

# Chesley Community Toolkit



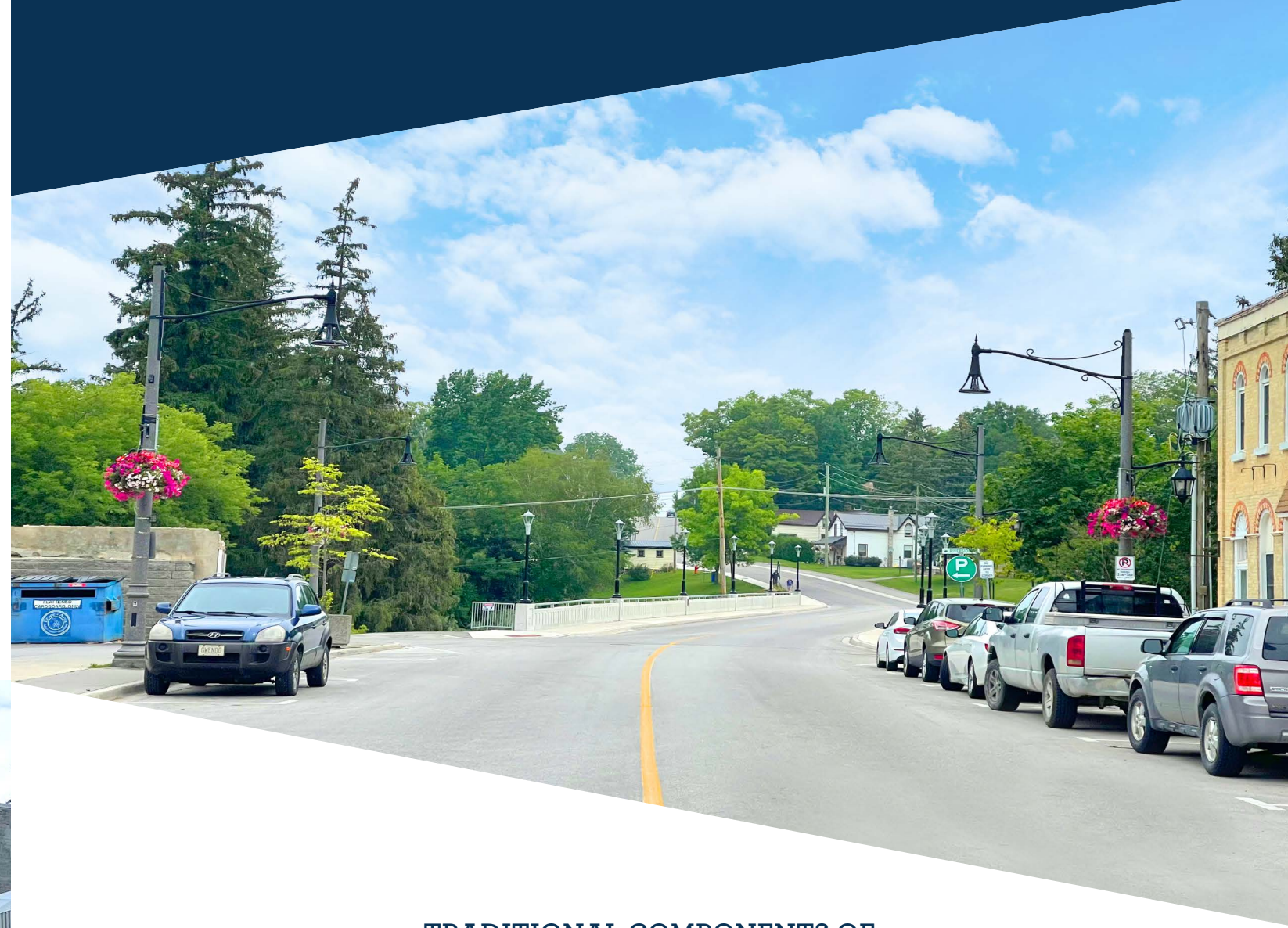
# Purpose

## AND HOW TO USE THE DOCUMENT

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

*Growing Together*

Chesley is a quiet and serene farming community with lots of potential for residential and commercial growth. Chesley is known to be a safe community and a great place to raise a family. Warm and friendly people, farm-fresh goods at your fingertips, a charming downtown and many recreational opportunities are why people love to call Chesley home. Some of the favourite things about Chesley include its beautiful scenery, walking trails, parks, surrounding nature, the Saugeen River and historic downtown with quaint shops, cafes, and bakeries. Many also enjoy the bustling Mennonite community with their horse and wagons and farm goods.

Chesley is a vibrant and welcoming community that has room to grow, and its community is Growing Together.





