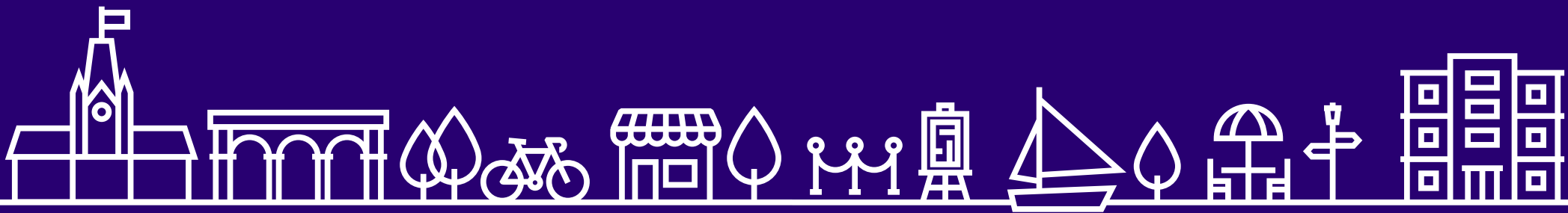


The
DOWNTOWN
DISTRICT

18
~

16
~

BELLEVILLE



Brand Standards Guide



**THE BELLEVILLE
DOWNTOWN DISTRICT**
Identity

The BELLEVILLE DOWNTOWN DISTRICT brand consists of a main logo, wordmark variations, crest and a set of breakaway icons.

These identities work together to create the brand and should be used in their entirety as displayed. The following pages will display each of the logos, including their variations.





THE DOWNTOWN
DISTRICT SUPPORTING
Identities

*Be a
Part of it*

Estd.
1816



THE DOWNTOWN DISTRICT BRAND

Colour

The BELLEVILLE DOWNTOWN DISTRICT identities have been created using an inviting, single colour design that works across a broad range of applications. Care should be taken to correctly reproduce colour across all mediums.

A set of complimentary colours has also been provided and can be used together with the brand colour. These complimentary colours should never be used to replace the main brand colour.

Brand Colour

PANTONE 2745

CMYK 97 100 0 18

RGB 40 0 113

HEX 280071

Complimentary Colours



PANTONE Medium Purple

CMYK 91 97 00 00

RGB 78 00 142

HEX 4E008E



PANTONE 3545

CMYK 72 0 10 0

RGB 0 184 222

HEX 00B8DE



PANTONE 3252

CMYK 49 0 23 0

RGB 42 210 201

HEX 2AD2C9



PANTONE 2172

CMYK 0 73 87 0

RGB 250 70 22

HEX FA4616



PANTONE 2745

CMYK 0 88 100 0

RGB 225 6 0

HEX E10600



IDENTITY VARIATION

File Types

The following pages will outline the DOWNTOWN DISTRICT identities in all their colour variations. Identities should only be reproduced in the described ways. Be sure to use the appropriate and approved identity file rather than trying to re-create the identity. When placing identities over a photographic background, be sure image allows enough contrast for the identities to remain clear and legible.



