



**City of Kingston  
Report to Council  
Report Number 25-028**

---

**To:** Mayor and Members of Council  
**From:** Neil Carbone, Commissioner, Corporate Services  
**Resource Staff:** JC Kenny, Director, Communications & Customer Experience  
**Date of Meeting:** December 17, 2024  
**Subject:** Coat of Arms Usage by Royal Canadian Navy

---

**Council Strategic Plan Alignment:**

Theme: Corporate business

Goal: See above

**Executive Summary:**

The City of Kingston's Visual Identity Guidelines was approved by Council on May 11, 2017 (AP-17-016). The Guidelines provide Council, agency partners and staff with guidance on when and how to use the City of Kingston logo and Coat of Arms.

While use of the City logo by agency partners is approved by the Director of Communications & Customer Experience or their delegate, the Visual Identity Guidelines specify the use of the Coat of Arms for other matters of formal protocol must be approved by Kingston City Council.

The City has received a request from the Royal Canadian Navy Public Affairs to use Kingston's Coat of Arms on a brow banner for the HMCS Kingston. The brow banner will be displayed on the side of the walkway when docked in harbour. Protocol will be that the ship use these banners at every port visit, per the discretion of the Commanding Officer.

This report recommends approval is given to the Royal Canadian Navy to use the Coat of Arms for the City of Kingston as well as the approval of the updated Visual Identity Guidelines to streamline future requests.

December 17, 2024

Page 2 of 5

**Recommendation:**

**That** Council approve the request of the Royal Canadian Navy Public Affairs team to use and display the Coat of Arms for the City of Kingston on the HMCS Kingston Brow Banner; and

**That** Council authorize staff to update the 2017 Visual Identity Guidelines to include that an acceptable use approval of the Coat of Arms be extended to higher levels of government for formal protocol as considered appropriate by the Commissioner of Corporate Services or their delegate.

December 17, 2024

Page 3 of 5

**Authorizing Signatures:**

ORIGINAL SIGNED BY COMMISSIONER

---

**Neil Carbone, Commissioner,  
Corporate Services**

ORIGINAL SIGNED BY CHIEF

ADMINISTRATIVE OFFICER

---

**Lanie Hurdle, Chief  
Administrative Officer**

**Consultation with the following Members of the Corporate Management Team:**

Paige Agnew, Commissioner, Growth & Development Services	Not required
Jennifer Campbell, Commissioner, Community Services	Not required
David Fell, President & CEO, Utilities Kingston	Not required
Brad Joyce, Commissioner, Infrastructure, Transportation & Emergency Services	Not required
Desirée Kennedy, Chief Financial Officer & City Treasurer	Not required

December 17, 2024

Page 4 of 5

**Options/Discussion:****Background**

The City of Kingston's Visual Identity Guidelines (Guidelines) were approved by Council on May 11th, 2017 (AP-17-016). The Guidelines provide Council, staff and agency partners with guidance on when and how to use the City of Kingston logo. The Guidelines are a useful tool to ensure the City of Kingston corporate brand integrity is protected, by specifying placement, use of appropriate colours, and accessibility considerations. The City of Kingston logo must be used to identify the City on all external communications and third-party communications as requested. Approval and guidance on use of the City of Kingston logo is provided by the Communications & Customer Experience department.

The Coat of Arms, Flag and Badge differ in their use and approval process. These elements are formal heraldic symbols of high importance as an honour from the Crown in Canada and as defined in the Guidelines, are only used by the Office of the Mayor, Office of the Clerk, Kingston Fire & Rescue, Bylaw Enforcement, the Office of the City Solicitor or for other matters of formal protocol as approved by Council.

The City has received a request from the Royal Canadian Navy Public Affairs to use Kingston's Coat of Arms on a brow banner for the HMCS Kingston. The brow banner would be displayed on the side of the walkway when docked in harbour. Protocol is that the ship use these banners at every port visit, per the discretion of the Commanding Officer.

Use of the Coat of Arms on HMCS Kingston is deeply rooted in historical protocols and traditions that honour the city's heritage and its contributions to national defence. Historically, the Coat of Arms symbolizes the unity and identity of Kingston, reflecting its rich history.

By approving its use on HMCS Kingston, Council would uphold a tradition that fosters civic pride and strengthens the bond between the City and its namesake naval vessel. Approval would serve to celebrate Kingston's historical significance and reinforce its ongoing commitment to national service.

Although this is the first request for the use of the Coat of Arms since approval of the Guidelines in 2017, in recommending delegating the approval of such a use to the Commissioner of Corporate Services, staff seek to improve efficiencies in corporate business.

December 17, 2024

Page 5 of 5



Example HMCS Kingston Brow banner

As well as the approval above, the Visual Identity Guidelines regarding the usage of the Coat of Arms have been updated to reflect this request.

**Existing Policy/By-Law**

Visual Identity Guidelines

**Notice Provisions**

None

**Financial Considerations**

None

**Contacts:**

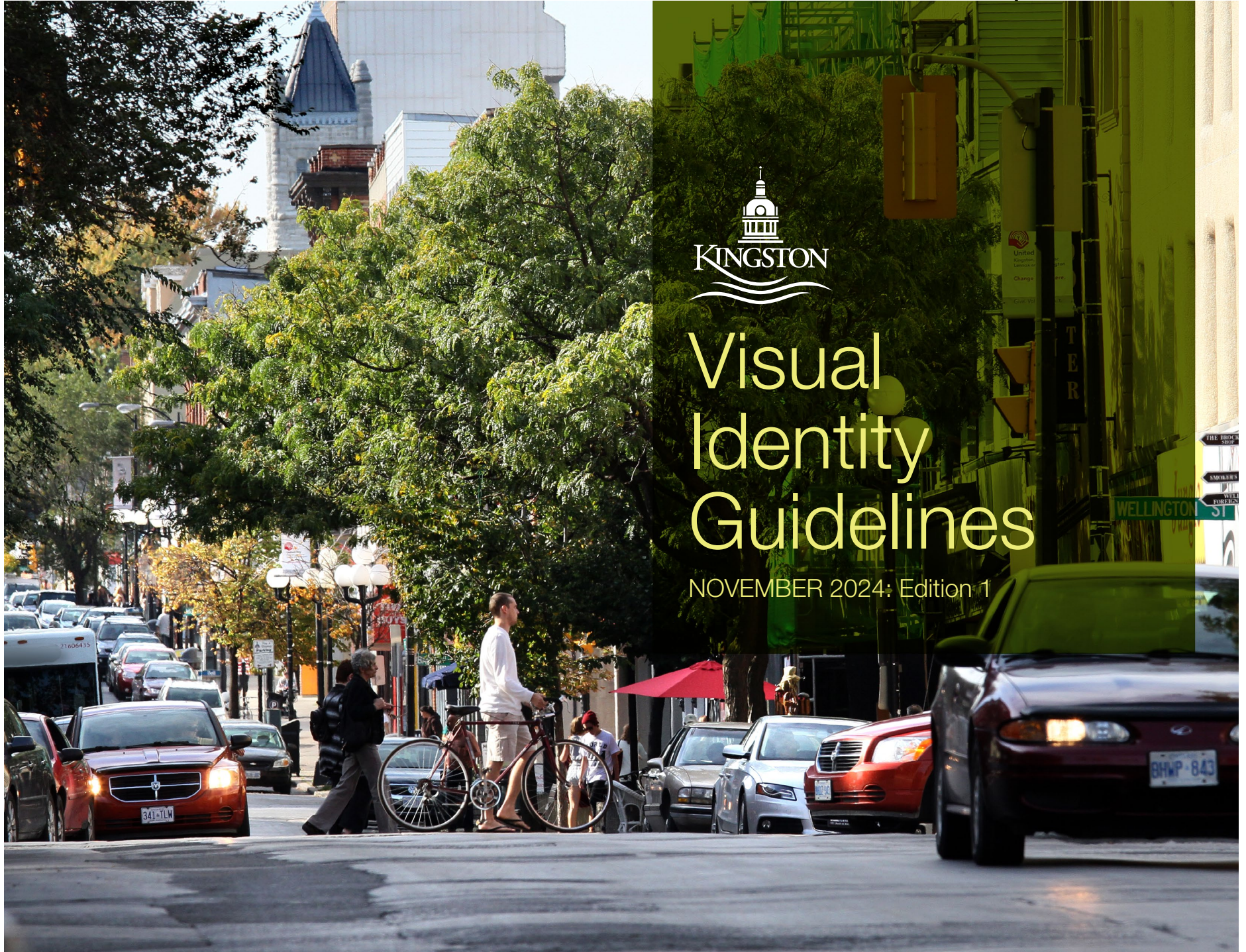
Jen Pinarski, Manager, Communications & Public Engagement 613-546-4291 extension 1156

