MUNICIPALITY OF
STRATHROY-CARADOC

Logo Usage
Guidelines

Logo Use

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.

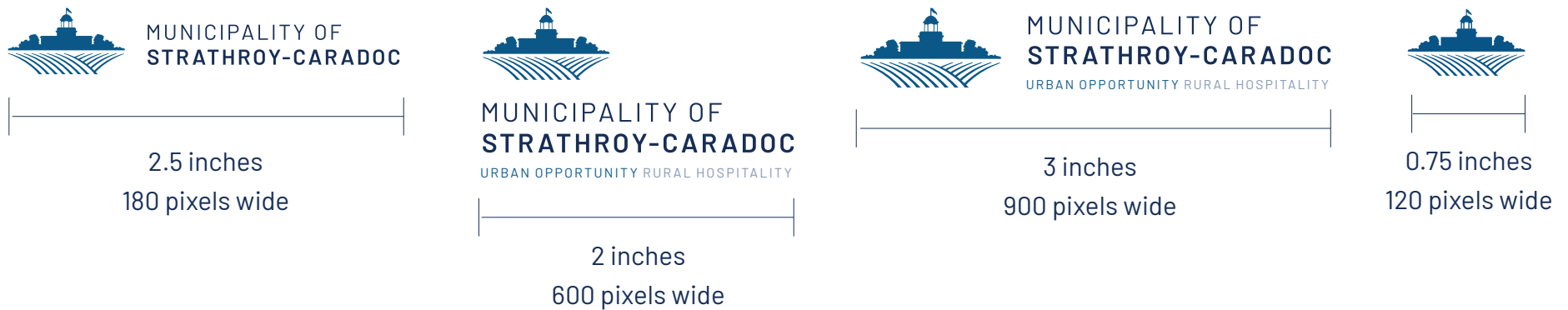| Primary Logo	Stacked Logo	Logomark
MUNICIPALITY OF **STRATHROY-CARADOC**	MUNICIPALITY OF **STRATHROY-CARADOC**	
MUNICIPALITY OF **STRATHROY-CARADOC** URBAN OPPORTUNITY RURAL HOSPITALITY	MUNICIPALITY OF **STRATHROY-CARADOC** URBAN OPPORTUNITY RURAL HOSPITALITY	*Logomarks should only be utilized for internal organizational applications or when accompanied by other branded assets such as Social Media applications or Wayfinding Signage *Logo applications that include the tagline need to be mindful of final sizing and readability.

Exclusion Zone

Exclusion Zone is the minimum area that must surround the logo on all sides to ensure visibility and impact. No text, graphics, or other design elements should intrude into this space. The clear space is usually defined using a portion of the logo itself (for example, the height of a letter in the wordmark or the symbol).

In short: The Exclusion Zone keeps the logo uncluttered and ensures it stands out wherever it's used.
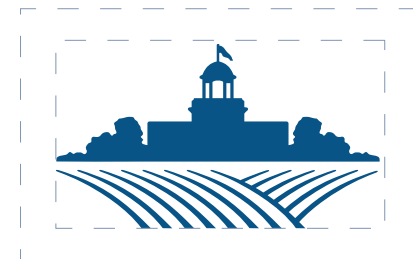
Minimum Size

To maintain legibility and visual impact, the logo must never be reproduced smaller than the designated minimum size. This ensures that all details remain clear and recognizable across both print and digital applications. When scaling the logo, always respect this minimum size requirement to preserve brand integrity.

2.5 inches
180 pixels wide

2 inches
600 pixels wide

3 inches
900 pixels wide

0.75 inches
120 pixels wide

Logo Colour Palette

Primary Blue
Web: #005687 | R0 G86 B135
Print: Pantone 653 C | C100 M69 Y24 K7
Paint: Matthews Paint MP 03547 Ocho Rios Blue

Dark Blue
Web: #00234e | R0 G35 B78
Print: Pantone 2768 C | C90 M60 Y0 K71
Paint: Matthews Paint MP 13740 Vans Blue Monkey

Logo Use Variations & Incorrect Use

Although the Primary Logo should always be the default blues, there are logo variations that may apply in certain cases.

Positive Use

Always utilize the two primary logo colours on a white background.

MUNICIPALITY OF
STRATHROY-CARADOC

Reverse Use

Always utilize a solid white logo on coloured background.

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Wayfinding
Approved reverse application of colours

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Logo Use Variations & Incorrect Use

Always...	Unless Otherwise Approved, Do Not...	
Scale the logo so that it remains proportionate	**Do not** squeeze or stretch the logo.	
Use the original logo files	**Do not** alter the wordmark or any other visual elements.	
Use the right format for your project to ensure proper resolution	**Do not** use web downloads for a print application or vice versa. Please ask if unsure.	
Use the logo on it's own and maintain the appropriate clearspace	**Do not** add other graphics, logos, text or elements in conjunction with the logo. Please ask if unsure.	
Use the official colour palette	**Do not** change colours unless otherwise approved to do so.	
Use the appropreiate logo version to create a high-contrast visual. (Positive vs. Reverse)	**Do not** use the logo against a background that creates less contrast. Do not use the logo against a photo background.	

Questions?

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