



RAYMOND

WHERE CHAMPIONS LIVE

Brand Guidelines

# Brand Guidelines

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# About Raymond

## Brand Guidelines

### About

# Town of Raymond

A family-focused safe community providing year-round activities for all ages, where youth and creating new opportunities for them, draw in new families and businesses, which drives new community and economic growth.

Raymond is a great place to live and raise a family. Parents feel safe sending their kids out walking, biking or scooting around the community. We have a long history of sport excellence and that has resulted in our community being home to some of the best sports programs and facilities in the Province. Our annual July the 1st celebration, with the Stampede, attracts many families to Raymond. I see that event as a foundation on which to build more annual events and festivals that draw families to visit and live in our community.

Raymond - where we work and play at all things in life.... to win.



Brand Guidelines  
**Mission & Purpose Statement**



## **Mission**

A family-focused community providing diverse year-round activities for all ages and all families.

## **Purpose**

To create a community that feels like home and is intentionally designed for families in a modern world.

## Brand Guidelines

# Resident Persona

## Our Muse...

### Meet Luke Hanson

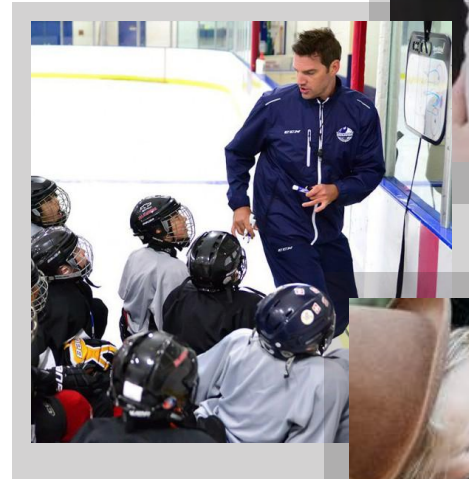
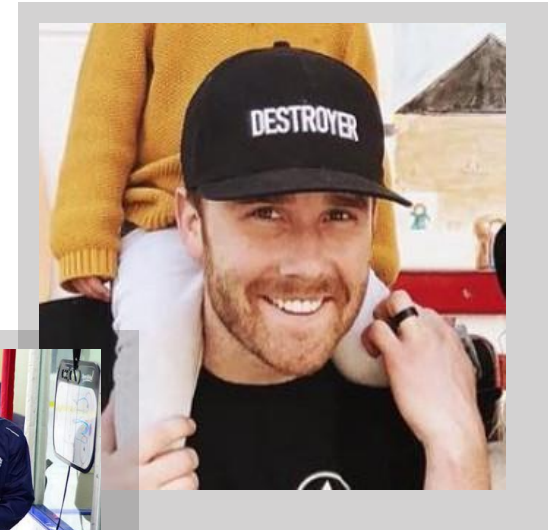
Age- 31

Occupation- High School Teacher

Income- \$84,000

Family- Married with two kids (4 and 2)

Luke is a high school social studies teacher and coaches volleyball. He is from an urban centre, which he enjoys for the amenities and relationships that are close- but he wants to have a better quality of life for his kids- and the commute to his job is taking its toll.



