



# Brand Guidelines

**Chepstow:** A Community of Brockton

Prepared: September 2025

[brockton.ca](http://brockton.ca)



## MUNICIPALITY OF BROCKTON

Whether you're a newcomer or a long-time resident, a visitor or just passing through, Brockton feels like home. Brockton is where generations of people come together to play, celebrate and enjoy life. It's where fresh air, sparkling rivers and stunning landscapes provide endless outdoor enjoyment. And where unique urban shops, booming agri-business and state-of-the-art innovation combine to bring you a little bit of everything. Best of all, Brockton is a spirit of caring and kindness. It's a friendly hello and helping hand when you need it the most. Call it home - or home-away-from-home. Either way, we're delighted to have you.



## Chepstow

The small hamlet of Chepstow is still serviced by its own post office and, with fewer than 100 households, you'll get to know your neighbours by name. It offers rural living along the Teeswater River and Greenock Swamp, with amenities that include Lion's Park, ball diamonds, a public Catholic elementary school, Ontario Early Years Centre programming and a Catholic church.

# Logo

## DESCRIPTION

The Chepstow logo was designed as a series of community brands within the Municipality of Brockton. Chepstow is a quiet and tight-knit community, sitting close to the spectacular Greenock Swamp. This logo was designed with Chepstow's natural surroundings and calm, peaceful way of life in mind. All community brands within our municipality appear with our tagline, "A Community of Brockton," to visualize our community connection.

## REVERSE LOGO

To accommodate design flexibility, the reverse logo may be used to create visual interest with coloured backgrounds or contrasting photography.



## BLACK & WHITE LOGOS

Black and white logo options are available for use only in contexts where colour is not possible or is limited.



## PRIMARY



## SECONDARY



## ICON



The icon can be used as a design element in branded material. It does not need to conform to size and space guidelines but should never be used in place of the primary or secondary logo.

# Legibility & Accessibility

To ensure the logo is always legible and clear of distraction, please follow these size and space requirements. Always leave the minimum space around the logo to ensure readability and ensure the logo is placed at a legible size.

## SPACE



The logo should appear with space equal to the letter 'o' in Chepstow around all sides.



## SIZE

Minimum Size Primary Logo



Minimum size of the primary logo is to be no less than 2" wide (144px at 72ppi).

Maximum Size Secondary Logo



The maximum size of the secondary logo is up to but no more than 2" (144px at 72ppi).

Minimum Size Secondary Logo



The minimum size for the secondary logo is 0.75" wide (54px at 72ppi)

# Usage

Don't alter the logos in any way. Please ensure you constrain proportions when resizing the logo.



Do not stretch the logo vertically or horizontally



Do not skew or rotate the logo



Do not change the logo fonts



Do not use any effects or shadows



Do not change the colour of the graphic or fonts



Do not use transparency on the logo



Do not add a frame around the logo



Do not use the logo on a background with low contrast

## TERMS OF USE

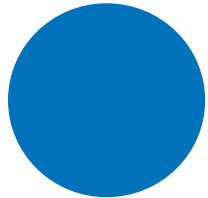
- The Chepstow logo can only be reproduced with the expressed written consent of the Municipality of Brockton.
- Accredited print and electronic media can reproduce the Chepstow logo for news items and articles without prior permission.
- Media or publishers cannot reproduce the Chepstow logo in a special feature or “advertorial” supported by third-party advertising without the expressed written consent of the Municipality of Brockton.
- When placing the Brockton logo with a partner logo, the Brockton logo must be placed side-by-side with the other logo(s) at an equivalent size.

## CONTACT

Please contact our Community Development Coordinator at [economicdevelopment@brockton.ca](mailto:economicdevelopment@brockton.ca) or 519-881-2223 ext. 131 for written consent to use the Chepstow logo and questions regarding our terms of use.

