

Town of Orangeville

Brand and style guide draft



Defining our brand

Our brand is more than a logo or a colour palette—it’s how we present ourselves, share our story and build trust with the community. This section outlines the core elements that shape the Town of Orangeville’s identity. It explains how we communicate with purpose, why word choices matter and how consistency across all touchpoints strengthens recognition, connection and credibility.

What is a brand?

A brand is more than a logo or a tagline—it’s the personality of our organization and everything we do. It shapes how people see us, feel about us and interact with our programs and services. This personality is reflected in the look and feel of imagery, voice and expected experience. The Town of Orangeville strives to create a meaningful brand by invoking positive emotional responses about the Town, our staff, our residents and our businesses.

In this guide

In the Town of Orangeville Corporate Brand and Style Guide, you will find direction and guidance related to:

- Section title
- Section title
- Section title
- Section title
- Section title



Our brand: how we build trust through identity

Who we are

The Town of Orangeville is a progressive and service-focused municipality, rooted in our heritage and committed to building a vibrant, inclusive and sustainable future for all community members.

Our brand story

Dynamic Future. Historic Charm.

In Orangeville, municipal leadership is about more than providing public services. It's about doing what's right—creating a place where people feel supported, connected and proud to live, work and play. We are a vibrant and vital urban hub delivering high-quality public services to Orangeville and our surrounding communities. We do so with warmth, integrity and genuine small-town charm.

We deliver reliable, fiscally responsible core services, maintain essential infrastructure and protect the natural beauty that define our identity. We look forward—planning how to sustainably grow our community, build inclusive spaces, remove barriers to access and support programs that help build a sense of belonging for community members.

From our vibrant downtown to our trail systems, fire safety to fare-free transit and programming to business supports, Orangeville is a town where innovation and care go hand-in-hand.

Here, we honour our heritage by using it as a foundation to grow, evolve and thrive together.

We are rooted in community and growing toward the future.

Breaking down the phrase

Dynamic Future

This phrase represents the Town's active commitment to sustainable growth, innovation and responsiveness. Whether it's exploring new ways to deliver community services, affordable housing efforts or climate action, this is about future-focused municipal governance.

The phrase and the thinking it inspires help to position the Town as a progressive, adaptable municipal leader.

- Dynamic means evolving, inclusive and bold—with a strong sense of civic purpose and commitment to progress.
- We are preparing for tomorrow's challenges through today's investments.

Historic Charm

This represents Orangeville's character, rooted in its natural beauty, preserved heritage and small-town pride. Historic charm is more than nostalgia. It reflects our character, rooted in heritage, community spirit and a deep sense of place.

This phrase, and the thinking it inspires, speaks to stewardship, heritage, downtown vitality, community pride and culture.

- Charm means belonging. A sense of place. Community spirit.
- Our past is not a constraint—it's our path forward. A guide to growing thoughtfully.

How to use Dynamic Future. Historic Charm.

The tagline “Dynamic Future. Historic Charm.” speaks to the Town of Orangeville’s identity as both a future-focused and deeply rooted community. We encourage embedding consistent and creative use of these phrases across Town communications, services and programs for all departments.

Brand usage tips

Do

- Use both elements (“Dynamic Future. Historic Charm.”) together to reflect balance. If using only one part (“Dynamic Future” or “Historic Charm”, it must have appropriate and meaningful context provided.
- Tie messages back to community outcomes and lived experience.
- Use the tagline as a lens for storytelling, not as a replacement for context.

Don’t

- Use the tagline in a sarcastic, ironic or overly casual tone.
- Overuse the tagline as a stamp—embed it thoughtfully.
- Use the tagline in legal notices.

How to integrate across Town departments

In internal culture and operations

We encourage staff to see their roles through the lens of the tagline and how it connects with and supports our internal Growing Orange values of Respect, Integrity, Team and Excellence.

Examples

“Each department contributes to a dynamic future—through strategic planning, innovation and excellent service delivery. It’s the right thing to do for our community.”

“Our people-first culture is rooted in our community’s historic charm. We see it in the way we care for and respect each other, and how we lead from a place of integrity.”

In communications and engagement

Use the tagline, to frame public communications.

Examples

“This year’s investments continue to balance the needs of a dynamic future with the historic charm our community is rooted in.”

“Park upgrades reflect our commitment to a dynamic future while supporting play and exploration for our community.”

In descriptions and messaging

Use the tagline in messaging for new or existing programs and initiatives to connect them to the overall brand and organizational vision for our community.

Examples

“Our Cultural Plan protects historic charm through community arts, heritage preservation and placemaking”

“The Town of Orangeville’s Capital Works projects are supporting a dynamic future by planning for and building infrastructure for the next generation.”

“Active Orangeville is part of our investment in a dynamic future, helping all residents access recreation, wellness and connection.”

“The Facade Improvement Grant supports the historic charm of our downtown by empowering small businesses to restore heritage character.”

Our voice: how we communicate with purpose

**Warm. Future-focused.
Rooted in community.**

Our voice reflects who we are: a growing, vibrant town with a dynamic future and historic charm. We're guided by community values and driven by progress. Whether we're communicating with residents, businesses, developers, contractors or visitors, our goal is always the same—build trust, foster connection and grow pride in Orangeville.

Our personality

We are

- **Approachable and professional:** we speak clearly, listen often and value two-way communication.
- **Authentic:** we don't put on a show—we show up with heart, honesty and community pride.
- **Forward-thinking:** we plan with purpose, act with care and always ask “what's next?” for our community, our environment and future generations.
- **Community-rooted:** our programs and policies begin with our community in mind. We communicate with compassion, equity and clarity.
- **Inspired by our past:** we are inspired by and honour our heritage and promote what makes Orangeville special.
- **Trusted stewards:** we are transparent, reliable, consistent and clear in our communications. We protect our resources, balance our budgets and serve with accountability.

Our tone

When we speak or write, our tone should be

- **Welcoming, clear and confident:** we use plain, simple, accessible and jargon-free language that invites everyone in and supports understanding.
- **Professional yet personable:** we balance credibility with community warmth.
- **Respectful:** we honour our history, culture, identity and diverse experiences.
- **Optimistic and empowering:** we focus on opportunity, resilience and growth.
- **Authentic:** we work to reflect the true voice and values of Orangeville.

Our voice in action

Here are a few examples of how we bring our personality and tone to life in our communications.

Instead of this

“Residents are encouraged to submit their inquiries via the following contact form”

“The Town offers programming and services to support residents of all ages.”

“Residents must adhere to the bylaws as outline in the municipal code.”

“Construction activities will occur between the hours of 9 a.m. and 6 p.m.”

“Orangeville Transit routes have been updated effective May 1.”

Try this

“Have a question? We're here to help—reach out using our contact form.”

“From kids to seniors, our programs are built to bring people together.”

“Our bylaws help keep Orangeville safe and welcoming. Here's what you need to know.”

