

Winnipeg

City of Winnipeg

BRAND MANUAL


Winnipeg

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Winnipeg

BRAND PLATFORM



Positioning

The City of Winnipeg provides its residents, businesses and visitors with high quality programs and services. We do this by continuously finding ways to improve customer service, listening and changing as per public needs, planning for the long term viability and vibrancy of the city, taking steps to care for the environment and through effective use of taxpayers' money.

PERSONALITY

The City of Winnipeg exemplifies dedication and empathy. Personified, the City understands what it is like to live in others' shoes and works tirelessly to improve upon its environment. It is quick to react to the needs of the people it serves and it cares about the impact it creates.

The City is as human as its people and is not infallible. It makes mistakes but it tries very hard to limit their scope and the disruption those mistakes may cause.

THE CITY IS:

+ Dedicated
+ Inclusive
+ Innovative
+ Trustworthy
+ Passionate

CHARACTER & TONE

The City will communicate clearly and simply with plain language at a grade eight reading level. Its tone will be personable and genuine with a focus on being knowledgeable and helpful.

VALUES

+ Transparency
+ Value for taxpayers' money
+ Commitment to improvement
+ Innovation
+ Heritage and history
+ Reliability
+ Providing realistic expectations
+ Sharing of information
+ Whole city approach

KEY MESSAGE

At the City of Winnipeg, we work to improve the quality of life for all Winnipeggers.

SUPPORTING MESSAGE

We work to provide effective programs and services that are in the best interests of the public.

PURPOSE

To help create and support an environment that improves the quality of life for all Winnipeggers.

PROMISE

We deliver programs and services as efficiently as we can with the understanding that there are some things that are beyond our control.





Winnipeg

LOGO GUIDELINES

Primary Logo — Vertical

The logo is the most important element of our visual identity. It is the element that will be viewed the most by our audience and it will be the element over which we have the least control. That is why we must make every effort to deliver the logo in a consistent manner every time it is displayed. The logo is the visual representation of the City of Winnipeg brand (CW), and it will be the first and strongest element with which people associate the brand.

The following pages outline the rules and regulations when using the CW logo. Before you use the logo in any form or manner, please review these guidelines and strictly adhere to them. Any liberties taken with the logo will weaken and devalue the brand. The primary logos shown to the right should be used on all CW materials moving forward, and be considered before using secondary horizontal versions.

PRIMARY APPLICATIONS: PANTONE 293 C & KNOCKOUT





Primary Supporting Colour Logo

The CW logo was created with a supporting colour version to allow for creative options when developing CW brand materials.

The CW logo should be used primarily in the 293 C blue or knockout (white) versions. However, the original colour version is acceptable — colour guidelines are outlined on page 28 of the Colour System section.

FULL COLOUR - 293 C / 3015 C / 186 C / 1235 C





Primary Black & White Logos

The black logo should be used primarily when colour reproduction is limited, such applications may include newsprint or greyscale materials. However, both black and knockout (white) versions may be used, but both must be displayed on backgrounds that provide a distinct contrast.

PROCESS BLACK & KNOCKOUT





Protected Space

The vertical CW logo has an exclusion zone from which any other graphic materials or elements should refrain from entering. The zone is the proportional height of two Ws, as shown on the right. Please use this as a guide to ensure that the logo always has enough white space surrounding it so that it remains a clear and important part of any communication.

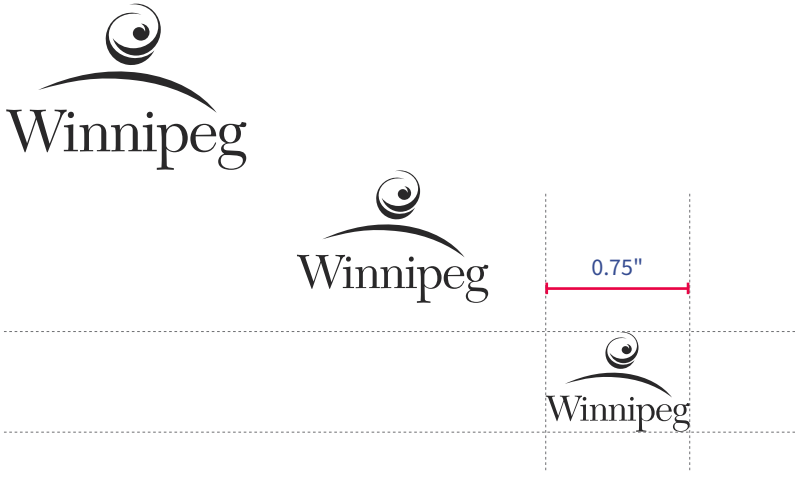
PROTECTED SPACE PROPORTION — TWO Ws



Minimum Display Size

The vertical CW logo should never be too small to read. It may be reproduced at an absolute minimum size of 0.75" wide so that it remains a clear and important part of communication materials.

MINIMUM WIDTH — 0.75"



Secondary Logo — Horizontal

The primary logo for the City of Winnipeg is the vertical version on page 10. It is to be used as the default in every application possible, however, there will likely be situations where the vertical version cannot be used.

This secondary version, the horizontal logo, is only to be used when the design or application does not accommodate the primary vertical version.

PRIMARY APPLICATIONS: PANTONE 293 C & KNOCKOUT





Secondary Supporting Colour Logo

The CW logo was created with a supporting colour version to allow for creative options when developing CW brand materials.

The CW logo should be used primarily in the 293 C blue or knockout versions. However, the secondary colour version is acceptable — colour guidelines are outlined on page 28 of the Colour System section.

FULL COLOUR — 293 C / 3015 C / 186 C / 1235 C



The Crest

The City of Winnipeg Crest, displayed to the right — along with its variations — can only be used by Elected Officials and their offices. For all other applications, please use the CW logo.

FULL COLOUR



Secondary Black & White Logos

The black logo should be used primarily when colour reproduction is limited, such applications may include newsprint or greyscale materials. However, both black and knockout versions may be used, but both must be displayed on backgrounds that provide a distinct contrast.

This secondary version, the horizontal logo, is only to be used when the design or application does not accommodate the primary vertical version.

PROCESS BLACK & KNOCKOUT





Protected Space

The horizontal CW logo has an exclusion zone from which any other graphic materials or elements should refrain from entering. The zone is the proportional height of two Ws, as shown on the right. Please use this as a guide to ensure that the logo always has enough white space surrounding it so that it remains a clear and important part of any communication.

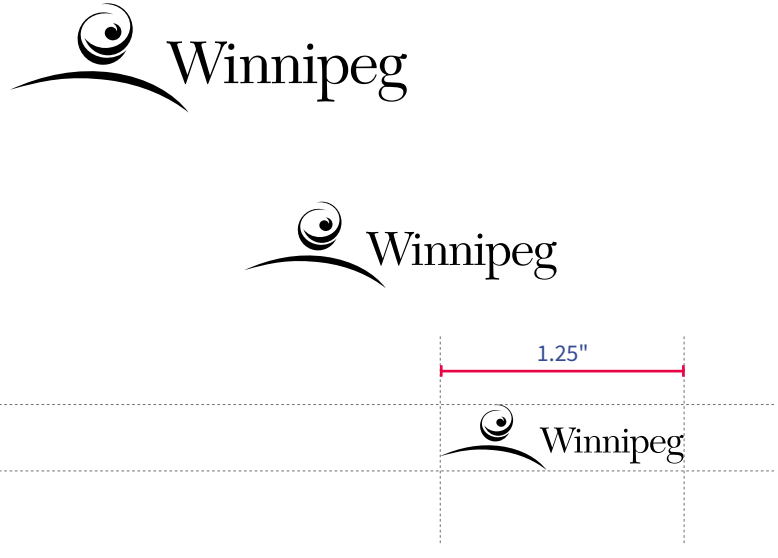
PROTECTED SPACE PROPORTION — TWO Ws



Minimum Display Size

The vertical CW logo should never be too small to read. This horizontal version may be reproduced at an absolute minimum size of 1.25”wide so that it remains a clear and important part of communication materials.

MINIMUM WIDTH — 1.25"



Vertical-Build Department & SOA Logos — Bilingual

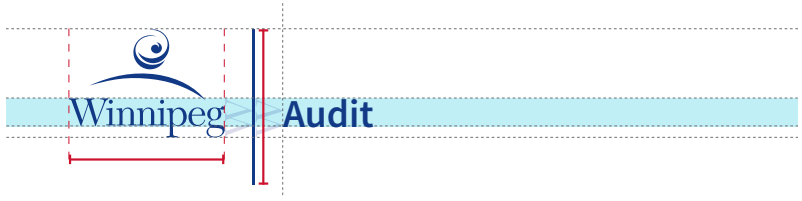
Shown right are the primary bilingual department and special operating agencies (SOA) logo variations that should appear on all corporate or promotional materials pertaining to specific departments. The logos should always appear in either 293 C or knockout as per the specifications indicated throughout pages 10–17 of this manual. Minimum sizing and clear space should also be proportional to these specifications.

When creating vertical-build bilingual logos*, please follow the specifications on this page when determining text size, line spacing, and line breaks. For instances in which both English and French spelling of department names are the same, the department name only appears once. Vertical-build logos should never exceed three lines of text.

PRIMARY BILINGUAL — VERTICAL-BUILD — 293 C







***IMPORTANT:** Always consult with the Marketing & Branding division at **marketing@winnipeg.ca** before creating or modifying any logos.

Unauthorized logos will not be supported by the Marketing & Branding division.

Assessment and Taxation
Évaluation et taxes

Chief Administrative Office
Direction municipale

Animal Services
Services aux animaux

Innovation, Transformation & Technology | Innovation, transformation et technologie

Planning, Property & Development | Urbanisme, biens et aménagement

Water and Waste
Eaux et déchets

Fire Paramedic Service
Incendie et soins paramédicaux

Winnipeg Parking Authority
Direction du stationnement de Winnipeg

Horizontal-Build Department & SOA Logos — Bilingual

Shown right are the secondary bilingual department and special operating agencies (SOA) logo variations. A bilingual logo should appear on all corporate or promotional materials pertaining to specific departments.

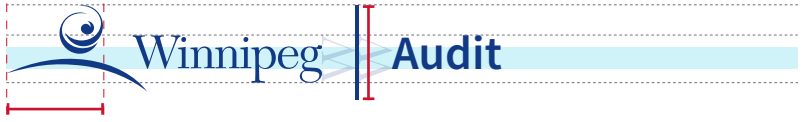
This secondary version, the horizontal-build logo, is only to be used when the design or application does not accommodate the primary vertical version.

Department logos should always appear in either 293 C or knockout, as per the specifications indicated throughout pages 10–17 of this manual. Minimum sizing and clear space should also be proportional to these specifications.

When creating horizontal-build bilingual logos*, please follow the specifications on this page when determining text size, line spacing, and line breaks. When both English and French spelling of department names are the same, the department name only appears once. For all other instances, one line for English and one for French. Horizontal-build, bilingual logos would ideally never exceed two lines of text.

PRIMARY BILINGUAL — HORIZONTAL-BUILD — 293 C





***IMPORTANT:** Always consult with the Marketing & Branding division at **marketing@winnipeg.ca** before creating or modifying any logos.

Unauthorized logos will not be supported by the Marketing & Branding division.



Planning, Property & Development
Urbanisme, biens et aménagement



Chief Administrative Office
Direction municipale



Community Services
Services communautaires



Public Works
Travaux publics



Winnipeg Parking Authority
Direction du stationnement de Winnipeg

Co-Branding & Partner Logos

To guarantee that the city logo will be consistent and an important part of any communication material, please follow this guide to properly size and place partner logos with it. The non-interference zone helps to correctly align logos and determine the appropriate weight to achieve equal visual prominence. Unless otherwise noted by the Marketing & Branding division, when grouping partner logos, the city logo should always appear to the far left or above partners logos as shown here.

When logos have different proportions, strive for an overall visual balance.



