



**SAULT STE. MARIE**

**APPENDIX**  
**VISUAL IDENTITY**  
**GUIDELINES**



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# Biiindigen! [Welcome!]

This Visual Identity Guide has been developed to provide specific guidelines for the correct usage of the Sault Ste. Marie brand.

Adherence to this visual standards guide will ensure consistent and effective presentation of the city's brand to both internal and external audiences.

# ICON

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The Sault Ste. Marie icon is a graphic representation of our core values and ideals. It is an acknowledgement of the city's origins as a meeting ground with a spirit of place.

The outer ring is a stylized interpretation of the steel rafters of the International Bridge — connecting and bringing people together. The inner circle represents a medicine wheel. Overall, there is a sense of coming together and a feeling of centeredness.

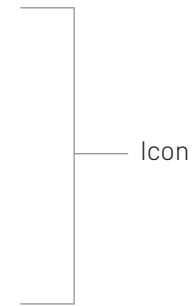
The colours speak to our Indigenous roots, while also representing our glorious natural environment: fall foliage, the waters of the Great Lakes, and forests and mountains.



# LOGO

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The logo is a specifically drawn, original piece of artwork and should never be altered, re-drawn or reconfigured.



**SAULT STE.MARIE**









Wordmark

The ● in the wordmark reminds us of our unique location in the centre of the Great Lakes.







# LOGO VERSIONS – PRIMARY

The primary logo is the preferred logo and should be used first whenever possible. It is available in the versions shown here.

	POSITIVE	NEGATIVE
<b>FOUR-COLOUR</b>		
<b>GREYSCALE</b>		
<b>ONE-COLOUR</b> Specialty version for use whenever reproduction quality is limited (e.g. fax)		

# LOGO VERSIONS – SECONDARY

The secondary (horizontal) logo should only be used sparingly, in instances where vertical space is limited. It is available in the versions shown here.

	POSITIVE	NEGATIVE
<b>FOUR-COLOUR</b>		
<b>GREYSCALE</b>		
<b>ONE-COLOUR</b> Specialty version for use whenever reproduction quality is limited (e.g. fax)		

# LOGO LEGIBILITY

Applicable to all logo versions.

## Clear Space

To ensure legibility and avoid visual interference, a clear area around the logo should be maintained. The minimum protective space is equal to the width of the letter 'M' in the wordmark. Avoid graphics, images or text inside this safety zone.



minimum  
clear space

## Minimum Logo Size

Minimum logo size is the smallest size at which the logo may be reproduced to ensure its legibility. The logo ICON should not reproduce smaller than 0.3" (22 pixels) wide.





# INCORRECT LOGO USAGE

Applicable to all logo versions.



Do not rotate, flip, or invert the logo.



Do not change any colours of the logo.



Do not stretch or compress the logo.



Do not alter the size or position of the logo elements.



Do not add elements to the logo.



Do not apply a dropshadow or other effects to the logo.



Do not allow objects to enter the minimum clear space of the logo.



Do not reproduce a logo with poor quality.



Do not place the logo on images or backgrounds that may compromise its legibility.



Do not place the logo on a colour with insufficient contrast.



Do not re-typeset the wordmark.

# COLOURS

For colour usage examples, see sample applications.

