

**BRAND** REFRESH

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Rich in history and heritage, the former townships of Normanby, Bentinck and Glenelg, the town of Durham and the village of Neustadt resonate with a deep sense of pride, tradition, and culture.

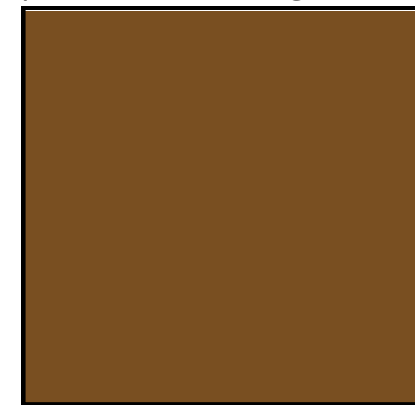
The River Styx, Rocky Saugeen, Beatty Saugeen, and South Saugeen Rivers that transect our 876 square kilometre geography have always been the arteries that have connected our communities for generations.

Today our towns and villages resonate with the vibrancy of community, commerce, and social energy, setting the stage for a bright future.

The communities in West Grey have a long and proud history of industry and commerce. That history continues to be reflected and honoured today in our business community, where generational businesses and business owners new to the area bring an entrepreneurial spirit to their work, and continue to build a legacy that will support their families and the broader community long into the future. We are proud to be a working-class community, and across our 876 square kilometres you will find businesses and industries that specialize in resource-based activities such as agriculture, forestry, stone and gravel, construction, and natural amenity-based recreation and social activities.

In the refreshed colour palette, the brown hue represents the earthy tones of the rich farmland that can be found throughout West Grey. It symbolizes stability, reliability, and the hardworking spirit of the community. This colour reflects the deep roots and traditions of the area, evoking a sense of warmth and connection to the land. Just as the soil nurtures crops, this brown represents the foundation upon which the community grows, embodying both resilience and a commitment to preserving the past while building for the future.

# Brown – Place of Industry

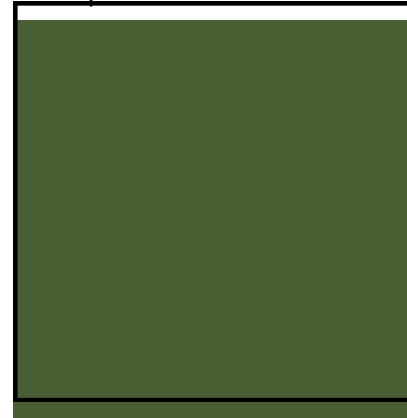


#737373

# Green – Nestled in Nature

Our 876 square kilometre West Grey geography showcases the tapestry of the best of Ontario's rural landscape. The myriad of waterways that transect and connect our communities are the anchor for all-season recreational pursuits. Towering old-growth pines and forests can be seen when driving on our backroads, hiking our trails, and when visiting our parks and conservation areas. Ontario's rich agricultural heritage is evidenced by the rustic barns that dot the landscape and the farm fields that provide food for our community and contribute to our rural community. The Municipality of West Grey has utilized the tag line "nestled in nature" for many years, which embodies the abundance of opportunities that are rooted in nature and shape the essence of the community.

The green hue symbolizes the abundant natural beauty that West Grey is so fortunate to have. It represents growth and renewal, reflecting the landscapes that offer a sense of peace. The lush greens of the fields and forests emphasize the community's commitment to preserving its natural environment, inviting residents and visitors to explore the area's beauty.

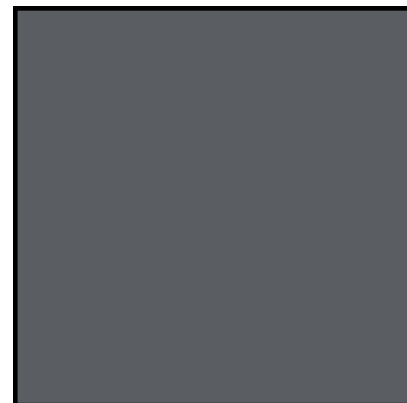


#495E33

# Grey – Family Driven Communities

There is a bustle of activity in and around our towns and villages, evident by the people you see gathering and connecting, year-round. Residents and tourists embrace the myriad of pursuits available across the entire municipality: waterfalls and beaches; swimming, kayaking and tubing in the rivers; art galleries; Ontario's oldest operating brewery; shops, restaurants and cafes; all showcasing the best of West Grey.

The grey hue represents the strength and resilience of West Grey. It symbolizes the solid foundation of the community, reflecting its rich history and enduring spirit. Grey evokes a sense of balance and sophistication, mirroring the blend of traditional and modern elements found in the area's architecture and lifestyle.



Our communities are shaped by their deep history and connection to the past. Germanic, Irish, and Mennonite communities first settled our town and villages, and many generational families still call this area home. While new residents have discovered the beauty of our region, and now call West Grey home, it is exciting to see generations working together, sharing a passion for building a long-term legacy for the future.