“We're making improvements to your neighbourhood. Work will take place between 7 a.m. and 6 p.m. Thanks for your patience.”

“New transit routes are rolling out May 1. Get where you're going with fewer stops and smoother rides.”

Tone and personality checklist

When writing or speaking on behalf of the Town, ask

- Is the message short and to the point?
- Can background or extra detail be trimmed?
- Is the language plain and easy to understand?
- Is the message clear and engaging?
- Is the information useful and relevant?
- Is there a clear call to action or next step?
- Does it reflect the tone of our brand?
- Is the content inclusive and welcoming?
- Have you double-checked spelling, grammar and punctuation?

Design elements

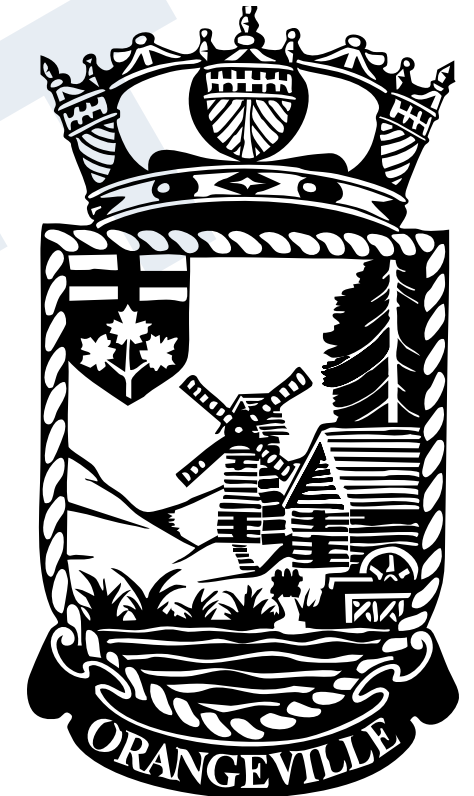
This section outlines how to use the Town’s brand assets—including our logo, colours and typography—clearly and consistently. It also includes examples to guide correct usage and support a unified visual identity.

Town crest

The historic crest of the Town of Orangeville remains a formal symbol of municipal authority and tradition. It will continue to be used on official documents where it represents the Town’s binding authority.

Use of the crest should be reserved for Town Council and official documents such as bylaws and certificates. It should not be used in place of the Town logo for general communications, promotional materials or day-to-day use.

To maintain its integrity, the crest must never be altered. Always use approved artwork and ensure high-quality reproduction.



Our logo

The Town of Orangeville’s logo is one of our most recognizable brand elements. Used consistently, it builds trust, strengthens our visual presence and reinforces the Town’s role in delivering public services and value.

All programs, services and initiatives funded or supported by the Town must feature the official logo and/or name. This ensures alignment, credibility and a clear connection to the community we serve.

Any use or adaptation outside these guidelines must be reviewed and approved by the Town’s Communications division.

The full logo includes the Orangeville wordmark, the tagline Dynamic Future. Historic Charm., and three icons.

The first icon represents the hills and headwaters that define our landscape—most notably the Credit River, and Monora and Mill Creeks.

The second icon reflects Orangeville’s architectural and cultural heritage, from our downtown buildings to the creative spirit that runs through our public spaces.

The third icon symbolizes the connection to nature, including the parks, trails and green spaces that enrich our community.



Tagline vs. no tagline

Our logo is available in two approved versions—with or without the tagline. Both are part of the official visual identity.

Use the tagline version when space allows and legibility is clear—such as on banners, signage and posters. The tagline reinforces our brand message and highlights the balance between progress and heritage.

Use the no-tagline version in smaller or space-constrained formats—such as digital graphics, promotional items, or small print materials—where clarity takes priority.

Tagline



No tagline



Logo checklist

Before publishing or sharing materials, ask

- Am I using the correct version for the background (full-colour on white, or one-colour with strong contrast)?
- Have I left enough clear space around the logo?
- Is the file high quality (not a screenshot or low-resolution image)?
- Has the logo been kept intact (not stretched, cropped, recoloured or edited)?
- Is the tagline version used only when it’s clearly readable?
- Does the logo have strong contrast and visibility?

Logo usage guidelines

Full-colour logo

Use the full-colour version whenever possible, but only on a white background. Avoid placing the full-colour logo over photos unless it sits on a clearly white area. This protects the logo’s clarity and ensures brand integrity.

One-colour logo (white, blue and black)

Use the one-colour white, blue or black version when placing the logo over photographs or coloured backgrounds from the approved brand palette.

- Ensure strong contrast to keep the logo legible and clear.
- Blue and black versions may be used interchangeably, depending on the design context.

Note: always use the black version when black-and-white reproduction is required.



Placement with partner logos

Preferred placement

When the Town of Orangeville logo appears with partner or sponsor logos, maintain balance, clarity and brand integrity. Whenever possible, position the Town logo in the anchoring spot—either first or last in the row.

Size and scale

Match the Town logo to the approximate visual size of other logos. If the Town is the lead partner, the logo may appear slightly larger to reflect its leadership role.

Spacing

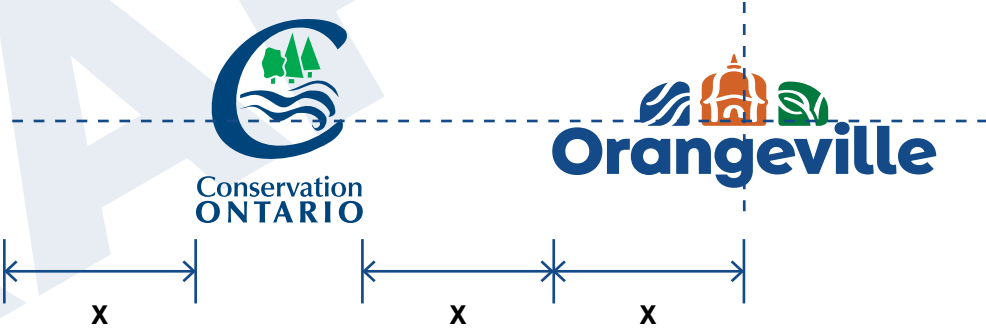
Leave consistent spacing between all logos—ideally, about half the width of the Town logo.

Alignment

Align all logos along a shared horizontal centre line. Avoid stacking logos vertically unless space is limited.

Do not alter logos

Never stretch, recolour, crop or apply effects to the Town or partner logos. Always use original, approved files.