**Other City of Kingston Staff Consulted:**

Paul Whittingham, Communications Officer, Communications & Public Engagement

**Exhibits Attached:**

Exhibit A - Updated Visual Identity Guidelines



# Visual Identity Guidelines

NOVEMBER 2024: Edition 1

# Table of contents

Kingston's visual brand	03	Website and social media	32
Logo	04	Photography	34
City logo	05	Brand photography	35
Slogan	06	Technical considerations	36
Space and size	07	Photo release	37
Placement of other government logos	08	Photography style	38
Partnership logos	09	Photography credits	39
Promotional items	10	Photography overview	40
Improper use	11		
		Video	41
Colour	14	Video style	42
Logo colours	15	Technical considerations	43
Brand colours - primary	16	Video overview	44
Brand colours - secondary	17		
Tone on tone	18	Writing standards	45
Overlaid colour	19	Writing standards for communications materials	46
Colour overview	20	Canadian Press Style	47
Typography	21	Coat of arms, flag and badge	48
Logo typeface	22	Coat of arms	49
Primary typeface	23	Coat of arms - acceptable use	50
Substitute typeface	25	City crest (element of the coat of arms)	51
Secondary typeface	26	Flag	52
Typography overview	27	City badge	53
Stationary	28	Signage	54
Email signature block	29	Parking signs	55
Letterhead	30		
Business card	31	Vehicle application	57

## About Kingston's visual brand

The City of Kingston's visual brand described in the Visual Identity Guidelines is intended to reflect Kingston itself.

- Kingston's 125,000 community-minded citizens enjoy an outstanding quality-of-life enhanced by superb intellectual, recreational, cultural and creative opportunities and supported by excellent healthcare and municipal services, infrastructure, programs and facilities.
- Kingston is a beautiful, waterfront city with a bustling downtown core and a proud history. It was the First Capital of a United Canada and is home to the Kingston Fortifications – a UNESCO World Heritage site.
- Kingston consistently ranks as one of the best places to live in Canada and in 2014 was named one of the Top 7 most intelligent communities in the world by the Intelligent Community Forum.

Like Kingston, our visual brand is bright, vibrant, active and authentic. It celebrates the city's history and reflects the liveliness of its many thriving communities – innovators, artists, students, military families, sports-enthusiasts, makers, foodies, sailors, etc.





Logo

## City Logo

The City of Kingston logo must be used to identify the City on all external communications and third-party communications as requested.

The Kingston Airport, Kingston Transit and The Grand Theatre have separate brand identities which may be used without the City logo in accordance with their own approved guidelines (see visual identity policy for information).

The integrity of the logo must be respected at all times.

Never recreate it or modify it in any way. Always use the approved electronic file which can be provided.



## City Logo and slogan

The City of Kingston logo can be displayed with or without the slogan.

The slogan can not be altered.

Always use the slogan's approved electronic file provided.



*where history and innovation thrive*

} Slogan

## Logo - space and size

### Protective space

Always maintain the minimum protective space around the City of Kingston logo to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of the 'N' in the wordmark.

This space is required around all sides of the logo. This applies to positioning around other printed elements, as well as from background field edges, trim and rules.

### Placement

The City of Kingston logo:

- Must appear prominently when used
- Should be placed on the upper left side of an internal corporate template (e.g. briefing notes, memos, council reports, policies)
- Must be approved when used in promotional/marketing material.

### Minimum size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.



### Horizontal version



For use when vertical space is at a premium. 0.5" / 12mm high minimum size.

## Placement of other government logos

When the City of Kingston logo is placed in conjunction with the Province of Ontario logo and the Government of Canada logo, the logo order must be: Government of Canada, Province of Ontario, City of Kingston.

When the logos are placed together they must be relative in height (as seen on the right).

Contact the City of Kingston's communications and public engagement division for additional information on provincial and federal logo placement.

When the City of Kingston logo is placed with the City's coat of arms, there must be the correct spacing (referenced on the previous page) between the logos.

Canada 

 Ontario



## Logo - partnership logos

When working in partnership with another City brand, organization, community group, government agency or local municipality on council-funded/ supported initiatives, you might be asked to provide the City of Kingston logo for inclusion on joint communications materials. Please refer to Visual Identity Policy for guidelines and authorized uses. Questions should be directed to the communications and public engagement division.

When using the City of Kingston logo, please keep the following in mind:

- The City of Kingston logo must always stand alone, unchanged
- It must not be incorporated into a blended logo, be embellished or altered
- Must appear prominently on all communication products

Examples shown on the right provide an overview of how the City of Kingston logo should be applied with partner logos. A constant in all of the examples is the placement of the City of Kingston logo to the right of partner logos.



Regional support provided to an organization-led initiative

Example: The City of Kingston is lending facility space to the United Way for a series of events.

United Way, City of Kingston



Region-led initiative in partnership with a local municipality

Partner municipality, City of Kingston



Region-led initiative in partnership with a government or community agency

Example: Eat Smart brochure developed in partnership with the Heart and Stroke Foundation and Canadian Cancer Society Heart and Stroke Foundation, Canadian Cancer Society, City of Kingston

## Logo - promotional items

As promotional items come in all shapes, sizes and functions, it's difficult to list standards for imprinting. Due to limited imprint space on many promotional items, it is understood that not all information can be included (e.g. City of Kingston logo, contact information, etc.). Also, the minimal print size on promotional items may not always make it easy to adhere to this policy.

Careful consideration needs to be given as to whether a promotional item is right for your message and, if so, what that might be and say. The communications and public engagement division can help you make that decision and oversee creation of the design for you. You must receive sign-off prior to printing.



## Logo - improper use

Do not alter or modify the logo in any way. The following are some examples of unacceptable logo usages. Approved electronic files can be provided by contacting the communications and public engagement division.



### Colour

Do not use the logo in any colour other than midnight, lake or brick, unless it is on a solid background where it may appear as white.



### Colour of the wordmark

The colour of the symbol should never be altered from primary colours outlined in the colour section.



### Combinations

The City of Kingston logo cannot be used as an element in the creation of a logo.



### Screens

The City of Kingston logo should not appear as a screen.



where history and innovation thrive

### Slogan typeface

Do not alter the typeface of the slogan.



### Slogan position

Do not add alter the position of slogan from the approved location.



### Slogan size

Do not alter the size of the slogan.