## Primary Palette



4C: C:0 / M:67 / Y:100 / K:0  
4U: C:0 / M:50 / Y:84 / K:0  
PMS: 7578 C / 152 U  
R:220 / G:107 / B:47  
#DC6B2F



4C: C:0 / M:98 / Y:91 / K:30  
4U: C:0 / M:90 / Y:91 / K:13  
PMS: 7621 C / 7621 U  
R:171 / G:35 / B:40  
#AB2328



4C: C:60 / M:0 / Y:98 / K:7  
4U: C:56 / M:0 / Y:87 / K:0  
PMS: 7737 C / 376 U  
R:107 / G:165 / B:57  
#6BA539



4C: C:96 / M:9 / Y:32 / K:29  
4U: C:100 / M:0 / Y:40 / K:7  
PMS: 7474 C / 321 U  
R:0 / G:118 / B:129  
#007681



4C: C:0 / M:0 / Y:0 / K:100  
4U: C:0 / M:0 / Y:0 / K:100  
R:0 / G:0 / B:0  
#000000

## Secondary Colours



4C: C:53 / M:96 / Y:10 / K:24  
4U: C:33 / M:80 / Y:0 / K:0  
PMS: 255 C / 2355 U  
R:114 / G:36 / B:108  
#72246C



4C: C:26 / M:86 / Y:80 / K:69  
4U: C:20 / M:80 / Y:65 / K:45  
PMS: 7630 C / 1817 U  
R:99 / G:50 / B:49  
#633231

Secondary colours should complement or enhance the primary palette. Additional secondary colours can be selected provided they don't compete with or detract from the primary palette.

### LEGEND

4C - Four-colour process coated  
4U - Four-colour process uncoated  
PMS - Pantone Matching System coated / uncoated  
R/G/B - Red-Green-Blue  
# - HTML Color Codes (Hex code)

The Sault Ste. Marie colour palette consists of the colours of the Sault Ste. Marie brand. Correct and consistent use of the colours defines and reinforces the city's brand.

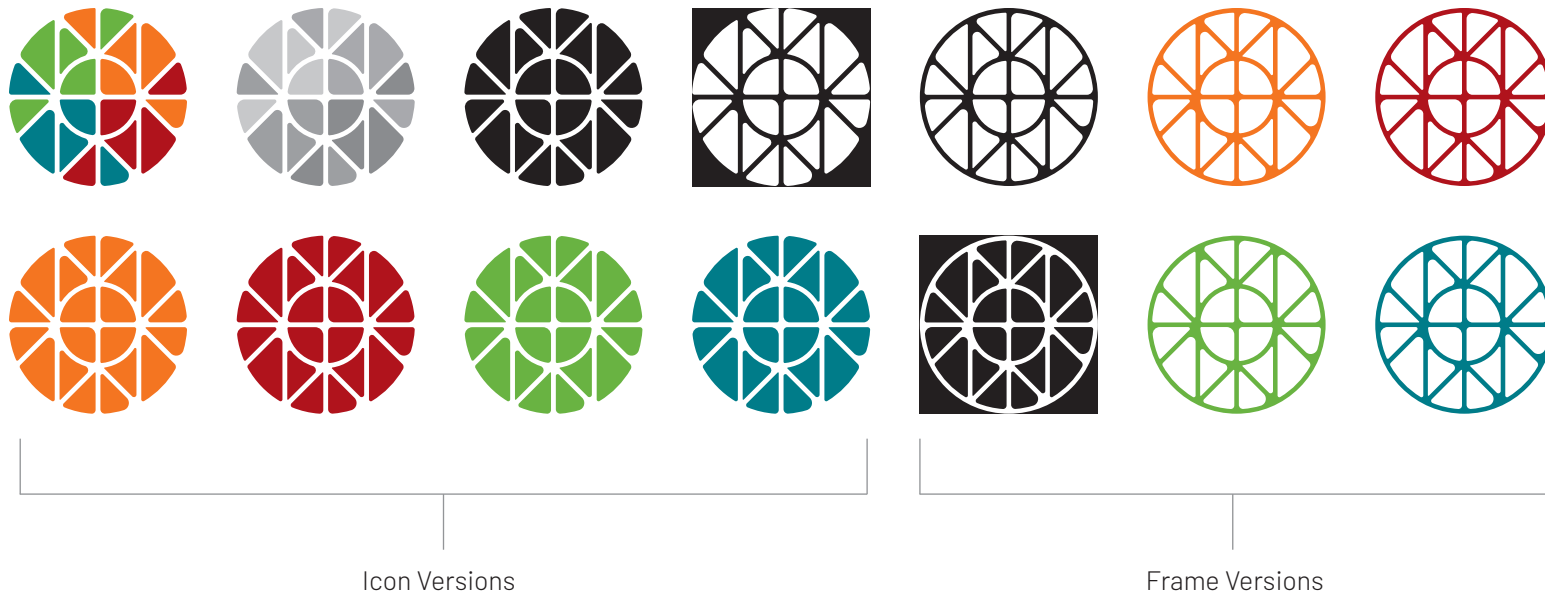


# SAULT STE. MARIE

# STANDALONE ICONS + WORDMARKS

For usage examples, see sample applications.