## Brand Guidelines

# Resident Persona

## Our Muse...

### Meet Claire Hanson

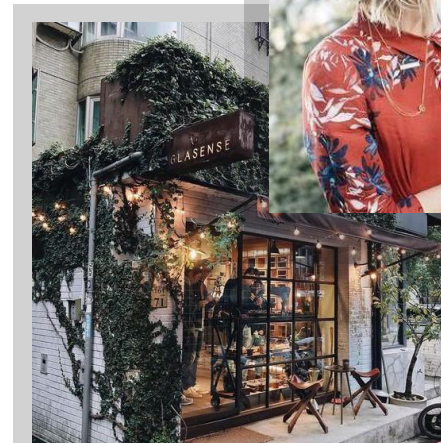
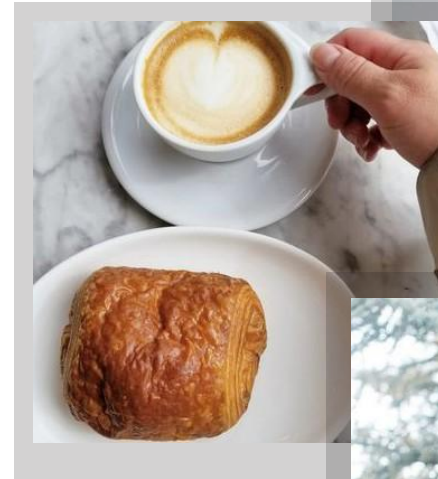
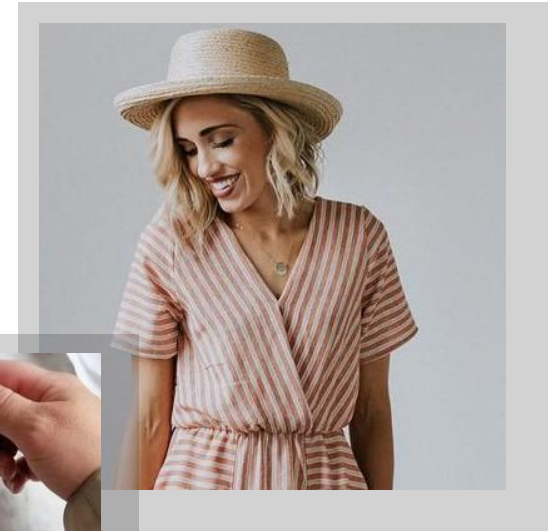
Age- 30

Occupation- Graphic Designer for BG Feuls

Income- \$64,000

Family- Married with two kids (4 and 2)

Claire is a graphic designer for a fuel company. She does have to travel a little bit, but is able to telecommute, so she like to work in cafés and co-working environments. Claire is from a smaller community. She moved to an urban centre for school (where she met Luke). She enjoys the urban centre for the restaurants and diversity.



## Brand Guidelines

# Resident Persona

# The Hansons

Meet the Hanson Family; Luke and Claire have two kids 4 and 2 (Ben and Anna). The Hansons enjoy **quality over quantity**. When it comes to experiences and material possessions- it isn't about utility. Claire will spend \$5.00 on a coffee because she can bring her laptop to get work done, or meet a friend in a pretty setting. Luke and Claire love taking the kids to the farmers market on the weekend to buy produce and bread for the week. They know it's more expensive- but they don't mind because it's an experience they're **supporting the local community**.

