CITY OF
Lethbridge

Gatew
Oppo

Contents

Introduction

Consistency builds trust. That's why our brand is important. By presenting ourselves in a way that consistently tells the City of Lethbridge story, we are showing that we are not a collection of different departments but a united and cohesive organization. We are "One City" and our brand helps us build that recognition.

Adhering to these standards strengthens our connection to the community and the ways in which we communicate with our residents, partners and visitors. The visual elements are flexible and adaptable to meet the many unique needs within our organization and will grow and evolve over time to continually meet those needs.

If you have any questions about the use of the City of Lethbridge brand please contact **communications@lethbridge.ca**.

We are an inspirational force of nature.

A city meticulously built with the aim to instil trust and provide limitless possibilities...

For the future.

THIS IS

The City of Lethbridge.

Positioning

Lethbridge is Alberta's blueprint for success, the solution that integrates community strength, strong roots, ingenuity, opportunity and purpose—built to serve and grow an evolving community.

Brand Promise

We are an inspirational force of nature—a city meticulously built with the aim to instil trust and provide limitless possibilities for the future.

Brand Purpose

To continue to create a progressive city that attracts residents, businesses and visitors.

Brand Character

The Everyperson

Goal: To belong, or connect with others

Traits: Down to earth, supportive, faithful, folksy, person next door, connects with others

Marketing niche: Common touch, solid virtues, gives a sense of belonging

To know Lethbridge is to know that it is engaging and thoughtful, thinks before acting, and then acts with grit, grace and determination.

It delves deep below its sturdy exterior for ingenious, innovative solutions—an inner strength that creates an inner confidence—a hallmark of a great and caring community.

Whether in Latin or English, our commitment and focus remains—to be the Gateway to Opportunity.

Brand Identity
Our Logo 1.0

The logo consists of the Lethbridge wordmark and the stylized 'L' icon that represents the city, the foothills and the river.

To build positive brand equity, the elements that make up the City logo must be used consistently and correctly at all times.

Never, under any circumstances, alter or recreate the logo. Only use the approved files when applying the City of Lethbridge logo.

Default to using this version first.

Primary Logo | Full Colour

Brand Identity
Our Logo 2.0

Use the alternate colour logos when the primary logo does not fit. The one colour application is best suited for single-colour printing. Use the inverse options only on dark backgrounds, dark photography and instances where contrast is required for clarity.

Alternate Colour Options

One Colour

One Colour Inverse

Two Colour Inverse

Brand Identity

Our Logo 3.0

The stacked version of the logo offers a degree of flexibility while maintaining the integrity of the primary logo.

Use the stacked version of the logo when the primary logo does not fit the composition. The stacked logo works well in vertical styled layouts.

Vertical Logo (Stacked)

Brand Identity

Our Logo 4.0

The redesigned crest is an important element to the City's identity. Inspired by Lethbridge's unique history, it is a direct reflection of the past with a modern frame for the future.

Use the crest sparingly. The crest works well in decorative applications where reinforcement of the City's brand is important, or for marketing purposes.