Spacing and sizing

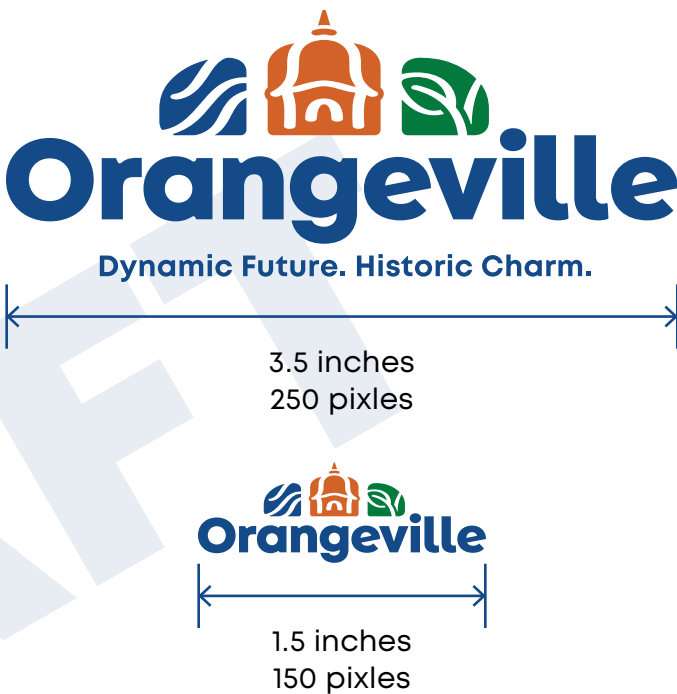
Minimum size

To keep the logo clear and legible, always meet the minimum size requirements.

With tagline: at least 3.5 inches wide in print or 250 pixels wide on screen

Without tagline: at least 1.5 inches wide in print or 150 pixels wide on screen

These are minimum—not preferred—sizes and should be used only when space is limited. In all applications, the logo must remain crisp, readable and free from visual clutter.



Clear space

To protect visibility, always surround the logo with clear space equal to the height of the lowercase “e” in the wordmark. No text, images or graphics may appear within this area. This space ensures the logo stands out and maintains visual impact.



Logo misuse

To protect the integrity of the Town’s brand, avoid the following

Do not use the wordmark or icons on their own.



Do not apply shadows, bevels or special effects.



Do not stretch, squeeze or distort the logo.



Do not rotate or reposition any part of the logo.



Do not use colours outside the approved palette.



Do not add new icons, symbols or type.



Do not adjust transparency.



Do not recreate the logo using other fonts.



Brand architecture

Brand architecture defines how our programs, services and initiatives relate to and support the primary Town brand. It ensures everything we do is visually and strategically aligned—strengthening recognition, trust and connection with our community.

From a “house of brands” to a “branded house”

In the past, the Town followed a more decentralized or “house of brands” approach, where departments and initiatives often created distinct logos and visual identities. While these efforts were well-intentioned, they led to brand fragmentation and weakened our overall presence.

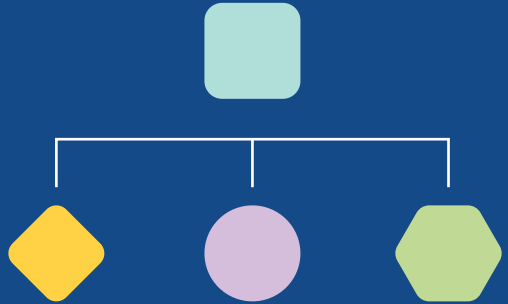
We are now shifting to a branded house model. This means that all departments, programs and services are visually and strategically connected to the core Town of Orangeville brand.

Why it matters

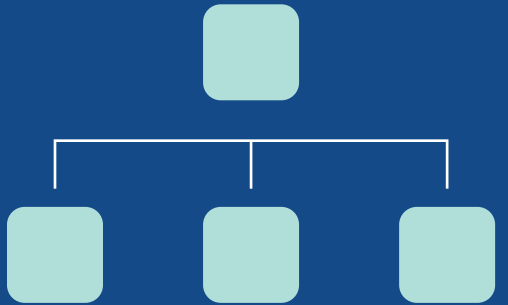
A unified brand

- builds recognition and trust through consistent visuals and messaging.
- reinforces the Town’s goals, priorities and values.
- helps residents clearly connect programs and services with the Town that delivers them.
- enhances the perceived value of Town services by showing the full scope of what’s provided through tax contributions.

If your project or initiative requires a unique visual treatment (e.g., a campaign or special event), contact the Communications team to explore approved options within the brand system.



House of brands



Branded house



Live and play the Orangeville way



Remove the tagline when the logo is scaled smaller than 3.5 inches wide to maintain legibility and clarity.



Some brands within our branded house have their own dedicated style guides.



Understanding our colour palette

Our colour palette reflects who we are—vibrant, grounded in community and proud of our heritage. It’s made up of two parts:

- core colours: the foundation of our visual identity
- complementary colours: supporting shades that add flexibility, emotional tone and visual interest

Instead of assigning rigid percentages, we group complementary colours by emotion and theme. This helps teams make intuitive, on-brand choices that support the tone and purpose of their content.

Inspired by a local landmark

Our palette is inspired by one of Orangeville’s most recognizable landmarks—our historic Town Hall. Built in 1875 to serve many purposes, it remains a hub of civic life and the cherished home of the Opera House.

Just like Town Hall, our colours reflect character, charm and local flavour. They’re designed to work together to express the unique spirit of Orangeville—warm, welcoming and full of genuine small-town charm.

Using colour accurately

Consistent colour use helps build recognition, trust and credibility across all communications. Always use the approved colour values when reproducing the Town logo or designing materials for Town programs and services.

