



# **Logo and Brand Guidelines**

# Our Mission Statement

The Town of Ponoka will provide an accessible and responsible local government, delivering quality services within a safe and healthy environment. We are building for a sustainable future.

# Our Vision

To be a thriving community with a hometown feel.

# Our Values

**Accountability:** We are committed to openness and accountability to our residents. We continually strive to improve and innovate using best practices.

**Awareness:** Through enhanced communication we will provide meaningful opportunities for resident input. We listen and respond to concerns and issues affecting our community.

**Diligence:** The Town of Ponoka provides an excellent quality of life for residents. We are committed to advocate and lobby other orders of government to ensure long term sustainability.

**Leadership:** We are elected to provide service excellence to our citizens every day. Through strong governance practice and policy, we will continue to meet the needs of our community now and into the future.

**Performance:** Town Council will govern through integrity, transparency, and fairness. Residents can rely on a Council that is collaborative, responsive and makes decisions for the greater good of our community.



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# Introduction

The Town of Ponoka logo is a corporate logo that is trademarked under the Trademarks Act of Canada. Use of the logo by any individual or organization other than the Town of Ponoka requires written permission from the Town.

For permission to use the Town logo or any of its variations, please contact the Town of Ponoka Communications Department at [communications@ponoka.ca](mailto:communications@ponoka.ca) or by phone at 403-783-4431.

Third-party use of the Town logo without permission is prohibited under the Trademarks Act of Canada.

Once you have received permission to use the logo on behalf of the Town of Ponoka, please review and follow the brand guidelines on the pages that follow.

If you have any questions about the use of the Town of Ponoka logo or any of the guidelines included in this document, please contact:

Town of Ponoka Communications Department  
[Communications@ponoka.ca](mailto:Communications@ponoka.ca)  
403-783-4431



# Logo

The Town of Ponoka logo is a stylized representation of:

- A horse's head and mane (representing Ponoka's rodeo and agricultural roots);
- A river running up the horse's neck and into its mane (representing the Battle River Valley – a hidden gem of the community, which runs through the heart of Ponoka's downtown); and
- The "Town of Ponoka" wordmark completes the logo.

The logo was refreshed in 2024 by adding the words 'Town of' to distinguish it as a corporate logo representing the Town of Ponoka.

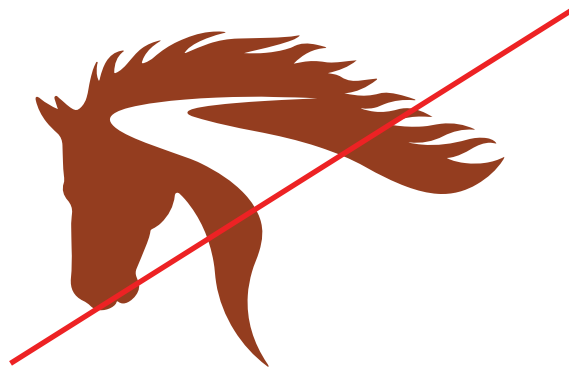


# Logo Guidelines

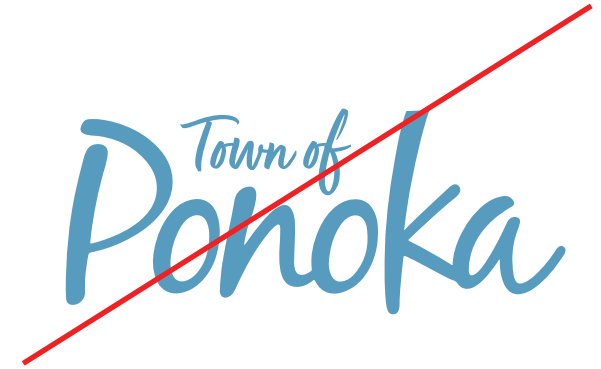
- The Town of Ponoka logo should not be altered or modified in anyway. The appropriate uses of the Town logo are clearly outlined on the pages that follow.
- The Town of Ponoka logo must always be used in its complete form, which includes the horse's head and mane along with the wordmark. **Do not use** the logo without either the wordmark or the horse's head and mane.
- The colour logo should always be placed on a light, solid colour background whenever possible.
- In cases when a solid background is not available, the logo can be placed on a translucent screen that is placed over the background image to significantly fade the background and minimize competition between the logo and the background image.



Only use the logo in its complete form.



**Do not** use the logo without the wordmark.



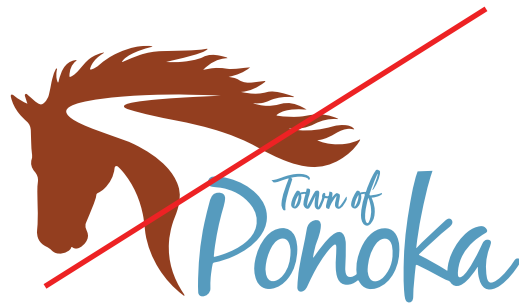
**Do not** use the logo without the stylized horse head.

# Logo Guidelines

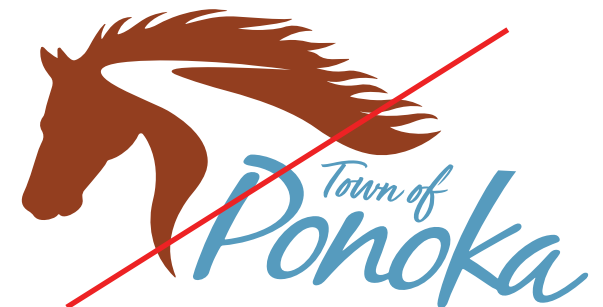
The following are additional examples of improper use of the Town logo that should always be avoided.