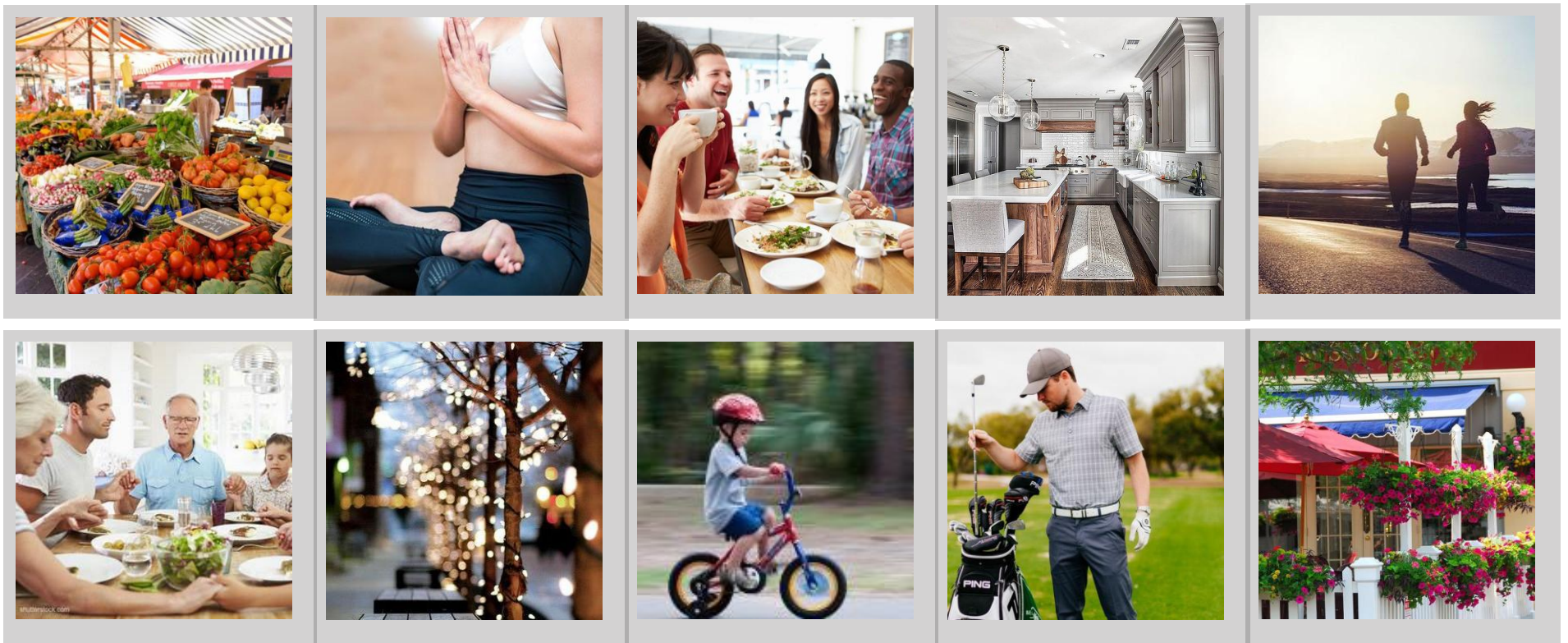
Luke is in a golf league in the summer and a hockey league in the winter. Claire is a yoga instructor. They are both runners and love to mountain bike. They take their kids to do outdoor activities whenever possible. **Sports are important for the Hanson's.**

Luke and Claire want to be able to go to work and get home to their kids within 10 minutes. They want to find **childcare they trust and neighbours to be friends with**. They want a community that reflects who they are- not just their values- but their personal aesthetic aspirations and style. They want a pretty community. A community that has flowers in the summer on the patio of the restaurants to have a nice family dinner. A community that has twinkle lights in the winter to take their kids for walks all bundled up to get hot chocolate that the local cafe to meet friends.

Quality! Quality is everything for the Hansons. They want to have lunch and coffee in a cafe like the stoketown cafe and cure (in Lethbridge). They don't mind spending a premium on nicer things. **Less is more because branding is important to them.**

