

Summerside



The Summerside brand is shaped by the total experience people have when they interact with our city and see first-hand how we perform.

“Our Mission is to be Atlantic Canada’s premier city – the best city to visit, invest in and call home.”

The brand is defined by the way that people think, feel and respond on an emotional level when they see it. It embodies what Summerside is all about for the people who matter – our residents, businesses, employees, customers, partners and suppliers, investors, and neighbours.

Our brand promise is a suggestion of what can be found in the City of Summerside. The brand presented here represents many messages and feelings that were heard often during its creation:

Innovative
Timeless
Potential to grow with us
Speaks to multiple audiences
Meets the needs of multiple stakeholders

This brand manual will provide you with all the information you need about when and how to use our new identity.

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The Summerside identity is designed to help raise the community's profile as a place to live, work, visit, invest in, and do business.

We are passionate about our city, and this brand will help us to focus and leverage that passion. You can use the Summerside identity/brand alone or in combination with, the many taglines and colours that represent the best of what our community has to offer.

Higher levels of awareness about the community and its many assets will help Summerside to reach its economic potential – and you can play an important part in this. The identity and brand are easy to use, we just ask that you stick to a few simple rules so that the brand has maximum impact and its messages are communicated clearly and consistently. If the brand is used in the same way – every time – we all benefit.

Summerside's brand is one of our most valuable assets. Building and protecting the brand by adhering to our standards will help us achieve our goals.

Use it well and thanks for your continued support,



Mayor Basil Stewart,

The Summerside Partnership was established with a short-term mandate: oversee the creation of a new marketing position and the development of a new brand for the city, and prepare a marketing and communications plan.

These guidelines represent the terrific work of the Summerside Partnership, a group comprised of professionals from every sector in our great city. We'd like to acknowledge and thank the following members of the Partnership who have been working diligently since early 2006 to help redefine our brand and unify our city:

Arnold Crocken, *Tourism Summerside*

Bill Thompson, *Slemon Park*

Reagh Ellis, *Mark's Work Warehouse*

Ron Barrett, *Century 21*

Scott Fingler, *Fiber Connections*

Blake Craig, *Jubilee Theatre*

Scott McCauley, *College of Piping*

Dave Perry, *Kodak Health Imaging*

Nelson Snow, *Fitzgerald and Snow*

Bruce Hickey, *Spinnaker's Landing*

Lori Ellis, *City of Summerside*

Mike Thususka, *City of Summerside*

While there is still much work to be done, the foundation has been set and we'll be relying on the Summerside Partnership to build upon these efforts. Thank you for your enthusiastic support of our renewed efforts to build value for the Summerside brand.



The Summerside identity is a visual expression of the new city brand.

The Signature, in its primary use, is made up of two parts: the wordmark script and the coloured flourish. In some cases, Prince Edward Island may also be included. Also, some applications include considerations for sub-brand organizations and taglines – shown in subsequent sections of this guideline.

The wordmark illustrates the attributes of the brand with its casual, friendly and modern typography and colour.

There are two options for the Summerside identity. 1) Without or 2) with the 'Prince Edward Island' designation - Options 1 and 2 are shown below.

It is recommended to use Option 1 when marketing the brand within the province of Prince Edward Island.

It is recommended to use Option 2 when marketing the brand outside the province of Prince Edward Island.

①



Summerside

②



Summerside

Prince Edward Island

The word "Summerside" is written in a black, elegant script font. A thin red line underlines the text, starting from the left and curving under the word before ending.

Size 1 - Small width = 2"
Minimum size for reproduction.
Used for small applications of identity

The word "Summerside" is written in a black, elegant script font. A thin red line underlines the text, starting from the left and curving under the word before ending.

Size 2 - Medium width = 3"
Standard size of identity.
This size will be the most commonly used
when applying the new brand.

The word "Summerside" is written in a black, elegant script font. A thin red line underlines the text, starting from the left and curving under the word before ending.

Size 3 - Large width = 4"
Used when Size 2 will appear too small for the intended
application, while still being mindful of the spacing guidelines
outlined in this manual

The colour scheme for the Summerside identity consists of three colours. They are **Summerside Red**, **Black** and **75% Black**.

The perception of colour is greatly affected by the medium in which it is being viewed. The same colour viewed at a web site, for example, will look different when printed. As well, the exact same colour printed in a glossy magazine will look different when it is printed in a newspaper.

In order to maintain a consistent corporate colour, adjustments have to be made that take into account the final intended output of the colour (web site, print etc.). Various breakdowns of the colour based on the intended output are represented below.

It is recommended, that when printing, the printed colours are always compared to a printed Pantone® swatch to ensure colour accuracy.

		
Summerside Red	Black	Black 75%
Pantone® Uncoated 7427 U	Pantone® Uncoated Process Black U	Pantone® Uncoated Cool Gray 11 U
Pantone® Coated 7427 C	Pantone® Coated Process Black C	Pantone® Coated Cool Gray 11 C
CMYK (Process) C7 M100 Y67 K31	CMYK (Process) C0 M0 Y0 K100	or
RGB R150 G23 B46	RGB R30 G30 B30	Pantone® Uncoated Process Black U 75%
Hex #96172E	Hex #1E1E1E	Pantone® Coated Process Black C 75%
		CMYK (Process) C0 M0 Y0 K75
		RGB R100 G100 B100
		Hex #646464

In order to maximize impact and brand recognition, the majority of applications should feature the multi-coloured logo.

All of the Summerside logo files are available for download at the following URL:

<http://www.fluidmedia.com/SummersideLogos>

The word "Summerside" in a cursive script, with a red flourish underneath.