# Colour Palette

## PRIMARY COLOUR

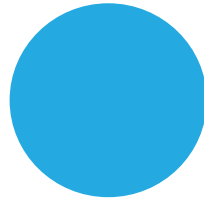


BROCKTON BLUE

**C** 90 **M** 50 **Y** 0 **K** 0  
**R** 0 **G** 116 **B** 188

**PMS** 287 C  
**Hex #** 0074BB

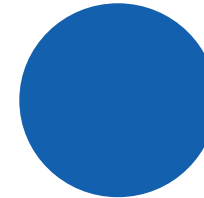
## SECONDARY COLOURS



BROCKTON LIGHT BLUE

**C** 70 **M** 15 **Y** 0 **K** 0  
**R** 39 **G** 170 **B** 225

**PMS** 298 C  
**Hex #** 27AAE1

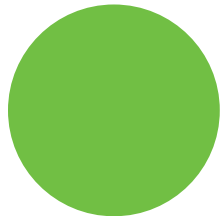


BROCKTON DARK BLUE

**C** 94 **M** 66 **Y** 3 **K** 0  
**R** 2 **G** 96 **B** 169

**PMS** 641 C  
**Hex #** 0260A9

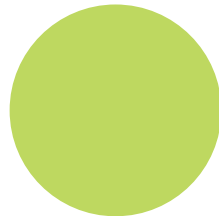
## COMPLIMENTARY COLOURS



BROCKTON GREEN

**C** 60 **M** 0 **Y** 100 **K** 0  
**R** 112 **G** 191 **B** 68

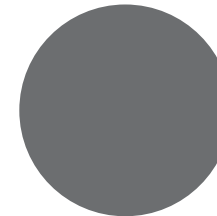
**PMS** 360 C  
**Hex #** 70BF44



BROCKTON LIGHT GREEN

**C** 29 **M** 0 **Y** 79 **K** 0  
**R** 190 **G** 216 **B** 96

**PMS** 374 C  
**Hex #** BED860



BROCKTON GREY

**C** 0 **M** 0 **Y** 0 **K** 70  
**R** 109 **G** 110 **B** 113

**PMS** 424 C  
**Hex #** 6D6E71

## AODA COLOUR CONTRAST

It's important to note that only the colour combinations below are approved to pass WCAG AAA accessibility standards for body text. Other colour combinations can be used for decorative purposes in design and not to convey important information.



# Typography

The following are a list of typefaces that can be used for branding purposes. They are consistent with all brands under the Municipality of Brockton.

## TITLES

Raleway Light

*Raleway Light Italic*

Raleway Regular

*Raleway Italic*

Raleway SemiBold

*Raleway SemiBold Italic*

Raleway Bold

*Raleway Bold Italic*

Raleway Black

*Raleway Black Italic*

## WEB SAFE TITLE ALTERNATIVE

Arial Regular

*Arial Italic*

Arial Bold

*Arial Bold Italic*

A web safe alternative is a font that is pre-installed on most operating systems. It can replace the primary brand font in cases where font substitution is common or uncontrolled (e.g. email marketing).

## BODY COPY

Calibri Light

*Calibri Light Italic*

Calibri Regular

*Calibri Italic*

Calibri Bold

*Calibri Bold Italic*

Calibri is a web safe font and therefor can be used for body copy is all applications.

## EXAMPLES

### Raleway Black as a Headline

Raleway SemiBold as a subhead. Lore dolor amet, consectetur minim velit esse culpa.

Calibri Regular for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras blandit quam massa, non viverra nulla facilisis quis. Nullam semper aliquam fringilla. In in dolor tempor lorem congue gravida sed quis velit.

### Raleway Light as a Headline

#### RALEWAY BOLD CAPITALIZED AS A SUBTITLE

Calibri Regular for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras blandit quam massa, non viverra nulla facilisis quis. Nullam semper aliquam fringilla. In in dolor tempor lorem congue gravida sed quis velit.

*“Raleway Italic as a callout quote”*

Non viverra nulla facilisis quis. Nullam semper aliquam fringilla. In in dolor tempor lorem congue gravida sed quis velit.



## MUNICIPALITY OF BROCKTON

100 Scott Street, P.O. Box 68,  
Chepstow, ON N0G 2V0

T: 519-881-2223  
TF: 1-877-885-8084  
F: 519-881-2991

[brockton.ca](http://brockton.ca)



For questions about this brand guide, please contact:

**Community Development Coordinator**

519-881-2223 ext. 131

[economicdevelopment@brockton.ca](mailto:economicdevelopment@brockton.ca)

## CONNECT WITH US

 [@Mun\\_Brockton](https://twitter.com/Mun_Brockton)

 [@Municipality of Brockton \(@BrocktonON\)](https://www.facebook.com/MunicipalityofBrockton)

 [@MunicipalityBrockton](https://www.instagram.com/MunicipalityBrockton)