### Slogan colour

Do not alter the colour of the slogan.



## Logo - improper use

Do not alter or modify the logo in any way. The following are some examples of unacceptable logo usages.



### Framing

Do not position the logo within rules or frames.



### Busy background

Do not place the logo over a busy background.



### Over printing

Do not position the logo within a white box overprint on busy backgrounds. Always use a logo version that contrasts well with the background.



### Value background

Do not position the logo on backgrounds with insufficient contrast. Use a logo version that contrasts well with the background colour.



### Drop shadow

The City of Kingston logo should not appear with drop shadows.



### Scaling

Always scale the logo proportionately. Never stretch or condense the logo.



### Minimum size

The logo should never appear at a total height of less than 0.75".

commsgroup@cityofkingston.ca | 613-546-4291 ext. 2300 | City of Kingston Visual Identity Guidelines - 12



### Outlines

Never create an outline around the logo.

## Logo - improper use

Do not alter or modify the logo in any way. The following are some examples of unacceptable logo usages.



**Axis of the logo**  
The axis of the logo should never be skewed.



**Size relationships**  
The size relationships between the logo elements should remain constant.



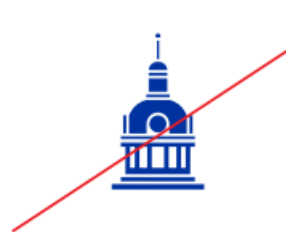
**Position of the symbol**  
The position of the symbol should never be altered.



**Create new logos based on elements**  
Do not use any part of the logo to create a new logo.



**Deconstructing**  
Do not use any of the logo elements separately.



**Sam, sandiostrum et estiorra que pliciendae**



**Screens**  
The City of Kingston logo should not appear as a wordmark under other text.

**Colour**

## Colour - City of Kingston logo colours



### Logo colours

The logo palette for the City of Kingston brand are traditional colours. They are strong, rich and prominent.

### Logo

These colours are the only colours to be used for the City logo.

NOTE: When converting colours from Pantone to CMYK or RGB, please use the conversions shown.

Colours used online are slightly different than those in print. This is to ensure optimal colour appearance online.

## Colour - Brand colours - primary

						
Pantone 7580 C	Pantone 249 C	Pantone 192 C	Pantone 389 C	Pantone 1235 C	Pantone 7716 C	Pantone 7540 C
C 13 M 84 Y 100 K 3	C 51 M 100 Y 28 K 11	C 0 M 93 Y 50 K 0	C 33 M 0 Y 100 K 0	C 2 M 28 Y 98 K 0	C 100 M 20 Y 54 K 0	C 0 M 0 Y 0 K 85
R 208 G 77 B 39	R 132 G 34 B 105	R 238 G 54 B 95	R 183 G 212 B 51	R 248 G 186 B 29	R 0 G 145 B 139	R 77 G 77 B 79
Hex: #cf4c27	Hex: #842269	Hex: #ee365f	Hex: #b7d432	Hex: #f7ba1c	Hex: #00918a	Hex: #4c4c4e
Sunset	Lilac	Dusk	Grass	Wheat	Lake	Stone

### Corporate brand colours

The primary corporate brand colours include vibrant colours that exemplify energy. These colours are inspired by Kingston's natural landscape and environment. The primary brand colours should be used for presentations, marketing and other internal documents.

NOTE: When converting colours from Pantone to CMYK or RGB, please use the conversions shown.

Colours used online are slightly different from those in print. This is to ensure optimal colour appearance online.

## Colours - Brand colours - secondary

<b>DARK</b>	Pantone 7581 C	Pantone 7652 C	Pantone 1945 C	Pantone 391 C	Pantone 1255 C	Pantone 7476 C	Pantone 426 C
	C 32 M 73 Y 81 K 28	C 42 M 92 Y 0 K 50	C 5 M 100 Y 55 K 28	C 23 M 5 Y 100 K 33	C 9 M 35 Y 98 K 30	C 89 M 22 Y 34 K 65	C 94 M 77 Y 53 K 94
	R 134, G 74, B 51	R 95 G 19 B 88	R 173 G 10 B 64	R 146 G 152 B 27	R 171 G 121 B 25	R 0 G 71 B 79	R 0 G 0 B 5
	Hex: #894833	Hex: #5e1358	Hex: #ac0940	Hex: #92981b	Hex: #ab7e18	Hex: #00464f	Hex: #000004
<b>MIDTONES</b>	Pantone 7626 C	Pantone 2415 C	Pantone 7424 C	Pantone 2300 C	Pantone 2007 C	Pantone 7702 C	Pantone 425 C
	C 13 M 92 Y 100 K 4	C 22 M 100 Y 0 K 16	C 1 M 82 Y 20 K 0	C 33 M 10 Y 93 K 0	C 1 M 39 Y 92 K 0	C 71 M 20 Y 16 K 0	C 48 M 29 Y 26 K 76
	R 203 G 57 B 39	R 168 G 11 B 122	R 236 G 85 B 135	R 183 G 195 B 65	R 247 G 167 B 48	R 62 G 162 B 194	R 48 G 60 B 66
	Hex: # cc3926	Hex: #a80b79	Hex: #ec5586	Hex: #b6c341	Hex: #f6a72f	Hex: #3da1c1	Hex: #303b41
<b>LIGHT</b>	Pantone 467 C	Pantone 245 C	Pantone 515 C	Pantone 386 C	Pantone 1215 C	Pantone 5503 C	Pantone 442 C
	C 9 M 24 Y 47 K 0	C 16 M 56 Y 0 K 0	C 8 M 34 Y 0 K 0	C 9 M 0 Y 66 K 0	C 5 M 35 Y 63 K 0	C 39 M 2 Y 14 K 10	C 25 M 7 Y 19 K 20
	R 231 G 193 B 144	R 207 G 134 B 185	R 226 G 178 B 211	R 237 G 236 B 121	R 238 G 174 B 111	R 139 G 192 B 198	R 159 G 178 B 172
	Hex: #e6c08f	Hex: #cf86b9	Hex: #e2b2d3	Hex: #edeb79	Hex: #eeae6f	Hex: #8abfc6	Hex: #9eb1ac

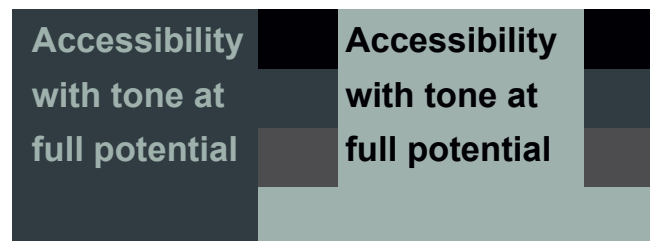
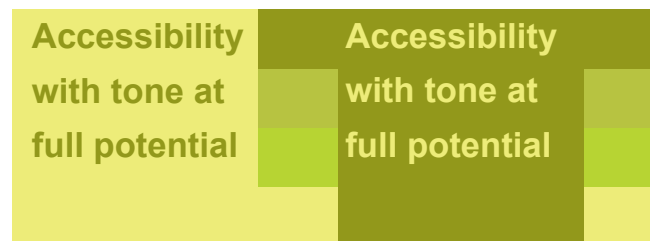
### Corporate brand colours - secondary

The corporate brand colours secondary palette is designed to support and complement the primary colour palette.

