



## Visual Identity Guidelines

The City of Winnipeg is a vibrant, culturally diverse and forward-looking city of the World. Our visual identity plays a significant role in our strategy for branding Winnipeg both nationally as well as on the global stage. When properly and consistently implemented, our corporate signature becomes a valuable asset for the City and an important part of our identity as citizens of Winnipeg.

March 1, 2001

# Table of Contents

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Introduction .....	Page 1
Use of this Manual .....	Page 3
Legal Information .....	Page 3
Our Signature - What it means to you.....	Page 3
<b>Signature Versions</b> .....	Page 4
<b>Fonts</b> .....	Page 4
<b>Colours</b> .....	Page 5
Single Colour.....	Page 5
Single Colour Reverse .....	Page 5
Two Colour .....	Page 5
Two Colour Reverse .....	Page 5
Four Spot Colour .....	Page 5
Four Spot Colour Reverse .....	Page 5
Four Colour Process .....	Page 6
Four Colour Process Reverse .....	Page 6
Web Safe Colours.....	Page 6
<b>Basic Rules of Use</b> .....	Page 6
Graphic Symbol.....	Page 6
The Positioning Line.....	Page 6
Minimum Size – Signature .....	Page 7
Minimum Size - Positioning line .....	Page 7
Clear Zone – Signature .....	Page 7
Clear Zone – Positioning line .....	Page 7
<b>Unacceptable Signature Applications</b> .....	Page 8
<b>Applying the Visual Identity</b> .....	Page 10
Stationery Guidelines.....	Page 10
Paper Stocks .....	Page 10
Letterhead and Second Sheets .....	Page 11
Envelopes .....	Page 11
Business Cards .....	Page 12
Memorandums and Facsimiles.....	Page 12
Tri-Level Agreements .....	Page 12
<b>Obtaining Templates and Electronic Files for Offset Printing</b> .....	Page 12
<b>Departmental Use</b> .....	Page 13
<b>Signage</b> .....	Page 13
<b>Electronic Applications</b> .....	Page 14
<b>Forms</b> .....	Page 14
<b>Internal Coding</b> .....	Page 14
<b>Contact Information/Help</b> .....	Page 15

## Use of this Manual

The City of Winnipeg Visual Identity Guidelines are intended to help employees and suppliers of the City to correctly use our signature and positioning line.

The information and guidelines have been developed with many applications in mind to give us the basic tools we need to establish recognition of our signature and provide for its consistent use.

## Legal Information

The artwork, symbols and typographical content hereof constitute valuable property rights of The City of Winnipeg, and any duplication, by any means, in whole or in part shall be an infringement of the copyright, trademark and/or design rights of The City of Winnipeg, and is prohibited by law.



## Our Signature

The Winnipeg logo captures the spirit, energy and diversity of our City while balancing a sense of our heritage with our progressiveness. It is also an interpretive depiction of our character, our people and our landscape, making it uniquely Winnipeg. Though each person who sees the symbol will ultimately apply their own set of values and meanings, each of the logo elements carries with it a theme that represents Winnipeg.

The two crescents atop the sweeping plane symbolize an embrace reminiscent of the caring, friendly and welcoming nature of the people here. The depiction of movement in these two elements alludes to the momentum and dynamism that is evident throughout the City. The sweeping line that supports the two crescents represents the vast horizon line and open sky characteristic of Winnipeg.

The red circle in the centre of the logo symbolizes the heart of our community and our people. It is also suggestive of the fact that Winnipeg is located at the center of the country and the entire continent.

The rich colour palette symbolizes the diversity that exists in our cultures, our seasons and our crisp, clean, beautiful landscapes. As a whole, the graphic resembles a rising sun above the horizon and also mimics the form of a leaping figure. These combined elements depict the energy and momentum of our forward-looking nature, while the positioning line speaks to the strength of our character.

We are a city of the World, with roots in the place we call home, *Winnipeg*.