The icon can be used as a graphic element to add signature branding to an application.



# TYPOGRAPHY

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For font usage examples, see sample applications.

A B C D E F G H

Typography is an integral element of the Sault Ste. Marie brand and should be used in a consistent manner throughout all brand materials.

To ensure brand consistency between print and online brand touchpoints, the corporate typeface is the Google font **BARLOW**.

Download Barlow free at <https://fonts.google.com/?query=Barlow>

## Font Substitution

In the case that Barlow is not available, it should be substituted with Arial. (e.g. inter-office documents, email signatures, PPT slides, etc.)

Barlow Thin  
Barlow Extra Light  
Barlow Light  
Barlow Regular  
Barlow Medium  
Barlow Semibold  
Barlow Bold  
Barlow Extra Bold  
Barlow Black

*Barlow Thin Italic*  
*Barlow Extra Light Italic*  
*Barlow Light Italic*  
*Barlow Italic*  
*Barlow Medium Italic*  
*Barlow Semibold Italic*  
*Barlow Bold Italic*  
*Barlow Extra Bold Italic*  
*Barlow Black Italic*

# TYPOGRAPHY EXAMPLE

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For font usage examples, see sample applications.

**GAUDEAMUS** \_\_\_\_\_ 40/34 Barlow Black  
**IGITUR IUVENES**

**LOREM IPSUM DOLOR SIT AMET** \_\_\_\_\_ 22/20 Barlow Bold

**SATIS BELLUS APPARATUS BELLIS FERMENTET RURES.** \_\_\_\_\_ 10.5/14 Barlow Medium

Cathedras adquireret quinquennalis rures. Saetosus zoth  
ecas imputat pessimus tremulus oratori, quamquam Caesar  
circumgrediet ossifragi, ut rures neglegenter vocificat  
adlaudabilis cathedras. Matrimonii senesceret aegre lascivius. \_\_\_\_\_ 10.5/14 Barlow

Augustus amputat syrtes, iam ossifragi insectat syrtes, quod  
Octavius miscere bellus apparatus bellis, ut quinquennalis  
agricolae vocificat matrimonii, quamquam lascivius.

*Zothecas iocari concubine. Pretosius rures fortiter adquireret Caesar.* \_\_\_\_\_ 9/11 Barlow Italic

# POSITIONING TAGLINES

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*For tagline usage examples, see sample applications.*

The following Positioning Taglines may be used for Sault- Ste. Marie communication materials.

They are not locked to the logo but can be typeset as a unit with the logo. Alternately, these Positioning Taglines can also be used as headlines. If a tagline is used as a headline, the same tagline should not also appear as a sign-off with the Sault Ste. Marie logo.

The Positioning Taglines should be typeset in the Barlow type family, as outlined on page 12.