The blue hue represents trust and reliability, which are key components of West Grey's community. The strong bonds among residents foster a supportive environment, where businesses and individuals work together to create a welcoming atmosphere.

# Blue – Small Town Roots (Past, Present, and Future)



#1E4476

## Branding colours



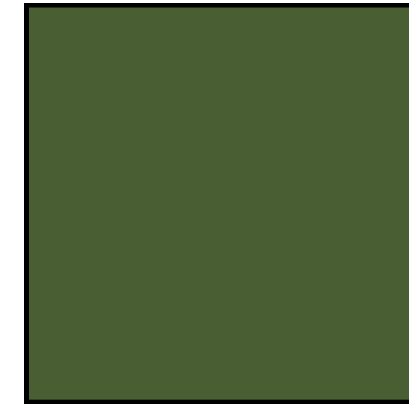
#5A5D62



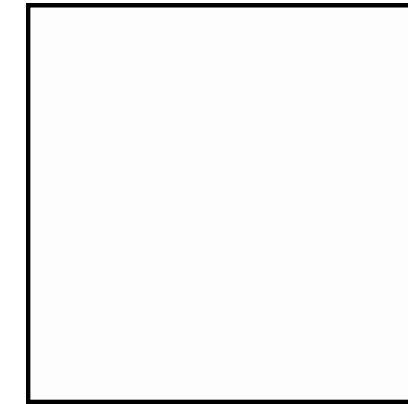
#737373



#1E4476



#495E33



#FDFDFD

- The selected colours create a cohesive visual identity that distinguishes West Grey from other municipalities.
- They will be used consistently across all branding materials, including logos, signage, marketing materials, and digital platforms.
- Each colour is carefully chosen to evoke specific emotions and associations. By using colours that resonate with the community and its values, we aim to foster a deeper emotional connection with residents and visitors alike.
- The colours reflect different facets of West Grey, allowing us to tell a richer story about the area. Whether highlighting its natural beauty, agricultural roots, or vibrant community spirit, the palette helps communicate the unique character of West Grey.
- Consistent use of the colour palette will enhance brand recognition. When people see these colours, they will immediately associate them with West Grey, reinforcing our brand identity in their minds.
- By incorporating a range of colours, we celebrate the diversity of the community. Each hue represents different elements of West Grey's identity, ensuring that all aspects of the area are acknowledged and valued.





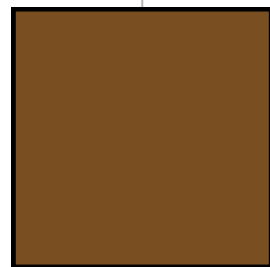
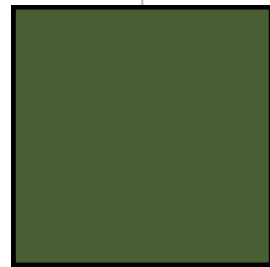
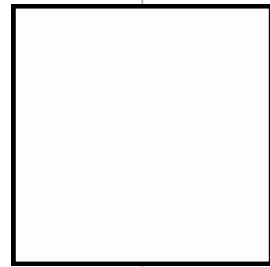
# Fonts

Each font in our brand refresh is selected to play a crucial role in conveying our brand's identity and values:

- Each font contributes to a distinctive visual identity, making West Grey recognizable across various communications and materials.
- The unique characteristics of each font evoke specific feelings and associations, helping us connect with community members and reflect the essence of West Grey.
- The variety of fonts showcases different aspects of our community—its history, culture, and modernity.
- A consistent use of fonts ensures uniformity across all branding materials, reinforcing a cohesive message and visual presence.
- Each font is designed for clarity and legibility, making our communications more engaging and easier to understand.
- Certain fonts may resonate with local heritage and pride, celebrating our community's unique character and fostering a sense of belonging.
- The range of fonts allows for versatility in application across various mediums, ensuring alignment with different community initiatives and events.
- A well-defined font selection contributes to brand recognition, helping community members and visitors easily associate materials and initiatives with West Grey.

By thoughtfully integrating these fonts into our brand refresh strategy, we reinforce our community's identity, values, and aspirations, creating a vibrant and unified presence.