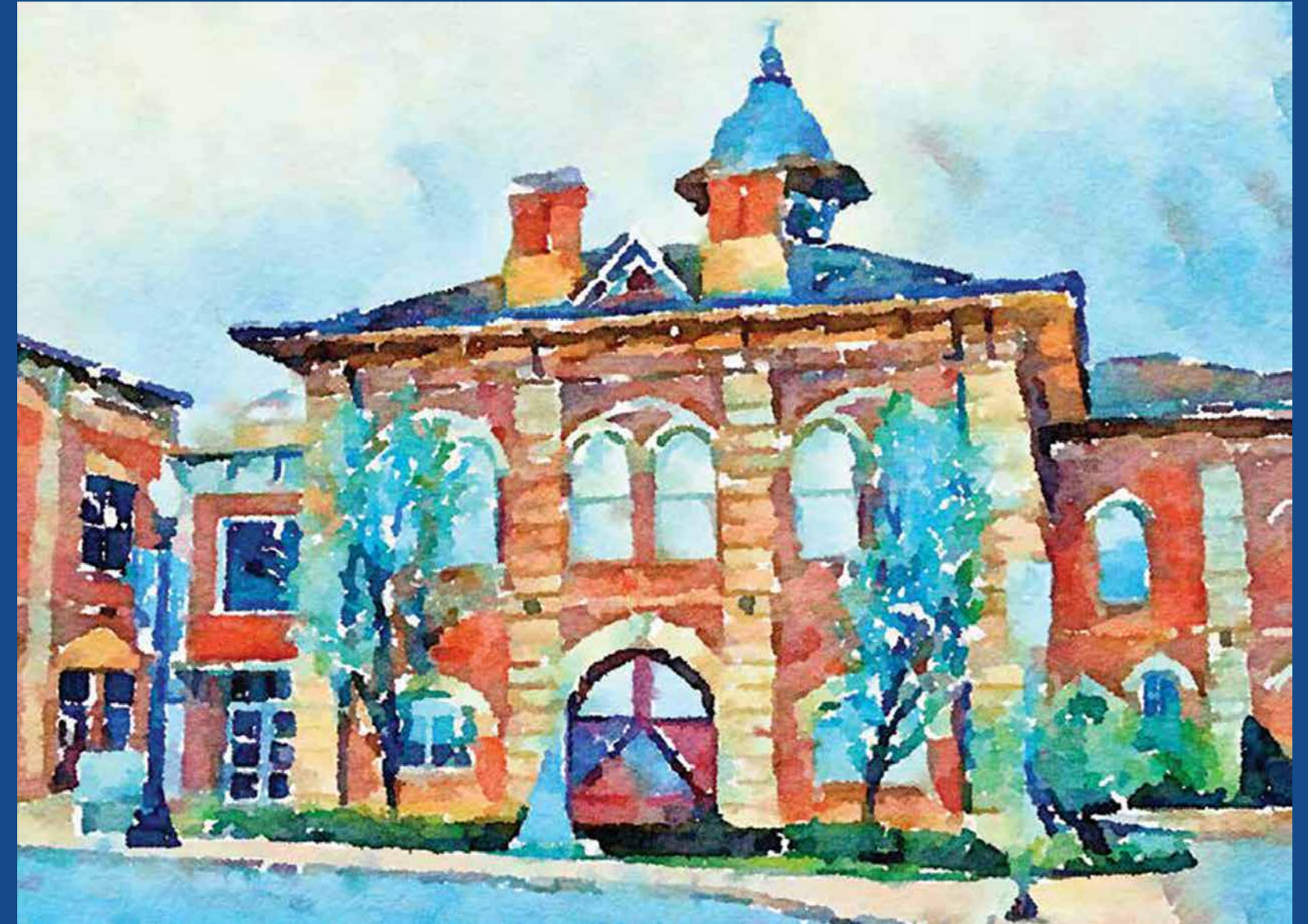
Choosing the right colour values

To maintain accuracy across print and digital applications, always use the proper format

- CMYK: for print jobs using four-colour process. Work with your print vendor to match PMS colours as closely as possible.
- RGB/HEX: for digital use only (web, email, video).
- Pantone (PMS): best for print when spot colours are available, offering the highest consistency.

Colour use tips

- Use no more than three to four colours per layout to keep designs clean and focused.
- Use white or neutral space to give colours room to breathe.
- Choose colours that reflect the emotional tone of your message.
- Be consistent—reuse colour pairings where possible.
- Ensure all text meets accessibility contrast standards.






Core colours

Our core colours are the heart of our visual identity. They bring consistency and recognition to everything we create, helping people instantly associate materials with the Town of Orangeville. These colours should appear in every design and be used thoughtfully to anchor the overall look and feel.

Use core colours for:

- one-colour logos
- backgrounds and large sections
- headings, buttons and key calls to action

			
Pantone	2186C	3005C	
CMYK	100/56/0/32	100/35/0/2	0/0/0/0
RGB	0/73/134	0/119/205	255/255/255
HEX #	004986	0077CD	FFFFFF

Complementary colours

Complementary colours support and enhance the core palette. They add flexibility and emotional tone, helping us communicate with clarity and creativity while staying true to our brand.

These colours act as accents—enhancing content, creating contrast and shaping mood. They should always support, not compete with, the core palette.

Guidelines for use






- Always anchor your design with at least one core blue.
- Use complementary colours to highlight content or convey emotion.
- Keep a balanced visual hierarchy—complementary shades should not overpower the core palette.

Complementary colours are grouped by emotion and theme to guide meaningful, on-brand use. These groupings include:

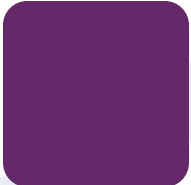




- professional and corporate
- nature and sustainability
- friendly and engaging
- creative and energetic
- alerts (low, medium and high severity)

Please select and work within a single colour grouping.






Nature and sustainability

					
Pantone	7567C	356C	2277C	2275C	573C
CMYK	11/59/80/41	91/0/100/26	61/0/100/18	23/0/49/0	24/0/11/0
RGB	138/85/52	0/123/52	85/148/28	195/221/156	182/228/229
HEX #	8A5534	007B34	55941C	C3DD9C	B6E4E5






Professional and corporate

					
Pantone	260C	256C	356C	573C	123C
CMYK	60/100/0/22	11/24/0/0	91/0/100/26	24/0/11/0	0/100/76/13
RGB	101/38/109	215/191/236	0/123/52	182/228/229	187/15/51
HEX #	65266D	D7BFEC	007B34	B6E4E5	BB0F33




Friendly and engaging

					
Pantone	717C	715C	122C	712C	573C
CMYK	0/69/100/2	0/50/93/0	0/9/80/0	0/19/40/0	24/0/11/0
RGB	212/93/0	245/140/53	254/211/76	252/201/164	182/228/229
HEX #	D45D00	F58C35	FED34C	FCC9A4	B6E4E5

Creative and energetic

					
Pantone	3560C	573C	7647C	715C	122C
CMYK	99/0/52/0	24/0/11/0	20/87/7/11	0/50/93/0	0/9/80/0
RGB	0/165/151	182/228/229	168/60/121	245/140/53	254/211/76
HEX #	00A597	B6E4E5	A83C79	F58C35	FED34C

Alerts

			
	High severity	Medium severity	Low severity
Pantone	185C	130C	7719C
CMYK	0/100/89/0	0/32/100/0	96/4/46/38
RGB	228/0/50	242/169/0	0/109/108
HEX #	E40032	F2A900	006D6C

Need a new colour?

If your project requires a colour that is not part of the approved library, contact the Communications team for guidance and approval.

Gradient guidelines

Gradients can add depth, energy and visual interest when used thoughtfully. To ensure consistency, a set of approved gradients is included in this guide.

All gradients in the Town’s library are linear, set at angles of 0, 45 or 90 degrees. The colour shift begins in the last 25 per cent of the gradient bar, creating a subtle, balanced fade that aligns with the brand’s professional and approachable tone.

When to use gradients

- As backgrounds for web, print or digital materials.
- As photo overlays to improve text legibility or unify tone and style.
- In graphic elements such as buttons, icons or highlight areas.

Best practices

- Use gradients sparingly to avoid visual clutter.
- Ensure strong contrast between text and background to support accessibility.
- Do not stretch, rotate or change gradient direction unless needed for layout or clarity.
- Avoid using multiple gradients in a single design.
- Pair gradients with flat colour elements for visual balance.

Need a new gradient?

If your project requires a gradient not found in the approved library, contact the Communications team for guidance and approval.