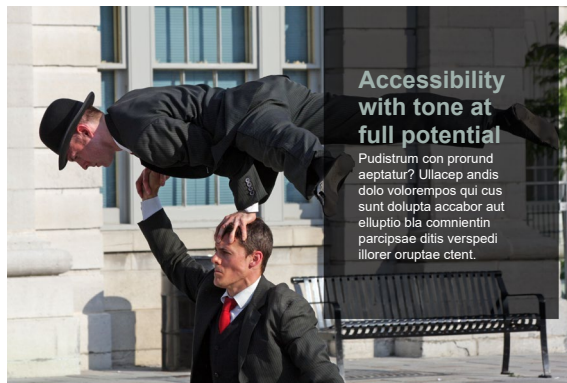
These colours enable flexibility and variety in design.

## Colour - tone-on-tone

Difference of tone in colour acts as a key element to define look of the City of Kingston. It also plays a key role with visual accessibility. Here is an example of compatible colour combinations using a tone-on-tone approach. They are neighbours on the colour wheel and live harmoniously.



## Colour - overlaid colour



Overlaid colour on photography is another way to bring the colour palette to life in applications. Use of colour should always feel complementary to the image. Choose colours from the full colour palette that are closest to the dominant colour in the selected photograph.



## Colour - overview

**DO:** control use of colour

**DO:** use colours that complement photographs or backgrounds

**DO:** use colours for type that have an adequate contrast to the background or photograph

**DO:** use screens of colours, where needed, to provide contrast to backgrounds

**DON'T:** use type colours that do not adequately contrast against the background or photograph

# Typography

## Logo typeface



————— Garamond Bold

*where history and innovation thrive*

————— Garamond Italic

## Primary typeface

Typography is a strong extension of our brand’s personality and plays a major role in creating a consistent look for the City of Kingston across all communications and promotional materials.

**Helvetica Neue** has been selected for its versatility and legibility for large amounts of body copy. It offers many weights and styles that provide design flexibility for all graphic communications.

The integrity of the font should be maintained at all times (no vertical or horizontal scaling, no added stroke, etc.)

To ensure consistency, please make sure you use **Helvetica Neue** and not regular Helvetica.

When purchasing this type suite, be sure to select the **Helvetica Neue** family. Due to licensing restrictions, we are unable to provide copies of this typeface.

27 Ultra Light Condensed	107 Extra Black Condensed Oblique	23 Ultra Light Extended
27 Ultra Light Condensed Oblique	25 Ultra Light	23 Ultra Light Extended Oblique
37 Thin Condensed	26 Ultra Light Italic	33 Thin Extended
37 Thin Condensed Oblique	35 Thin	34 Thin Extended Oblique
47 Light Condensed	36 Thin Italic	43 Light Extended
47 Light Condensed Oblique	45 Light	43 Light Extended Oblique
57 Condensed	46 Light Italic	53 Extended
57 Condensed Oblique	55 Roman	53 Extended Oblique
67 Medium Condensed	56 Italic	63 Medium Extended
67 Medium Condensed Oblique	65 Medium	63 Medium Extended Oblique
77 Bold Condensed	66 Medium Italic	73 Bold Extended
77 Bold Condensed Oblique	75 Bold	73 Bold Extended Oblique
87 Heavy Condensed	76 Bold Italic	83 Heavy Extended
87 Heavy Condensed Oblique	85 Heavy	83 Heavy Extended Oblique
97 Black Condensed	86 Heavy Italic	93 Black Extended
97 Black Condensed Oblique	95 Black	93 Black Extended Oblique
107 Extra Black Condensed	96 Black Italic	

## Primary typeface - Helvetica Neue - examples

Helvetica Neue 25 Ultra Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890

Helvetica Neue 26 Ultra Light Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXY*  
*1234567890*

Helvetica Neue 35 Thin

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890

Helvetica Neue 36 Thin Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXY*  
*1234567890*

Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890

Helvetica Neue 46 Light Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXY*  
*1234567890*

Helvetica Neue 55 Roman

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890

Helvetica Neue 56 Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXY*  
*1234567890*

Helvetica Neue 65 Medium

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890

Helvetica Neue 66 Medium Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXY*  
*1234567890*

Helvetica Neue 75 Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXY**  
**1234567890**

Helvetica Neue 76 Bold Italic

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNOPQRSTUVWXY***  
***1234567890***

Helvetica Neue 85 Heavy

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXY**  
**1234567890**

Helvetica Neue 86 Heavy Italic

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNOPQRSTUVWXY***  
***1234567890***

Helvetica Neue 95 Black

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXY**  
**1234567890**

Helvetica Neue 96 Black Italic

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNOPQRSTUVWXY***  
***1234567890***

---

Helvetica Neue 57 Condensed

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890

Helvetica Neue 53 Extended

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTU  
VWXYZ  
1234567890

## Substitute typeface - Arial - examples

When the primary typeface, **Helvetica Neue**, is unavailable for use, use Arial in its place.

Arial is readily available within word processing, spreadsheet and presentation programs and will be used for all internally produced documents and correspondence.

Common usage includes: letters, labels, memos, slides, invoices, forms and cover pages.

Not all versions of Arial shown below may be available on all computers.

Arial Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()\_+{|:”<>?

Arial Italic

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890 !@#\$%^&\*()\_+{|:”<>?*

Arial Narrow

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()\_+{|:”<>?

Arial Bold

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 !@#\$%^&\*()\_+{|:”<>?**

Arial Bold Italic

***abcdefghijklmnopqrstvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890 !@#\$%^&\*()\_+{|:”<>?***

Arial Black

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 !@#\$%^&\*()\_+{|:”<>?**

## Secondary typeface - Garamond - examples

Garamond may be used for headlines, sub-heads and photo credits when Helvetica Neue is not appropriate.  
Garamond may not be used as body copy due to the AODA regulations.

### Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Garamond Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

### Garamond italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

## Typography overview

**DO:** use the specified fonts

**DO:** reference the AODA regulations for accessible print materials online:

[www.ontario.ca/page/how-make-information-accessible](http://www.ontario.ca/page/how-make-information-accessible)

The Canadian National Institute for the Blind offers these easy-to-reference guidelines in line with AODA regulations.

<http://www.cnib.ca/en/services/resources/Clearprint/Pages/default.aspx>

**DO:** make the size easily readable for your audience - 12pt or higher is recommended by the AODA

**DO:** use size and weight to create contrast

**DO:** remember that less is more

**DON'T:** use vertical or horizontal scaling

**DON'T:** add strokes or outlines

**DON'T:** add drop shadows

**DON'T:** cram too much in. Less is more.



# Stationery

## Email signature block

An email signature block plays an important role in municipal correspondence. It identifies the sender as a City of Kingston employee and provides contact information that the recipient may need. Although an email signature block may be used to promote a program or service, it should not be embellished with decorative typefaces, non-approved colours, personal slogans or phrases. Background colours or images should be avoided at all times.