PRINT FILES

DD_Logo_COL.pms.eps
DD_Logo_COL.eps
DD_Logo_COL.pdf
DD_Logo_COL.tif

DISPLAY FILES

DD_Logo_COL.png
DD_Logo_COL.jpg



PRINT FILES

DD_Logo_BLK.eps
DD_Logo_BLK.pdf
DD_Logo_BLK.tif

DISPLAY FILES

DD_Logo_BLK.png
DD_Logo_BLK.jpg



PRINT FILES

DD_Logo_WHT.eps
DD_Logo_WHT.pdf

DISPLAY FILES

DD_Logo_WHT.png



PRINT FILES

DD_LogoSm_COLpms.eps
DD_LogoSm_COL.eps
DD_LogoSm_COL.pdf
DD_LogoSm_COL.tif

DISPLAY FILES

DD_LogoSm_COL.png
DD_LogoSm_COL.jpg



PRINT FILES

DD_Crest_COLpms.eps
DD_Crest_COL.eps
DD_Crest_COL.pdf
DD_Crest_COL.tif

DISPLAY FILES

DD_Crest_COL.png
DD_Crest_COL.jpg



PRINT FILES

DD_LogoSm_BLKeps
DD_LogoSm_BLK.pdf
DD_LogoSm_BLK.tif

DISPLAY FILES

DD_LogoSm_BLK.png
DD_LogoSm_BLK.jpg



PRINT FILES

DD_Crest_BLKeps
DD_Crest_BLK.pdf
DD_Crest_BLK.tif

DISPLAY FILES

DD_Crest_BLK.png
DD_Crest_BLK.jpg



PRINT FILES

DD_LogoSm_WHTeps
DD_LogoSm_WHT.pdf

DISPLAY FILES

DD_LogoSm_WHT.png



PRINT FILES

DD_Crest_WHTeps
DD_Crest_WHT.pdf

DISPLAY FILES

DD_Crest_WHT.png

Be a
Part of it

PRINT FILES

DD_Tagline_COLpms.eps
DD_Tagline_COL.eps
DD_Tagline_COL.pdf
DD_Tagline_COL.tif

DISPLAY FILES

DD_Tagline_COL.png
DD_Tagline_COL.jpg

Be a
Part of it

PRINT FILES

DD_Tagline_BLKeps
DD_Tagline_BLK.pdf
DD_Tagline_BLK.tif

DISPLAY FILES

DD_Tagline_BLK.png
DD_Tagline_BLK.jpg

Be a
Part of it

PRINT FILES

DD_Tagline_WHT.eps
DD_Tagline_WHT.pdf

DISPLAY FILES

DD_Tagline_WHT.png

Estd.
1816

PRINT FILES

DD_ESTD_COLpms.eps
DD_ESTD_COL.eps
DD_ESTD_COL.pdf
DD_ESTD_COL.tif

DISPLAY FILES

DD_ESTD_COL.png
DD_ESTD_COL.jpg

Estd.
1816

PRINT FILES

DD_ESTD_BLKeps
DD_ESTD_BLK.pdf
DD_ESTD_BLK.tif

DISPLAY FILES

DD_ESTD_BLK.png
DD_ESTD_BLK.jpg

Estd.
1816

PRINT FILES

DD_ESTD_WHT.eps
DD_ESTD_WHT.pdf

DISPLAY FILES

DD_ESTD_WHT.png

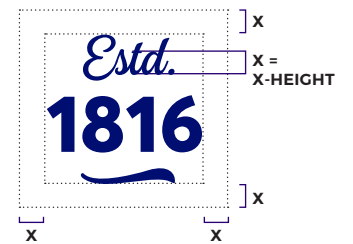
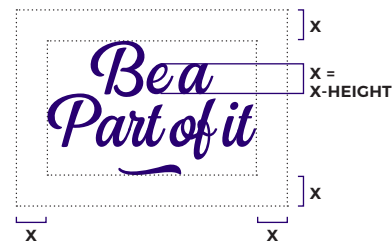


MINIMUM SIZE AND PROTECTIVE Spacing

The DOWNTOWN DISTRICT identities must clearly stand out wherever they appear. One way to ensure this is by maintaining clear space around the identities.

Protective space is an area around the identities that is kept free of any other text, graphic elements or visual distractions.

Identities should also never appear smaller than the outlined minimum size to remain clear and legible.





