Branding Guidelines

Owen Sound 2027: A Year to Celebrate

Our Past. Our Present. Our Future.

One celebration. One recognizable identity.

Use these guidelines when promoting your event, milestone or community initiative as part of Owen Sound's 2027 celebrations. The shared identity helps audiences recognize activities happening across the city.

Approved logo colours

Use the supplied one-colour logo artwork. Dark teal is preferred for general use; the other three colours are approved alternatives.



Dark teal #174C55 Blue teal #2D7182 Terracotta #B8613C Gold #D4A72C

Typography

Montserrat Bold | Titles and headings

Open Sans Regular or Semibold | Descriptions, event details and body text

Use clear spacing, readable sizes and simple layouts. Do not substitute decorative fonts for campaign materials.

Using the logo

- Keep the logo in its original proportions and colours. Never stretch, rotate, redraw or add effects.
- Leave open space around the logo, at least the height of the “O” in OWEN SOUND on each side.
- Place the logo on a plain, high-contrast background. Avoid busy photos behind it.
- Keep your organization’s logo, event name and details separate from the celebration logo.

Four approved versions



Dark teal #174C55



Blue teal #2D7182



Terracotta #B8613C



Gold #D4A72C

Files and production

Use a transparent PNG for digital graphics and presentations. For large-format printing, signs, apparel or embroidery, request an approved vector file (SVG, AI, EPS or print-ready PDF). Do not enlarge a low-resolution image for production.

Before sharing

Check that the logo is readable, colours and fonts are correct, dates and details are accurate, and any photographs are approved for use. When in doubt, request a review before printing or publishing.

Our colours through the seasons

Each approved brand colour reflects a different seasonal mood. Stakeholders may use these associations to give their materials a seasonal feel while keeping the Owen Sound 2027 identity consistent.

Season	Brand colour	Seasonal character
Winter	Dark teal #174C55	Deep, cool and vivid. A strong winter colour with a jewel-tone feel.
Summer	Blue teal #2D7182	Cool and softer in appearance. A muted blue-green suited to summer.
Fall	Terracotta #B8613C	Warm and earthy. A natural fit for autumn and heritage-inspired materials.
Spring	Gold #D4A72C	Warm, bright and clear. Adds an optimistic spring accent.

Using the seasonal palette

Use one seasonal colour as the lead accent, supported by dark teal when needed for legibility. Keep the logo in one approved colour and use the original supplied artwork. The seasonal order: Winter → Summer → Fall → Spring, offers a balanced visual cycle across the year.

These are suggested seasonal associations, not restrictions. All four colours remain approved for year-round use.