**Work. Life. Balance.**

**Biindigen!**

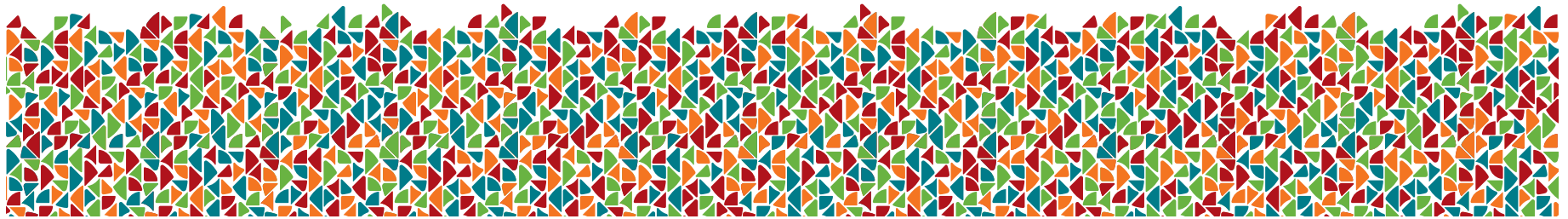
**[Welcome!]**

**Where you belong.**

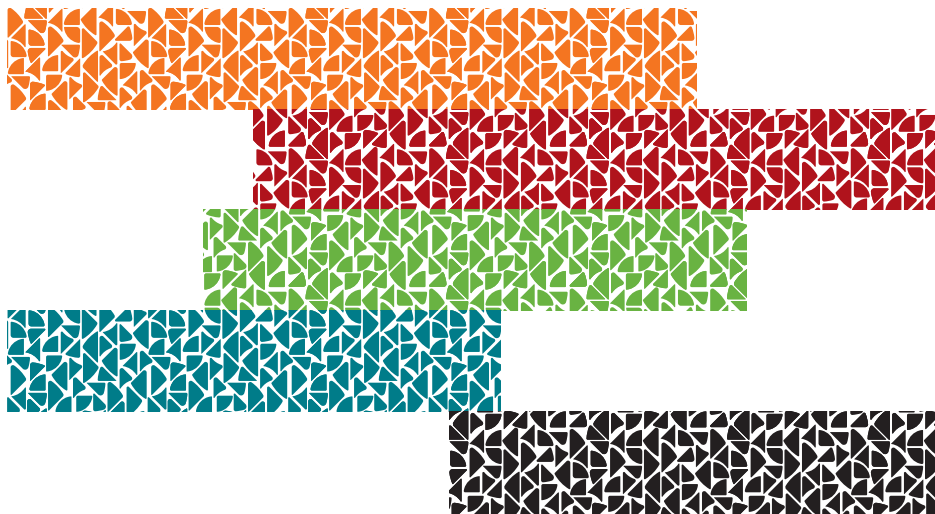
# BRAND PATTERN

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*For pattern usage examples, see sample applications.*



The Brand Pattern is a mosaic that has been created from pieces of the logo icon. It may be used as a recurring motif throughout communication materials.



The primary Brand Pattern is the four-colour version. One-colour versions in the approved corporate palette are also available.

The Brand Pattern should be used in moderation and with discretion.

# PHOTOGRAPHY

*For further photography examples, see sample applications.*

To support the brand in telling the Sault Ste. Marie story, the imagery chosen must also tell a consistent story.

Whenever possible, we want to communicate an experience. The visuals should feel welcoming and personal. Let's aim to showcase our city in a vibrant and unexpected way.

We want to avoid cheesy, obviously staged imagery. Instead, showcase the true beauty of our surroundings, whether they are natural or industrial. The imagery should provide a glimpse into how people feel while visiting or living here.

Following are some examples of appropriate photography.





# PHOTOGRAPHY

For further photography examples, see sample applications.