Process (CMYK)

When printing in full colour. Use the process colour variation of the logo.

The word "Summerside" in a cursive script, with a red flourish underneath.

Pantone® (Two colour)

When printing in two colours. Use the Pantone® colour variation of the logo.

The word "Summerside" in a cursive script, with a grey flourish underneath.

Greyscale (One colour)

When printing in one colour. Use the greyscale variation of the logo.

The word "Summerside" in a cursive script, with a black flourish underneath.

Black (One colour)

When printing in one colour, and reproduction quality is low. Use the black variation of the logo.

The word "Summerside" in a cursive script, with a red flourish underneath, set against a dark background.

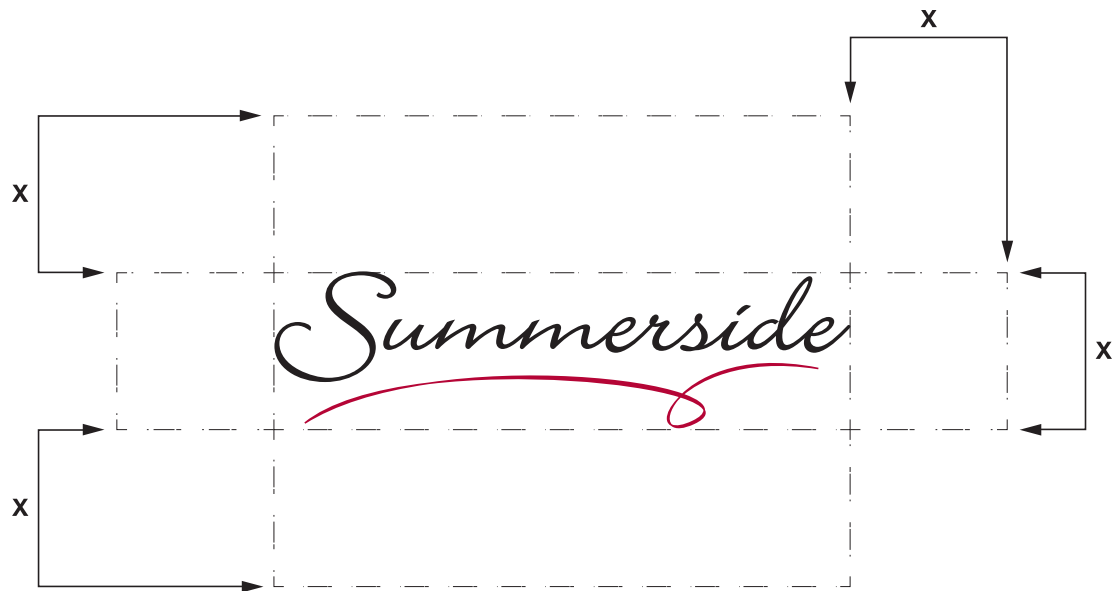
Knockout and colour (Full colour)

When printing on a dark background with colour. Use the knockout + colour variation. This variation comes in process and Pantone® versions.

The word "Summerside" in a cursive script, with a white flourish underneath, set against a dark background.

Knockout (One colour)

When printing on a dark background with one colour. Use the knockout variation.



Minimum Space Around the Logo

It is always preferable to have as much space around the identity as possible. Where this is not possible, you should leave at least one unit (X) around all sides.

X = Identity height

(does not include the 'Prince Edward Island' text)

Note: When including the 'Prince Edward Island' text, do not include it in the X height.

Incorrect Applications

The examples below show the identity applied incorrectly. A small change in the size and/or position of the identity can dramatically reduce the effectiveness and impact of the design.

Whenever you apply the identity, always use the artwork you have been supplied.

All of the Summerside logo files are available for download at the following URL:

<http://www.fluidmedia.com/SummersideLogos>





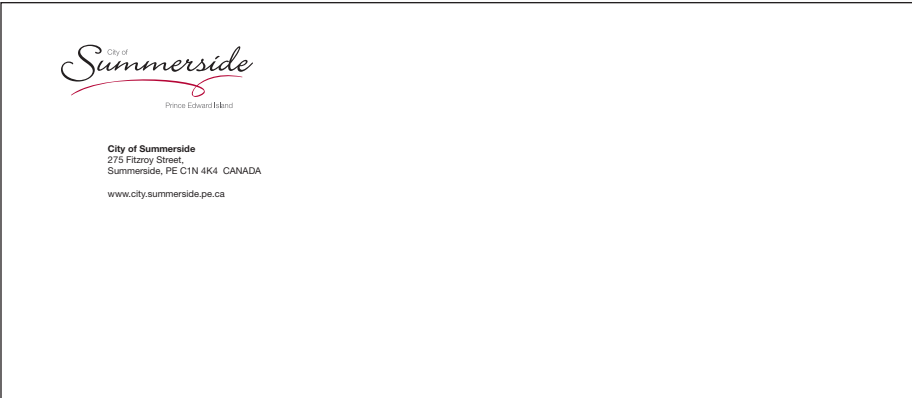
Suggested examples of letterhead, envelope and business card are shown.



