



Brand Guidelines for
the Town of Petawawa

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 www.petawawa.ca

Brand Guidelines

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INTRODUCTION



Project Overview

The Town of Petawawa has established a cohesive brand identity to represent its community, culture, and values. These brand guidelines provide a framework for ensuring consistency in Petawawa's new visual identity across all communications and official Town materials.

They include detailed application instructions necessary to maintain an authentic, trustworthy, and inviting municipal identity.

Project Goal

Petawawa's brand strategy aims to create a recognizable identity that reflects the town's unique attributes, fosters community engagement, and attracts visitors, residents, and businesses.

A well-defined brand will:

- Positively promote Petawawa
- Strengthen community identity
- Enhance tourism, investment, and economic development
- Establish a strong visual presence across digital and printed materials

BRAND STRUCTURE

Brand Vision

Situated along the Petawawa River and the Ottawa River, Petawawa is dynamic by nature.

Whether you're looking to paddle through kilometres of serene flat water or challenge yourself on world-class whitewater, Petawawa offers unparalleled opportunities for outdoor recreation.

Petawawa boasts scenic trails for walking and winter snowshoeing, and the Algonquin Trail leads to endless adventures for those who prefer to stay on solid ground.

As the eastern gateway to Algonquin Provincial Park, Petawawa offers an authentic wilderness experience.

The town comes alive with special events that bring residents and visitors together to celebrate nature and community. Located just an hour and a half west of Ottawa, Petawawa provides the perfect blend of accessibility and natural beauty.

If you hear the call of the wild, it's coming from Petawawa!

Core Brand Values

1. Community: A welcoming and engaged town that values its residents and visitors.
2. Nature and Adventure: A town renowned for its outdoor recreation, natural landscapes, and access to the Ottawa River.
3. Heritage and Growth: A place with a rich military and cultural history that continues to evolve and expand.
4. Opportunity: A thriving environment for businesses, families, and individuals looking to establish roots.
5. Innovation: A forward-thinking town embracing new opportunities for growth and sustainability.

Brand Personality

- Authentic
- Vibrant
- Friendly
- Welcoming
- Convenient
- Connected
- Outdoorsy
- Affordable
- Historic

Value Proposition

Petawawa offers a high quality of life where natural beauty meets opportunity. With a strong sense of community, modern amenities, and endless outdoor recreation, it is an ideal place to live, work, and explore.



Logo & Brandmark

1



The logo must only appear in the approved brand colours.

Always use provided logo files. Do not alter colours, proportions, or individual elements in any way.

For example, the logo may not be recoloured in gradients, rainbow colours, seasonal themes, or other styles that deviate from the approved palette.

Logo Variations

The Town of Petawawa logo has been developed to be versatile and responsive to the needs of different applications across printed and digital materials. There are five distinct versions of the logo that may be used according to different contexts, as follows:

- **Full Colour** — Can be used against a white background
- **Full Colour for Dark Backgrounds** — Can be used against dark backgrounds
- **White Knockout and Knockout Duotone Dark** — Can each be used against dark backgrounds
- **Knockout Duotone Light** — Can be used against light backgrounds.