***IMPORTANT:** The CW Marketing & Branding division is discontinuing the use of the 311 logo. Please replace it with a call to action instead — e.g. “Contact 311 for more information.”

Government Relations

When using the CW logo with those of other levels of government, the City will take direction and order from the highest level represented. Equal visual prominence must be shared with all logos.

As an exception, when appearing along other government logos, the CW logo can be used in its full-colour variation.









Acceptable Logo Use

As with any brand guidelines, there will be elements that are open to interpretation. A basic rule of thumb is to not use the CW logo in any way that compromises its basic integrity. If at any time the user feels the application does not look right, they are probably correct. To help regulate the usage we have highlighted a few treatments which are to be used and avoided.

— All treatments displayed apply to bilingual department logos.

PLEASE DO



















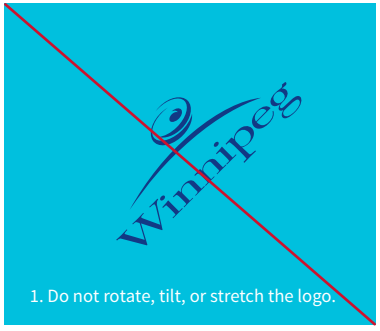


Unacceptable Logo Use

As stated previously, please do not compromise the basic integrity of the CW logo(s). Shown on this page are just a few examples of what not to do.

— All treatments displayed apply to bilingual department logos.

PLEASE DO NOT



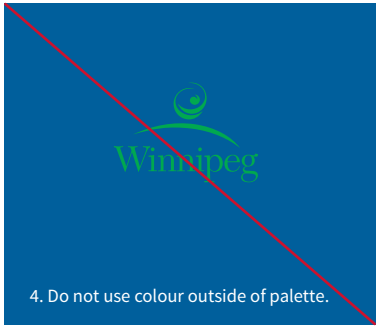
1. Do not rotate, tilt, or stretch the logo.



2. Do not use white logo on yellow bkgd.



3. Do not apply a drop shadow.



4. Do not use colour outside of palette.



5. Do not create colour vibration.



6. Do not alter typeface.



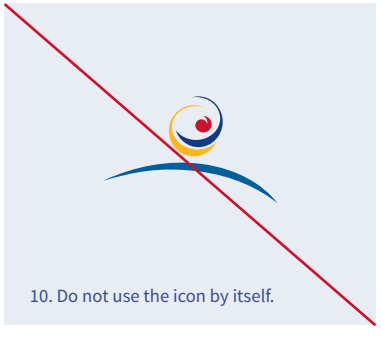
7. Do not compromise visibility.



8. Do not combine colours.



9. Do not use colour logo on coloured bkgd.


10. Do not use the icon by itself.

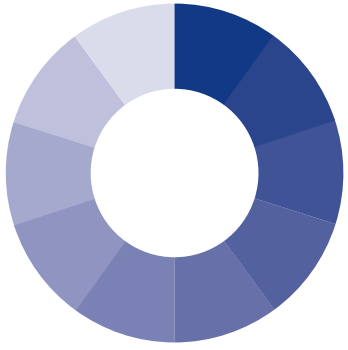




COLOUR SYSTEM

Colour Palette

The CW colour palette is indicated on this page. Colour variations are unavoidable depending on the printing process used, however, the values listed reflect the closest possible matches. Included are Pantone values for coated stocks (which should be used for both coated and uncoated sheets), CMYK values for four-colour process printing, RGB for screen display*, and Hexadecimal colour values for all digital use.



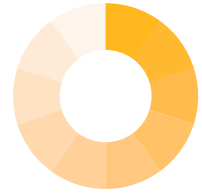
PANTONE 293 C
C/100 M/85 Y/0 K/20
R/18 G/57 B/133
#123985

***IMPORTANT:** For web and other digital applications, be sure to consult the Appendix for tips on colour combinations to avoid in order to conform to WCAG regulations.

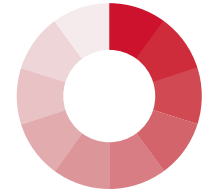
FULL COLOUR PALETTE



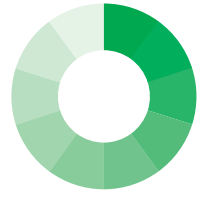
PANTONE 3015 C
C/100 M/60 Y/20 K/0
R/0 G/102 B/155
#00669B



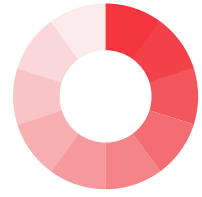
PANTONE 1235 C
C/0 M/30 Y/95 K/0
R/255 G/183 B/27
#FFB71B



PANTONE 186 C
C/17 M/100 Y/90 K/0
R/206 G/35 B/52
#CE2334

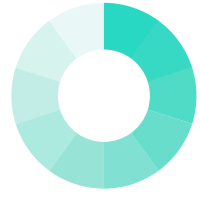


PANTONE 354 C
C/90 M/0 Y/100 K/0
R/0 G/171 B/78
#00AB4E



PANTONE RED 032 C
C/0 M/95 Y/75 K/0
R/238 G/48 B/66
#EE3042

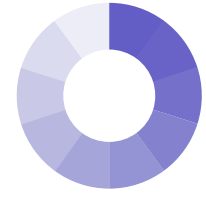
PANTONE 101 C
C/10 M/0 Y/90 K/0
R/246 G/233 B/72
#F6E948



PANTONE 333 C
C/60 M/0 Y/35 K/0
R/46 G/217 B/195
#2ED9C3



PANTONE 311 C
C/70 M/0 Y/10 K/0
R/0 G/191 B/223
#00BFDF



PANTONE 2725 C
C/70 M/70 Y/0 K/0
R/100 G/96 B/170
#6460AA

Colour Scheme

For CW brand materials, the primary colours are to be incorporated on all corporate and promotional materials. These two colours are seen as the foundation to build from. This will create consistency across all materials and allows for easy integration of selected secondary and tertiary colours.

In addition, secondary and tertiary colours can be used to differentiate specific communication to help audiences identify important messaging. This allows the CW brand to be versatile as it evolves. The colour system will also aid in the organization of all promotional materials such as brochures, signage and advertising. Tertiary colours should be used sparingly and rarely as a text colour.