Business Card Front

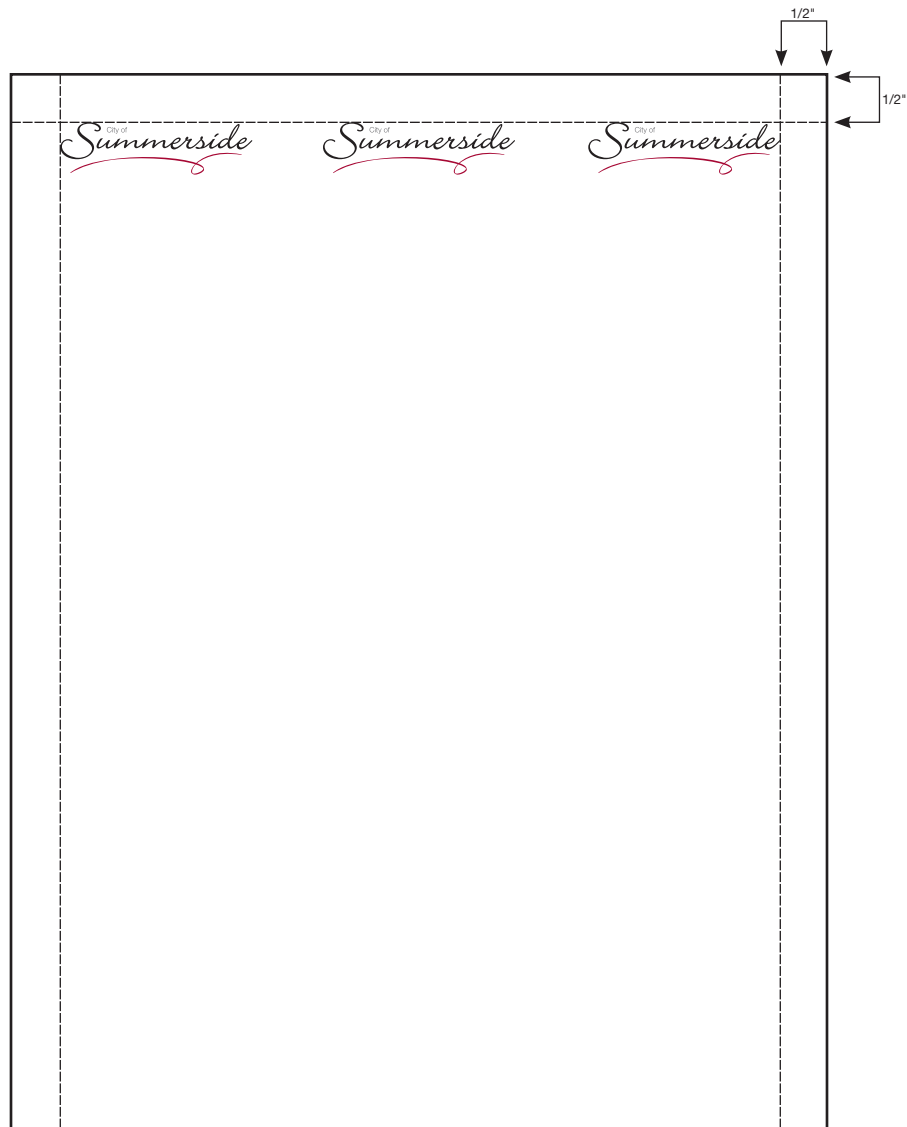


Business Card Back



Bills and Forms

When adding the identity to bills and forms, the placement of the identity should be 1/2 inch from the top left, top centre, or top right of the document. It is essential to allow enough space around the identity so it is clearly visible and uncluttered.



This E-mail signature is suggested for all city staff. Always include your name and title with all E-mail correspondence. Contact information such as phone numbers will also need to change to direct people appropriately. The disclaimer is mandatory in all messages.

Download the text below at the following URL:

<http://www.fluidmedia.com/SummersideLogos>

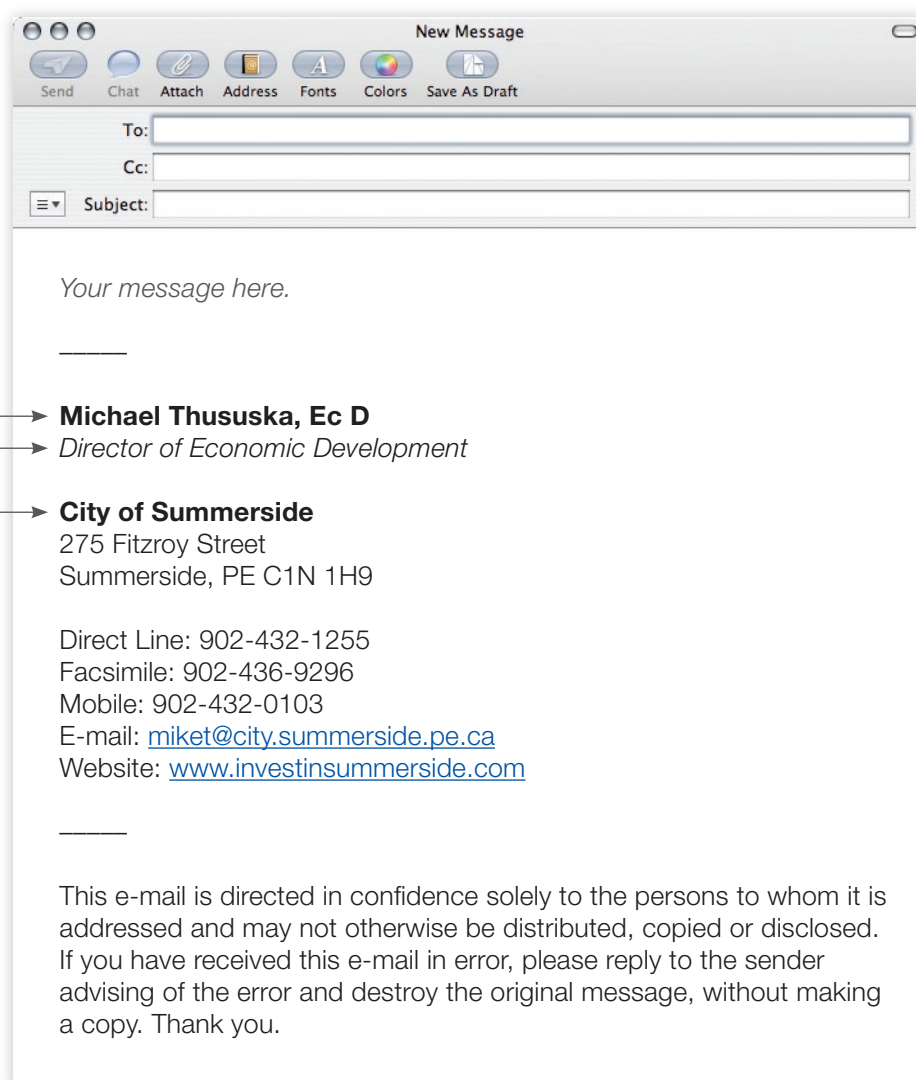
Font: Helvetica or Arial
Size: 12 pt.