## Signature Versions

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The City of Winnipeg signature is available in two versions: centered and horizontal. The centered signature should be used for most applications. The horizontal version should only be used when the aesthetics of a piece demand a longer signature. (Please note that only the centred version can be used with a bilingual positioning line.)

All external material should use the signature in conjunction with the positioning line wherever possible. All internal forms and documents however, may use the signature version without the positioning line.



## Fonts

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The font used in the City of Winnipeg signature is New Caledonia. This font, with its appropriately classic and clean look, should be used consistently throughout all communications materials. For these materials, it is ideal to use Univers 57 Condensed for subtitles and accent text, while the New Caledonia family should be used primarily for body text and headlines. If these fonts are not available **for internal documents**, New Caledonia may be substituted with Times New Roman, and Univers 57 Condensed may be substituted with Arial Narrow.

**New Caledonia Regular**  
 ABCDEFGH abcdefgh1234

**Univers 57 Condensed**  
 ABCDEFGH abcdefgh1234

*The fonts New Caledonia and Univers are registered trademarks of Adobe Systems Incorporated. They are a part of the Adobe Type Library and can be purchased online at [www.adobe.com](http://www.adobe.com).*

## Colours

### Single Colour

When using the single colour version of our signature, the entire graphic should appear as either Pantone 2738<sup>°</sup>(dark blue) or 100% black.

One exception to this rule applies when using the signature on documents with a single predetermined colour. In such instances, the signature may be printed in 100% of the designated colour.

### Single Colour Reverse

When using the single colour version of our signature on a dark background, the entire signature should appear as white.



### Two Colour

When using the two colour version of our signature, you would use the following two Pantone ink colours: 124<sup>°</sup>(gold) and 2738<sup>°</sup>(dark blue).

### Two Colour Reverse

When using the two colour version of our signature on a dark background, you would use the following two Pantone ink colours: 124<sup>°</sup>(gold) and 2727<sup>°</sup>(medium blue). The signature type would reverse to white.

You should never print in any two colours other than the ones specified here.

Do not print the signature on a colour that does not permit enough contrast between the signature and the background. Use the single colour reverse or positive version of the signature in this instance.



### Four Spot Colour

When using the four spot colour version of our signature, you would use the following four Pantone ink colours: 124<sup>°</sup>(gold), 3015<sup>°</sup>(greenish blue), 186<sup>°</sup>(red), 2738<sup>°</sup>(dark blue).

### Four Spot Colour Reverse

When using the four spot colour version of our signature on a dark background, you would use the following four Pantone ink colours: 124<sup>°</sup>(gold), 3015<sup>°</sup>(greenish blue), 186<sup>°</sup>(red) and 2727<sup>°</sup>(medium blue). The logo type would reverse to white.

You should never print in any four colours other than the ones specified here.

Do not print the signature on a colour that does not permit enough contrast between the signature and the background. Use the single colour reverse or positive version of the signature in this instance.



<sup>°</sup>Pantone Inc.'s trademark for colour reproduction and colour reproduction materials

## Colours - continued

### Four Colour Process

When printing with four process colours, you would use the CMYK equivalents of Pantone ink colours: 124\* (gold), 3015\* (greenish blue), 186\* (red) and 2738\* (dark blue) shown here.

#124	#3015	#186	#2738
C: 0%	C: 100%	C: 0%	C: 100%
M: 27%	M: 23%	M: 91%	M: 79%
Y: 100%	Y: 0%	Y: 76%	Y: 0%
K: 6%	K: 18%	K: 6%	K: 0%

### Four Colour Process Reverse

When printing with four process colours on a dark background, you would use the CMYK equivalents of Pantone ink colours: 124\* (gold), 3015\* (greenish blue), 186\* (red) and 2727\* (medium blue) shown here. The logo type would reverse to white.