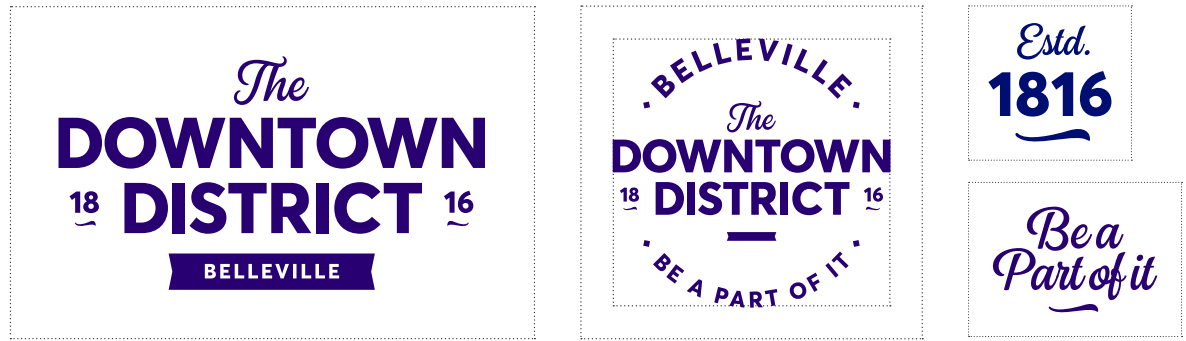
THE DOWNTOWN DISTRICT IDENTITY

Usage

The DOWNTOWN DISTRICT identities have been created to work across a broad range of applications. The identities should not be modified or re-created in any way. This page illustrates some, but not all, of the possible misuses and applies to all identities in the brand system.

✓ CORRECT USE

Be sure to leave protective space around the identity as previously described.



✗ INCORRECT USE

Never modify the identity by stretching, flipping, rotating or changing the layout of any part of the identity or as a whole. Never modify the identity by changing colours or placing on an overly patterned background.





SUPPORTING CREATIVE *Icons*

The DOWNTOWN DISTRICT brand also includes a set of 15 icons. These icons can be used together or on their own as a callout. Each icon can be connected to create a seamless line of graphics.

Landmarks



Activities



Explore



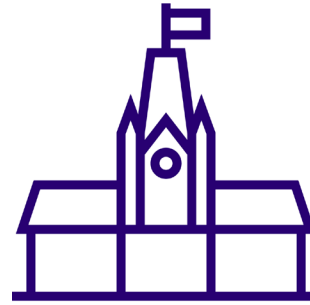


SUPPORTIVE ICONS

File Types

The following pages will outline the DOWNTOWN DISTRICT icon set in all their colour variations. Be sure to use the appropriate and approved identity file rather than trying to re-create the icons.

When placing icons over a photographic background, be sure image allows enough contrast for the identities to remain clear and legible.

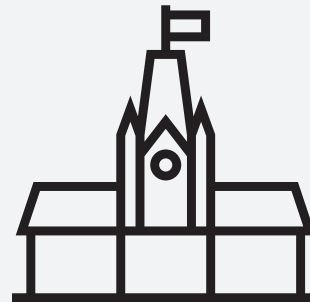


PRINT FILES

DD_Icon-CityHall_COL.pms.eps
DD_Icon-CityHall_COL.eps
DD_Icon-CityHall_COL.pdf
DD_Icon-CityHall_COL.tif

DISPLAY FILES

DD_Icon-CityHall_COL.png
DD_Icon-CityHall_COL.jpg



PRINT FILES

DD_Icon-CityHall_BLK.eps
DD_Icon-CityHall_BLK.pdf
DD_Icon-CityHall_BLK.tif

DISPLAY FILES

DD_Icon-CityHall_BLK.png
DD_Icon-CityHall_BLK.jpg

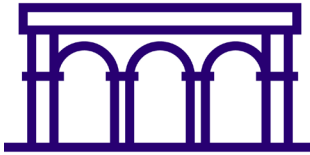


PRINT FILES

DD_Icon-CityHall_WHT.eps
DD_Icon-CityHall_WHT.pdf

DISPLAY FILES

DD_Icon-CityHall_WHT.png

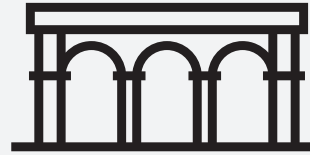


PRINT FILES

DD_Icon-Arch_COLpms.eps
DD_Icon-Arch_COL.eps
DD_Icon-Arch_COL.pdf
DD_Icon-Arch_COL.tif