# 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



## Colour Palette



### Crimson Red

CMYK 02/90/87/00  
RGB 234/065/052  
HEX e94034



### 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



### Cyan Blue

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



### Cobalt Blue

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



### Jade Green

CMYK 72/05/54/00  
RGB 059/177/147  
HEX 3ab192

## Icons



## Keywords

Serene Community  
Farming/Agriculture  
Wagon Wheel

Nature/Outdoors  
Historic Downtown

## Typography

### Athelas - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

### Athelas - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

### Swiss721BT - Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

### Swiss721BT - Bold Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

## Materials

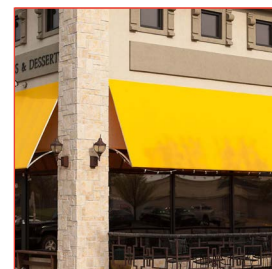
Red Brick



Bright Paint Accents



Coloured Awnings



White Board & Batten



Black Iron Accents



Planters/Flowers



# Physical Elements

This is the part of the toolkit where examples of public assets such as street furniture, public fixtures, etc. are shown and standardized to create a theme for a community.

## Banners



## Brochure

**Growing Together**

**Chesley**

www.visitchesley.ca  
CONTACT US AT 519-363-3039 or www.arran-elderstie.ca

## Benches



## Advertisement

**Proud Home of Big Bruce**  
Crowned Ontario's Greatest Roadside Attraction in 2021

www.VisitChesley.ca

**Chesley**  
GROWING TOGETHER

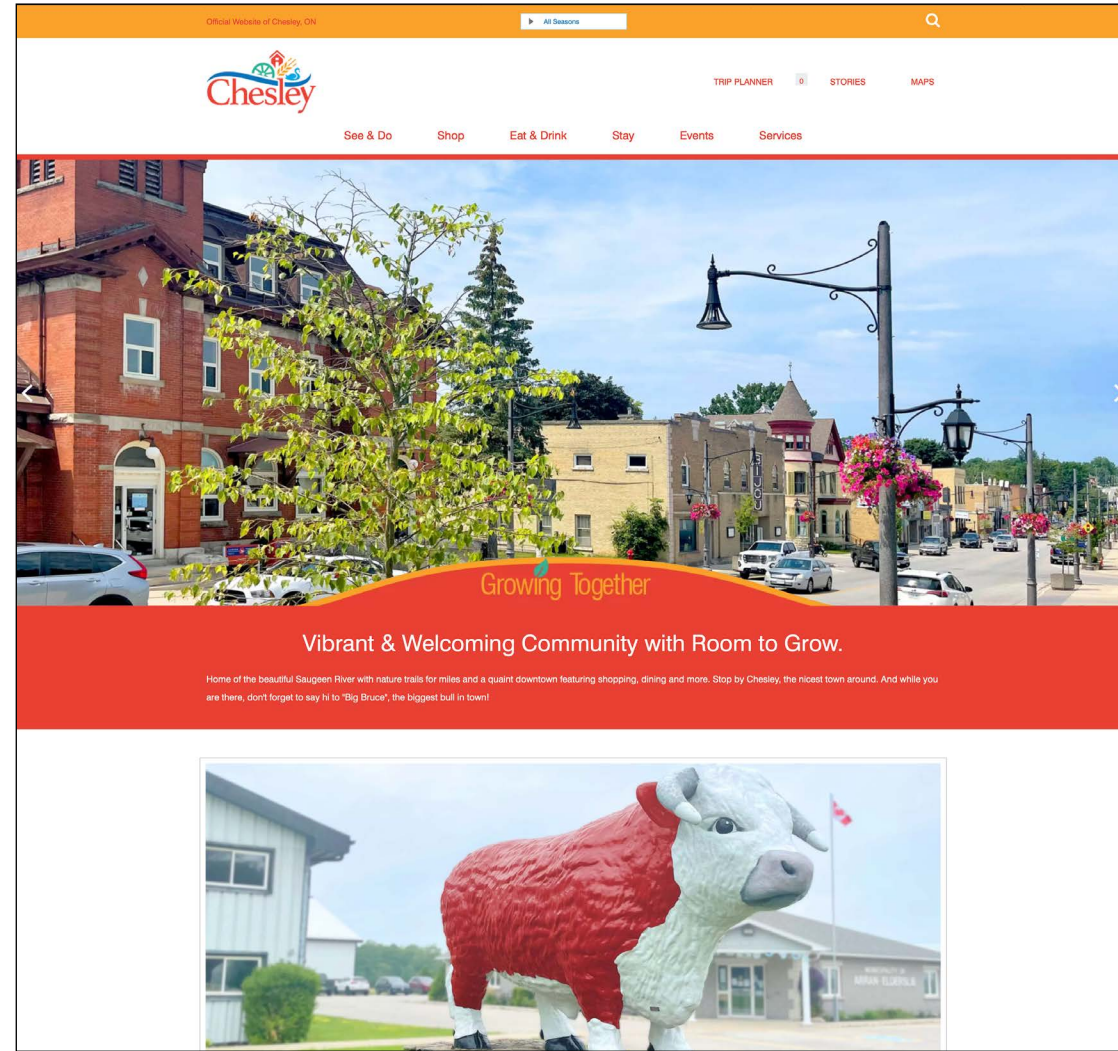


## Signage Header

## Planters



## Website



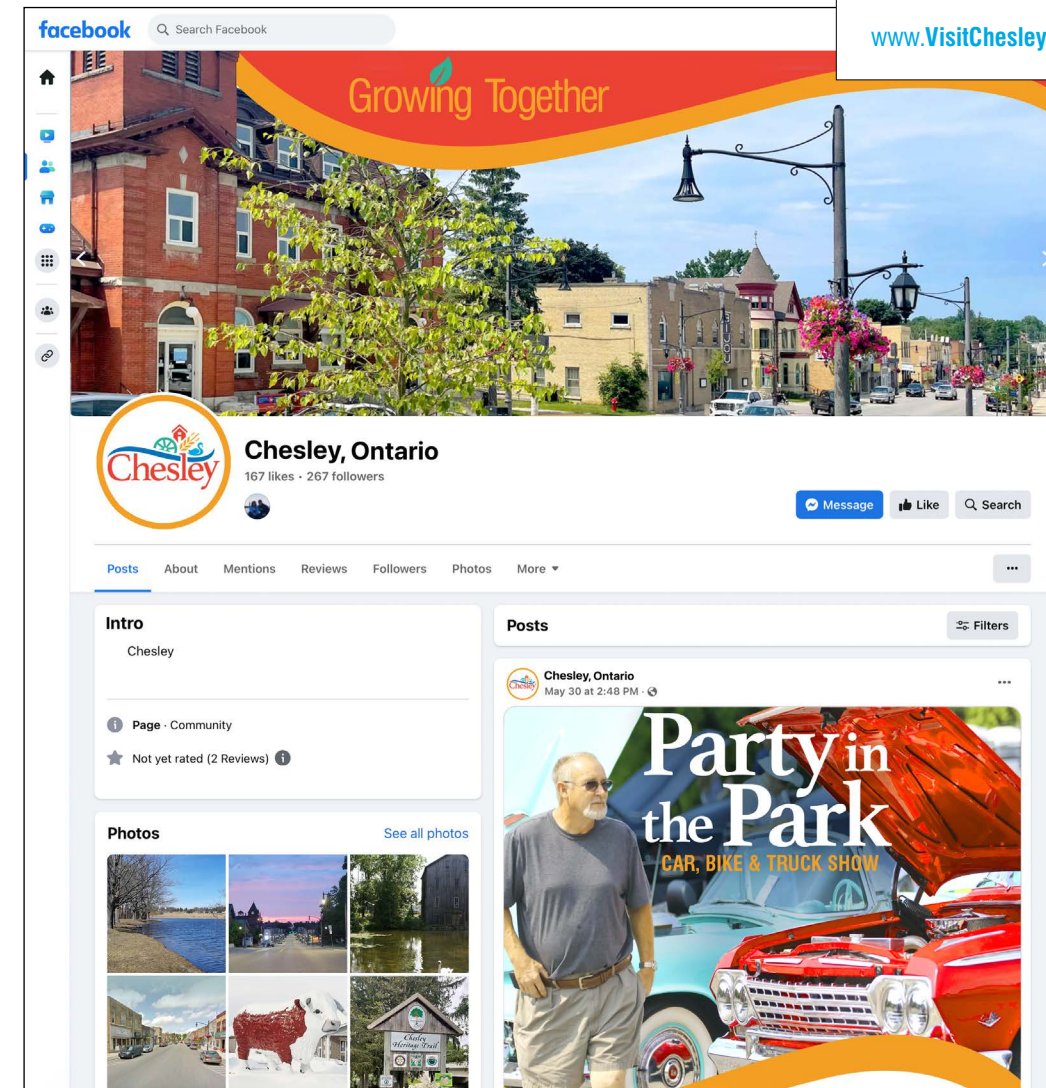
## Social Media Post



## Poster



## Social Media



**Signage**



**Waste Receptacles**



**Bike Rack**





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