PRIMARY COLOURS

PANTONE 293 C

WHITE

SECONDARY COLOURS

PANTONE 3015 C

PANTONE 1235 C

PANTONE 186 C

PANTONE 354 C

TERTIARY / ACCENT COLOURS

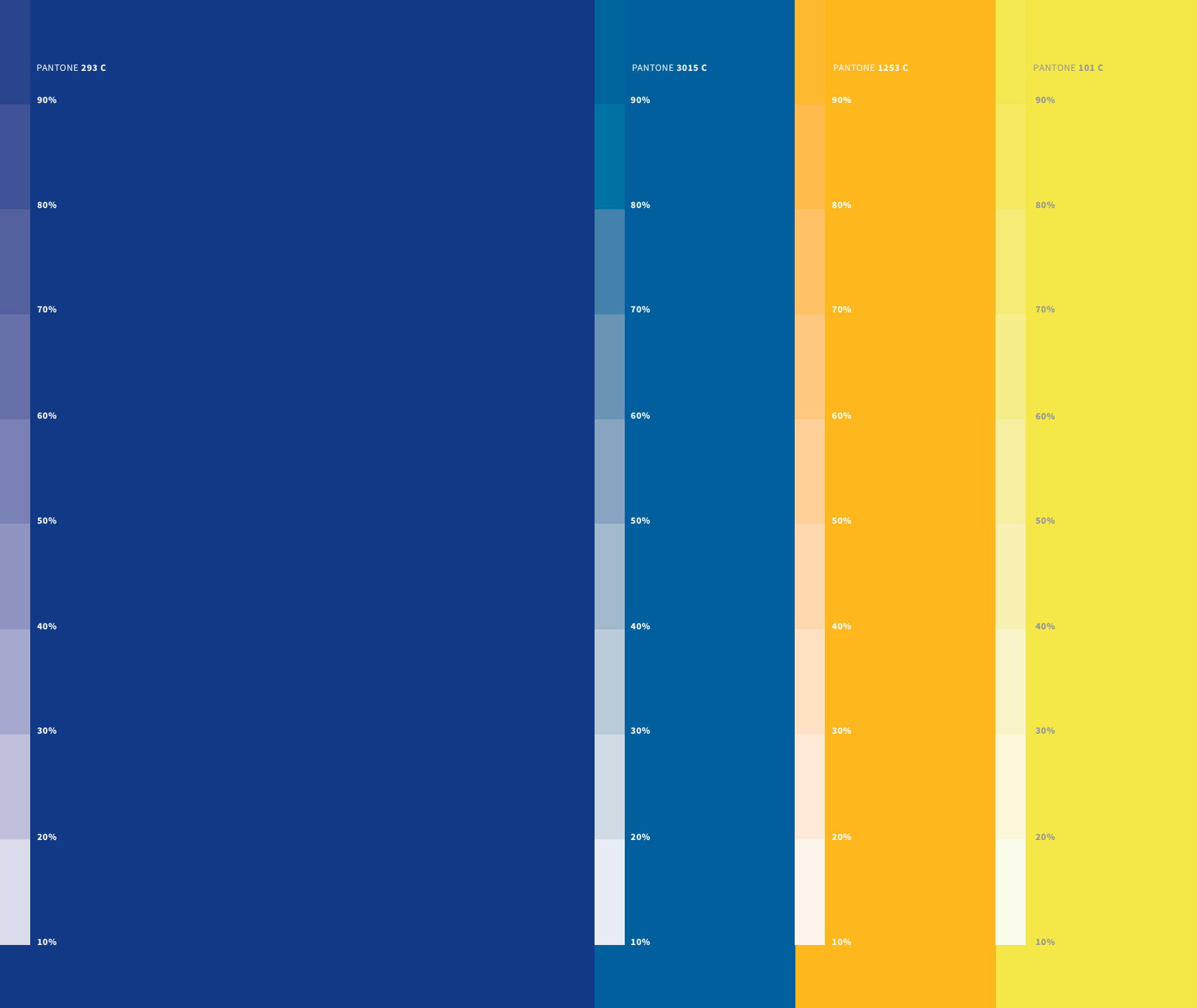
PANTONE RED 032 C

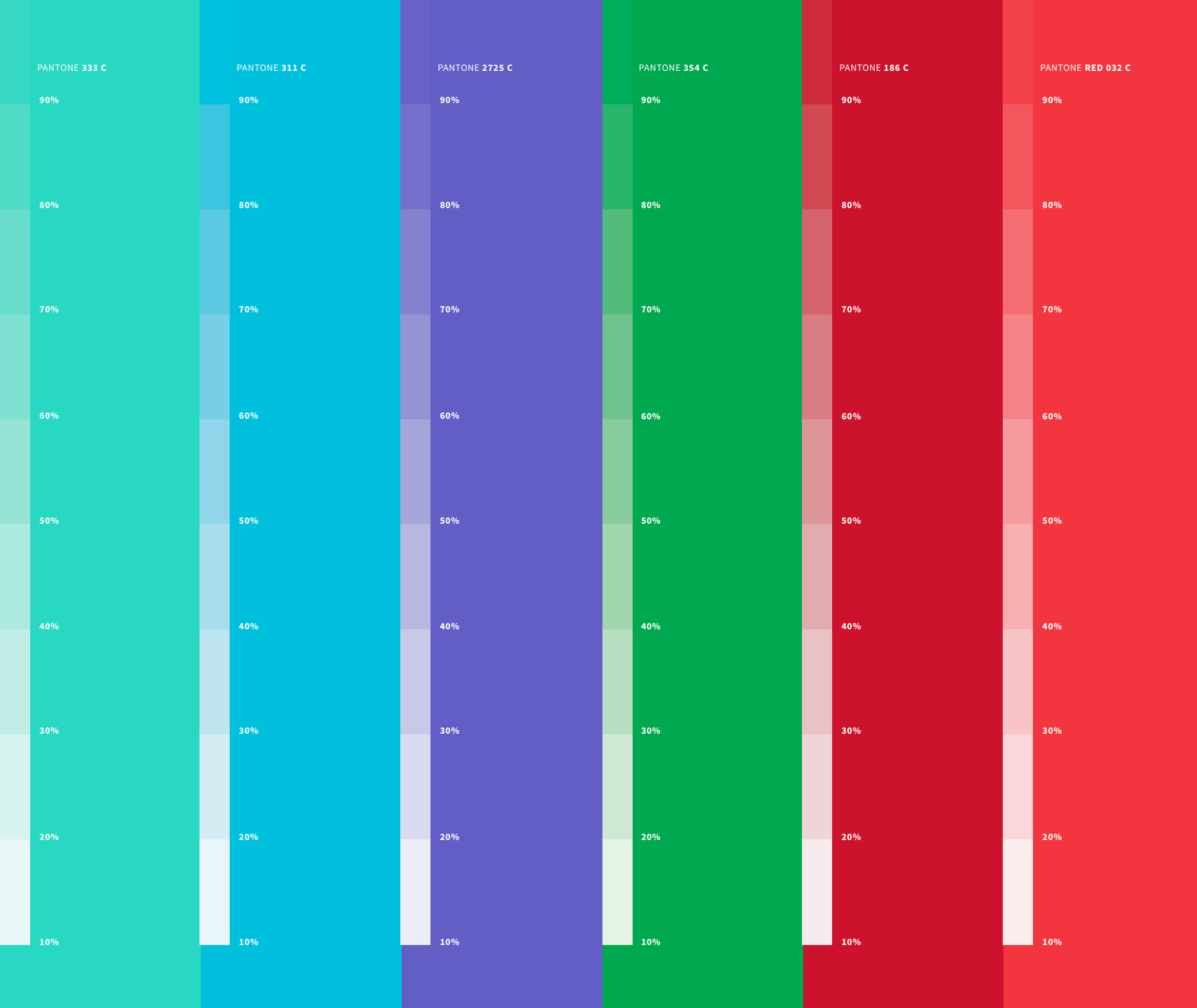
PANTONE 101 C

PANTONE 333 C

PANTONE 311 C

PANTONE 2725 C


PANTONE 293 C
90%
80%
70%
60%
50%
40%
30%
20%
10%
PANTONE 3015 C
90%
80%
70%
60%
50%
40%
30%
20%
10%
PANTONE 1253 C
90%
80%
70%
60%
50%
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PANTONE 101 C
90%
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PANTONE 333 C
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PANTONE 311 C
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PANTONE 2725 C
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PANTONE 354 C
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PANTONE 186 C
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PANTONE RED 032 C
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Colour & Logo Use

The CW brand needs to be versatile, and with this expectation it is important to outline how colour and logos should come together when creating communication materials. This guide provides creative options and, more importantly, aids in consistency. Unless otherwise approved by the Marketing & Branding division, the CW logo should only appear in either Pantone 293 C, black or reverse/knockout when applied over various colour backgrounds. The primary application of these logos should appear on their opposite colour backgrounds, shown to the right.

Treatments displayed also apply to all bilingual department logos.

Avoid use of knockout logos over yellow and gold backgrounds.

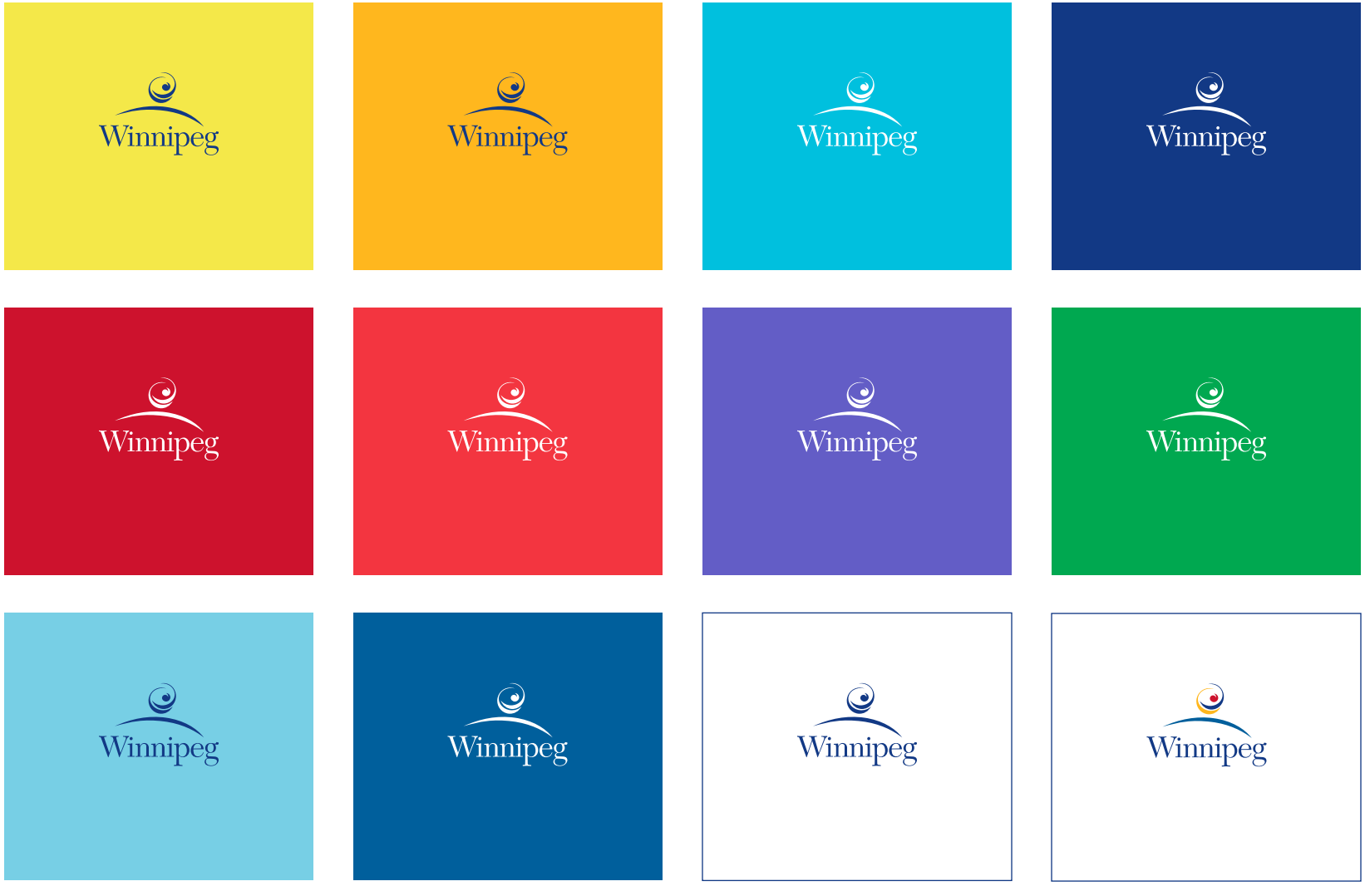
PRIMARY COLOUR APPLICATIONS



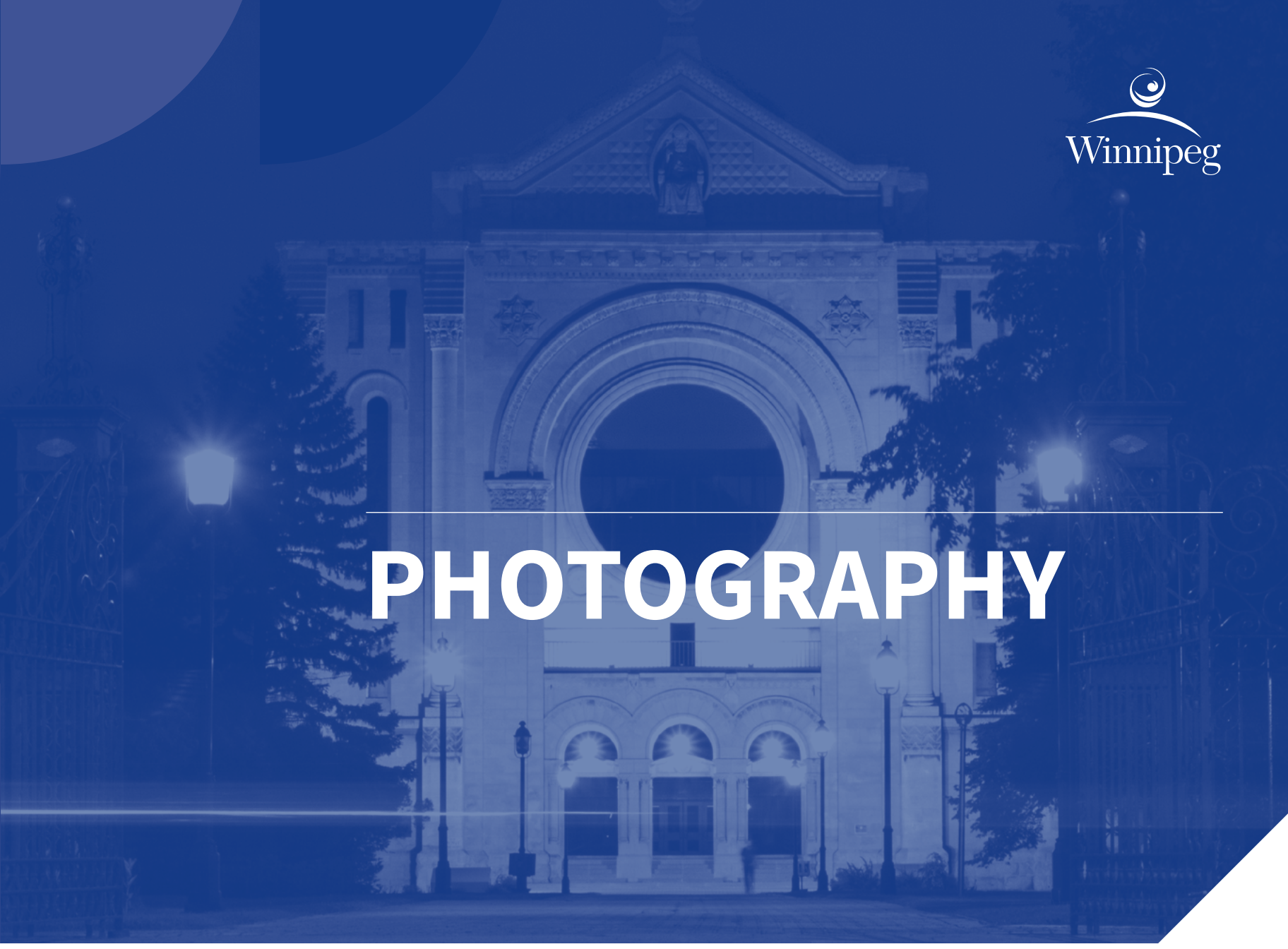
› LOGO: **PANTONE 293 C /** › BACKGROUND: **WHITE**



› LOGO: **PANTONE KNOCKOUT /** › BACKGROUND: **PANTONE 293 C**


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PHOTOGRAPHY

Photography Style

The choice of photography is a reflection of the CW brand personality and helps to convey its essence. Images selected for the City of Winnipeg's brand materials should evoke a sense of authenticity, diversity, progress, or energy. When selecting CW photography please be sensitive to the overall composition, lighting, and perspective. Photos that incorporate natural lighting, a balanced use of space, or an interesting perspective are ideal. Please avoid photos that are too posed, contrived, or static.







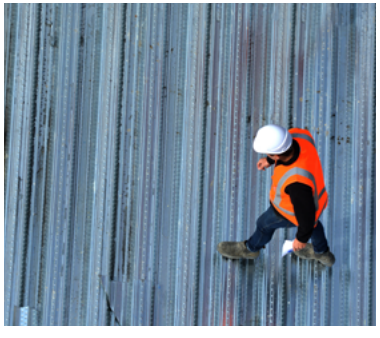




















Photography Treatments

In addition to the overall photography look and feel, shown to the right are acceptable image treatments that will provide creative options for future communication pieces for both print and web materials.

