TOWN OF
HANNA

BRAND GUIDELINES

November 2019 | Version 1.0

Our Story

The history of Hanna has been indelibly linked to the history and evolution of the industry that has driven the economy of this region for over a century – agriculture. Farms have been getting larger and more technically focused for generations, which has put strains on the viability of our community for decades, just as it has for so many others. New changes pose new challenges and risk for communities like ours, but those changes are also creating marvelous new opportunities for our community. We intend to adapt to those changes and take full advantage.

We have unsurpassed fiber internet connectivity, a fully modernized school, quality affordable housing, and enviable recreation facilities. We have a strong economy with deep roots in agriculture, farmers and ranchers constantly preparing for the future, and a community embracing change and opportunity. Many generations are now looking for authentic and welcoming communities in which to live. They are looking for real neighbourhoods where people and nature are integrated, but they also want modern communities that allow them to stay connected to the rest of the world. We have all we need to be that community, but we must connect all our assets and then market our community effectively.

Agriculture has always been the root and backbone of this region, and it will be again, if we embrace the changes and opportunities modern agricultural innovations presents. By embedding innovative and technologically advanced agriculture in our authentic, affordable, and high-quality modern community, and linking to our quality education and recreation assets we can appeal to those new generations. Our community is where technology and agriculture meet to create a high quality of life and a growing economy full of opportunities in education and entrepreneurialism for the generations to come.

Hanna – Quality of Life, Technology, Agriculture, Education

Our Vision

A community cultivating an unparalleled quality of life through technology, agriculture, and lifelong learning.

Our Purpose

To intentionally design an innovative agricultural community for families to live well throughout the region.

What We Value

Agriculture: We celebrate the history of agriculture, but also embrace its evolution and the growth opportunities it creates for our community in a modern world.

Education: We endeavour to practically connect our entire education system from Kindergarten to Post-Secondary to community building initiatives and economic opportunities at every turn.

Technology: Our priority of adapting, adopting and incorporating technology into every aspect of our community and economy is not only necessary, but possible, with our unsurpassed fibre internet connectivity.

Business: Our entire community works harmoniously in growing vibrant economic opportunities and marketing our community's wonderful quality of life.

Collaboration: We work together as individuals, community organizations, municipalities and communities to enhance our capacity for growth, create prosperity, and market our quality of life.

Logo

The logo is the visual element of the brand.

This logo is all about typography. A simple design with soft curves that are friendly and approachable. The leaf at the top of the 'h' is a nod to the beauty of the Town of Hanna as well as its many parks and outdoor activities. The font, Univia Pro, is soft, modern and very easy to read across all mediums, while the colours are bold and engaging.

The logo should be used in colour whenever possible. When colour is not available the logo may be reproduced in greyscale or in a single colour (black or white).

There is also a version of the logo on the next page with the tagline. This can be used with all the same rules.

There are 3 variations of the Hanna Logo:

COLOUR

GREYSCALE

ONE COLOUR

Uses

The full colour Hanna logo may only be used on a white or light colour background. Do not place the logo over dark colours or complex images (see page 5).

The greyscale logo can only be used on a white background when colour is not an option.

The one colour version can be displayed on any solid background. The logo can be used in white or black to get the best contrast. No other one color use of the logo is approved.

Logo

Proper clear space around the logo and sizing are important for legibility and creating impact.

SAFE SPACE

No text, graphics or edges should be allowed to fall within the designated safety area surrounding the logo at any reproduction size. The safety area is the area that is equal to the height and width of the "H" in the word Hanna from the logo.

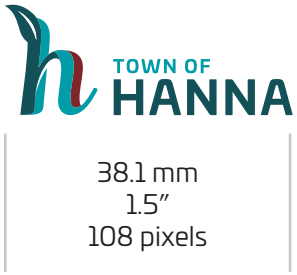
When using the Hanna logo in a white box (i.e. over an image where the image is too complex to place the logo over) the white box should be no smaller then the indicated safe space.

If using the Hanna logo in conjunction with other logos, all additional logos should fall outside of the indicated safe space.