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Direct Line: 902-432-1255
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Website: www.investinsummerside.com

This e-mail is directed in confidence solely to the persons to whom it is addressed and may not otherwise be distributed, copied or disclosed. If you have received this e-mail in error, please reply to the sender advising of the error and destroy the original message, without making a copy. Thank you.

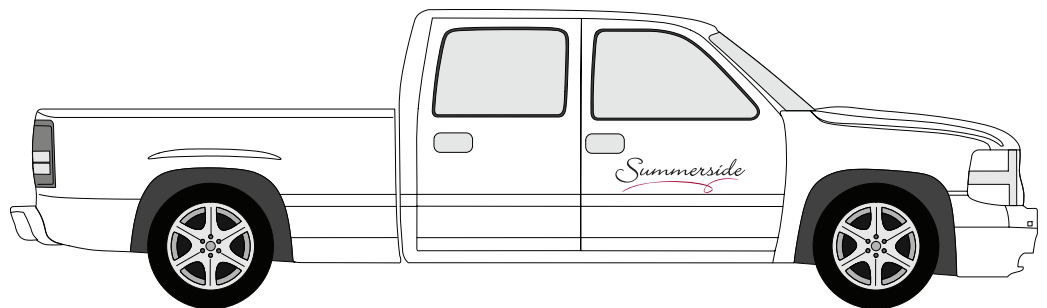
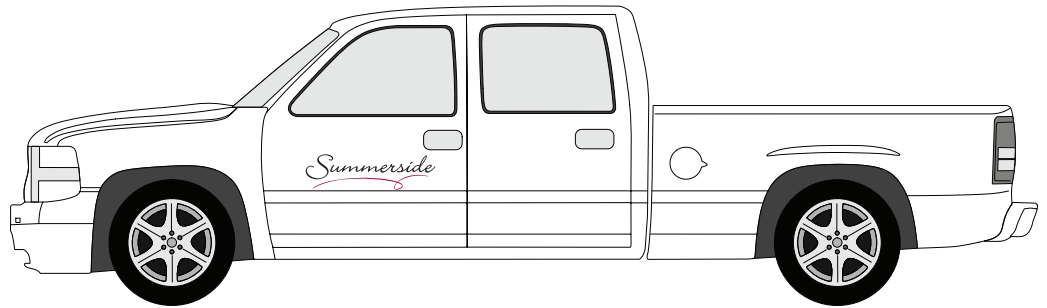
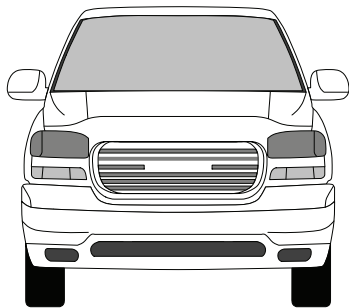


Where possible, and when you have control over how the identity is incorporated into signage, try to allow as much space around the identity as possible. Be sure to follow this usage guideline regarding colour and spacing.