By bringing a warmer or colder tone to the image, the use of overlays and gradients help integrate photography to the layout. Please be mindful when applying colouration and other effects to create a balanced visual.

FULL COLOUR



GRADIENT OVERLAY



PANTONE 1235 @ 30% OPACITY & FEATHER @45°

ONE-COLOUR DUOTONE



BLUE GRADIENT MAP APPLIED OVER B&W PHOTOGRAPHY





BRAND ELEMENTS

Graphic Forms

The CW graphics may be used throughout all corporate and promotional materials. The elements are influenced by our City's features; its sunny skies, its diverse cultures and landscape, and its thriving energy. These subtle graphics derive from three basic shapes: the curve, the triangle, and the square.

The forms can be scaled up or down within the layout. Ultimately, the graphics serve to unify design pieces as other brand elements are incorporated while creating a subtle sense of depth.

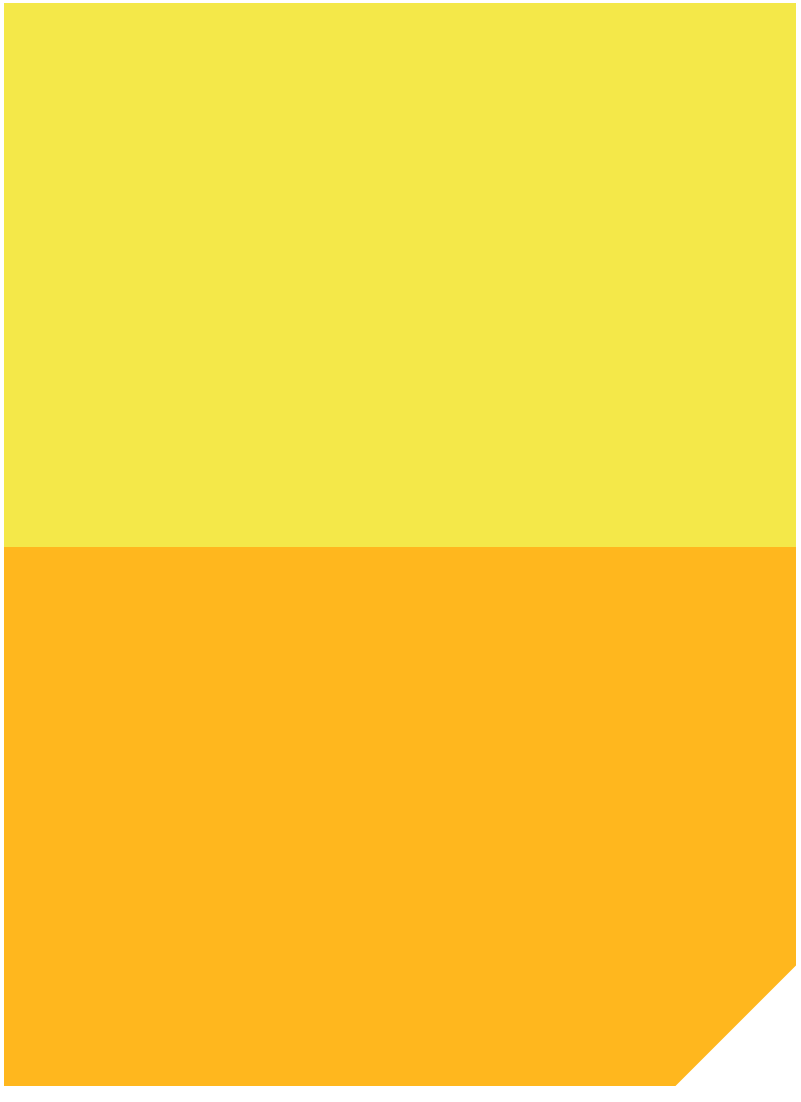
"CURVE" — QUARTER CIRCLE



"TRIANGLE" — HALF SQUARE



"SQUARE" — FULL RECTANGLE OR SQUARE



Graphic Forms

The three basic shapes are meant to be combined and repeated and applied as background elements to act as a foundation for other brand graphics. The forms can be scaled up or down within the layout. Ultimately, the graphics serve to unify design pieces as other brand elements are incorporated while creating a subtle sense of depth.

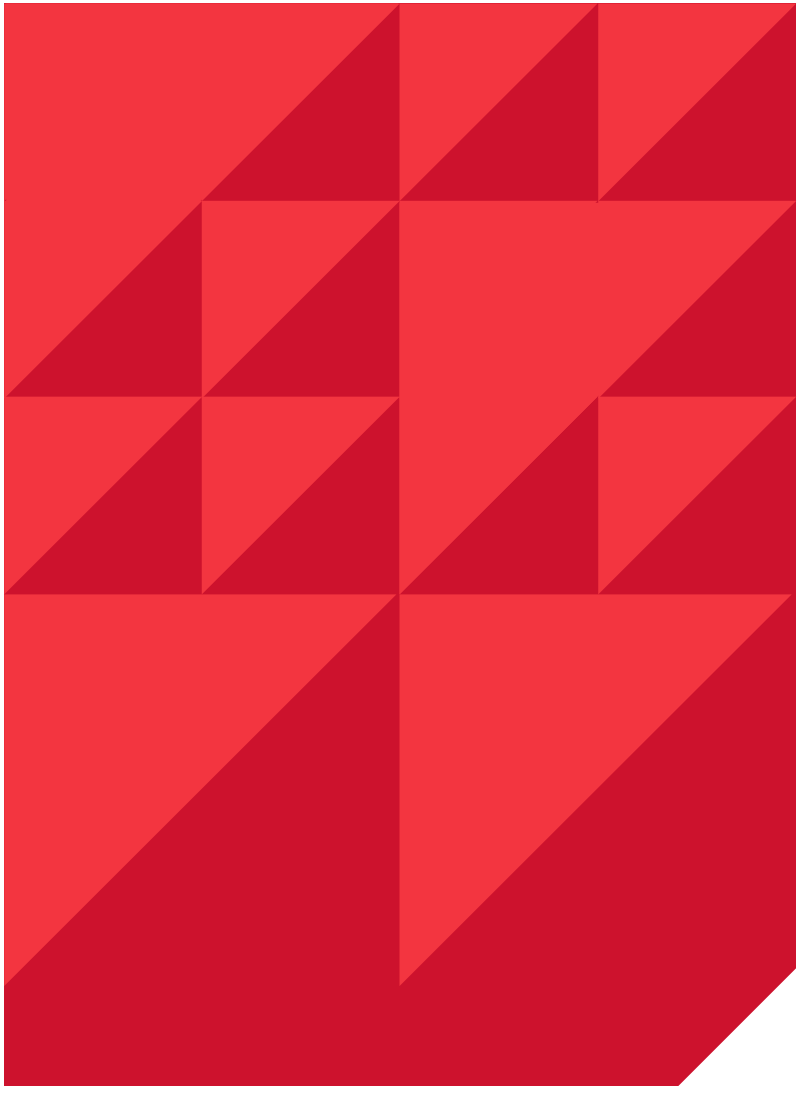
Please use the following pages as a guide for proportions and placement of the graphic forms.

GRAPHIC ELEMENTS — CURVE AND TRIANGLE



SHAPES IN PMS 311 C @ 50%

GRAPHIC ELEMENTS — TRIANGLE PATTERN



SHAPES IN PMS RED 032 C @ 100%

PATTERN BUILD — CURVE, RECTANGLE AND TRIANGLE



SHAPES IN PMS 101 C @ 50%

COLOURED GRAPHIC ELEMENTS OVER PHOTOGRAPHY



WHITE PATTERN @50% OVER PHOTO





WHITE PATTERN @50% OVER PHOTO



Iconography

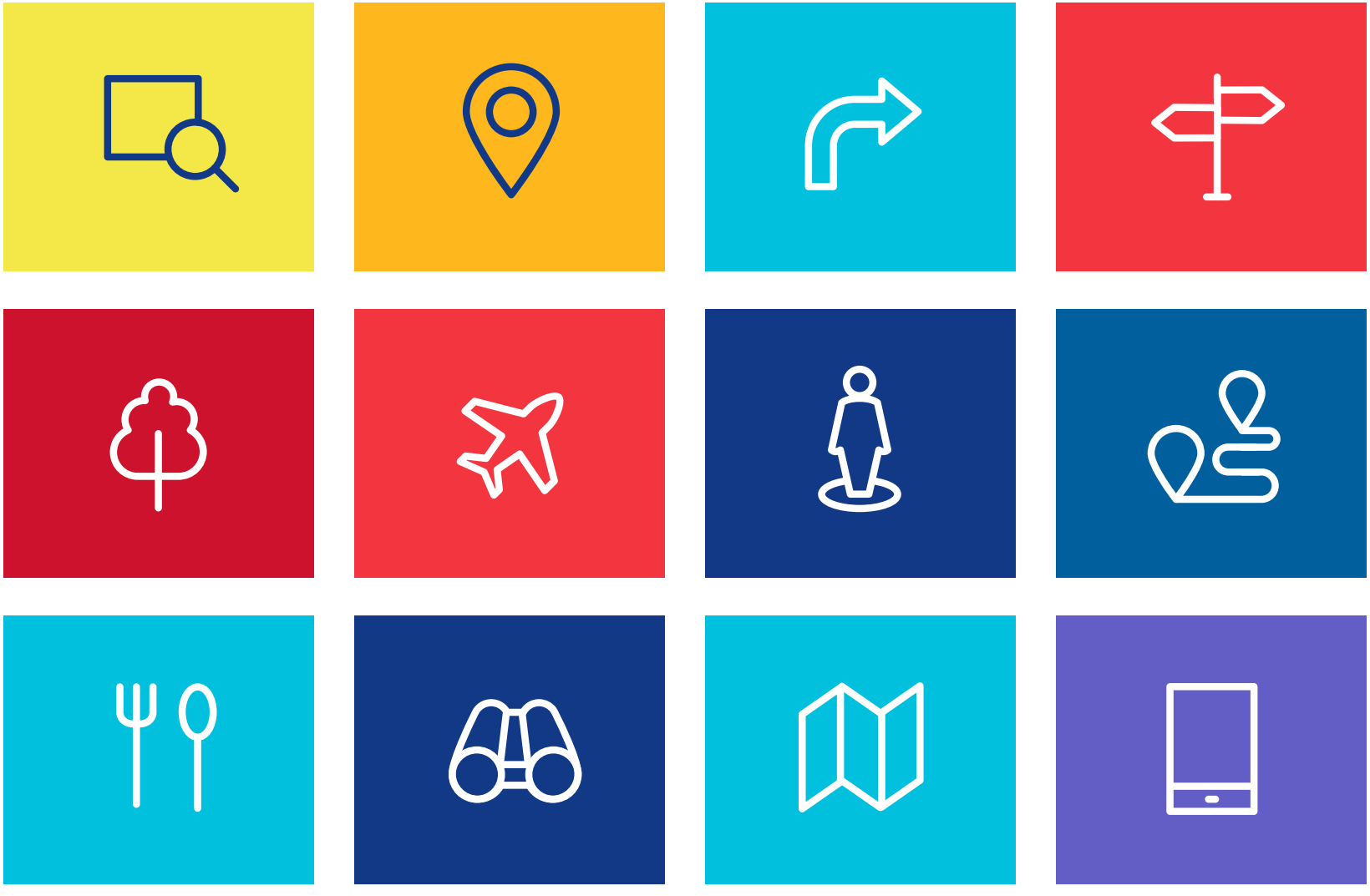
The CW brand iconography may be used throughout all corporate and promotional materials. The CW iconography style is used to inform the viewer quickly and clearly about key information in a clean and simple style. To the right is a series of icons that are meant to guide any icon development in the future. Icons should only appear in either 293 C or reverse/knockout if used on a coloured background. If the situation calls for it, one-colour, black versions are acceptable too.