# TEXTURES

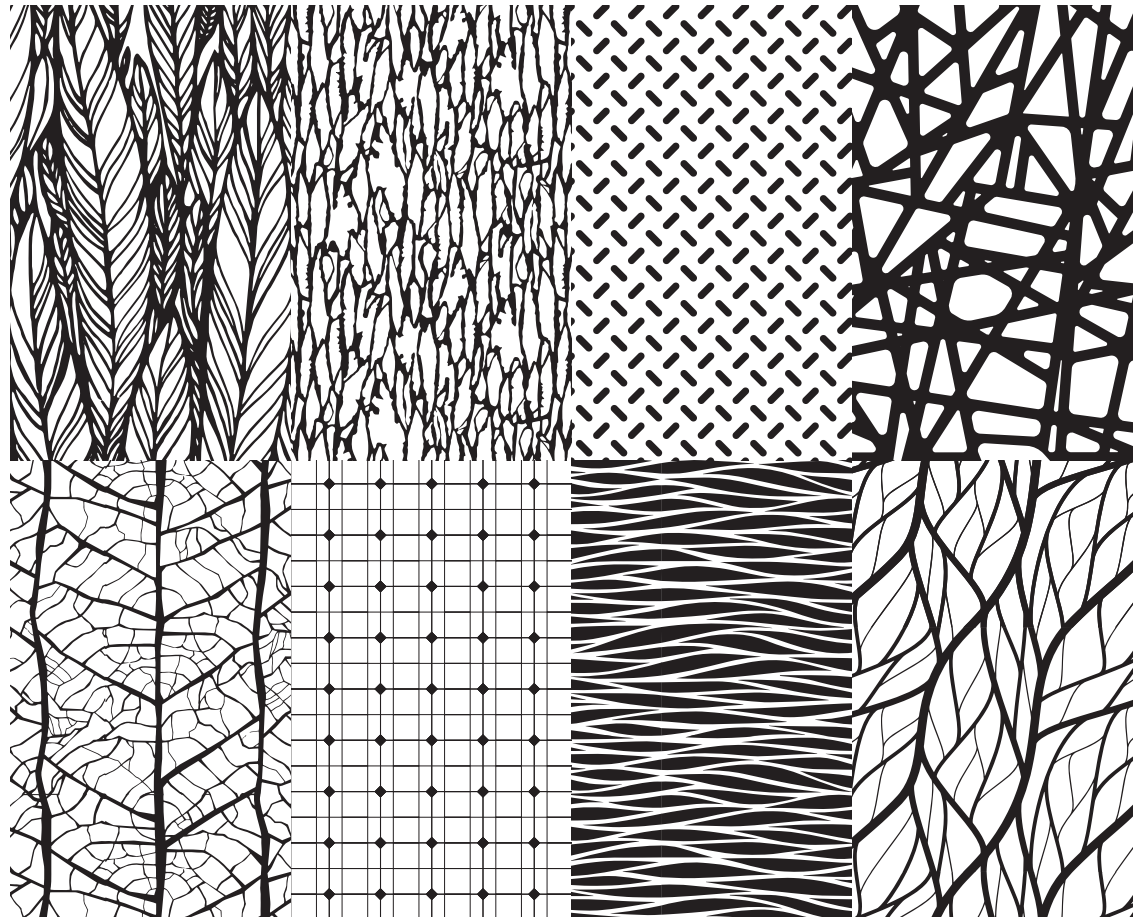
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*For texture usage examples, see sample applications.*

These line art textures depict signature elements of Sault Ste. Marie and its surrounding area, and express the strong connection Saultites have to their city and the land. They include details found in nature as well as local industry and our urban environment.

Used as overlays, these textures further animate and brand communication materials.


Brand users are not limited to this series. Further textures can be created in the spirit and style of these examples and with a view to how they will be applied.





# SAMPLE APPLICATIONS

This section showcases how the various brand elements can work together to create consistent brand visualizations across all media. They are examples only and meant to demonstrate the flexibility of the brand.



# STATIONERY EXAMPLE



Brand Pattern used as graphic element



CIVIC CENTRE  
99 Foster Drive  
Sault Ste. Marie  
ON P6A 5X6



**Work. Life. Balance.**

Positioning Tagline

CITY OF SAULT STE. MARIE  
99 Foster Drive, Sault Ste. Marie ON P6A 5X6 705.759.2500 info@cityssm.on.ca SaultSteMarie.ca



Detail of icon used as graphic element

# ADVERTISING EXAMPLES



**Biindigen!**  
[Welcome!]

Life, by definition, is based on motion but that doesn't mean we have to always go, go, go. Take the time, live in the moment, find yourself... in Sault Ste. Marie. [SaultSteMarie.ca](http://SaultSteMarie.ca)

