Tara
Community Toolkit

Tara

THE CORPORATION OF THE MUNICIPALITY OF ARRAN-ELDERSLIE

45.0°N 81.3°W
BRUCE
county

Purpose

AND HOW TO USE THE DOCUMENT

A community's brand is not only a visual representation using logos or colours – it is the community's identity. A strong brand provides visitors and residents with a clear understanding of its history, vision for the future, and what its unique characteristics are. When applied to physical elements within a community's streetscape, the community brand will create a sense of place and a strong tie to community.

Community brand guidelines are not a policy or by-law that requires compliance. Instead, they look to influence the municipality and community partners to revitalize their streetscapes and communities in a way that demonstrates a cohesiveness. Grants provide an extra level of incentives to influence community projects to meet these guidelines. For Spruce the Bruce grants that include visual elements, the community brand guidelines act as an evaluation tool, hence why they are required. They ensure that grants approved in your municipality support the visual goals of the community.

TRADITIONAL COMPONENTS OF

Community Brand Guidelines

Your brand is, for many people, the first point of contact with your community, and therefore it has a big role to play. Because your brand identity affects how your community is perceived, it's important that the guidelines outlined in this document are followed.

Guidelines are developed to ensure there is a unified, consistent and clear brand message used across a wide range of marketing and communications.

These guidelines were developed with input from the community and provide specific directions for use of the community's logo and slogan, imagery, fonts and colours.

It's important that the brand identity and all components of the design be used correctly and consistently, so that, over time, your community brand will become recognized, memorable and top of mind.

The Brand

COMMUNITY TAGLINE

Tarry Awhile

Tara is a quaint and cozy, family-oriented community with a huge amount of community pride. People are known to be friendly, caring and very welcoming. Tara has been called a ‘small town with a big heart’. The community is safe and tranquil while only a short drive to larger centres with more amenities. Tara has a good number of recreational opportunities with walking trails, the Sauble River running through, horticultural gardens, a bustling arena, a pool, and new splash pad. The charming downtown, with its Irish roots, offers beautiful architecture, attractive flower displays and a General Store.

In general, Tara is a wonderful place to ‘Tarry Awhile’ or, spend a little time in.
A place to get away for the day, escape life’s ‘busyness’, relax and explore.

Brand Elements

The images and colours shown are for illustration purposes only, and are intended to illustrate a desired style and effect, not to define a specific product or colour palette, and are not intended to serve as working drawings or templates for production.

Logo Design

Tara

Colour Palette

Jade Green
CMYK 79/17/78/03
RGB 49/152/100
HEX 319864

Cobalt Blue
CMYK 87/52/00/00
RGB 016/114/186
HEX 1072ba

Cyan Blue
CMYK 78/12/00/00
RGB 000/169/228
HEX 00a9e3

Magenta
CMYK 42/100/12/00
RGB 161/36/130
HEX a02481

Yellow Orange
CMYK 02/43/97/00
RGB 243/159/036
HEX f39e24

Gray
CMYK 00/00/00/40
RGB 167/169/172
HEX a7a9ab

Icons

Mammoth

Irish History

Water Tower

Keywords

Historic Irish Roots
Shamrock Green
Iconic Harp
Quaint Rural Community
River
Mammoth Lore

Typography

Athelas - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Athelas - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Swiss721BT - Roman Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Swiss721BT - Bold Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Materials