Full colour



Full colour for dark backgrounds



White knockout



Knockout duotone dark



Knockout duotone light

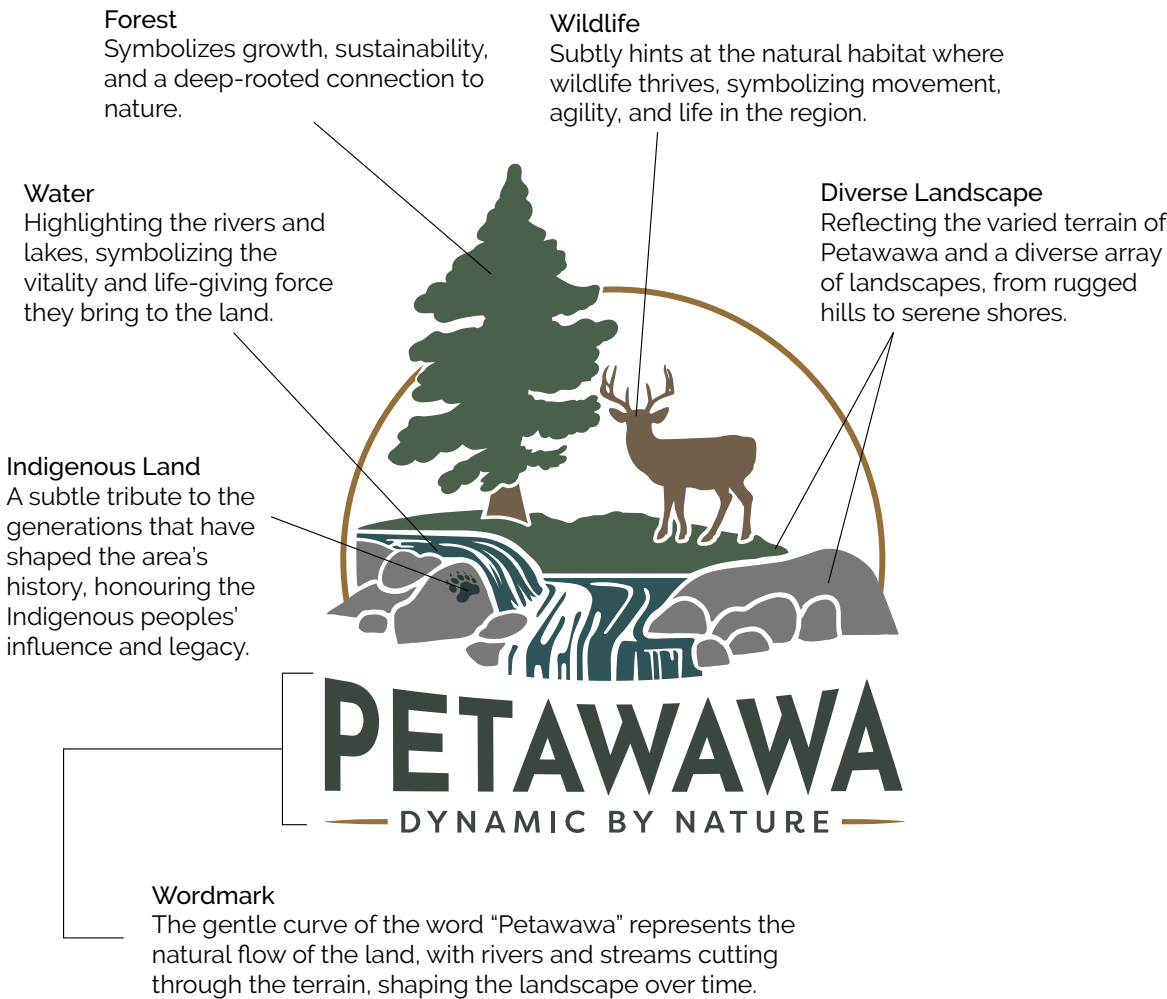
Logo & Brandmark

Brandmark Visual Identity

The tagline “Dynamic by nature” is integral to the Petawawa brand identity.

This is the preferred logo configuration and helps convey the full spirit of the Petawawa brand. Only if the logo appears at a height smaller than 1 inch or in materials where simplicity and clarity are prioritized (e.g., digital applications, small-format print, or promotional items) may the logo version without the tagline be used.

The tagline must never be altered, abbreviated, reworded, or repositioned independently of the logo. Always maintain the appropriate clear space around the tagline and ensure it remains legible against the background. Ensure the proper use of the approved logo files provided. Do not attempt to recreate or typeset the tagline separately.



Safe Space

A safe space must be maintained around all logo variations to ensure the logo is always presented with impact.

The minimum required clear space equals the height of the capital “P” in the logo.

This clear zone must remain free of text, graphics, or visual elements that could compete with or crowd the logo.

Importantly, this safe space also includes the internal negative space created by the logo's curves; this space should remain unobstructed to preserve the logo's legibility.