Similar elements can be sourced from free open-source libraries around the web, two examples are: **Streamline Icons 3.0; and Linea Free Icons**

Keep in mind that open-source libraries are always changing, therefore, we recommend building a library that is current and safely maintained.*



***IMPORTANT:** Consult with the Marketing & Branding division about using a specific icon and always strive to keep consistency with the ones provided here.



The Grid and the Notch

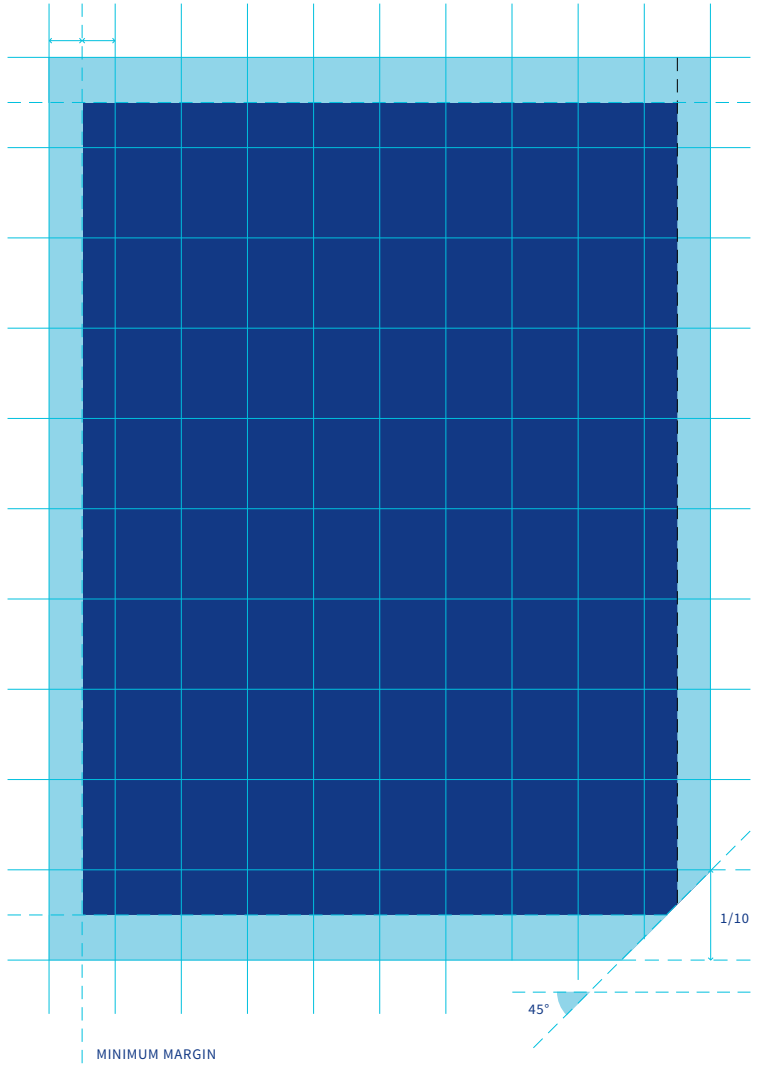
The grid system is the tool that helps organize typography, colour, and composition in a consistent, cohesive manner. Applying a standard grid throughout the development of new applications helps to correctly place and size components while maintaining proper visual balance.

The CW brand adopts a simple 10x10 grid which proportionally divides the width and height into 10 segments each. If needed, the grid segments can be subdivided to accommodate and balance the layout. A subdivision is also used to create a minimum margin in which no elements are allowed.

As part of the new set of brand elements, the notch is created in a 45° angle with a height equal to 1/10 of the application format.

Please refer to the illustrations to the right for a graphic representation of the aforementioned elements.

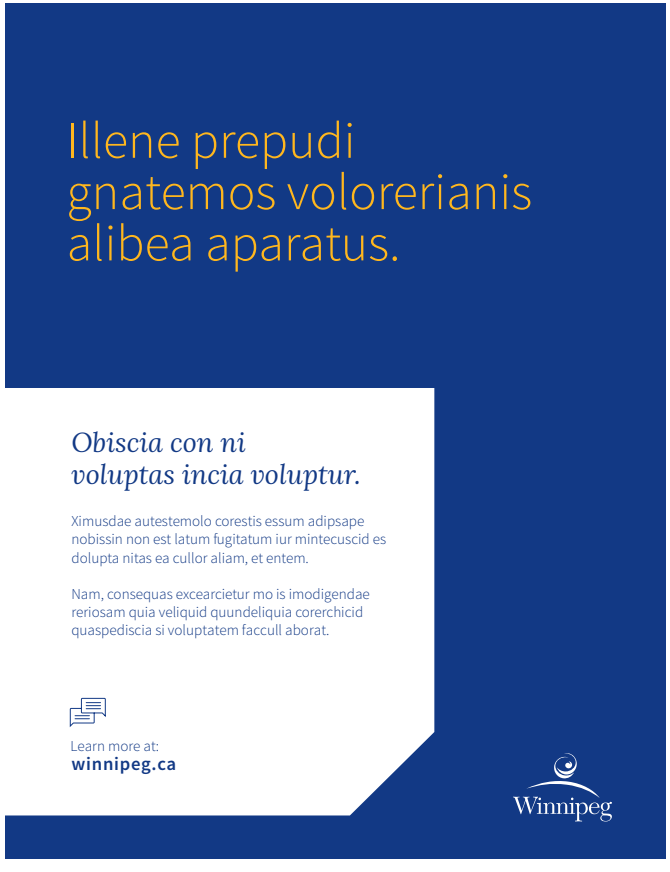
10x10 GRID



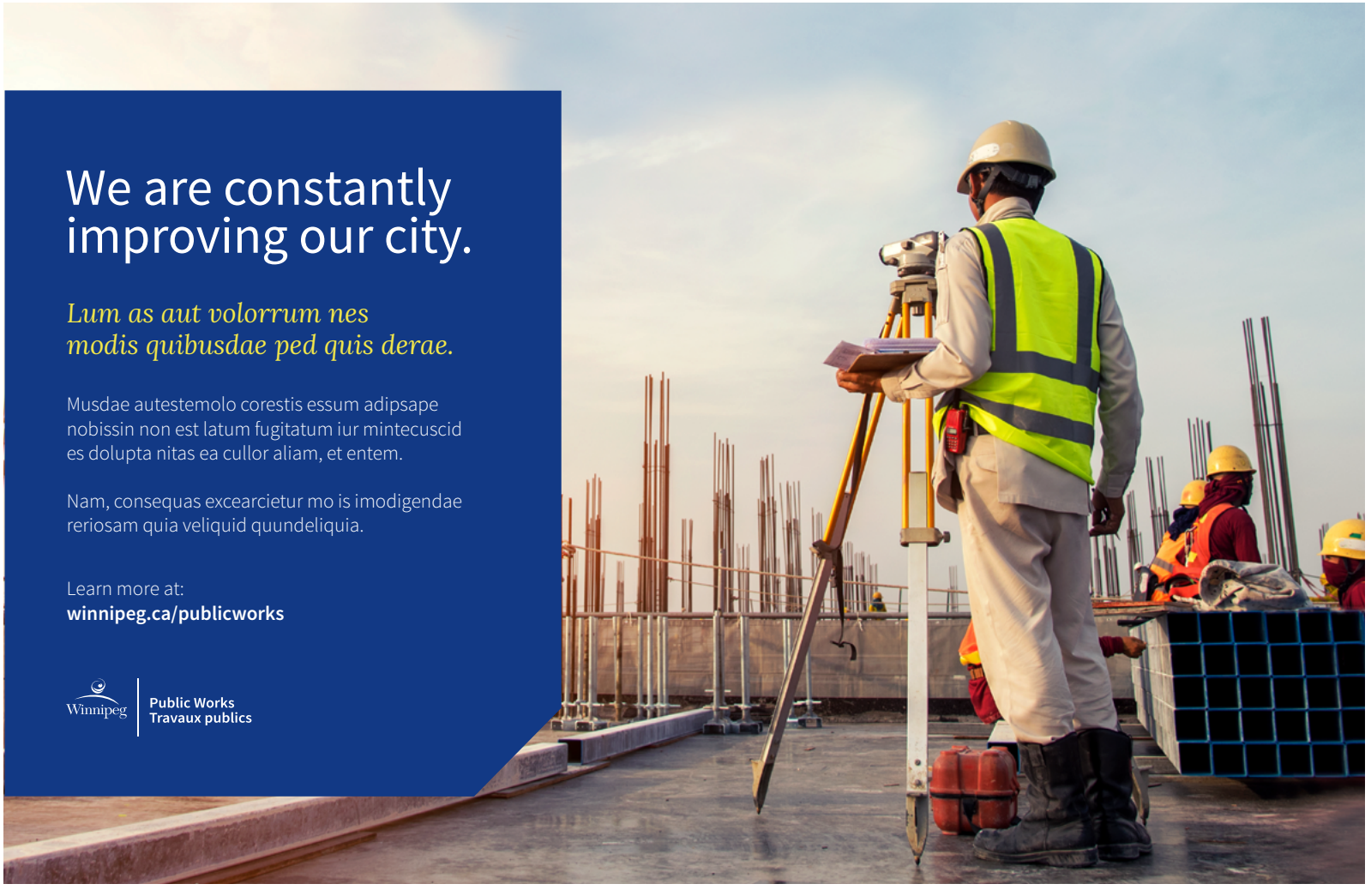
10X10 GRID APPLIED OVER A PORTRAIT DOCUMENT



FINAL APPLICATION




We are constantly improving our city.
Lum as aut volorrum nes modis quibusdae ped quis derae.
Musdae autestemolo corestis essum adipsape nobissin non est latum fugitatum iur mintecuscid es dolupta nitas ea cullor aliam, et entem.
Nam, consequas excearcietur mo is imodigendae reriosam quia veliquid quundeliquia.
Learn more at:
winnipeg.ca/publicworks
Winnipeg
Public Works
Travaux publics
45°


We are constantly improving our city.
Lum as aut volorrum nes modis quibusdae ped quis derae.
Musdae autestemolo corestis essum adipsape nobissin non est latum fugitatum iur mintecuscid es dolupta nitas ea cullor aliam, et entem.
Nam, consequas excearcietur mo is imodigendae reriosam quia veliquid quundeliquia.
Learn more at:
winnipeg.ca/publicworks
Winnipeg
Public Works
Travaux publics



TYPOGRAPHY SYSTEM

Primary Typography

Type is important because it is a subconscious persuader. It attracts attention, sets the style and tone of a document, colours how readers interpret the words, and defines the feeling of the page—usually without the reader recognizing a particular typeface. Type is your brand personality in its most concise form. Change your typeface and you go from casual to formal, silly to serious, staid to stylish, or old fashioned to modern.

Typography helps to provide a cohesive brand experience across all media. The choice of typography is a reflection of the CW brand personality and helps to reinforce brand characteristics in a consistent manner.

The Source Sans Pro Typeface* and its extended family have been selected for the CW brand. To ensure brand consistency, the Source Sans typeface should be utilized on all CW and corporate and promotional communication materials.

For small print copy, legal texts, and terms and conditions, please use 90% horizontal width and increase tracking slightly to gain line length while keeping legibility in mind.

***IMPORTANT:** If fonts outlined in this manual are not currently installed in your system, consult with the Marketing & Branding division. They will assist you in obtaining the correct font package.

SOURCE SANS PRO - BOLD - 18PT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#$%&*+

SOURCE SANS PRO - REGULAR - 18PT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#$%&*+

SOURCE SANS PRO - LIGHT - 18PT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#$%&*+

SOURCE SANS PRO TYPE FAMILY — UPPERCASE

SOURCE SANS

EXTRA LIGHT - 21PT.

SOURCE SANS

EXTRA LIGHT ITALIC - 21PT.

SOURCE SANS

LIGHT - 21PT.

SOURCE SANS

LIGHT ITALIC - 21PT.

SOURCE SANS

REGULAR - 21PT.

SOURCE SANS

ITALIC - 21PT.

