



HASTINGS COUNTY
HISTORICAL SOCIETY

— EST 1957 —

Design & Brand Guidelines

PREPARED BY SNAP360



Contents

LOGO	2
COLOUR	4
PLACEMENT	5
TYPOGRAPHY	6
BUSINESS CARD	9
STATIONERY	10
SOCIAL MEDIA	11

Logo

The Hastings County Historical Society logo consists of tree roots and branches intertwined together to symbolize the ties, growth and preservation of history within the community.



CENTERED
FULL COLOUR



CENTERED
BLACK



MINIMUM LOGO SIZE
1.75"

Logo

A landscape or vertical version is provided in the logo package to accommodate different layouts.



LANDSCAPE
BLACK



LANDSCAPE
BLACK



MINIMUM LOGO SIZE
2.5"

Colour

PRIMARY COLOURS

Colours used within the logo.



CMYK
C100 M80 Y47 K50

RGB
R1 G40 B65

WEB HEX
#012740

PANTONE
2965 C



CMYK
C72 M9 Y36 K0

RGB
R53 G174 B172

WEB HEX
#34ADAC

PANTONE
7472 C

SECONDARY COLOURS

Colours used to compliment a project.



CMYK
C65 M30 Y100 K16

RGB
R96 G128 B55

WEB HEX
#608037

PANTONE
575 C



CMYK
C0 M92 Y27 K70

RGB
R105 G0 B45

WEB HEX
#69002D

PANTONE
7421 C



CMYK
C0 M71 Y100 K35

RGB
R170 G76 B17

WEB HEX
#AA4C11

PANTONE
1675 C

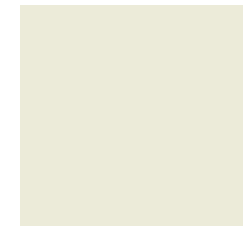


CMYK
C5 M5 Y5 K90

RGB
R60 G58 B59

WEB HEX
#3C3A3B

PANTONE
BLACK 7 C



CMYK
C0 M0 Y10 K8

RGB
R236 G234 B216

WEB HEX
#ECE9D7

PANTONE
7527 C

Placement

It is important to keep the logo clear of other graphic elements. To establish this a clear zone is created to maintain white space around the logo and optimize visibility. Use the x-height of the text elements to use as a general guide for maintaining consistent white space.

Please use corporate colours when applying on a background or as a block element. Two options are provided for knockout, which have a transparent background for using on different elements.

DO NOT use a colour other than what is indicated in this style guide.



DO NOT rotate or skew the logo.



FULL WHITE KNOCKOUT



COLOUR KNOCKOUT



Typography

TITLE FONT

Cantana One is a serif font used for title and headlines.

PARAGRAPH FONT

The primary font for print materials is titled Lato and comes with a large family to create strong visual hierarchy.

Family includes: Light, Light Italic, Regular, Regular Italic, Bold, Bold Italic, Black and Black Italic.

SECONDARY FONT

The font used for substitution in Microsoft Word Documents when needed.

Family includes: Regular, Bold, Italic and Bold Italic.

CANTANTA ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

LATO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

LATO LIGHT ITALIC

AaBb123

LATO BOLD ITALIC

AaBb123

LATO REGULAR

AaBb123

LATO BLACK

AaBb123

LATO REGULAR ITALIC

AaBb123

LATO BLACK ITALIC

AaBb123

LATO BOLD

AaBb123

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Typography

PARAGRAPH STYLES FOR PRINT

HEADING A

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur commodo interdum vehicula. Nullam semper nibh mi, vel scelerisque neque dapibus ac. Pelle ntesque auctor porta fringilla. Etiam arcu quam, consectetur in augue nonnullam semper nibh mi, vel scelerisque neque dapibus ac.

- Dommodo ullamcorper orci
- Etiam arcu quam, consectetur in augue nonnullam semper nibh mi, vel scelerisque neque dapibus ac
- Dommodo ullamcorper orci

Nullam semper nibh mi, vel scelerisque neque dapibus ac. Pelle ntesque auctor porta fringilla. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur commodo interdum vehicula. Nullam semper nibh mi, vel scelerisque neque dapibus ac. Pelle ntesque auctor porta fringilla.

Heading B

Interdum et malesuada fames ac ante ipsum primis in faucibus. Etiam arcu quam, consectetur in augue nonnullam semper nibh mi, vel scelerisque neque dapibus ac. Interdum et malesuada fames ac ante ipsum primis in faucibus.

HEADING C

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam arcu quam, consectetur in augue nonnullam semper nibh mi, vel scelerisque neque dapibus ac. Interdum et malesuada fames ac ante ipsum primis in faucibus.

HEADING A

Cantana One
26pt / 28pt

HEADING B

Lato Bold
18pt / 20pt

HEADING C

Lato Bold
14pt / 16pt

BODY FONT

Lato Regular
11pt / 14pt

Typography

PARAGRAPH STYLES FOR MICROSOFT WORD

HEADING A

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur commodo interdum vehicula. Nullam semper nibh mi, vel scelerisque neque dapibus ac. Pelle ntesque auctor porta fringilla. Etiam arcu quam, consectetur in augue nonnullam semper nibh mi, vel scelerisque neque dapibus actr.

- Dommodo ullamcorper orci
- Etiam arcu quam, consectetur in augue nonnullam semper nibh mi, vel scelerisque neque dapibus ac
- Dommodo ullamcorper orci

Nullam semper nibh mi, vel scelerisque neque dapibus ac. Pelle ntesque auctor porta fringilla. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur commodo interdum vehicula. Nullam semper nibh mi, vel scelerisque neque dapibus ac. Pelle ntesque auctor porta fringilla.

Heading B

Interdum et malesuada fames ac ante ipsum primis in faucibus. Etiam arcu quam, consectetur in augue nonnullam semper nibh mi, vel scelerisque neque dapibus actr. Interdum et malesuada fames ac ante ipsum primis in faucibus.

HEADING C

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam arcu quam, consectetur in augue nonnullam semper nibh mi, vel scelerisque neque dapibus actr. Interdum et malesuada fames ac ante ipsum primis in faucibus.

HEADING A

Calibri Regular
28pt

HEADING B

Calibri Bold
16pt

HEADING C

Calibri Bold
18pt

BODY FONT

Calibri Regular
12pt
Single Spacing

Business Card

BUSINESS CARD DESIGN SAMPLE



Stationery

LETTERHEAD & #10 ENVELOPE SAMPLE



254 Pinnacle Street
Belleville, ON K8N 3B1

Social Media

SOCIAL MEDIA EXAMPLES