These standards apply consistently across all logo formats, including the vertical, horizontal, and no-tagline versions.



Logo & Brandmark

Wordmark

The Petawawa logo suite includes horizontal and wordmark variations to accommodate different formats and design needs.

The standard logo with the tagline should be used in most applications to maintain consistency and reinforce the full brand identity.

The horizontal logo should be used in layouts with limited vertical space, such as headers, letterheads, or banners. This version has been adapted to include the approved curvature treatment for visual continuity.

The wordmark should be used in applications with critical clarity and legibility, such as website headers, mobile app icons, or other small-scale digital placements. It provides quick brand recognition in compact or streamlined formats. Do not modify any logo variation's proportions, alignment, or curvature. Always use the official artwork provided.

Please contact our Economic Development office if you have any questions about which logo variation to use.



Landscape

Its landscape orientation complements digital and compact spaces, ensuring the logo remains clear, balanced, and visually connected to Petawawa's natural environment.

Bug

This simplified version of Petawawa's logo is recommended for use on social media, where space is limited, and for sub-branding or logo variations, offering flexibility while maintaining brand recognition.

Landscape Brandmark



Bug Brandmark



Logo & Brandmark

Background Contrast

When overlaying the logo on different coloured backgrounds, be selective about which version to use and follow the guidelines on page 7.

When overlaying the logo on images, be sure to use the lighter version of the logo on images that are darker and vice versa, in order to achieve sufficient contrast. Only overlay the logo on an area of the image that has enough negative space to accommodate both the logo and its safe space boundary.



Proper Logo Usage on Coloured Backgrounds

Use the full colour logo on light backgrounds for maximum visibility. Use a white knockout version on dark or busy backgrounds to ensure clarity.



Logo & Brandmark

Unacceptable Uses

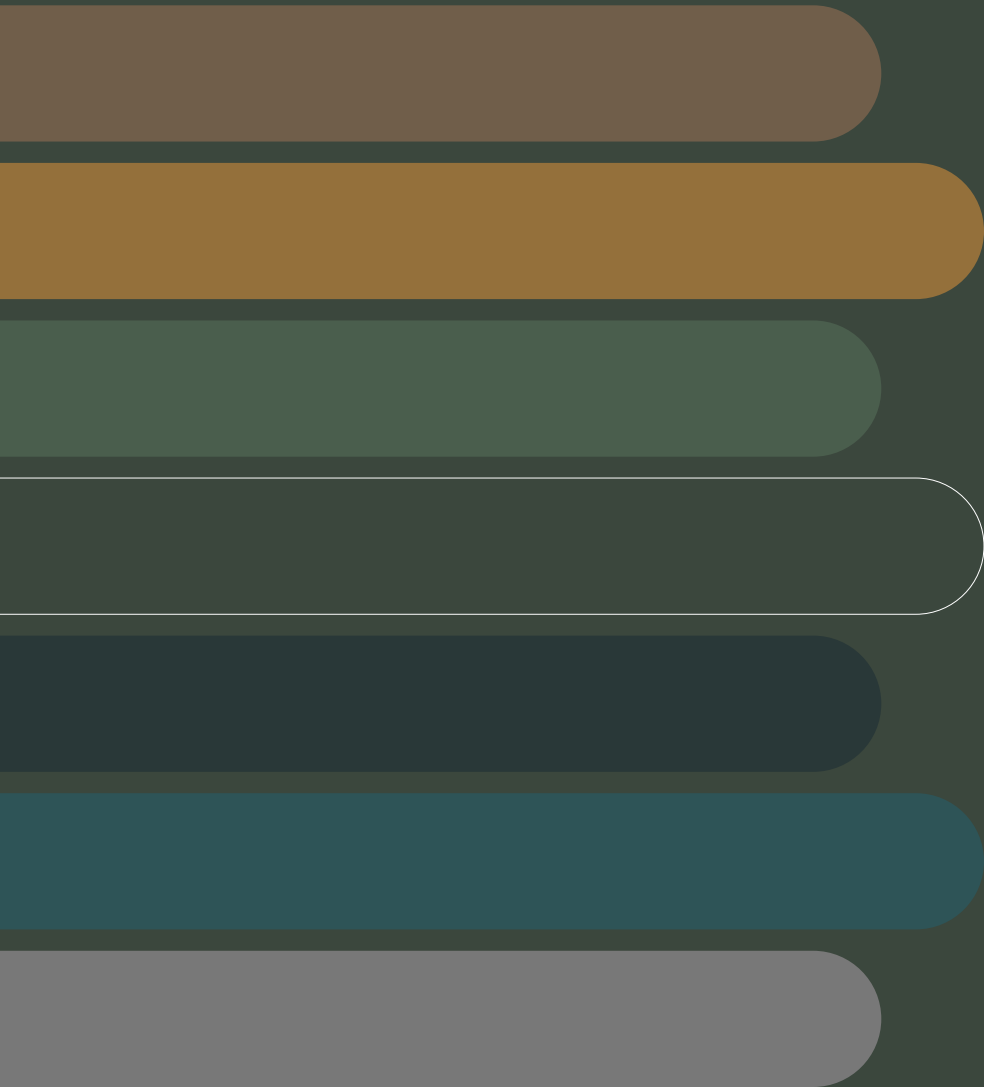
- The new logo should never be altered, stretched, recoloured, or combined with unauthorized elements.
- To preserve quality, digital files should be used in their original format: PNG for web and EPS for print.