Type on background colours or photos

- To ensure legibility and accessibility
- Regular text (17pt and below) should only ever appear in black or white.
 - Large text (18pt and above) can use approved brand colour combinations.
 - Avoid placing text over busy or detailed areas of photos.
 - When needed, apply a subtle overlay or gradient to photos to improve contrast.

White
Light blue
Light green
Light purple
Yellow
Peach
White

Black
White
Light blue
White

Black
Dark blue
Blue
Brown
Dark green
Purple
Dark fuchsia
Red
Black

Alerts

Alerts are used to share time-sensitive updates that help residents take action or stay informed. They should be clear, concise and purposeful.

We use a three-level alert system based on urgency and impact.

1. **High severity:** errors, outages and critical warnings.
Used for critical issues that require immediate attention or significantly affect public services.

Examples

Road closures, watermain breaks, emergency warnings, system outages

2. **Medium severity:** maintenance alerts and required action soon.
Used for planned disruptions or notices that require timely action.

Examples

Scheduled roadwork, facility closures, boil water advisories

3. **Low severity:** system messages, info alerts and reminders.
Used for helpful notices or general reminders that don't require immediate action.

Examples

Program registration, parking reminders

How to use alerts effectively

- Be clear about what to do next: every alert should include a relevant call to action. Tell people what's expected of them and where to find more information.
- Use plain language: keep alerts simple, direct and free of jargon.
- Prioritize accessibility: maintain high contrast, avoid all caps and ensure alerts are screen reader-friendly.
- Keep it short: focus on the what, where, when and what now – with minimal text.

Large text
Regular text

Black
Dark blue
Purple
Dark fuchsia
Black

White
Light blue
Light green
White

White
Light blue
Light purple
White

Black
Dark blue
Blue
Black

White
Black

White
Black

White
Black

White

White
Black
White

Black
Black

White
Black
White

Dark green
Black
Black

Purple
Black
Black

Black
Black

High severity

Medium severity

Low severity

Black
White
Black
White

Black
Black

White
White

Typography

Typography plays a key role in building a strong and cohesive visual identity. We use consistent fonts across departments and platforms to help make the Town of Orangeville's brand recognizable, professional and accessible.

Our official typefaces are Mont and Merriweather. This pairing offers flexibility and clarity across both print and digital formats. Please do not use other fonts without speaking to Communications division.

Official typefaces

Mont

Mont is a modern, geometric sans serif font that offers a clean and approachable look.

Available weights: heavy, bold, regular

Best for: headlines, subheads, body text, buttons and digital content

Merriweather

Merriweather is a readable serif font, adding contrast and personality to short-form content.

Available weight: bold

Best for: callouts, pull quotes and sidebars

Type hierarchy

Follow these steps to ensure a consistent typographic hierarchy in both print and digital formats:

Step 1 – Headline

Use Mont heavy. Make it prominent in your layout. Don't be afraid to go big.

Step 2 – Subhead

Use Mont bold. Set the point size to 60% of the headline size.

Step 3 – Secondary subhead

Use Mont bold. Set the point size to 40% of the headline size.

Step 4 – Body copy

Use Mont regular. Set the point size to 30% of the headline size.

- Minimum size: 11pt for print, 16px for web.
- If the 30% rule results in smaller type, increase to meet minimum size.

Step 5 – Callouts/sidebars

Use Merriweather bold. Set the point size to 50% of the headline size.

Headline

Font: Mont heavy
Leading: auto
Tracking: optical +10
Colour: dark blue (PMS 2186C)

Subhead

Font: Mont bold
Leading: 125% of point size
Tracking: optical +10
Colour: blue (PMS 3005C)

Secondary subhead

Font: Mont bold
Leading: 125% of point size
Tracking: optical +10
Colour: black

Body copy

Font: Mont regular
Leading: 125% of point size
Tracking: optical +10
Colour: black

Sidebar or callout

Font: Libre Baskerville bold
Leading: 125% of point size
Tracking: optical +10
Colour: black

Protecting our environment for future generations

Taking care of the environment is everyone's responsibility. Small, everyday actions can make a big difference when it comes to preserving natural resources and reducing pollution.

Sustainable choices, lasting impact

Making sustainable choices in our daily lives can lead to lasting positive effects. From reducing waste and conserving water to choosing eco-friendly products, these small actions contribute to a healthier environment.

Why it matters

Preserving natural resources and minimizing pollution not only protect wildlife and ecosystems but also ensure that future generations can enjoy a clean and thriving environment.

How you can help

- Reduce single-use plastics by opting for reusable alternatives.
- Support local businesses that prioritise sustainability.

Did you know

- Recycling one aluminium can saves enough energy to power a TV for three hours.
- Planting just one tree can absorb up to 48 pounds of carbon dioxide per year.

Type formatting basics

To maintain visual harmony and brand integrity, follow these guidelines:

Alignment

Left-aligned text is preferred for both print and digital to support readability and a clean layout.

Sentence case

Use sentence case across all applications to support clarity and readability.

Text emphasis

Use bold and underline purposefully. Avoid overuse, as it can create visual noise and weaken impact.

Use of all caps

Use all caps sparingly for short headings or emphasis. Avoid applying it to long text blocks, as it reduces readability.

All caps formatting

Font: Mont

Minimum size: 13pt for print, 18px for web

Leading: equal to font size (e.g., 24pt text = 24pt leading)

Tracking: optical +25

Example

WHY IT MATTERS

Accent line

The accent line is a visual style element that adds emphasis to headline text. The accent line starts at the point where the bounding box of the text begins and extends beyond the end of the text.

Specifications

Offset: 0.125 inches below the baseline of the headline

Right indent: 0.125 inches beyond the end of the text

Line weight: 5 pt

Line colour: use an approved brand colour with strong contrast

Example

Why it matters

Using our brand fonts

Whether you're writing a report, creating a presentation or designing a poster, using the approved fonts reinforces our identity and helps us show up clearly and consistently.

Working in Microsoft 365

Mont and Merriweather are installed on Town desktop devices, but they are not supported in Microsoft 365 online apps (like Word Online or PowerPoint Online).

To make sure fonts appear correctly

- start and finish all branded documents in the desktop version of Word, PowerPoint or Excel.
- you can continue working or reviewing in browser apps but always return to the desktop version to finalize formatting.
- save files to OneDrive or SharePoint so they stay accessible across devices and with your team.
- export to PDF before sharing externally to lock in formatting.

Using the right fonts

To maintain a cohesive brand

- avoid using substitute fonts (such as Arial or Calibri).
- don't edit branded templates unless the correct fonts are installed on your device.
- contact IT if fonts are missing or not displaying correctly.