- **Do not** use the coloured logo on a dark background which can result in parts of it becoming barely visible against the background (as seen in the example above).
- Similarly, don't use the black logo on a dark background or the white logo on a light background.



**Do not** crop the logo.



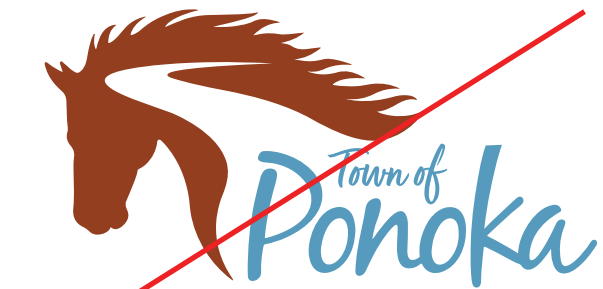
**Do not** rotate or stretch the logo.



**Do not** use the old logo and its variants.



**Do not** use unauthorized colours for the logo.



**Do not** add elements to the logo.

# Logo Variants

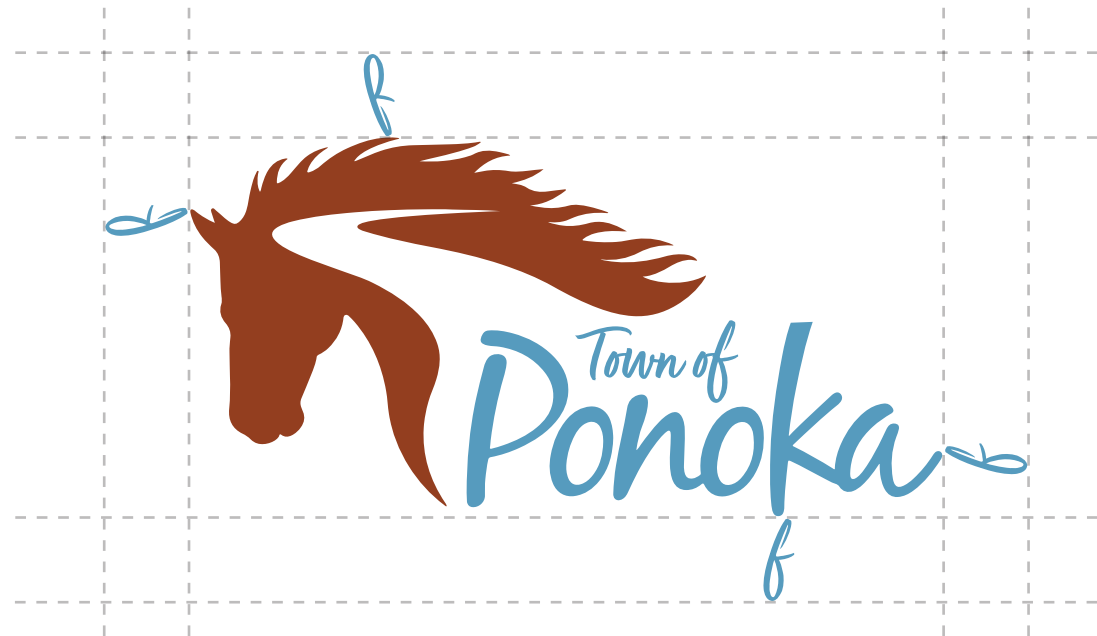
- The black or white logo should be used when the colour logo does not complement the design or the other colours on the page, and the black or white logo looks best with the other colours on the page.
  - For example, a black and white advertisement with black text and images on a white background would work best with the black logo. Conversely, a black and white advertisement with white text and images on a black background would work best with the white logo.
- The black logo should always be placed on a solid, light coloured background that provides stark contrast between the logo and the background.
- The white logo should always be placed on a solid, dark coloured background that provides stark contrast between the logo and the background.
- Again, the colour logo should always be placed on a light, solid colour background.
- Do not recolour the logos. No other variants of the logo should be used.





# Logo Spacing and Size

- When using the Town of Ponoka logo, always keep a clear margin of space around the logo in which no other elements intrude (including the edge of the document on which the logo is placed).
- This protected space must be, at a minimum, equivalent or greater to the height of the letter 'f' in the Town of Ponoka wordmark, scaling up and down in size based on the size of logo being used.
- The margin of clear space that is kept around the logo should be as large as possible to protect the integrity of the logo. Ideally, whenever space permits, the margin of clear space around the logo should be equivalent or greater to the height of the letter 'P' in the Town of Ponoka wordmark.
- The logo should never be too small to read. The minimum size at which the logo may be reproduced to ensure its legibility is 0.95 inches (24.13 mm) wide for print use or 91 pixels wide for digital use.



0.95 in  
— 24.13 mm —  
91 px



# Spacing With Other Logos

When using the Town of Ponoka logo in conjunction with other logos:

- The spacing between the logos must be at least equivalent to the width of the words 'Town of' in the wordmark; and
- The Town logo and partner logos should all be sized to the same scale.



# Brand Colours

Colour is a powerful means of visual recognition and a strong component of a visual brand identity.

The primary colours for the Town of Ponoka are blue and brown. Consistent use of the Town's designated colours is important for the recognition of the Town brand.

<b>PANTONE</b> 1535 C	<b>PANTONE</b> 549 C
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<b>CMYK</b> 28 - 82 - 100 - 26	<b>CMYK</b> 67 - 27 - 15 - 0
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<b>RGB</b> 147 - 60 - 6	<b>RGB</b> 86 - 155 - 190
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<b>HEX</b> 933C06	<b>HEX</b> 569BBE
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<b>HSB</b> 16 - 78 - 58	<b>HSB</b> 200 - 55 - 74
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