Use discretion when using the crest.
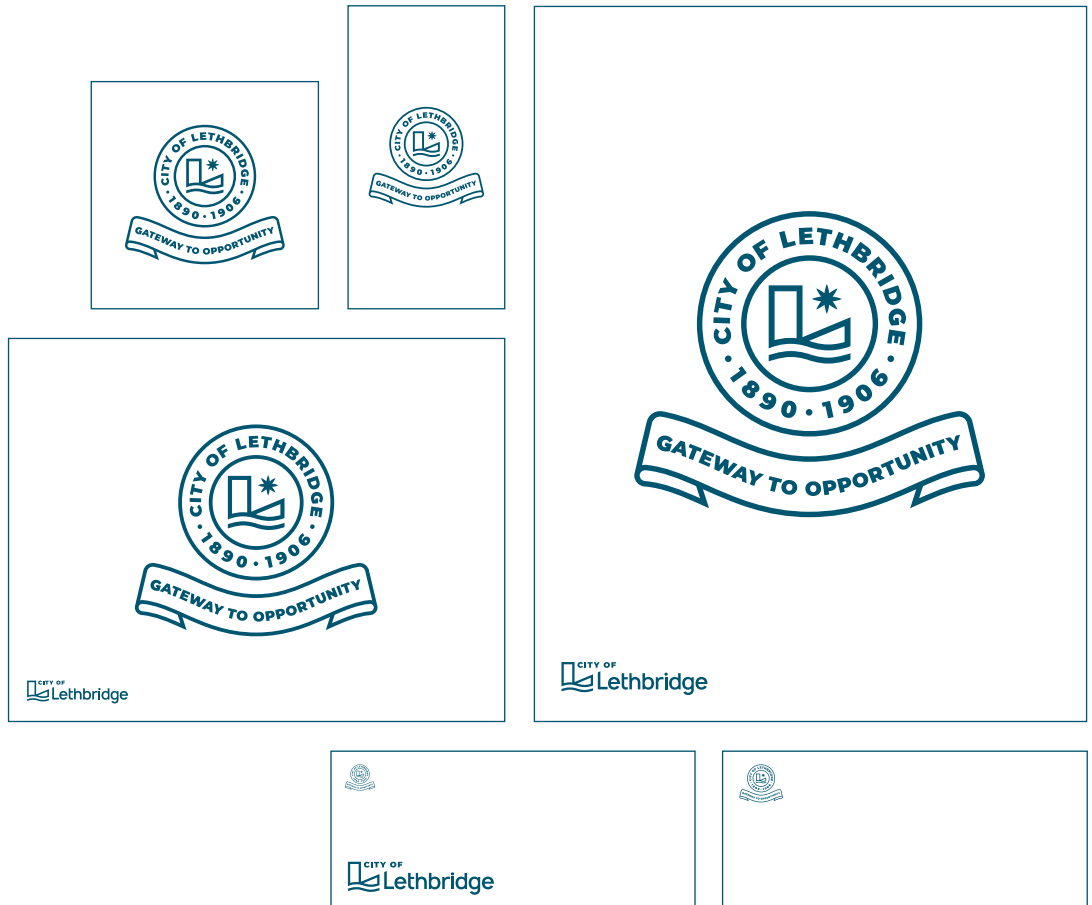
Crest | Full Colour

Brand Identity

Our Logo 5.0

Do not make the crest and the primary logo compete when placed together. Choose one or the other to be the identifier.

Crest Application Examples

Brand Identity
Our Logo 6.0

In the ever-changing landscape of brand touchpoints, the icon is an important element that can work on its own in many applications. The icon works well in limited digital spaces such as social media avatars, apps, or places where the full wordmark is not necessary.

Note: the icon is the only version of the logo where there is a yellow option when used by itself.

Icon

Brand Identity
Our Logo 7.0

Give the logo enough space to breathe. Maintain a gap equal to or greater than the width of the Lethbridge 'e'.

Clear Space

Legibility is important. Ensure the logo is no smaller than 1" (2.54cm) wide before printing.

Clear Space

1"

Brand Identity

Placement with Partner Logos

There are instances when the City logo will have to appear with other partner logos. These examples show the approximate sizing and spacing when arranging the logos together in a line.

Partner logos should be spaced at approximately icon-width from the City logo and from each other as shown.

Brand Identity

Using the Logo with a Department Name

A request can be made to have the City of Lethbridge logo set with a department, project or program name beside it. If approved, you will receive official digital files.

It is rarely necessary to have the department name with the logo but this is the only version you would use if combining the two into one wordmark. Any requests will be reviewed by Corporate Communications and decisions to proceed will be made with a customer service and citizen centric lens.