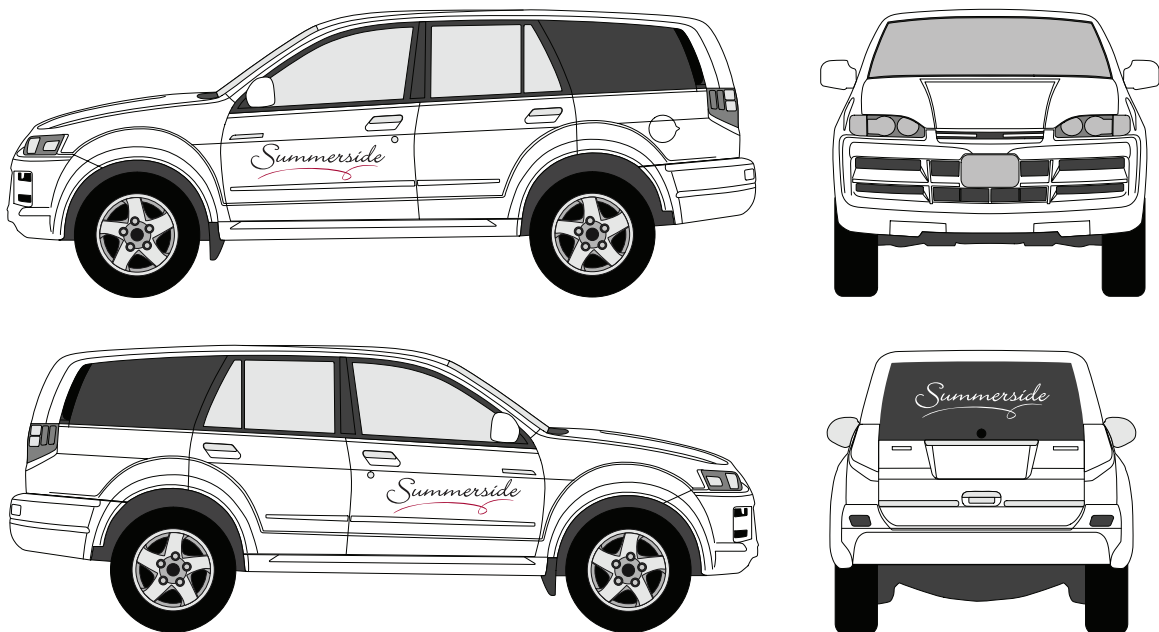
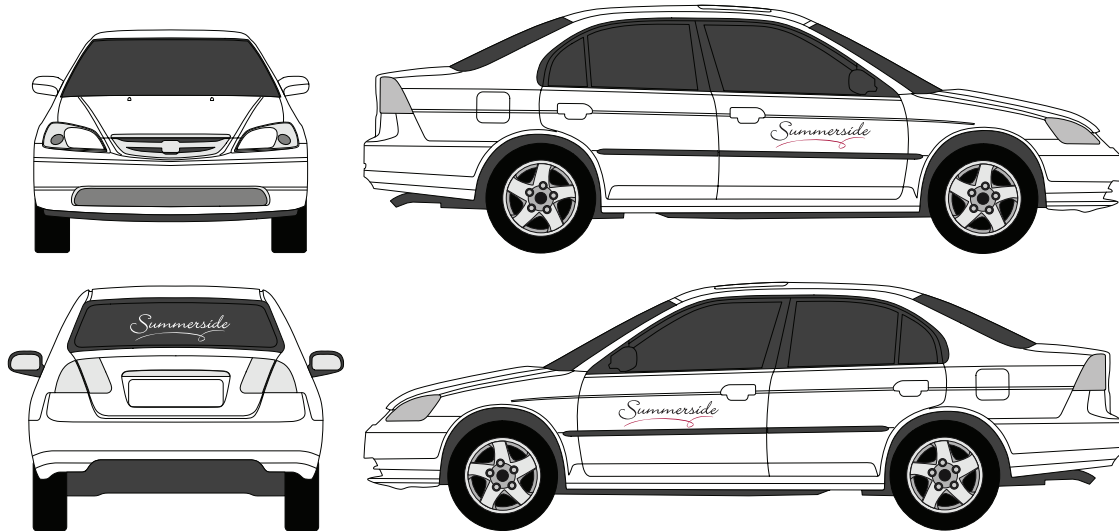
The image below is an example of how a sign may look.



When branding vehicles, it is essential that the brand go in an unobstructed area with adequate space.



When branding vehicles, it is essential that the brand go in an unobstructed area with adequate space.



When branding clothing it is advisable to maintain a consistent size.



When branding small items and non-wearables, it is advisable to maintain a good proportion of the identity to the product. Make sure to leave adequate space around the identity.



When branding small items and non-wearables, it is advisable to maintain a good proportion of the identity to the product. Make sure to leave adequate space around the identity.



The tagline approach uses a consistent format: 'Small city. Big ____' to convey a series of ideas about what Summerside has to offer. This approach was taken to offer maximum flexibility in its application and to recognize the various groups applying this brand in their work, and the many audiences that these groups serve. Some of the taglines work well for a business audience, such as 'Small city. Big opportunity.' or 'Small city. Big ambition.' Others speak to potential tourists, such as 'Small city. Big attractions.' or 'Small city. Big history.' Others are very general, and can be used for many purposes, such as 'Small city. Big ideas.'

In its application, one tagline may be selected for use, and must be placed above the Summerside wordmark in place of the text, 'City of'. The tagline may be used in combination with 'Prince Edward Island' in the lower position or on its own, but may not be used in combination with any other copy, including other approved taglines. No copy other than the taglines specified below, 'City of' or 'Prince Edward Island' may be used with the wordmark.

When using the tagline separate from the logo, as in advertising or marketing material. Be sure to use the correct format. 'Small' is upper/lowercase, 'city' is lowercase, followed by a period. 'Big' is upper/lowercase, the following word is lowercase, followed by a period.

Small city. Big ideas.

Small city. Big opportunity.

Small city. Big ambition.

Small city. Big possibilities.

Small city. Big experience.

Small city. Big history.

Small city. Big appeal.

Small city. Big business.

Small city. Big community.

Small city. Big attractions.

If you require a logo file with one of the the taglines, please contact Fluid Media Inc.
All contact info is found on the last page of this document.

The Summerside Partnership identified specific partner organizations for sub-branding.