Brand Guidelines  
Resident Persona

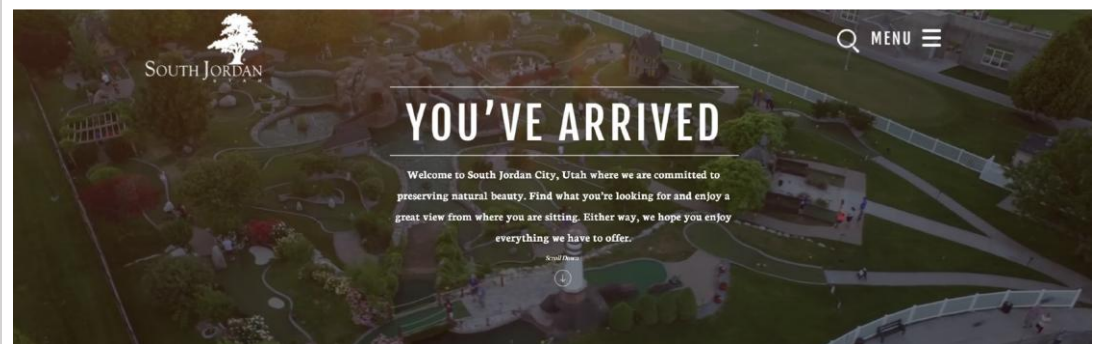
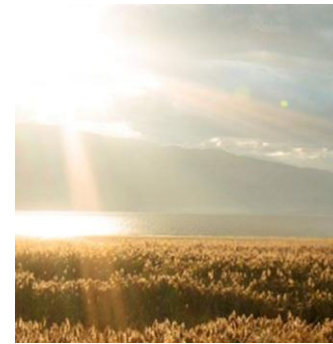
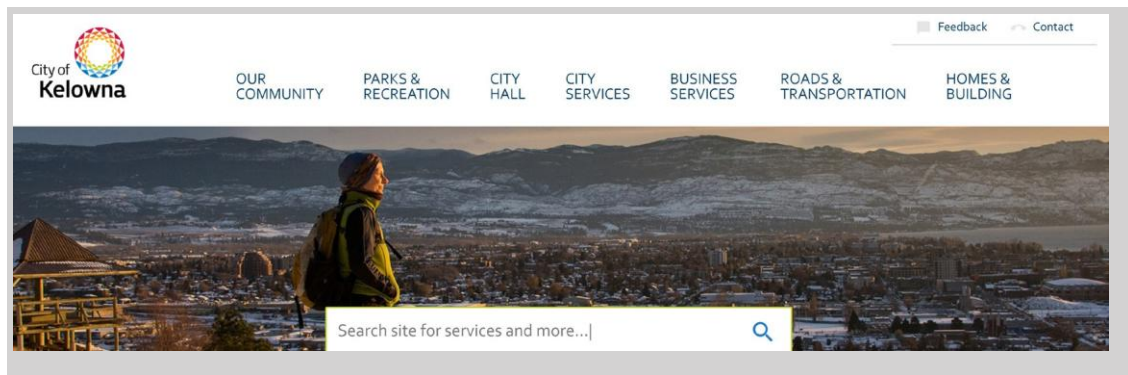
# The Hanson's Muse Board



# Brand Guidelines

## Brand Inspiration

# Colour & Application Inspiration



Brand Guidelines

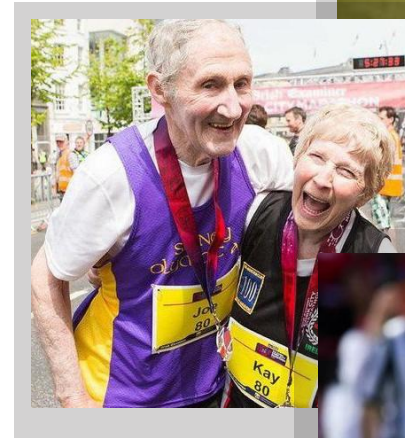
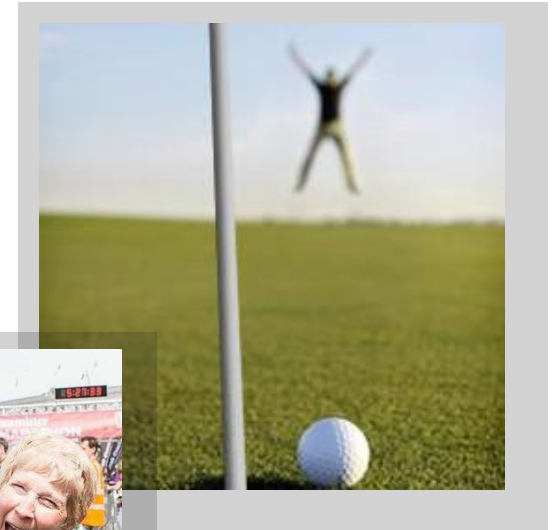
# Core Brand Elements

# “Where Champions Live”

When we say “Where Champions Live”, we mean:

- Raymond is a community of excellence and where greatness **lives**.
- Raymond is where a future football champion **lives** for the next game at Victoria Sport Park.
- Raymond is where lifelong friendships are born and **live**.
- Raymond is where a families thrive and **live**.
- Raymond is where groups, family, friends, athletes, seniors **live** their best life!