DISPLAY FILES

DD_Icon-Arch_COL.png
DD_Icon-Arch_COL.jpg

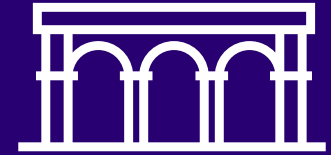


PRINT FILES

DD_Icon-Arch_BLKeps
DD_Icon-Arch_BLK.pdf
DD_Icon-Arch_BLK.tif

DISPLAY FILES

DD_Icon-Arch_BLK.png
DD_Icon-Arch_BLK.jpg



PRINT FILES

DD_Icon-Arch_WHT.eps
DD_Icon-Arch_WHT.pdf

DISPLAY FILES

DD_Icon-Arch_WHT.png

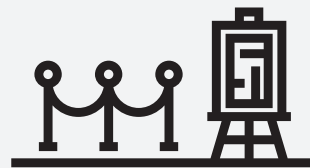


PRINT FILES

DD_Icon-Art_COLpms.eps
DD_Icon-Art_COL.eps
DD_Icon-Art_COL.pdf
DD_Icon-Art_COL.tif

DISPLAY FILES

DD_Icon-Art_COL.png
DD_Icon-Art_COL.jpg

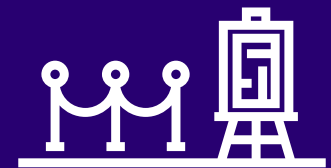


PRINT FILES

DD_Icon-Art_BLKeps
DD_Icon-Art_BLK.pdf
DD_Icon-Art_BLK.tif

DISPLAY FILES

DD_Icon-Art_BLK.png
DD_Icon-Art_BLK.jpg



PRINT FILES

DD_Icon-Art_WHT.eps
DD_Icon-Art_WHT.pdf

DISPLAY FILES

DD_Icon-Art_WHT.png



PRINT FILES

DD_Icon-Bike_COL.pms.eps
DD_Icon-Bike_COL.eps
DD_Icon-Bike_COL.pdf
DD_Icon-Bike_COL.tif

DISPLAY FILES

DD_Icon-Bike_COL.png
DD_Icon-Bike_COL.jpg



PRINT FILES

DD_Icon-Bike_BLKeps
DD_Icon-Bike_BLK.pdf
DD_Icon-Bike_BLK.tif

DISPLAY FILES

DD_Icon-Bike_BLK.png
DD_Icon-Bike_BLK.jpg

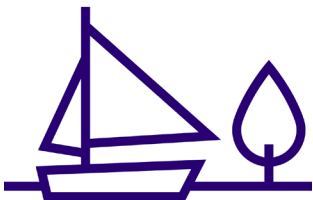


PRINT FILES

DD_Icon-Bike_WHT.eps
DD_Icon-Bike_WHT.pdf

DISPLAY FILES

DD_Icon-Bike_WHT.png



PRINT FILES

DD_Icon-Boat_COL.pms.eps
DD_Icon-Boat_COL.eps
DD_Icon-Boat_COL.pdf
DD_Icon-Boat_COL.tif

DISPLAY FILES

DD_Icon-Boat_COL.png
DD_Icon-Boat_COL.jpg



PRINT FILES

DD_Icon-Boat_BLKeps
DD_Icon-Boat_BLK.pdf
DD_Icon-Boat_BLK.tif

DISPLAY FILES

DD_Icon-Boat_BLK.png
DD_Icon-Boat_BLK.jpg



PRINT FILES

DD_Icon-Boat_WHT.eps
DD_Icon-Boat_WHT.pdf

DISPLAY FILES

DD_Icon-Boat_WHT.png



PRINT FILES

DD_Icon-Bridge_COLpms.eps
DD_Icon-Bridge_COL.eps
DD_Icon-Bridge_COL.pdf
DD_Icon-Bridge_COL.tif

DISPLAY FILES

DD_Icon-Bridge_COL.png
DD_Icon-Bridge_COL.jpg



PRINT FILES

DD_Icon-Bridge_BLKeps
DD_Icon-Bridge_BLK.pdf
DD_Icon-Bridge_BLK.tif

DISPLAY FILES

DD_Icon-Bridge_BLK.png
DD_Icon-Bridge_BLK.jpg



PRINT FILES

DD_Icon-Bridge_WHT.eps
DD_Icon-Bridge_WHT.pdf

DISPLAY FILES

DD_Icon-Bridge_WHT.png



PRINT FILES

DD_Icon-Cart_COLpms.eps
DD_Icon-Cart_COL.eps
DD_Icon-Cart_COL.pdf
DD_Icon-Cart_COL.tif

