Claresholm

Branding Guidelines

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01

Brand Vision

"Claresholm is a deep-rooted powerhouse of active living and thrilling events, where people think like champions."

Key Message

People from Claresholm are genuine Albertans who live for the outdoors. Our strength of character grows proud from agricultural roots. We've fought to build the best healthcare and range of sports facilities of any town in Southwestern Alberta. And we take a lot of pride in our active, hands-on culture, and the world-class champions it creates.

We know everyone can pitch in, play an active role, and pull together to make big things happen. And our daily fun is what city folks can't wait to get out and experience. When you keep up with someone from Claresholm, you're probably having a hell of a good time!

Tone

While rural/western might suggest *"the olden days"* or the *"the old west"*, Claresholm is a young, competitive and vibrant town full of action. Personality words that describe the attitude of the brand of Claresholm include the following:

Rural, Earthy, Western, Thrilling, Competitive, Healthy

03

Logo & Slogan

“Where Community Takes Root”

Final Logo

The final logo is a modernized take on the previous community logo. Predominant changes include smoother lines and the addition of an important town landmark - the watertower.

Claresholm

Where **Community** Takes Root

Claresholm

Claresholm

Where **Community** Takes Root

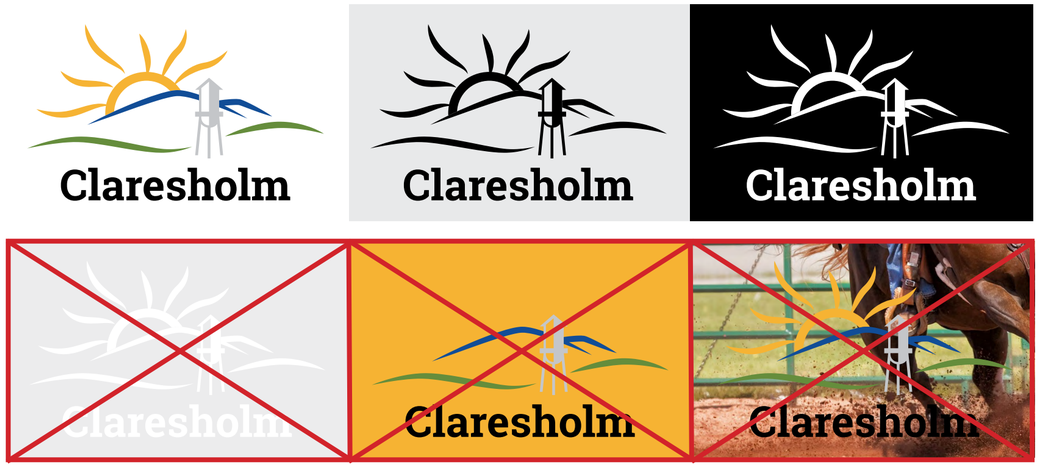
Clear Space

Leaving plenty of clear space around a logo will ensure that it stands out. Clear space is developed from the height of the "l" in the logo.

Minimum Size

To ensure legibility when printing, the height of the logo should not be less than 1".

Use on Backgrounds



07

Typography

Logo & Slogan Font

Roboto Slab - Bold

While geometric, it is not rigid. Instead, the slab serif is playful and bold due to the thick width and gentle curves of the letter forms.

“Claresholm”

Open Sans - ExtraBold & Regular

A humanist sans serif typeface, with a friendly demeanor, that is optimized for legibility.

“Where **Community** Takes Root”

09

Brand Colours

Golden yellow of the wheatlands and sunrise. Rich green of the foothills. Deep blue of the distant mountains. Silver grey of the symbolic watertower.

Primary Colours

Pantone 143 C

Pantone 370 C

Pantone 2945 C

Secondary Colours

Pantone 428 C

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