MINIMUM SIZE

The minimum sizes allowed for the logo are:

- 38.1 mm (1.5") wide for print executions @ 300 dpi
- 108 px wide for online usage @ 72 dpi



If the minimum size is too large for an application, you may use '**HANNA.ca**', the '**TOWN OF HANNA**' with no icon in Univia Pro Bold, or the icon by itself (see pg 5).

TAGLINE

Hanna's official tagline is "Live the Lifestyle".

The tagline should appear in red when used with the full colour logo (black if the greyscale or black logo is used and white with reverse logo).

If used apart from the logo the tagline can appear in any brand colour, black or white depending on the background colour it is used on. When used apart from the logo, the tagline shall be type set in Univia Pro Bold all caps. Only use the tagline independently when it is not being used with the logo or the logo is not present on the page.

The font must be Univia Pro Bold, the same length as "Hanna" and lined up with the base of the 'h' icon.

Icon Use

The two parts of the logo shall never be split if the use of the whole logo is possible. However, in some instances the icon 'h' can be used alone without the use of the type 'TOWN OF HANNA'.

TYPOGRAPHIC

The typography 'TOWN OF HANNA' can also be used without the icon in instances where the minimum size cannot be met. It can be typed with an equal font size for 'TOWN OF' and 'HANNA' or in the same proportions as the logo. It can also appear on one line in which case the font size should be uniform.

EXAMPLES:

TOWN OF HANNA

TOWN OF HANNA

TOWN OF HANNA

TOWN OF
HANNA

TOWN OF
HANNA
LIVE THE LIFESTYLE

ICON

The icon can be used independently in situations where the logo will be too small, such as on a pin, a golf ball, other small promotional material or on social media icons.

Logo Dont's

Using your brand consistently is critical to building a strong identity that is immediately recognizable. This means being consistent in the use of colours and the way the logo is displayed.

Do not use the previous logo, crest or colour elements in new materials and any previous brand material shall be redesigned.

1. Don't change the colours of the logo.

2. Don't reconfigure or resize elements of the logo relative to one another.

3. Don't distort the logo.

4. Don't add text to the Hanna Logo.
**An approved logo with the tagline is available (see page 4).*

5. Don't add graphic treatments to the logo (such as drop shadows).

6. Don't use the full color logo on dark colour backgrounds.

7. Don't use the logo over complex images.

Typeface

PRIMARY TYPEFACE

The primary typeface of Hanna is **UNIVIA PRO**. It is available in a variety of weights and shall be used in all communication materials. It's clean, friendly, and highly legible for the Hanna brand. While there are a variety of font weights and styles in the Univia family – all of which may be used – Bold is the recommended weight for main headers, Medium for subheads and Book for body copy.

Univia Pro is available from Adobe Fonts or for purchase from MyFonts.com.

Aa

Univia Pro Light
Univia Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SECONDARY TYPEFACE

Our secondary font **ARIAL** can be used whenever Univia Pro is not applicable, such as emails, websites, editable digital documents, memos, auto populated content and presentations. All weights of this font may be used as needed.

Aa

Arial Regular
Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Colour

This colour palette has been selected to be flexible, engaging, grounded and natural. The two teals are fun and bold while maintaining readability. The other colours are vibrant and warm, allowing for flexibility within design.

Tints of all the colors can be used where lighter colors are needed or for contrast, dropping below 15% tint is not recommended as it will be too light.

PMS	Professional Printing
CMYK	Professional and In-house Printing
RGB & Hex	Online/Digital