Bright Painted Wood

Rustic Wood & Hardware

Stone

White Post & Rail

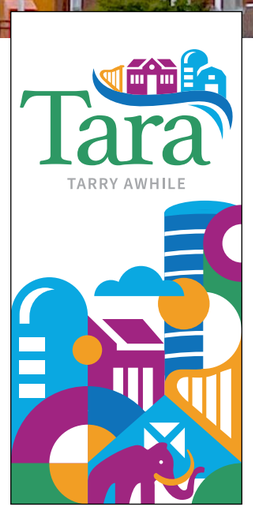
Colourful Siding

Planters/Flowers

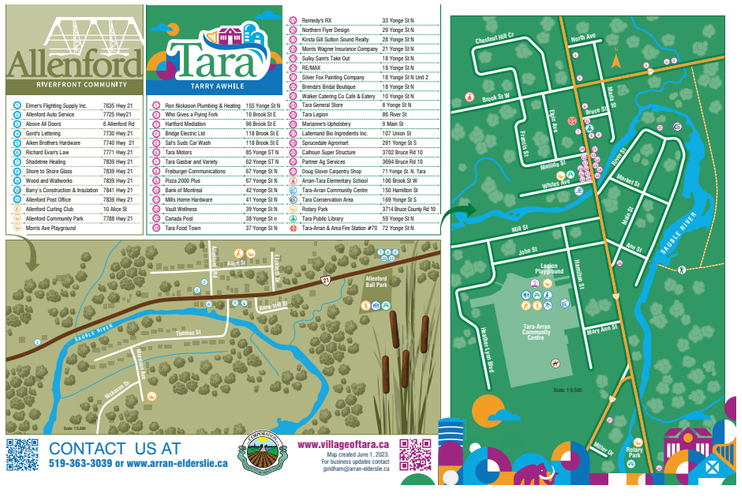
Physical Elements

A community's brand can be applied to many things throughout the community. The following are examples of how the brand can be applied to public assets such as street furniture, public fixtures, public art, etc., as well as a community's marketing. These are examples and not a standard, to provide inspiration and promote ideas when adding brand elements to your community.