Example

Brand Identity
Other Identities

In addition to the official City of Lethbridge Brand, a select few entities operated and/or funded by the City will maintain their current visual identity or adopt a variation of the City branding to meet their unique needs. The rationale for keeping these entities has been carefully considered and varies including sponsorship agreements, public recognition and marketing needs. All of these decisions have been made with a customer service and citizen centric lens.

These approved identities include:

Funded and operated by the City of Lethbridge:

- Helen Schuler Nature Centre

- Lethbridge 311

- Lethbridge Fire & EMS

- ENMAX Centre

- Lethbridge Transit

- Opportunity Lethbridge

Funded by the City but governed by boards or commissions:

- Galt Museum and Archives

- Fort Whoop Up

- Lethbridge Public Library

- Lethbridge Police Service

Brand Identity
Logo Misuse

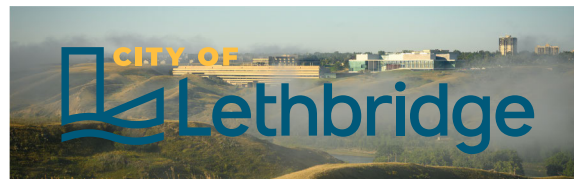Do's and don'ts. How to apply the City of Lethbridge logo.

Note: This applies to all logo variations.

✓

Always leave some space for the logo to breathe. Use a white or neutral background.

✓

Use the inverse logo over a dark colour or photo. When possible, place the logo on a light background.

✗

DO NOT place the logo on images that are too bright or cluttered. Choose the photo that works for the logo.

✗

DO NOT embellish the logo with drop shadows, embossing, etc.

Brand Identity
Logo Misuse (Con't)

DO NOT change the wordmark typography.

DO NOT change the colours of the logos.

DO NOT stretch the logo.