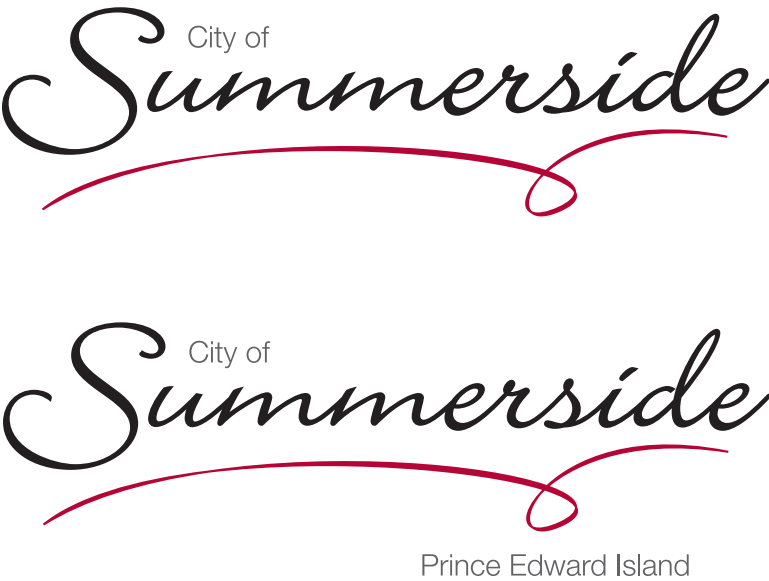
They are: City of, Tourism and Downtown.

These organizations will utilize a colour palette that is unique to them and outlined in the following sections.





The City of Summerside may use this sub-brand in its applications. This sub-brand is distinguished by the addition of 'City of' to the logo to indicate communications coming from a city department.

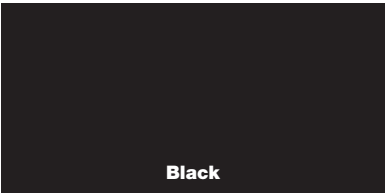


The colour scheme for city sub brand consists of the same three colours. They are **Summerside Red, Black and 75% Black.**



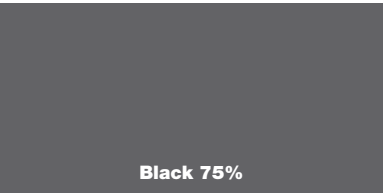
Summerside Red

Pantone® Uncoated	7427 U
Pantone® Coated	7427 C
CMYK (Process)	C7 M100 Y67 K31
RGB	R150 G23 B46
Hex	#96172E



Black

Pantone® Uncoated	Process Black U
Pantone® Coated	Process Black C
CMYK (Process)	C0 M0 Y0 K100
RGB	R30 G30 B30
Hex	#1E1E1E



Black 75%

Pantone® Uncoated	Cool Gray 11 U
Pantone® Coated	Cool Gray 11 C
or	
Pantone® Uncoated	Process Black U 75%
Pantone® Coated	Process Black C 75%
CMYK (Process)	C0 M0 Y0 K75
RGB	R100 G100 B100
Hex	#646464



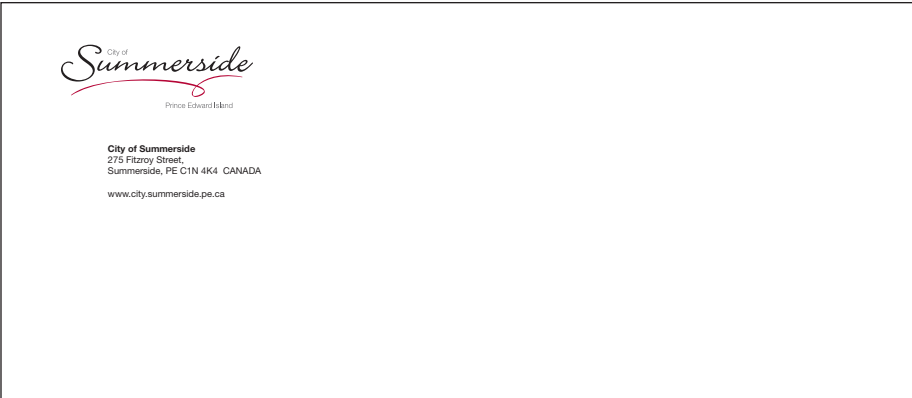
Suggested examples of letterhead, envelope and business card are shown.



Business Card Front



Business Card Back



Downtown
Summerside

The logo features the word "Summerside" in a black, elegant script font. A large, stylized capital "S" is the first letter. Above the "S", the word "Downtown" is written in a small, black, sans-serif font. Below the word "Summerside", there is a decorative orange swoosh that starts under the "S", curves under the "ummerside", and ends with a small loop under the "e".

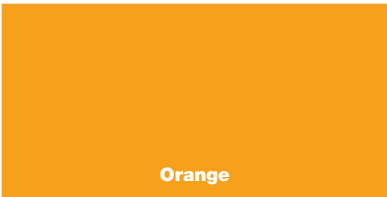
Downtown

Orange is a vibrant colour that combines suggestions of both energy and warmth. It connotes the downtown as an inviting place to shop and work, and suggests activity – be it shopping, doing business or celebrating community.

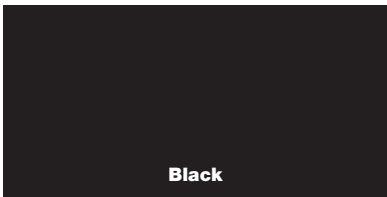


Prince Edward Island

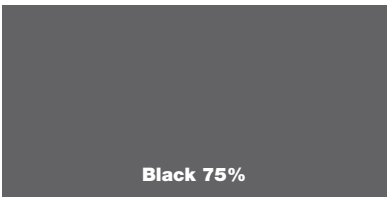
The colour scheme for the Downtown sub brand consists of three colours. They are **Orange, Black and 75% Black**.