Divider line

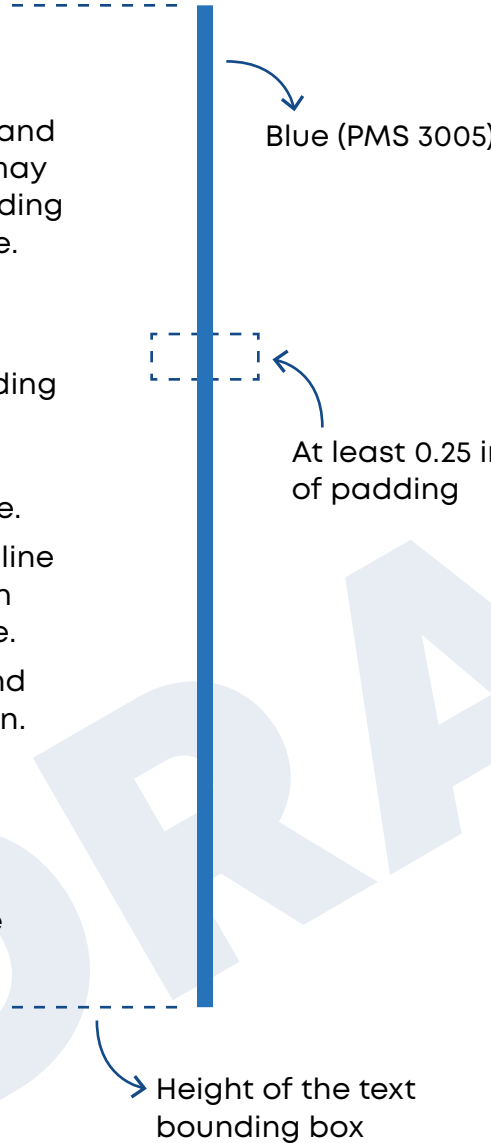
Divider lines help organize content and add visual clarity to layouts. They may run horizontally or vertically, depending on the design and content structure.

Usage guidelines

- Divider lines should span the full width or height of the text bounding box they are separating.
- Maintain at least 0.25 inches of padding on either side of the line.
- Choose between two approved line weights: 5pt or 1pt, depending on layout needs and visual balance.
- Use sparingly to avoid clutter and maintain a clean, focused design.

Colour guidance

- On white or light backgrounds, use blue (PMS 3005).
- On dark backgrounds, use white or light teal (PMS 573) for strong contrast and accessibility.



Photography

Telling a story in pictures

Photography is a powerful tool for visual storytelling. Strong, authentic images help express the Town's identity and connect with the community.

Use real, candid and high-quality photos whenever possible—especially those that reflect the people, places and experiences of Orangeville.

Strong imagery should

- Show real people interacting, receiving services or participating in the community.
- Highlight improvements, infrastructure changes or draw attention to the topic of your post.
- Capture the unique character of the community or landscapes.
- Include high-resolution renderings or visuals when showcasing planned developments. These must meet accessibility requirements.
- Photos from Town events or services are preferred, but stock imagery may be used when needed. Refer to the stock image guide below.

Avoid

- Overly posed or staged images.
- Photos lacking diversity or context.
- Abstract, generic or pixelated images.
- Unfamiliar or irrelevant locations.

Photographing people and kids

Always ask permission before taking photos and post signs at events where photos will be taken. Always make sure parents give the okay for kids to have their photos taken and confirm it's okay to use on the website, social media or print materials.

If you are not part of a team responsible for social media or public communications, please contact the Communications division for public photography support.

Avoid AI use for photography

You should not use photography produced or edited by generative AI under any circumstances due to legal and ethical reasons.

Refer to IT policies for best practices in AI use.

Stock photography 101

Stock photography can be a great alternative when there are no Town photos relevant to what you are communicating.

- Use stock photography sites that are free for commercial use, like Pexels or Pixabay.
- Avoid using Google to search for images—most images are under copyright or may have been taken without permission from the copyright holder.
- Tag in Communications for help—they have a commercial license for a bigger library of stock photos.
- Choose stock photos that feel natural, diverse and relevant.



Photography checklist

- photo is clear and of good quality (e.g. 1080 pixels wide)
- cropped photos focus on the main point of interest
- photo tells a story or shows something useful
- the community and people who live here are reflected
- demonstrates how to access a service or do something
- photo feels real and thoughtful—not cliché or generic

Did you know?

You can take high-quality pictures by changing the settings in your camera. Make sure they are set to 'high' or a minimum of 1080 pixels, depending on the camera.

Colour overlays

Colour overlays are a helpful design tool. When used thoughtfully, they can unify images with brand colours, enhance mood or improve text legibility over photographs. Overlays should always support the content—never overpower it.

When to use colour overlays

Use overlays to

- improve text readability on images.
- create a cohesive brand feel across a series of visuals.
- draw attention to a focal point or add depth to a layout.
- bring visual consistency when working with images of varying tone.

Avoid overlays when

- the image is already dark or low contrast.
- it reduces clarity or creates an artificial appearance.
- it makes text harder to read.

Colour overlay options

Colour wash on black and white images

- Use 60% to 90% opacity.

Multiply blend on full-colour images

- Use 50% to 100% opacity.
- Apply the multiply blending mode in Adobe InDesign, Illustrator or Photoshop.
- Do not use any other filters or effects (e.g., sepia, vignette, blur).



Original image



75% opacity colour wash over black and white image



75% multiply blend over full-colour image

Accessibility

Accessibility is a vital part of clear, inclusive communication. This section outlines best practices to help ensure all Town materials—print, digital and web—can be understood and used by as many people as possible. It includes guidance on accessible writing, image descriptions, tagging and digital standards to support clarity, usability and compliance across all platforms.

Accessibility in writing and on the website

We are committed to making our communication easy to understand and accessible for everyone—both staff and the public. We follow the Accessibility for Ontarians with Disabilities Act (AODA), not just because we have to, but because it helps us serve everyone fairly. When we communicate clearly, it builds trust and helps us reach more people. We work hard to meet AODA standards, and we also try to go beyond them by using inclusive practices that remove barriers.

What do AODA requirements apply to?

- **Web content:** text, images, audio and video content.
- **Digital documents:** PDFs, word-processing documents, spreadsheets and presentations, including images and navigation.
- **Printed materials:** brochures, pamphlets, flyers, reports and studies distributed in print form.
- **Graphics and imagery:** graphs, tables, charts, maps, photographs and infographics.
- **Internal communications:** emails, newsletters, documents, memos, reports and studies.
- **Forms:** online and paper based.
- **Signage and labels:** physical signage and labels.
- **Training materials:** educational content, manuals and guides for staff or public use.

These requirements apply to all kinds of communication, online, printed and written materials.

Fonts and writing styles

Font selection

All documents and graphics should follow the Town of Orangeville's Corporate Brand and Style Guide and use the Town's official fonts. These approved fonts meet accessibility requirements.

The Town of Orangeville's fonts are:

- Mont
- Merriweather

Font size

Font sizes are incredibly important for accessibility. Best practice is to ensure a font size of no smaller than 11 points is used. However, here are some things to keep in mind

- Where is the document or graphic being used, and how large will it be? You can make an ad with a size 11 font, but when it runs in the newspaper for example, the size of the ad means the font may appear much smaller. To make sure it is readable, the final font size should be based on the size the ad will print. Any print ads running from the Town should be reviewed by the Communications division.
- Online and mobile devices show graphics at different sizes. A graphic posted to Facebook will appear a different size on a computer and a cell phone. The font size should be larger on the images to account for different platforms.
- Refer to **[PAGE NUMBER]** of the Corporate Brand and Style Guide to review how to use the fonts and font sizes.