Colour

2

The Petawawa brand colours reflect its natural environment and strong community.



Colour

Primary Colours

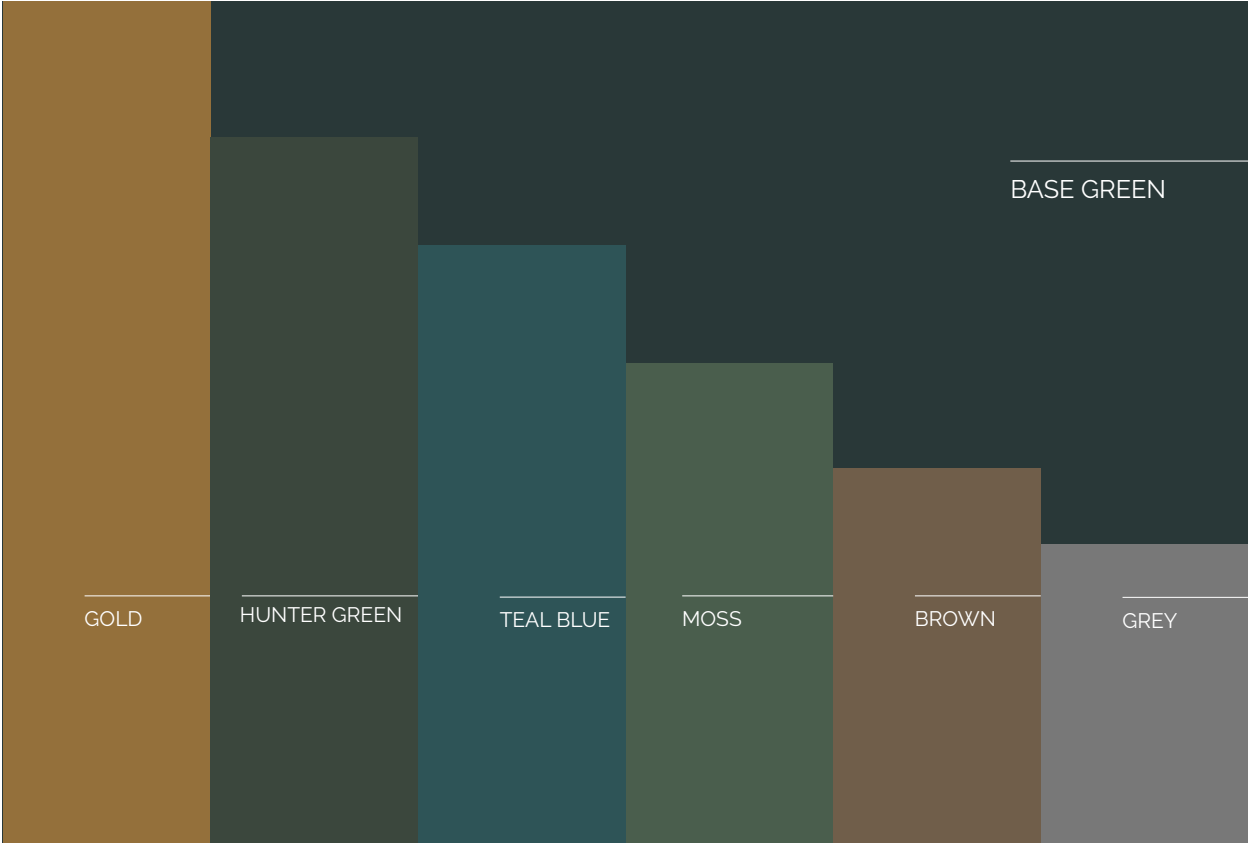
Petawawa's primary colour palette reflects the community's natural beauty, resilience, and heritage.

