



Brand Guidelines

Elmwood: A Community of Brockton

Prepared: September 2025

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.

Elmwood



Elmwood is home to rich farmland that straddles Bruce and Grey Counties. All households west of Bruce and Grey Road 10 fall within Brockton. The hamlet is a quiet rural escape with a strong sense of community that features a post office, local businesses and an active Chamber of Commerce, as well as a community centre that plays host to celebrations throughout the year.

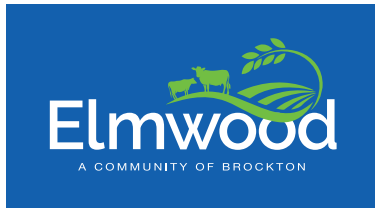
Logo

DESCRIPTION

The Elmwood logo was designed as a series of community brands within the Municipality of Brockton. Elmwood's logo design represents the strong agricultural backbone of this community and the peaceful scenery you find there. All community brands within our municipality appear with our tagline, "A Community of Brockton," to visualize our community connection.

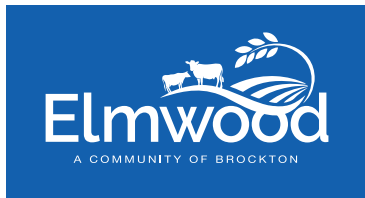
REVERSE LOGO

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

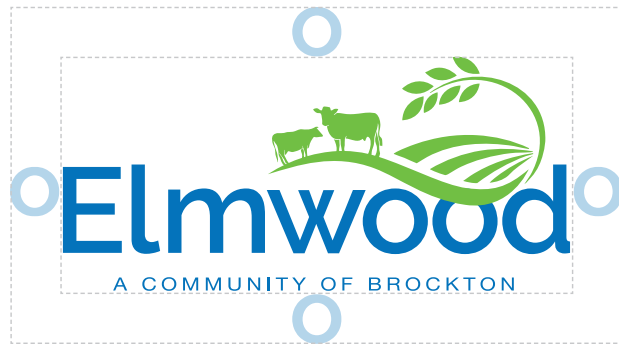


The icon can be used as a design element in branded material. It does not need to conform to size and space guidelines but should never be used in place of the primary or secondary logo.

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

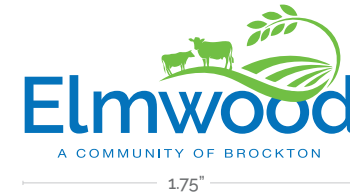


The logo should appear with space equal to the letter 'o' in Elmwood around all sides.



SIZE

Minimum Size Primary Logo



Minimum size of the primary logo is to be no less than 1.75" wide (126px at 72ppi).

Maximum Size Secondary Logo



The maximum size of the secondary logo is up to but no more than 1.75" (126px at 72ppi).

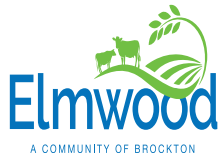
Minimum Size Secondary Logo



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



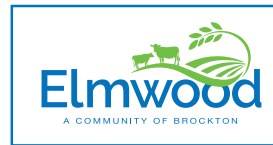
Do not use any effects or shadows



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

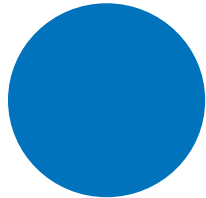
- The Elmwood logo can only be reproduced with the expressed written consent of the Municipality of Brockton.
- Accredited print and electronic media can reproduce the Elmwood logo for news items and articles without prior permission.
- Media or publishers cannot reproduce the Elmwood logo in a special 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 or 519-881-2223 ext. 131 for written consent to use the Elmwood logo and questions regarding our terms of use.

Colour Palette

PRIMARY COLOUR

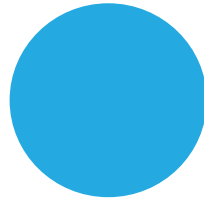


BROCKTON BLUE

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

PMS 287 C
Hex # 0074BB

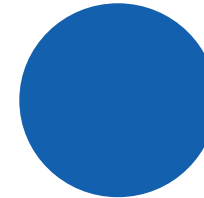
SECONDARY COLOURS



BROCKTON LIGHT BLUE

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

PMS 298 C
Hex # 27AAE1

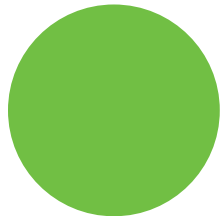


BROCKTON DARK BLUE

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

PMS 641 C
Hex # 0260A9

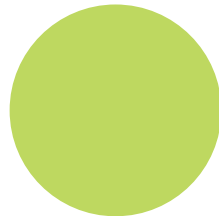
COMPLIMENTARY COLOURS



BROCKTON GREEN

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

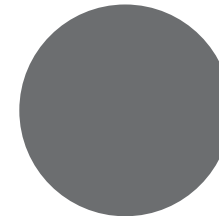
PMS 360 C
Hex # 70BF44



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

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brockton.ca



For questions about this brand guide, please contact:

Community Development Coordinator
519-881-2223 ext. 131
economicdevelopment@brockton.ca

CONNECT WITH US

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

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