Writing style and tone

How we write considers our audience first. Knowing who the audience is means you can make sure your writing is accessible for them.

For example, a development study is written for planning or building staff and developers. It uses technical terms and professional language. This kind of writing isn't easy for the public to understand.

If we want to share information about this study with the general public, we need to write in clear, plain and jargon-free language.

Instead of this	Try this
Utilize	Use
Implement a strategy	Make a plan
Facilitate	Help
Right-of-way	Public sidewalks and road edges
Comprehensive plan	Long-term and detailed plan
Quorum	The minimum number of members needed for a meeting
Ordinance	A law passed by the local government
Resolution	Formal decision made by council

Writing for different audiences on the same project

Many of our projects involve different groups of people who need to hear the same message. To make sure we're reaching each group the right way, we use different methods for each audience.

Here are some examples of how to share messages with different types of audiences.

- **Report/study:** the full study and report can be provided to the experts it applies to, such as developers, builders, legal experts and council.
- **High-level/executive summary:** this is usually a one or two-page, simplified overview of the report or study. It removes most jargon/technical language and breaks down key messages in a simplified way. This can be provided to staff or council.
- **Simplified summary:** taking it a step further, this summary highlights only the most important information. It is written in simple, plain language with no jargon or technical language, at an eighth grade reading level. It should direct the readers to where to find detailed information.

Ways you could create a simplified summary include a

- section on the appropriate webpage with key bullet points and simple infographics;
- single or short series of social media posts;
- flyer, pamphlet, brochure or poster; and
- media story or news release.

Choosing the right tone and style

The steps below are a good process to follow when creating clear and effective communication.

1. Identify what it is you want to communicate.
 - Read through the information you intend to share and make sure you understand what it is saying.
 - Highlight key messages and what information is most important.
2. Identify your audience. Your audience can be a single group or multiple groups:
 - professionals such as developers, legal experts, etc
 - council or legislatively required communications
 - general public (including residents, businesses, community groups, etc)
3. Adapt your messages.
 - Decide which key messages need to be communicated to which audiences.
 - Write the messages based on the audience they will be delivered to. Keep in mind where the message will be used. i.e. reports, social media, newspapers, letters, etc.

Writing guidelines

No matter who your audience is, to make sure everything you write is accessible, you need to follow the following guidelines:

- follow CP Style Guide and Caps and Spelling rules [see page number for quick guide]
- check for grammar and ease of reading before finalizing a document. There are several online tools you can use but remember that they don't follow CP Style. These tools include:
 - word grammar check/Editor
 - grammarly
 - hemingway App
 - govAI

Note: to check for active voice or get tips on how to simplify, strip out jargon or write in plain language you can ask GovAI to review your work and make suggestions. Remember to remove any sensitive information like names and locations before submitting it to GovAI.

How to prompt GovAI to review your work

Below are some suggestions on how to prompt GovAI to review or provide suggestions on meeting writing standards.

Plain language review: act as a plain language expert. Could you please review the content below for plain language and make suggestions on how to help it meet a grade eight reading comprehension level?

Meeting AODA standards: act as an accessibility expert knowledgeable in AODA legislation and accessibility best practices. Can you confirm the text below meets AODA standards and make suggestions to improve accessibility?

Adjusting for audience: I am creating a report on a roads rehabilitation project. The report will be provided to council and presented to the public to help educate them on the project. Please act as a communications expert and review the text below and make suggestions to adjust the content for my specific audience.

Adjusting tone: I am looking to engage the community on a development plan for downtown Orangeville. I would like to present the information in a friendly and engaging manner. Please act as a community engagement and communications expert and review my presentation and make suggestions for friendly language and ways to provoke thoughtful engagement on the content.

Consistent tone: act as a communications expert working for a local municipality. Please review all the content below to confirm the tone is consistent. The tone I am aiming for is professional/friendly/softer/firm. OR Please review the content pasted below to confirm the tone is consistent with previously reviewed content in this project.

Using headers in documents and web

Headers are used for more than visually distinguishing sections and breakouts in a document. They are crucial for screen readers and other accessibility tools that assist people with reading documents and websites.

Headers must be used in a nested and sequential order without skipping levels. This is how the screen reader navigates a page.

Heading sizes are pre-set in all Town of Orangeville template documents, located on Sharepoint.

Colours use in documents and graphics

A full colour and contrast use guide is available in the Corporate Brand and Style Guide under the colour palette and colour use guidelines on [PAGE NUMBER].

Header use checklist

Am I using headers in a logical order?

Example

- Header: Building permits
- Heading 2: How to apply
- Heading 3: Required documents
- Heading 2: Fees and timelines

Are the headers clear and descriptive?

Headers should clearly describe the content that follows. In certain circumstances, a short and concise header may be acceptable.

Example

Descriptive:
Apply for a residential fence permit

Non-descriptive:
Fence permits

Am I using headers to organize content?

Use headers to structure content, not just to change text, make text bold or call out specific items.

Alt text, image descriptions and tagging

Alt-text on images like photos, graphics and decorative graphics

Alt-text is written for screen readers and Braille displays and provides a brief, clear and accurate description of the image. Alt-text must be included on images, graphics and decorative graphics.

Writing alt-text for different image types:

- Photos have no graphic elements and can describe just what is in the picture.
- Graphics can include a combination of pictures and text, or design elements like icons and text. Text and imagery must be described.
- Decorative graphics may not require alt-text IF the tagging feature exists to mark it as 'decorative'. If that feature is absent, you can simply write something like 'Town of Orangeville logo'. Graphic elements do not need to be described.

You do not need to write a long description for alt-text—just be clear and accurate.

Quick tips:

- Avoid using auto-generated or AI written alt-text. These tools often miss important details or get things wrong.
- Alt-text character limits vary on social media platforms. Keep alt-text short but descriptive.
- Avoid writing detailed text on your graphics. To meet AODA requirements, that text must be included in alt-text and cannot always fit or be read accurately.
- Most platforms (including schedulers like Hootsuite) allow you to enter alt-text.

Good alt-text should:

- be no more than one-to-two sentences
- keep names of places or buildings to a minimum, unless they're important to the image
- describe what's in the image
- include key details viewers need to know

Graph, diagram and table descriptions

Alt-text cannot be used to accurately describe a graph, diagram or table. If you do not have the option to tag the objects as what they are, you may use alt-text to identify it as a graph, diagram or chart.

- Add simple alt-text like: "Figure 1: a graph showing how each tax dollar is spent."
- Write out the information in the graph in the body of your document/page either directly above or below the object.
- In your text refer to the image with the same heading you provided (i.e. Figure 1).