#124	#3015	#186	#2727
C: 0%	C: 100%	C: 0%	C: 91%
M: 27%	M: 23%	M: 91%	M: 51%
Y: 100%	Y: 0%	Y: 76%	Y: 0%
K: 6%	K: 18%	K: 6%	K: 0%

Do not print the signature on a background that does not permit enough contrast of each of the colours. Use the single colour reverse or positive version of the signature in this instance.

### Web Safe Colours

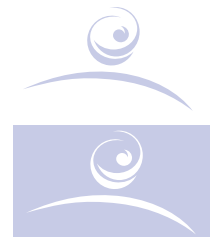
In using the signature for web applications, the following web safe/RGB colour conversions should be used. No other colours should be used for the City of Winnipeg signature on the web other than those shown here.

				
Hex: CC9933 gold	Hex: 336699 greenish blue	Hex: CC3333 red	Hex: 333399 dark blue	Hex: 3366CC medium blue

## Basic Rules of Use

### Graphic Symbol

The graphic symbol can be used on its own as a graphic device. It can be used as a watermark (appearing slightly darker than the paper it's printed on) and in a positive or negative form, as seen here. The symbol should be light enough that it doesn't interfere with text running on top of it. While the entire graphic may be scaled up or down in size, do not use or change any single component of this graphic on its own. It must always be used and resized in its entirety.



### The Positioning Line

The positioning line can be used on its own as a graphic device. It can be used as a watermark (appearing slightly darker than the paper it's printed on) and in a positive or negative form, as seen here. When screened back the positioning line should be light enough that it doesn't interfere with text running on top of it.

*Embrace the spirit • Vivez l'esprit*

*Embrace the spirit • Vivez l'esprit*

When attached to the centred version of the signature, the accompanying positioning line may be used in English only, French only, or as a bilingual tag. When attached to the horizontal version of the signature, the accompanying positioning line may be used as an English only or French only tag. When used as a graphic device apart from the signature, the complete positioning line, whether it's English only, French only, or bilingual, must be used in its entirety. Do not use any single component of these graphics on their own. (e.g. "Embrace" as a single word.)

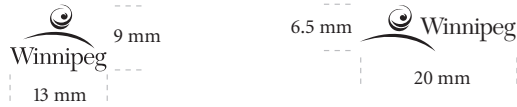
These graphics are downloadable from our website at <http://www.city.winnipeg.mb.ca/interhom/viguide>

All external material should use the signature in conjunction with the positioning line wherever possible. All internal forms and documents however, may use the signature version without the positioning line.

## Basic Rules of Use - continued

### Minimum Size - Signature

Minimum size restrictions ensure that our signature is always clearly legible. Minimum height for the centred City of Winnipeg signature should measure no less than 9mm. Minimum width for the centred signature is 13 mm. Minimum height for the horizontal City of Winnipeg signature should measure no less than 6.5 mm. Minimum width for the horizontal signature is 20 mm. When reproducing the signature using four colour process, special consideration should be given to print registration. A larger size may be necessary in these instances.



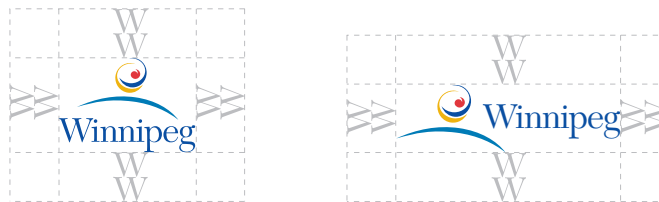
### Minimum Size - Positioning line

The minimum size for the City of Winnipeg positioning line (when used with the signature) is shown here. The size ratio of the positioning line to signature should always be maintained. The positioning line should never be used smaller than indicated here. The minimum size applies to single colour, two colour and four colour applications only. When reproducing the signature using four colour process, special consideration should be given to print registration as screen tints will not hold at this size. A larger size may be necessary in these instances.



### Clear Zone - Signature

To make sure that our signature stands out clearly when used without the positioning line, it should always be framed within an area of unobstructed space. This space must be twice the 'W' height of the logo type in the signature, as shown in the diagram. Unless the application is exceptional, such as the stationery applications specified in this guide, always allow at least this amount of clear space. This applies to placement of the signature relative to the edge of a page, sign, TV screen, speciality advertising items, merchandise etc.



