibrant industry.

Approved Logo Variations

When at all possible, the standard “Full Colour” version of the logo should be used. In other rare cases, only those variations shown below may be used.

Standard - Full Colour



Colour on Dark



Black Only



White Only

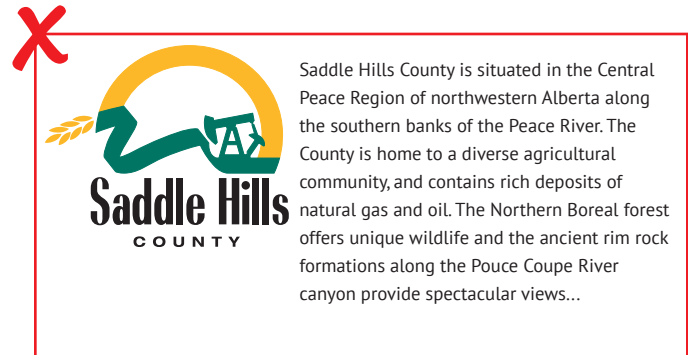
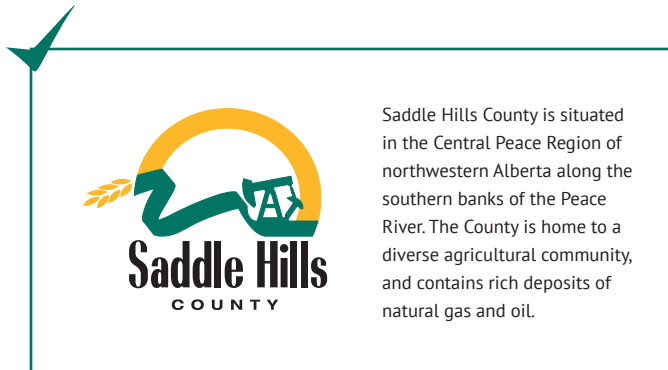
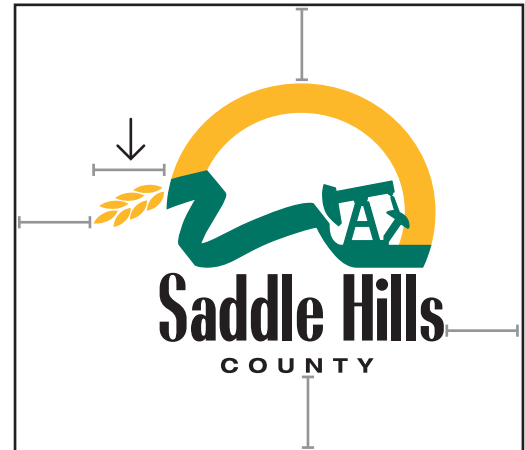


Logo (continued)

Margins

The logo should be provided ample margin area ("whitespace"). It should attract attention and never be encroached upon by any other element, text, or graphic. The horizontal width of the wheat head should be used as a visual aid in establishing appropriate margin space around the logo.

If short on space, content or other supporting graphics should be streamlined. You may also shrink the logo to create the whitespace around it while making sure that "COUNTY" will still be easily readable on the end product.

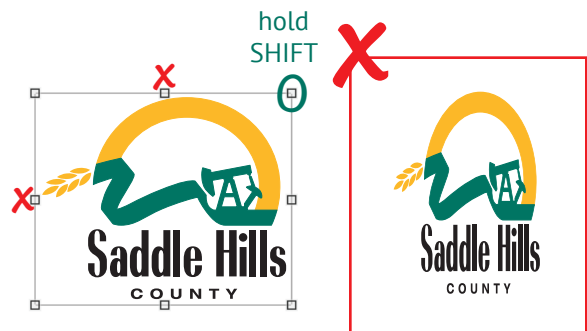


Layering

The logo should never be set above textures or photos, except in rare cases where an opaque (or nearly opaque) underlay is used to retain the logo's contrast and outlines.

Resizing

Logo proportions should always be maintained when resizing. When resizing, use only the corner "handles" while holding the SHIFT key to maintain perfect logo proportions. **Never** use the top or side handles.



Typography

Font

While different uses require different styling, the following typography guidelines should instruct all online and print materials to maintain consistency in brand and information presentation.

The official fonts are:

- **Headings** "PT Sans Narrow", **Bold**
- **Paragraphs** "PT Sans," Regular

Both official fonts may be downloaded from [google.com/fonts](https://www.google.com/fonts) or requested from hello@newharvest.ca

Line Height

Paragraph line-height should be set to 1.5 in all print and online materials and presentations.

Colours, Sizes, and Weights

While **bold** and *italics* are allowable, they should be used with restraint to ensure their maximum effectiveness (avoid bolding a whole paragraph).

Underlining should **never** be used in online applications unless it is a functional hyperlink.

Heading 1 **PT Sans Narrow, Bold, 32pt, Green**

Heading 2 **PT Sans Narrow, Bold, 20pt, Green**

Heading 3 **PT Sans Narrow, Bold, 16pt, Green**

Paragraph PT Sans, Regular, 11pt, Black

Bullets

- PT Sans, Regular, 11pt, Black

