

# Graphic Standards



# The Esquimalt Logo : General Proportions

The Township of Esquimalt logo is comprised of the wordmark and wave symbol and should only be reproduced from original digital files

The light blue wave should:

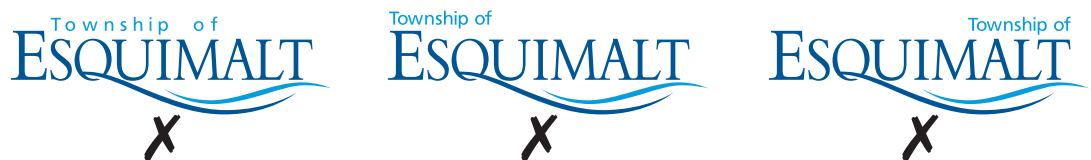
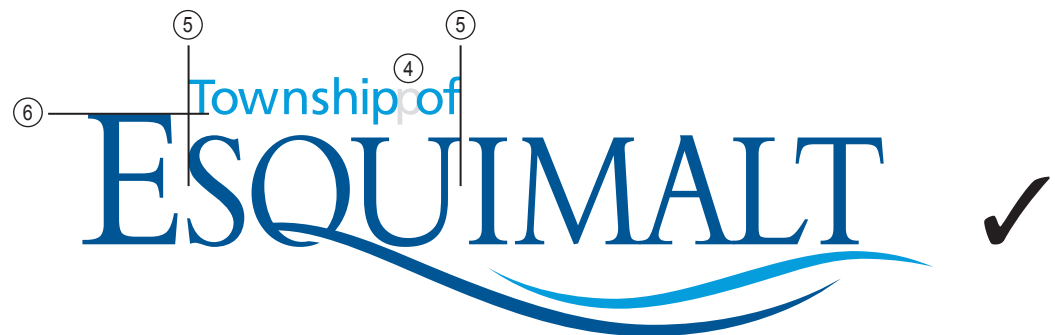
- ① Start at the centre of the letter “I”
- ② Extend beyond the “T” the distance of the outside vertical of a second “T”
- ③ Sit below the “T” the distance of the height of the horizontal of the “T”



The logo is to be used in conjunction with the “Township of” wordmark. (other than in special circumstances and only if written approval has been obtained)

That wordmark should adhere to the following:

- ④ The words “Township” and “of” should be spaced the distance of outer edge of the inside of the letter “p”
- ⑤ The wordmark should fall between the outside of the upper round of the letter “S” and the outer edge of the right serif of the letter “U”
- ⑥ Align the bottom of the “T” in “Township” with the top of the “E” in Esquimalt”

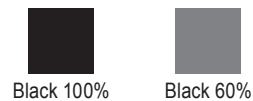
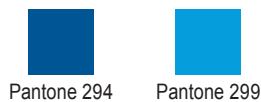


# The Esquimalt Logo : Colours

## White Backgrounds

When reproducing the Esquimalt logo and custom printing inks (spot colours) are available, the Pantone colour Matching Systems for ink specification should be used.

The “Esquimalt” wordmark uses Pantone 294 and the “Township of” wordmark and the wave use Pantone 299. For paint or vinyl, the manufacturer will be able to supply the closest match to a Pantone paper chip. It is always advisable to check personally for colour accuracy. If vinyl colours are difficult to match, it may be preferable to use a grayscale (black 100% and 60% ) or an all black logo.



If spot colours are not available for printing then CMYK (cyan, magenta, yellow and black) equivalents may be substituted. For web and other electronic usages RGB (red, green, blue) values can be used.

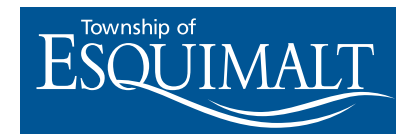
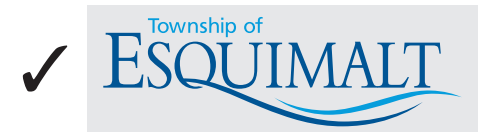


## Coloured Backgrounds

With a light coloured or screened background, the 100% black version of the logo is ideal although the full colour version of the logo could be used provided there is enough contrast between the light colour of the background and the light blue of the logo. If any doubt exists, the all black version should be used.