LOGO COLOUR PALETTE

Dark Teal
PMS 7476 C/U
CMYK: 92/52/55/33
RGB: 2/81/87
#025157

Light Teal
PMS 320 C/U
CMYK: 100/11/38/0
RGB: 0/155/167
#009ba7

Red
PMS 1815 C/U
CMYK: 31/92/81/36
RGB: 127/39/41
#7f2729

SECONDARY COLOUR PALETTE

Mint
PMS 324 C/U
CMYK: 38/0/16/0
RGB: 153/217/217
#99D9D9

Bronze
PMS 7504 C/7512 U
CMYK: 38/49/64/13
RGB: 149/120/94
#95785E

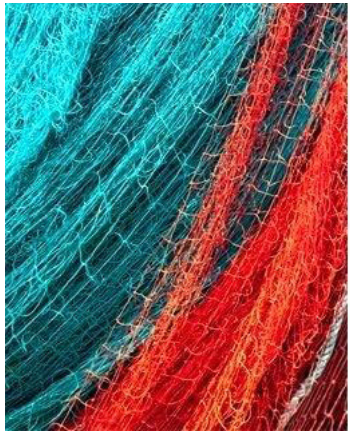
Coral
PMS 166 C/U
CMYK: 5/82/100/0
RGB: 228/85/37
#E45525

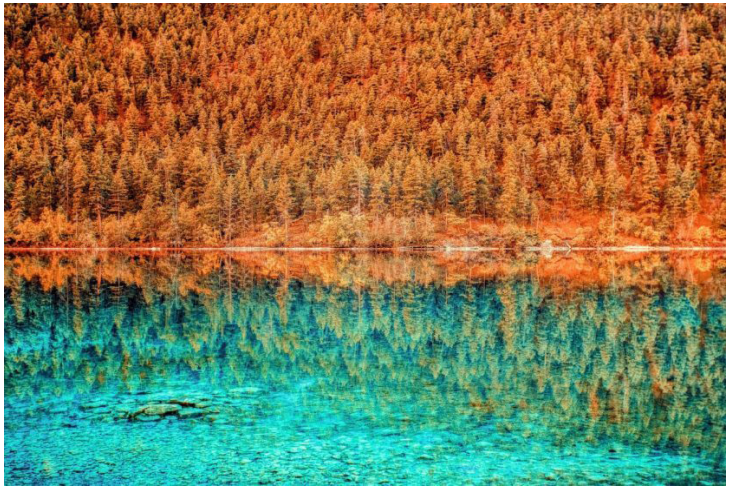
Light Grey
PMS 441C/U
CMYK: 27/15/20/0
RGB: 187/198/195
#BBC6C3

Light Yellow
PMS 461C/U
CMYK: 9/7/48/0
RGB: 234/222/152
#eade98

Please note that using different print providers and different paper stocks will affect the consistency of the brand colors. For the best results use the same printer, paper stock and do press checks where possible. Pantone (PMS) colors should be used to ensure color accuracy. CMYK printing is acceptable for brand colors as long as the variables are consistent. When viewing colors on digital platforms, using the RGB / Hex numbers as specified, but there will always be some variance between devices. This is not within our control as long as RGB/HEX colors are used.

Colour & Application Inspiration





Our Muses...

The Rogers Family

Muses -
Ben and Lisa Rogers

Ages - 32 and 30

Occupation - Ben is a mechanic and Lisa is a stay at home mother

Income - $80,000

Family - Married couple with 2 kids (8 and 6)

Ben was born and raised in a small community on his family's farm and moved away to an urban centre for school, where he then met his wife Lisa. Lisa has lived in the city all her life but has always loved the charm and appeal of a small town. Ben and Lisa have two young children, 8-year-old Luke and 6-year-old Sarah. Lisa works part time as nurse and Ben works for John Deer as a mechanic and needs to travel 20% of the month.

The Rogers

Meet the Rogers; a young family who enjoys outdoor activities, community events and athletics for their two children. Ben and Lisa love to take their children to **enjoy all that the great outdoors has to offer.** Activities such as camping, fishing, skiing, hunting and enjoying water sports at nearby lakes are all activities that the Roger's would like to do more often with their children, however; the commute to these activities is taking its toll.