DISPLAY FILES

DD_Icon-Cart_COL.png
DD_Icon-Cart_COL.jpg



PRINT FILES

DD_Icon-Cart_BLKeps
DD_Icon-Cart_BLK.pdf
DD_Icon-Cart_BLK.tif

DISPLAY FILES

DD_Icon-Cart_BLK.png
DD_Icon-Cart_BLK.jpg

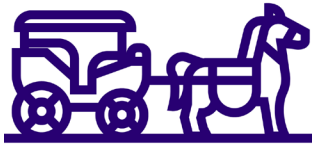


PRINT FILES

DD_Icon-Cart_WHT.eps
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DISPLAY FILES

DD_Icon-Cart_WHT.png

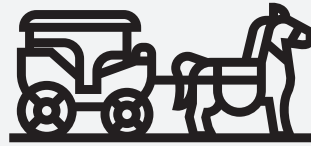


PRINT FILES

DD_Icon-Horse_COLpms.eps
DD_Icon-Horse_COL.eps
DD_Icon-Horse_COL.pdf
DD_Icon-Horse_COL.tif

DISPLAY FILES

DD_Icon-Horse_COL.png
DD_Icon-Horse_COL.jpg



PRINT FILES

DD_Icon-Horse_BLKeps
DD_Icon-Horse_BLK.pdf
DD_Icon-Horse_BLK.tif

DISPLAY FILES

DD_Icon-Horse_BLK.png
DD_Icon-Horse_BLK.jpg

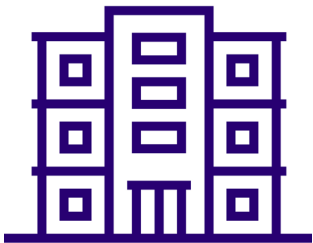


PRINT FILES

DD_Icon-Horse_WHT.eps
DD_Icon-Horse_WHT.pdf

DISPLAY FILES

DD_Icon-Horse_WHT.png



PRINT FILES

DD_Icon-Hotel_COLpms.eps
DD_Icon-Hotel_COL.eps
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DD_Icon-Hotel_COL.tif

DISPLAY FILES

DD_Icon-Hotel_COL.png
DD_Icon-Hotel_COL.jpg

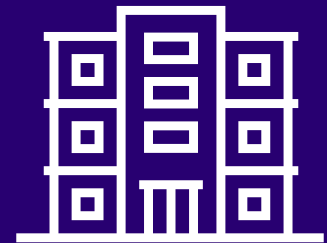


PRINT FILES

DD_Icon-Hotel_BLKeps
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DISPLAY FILES

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DD_Icon-Hotel_BLK.jpg

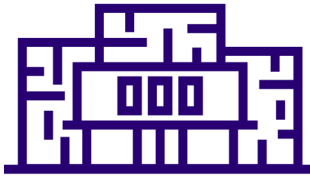


PRINT FILES

DD_Icon-Hotel_WHT.eps
DD_Icon-Hotel_WHT.pdf

DISPLAY FILES

DD_Icon-Hotel_WHT.png

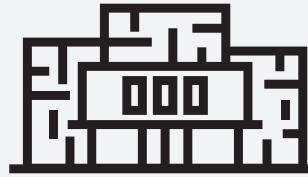


PRINT FILES

DD_Icon-Library_COLpms.eps
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DD_Icon-Library_COL.pdf
DD_Icon-Library_COL.tif