DO NOT add any text to the logo.
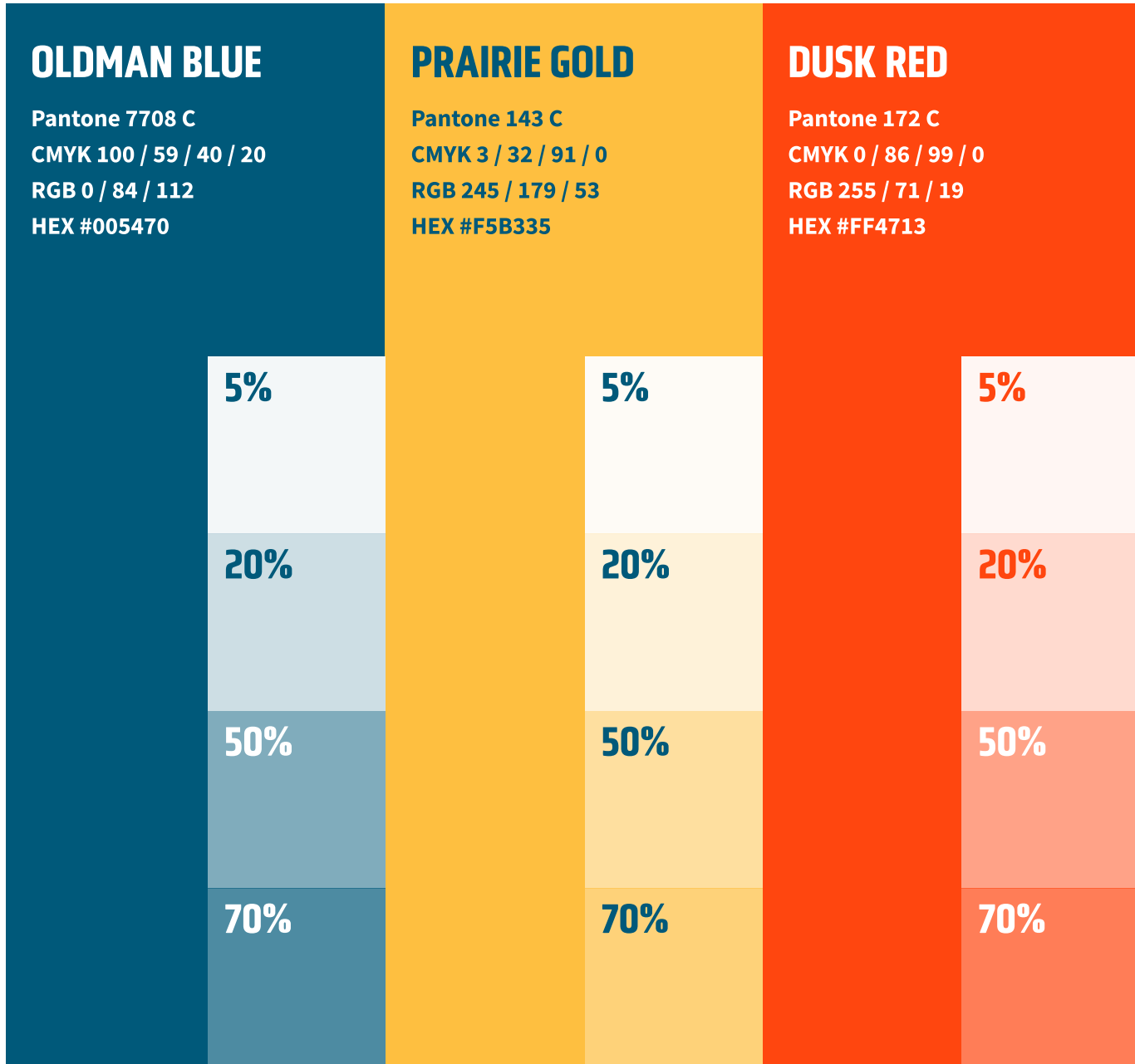

DO NOT use the logo without the icon.

DO NOT angle the logo.

Brand Palette
Primary Colours

These are our official primary colours and they are for use on all printed and digital communication pieces.

OLDMAN BLUE

Pantone 7708 C
CMYK 100 / 59 / 40 / 20
RGB 0 / 84 / 112
HEX #005470

5%

20%

50%

70%

PRAIRIE GOLD

Pantone 143 C
CMYK 3 / 32 / 91 / 0
RGB 245 / 179 / 53
HEX #F5B335

5%

20%

50%

70%

DUSK RED

Pantone 172 C
CMYK 0 / 86 / 99 / 0
RGB 255 / 71 / 19
HEX #FF4713

5%

20%

50%

70%

Brand Palette
Secondary Colours

While the primary palette is the foundation of the colour expression for the City of Lethbridge, the secondary palette comprises the go-to tones for when variety is called for.

Pantone 357 C CMYK 86 / 40 / 91 / 39 RGB 26 / 86 / 50 HEX #1A5632	**Pantone 7481 C** CMYK 91 / 0 / 97 / 0 RGB 0 / 180 / 81 HEX #00B451	**Pantone 1355 C** CMYK 0 / 25 / 65 / 0 RGB 255 / 197 / 109 HEX #FFC56D	**Pantone 7416 C** CMYK 3 / 73 / 70 / 0 RGB 234 / 104 / 82 HEX #EA6852
Pantone 7740 C CMYK 81 / 20 / 100 / 6 RGB 52 / 143 / 65 HEX #348F41	**Pantone 321 C** CMYK 100 / 22 / 42 / 2 RGB 0 / 137 / 150 HEX #008996	**Pantone 7507 C** CMYK 1 / 19 / 43 / 0 RGB 252 / 209 / 153 HEX #FCD199	**Pantone 170 C** CMYK 0 / 60 / 49 / 0 RGB 255 / 134 / 114 HEX #FF8672
Pantone 359 C CMYK 40 / 0 / 64 / 0 RGB 161 / 214 / 131 HEX #A1D683	**Pantone 7710 C** CMYK 81 / 12 / 29 / 0 RGB 0 / 165 / 181 HEX #00A5B5	**Pantone 7499 C** CMYK 6 / 7 / 35 / 0 RGB 241 / 228 / 178 HEX #F1E4B2	**Pantone 169C** CMYK 0 / 37 / 24 / 0 RGB 255 / 180 / 171 HEX #FFB4AB