### Clear Zone - Positioning line

The positioning line must have the same clear zone considerations as the signature when used alone. A non-script version is available only when used apart from the signature.

The positioning line graphics should never be altered or recreated. Download the graphics from our website at <http://www.city.winnipeg.mb.ca/interhom/viguide>



## Unacceptable Signature Applications

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Never change the colour designations assigned to each component of the signature. Even if the colours are correct, they must not be reassigned to different components.



CORRECT USAGE



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Do not use the signature elements in any other arrangement or stacking order.



CORRECT USAGE



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Do not print the signature on a dark background that does not permit enough contrast of each of the colours. Use the reverse or single colour version of the signature in this instance.



CORRECT USAGE



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Do not print the reverse signature on a pale background that does not permit enough contrast of each of the colours. Use the black positive version of the signature in this instance.



CORRECT USAGE



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Do not alter the signature colours when a reverse application is required. Refer to the Colours section of this guide for reverse applications in one, two and four colours.



CORRECT USAGE



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Do not place the signature on a complex background such as a busy photo or illustration. If using the signature on an image, place it in an area that has little or no detail and which allows enough contrast.



CORRECT USAGE





## Unacceptable Signature Applications - continued

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Do not create outlines around the wordmark to create contrast.



Do not “screen back” any part of a single colour signature or use grey tones to try to simulate the effect of a full colour signature.



Do not skew, stretch or compress the signature.



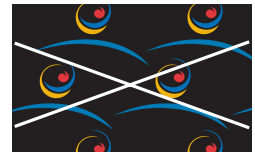
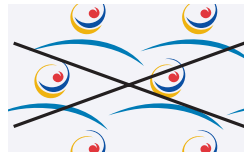
Do not bitmap the signature.



Never tilt or rotate the signature.



Never duplicate the graphic to create a wallpaper.



## Applying the Visual Identity

The flexibility of our signature extends to a horizontal and a centered format which will be determined by production specifications for each application. In the following stationery application guidelines, the uncluttered look and clean lines are designed to enhance our signature's features.