An email signature block has been created to include the City logo that contains active hypelinks that link to the website and social media channels. To apply the signature block to your email account please follow the steps found on Kingnet here: <https://kingnet.cityofkingston.ca/-/how-do-i-update-my-email-signature>

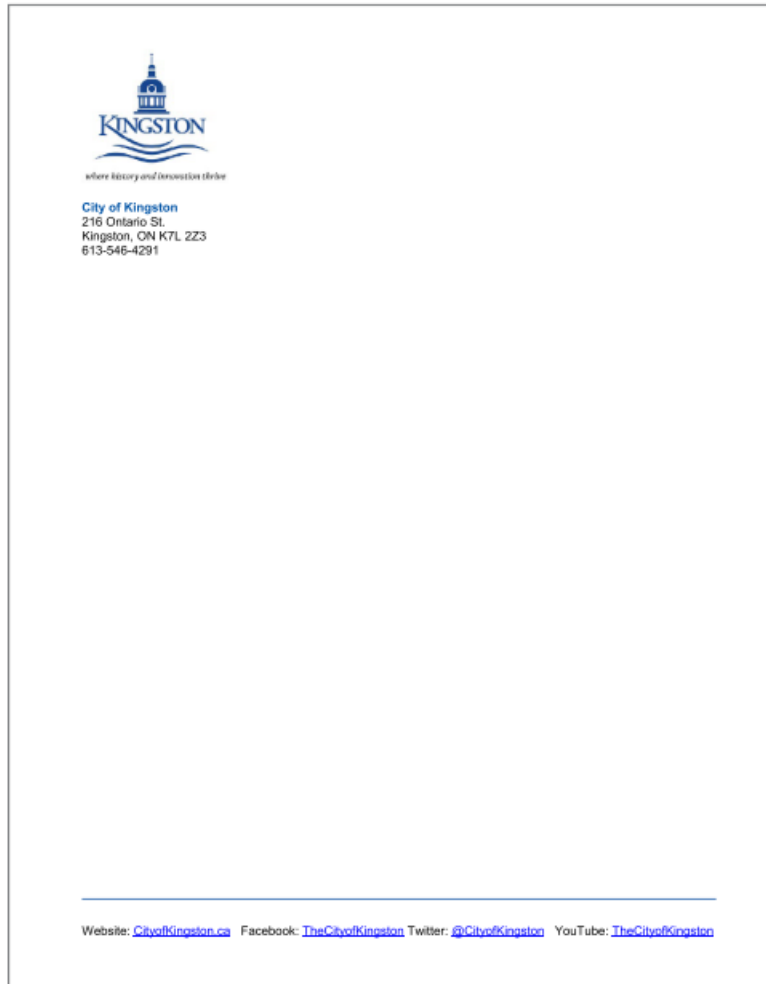


Your Name  
Your Title  
Your Department  
City of Kingston  
Located at:  
Your location  
Your Phone Number  
Your Email

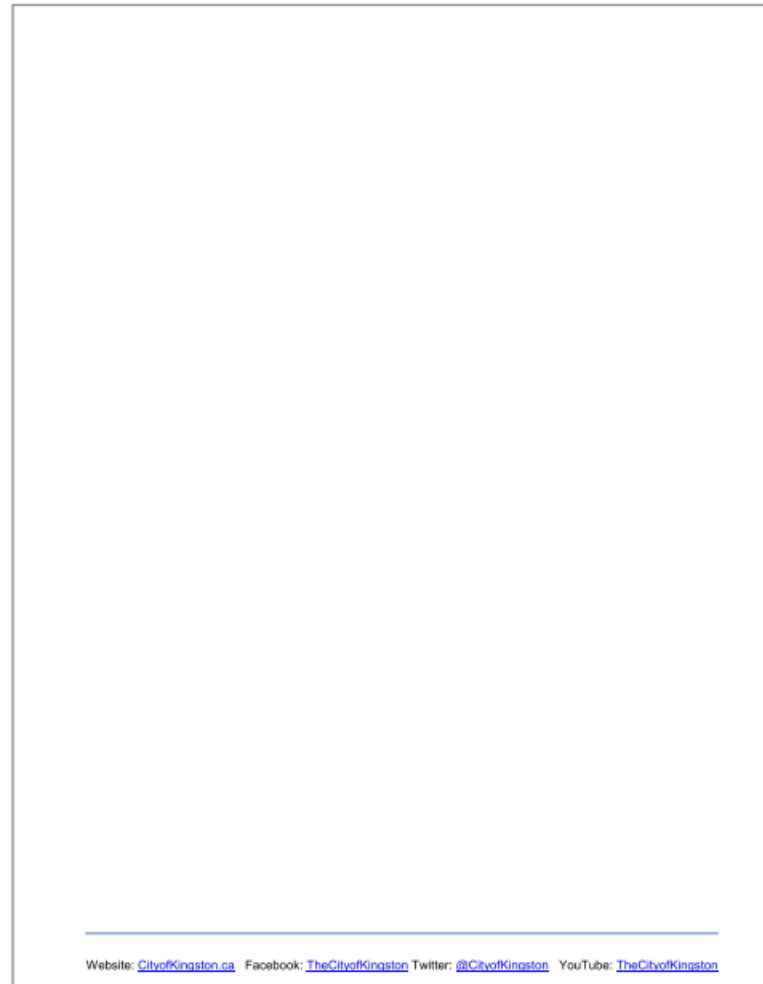
## Stationery - letterhead

A Word document and PDF of the letterhead are available for download here:

<https://kingnet.cityofkingston.ca/-/how-do-i-get-letterhead>



For use in 2018 only



## Stationery - business card

All City staff will use the approved business card (featured below) with the City logo. To order business cards please visit: <https://kingnet.cityofkingston.ca/-/get-business-cards>



# Website and social media

## Website and social media

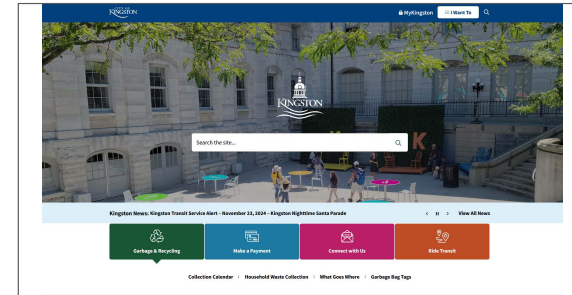
### Website

The City of Kingston website will be listed on all external communication products (CityofKingston.ca).

- Slash links and other City web domains may be used as applicable (e.g. [www.CityofKingston.ca/trip-planner](http://www.CityofKingston.ca/trip-planner), [Kingston.docupet.com](http://Kingston.docupet.com), etc.)
- Do not list long URLs (website addresses)

### Social media

Incorporating the social media icons into our online communications indicates the City's social media presence on specific platforms. The City of Kingston will only list/promote the most popular social media pages (e.g. Facebook, Twitter and YouTube).



@CityofKingston



TheCityofKingston



TheCityofKingston

# Photography

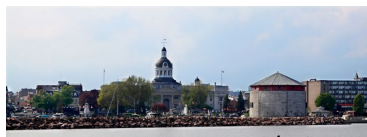
## Brand photography

The City of Kingston corporate brand puts people and the moments they will experience in the city at the forefront of our marketing. All photos taken with identifiable people must have a photo release form signed by individuals in the picture.

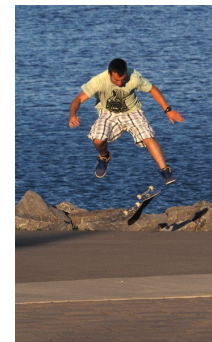
### Tips for capturing or choosing great imagery:

- focus on interactions and connections between people and/or their surroundings
- show people and their actions looking natural, not posed
- include overall warm lighting and emotional content
- showcase unique aspects of Kingston and area
- capture authenticity and elicit an emotional response.

### Old



### New





## Photography-technical considerations

How we present the City visually is a key to maintaining the brand. Please follow these technical standards and practices for all City of Kingston visuals.

### **Technical details:**

- Print images need to be a minimum of 300 DPI at full publication size and either supplied in TIFF or high-quality JPEG format using 24-bit or higher colour depth.
- Due to the 72 DPI format of the Internet, web images are simply not suitable for high-quality printed materials. Whenever possible, please supply high-res, print-ready images.
- For all photography: any recognizable person in the image will require a signed and dated release form that can be kept on file with the City of Kingston (see next page for our photo release form)
- All logos should be supplied in EPS format as proper vector files. If this is not possible, a TIFF or JPEG of the logo at a minimum of three inches on its shortest side may be acceptable.