Brand Palette

Colour Usage

These are examples of the some of the possible colour combinations you may use. It's designed to offer variety and flexibility for seasonal use and for other departments.

Primary Colours

Primary and Secondary Colours (Use for accents)

Typography
Brand Expression 1.0

Typography plays an important role in communicating an overall tone and quality.

Primary Typeface

Gont-serrat

Typography
Brand Expression 2.0

Careful use of typography reinforces the personality and ensures clarity and harmony in all City of Lethbridge communications.

Gontserrat Family

Gontserrat Regular

Gontserrat Bold

Typography

Brand Expression 3.0

Use this font as a display font or as a subheader. The condensed nature of the font pairs well with Gontserrat and gives a sense confidence.

Utilizing the secondary typeface also offers variety to different communication pieces.

Secondary Typeface

OBVIA CON- DENSED

Typography
Brand Expression 4.0

The secondary typeface also works well as an alternate header font. This helps bring in some variety.

Note: Avoid setting it in lowercase. Avoid using it in paragraphs.

Secondary Typeface

OBVIA CONDENSED BOLD

OBVIA CONDENSED MEDIUM

OBVIA CONDENSED BOOK

Typography

Brand Expression 5.0

Both Gontserrat and Obvia Condensed are too wide to be used as a body font. All of the content on any web page, presentation or document should use an approved non-display, sans serif font family.

Approved Body Font Families

Source Sans Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Segoe UI

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Typography
Usage

Use any of the approved typeface combinations to add variety and keep consistency across all communications.

1.

Gontserrat Bold

Header

Gontserrat Regular

Subheader

Source Sans Pro | Body

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Typography
Usage (Con't)

2.

Obvia Condensed Medium

HEADER

Gontserrat Regular

Subheader

Open Sans | Body

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
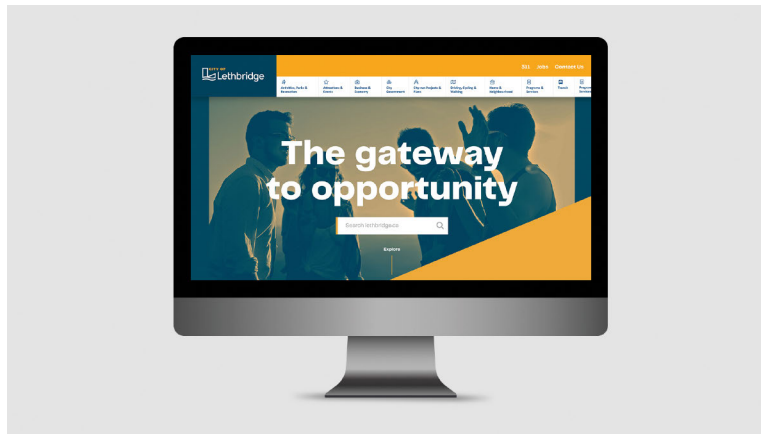
1234567890