Pantone® Uncoated 138 U
Pantone® Coated 138 C
CMYK (Process) C0 M50 Y100 K0
RGB R247 G147 B32
Hex #F79320



Pantone® Uncoated Process Black U
Pantone® Coated Process Black C
CMYK (Process) C0 M0 Y0 K100
RGB R30 G30 B30
Hex #1E1E1E

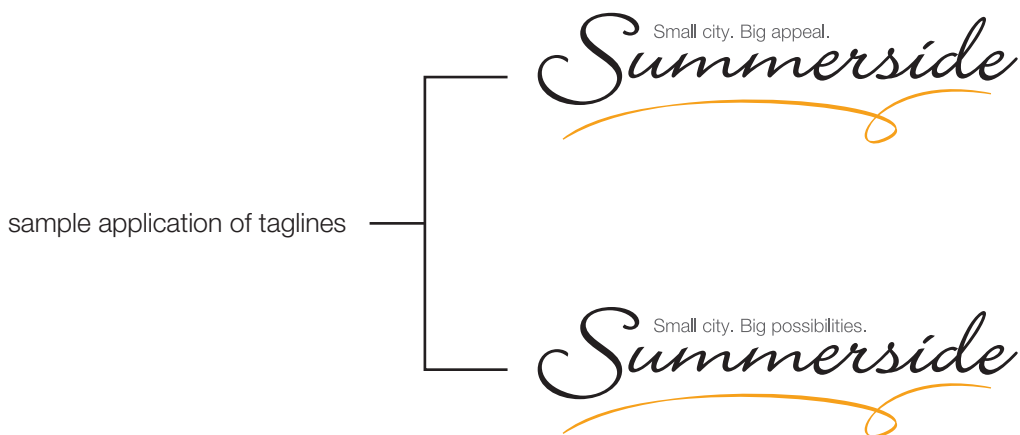


Pantone® Uncoated Cool Gray 11 U
Pantone® Coated Cool Gray 11 C
or
Pantone® Uncoated Process Black U 75%
Pantone® Coated Process Black C 75%
CMYK (Process) C0 M0 Y0 K75
RGB R100 G100 B100
Hex #646464

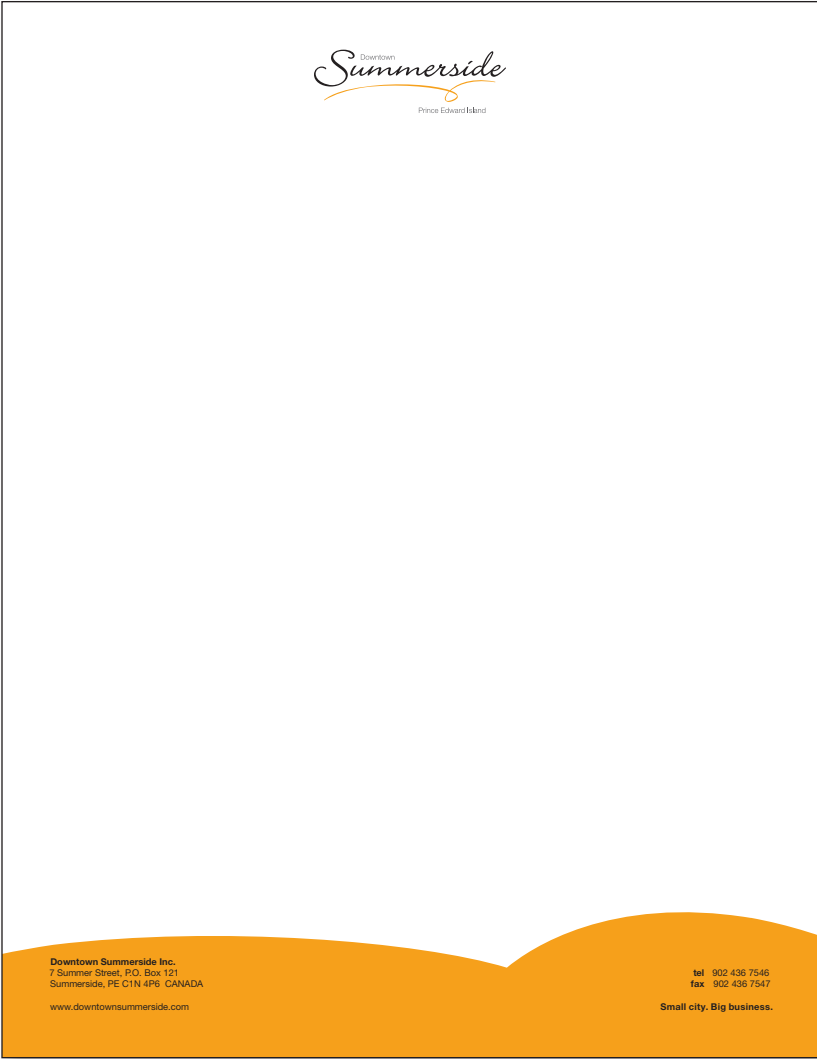
In its application, one tagline may be selected for use, and must be placed above the Summerside wordmark in place of the text, 'Downtown'. The tagline may be used in combination with 'Prince Edward Island' in the lower position or on its own, but may not be used in combination with any other copy, including other approved taglines. No copy other than the taglines specified below, 'City of' or 'Prince Edward Island' may be used with the wordmark.

Small city. Big ideas.
Small city. Big opportunity.
Small city. Big ambition.
Small city. Big possibilities.
Small city. Big experience.

Small city. Big history.
Small city. Big appeal.
Small city. Big business.
Small city. Big community.
Small city. Big attractions.



If you require a logo file with one of the the taglines, please contact Fluid Media Inc.
 All contact info is found on the last page of this document.



Suggested examples of letterhead, envelope and business card are shown.