Gold: A grounding and earthy tone that evokes stability, tradition, and warmth.

Hunter Green: A deep, forest-inspired green symbolizing strength, growth, and connection to nature.

Base Green: A balanced, military-inspired green rooted in Petawawa's identity and the community's armed forces heritage.

Teal Blue: Inspired by the waters of the Petawawa River, a calming blue introduces contrast to the natural palette.



Colour Codes

Hex #936F3B	Hex #3B473E	Hex #293838	Hex #2F5356	Hex #4B5E4C	Hex #705E4A	Hex #777777
RGB 147, 111, 59	RGB 59, 71, 62	RGB 41, 56, 56	RGB 47, 83, 86	RGB 75, 94, 76	RGB 112, 94, 74	RGB 119, 119, 119
CMYK 33, 54, 94, 17	CMYK 72, 52, 68, 46	CMYK 80, 58, 62, 55	CMYK 86, 51, 56, 32	CMYK 71, 44, 71, 31	CMYK 47, 55, 71, 28	CMYK 55, 46, 46, 11

GOLD 936F3B HSB	HUNTER GREEN 3b473e HSB	BASE GREEN 293838 HSB	TEAL BLUE 2F5356 HSB	MOSS 4B5E4C HSB	BROWN 705E4A HSB	GREY 777777 HSB
90%	90%	90%	90%	90%	90%	90%
80%	80%	80%	80%	80%	80%	80%
70%	70%	70%	70%	70%	70%	70%
60%	60%	60%	60%	60%	60%	60%

Typography

A consistent typography system ensures brand recognition across all materials.



3

[Download Raleway Font](#)

Raleway Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
áàêèéëòóõ
1234567890
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Raleway Fonts

Raleway Light	Raleway SemiBold	Raleway Black
<i>Raleway Light Italic</i>	<i>Raleway SemiBold Italic</i>	<i>Raleway Black Italic</i>
Raleway Regular	Raleway Bold	
<i>Raleway Regular Italic</i>	<i>Raleway Bold Italic</i>	
Raleway Medium	Raleway Extra Bold	
<i>Raleway Medium Italic</i>	<i>Raleway Extra Bold Italic</i>	

Primary Typeface: *Raleway*

Raleway is Petawawa's primary typeface and should be used in all creative materials, including posters, social media graphics, and print collateral. Its clean, modern style supports a bold and professional visual identity while remaining highly legible across formats.

Raleway is a sans-serif typeface. It features clean lines, balanced proportions, and a modern aesthetic while maintaining a subtle nod to classic forms. It is versatile and suitable for display and body text, and its range of weights enhances its adaptability across different design applications.

Typography

01.

Aa

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(,.)

02.

Aa

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(,.)

03.

Aa

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(,.)

04.

Aa

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(,.)



Headers (H1)

Font Size: Minimum 3-5 pts larger than body copy.

Sub-Headers (H2)

Font Size: At least 2-3 pts larger than body copy.

Body Copy

Font Size: Base size of 11 pts.