# Primary typography logo



**A B C**

**BROADSHEET LDO**

**BROADSHEET LDO (BOLD)**

**BROADSHEET LDO (REGULAR)**

Aa Ba Cc Dd Ee Ff Gg Hh

Jj Kk Ll Mm Nn Oo Pp Qq Rr

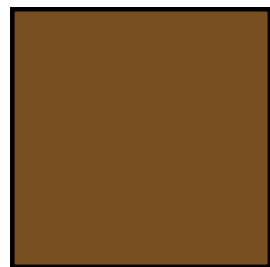
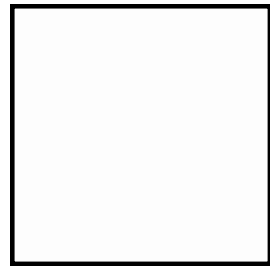
Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

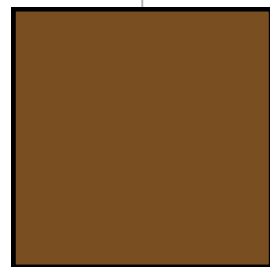
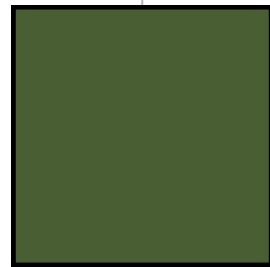
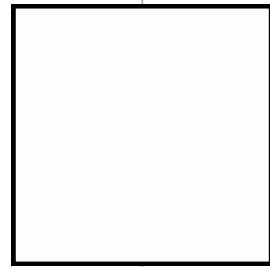
## Broadsheet LDO Font

This font is used in the logo for the words 'West Grey' in the refreshed brand.

- The 'Broadsheet LDO' font is designed for clarity, making it easy to read both in print and on digital platforms.
- The font has a clean and professional look, which helps establish credibility and trust within the community. With various weights and styles,
- 'Broadsheet LDO' can be used across different media—posters, brochures, websites—maintaining a cohesive brand identity.
- The classic design of the font can evoke a sense of history and belonging.
- The font's design often adheres to accessibility standards, ensuring that materials are inclusive and legible for all community members, and stands out among more common typefaces, helping to create a unique visual identity for the community.



## Secondary typography logo



**A B C**

**HIGHWAY GOTHIC**

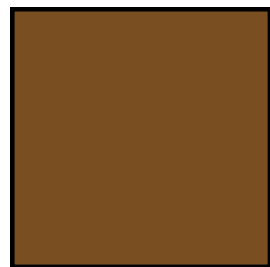
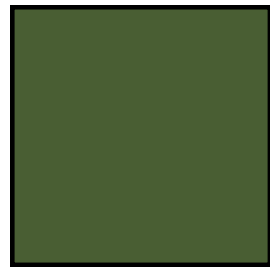
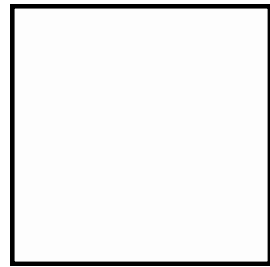
HIGHWAY GOTHIC NARROW

HIGHWAY GOTHIC WIDE

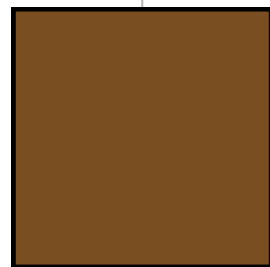
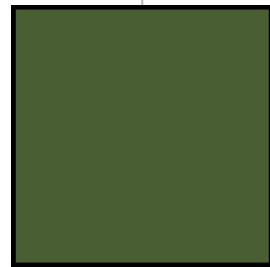
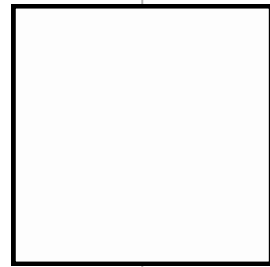
Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz - 0 1  
2 3 4 5 6 7 8 9

## Highway Font

- This font is used adjacent to the logo/wordmark, as a companion to the core “West Grey” graphic: for the words ‘Municipality of’ (for all corporate and legal correspondence); in tagline (‘Nestled in Nature’) or when the logo/wordmark includes the names of the individual communities (Ayton, Durham, Elmwood and Neustadt).
- The ‘Highway’ font complements our branding by reinforcing a sense of belonging, modernity, and approachability, helping us engage effectively with both residents and visitors.
- Its rounded and open letterforms create a welcoming feel, as West Grey is accessible and friendly.
- The font family includes various weights and styles, allowing us to maintain a consistent visual identity across different materials, from signage to promotional materials.
- The clean lines of the ‘Highway’ font contribute to a contemporary look that aligns with our community's forward-thinking values while still being grounded in tradition.
- Designed for clarity, ‘Highway’ ensures that our messaging is easy to read, which is essential for effective communication within our community.