DISPLAY FILES

DD_Icon-Library_COL.png
DD_Icon-Library_COL.jpg

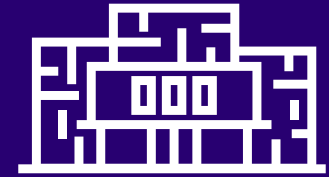


PRINT FILES

DD_Icon-Library_BLKeps
DD_Icon-Library_BLK.pdf
DD_Icon-Library_BLK.tif

DISPLAY FILES

DD_Icon-Library_BLK.png
DD_Icon-Library_BLK.jpg

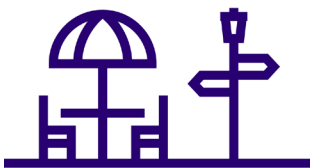


PRINT FILES

DD_Icon-Library_WHT.eps
DD_Icon-Library_WHT.pdf

DISPLAY FILES

DD_Icon-Library_WHT.png

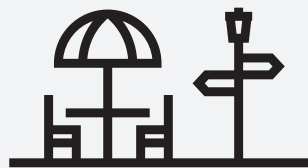


PRINT FILES

DD_Icon-Patio_COLpms.eps
DD_Icon-Patio_COL.eps
DD_Icon-Patio_COL.pdf
DD_Icon-Patio_COL.tif

DISPLAY FILES

DD_Icon-Patio_COL.png
DD_Icon-Patio_COL.jpg

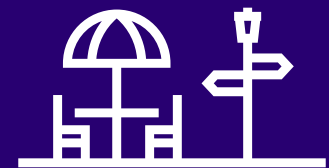


PRINT FILES

DD_Icon-Patio_BLKeps
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DD_Icon-Patio_BLK.tif

DISPLAY FILES

DD_Icon-Patio_BLK.png
DD_Icon-Patio_BLK.jpg



PRINT FILES

DD_Icon-Patio_WHT.eps
DD_Icon-Patio_WHT.pdf

DISPLAY FILES

DD_Icon-Patio_WHT.png



PRINT FILES

DD_Icon-Shop_COLpms.eps
DD_Icon-Shop_COL.eps
DD_Icon-Shop_COL.pdf
DD_Icon-Shop_COL.tif

DISPLAY FILES

DD_Icon-Shop_COL.png
DD_Icon-Shop_COL.jpg



PRINT FILES

DD_Icon-Shop_BLKeps
DD_Icon-Shop_BLK.pdf
DD_Icon-Shop_BLK.tif

DISPLAY FILES

DD_Icon-Shop_BLK.png
DD_Icon-Shop_BLK.jpg

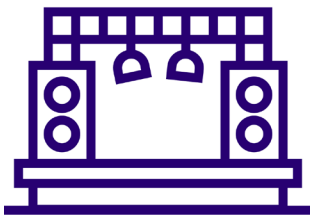


PRINT FILES

DD_Icon-Shop_WHT.eps
DD_Icon-Shop_WHT.pdf

DISPLAY FILES

DD_Icon-Shop_WHT.png

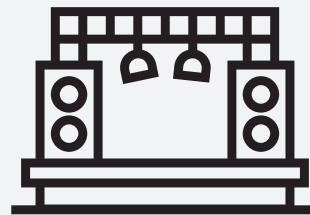


PRINT FILES

DD_Icon-Stage_COLpms.eps
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DD_Icon-Stage_COL.pdf
DD_Icon-Stage_COL.tif

DISPLAY FILES

DD_Icon-Stage_COL.png
DD_Icon-Stage_COL.jpg

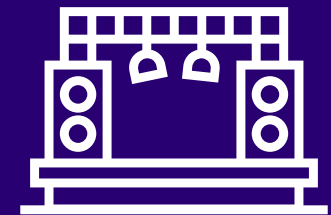


PRINT FILES

DD_Icon-Stage_BLKeps
DD_Icon-Stage_BLK.pdf
DD_Icon-Stage_BLK.tif

DISPLAY FILES

DD_Icon-Stage_BLK.png
DD_Icon-Stage_BLK.jpg

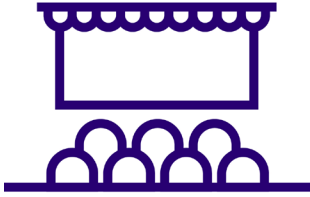


PRINT FILES

DD_Icon-Stage_WHT.eps
DD_Icon-Stage_WHT.pdf

DISPLAY FILES

DD_Icon-Stage_WHT.png

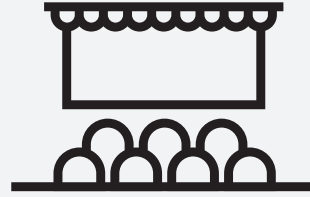


PRINT FILES

DD_Icon-Theatre_COLpms.eps
DD_Icon-Theatre_COL.eps
DD_Icon-Theatre_COL.pdf
DD_Icon-Theatre_COL.tif