This hierarchy helps create visual contrast and clarity across different levels of information while keeping consistency and structure within the design.

The exact point size may vary depending on the font used, but the unit of measure method remains adaptable.



[Download Aptos Font](#)

Aptos Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

áàêèéëòóõ

1234567890

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Aptos Fonts

Aptos Light

Aptos Light Italic

Aptos Regular

Aptos Regular Italic

Aptos SemiBold

Aptos Bold

Aptos Bold Italic

Aptos Extra Bold

Aptos Extra Bold Italic

Aptos Black

Aptos Black Italic

Substitute Typeface: *Aptos*

When Raleway is unavailable, particularly in internally shared or editable documents such as Microsoft Word or PowerPoint, Aptos should be used as the substitute typeface. Aptos offers similar clarity and structure, making it a practical choice for desktop use and file-sharing scenarios where maintaining formatting is essential.

Typography

01.

Aa

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

02.

Aa

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

03.

Aa

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

04.

Aa

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)



Headers (H1)

Font Size: Minimum 3-5 pts larger than body copy.

Sub-Headers (H2)

Font Size: At least 2-3 pts larger than body copy.

Body Copy

Font Size: Base size of 11 pt.

This hierarchy helps create visual contrast and clarity across different levels of information while keeping consistency and structure within the design.

The exact point size may vary depending on the font used, but the unit of measure method remains adaptable.



APPLICATION



Usage Guidelines

1

The new Petawawa logo is approved for use on the following applications:

- Municipal website, social media, and digital platforms
- Marketing materials, brochures, and wayfinding signage
- Tourism and economic development purposes
- External stationery and communication materials
- Internal communications, presentations, and staff materials
- Community outreach and engagement

For all other applications, the official Heritage Crest for the Town of Petawawa must be used.

The crest remains a formal representation of the municipality and is reserved for official documents, legal matters, council materials, and other formal government communications.



Heritage Crest



Logo/Brandmark



Website

The Petawawa logo should be prominently displayed on the website to ensure consistent brand recognition. It should be placed clearly and unobstructed while maintaining visual harmony with the overall design and layout.

Social Media

On social media, the Petawawa logo must be consistent across all channel profile pictures and featured in key visual posts to ensure legibility and uphold the brand's integrity.

Marketing Materials

The Petawawa logo must be placed in a way that allows it to stand out clearly in all marketing materials, including brochures, flyers, and advertisements.

Stationery

The Petawawa logo should appear on all external stationery and communication materials, including letterheads, business cards, and envelopes. It must be positioned consistently for a clean, professional appearance that complements the brand's colours and typography.

Internal Materials

When used on internal materials, the Petawawa logo should adhere to the same guidelines of clarity and proper placement, ensuring the brand's identity remains consistent and strong.

Wayfinding Signage

The Petawawa logo should be visible and displayed prominently, respecting the scale and spacing to maintain brand recognition while ensuring it complements the surrounding environment and design elements.

Restrictions

2

Neither the Petawawa name nor the new logo or crest may be combined with other design elements to create new logos or modified wordmarks. Specifically:

- It is not permissible to separate any individual component of the logo and pair it with another graphical or text element.
- The new official Petawawa logo, crest, or any legacy trademarks must not be altered, restructured, or integrated into other logos, wordmarks, or symbols.
- The new logo must not be incorporated into stylized text that could be perceived as an alternative logo.
- Clear space rules must be strictly followed, ensuring the logo remains distinct and visually unobstructed in all applications.



BRAND IMPLEMENTATION

Consistency is key to maintaining Petawawa's brand identity.

This guide is a reference for all branding efforts, ensuring Petawawa's image remains strong, professional, and recognizable across all platforms and media.

All stakeholders, including town officials, businesses, and community organizations, should adhere to these guidelines to ensure cohesive communication and representation of Petawawa.

For brand-related inquiries, please contact the Town of Petawawa's Economic Development Department.





Brand Guidelines for the Town of Petawawa

These guidelines are intended to provide strategic and creative direction necessary for consistent and effective communications. For further support, please contact the Economic Development Office.

Contact

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