Champions are athletes, business owners, scholars, musicians, volunteers, teachers and artists. Raymond is where champions are discovered, realized, nurtured, encouraged; Raymond is where they **live** and flourish!



# Brand Guidelines

## Color Palette

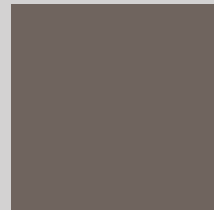
### Primary



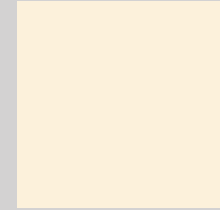
Hex AEA077  
R174 G160 B119  
C10 M15 Y45 K28



Hex 931A1E  
R147 G26 B30  
C26 M100 Y98 K27

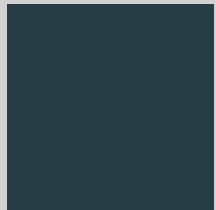


Hex 6F645E  
R111 G100 B94  
C54 M53 Y56 K22



Hex FCF1DB  
R252 G241 B219  
C1 M4 Y14 K0

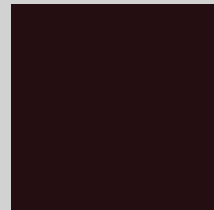
### Secondary



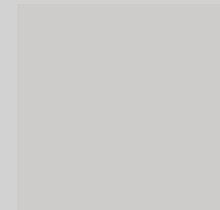
Hex 293C43  
R40 G61 B72  
C82 M62 Y56 K47



Hex 4B616C  
R75 G97 B108  
C73 M53 Y45 K20



Hex 260D12  
R38 G13 B18  
C58 M76 Y64 K81



Hex CDCCCB  
R205 G204 B203  
C19 M15 Y16 K0

## Brand Guidelines

### Logo Design



This logo is a nod to the transformative concept of growing up in Raymond. The lowercase “r” refers to youth, a new business, new family or new opportunity which eventually blooms into the reformed uppercase “R” because of the excellence of the Raymond community.