DISPLAY FILES

DD_Icon-Theatre_COL.png
DD_Icon-Theatre_COL.jpg

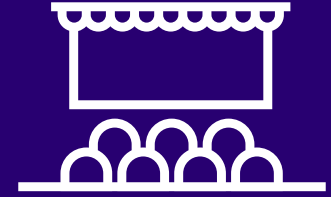


PRINT FILES

DD_Icon-Theatre_BLKeps
DD_Icon-Theatre_BLK.pdf
DD_Icon-Theatre_BLK.tif

DISPLAY FILES

DD_Icon-Theatre_BLK.png
DD_Icon-Theatre_BLK.jpg

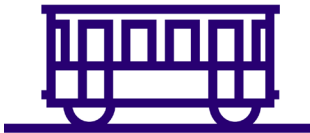


PRINT FILES

DD_Icon-Theatre_WHT.eps
DD_Icon-Theatre_WHT.pdf

DISPLAY FILES

DD_Icon-Theatre_WHT.png



PRINT FILES

DD_Icon-Trolley_COLpms.eps
DD_Icon-Trolley_COL.eps
DD_Icon-Trolley_COL.pdf
DD_Icon-Trolley_COL.tif

DISPLAY FILES

DD_Icon-Trolley_COL.png
DD_Icon-Trolley_COL.jpg

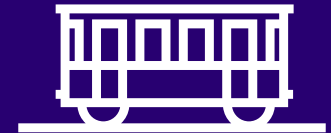


PRINT FILES

DD_Icon-Trolley_BLKeps
DD_Icon-Trolley_BLK.pdf
DD_Icon-Trolley_BLK.tif

DISPLAY FILES

DD_Icon-Trolley_BLK.png
DD_Icon-Trolley_BLK.jpg



PRINT FILES

DD_Icon-Trolley_WHT.eps
DD_Icon-Trolley_WHT.pdf

DISPLAY FILES

DD_Icon-Trolley_WHT.png



MINIMUM SIZE AND PROTECTIVE *Spacing*

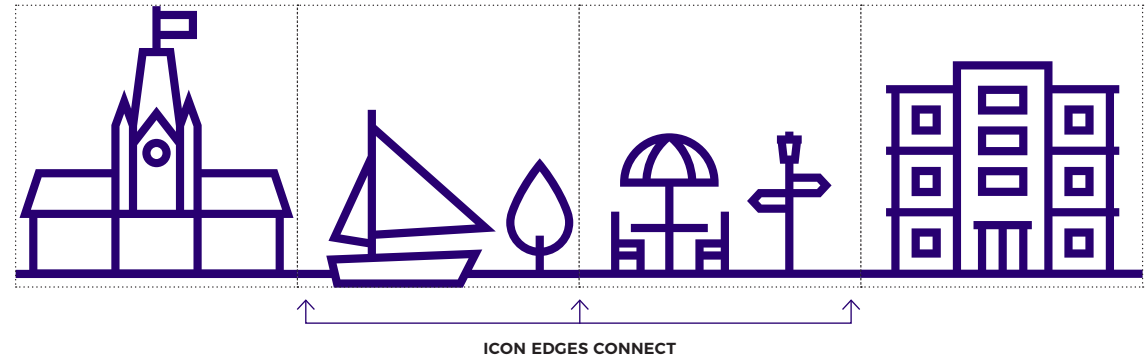
The DOWNTOWN DISTRICT icons must also clearly stand out wherever they appear.

When used together, the icons should touch left and/or right edges to create a seamless line of graphics. Icons have be created using a uniform artboard/size to allow for easy use.