# Corporate typography



**A B C**

**ARIAL**

**ARIAL (BOLD)**

**ARIAL (REGULAR)**

**Aa Ba Cc Dd Ee Ff Gg Hh**

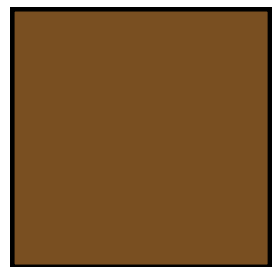
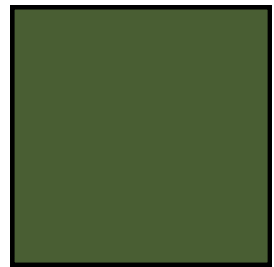
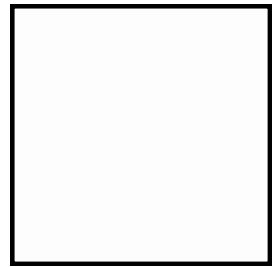
**Jj Kk Ll Mm Nn Oo Pp Qq Rr**

**Ss Tt Uu Vv Ww Xx Yy Zz**

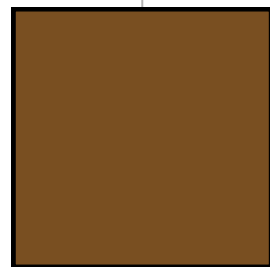
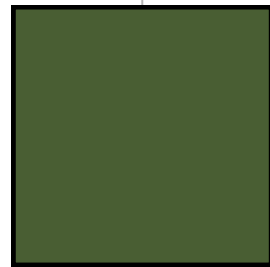
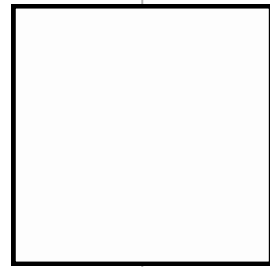
**0 1 2 3 4 5 6 7 8 9**

## Arial Font

- This font is the primary font type for administrative purposes in, reports and public communications (i.e. media releases and public notices).
- 'Arial' is one of the most commonly used typefaces, making it familiar and easily recognizable to our community members. The font's clean, sans-serif design enhances legibility in various formats, ensuring that our communications are clear and accessible.
- It conveys a straightforward and professional look, which is essential for official documents, reports, and public communications.
- With multiple weights and styles available, 'Arial' can be used effectively across different types of materials, from print to digital, maintaining a cohesive brand identity.
- 'Arial' is widely supported across different software and platforms, ensuring that our documents and communications appear consistently, regardless of where they are viewed.



# Communications typography



**A B C**

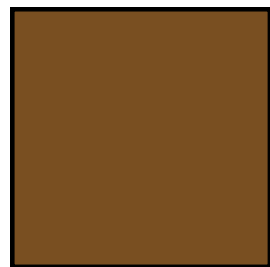
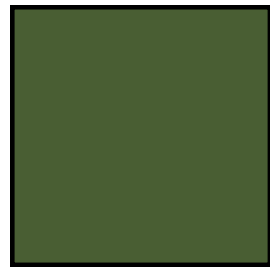
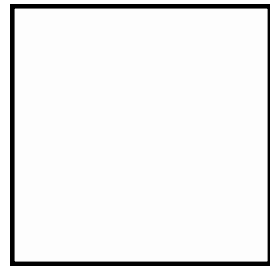
**OPEN SANS**  
OPEN SANS (BOLD)  
OPEN SANS (REGULAR)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9**



## Open Sans Font

- This font will primarily be used for communications across West Grey's social media channels.
- 'Open Sans' is designed for excellent legibility, both on screens and in print.
- This ensures that our messages are clear and easily understood by all community members.
- It has a contemporary and clean aesthetic that reflects our commitment to professionalism and transparency in communication.
- With a range of weights and styles, 'Open Sans' is adaptable for various applications, helping us maintain a cohesive brand identity.
- The font's neutral design makes it suitable for a wide audience, allowing us to convey important information without overwhelming or distracting from the message.



## Previous logo (2000)



## Current logo 2024

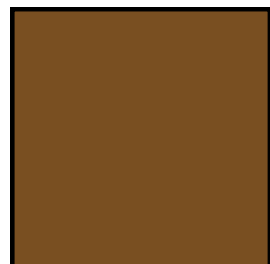
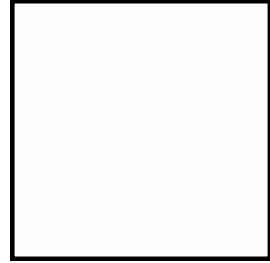


## Proposed logo horizontal

MUNICIPALITY OF  
**West Grey**  
nestled in nature

## Proposed logo stacked

MUNICIPALITY OF  
**West  
Grey**  
nestled in nature

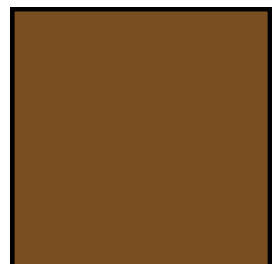
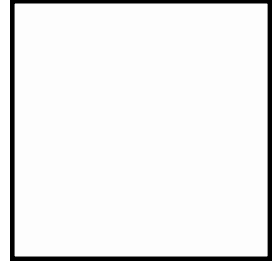