Lisa has always dreamed of raising their children in an intimate community - one where the neighbors know each other, residents look out for each other, and there are family events held within the community. Between Lisa living in an urban centre for most of her life and Ben's time spent there for school, the Rogers would like to remain in close proximity to a larger city for some amenities. That being said, both Ben and Lisa are passionate about **shopping local** and supporting independent, family run businesses in their own community. They love to take their children to farmer's markets on the weekends to buy fresh fruit and vegetables, even if it means costs are a little more expensive than in large-scale grocery chains. **Experience and quality** is important to the Rogers. Lisa spends a lot of her time shuttling the children around to their activities. She enjoys shopping at small, boutique shops where she can create relationships with the shop owners in the in between times of picking up the children. She also likes to connect with other families during the children's activities.

Both of the Roger's children are very involved in their sports; Luke in hockey and baseball and Sarah in dance and figure skating. It's important to both parents that their children partake in team activities to learn valuable life lessons and create close friends. The Roger's are a **sport family,** and Ben and Lisa love to attend every game and recital possible.

Our Muses...

Sue Morris

Age - 59

Status -
Retired pediatric nurse

Family - Married for 30 years

Income - $100,000/yr pension for two + $500,000 from sale of their home

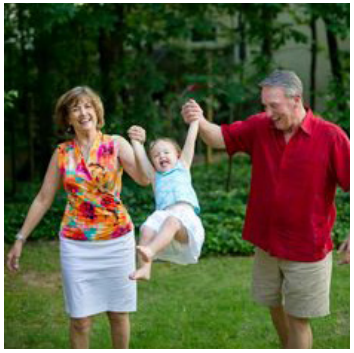
Sue Morris was formerly a pediatric nurse for her city's main hospital, but has now been retired for 4 years. Although retired, Sue likes to stay involved in the community and is passionate about volunteering her time. Sue and her husband Jim met in high school and are going on their 30th year of marriage this year. They have 3 children of their own who now have their 6 (and counting) grandchildren. Sue and her husband love to host their family events, holidays and celebrations at their home to see their grandchildren as much as possible.

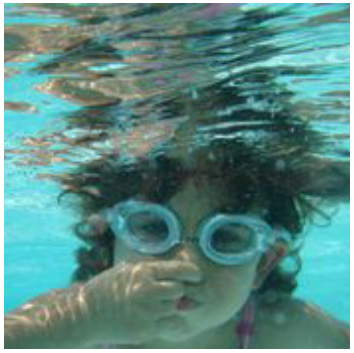
Human connection is something Sue has always valued which is why she enjoys **experienced based shopping.** Although online shopping can be more efficient, Sue prefers to shop locally as she enjoys the service she receives from local vendors. For Sue shopping is a social event and she enjoys the connections she has with the employees and shop owners in her community.

At 59 years old, Sue is still quite active. She loves to spend her mornings walking outside on trails with her husband before she starts her day. Sue also enjoys her weekly quilting class and book club with a group of other retired nurses. Sue is now looking to branch out and join a ladies night at a local golf course or a pickleball club. Activities like this allow Sue to fulfill her **active lifestyle** while also **enjoying the company of her community.**

Since her retirement, Sue enjoys engaging in **volunteer opportunities.** Being a retired pediatric nurse, Sue has always loved to be around children. Volunteering at schools, local daycares are things in which Sue loves to do in her free time.