### Stationery Guidelines

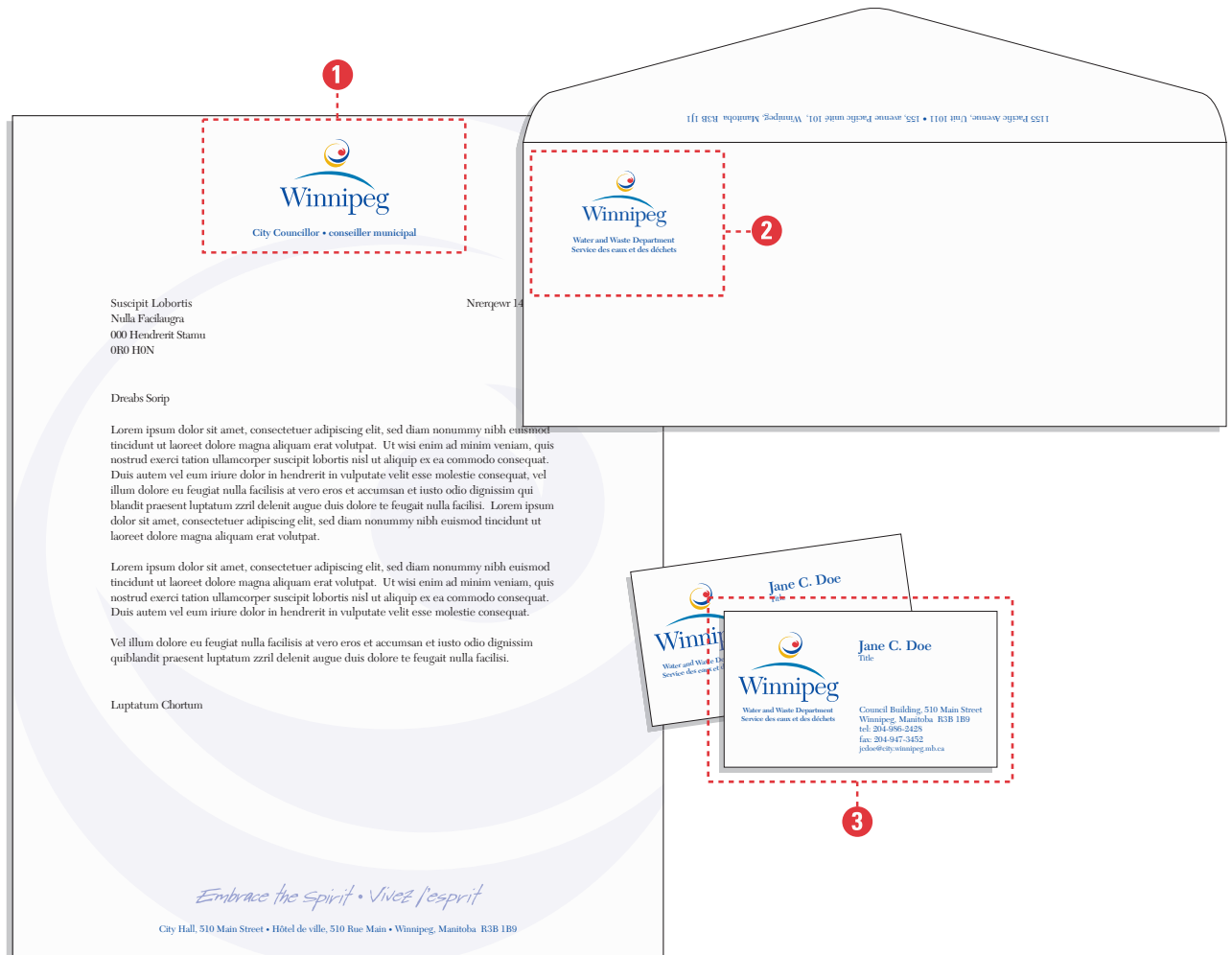
Letterhead, envelopes and business cards work together to project a consistent and recognizable image in our daily correspondence. All stationery is ordered centrally to ensure consistency. Electronic templates are available for personalizing and formatting the content of letters, memos and faxes.

All stationery components should be printed either in single colour (black) or in four spot colours. No other images or logos should be added to the stationery components except for Winnipeg Police Service and Fire Paramedic Service Department.

### Paper Stocks

When printing four spot colour stationery components, letterhead, second sheets and #10 envelopes should be printed on Mohawk Superfine 70lb text, Ultrawhite smooth finish. Business cards should be printed on Mohawk Superfine, 100lb cover stock, Ultrawhite smooth finish.

When printing single colour stationery components, letterhead and second sheets should be printed on 20 or 24lb white bond. Envelopes should be printed on 24lb wove or kraft. Business cards should be printed on recycled Enviro Hi-Brite cover white, 160M.



## Applying the Visual Identity - continued

### Letterhead and Second Sheets



Letterhead templates are setup in a bilingual format. The font, size, position and proportion of each of the elements must not be changed. The layout has been set to preserve the clean, professional appearance of the City's new image.

The two lines just below the logo at the top of the page are reserved for:

Line 1 - Department name in both English and French.

Line 2 - Either Division name in English and French or Branch name in English and French, but not both.

The addressee information area in the letterhead template may be adjusted to meet specific mailing requirements. The return address lines are at the bottom of the letterhead, just under the positioning line "Embrace the Spirit". A maximum of two lines are allowed for bilingual address information including a web address.

Second sheets are built into the letterhead templates to accommodate correspondence exceeding one page in length.