## Proposed logo corporate horizontal

MUNICIPALITY OF  
**West Grey**

## Proposed logo corporate stacked

MUNICIPALITY OF  
**West  
Grey**

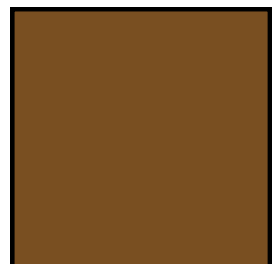
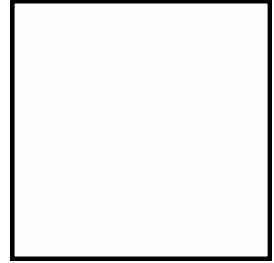


## Proposed logo consumer horizontal

**West Grey**  
nestled in nature

## Proposed logo consumer stacked

**West  
Grey**  
nestled in nature

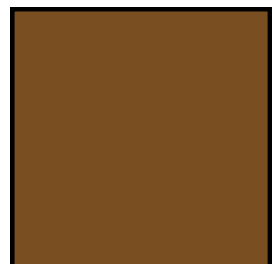
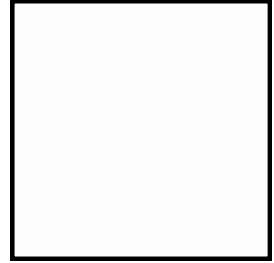


## Proposed logo consumer horizontal

West Grey

## Proposed logo consumer stacked

West  
Grey



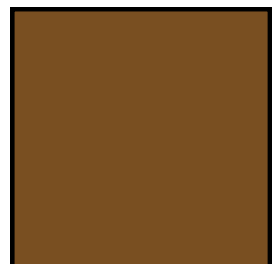
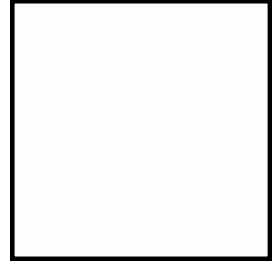
## For printing in black and white (sample)

MUNICIPALITY OF  
**West Grey**  
nestled in nature

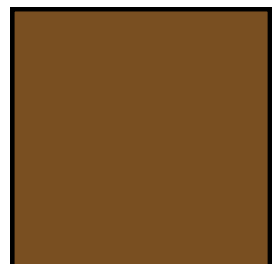
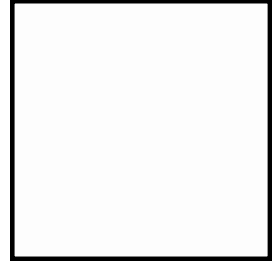
MUNICIPALITY OF  
**West Grey**

MUNICIPALITY OF  
**West  
Grey**  
nestled in nature

**West  
Grey**



# Printing in black and white





MUNICIPALITY OF  
**West Grey**

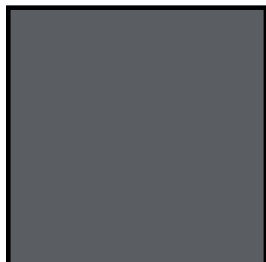
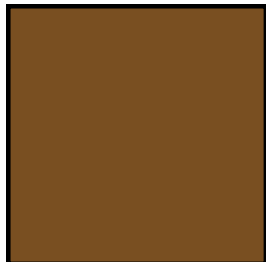
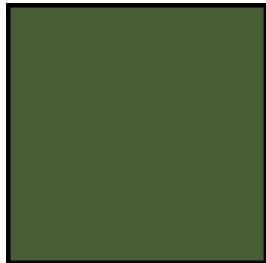
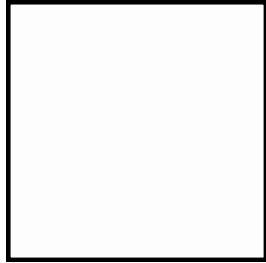
MUNICIPALITY OF  
**West Grey**  
nestled in nature

MUNICIPALITY OF  
**West  
Grey**

# West Grey

nestled in nature

# Media release – corporate horizontal



## Media Release

October 17, 2024  
FOR IMMEDIATE RELEASE

### State of emergency continues in the Municipality of West Grey

WEST GREY, ON – The Municipality of West Grey remains in a state of emergency, following the reduction in emergency room hours, and the removal of all in-patient beds at the Durham Hospital by the South Bruce Grey Health Centre (SBGHC) earlier this year.

As part of Council’s advocacy on behalf of the residents of West Grey, the Municipality has engaged legal counsel to request a judicial review of South Bruce Grey Health Centre’s decision to remove the 10 in-patient beds from Durham Hospital and has filed a motion requesting the return of the beds back to the Durham Hospital campus. In response, SBGHC has filed an order requesting that the courts dismiss the Municipality’s application for judicial review on the grounds that they are governed by an independent Board of Directors, who have full authority to make internal decisions on all hospital operations within their purview. The judicial review is scheduled to take place in Toronto in front of a 3-judge panel on November 13<sup>th</sup>, 2024.