Muse Board





TOWN OF HANNA

BRAND APPLICATION

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Stationery

BUSINESS CARD

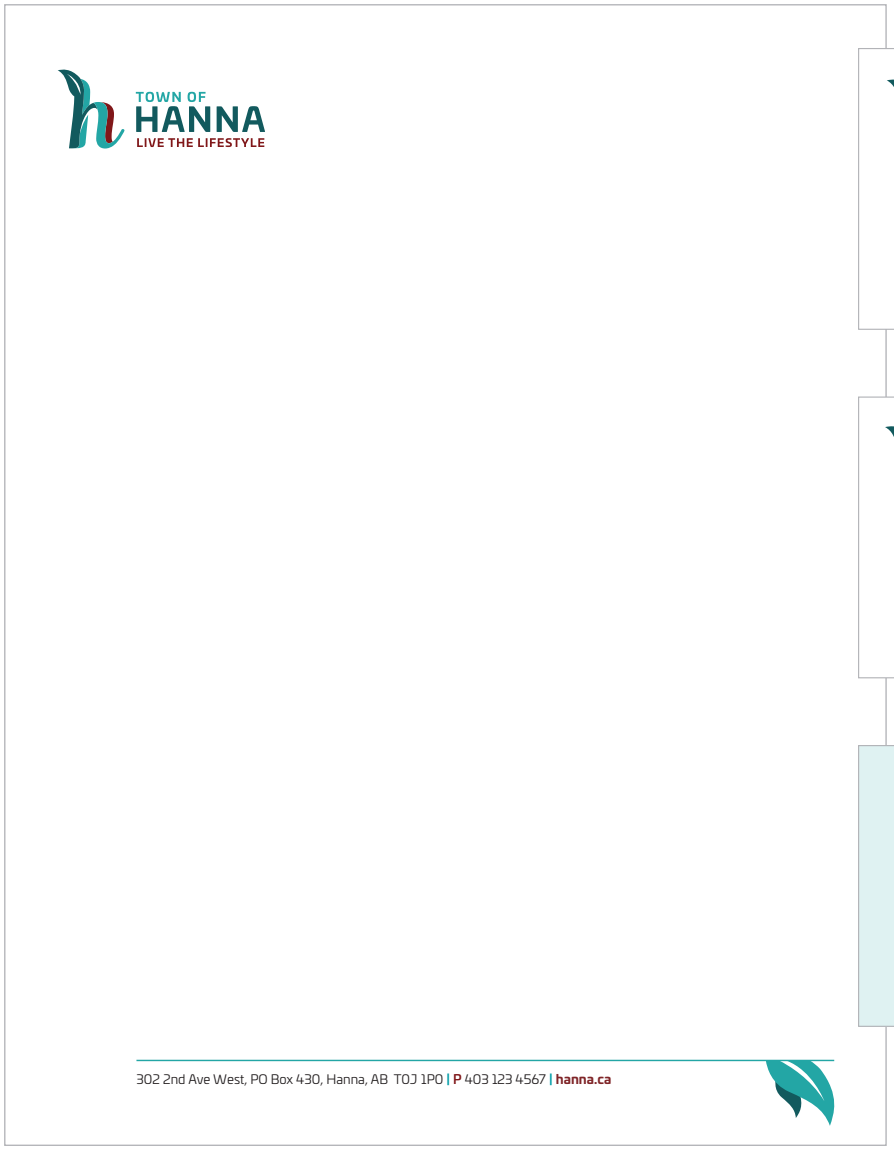
Recommended Printing Specifications:
Stock: Cougar Opaque 120lb Cover
Size: 3.5"w x 2"h
Color: CMYK double sided,
3 side bleed

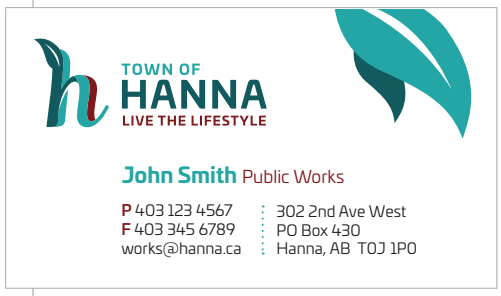
LETTERHEAD

Recommended Printing Specifications:
Stock: Cougar Opaque 70lb Text
Size: 8.5"w x 11"h
Color: CMYK single sided, no bleed

Margins: Left: 1.25", Right: 0.5",
Top: 1.75", Bottom: 1.25"