SOURCE SANS

SEMIBOLD - 21PT.

SOURCE SANS

SEMIBOLD ITALIC- 21PT.

SOURCE SANS

BOLD - 21PT.

SOURCE SANS

BOLD ITALIC - 21PT.

SOURCE SANS

BLACK - 21PT.

SOURCE SANS

BLACK ITALIC - 21PT.

SOURCE SANS PRO TYPE FAMILY — UPPER/LOWER

Source Sans

EXTRA LIGHT - 21PT.

Source Sans

EXTRA LIGHT ITALIC - 21PT.

Source Sans

LIGHT - 21PT.

Source Sans

LIGHT ITALIC - 21PT.

Source Sans

REGULAR - 21PT.

Source Sans

ITALIC - 21PT.

Source Sans

SEMIBOLD - 21PT.

Source Sans

SEMIBOLD ITALIC - 21PT.

Source Sans

BOLD - 21PT.

Source Sans

BOLD ITALIC - 21PT.

Source Sans

BLACK - 21PT.

Source Sans

BLACK ITALIC - 21PT.

Secondary Typography

Lora and its extended family have been selected as the secondary CW brand typeface. To ensure brand consistency, the Lora typeface should be utilized throughout CW corporate and promotional communication as a display type only.

*IMPORTANT: If fonts outlined in this manual are not currently installed in your system, consult with the Marketing & Branding division. They will assist you in obtaining the correct font package.

LORA - BOLD - 15.5PT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#$%&*+

LORA - BOLD ITALIC - 15.5PT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#$%&*+

LORA - REGULAR - 15.5PT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#$%&*+

LORA - REGULAR ITALIC - 15.5PT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#$%&+*

01

Section #01
Department of Public Works

—

WalkBike Project Initiative
2018-19 Planning Meeting

02

Section #02
Department of Public Works

—

WalkBike Project Initiative
2018-19 Planning Meeting

03

Section #03
Department of Public Works

—

WalkBike Project Initiative
2018-19 Planning Meeting





BRAND APPLICATIONS

Basic Stationery Guidelines

The letterhead, envelopes, and business cards work together to project a consistent and recognizable image within daily correspondence. Stationery items should be clean, easy to read, and contain only the essential information required for each application.

All stationery should be printed in four-colour process (CMYK). When CMYK printing is not available, please use black only (one-colour).

No other images or logos should be added on any stationery application.

3.5x2" STANDARD BUSINESS CARDS — SPECIAL ORDER — EXECUTIVE MANAGEMENT TEAM



10x10 GRID APPLIED IN THE BACK AS REFERENCE

***IMPORTANT:** Electronic templates will be available for personalizing and formatting the content of letters, memos, and faxes. Please consult with the Marketing & Branding division — they will assist you in obtaining the correct documents and files.

3.5x2" STANDARD BUSINESS CARDS — GENERIC & BILINGUAL

Full Name
Job Title
Continued Title (optional)

English Division/Branch Name (Optional)
English Department Name

T. 204-123-4567 **M.** 204-123-4567 **F.** 204-123-4567
E. namesurname@winnipeg.ca

Additional Address Line (Optional)
510 Main St., Winnipeg, MB R3B 1B9

winnipeg.ca

FRONT

Nom au complet
Titre du poste
Titre du poste, suite (facultatif)

Nom de la division/direction en français (facultatif)
Nom du service en français

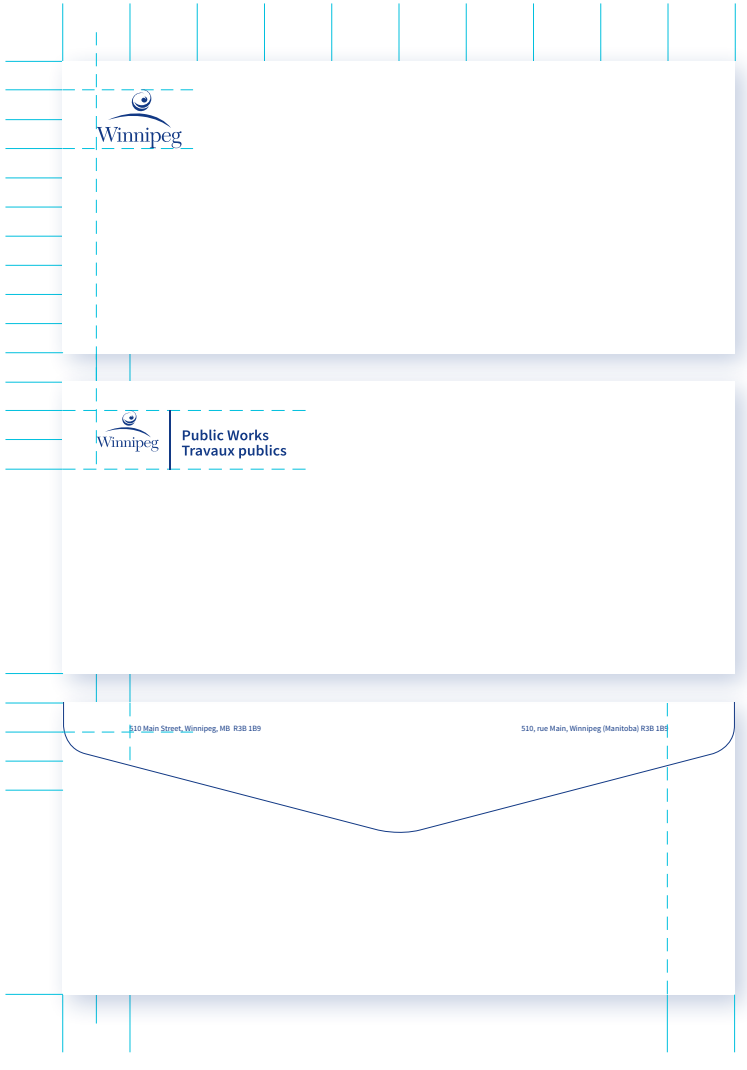
Tél. 204-123-4567 **Cel.** 204-123-4567 **Fax** 204-123-4567
Cou. namesurname@winnipeg.ca

510, rue Main, Adresse, suite (facultatif)
Winnipeg (Manitoba) R3B 1B9

winnipeg.ca

BACK (BILINGUAL EMPLOYEES)

STANDARD #10 ENVELOPE



Name Surname
Title if needed

October 1, 201X

123 Address
Winnipeg, MB
Canada

Dear Madam,

Fugia corem excea velent quiae venita sundipsame offic tem repero voluptatur? Hici dolorrum duscim enia as serite nam facia nese volorum sequi tem unt prem laborpore et vel molore verum ea non re sume eosam imus nem que offictectus eum harum, que mo tem dem fugit, sapidellabo. Dionsecum et evenim con exerum aut pra sit a con periae perum, archil ipis dit assendis que maxime ipit volorpo rector am vendignimus.

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Nam doloreius am iniam voleniae dolo eum qui tem volorro id quis ex essintistem ipsus ut

–
(Optional) English Division/Branch
510 Main St., Winnipeg, MB R3B 1B9
(Optional) French Division/Branch
510, rue Main, Winnipeg (Manitoba) R3B 1B9

T. | Tél. 204-986-XXXX
(Optional) F. | Fax 204-986-XXXX
winnipeg.ca

Winnipeg

Page 2

Fugia corem excea velent quiae venita sundipsame offic tem repero voluptatur? Hici dolorrum duscim enia as serite nam facia nese volorum sequi tem unt prem laborpore et vel molore verum ea non re sume eosam imus nem que offictectus eum harum, que mo tem dem fugit, sapidellabo. Dionsecum et evenim con exerum aut pra sit a con periae perum, archil ipis dit assendis que maxime ipit volorpo rector am vendignimus.

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Me pligenissum ipsam est offici aperspe ratur? Quibus aut landa et eat.

Best Regards

Name Surname
Title and Required Information

–
(Optional) English Division/Branch
510 Main St., Winnipeg, MB R3B 1B9
(Optional) French Division/Branch
510, rue Main, Winnipeg (Manitoba) R3B 1B9

T. | Tél. 204-986-XXXX
(Optional) F. | Fax 204-986-XXXX
winnipeg.ca

Winnipeg | Public Works
Travaux publics

Name Surname
Title if needed

October 1, 201X

123 Address
Winnipeg, MB
Canada

Dear Madam,

Fugia corem excea velent quiae venita sundipsame offic tem repero voluptatur? Hici dolorrum duscim enia as serite nam facia nese volorum sequi tem unt prem laborpore et vel molore verum ea non re sume eosam imus nem que offictectus eum harum, que mo tem dem fugit, sapidellabo. Dionsecum et evenim con exerum aut pra sit a con periae perum, archil ipis dit assendis que maxime ipit volorpo rector am vendignimus.

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–
(Optional) English Division/Branch
510 Main St., Winnipeg, MB R3B 1B9
(Optional) French Division/Branch
510, rue Main, Winnipeg (Manitoba) R3B 1B9

T. | Tél. 204-986-XXXX
(Optional) F. | Fax 204-986-XXXX
winnipeg.ca

Winnipeg | Public Works
Travaux publics

Page 2

Fugia corem excea velent quiae venita sundipsame offic tem repero voluptatur? Hici dolorrum duscim enia as serite nam facia nese volorum sequi tem unt prem laborpore et vel molore verum ea non re sume eosam imus nem que offictectus eum harum, que mo tem dem fugit, sapidellabo. Dionsecum et evenim con exerum aut pra sit a con periae perum, archil ipis dit assendis que maxime ipit volorpo rector am vendignimus.

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Me pligenissum ipsam est offici aperspe ratur? Quibus aut landa et eat.

Best Regards

Name Surname
Title and Required Information

–
(Optional) English Division/Branch
510 Main St., Winnipeg, MB R3B 1B9
(Optional) French Division/Branch
510, rue Main, Winnipeg (Manitoba) R3B 1B9

T. | Tél. 204-986-XXXX
(Optional) F. | Fax 204-986-XXXX
winnipeg.ca



Full Name
Job Title

English Division/Branch (Optional)
English Department Name

Telephone: 204-123-4567
Mobile: 204-123-4567
Email: namesurname@winnipeg.ca
Website: winnipeg.ca
Address: 510 Main St., Winnipeg, MB R3B 1B9

Connect with us:

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Nom au complet / Full Name
Titre du poste | Job Title

Nom de la division/direction | Division/Branch (Optional)
Nom du service | Department Name

Téléphone | Telephone: 204-123-4567
Cellulaire | Mobile: 204-123-4567
Courriel | Email: namesurname@winnipeg.ca
Site Web | Website: winnipeg.ca
Adresse | Address: 510, rue Main, Winnipeg (Manitoba) R3B 1B9

Suivez-nous | Connect with us:

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Name Surname
Job Title
Division/Branch (Optional)
Department Name
City of Winnipeg

T. 204-123-4567
M. 204-123-4567
E. namesurname@winnipeg.ca

winnipeg.ca

Name Surname
Titre du poste | Job Title
Division/Direction | Division/Branch (Optional)
Nom du service | Department Name
Ville de Winnipeg | City of Winnipeg

Tél. | T. 204-123-4567
Cel. | M. 204-123-4567
Cou. | E. namesurname@winnipeg.ca

winnipeg.ca

NOTE: To adapt to the ever increasing usage of mobile devices and the lack of standards and support of HTML esignatures by the various email applications, this solution has been created to keep visual consistency across devices.

Corporate Applications / Generic Layouts

Every element of communication should work together to reinforce the CW personality and image. In an effort to provide direction and ideas for different applications, the next few pages present layouts that create a system on which designers and other collaborators can lean to guide the development of communication materials — both internal and public-facing.

The layouts within the next pages follow the system and guidelines described in the Brand Elements section (pages 41–53), more specifically the Grid and the Notch (pages 50–51).

These are general guidelines, if you have any questions about your specific application please consult the Marketing & Branding division.

