MUNICIPALITY OF STRATHROY-CARADOC
LOGO SPECIFICATIONS

Logo Description

The municipal logo incorporates the furrows of the rural landscape as its foundation, emphasizing the agricultural heritage of the community.

The historic town hall building is incorporated above the name and slogan as an identifiable landmark of Strathroy-Caradoc, and the nucleus of local government.

Combined, these visual elements serve to reflect a unique interrelationship that fosters 'urban opportunity' and 'rural hospitality' in Strathroy-Caradoc.

Logo Design

Font Selection

The two fonts used in the municipal logo are as follows:

Trajan Pro Bold - "Strathroy-Caradoc"
Calibri Bold Italic - "Urban Opportunity - Rural Hospitality"

Colour Selection

The colours used in the municipal logo are blue and black. The colour identification codes for the blue tone are as follows:

RGB: R=1, G=84, B=138
CMYK: C=100%, M=69%, Y=24%, K=7%
Lab: L= 32, a= -13, b= -42
Web (HTML Colour Code): 006699
Pantone: 653c