Minimum font size: 9pt
Maximum font size: 11pt





Business cards front - short names

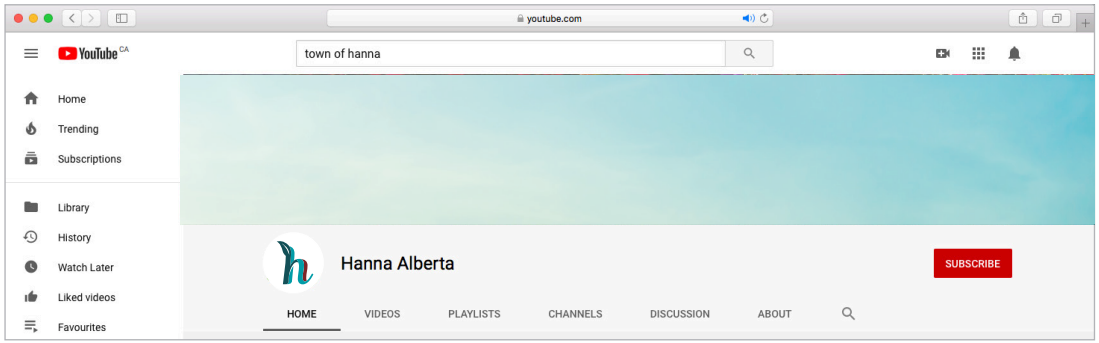
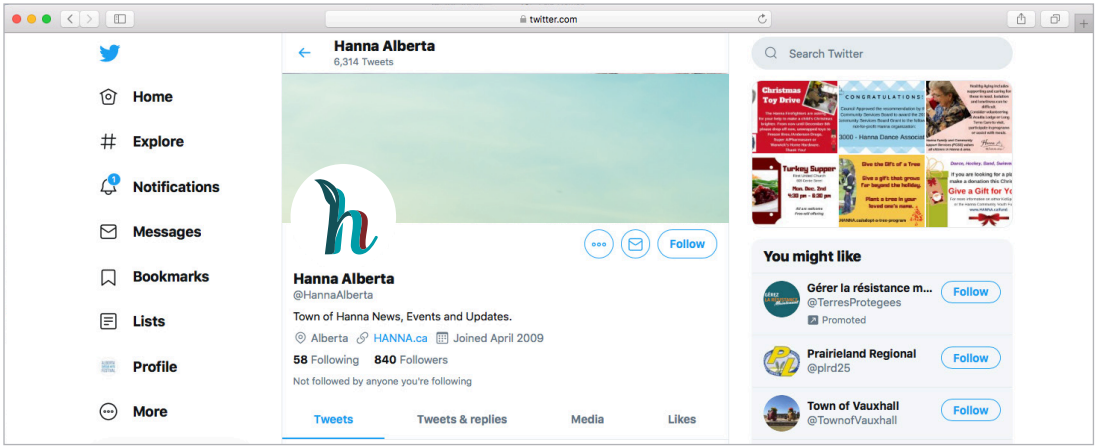
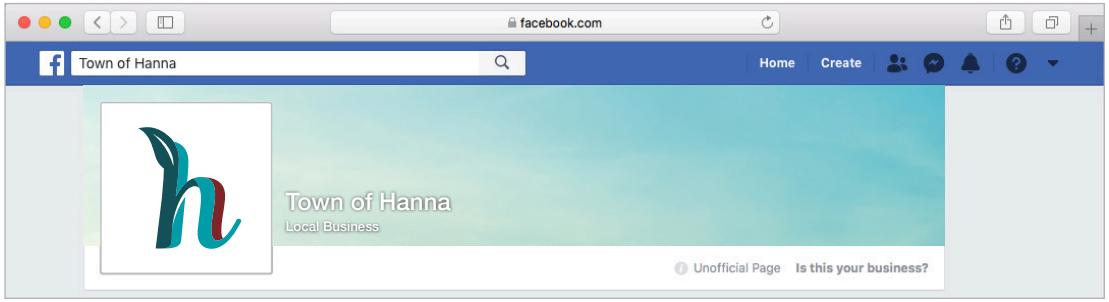
Business cards front - Long names

Business cards back

Social Media

BADGE

For all social media pages the 'h' icon should be used alone as the badge and the 'Town of Hanna' part of the logo wont be displayed as the social media pages all say Hanna in close proximity to the badge.

BANNER

A relevant photo that follows the photo guidelines or texture should be used as the banner. The examples to the right use an image of the sky but any image that falls within the brand guidelines can be used. This banner could be changed seasonally.