BILINGUAL POSTERS

The layout shown to the right is an example of a bilingual poster. When necessary the content area can be divided into two columns to accommodate for both English and French information to be equally displayed. Avoid cluttering material with too much information — if the body of text becomes too extensive, opt for a double-sided print or print one version for each language.

Always respect the guidelines as mentioned above. Keep margins, logo sizes, and font sizes consistent. Equal visual prominence must be shared between elements and languages.

In English, French, and bilingual material, department and SOA logos will always be bilingual.

BILINGUAL LAYOUT — TWO COLUMNS




Obiscia cannon ni voluptas incia voluptur.
Ximusdae autestemolo corestis essum adipsape nobissin non est latum fugitatum iur mintecuscid es dolupta nitas ea cullor aliam, et entem.
Nam, consequas excearcietur mo is imodigendae reriosam quia veliquid quundeliquia corerchicid. quaspediscia si voluptatem faccull aborat.
Join the discussion at:
winnipeg.ca/indigenousrelations
Winnipeg


Obiscia cannon ni voluptas incia voluptur.
Ximusdae autestemolo corestis:
Lessum adipsape nobissin non est latum fugitatum iur mintecuscid es dolupta nitas ea cullor aliam.
Nam, consequas excearcietur mo is imodigendae reriosam quia veliquid quundeliquia corerchicid. quaspediscia si voluptatem faccull aborat.
Winnipeg

Public Works
Travaux publics

Illene prepudi gnatemos volorerianis alibea aparatus.

Maximi, volectur?

To to idel ipsa sa qui blabo. Ita quiasperi officiet dolupture verum, sit quibusda cus. Laceat occuptiam quaspelist, totam ut quatem quibus.

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Project Contact: David Joplin
P. 204.943.3178 **E.** joplingd@mmm.ca

Public Works
Travaux publics

Illene prepudi gnatemos volorerianis alibea aparatus.

Maximi, volectur?

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Project Contact: David Joplin
P. 204.943.3178 **E.** joplingd@mmm.ca

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Obiscia cannon ni voluptas incia voluptur.

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Join the discussion at
winnipeg.ca/publicworks

Winnipeg

Omnis id ulparibus acillab orempor erspereu faciasped utatat et quam hic temodis.

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Ximusdae autestemolo corestis essum adipsape nobissin non est latum fugitatum iur mintecuscid es dolupta nitas ea cullor aliam, et entem.

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Join the discussion at
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Winnipeg

Public Works
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Illene prepudi gnatemos volorerianis alibea aparatus.

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To to idel ipsa sa qui blabo. Ita quiasperi officiet dolupture verum, sit quibusda cus. Laceat occuptiam quaspelist, totam ut quatem quibus.

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Project Contact: David Joplin
P. 204.943.3178 **E.** joplingd@mmm.ca

Public Works
Travaux publics

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Project Contact: David Joplin
P. 204.943.3178 **E.** joplingd@mmm.ca

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Join the discussion at:
winnipeg.ca/publicworks

Winnipeg

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***IMPORTANT:** Although the colour system in this manual allows for bright, colourful applications, please be mindful of contrast, vibrance, and accessibility.



Join the gathering.

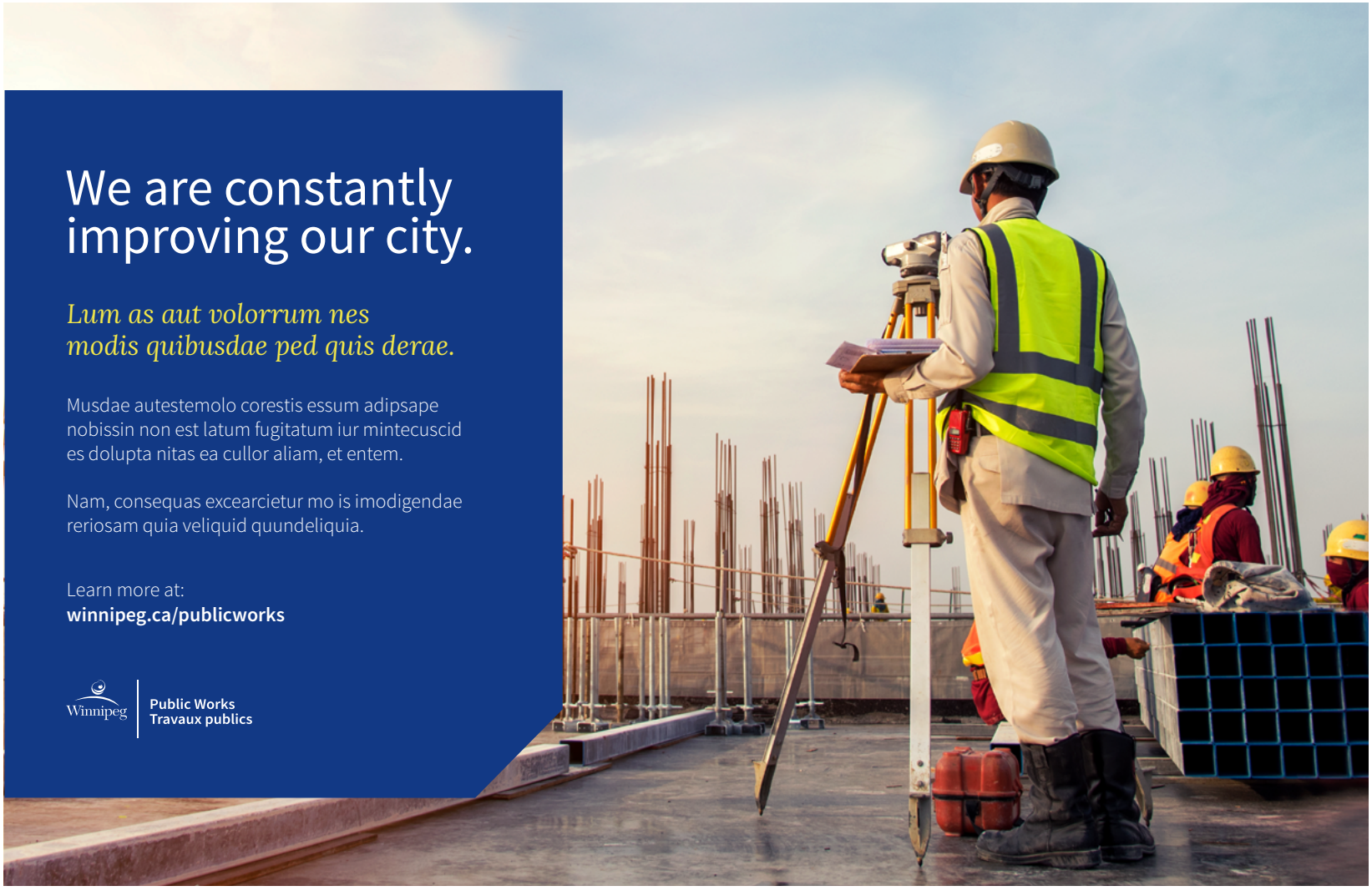
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Learn more at:
winnipeg.ca/indigenousrelations

Winnipeg


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Learn more at:
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Spring cleanup is in progress

Watch for signs and street cleaning equipment

winnipeg.ca/springcleanup



Winnipeg

For more information, contact 311.

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FOR MORE INFORMATION, CONTACT 311.

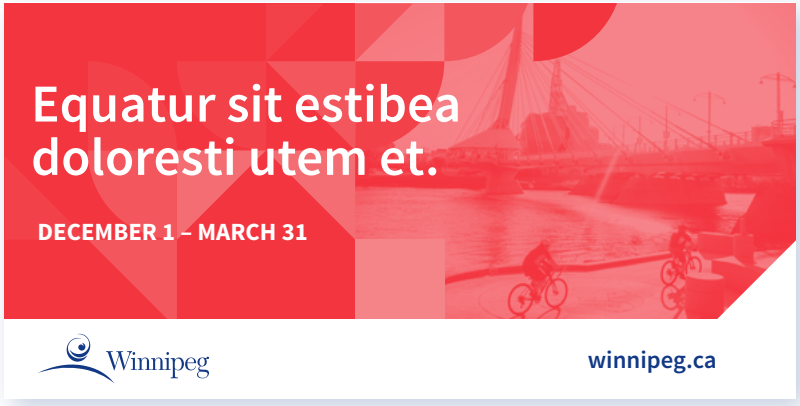


Winnipeg

winnipegtransit.com


Spring cleanup
is in progress
Watch for signs and street
cleaning equipment
winnipeg.ca/springcleanup
STREET WORK
Winnipeg
FOR MORE INFORMATION, CONTACT 311.


Read to Me program
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Accaecuptae et odica
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Winnipeg
winnipeg.ca/yardwaste


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DECEMBER 1 – MARCH 31
Winnipeg
winnipeg.ca

Winnipeg | Public Works Travaux publics

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Winnipeg

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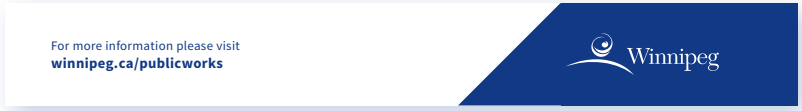
Departments or Special Projects / Promotional Items

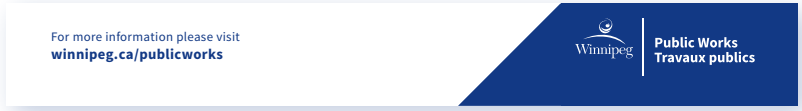
The City of Winnipeg logo and brand should be easily identifiable when communicating with residents. For special department, project and promotional communication materials, we developed a basic guideline that will ensure consistency with this manual and maintain the integrity of the CW brand.

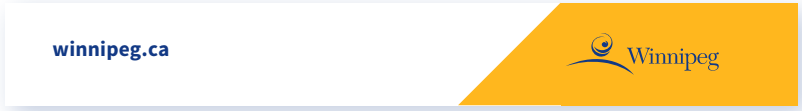
Every special application should always contain the CW footer in which the city or department logo and URL will always be clearly visible, respecting the guidelines provided in this manual.

The footer should occupy 1/10 of the height of the application.

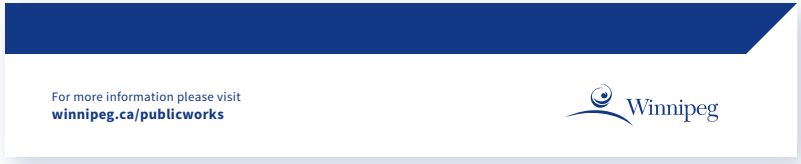












***IMPORTANT:**

Colours from the CW palette can be used as long as they fit with the overall colour scheme of the material.

Only use the department logo if absolutely necessary and make sure it respects the logo guidelines within this manual (pages 9–25).

Do not use complex URLs in the footer, only short vanity URLs.
Do not use QR codes.

If the layout allows, the Notch can be included in the footer and, as an exception, extend to only 1/2 the height of the footer itself.


