

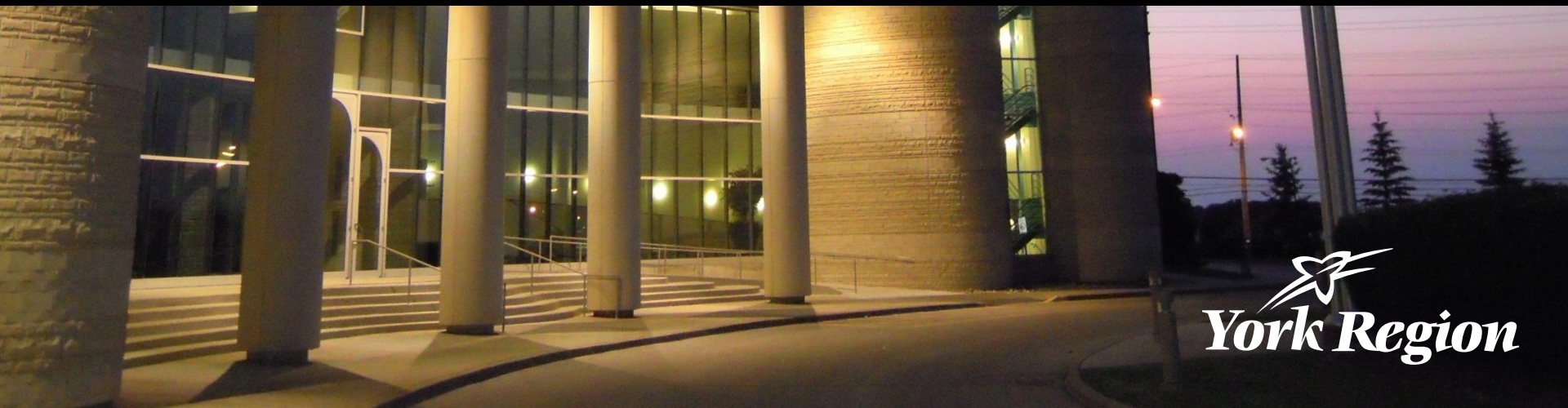


AN ALIGNED BRAND FOR YORK REGION

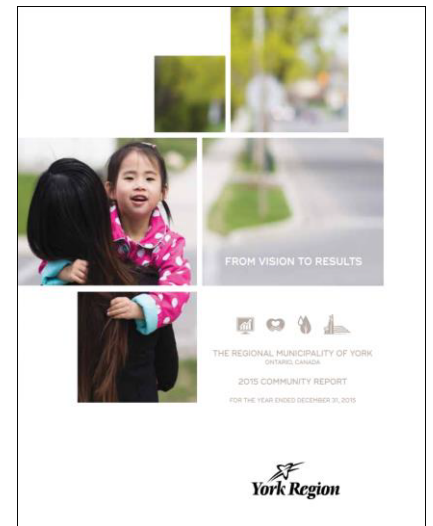
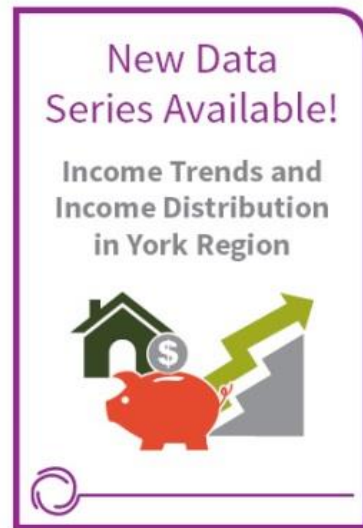
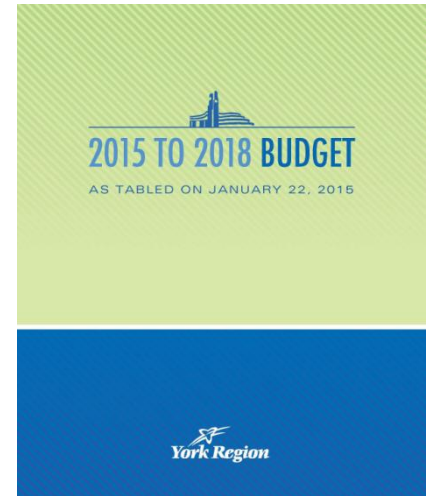
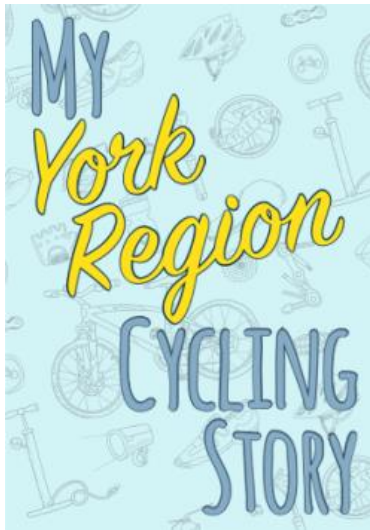
Accessibility Advisory Committee