### **Esthetic guidelines**

- Images with harsh flash glare, unnatural shadows or people who are looking directly into the camera are undesirable.
- To reinforce a realistic and believable image for the City, pictures with obvious special effects, alterations or unnatural colour correction cannot be used.
- Please avoid over-cropping or tight-cropping images. Due to the imperfect nature of the print process, extra space around the key subject of your image is often needed to accommodate various publication needs.

## Photo release



Project Name \_\_\_\_\_

I hereby grant permission for the City of Kingston to photograph/videotape me, on the dates and in the locations outlined below.

I understand that said photos or video footage may be used in publications, on the City of Kingston website, or in videos produced by or for the City and I consent to the use of my image or that of my children named below for those purposes and release the City from any claims that may arise as a result. We will not pass the photos on or sell the photos to any third parties.

Name \_\_\_\_\_

Signature: \_\_\_\_\_

Location(s) \_\_\_\_\_ Date: \_\_\_\_\_

Comments: \_\_\_\_\_

## Photography style

Tier 1 photography embodies the brand. It is bold and dynamic and captures an authentic story about both experience and place. Tier 2 images showcase genuine interaction between people in a unique and exciting environment. These images are intended for many different mediums so they must work in a variety of orientations.

### Tier 1



Tier 1 photography: Great consideration must be taken while composing the image. Elements that help tell the story being captured should be more or less central in the frame. The surrounding imagery must still be considered, but should not hold any information critical to the image's success. Tier 1 photography must have an awe factor that a viewer can immediately connect with.

### Tier 2



Tier 2 photography also depicts authentic and compelling experiences, focusing on a moment shared between people. The background may be less prominent than in Tier 1 images, and there will be fewer ways in which the images are required to be framed.

## Photography credits

When a photo credit is required, there are two ways it can be added to a layout:

- 1) If space allows, the first option is to place the credit outside the image in a bottom corner either horizontally below it or vertically beside it.
- 2) If the credit is required to be over-printed on the image, the text should default to the bottom right-hand corner unless this placement distracts from the imagery.



Photography by John Doe



Photography by John Doe



Photography by John Doe

## Photography overview

**DO:** use interesting crops

**DO:** use images that show unexpected viewpoints of Kingston

**DO:** have a photo release form signed for images in which a person is recognizable

**DON'T:** use images or models that look staged or posed

**DON'T:** re-colour images in an unnatural way

# Video

## Video style

Videos offer an opportunity to deepen the connection with our audience by showcasing the City of Kingston in a unique way.

Similar to brand photography, video should capture interactions and experiences people could only have in Kingston or its surroundings and should always look genuine and natural.

Each video will end with the City of Kingston logo.

## End plate example



## Video technical specifications

Please follow these technical standards and practices for all City of Kingston video assets.

### Technical details:

- Please ensure your footage is in its raw, native, uncompressed form and supplied in a standard format such as MOV or MPG.
- Minimum resolution is 1920 X 1080 (HD).
- Please edit your files down to a maximum file size of 3 GB. For larger file submissions, please contact communications and public engagement at [commsgroup@cityofkingston.ca](mailto:commsgroup@cityofkingston.ca) or phone 613-546-4291 ext. 2300.
- Close captioning is required on all videos posted on the City website or YouTube channel. We will accept either a script in a Word document or a transcript file to post the close captioning.

### Esthetic guidelines:

Overall, try to capture natural interactions, movement and conversation.

- Just as with our photography guidelines, special effects, alterations or unnatural colour correction should not be used.
- Please provide “handles” on either end of key moments in your video footage to accommodate overlapping video edits as needed.
- All footage must be shot in standard landscape video format and not portrait (cell phone) aspect ratio.



## Video overview

**DO:** include closed captioning on all internal and external videos.

**DO:** end each video with the City of Kingston logo screen with social media icons and web URL.

# Writing standards

## Writing standards for communications materials

All communications products produced by the City for the public must comply with the *Writing Standards for Communications Materials Policy*. This policy does not apply to council reports, committee reports, departmental letters and other similar forms of correspondence.

The City is committed to providing clear, concise information to its residents and employees for ease of understanding.

## Canadian Press Style

The City's communications and public engagement division understands CP style and can assist you in meeting the writing standard for communications and marketing products including (but not limited to): advertising, booklets, pamphlets, posters, reports, etc.

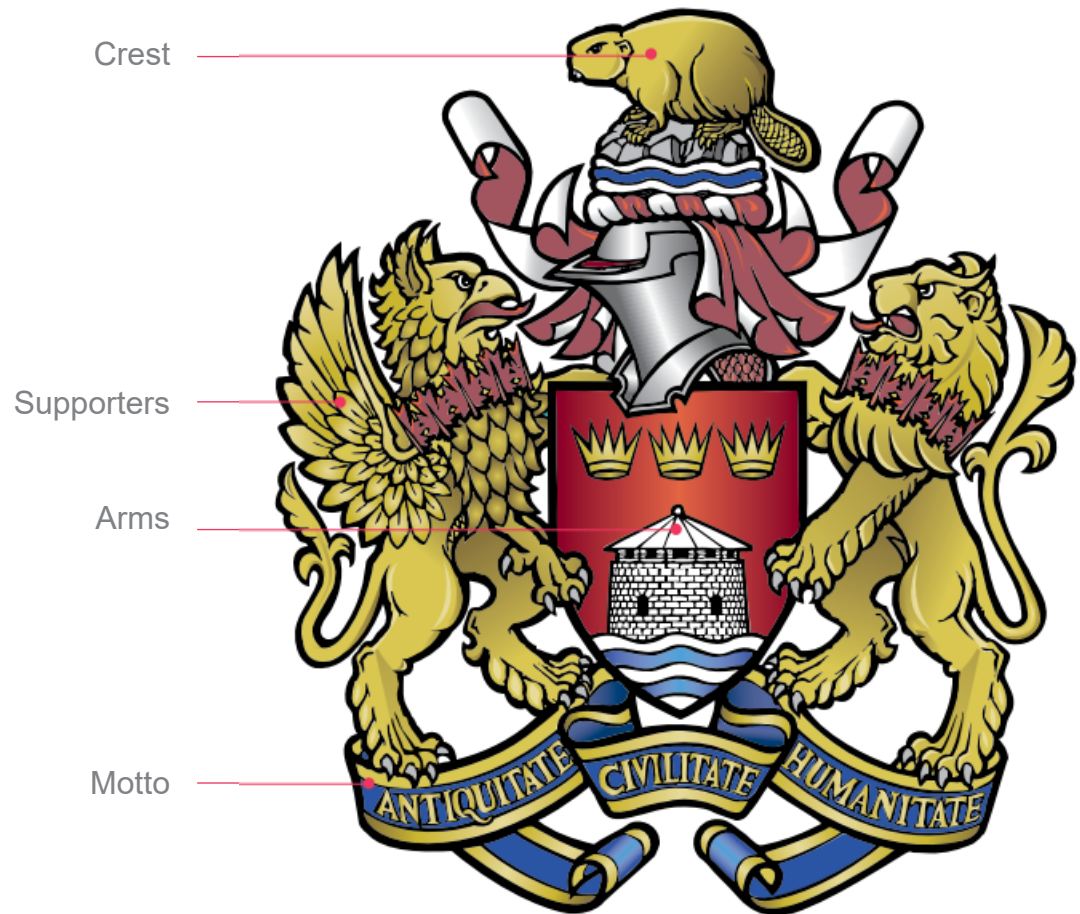
City employees can contact their communications officer to request assistance with meeting these standards.