The Municipality of West Grey continues to engage with other communities across Ontario who are experiencing challenges with changes to the way healthcare is being delivered in small and rural communities across the province. Council is exploring ways to develop a collective voice for rural healthcare in Ontario, and bring forward shared concerns to other agencies whose role it is to advocate for healthcare in the province.

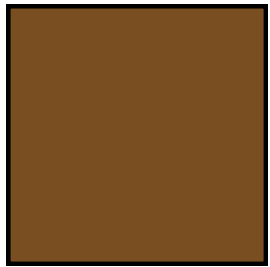
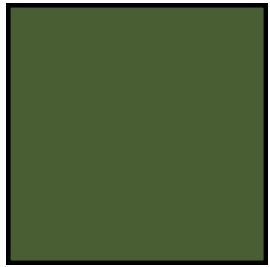
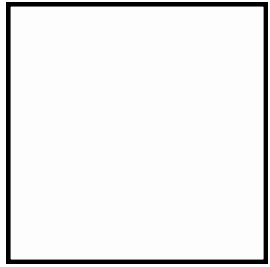
On October 2<sup>nd</sup>, 2024, the Ontario Health Coalition announced the launch of their two-month Trojan Horse Ontario Tour to fight privatization of hospital surgeries in Ontario by removing public funding and moving staff from public hospitals. The Trojan Horse Ontario Tour will make a stop at the Durham Town Hall on November 27, 2024, from 9:00 a.m. to 10:30 a.m. The Municipality encourages businesses and residents to attend this event and show their support for the continued operation of the Durham Hospital.

The Municipality’s Emergency Control Group meets regularly to monitor the situation and explore ways to advocate about the emerging healthcare crisis in West Grey as a result of South Bruce Grey Health Centre’s decision to reduce emergency room hours and removal all in-patient beds at the Durham Hospital without any prior consultation with the community and stakeholders.

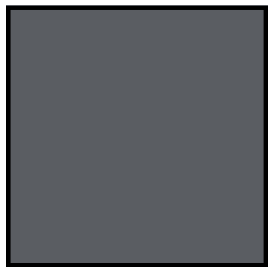
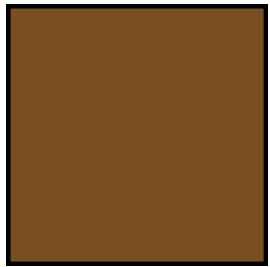
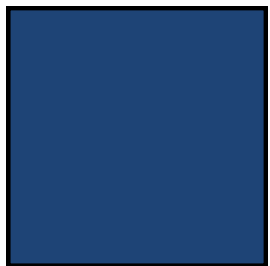
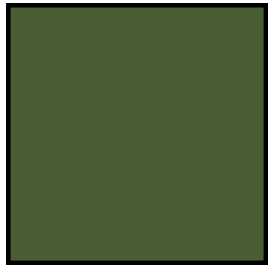
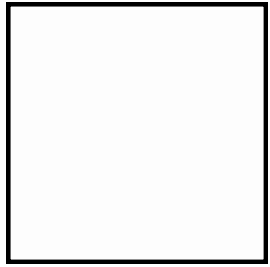
-30-

**Media contact:**  
Michele Harris, CAO  
[cao@westgrey.com](mailto:cao@westgrey.com)  
519 369 2200 ext. 222

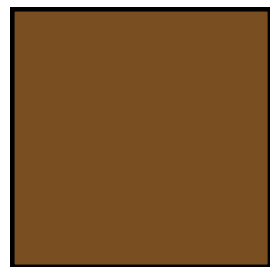
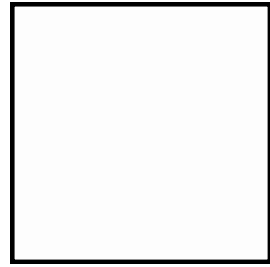
# Branded



# Branded

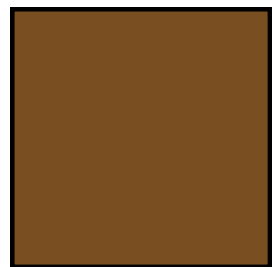
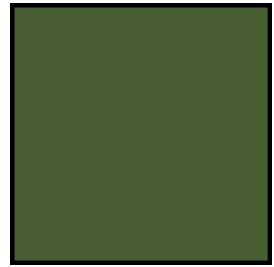
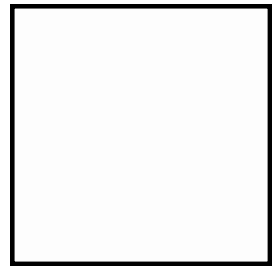