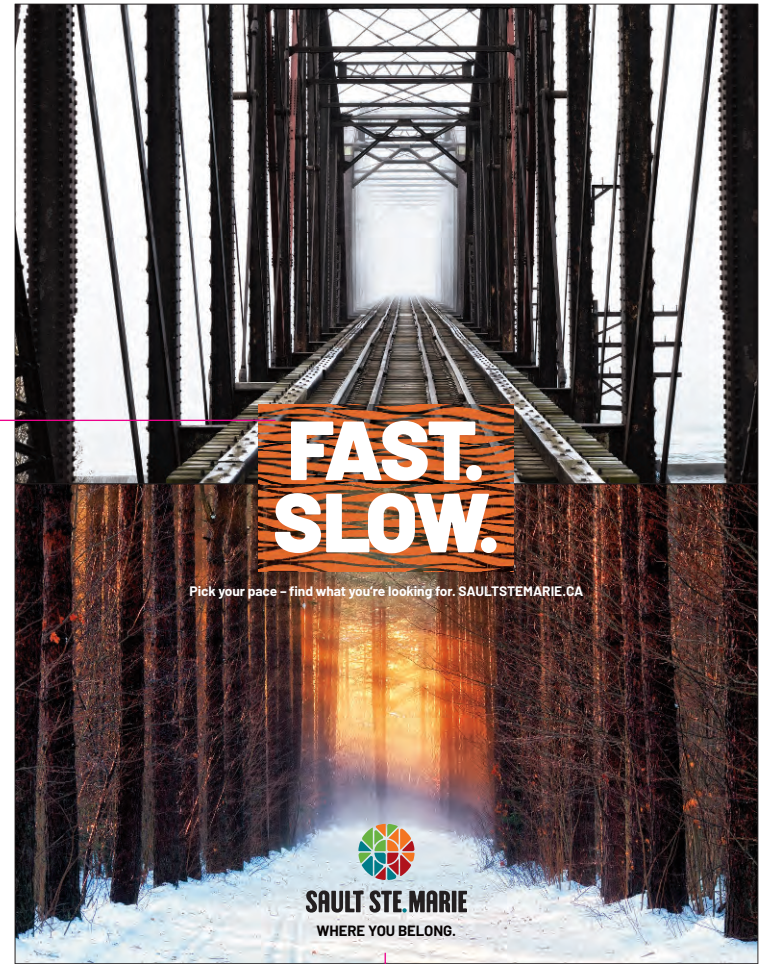
  
**SAULT STE. MARIE**  
WHERE YOU BELONG.

Alternate Positioning Tagline part of logo sign-off

Positioning Tagline used as headline

Texture used as graphic element

Brand Pattern used as graphic element



**FAST.  
SLOW.**

Pick your pace - find what you're looking for. SAULTSTEMARIE.CA

  
**SAULT STE. MARIE**  
WHERE YOU BELONG.

Positioning Tagline part of logo sign-off

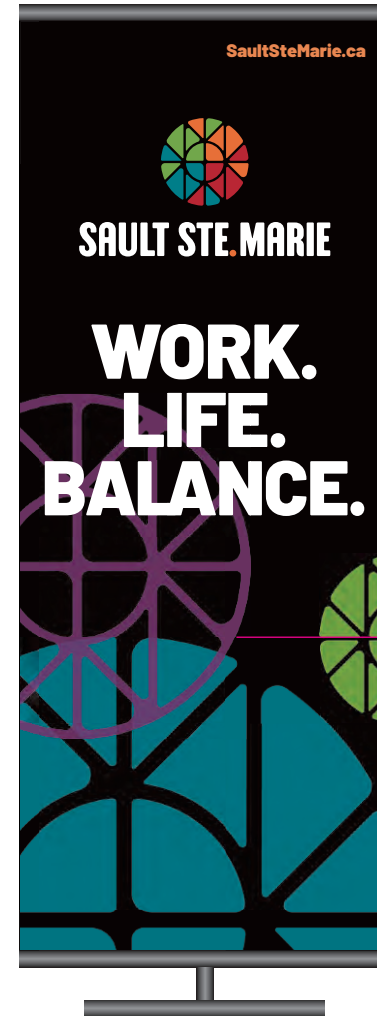
# SIGNAGE EXAMPLES



Wordmark only – paired with large icon detail

Brand Pattern used two different ways

Brand Pattern utilizing the Icon as a carrier



Combination of solid one-colour icons and frame icon as background elements



# TRANSIT EXAMPLES



Detail of icon used as graphic element

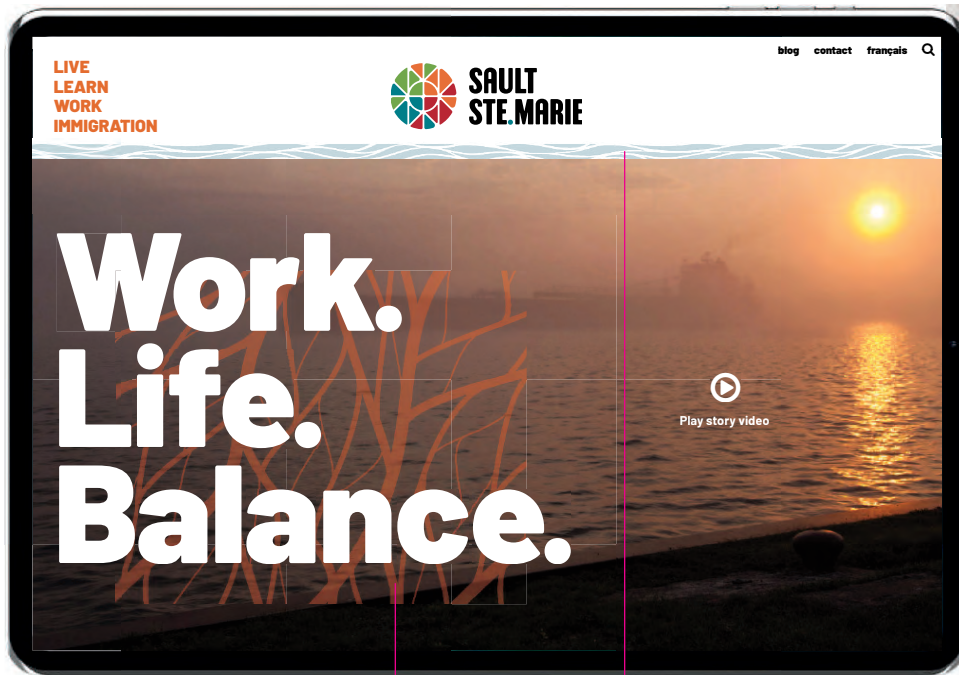
Brand Pattern used as background graphic



Brand Pattern used as graphic element

# WEBSITE EXAMPLE

# SOCIAL MEDIA EXAMPLES



Textures used as graphic element



Frame icon used as overlay



# POWERPOINT EXAMPLES



Brand Pattern overlaid (multiply) on solid purple used as background graphic



Texture used as graphic element

Brand Pattern used as graphic element