Those contracted by the City should reference *The Canadian Press Style Guide*, *The Canadian Press Caps and Spelling* and *The Canadian Oxford Dictionary* when producing communications and marketing products on behalf of the City of Kingston (i.e. any communication or marketing material for the public).

# Coat of arms, flag and badge

## Coat of arms

The Coat of Arms, Flag and Badge are formal heraldic symbols of high importance as an honour from the Crown in Canada and as such shall only be used by the Office of the Mayor, Office of the Clerk, Kingston Fire & Rescue, Bylaw Enforcement, the Office of the City Solicitor, the Canadian military as requested or for other matters of formal protocol as approved by Council.



## Coat of arms - acceptable use

Always maintain the minimum protective space around Kingston's coat of arms to maintain visual clarity and to provide maximum impact. The minimum protective space is X, where X is equal to the height of Martello tower to the base of the shield within the coat of arms.

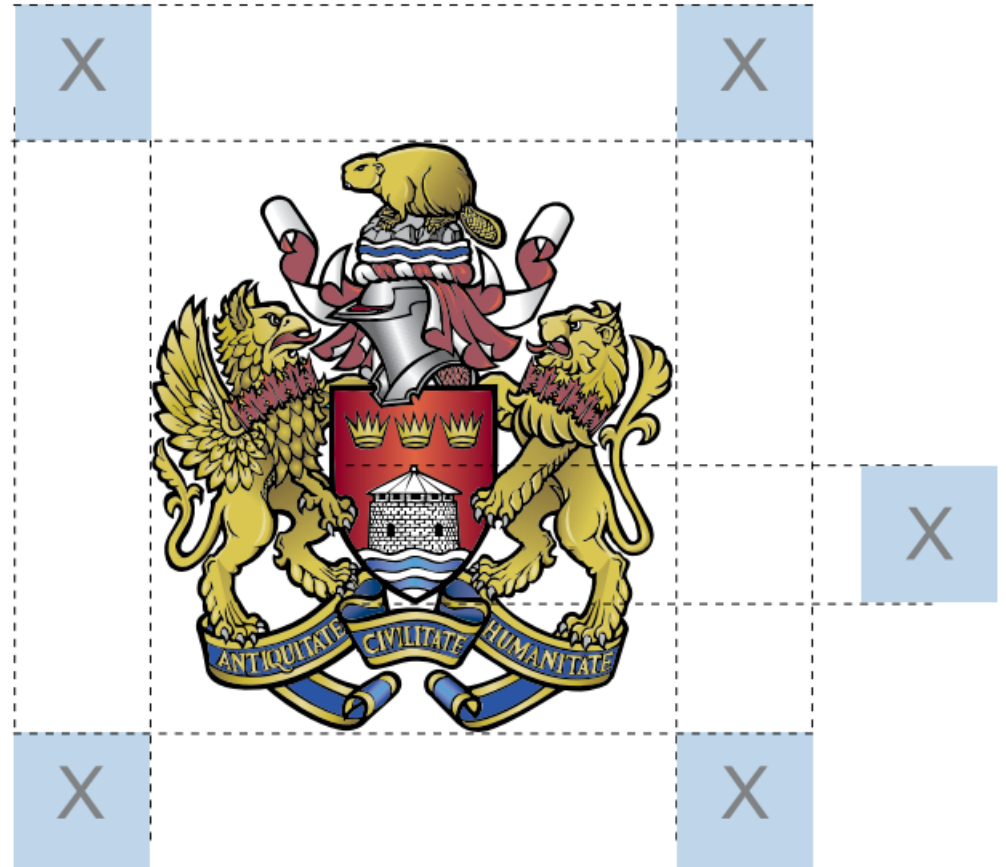
This space is required around all sides.

This applies to both the positioning around other printed elements, as well as the positioning around background field edges, trim and rules.

Coat of arms  
minimum size



0.75"  
19.05mm



## City crest (element of coat of arms)

The crest is an element derived from the coat of arms.

The crest is used for the bylaw enforcement staff, specifically on the uniform.





## Flag

The flag shows the Martello tower on a red background with three waves representing the waterways that meet in Kingston. The three antique crowns reflect the geographical arrangement of the three former municipalities that combined to form the City of Kingston. The flag is twice as long as it is high.