On dark backgrounds, including the two logo colours, the logo should be reversed out (that is entirely in white)

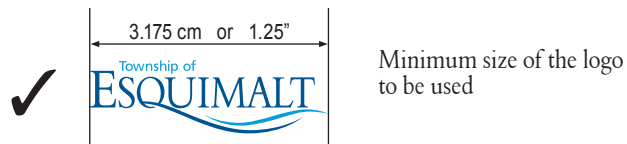
Avoid reproducing the logo on complex photographic or heavily textured backgrounds.



# The Esquimalt Logo : Size & Relationship to Other Graphics

In order for the Esquimalt logo to be easily recognized, a few simple design rules help maintain it's integrity.

Under optimum print reproduction conditions the logo should never be reproduced smaller than 3.175 cm or 1.25 inches. If print conditions are not optimum, the logo must be reproduced wider than this.



Never frame the logo or put it in a box



There should always be a clear space around the logo. This area should never be less than the height the letter "T" in "Township".



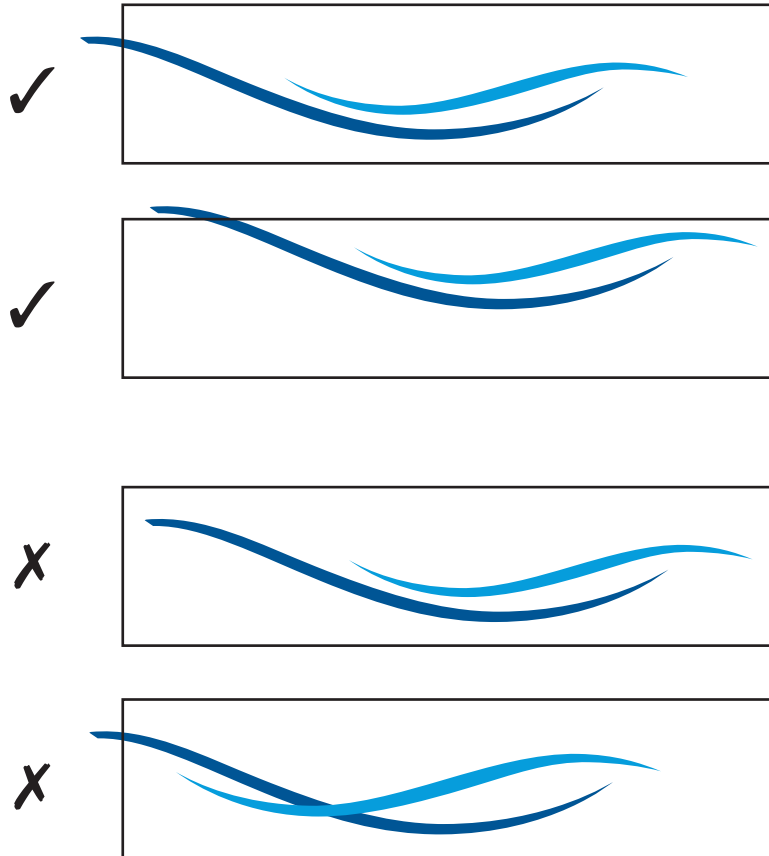
Never tilt or rotate the logo unless all elements are rotated to a 90° vertical, as on the spine of a book or for street banners and flags.



# The Esquimalt Logo : Abstract Use of Elements

The Elements of the logo that make up the waves, that is, the tail of the letter “Q” and the light blue wave, may be used in abstract as graphic devices.

The left edge of the elements (where the tail of the “Q” would attach to the letter) should never appear in the full frame of the artwork, they should always be cropped off and both wave must maintain the positional and size relationship the have with each other in the Esquimalt logo.



Other than the rules described, governing the gamut of possibilities is impossible. However, consideration should always be given to the tastefulness of artwork produced and the overall integrity of the Esquimalt Brand.



# The Esquimalt Logo : Type

Although the final Esquimalt logo has been stylized. Two typefaces (font) were used as a starting point for the design. To maintain consistency in all of Esquimalt's printed and design pieces the type families of these fonts should be used whenever possible.

Aldine 401 BT Roman - 85% horizontal scale

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aldine 401 BT Bold - 85% horizontal scale

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Aldine 401 BT Roman  
85% horizontal scale

Fruitiger 55 Roman  
Township of  
**ESQUIMALT**

Fruitiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Fruitiger 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Fruitiger 65 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Fruitiger 75 Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**