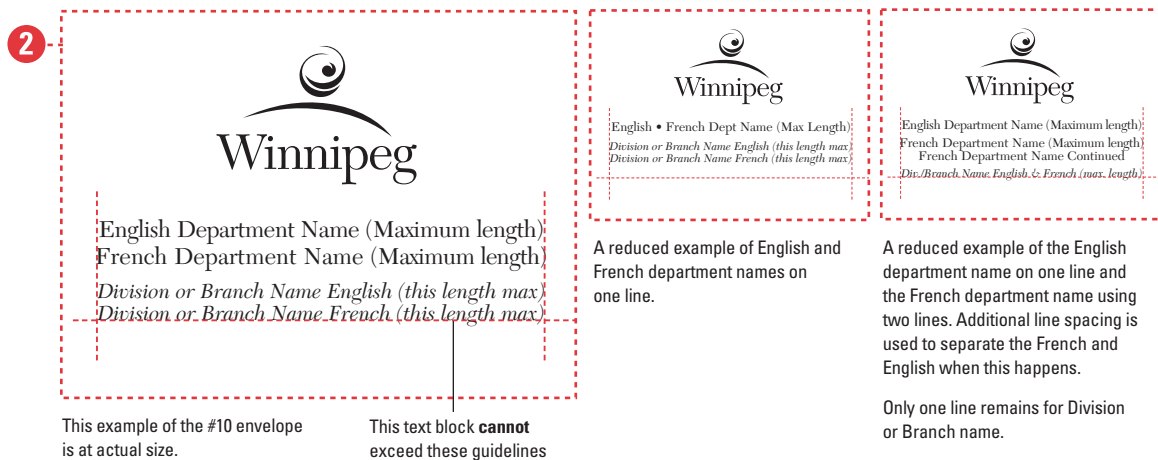
No additional information or graphic images should be added to the letterhead or second sheet templates.

### Envelopes

Envelopes will carry the signature in the top left corner, where a maximum of four centred lines of text can be used. Generally, two lines are reserved for the bilingual department name and two lines are reserved for the bilingual division or branch name. Additional line spacing or leading is used to separate the department name from the division or branch name. The bilingual return address will appear on the back flap of each envelope.

Four colour versions of envelopes will also carry the positioning line "Embrace the Spirit" in a 10% screen tint in the lower left corner of the front of each envelope.

The font size to logo size ratio shown below must be maintained when scaling up or down to fit different size envelopes.



This example of the #10 envelope is at actual size.

This text block **cannot** exceed these guidelines

A reduced example of English and French department names on one line.

A reduced example of the English department name on one line and the French department name using two lines. Additional line spacing is used to separate the French and English when this happens.

Only one line remains for Division or Branch name.

## Applying the Visual Identity - continued

### Business Cards

Business cards may be ordered in a bilingual format. The bilingual format is produced as a two-sided card; English on one side and French on the other side. The basic layout of the business cards can be viewed as two sections:

The left section contains the signature, one line for the department name and up to two lines for the division and/or branch name.

The top right section contains one line for name and up to two lines for position/title. The bottom right section contains up to seven lines to be used for contact information (i.e. address lines, phone, fax, e-mail, cell phone etc.).



### Memorandums and Facsimiles

Memorandum and facsimile templates are also available and follow the same principles for customization as the letterhead.

### Tri-Level Agreements

When used in Tri-level agreements, always place the horizontal version of the Winnipeg signature to the far right of the grouping. Equal visual prominence must be shared with all three logos.

Canada

Manitoba



Winnipeg

## Obtaining Templates and Electronic Files for Offset Printing

Basic black and white Microsoft Word® stationery templates (i.e. letterhead, memorandum and facsimile sheets) are available to City departments on the City's Intranet site at <http://csdwww/intrahom/viguide> Templates for professional offset print reproduction of various stationery components are available by contacting:

**John Armitage**

Printing and Mail Services

Phone: 204-986-2469

fax: 204-956-4502

email: jarmitag@city.winnipeg.mb.ca

## Departmental Use

All advertisements, reports, brochures, forms etc. produced by each department will carry the new signature along with the Department and Division/Branch name. These designations must be consistently applied in relation to the signature. The following examples are acceptable ways of displaying department names with the signature. Use the version that suits your needs. The department title should be set using New Caledonia semi-bold and the division or branch name in New Caledonia Italic.