Banners



Brochure



Benches

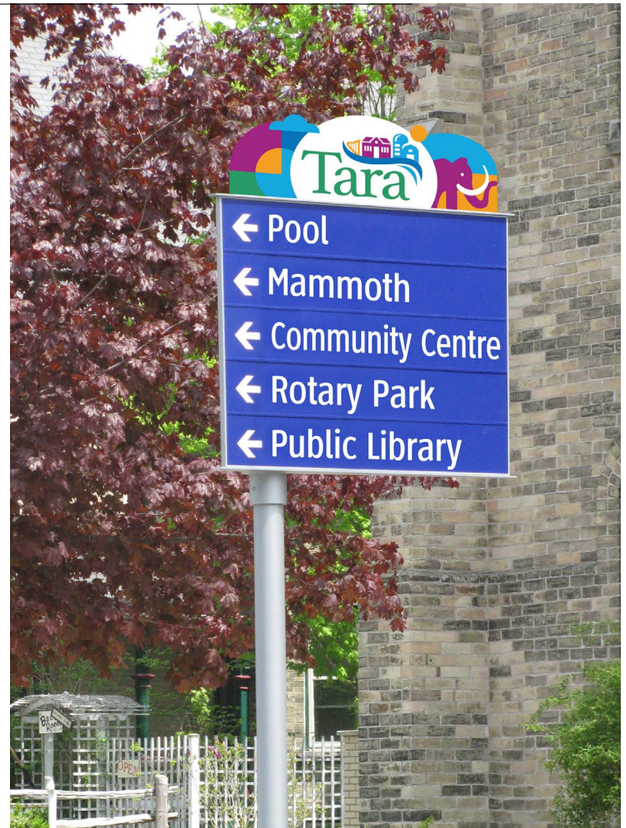
Waste Receptacles

Bike Rack

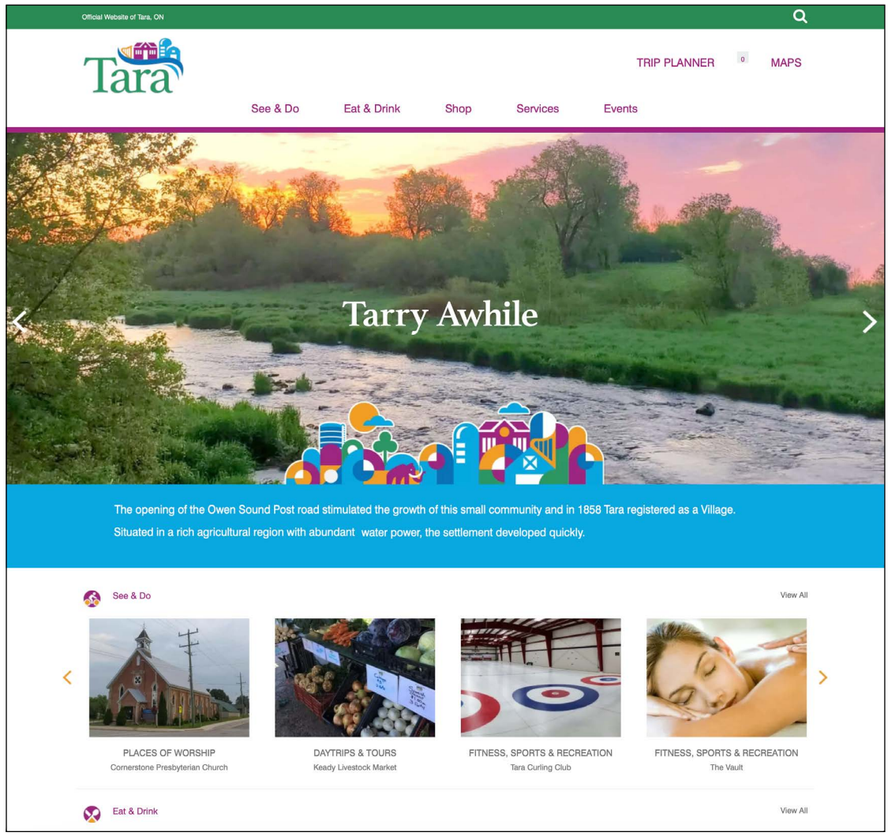
Signage

Planters

Signage Headers



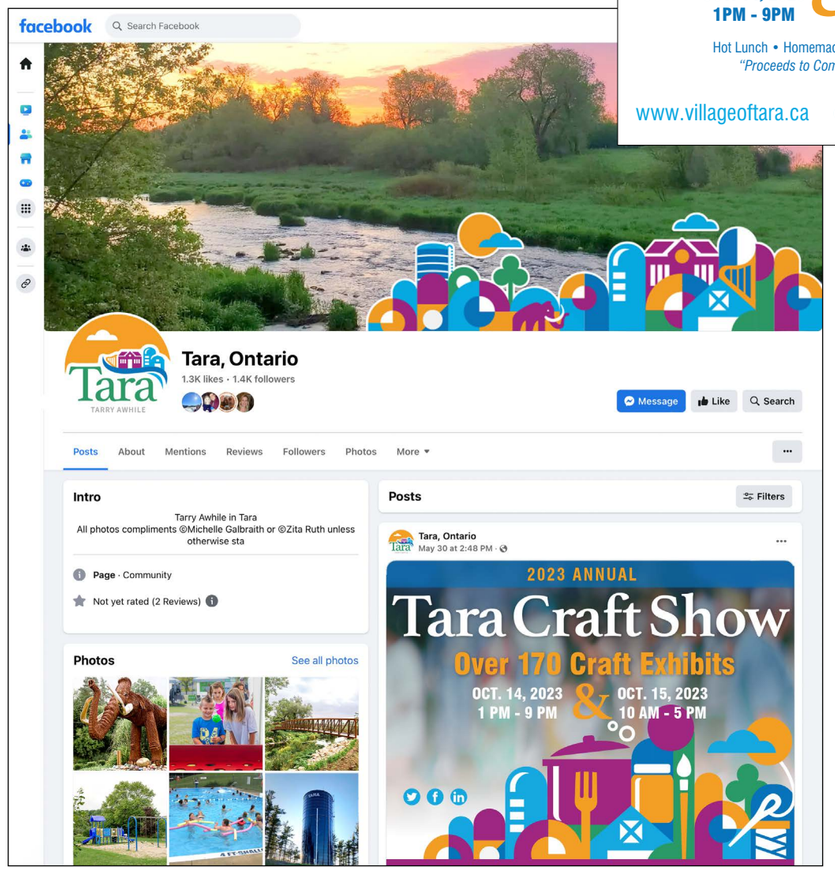
Website



Social Media Post

Poster

Social Media



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