Business Card Front



Business Card Back

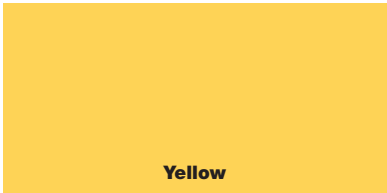




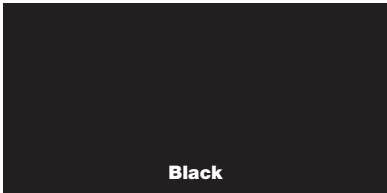
The colour yellow epitomizes Summerside’s name and history, and connotes a warmth and happiness ideal for Tourism’s applications of the brand. It suggests fun and excitement, and has a levity that reflects the culture and hospitality of the people of Summerside.



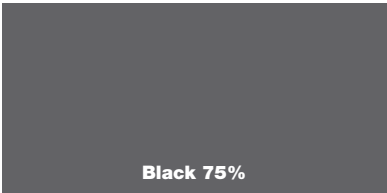
The colour scheme for the Tourism sub brand consists of three colours. They are **Yellow, Black and 75% Black**.



Yellow
Pantone® Uncoated 128 U
Pantone® Coated 129 C
CMYK Coated C0 M16 Y77 K0
CMYK Uncoated C3 M15 Y69 K0
RGB R243 G207 B69
Hex #F3CF45



Black
Pantone® Uncoated Process Black U
Pantone® Coated Process Black C
CMYK (Process) C0 M0 Y0 K100
RGB R30 G30 B30
Hex #1E1E1E

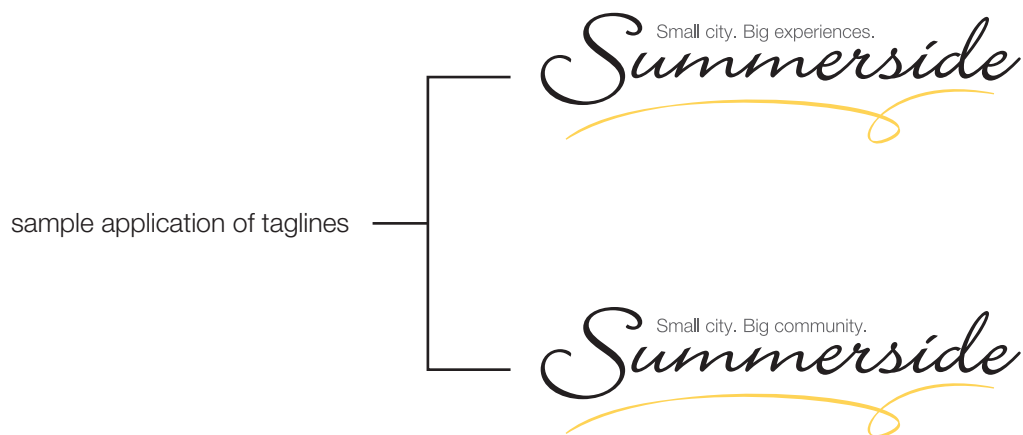


Black 75%
Pantone® Uncoated Cool Gray 11 U
Pantone® Coated Cool Gray 11 C
or
Pantone® Uncoated Process Black U 75%
Pantone® Coated Process Black C 75%
CMYK (Process) C0 M0 Y0 K75
RGB R100 G100 B100
Hex #646464

In its application, one tagline may be selected for use and must be placed above the Summerside wordmark in place of the text, 'Tourism'. The tagline may be used in combination with 'Prince Edward Island' in the lower position or on its own, but may not be used in combination with any other copy, including other approved taglines. No copy other than the taglines specified below, 'City of' or 'Prince Edward Island' may be used with the wordmark.

Small city. Big ideas.
Small city. Big opportunity.
Small city. Big ambition.
Small city. Big possibilities.
Small city. Big experience.

Small city. Big history.
Small city. Big appeal.
Small city. Big business.
Small city. Big community.
Small city. Big attractions.



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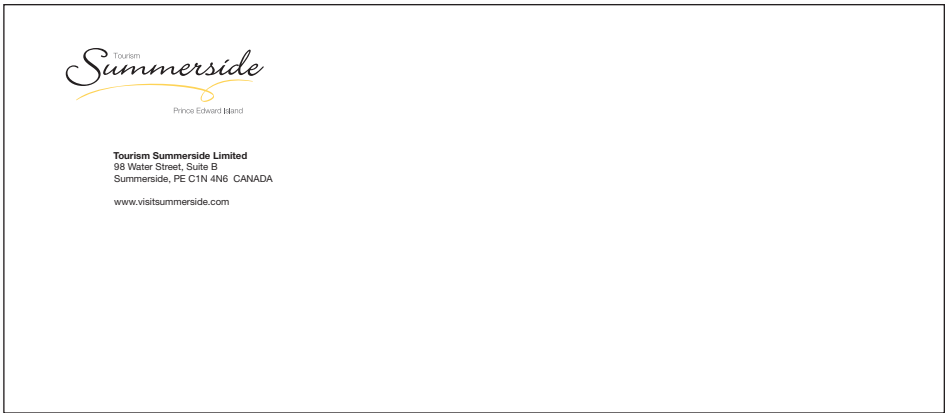
Suggested examples of letterhead, envelope and business card are shown.



Business Card Front



Business Card Back



If there is a specific request regarding use of our identity please contact:

Michael Thususka

Director Economic Development for the City of Summerside
miket@city.summerside.pe.ca

Phone: (902) 432-1331

Fax: (902) 436-9296

Cell: (902) 432-0103

Or our agency of record:



FLUID MEDIA INC.

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Phone: (905) 523-5898

Primary Contact:

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Additional Support:

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support@fluidmedia.com

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