Applications

Mock-ups

These are examples of how to apply the City of Lethbridge brand to a variety of communication pieces.
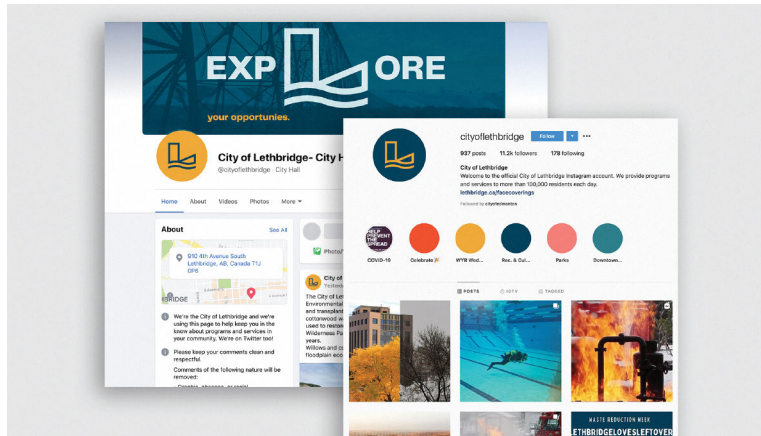
Applications
Mock-ups (Con't)

Oki
Official Greeting

OKI is the Blackfoot word for greetings. By adopting OKI as the official greeting, the City of Lethbridge proudly acknowledges the language, culture and heritage of the Blackfoot peoples, and all Indigenous peoples who call Lethbridge home as we continue to fostering reconciliation and healing.

You will often see OKI used in conjunction with the City of Lethbridge branding and as a visual elements of the City's marketing materials.

Original City Crest

The crest represents many significant elements of Lethbridge's heritage.

- The crown above the crest signified Canada's allegiance to the British Crown.

- The central medallion was rounded with three divisions with symbols representing the foundations of the City's economy at the time it was created:

  - Coal mining (arm with miner's pick)

  - Transportation (locomotive)

  - Agriculture (wheat sheaf)

- The circular scroll reads City of Lethbridge • 1890 • 1906, the town and city incorporation years respectively.

- The panoramic view below portrayed the wheat fields and mine working buildings of southern Alberta against a background of mountains and foothills resting on the City motto: Ad Occasion Januam (Latin for "Gateway to Opportunity").
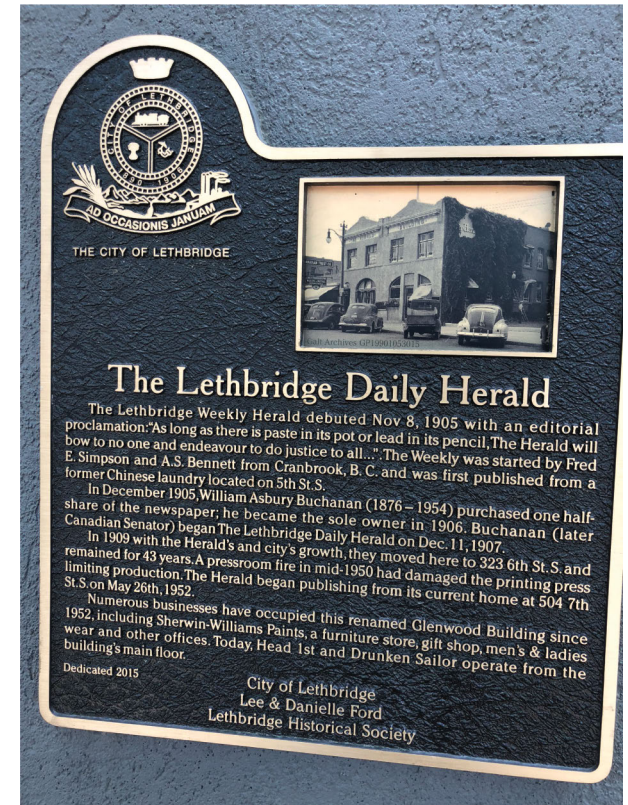
City Crest
Usage

The City Crest was created in 1907 and is now returning to its originally intended use as a symbol of Mayor and Council, as well as for more formal, ceremonial purposes. It is **not to be used for general purposes.**

Examples

Lethbridge is Alberta's blueprint for success, the solution that integrates community strength, strong roots, ingenuity, opportunity and purpose—built to serve and grow an evolving community.