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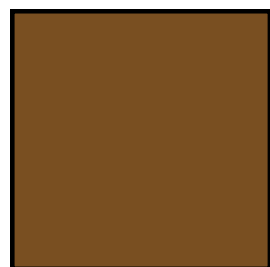
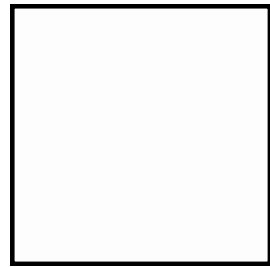
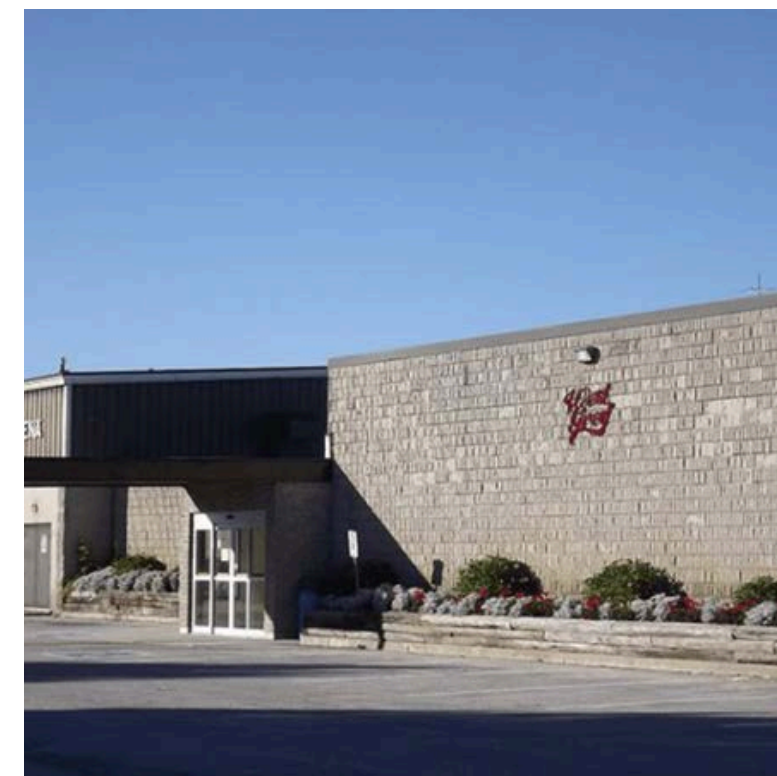
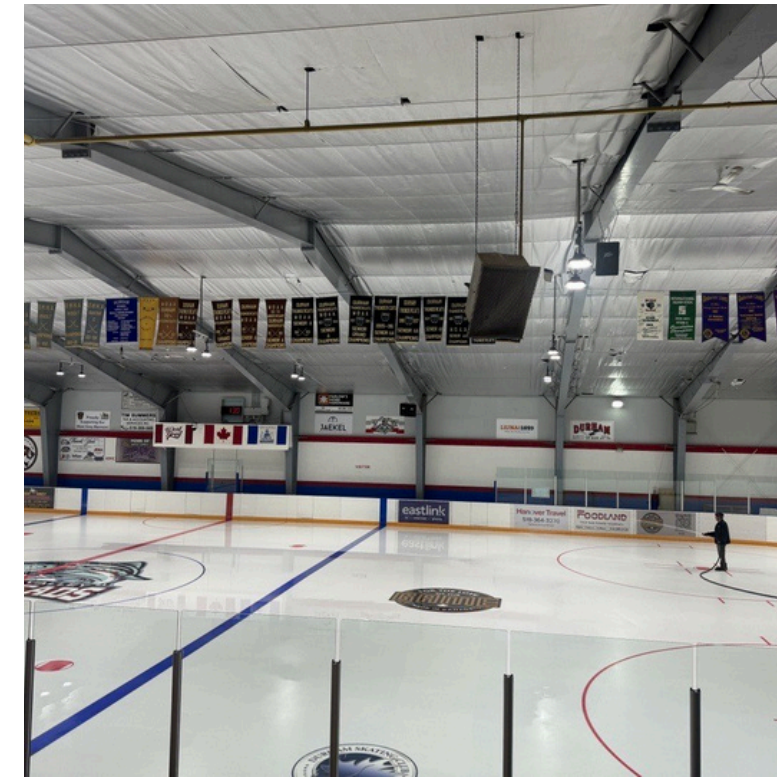
# Infrastructure / community centres