February 22, 2017

Crystal Moss, Manager, Communications, Corporate Services



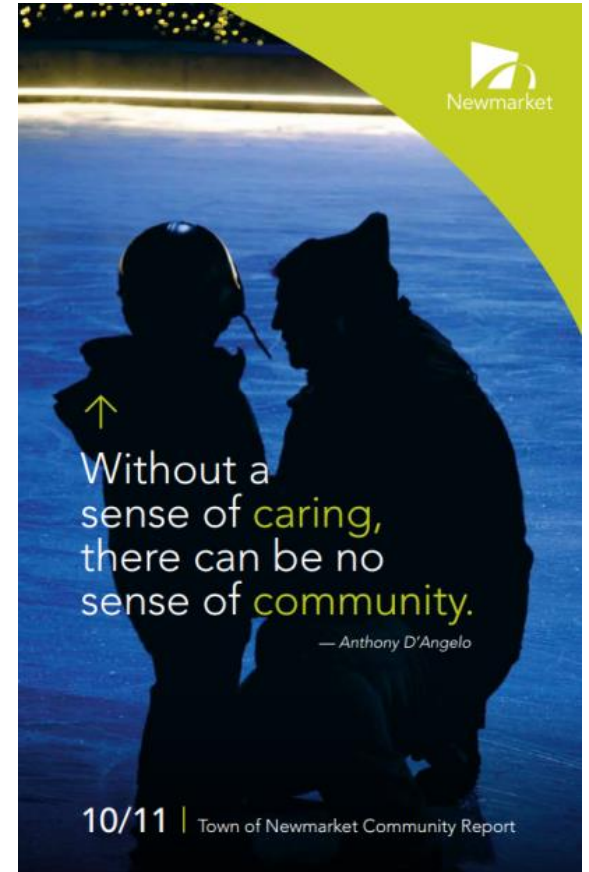
CURRENT STATE



ALIGNED MUNICIPAL BRAND: EXAMPLE #1



ALIGNED MUNICIPAL BRAND: EXAMPLE #2



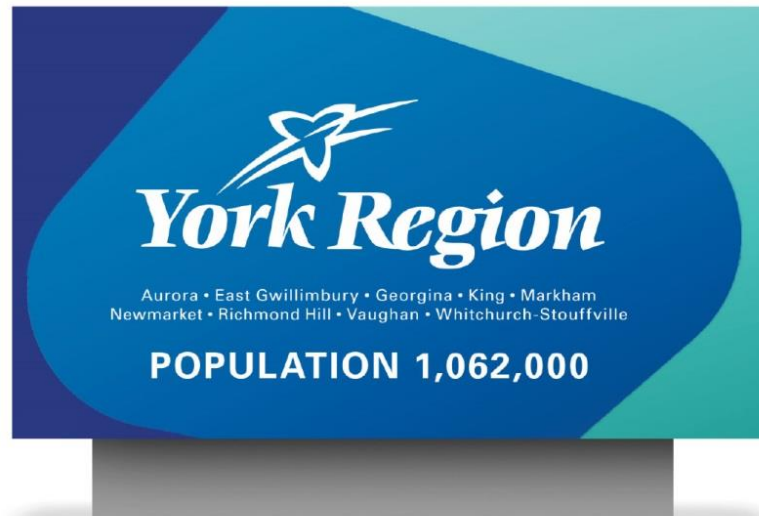
FUTURE STATE



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ELEMENTS OF THE NEW VISUAL IDENTITY

1. Visual cue (Triad)
2. Colour
3. Logo
4. Typeface

VISUAL CUE



**LEAD
SHAPE
SUPPORT**

Our mandate defines our specific contribution, which is: "We deliver services that lead, shape and support corporate, customer and business outcomes." Together with our core services, our mandate answers the question, "What do we do?"

Visit MyPortal for more information.

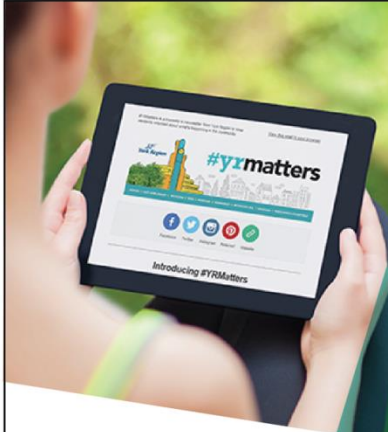
York Region

The graphic features a close-up photograph of several sharpened colored pencils in various colors (yellow, red, blue, green, black) against a dark background. The text is overlaid on the right side of the image. At the bottom, there is a green abstract shape containing the York Region logo and name, and a row of social media icons.

COLOUR



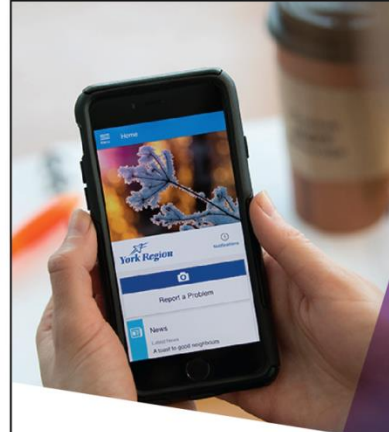

COLOUR, LOGO, TEXT



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MOBILE APP

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magnasuscipit .



AccessYork

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TYPEFACE

1. LEGIBILITY

2. READABILITY

TYPEFACE

The x-height of a typeface plays a key role in its legibility. For example, this is 13 pt Baskerville.

This is 13 pt Helvetica Neue 55. Looks bigger, doesn't it? That's because it has a taller x-height.

13 pt Mrs. Eaves!
Now that's a small x-height!

FONT

Frutiger Roman

Frutiger Italic

Frutiger Bold

Frutiger Bold Italic

Frutiger Black



RECOMMENDATIONS

1. Visual cue used consistently (Triad)
2. Broad spectrum of colour
3. Logo in white within triad element
4. Frutiger for all designed materials

QUESTIONS?