Using image descriptions instead of alt-text

What is the difference between alt-text and image descriptions?

- Alt-text is only read by screen readers and is not visible to everyone.
- Image descriptions (captions) are visible to all readers on the page.

Social media platforms like Facebook, Bluesky, and Instagram use the alt-text feature as an image description/caption feature. This means you can write either alt-text or an image description for these platforms.

Image descriptions can also be included directly in the body of a document, web page or social post if there is no background option.

Use an image description when:

- The image is complex and needs more information than you can write in alt-text.
- You want to provide background or context (i.e. cultural, historical or symbolic meaning).
- The image includes important signage, text, or graphics a user needs to understand.
- The information or elements of the image are important to the content and not just decorative.

Example

You're working on a project about initiatives for Indigenous celebration and connection in the community and are using a photo of the medicine wheel garden. Your image description could:

- Describe the full appearance of the garden and explain the four sections representing the directions, seasons and lessons.
- Explain the meaning of a medicine wheel garden.
- Describe how someone might move through or use the space.

URLs in documents, graphics and other written communications

When including a URL you should never use the long URL. A long URL is the web address you see in your browser or when you copy and paste it.

Long URLs are not considered accessible because:

- they are not easy to remember or understand
- screen readers struggle to use them
- they are hard to follow on a screen reader

On our website, we have the ability to create a friendly URL, also known as a short URL.

A friendly URL should:

- be short, clear and concise
- consist of as few words as possible
- accurately explain the page they are directing to
- not include https: or www. ahead of it in written copy

Examples

orangeville.ca/Meetings

orangeville.ca/ConserveWater

orangeville.ca/Jobs

How to get a friendly URL

Requests for friendly URLs can be made by contacting the Communications division at communications@orangeville.ca.

Comms staff can confirm if one already exists for a page and assist in creating one that meets the requirements above.

Accessible word documents and PDFs

All staff should be trained on creating accessible documents and PDFs. If you require training, please speak to your manager.

An accessible document includes:

- content is clearly organized with proper styles and headings (like Heading 1, Heading 2)
- content is in plain language and sentences are short
- high-contrast colours are used (e.g. black text on a white background)
- alt-text is used to describe images, charts and graphs.
- simple tables are used for data only when absolutely necessary
- link text is meaningful (e.g. “Download the report” instead of “Click here”).
- reading order has been reviewed for collect flow
- all elements are properly tagged
- accessibility check has been run in Word or Adobe


Avoid doing the following in your document:

- using colour alone to share meaning (e.g. red for “stop”)
- using scanned images of text or text saved as an image
- skip heading levels (e.g. jumping from Heading 1 to Heading 3)
- overload pages with dense text—make use of bullet points and spacing instead
- use unclear file names—instead make them descriptive (e.g. 2025_BudgetSummary instead of Budget)

Website specific accessibility regulations, guidelines and best practices

Along with the writing requirements, the website must follow accessibility regulations. Under the AODA, websites must follow the Web Content Accessibility Guidelines (WCAG) 2.1.

We also follow recommended best practices to go beyond meeting the basic requirements. This is part of our commitment to serving our community in an inclusive way that considers residents of all abilities.

 PMS 3005C to PMS 373C gradient
100% multiply blend over full-colour image

Accessibility tools

The Town uses a third-party accessibility tool called UserWay to help with the user experience. This intuitive tool translates the site into different languages and can apply settings specific to challenges such as ADHD or colour-blindness.

Although UserWay automatically provides users visiting our site with a fully AODA compliant experience (excluding PDFs and linked documents), it does not mean we can avoid meeting compliance on the Town's end.

UserWay's tools can:

- provide site accessibility reviews
- provide accessibility reports on individual pages and uploaded documents
- provide remediation tools for documents
- highlight areas of non-compliance and demonstrate corrective action

Accessible writing for websites and online communications

Writing for a website is very different than other communication methods. A municipal website is as a tool for residents and not a municipal or internal repository/intranet tool.

Refer to the Writing for web guide on page XYZ.

All web content should be reviewed for accessibility compliance before being published.

Accessibility for web checklist

Is the content written in plain language?

- writing is clear and concise
- everyday language is used instead of technical jargon
- specialized terms are explained in simple, everyday words

Is the structure and formatting logical and organized?

- headings are used properly
- information is organized in bullets/numbered lists
- paragraphs short and focused on one idea
- images have alt-text/image descriptions
- images with text are avoided unless necessary/properly labelled

Are the links and navigation meaningful and user-friendly?

- friendly/short URLs are used written web addresses?
- screen reader/accessibility checks are run to confirm readability
- links use meaningful text

Example

Yes: 'View the annual report'

No: 'Click here'

Links and PDFs on web pages

How we use websites has changed drastically. They no longer exist as a repository of information but to educate and inform community members.

Screen and Braille readers must be able to navigate content easily, in a way that the user can follow along.

Best practices for links on a webpage

Limit the number of links on a page where possible.

Too many links can overwhelm users and screen readers. Screen readers announce each link individually. Fewer links on a page reduces navigation steps and improves readability and accessibility.

- On average you have three to eight seconds to get a visitor’s attention.
- Most visitors only remain on a page for 15 seconds.
- Excessive links/documents are overwhelming and drive visitors away.

Best practices for documents and attachments

Although AODA or WCAG 2.1 does not provide a specific limit to how many attachments you can include, accessibility and usability best practices recommend keeping documents/attachments to a minimum.

There should be no more than three to 10 documents on a page.

Why are fewer documents better?

- It’s easier for people with disabilities. People using screen readers or keyboard navigation must tab through each link and opening documents adds extra steps/ interrupts the information and reading flow.
- It provides a better mobile experience. Downloading files can be difficult and frustrating on a phone.
- Improves locating the right information. Content in documents isn’t always searchable or properly indexed like in HTML (web coded) content.

Link use checklist

- related links are grouped together in resource/related documents sections
- there are no lists of off-page/unrelated links
- headings are clear
- collapsible sections are used for link categories
- key content is included directly on the page over linking
- no duplicate links to the same location

Document/attachment checklist

- only essential documents are on the page
- HTML content instead of documents is used where possible
- related documents are grouped under clear headings
- documents are described clearly (e.g. 2024 Recreation Program Guide PDF)
- documents passed accessibility check/is AODA compliant
- document library or resource page has been created for numerous files

Collateral materials

- Word document template
- Internal memo template
- Internal agenda/meeting template
- Meeting agenda template
- Public notice template
- Print materials - flyers, posters
- PowerPoint template
- Email signature
- Teams background
- Vehicle branding
- Signage and wayfinding

Have a question?

This guide is here to support designers, creative professionals and staff in expressing the Town’s brand consistently, creatively and effectively. We’re all brand stewards—thank you for helping to bring our identity to life with clarity and care.

For questions, design support, or to request an accessible version of this guide, contact communications@orangeville.ca.

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