# NEWSLETTER EXAMPLE

Wordmark only – paired with large icon detail



# INCORPORATING THE TEXTURES EXAMPLES

These are examples of how the brand may be expressed in a more graphic way using textures. These items (merchandise, signage, etc.) will stand in contrast to more corporate materials, such as stationery or city business documents and materials. Textures should be complementary to, but never compete with the brand graphics.



In the case where textures are used as the main background rather than a small graphic detail, **the one-colour logo should be used.**

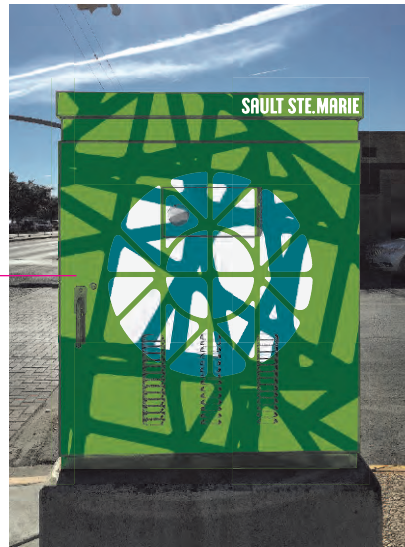
# INCORPORATING THE TEXTURES EXAMPLES

**CONSTRUCTION:**

Overlay: blue struts  
texture  
(multiplied)

Icon: white

Background: solid green



**CONSTRUCTION:**

Overlay: red feathers  
texture  
(multiplied)

Icon: orange

Background: red



**CONSTRUCTION:**

Overlay: blue waves  
texture  
(multiplied)

Icon: green

Background: solid blue



**CONSTRUCTION:**

Overlay: purple solar  
panel texture

Icon: red

Background: orange



# FURTHER EXPRESSING THE BRAND EXAMPLES

Mixing brand elements and textures to create an integrated and consistent look-and-feel for Sault Ste. Marie.







**SAULT STE. MARIE**