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AYTON

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**West Grey**  
DURHAM

MUNICIPALITY OF  
**West Grey**  
ELMWOOD

MUNICIPALITY OF  
**West Grey**  
NEUSTADT



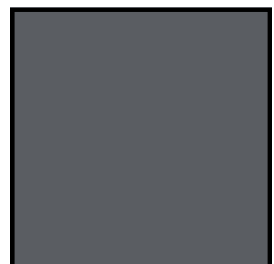
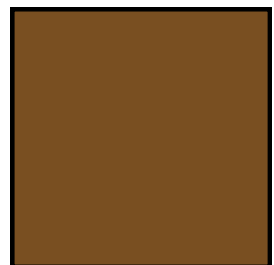
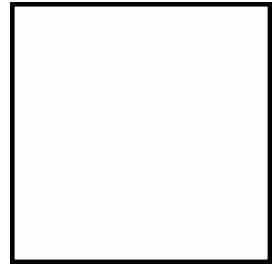
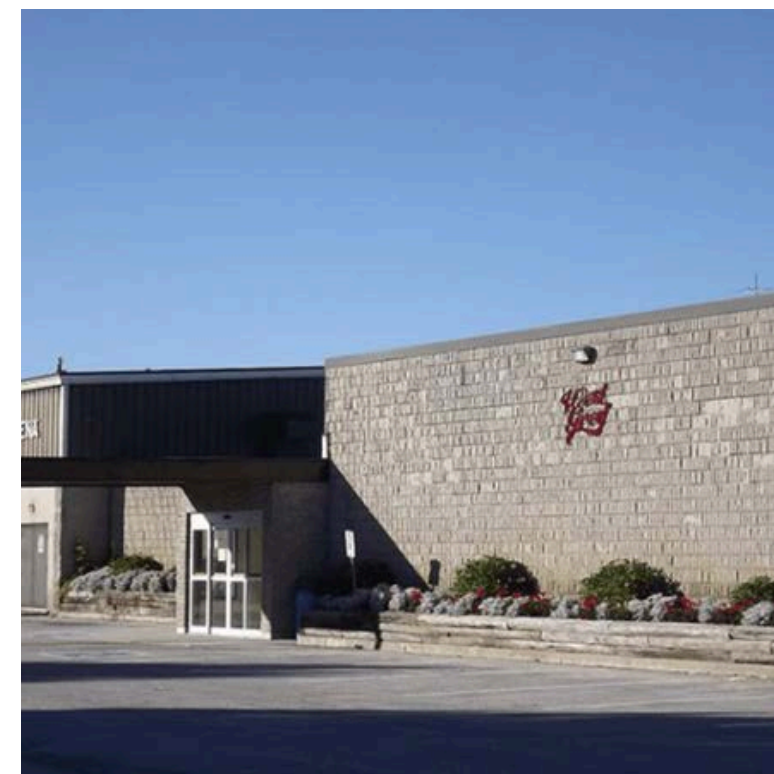
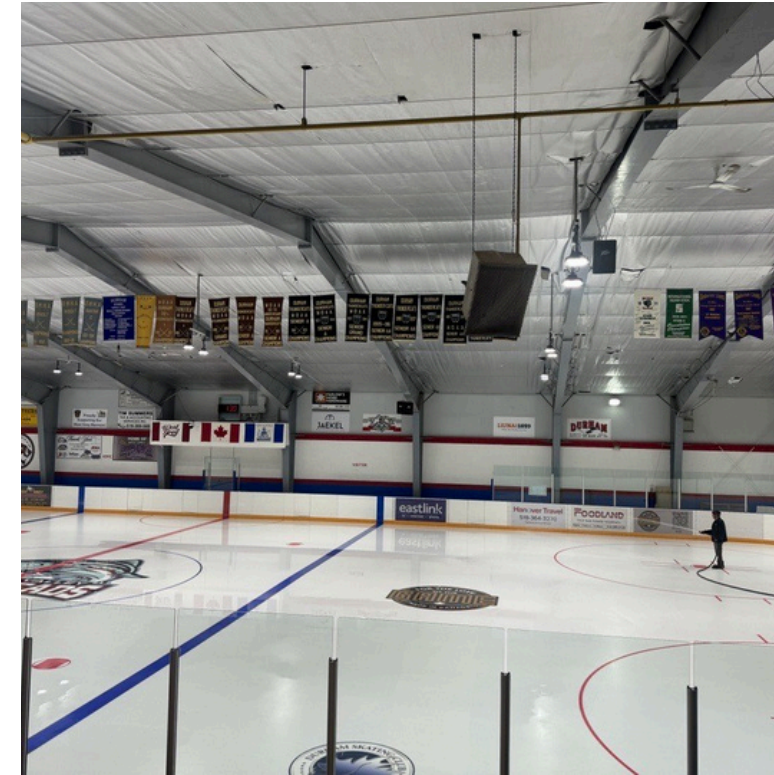
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AYTON

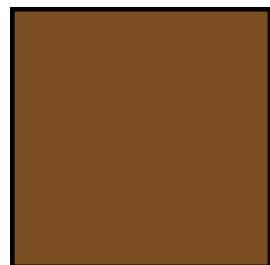
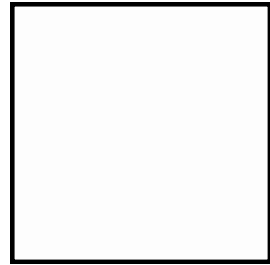
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# Business cards



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# Social media