# Brand Guidelines

## Logo Variations



Gold Primary / Red Secondary



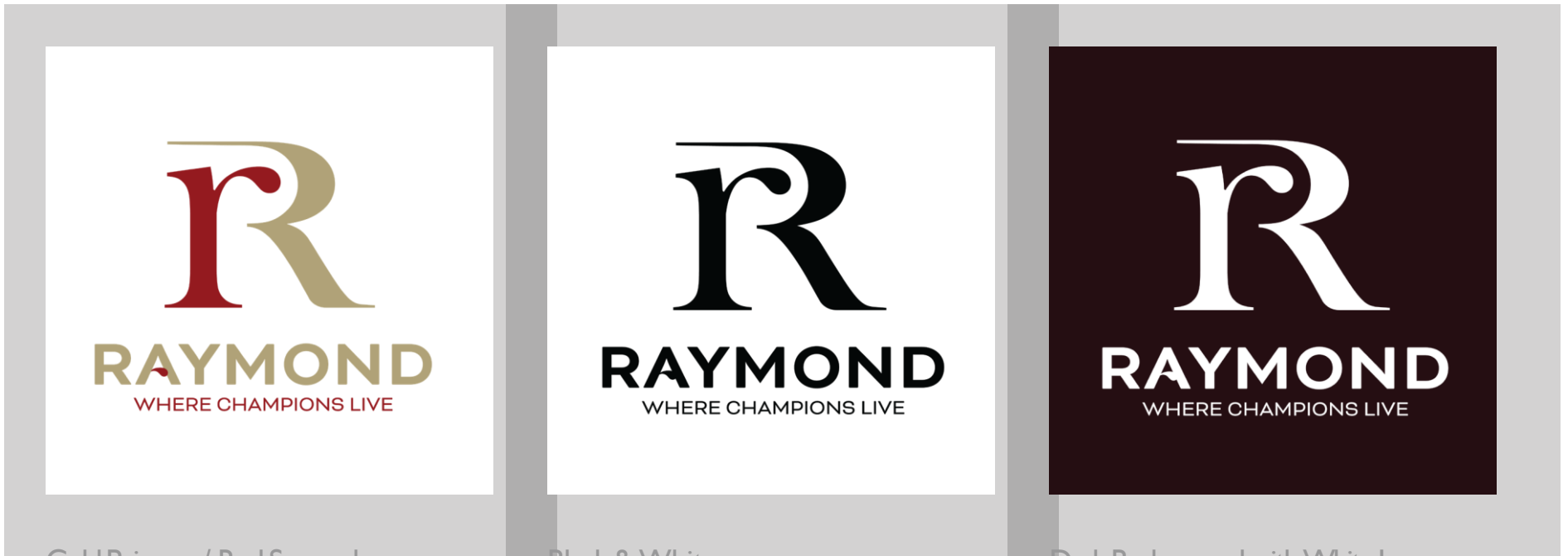
Black & White



Dark Background with White Logo

## Brand Guidelines

### Logo Variations with Slogan



Gold Primary / Red Secondary

Black & White

Dark Background with White Logo

## Brand Guidelines

### Logo Variations Horizontal



Gold Primary / Red Secondary



Black & White



Dark Background with White Logo

## Brand Guidelines

### Logo Usage



#### Exclusion Zones

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of the height of "RAYMOND".



#### Minimum width

The logo minimum width is 200px or 70mm.



#### Maximum width

There is no maximum size defined for this logo.

## Brand Guidelines

### Logo Usage with Slogan



#### Exclusion Zones

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. The only exception is the slogan. As the diagram indicates, the 'exclusion zone' is equal to that of the height of "RAYMOND". The slogan shall be placed a minimum of the height of "W" in "Where Champions Live" from the bottom of Raymond.



#### Minimum width

The logo minimum width is 200px or 70mm.



#### Maximum width

There is no maximum size defined for this logo.

# Source Sans Pro

## Paragraph Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+="':?><

## Regular

Nos arum volut quam abo. Ehenimus andebit ut odipsundit ma dolor res ex es maiorit.

## Italic

*Pis sequide strunti nos ea soluptae nemque lam, ulparchita dolutet pere el idel eostrum nonet.*

## Bold

**Imi, nihiliquid molore ma consequi aut at la necte dus aut pa id que reres repudi omnimusa.**

# Old Standard

## Paragraph Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+=””:?><

## Regular

Libus maiore plit, idelest, officiis mo molupta  
tiorpos delenis sincius, apera ipsapis sitasperchil

## Italic

*Ra num quidi unt quiate postorestiis  
dolendignam restrum rest, officit volupta.*

## Bold

**Udant as re eum acea sa doluptur?  
Accatquas rere vit, sam ide con nos provitia.**

# Brand Guidelines

## Glossary

### RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

### CYMK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

### Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

### Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

### Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

### Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

# Brand Guidelines

## Glossary

### JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

### AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

### EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

### PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

### PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

### TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

Brand Guidelines

Contact Your Design Team



13 Ways Inc.

Heather Thomson

[www.13ways.ca](http://www.13ways.ca)

Contact me

Phone: 587-335-0013

Email: [heather@13ways.ca](mailto:heather@13ways.ca)