**Red: Pantone 032**

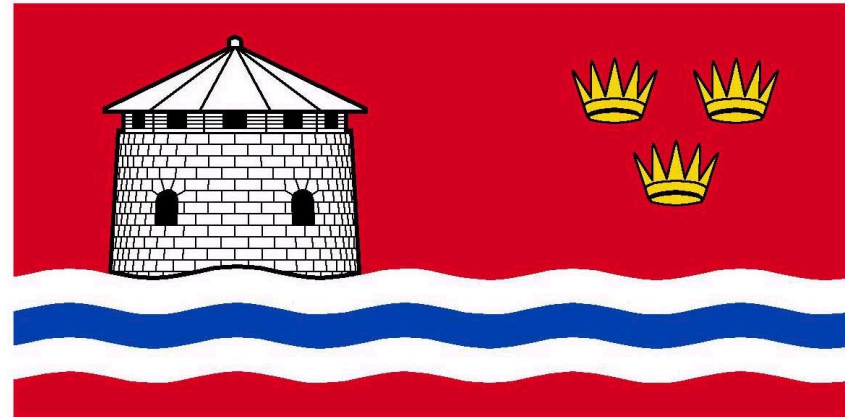
**Blue: Pantone 293**

**Yellow: Pantone Yellow C**

**Black: Pantone Black 4C**

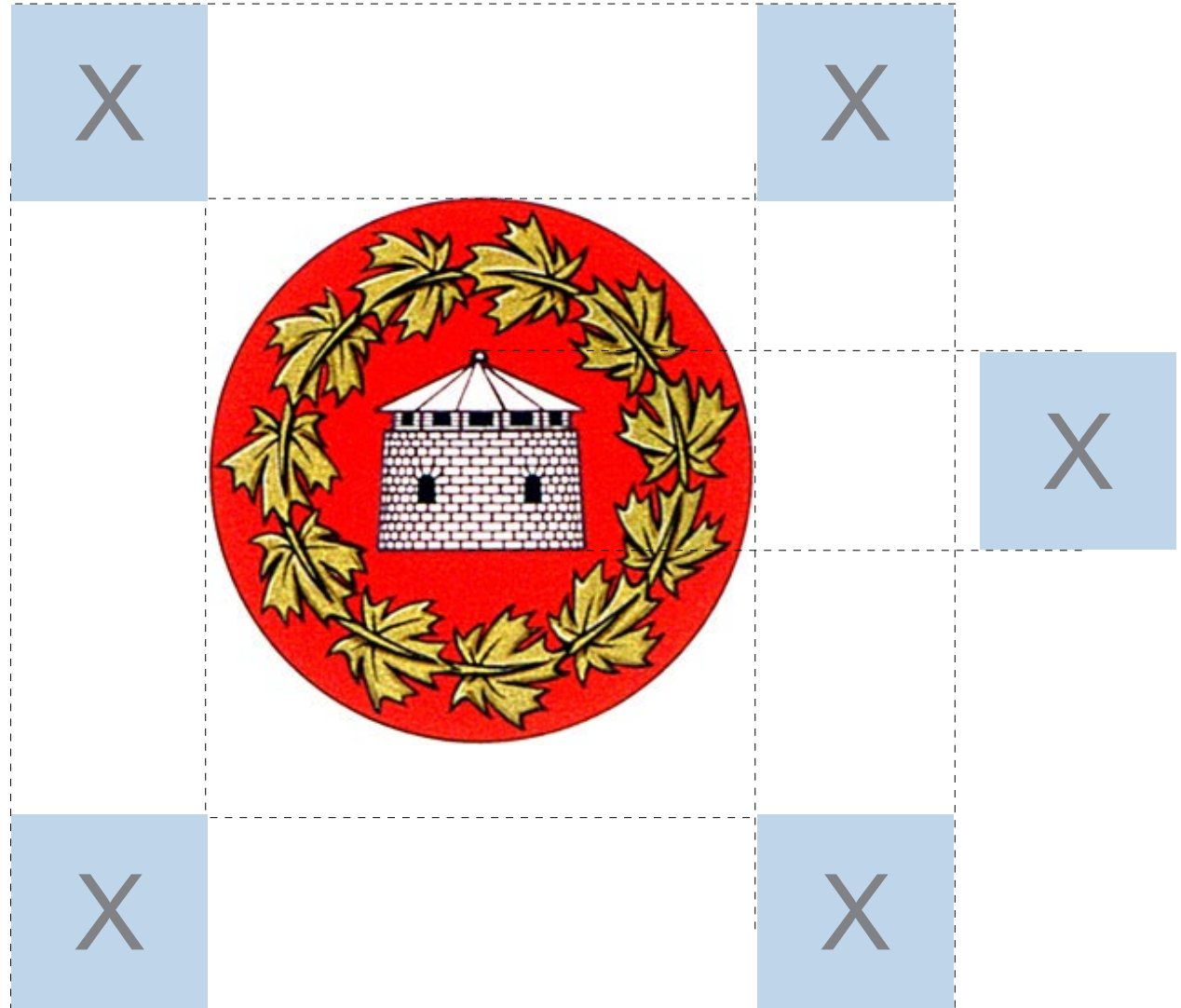
Please ensure the Martello tower is on the same side, front and back.

Please reference Report No.: AP-13-023 - *Flag Display and Flying Policy Amendments* regarding the display of the flag.



## City badge

Please refer to the visual Identity policy for information about use.



City badge  
minimum size



0.75"  
19.05mm

# Signage

## Signage

The City logo shall be used on “Welcome to Kingston” signage at entrance-ways to the city and at the airport, bus, train stations and the marinas.

Questions regarding the recommended material for signage can be directed to the facilities management and construction services department.

Exterior and interior signage must follow the guidelines stated in the Visual Identity Guidelines.

## Parking signs

Directional signage and multimedia communications campaign were approved as part of the City's Parking Services Review (2000), which included posting new directional signage to municipal parking lots, using new blue and burgundy colours (to coincide with the City's logo) and new signage at attended lots to enhance visibility for customers.



# Vehicle application

## Vehicles - introduction

The City of Kingston leases and owns a large fleet of vehicles. The following pages will help to guide the sizing and placement of the City logo on vehicles.

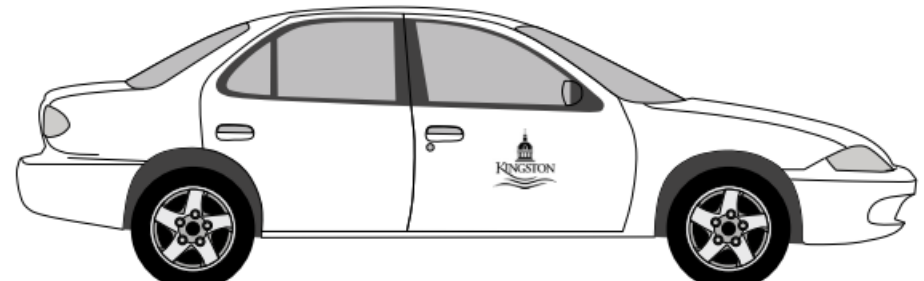
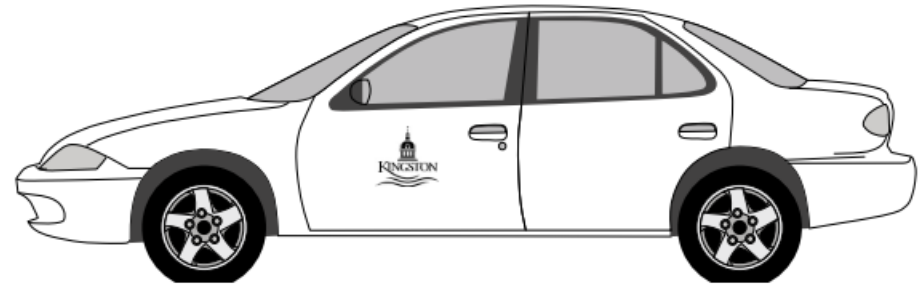
The logo should appear in black on light-toned vehicles. For dark vehicles, the white version of the logo should be used.

It is important to evaluate the visual contrast of a vehicle's colour to determine whether the logo's midnight colour or white version should be used.

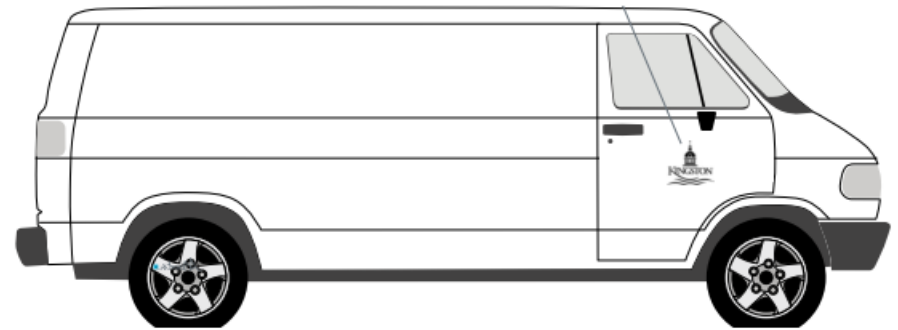
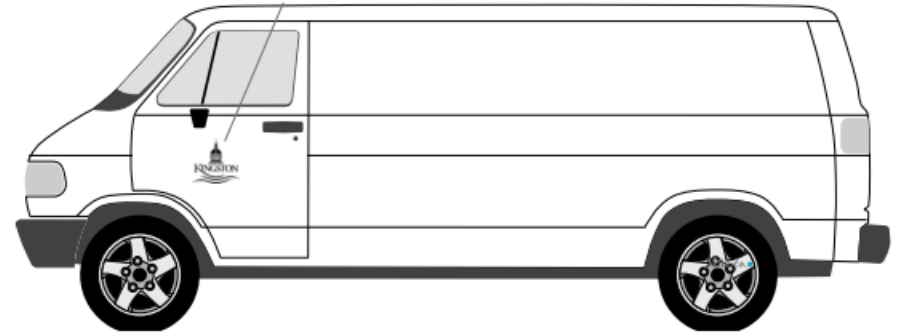
The vehicles shown in this section are examples only and are not meant as an accurate representation of the vehicles used by the City of Kingston.

The proposed use of any special graphic treatments on the surface of government vehicles must be reviewed by the transportation services department.

The integrity of the logo must be respected at all times. Never recreate or modify the logo in any way. Always use the approved electronic file available for download at [Kingnet.CityofKingston.ca](http://Kingnet.CityofKingston.ca) using the search feature under resources.



## Vehicles - standard





## Vehicles - standard and dark