### Centred application.

The department information should never extend past the suggested width. This is best used if the applicable layout has a centred orientation.



### Flush left application.

The department information should never extend past the width example shown below. Use the second variation if the department information flows to additional lines.



**Horizontal application.** The department information should stay on one line, as with the division or branch names. The two sides are separated by a 0.75 pt dark blue line.



*No Department, Division or Branch of the City of Winnipeg will develop or use a separate logo or visual identifier to represent their service without the express permission of the Executive Policy Committee of the City of Winnipeg.*

## Signage

City of Winnipeg signage may be created for interior, exterior or vehicle application. All signs, banners, exhibits and posters must be designed to be legible, effective and consistent with all other applications according to the standards established in this manual. Proper placement, sight lines, viewing distance and lighting must be taken into account. All signage must be properly and consistently maintained.

Before you apply City of Winnipeg signage anywhere, please contact a qualified designer who will work directly with a sign production house. Make sure a proper site survey is conducted to ensure consistent and logical application of the signage.

In order for the City of Winnipeg to maintain the integrity of its signature, all interior, exterior and vehicle signage must be pre-approved by John Armitage.

## Electronic Applications

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Electronic signatures such as those used for television, video, Internet, or PowerPoint presentations follow all the guidelines in this manual as well as the following:

- Signature elements should not show motion. In general, the entire signature should remain intact.
- The signature can fade in and out, but should do so as one unit.
- The graphic symbol can be separated and used on its own as a clean animation, background or screened-back watermark.
- Colour accuracy should be tested on standardized monitors for all electronic applications.
- To prevent pixelization or jagged edges on monitors, anti-aliasing should be used on the signature.
- When using the signature on the Internet, convert the EPS or TIF versions of the signature to a GIF format at the appropriate resolution. This will allow you to make the signature transparent and will best preserve the colours. JPG versions can also be used for the web, but are not the preferred format for graphic elements.
- If using Macromedia Flash® for the web, use the vector EPS version of the signature.

## Forms

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A form is any sheet of paper, card or computer screen comprised of preprinted data with spaces to be filled.

There are several basic design elements that apply to all forms used by the City of Winnipeg:

- The signature should be used at the bottom center of the page. If this is not practical, clear zone guidelines must be respected in its alternate positioning.
- Titles are to be a dominant element running across the top of all forms.
- New Caledonia is the corporate typeface on forms. If generated internally, Times New Roman is acceptable. All other graphic standards follow the conventions outlined in this manual.

## Internal Coding

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All printed material for the City of Winnipeg should carry a City of Winnipeg form number. Form numbers are assigned by the Printing and Mail Services branch of the Corporate Services Department.

Consistency is the key to building a strong corporate identity. Each annual report, poster, sign, electronic presentation, advertisement and brochure with our name on it contributes to the overall impression we make. When it all works well together, it sends a strong message about our values and our character as a city.

This Visual Identity Guideline and the City of Winnipeg corporate signature graphics can be located on the web at <http://www.city.winnipeg.mb.ca/interhom/viguide>

For clarification or advice on the visual identity, please contact:

John Armitage

Printing and Mail Services

Phone: 204-986-2469

fax: 204-956-4502

email: [jarmitag@city.winnipeg.mb.ca](mailto:jarmitag@city.winnipeg.mb.ca)

All translation requirements should be directed to:

Translation Services

5<sup>th</sup> Floor - 510 Main Street

Winnipeg, Manitoba R3B 1B9

Attn: Majella Boissonneault

Phone: 204-986-2674

email: [mboisson@city.winnipeg.mb.ca](mailto:mboisson@city.winnipeg.mb.ca)