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For more information please visit
winnipeg.ca/publicworks
Winnipeg


Winnipeg
EMERALD
ASH BORER
HELP PROTECT
WINNIPEG'S URBAN FOREST
SH BORER IS HERE. NOW WHAT?
derstand your options as emerald ash borer (EAB) spreads throughout the City of Winnipeg (the City).
d for ash trees
can be found throughout
racteristics between them
llowing traits are common
ies found in our area:
COMPOUND LEAVES
Each leaf is made up of 5-11 leaflets with a single terminal leaf at the tip.
Fig. 1
OPPOSITE BRANCHING
Each branch is paired with another branch directly opposite it.
Fig. 2
SEEDS
Seeds are dry and oar-shaped and occur in clusters. Seeds persist throughout the winter.
Fig. 3
2. Recognize the signs of EAB
The initial signs of EAB are general tree decline, canopy dieback, and excessive woodpecker activity. If the tree is heavily infested, adult beetles, D-shaped exit holes on the trunk, bark-splitting, and serpentine (S-shaped) channels may also be visible.
CANOPY DIEBACK
The tree will have reduced foliage throughout the crown along with an increase in dead branches.
Fig. 4
WOODPECKER ACTIVITY
There will be a noticeable lightening effect on the bark where woodpecker feeding has occurred.
Fig. 5
D SHAPED EXIT HOLES
As beetles emerge from the wood, a D shaped exit hole is formed.
Fig. 6
ADULT BEETLES
Adult emerald ash borer beetles are metallic green in colour and are approximately 1.3 cm in length.
Fig. 7
3. Report suspect ash trees to 311
The City is in the process of identifying areas affected by EAB. If you suspect a boulevard, park or private tree has EAB, please contact 311. A service request will be generated and a forestry technician will inspect the tree.
4. Consult with a professional arborist
Professional arborists are experts in the field of tree care. They can assist property owners in developing a management plan that may include treatment, removals, and re-planting. Property owners are responsible for ash trees on their property.
The City is not managing EAB on private properties.
Begin budgeting now for the care that will soon be required for your ash trees and property.
Should I preserve my ash tree or replace it?
Trees can be valuable landscape features and they provide numerous benefits to our properties. If your ash tree is in healthy condition then it may be a good candidate for preventative injections. The cost of insecticide injection treatments for EAB can vary, and can last for up to two years depending on the pesticide used. These treatments will need to be reapplied throughout the natural life of the tree. If a tree has lost 30% or more of its crown, treatments are less likely to be effective. If your private trees are in decline, it is a good idea to consider removal and replacement.
Private properties contribute to overall forest canopy in the city. Please consider re-planting the trees lost on your property.
Ash Borer (EAB)
in the City of Winnipeg
er, 2017. This invasive
es (Fraxinus spp.) of which
y's public tree canopy is
composed. As the City implements plans to slow the spread of EAB in public trees, private trees will require the urgent care and attention of property owners such as yourself.
The adult emerald ash borer beetle lays eggs on the bark of ash trees. When the eggs hatch, larvae enter the tree and feed on the tissue underneath the bark. This feeding activity creates channels or "galleries" that inhibit the flow of fluids and nutrients throughout the tree. This process, combined with the tree's lack of natural defenses to this intruder, results in girdling or "strangling" of the tree. Ultimately, the trees are damaged beyond recovery and mortality follows.
Ash trees killed by EAB are dangerous and unpredictable if left standing. These trees need to be removed before they fail and cause damage or injury. Removal costs for dead standing ash trees increase exponentially as the risk increases. Always be sure to consult with a professional arborist.



GLOSSARY OF TERMS

Glossary of Terms

The following is a list of terms encountered within the pages of this manual and other industry specific standards, followed by the definition of those terms.

If further clarification is needed, please contact the City of Winnipeg Marketing & Branding division.

BLEED / FULL BLEED
Bleed is a print technique where the colour goes beyond the edge of where the sheet will be trimmed. In other words, the image or colour block goes to the very edge of the paper.

CLEAR SPACE / EXCLUSION ZONE
Also referred as “protected space” and “non-interference zone,”this is the amount of space around a logo within which no other graphic elements are allowed. This ensures legibility and protects the integrity of the logo.

CMYK
Often referred to as four-colour processing (4cp), this is a printing process that uses cyan (C), magenta (M), yellow (Y), and black (K). CMYK is the preferred method for all print materials.

DISPLAY TYPE/TEXT
Any font or text that is more prominent than the body copy on the page, such as headlines, quotes and callouts.

GRID
A grid system is a set of measurements a graphic designer can use to align and size objects within the given format. Grids establish a meter and rhythm and are not just about squares but creating proportion.

HEXACHROME®
A six-colour printing process designed by Pantone Inc. In addition to custom CMYK inks, Hexachrome® uses orange and green inks to expand the colour gamut for better colour reproduction. It is therefore also known as a CMYKOG process.

HEXADECIMAL COLOUR CODE
Not to be confused with the Hexachrome® printing, hexadecimal codes are colour values supported in all web browsers. And, although RGB values are now allowed, hexadecimal codes are the preferred choice for every web application.

KNOCKOUT
This usually refers to setting text or shapes in white so that it can be read against a medium-to-dark background.

LEADING
In typography, this refers to the amount of vertical space added between lines of text.

OPENTYPE
A format for computer fonts that works consistently on both PCs and Macs. They allow for a better use of alternative glyphs and typographic styles. Always choose an opentype over a truetype font.

OPENSOURCE
A decentralized development model that encourages open collaboration. Depending on the license terms, opensource usually translates into free to use, modify, and redistribute.

REVERSE LOGO
Logo variations that generally use white or light colours so that they can be read clearly on medium-to-dark backgrounds.

RGB
It is the colour space used for on-screen applications and virtually anything digital. RGB combines red, green and blue to produce an array of colours and is usually more vibrant than CMYK.

PANTONE / PMS — Pantone Matching System
Pantone colours are used in offset, when you are printing a limited run of colours and want to pinpoint colour accuracy. PMS colours codes should be sent to signage and promotional marketing suppliers to receive accurate colour representation.

X-HEIGHT
In typography, it is the height of a typeface when the ascending and descending letters are not included. In most cases, the x-height is the same as the height of a lowercase letter x.



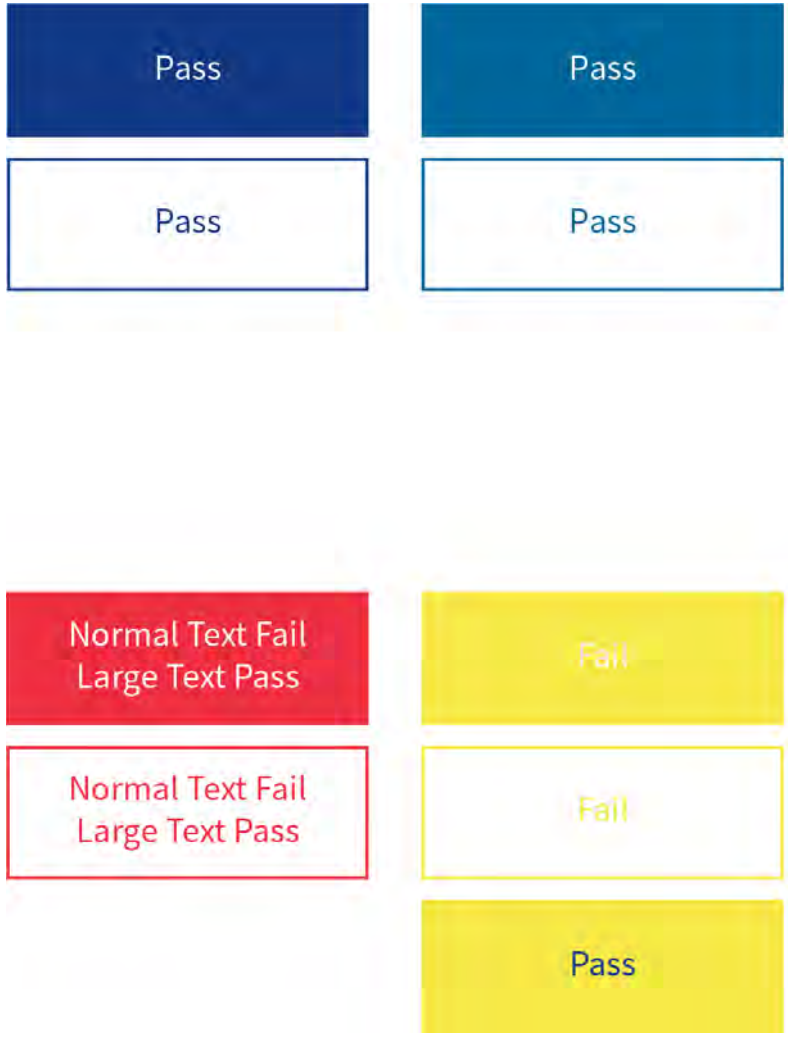
APPENDIX

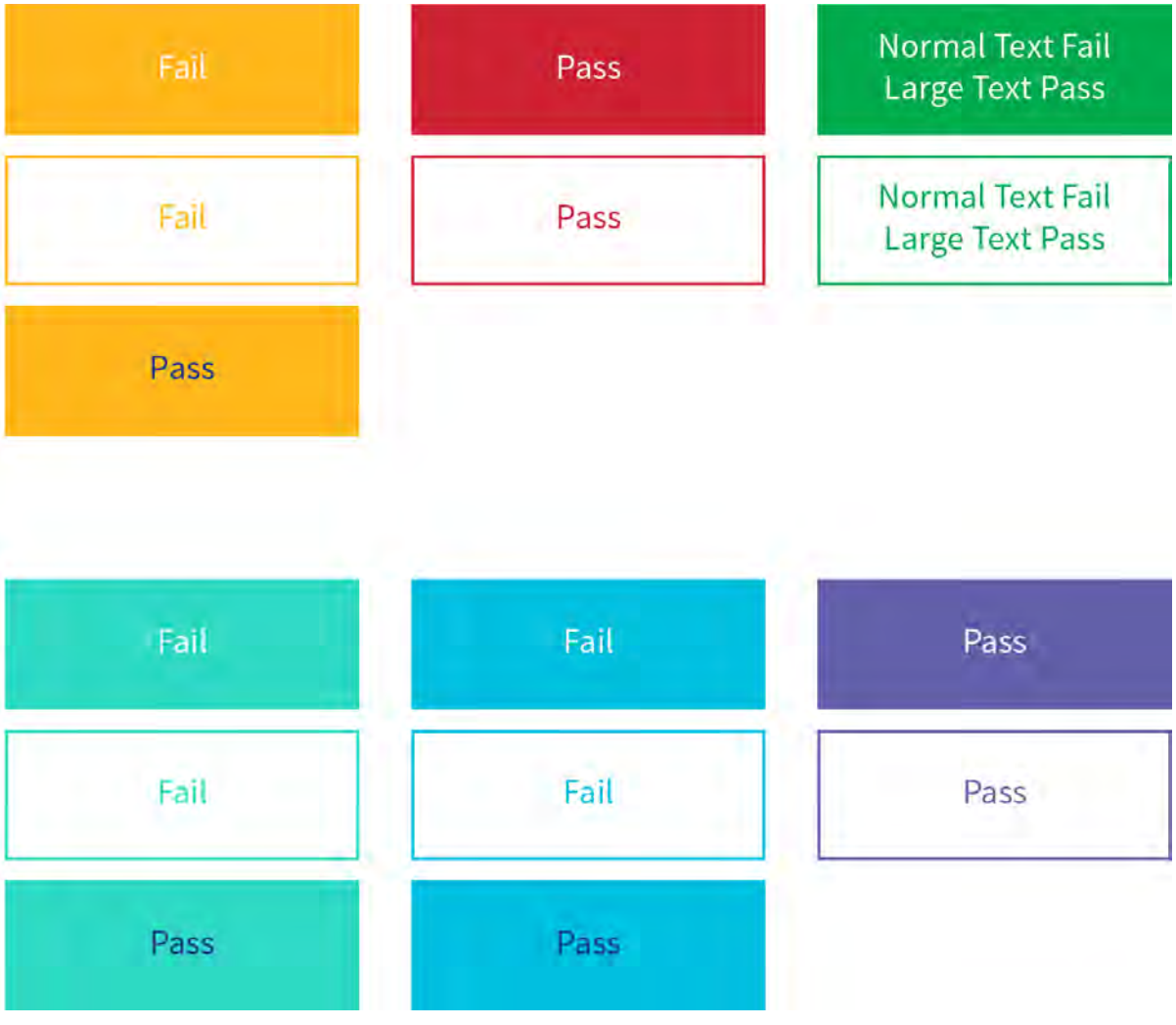
Web Content Accessibility Guidelines (WCAG)

WCAG Colour Contrast Requirements – Level AA

Level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text.

When creating colour combinations that will have a place on the web, be mindful of text and background colours. Tertiary colours should be used as highlights and rarely for text.




Fail
Pass
Normal Text Fail
Large Text Pass
Fail
Pass
Normal Text Fail
Large Text Pass
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Pass


Winnipeg