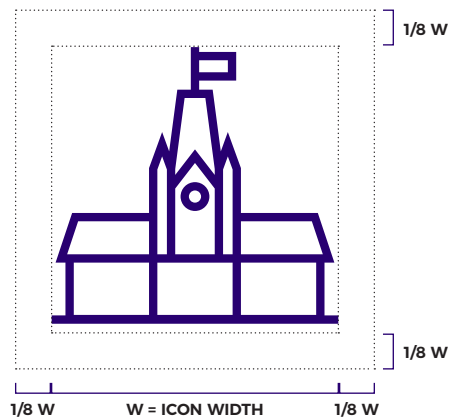
When used individually, be sure to allow an appropriate protective space area around each edge to ensure icon clearly stands out. Protective space is and area around the icon that is kept free of any other text, graphic elements or other visual distractions.

Icons should also never appear smaller then the outlined minimum size to remain crisp.

Connective Use



Individual Use



Minimum Size

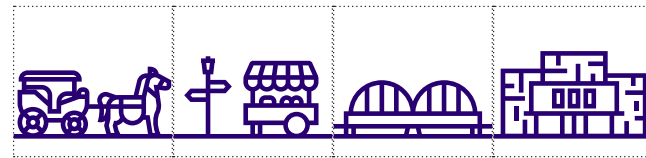
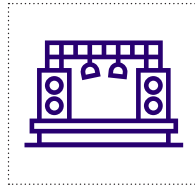


ICONS SHOULD NOT APPEAR SMALLER THEN 0.375 INCHES WIDE



✓ **CORRECT USE**

Be sure to leave protective space around the icon as previously described.



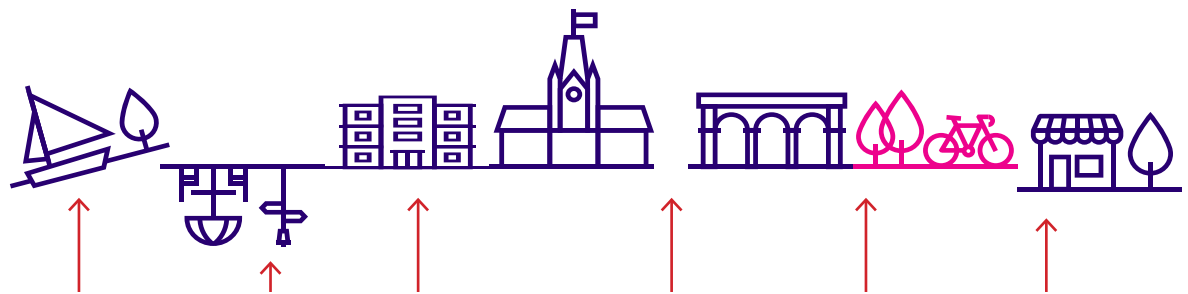
THE DOWNTOWN DISTRICT ICONS'

Usage

The DOWNTOWN DISTRICT icons have been created to work across a broad range of applications. The identities should not be modified or re-created in any way. This page illustrates some, but not all, of the possible misuses and applies to all icons.



✗ **INCORRECT USE**



Never rotate any part of the icon or the icon as a whole.

Never flip an icon vertically.

Never stretch any part of the icon or the icon as a whole.

Never leave a gap between icons when creating a line.

Never change the colour of the icons.

Never mis-align the baseline between icons when creating a line.



THE DOWNTOWN DISTRICT BRAND Fonts

The fonts of the DOWNTOWN DISTRICT brand are Double Porter and Montserrat. These fonts are distinct, easy to read and have a variety of weights for various applications.

Double Porter in sentence case can be used for large headlines or callout words/phrases.

Montserrat can be used for paragraph copy and may also be used for secondary headlines. Sentence case with Ultra Light weight should be used for paragraph copy. Semibold or Extra Bold weights may be used to callout a short phrase, caption or for legal copy - never use Extra Bold weight for copy with more than 30 words. Sentence or capitol case may be used for captions or legal copy.

Double Porter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !" \$%& / () = ? @ © ® „ “ • - « » |

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !" \$%& / () = ? @ © ®™ „ “ • - « » |

Ultra Light / **Semibold** / **Extra Bold**

*Be a
Part of it*

