



SIoux LOOKOUT

Hub of the North

MUNICIPALITY OF SIOUX LOOKOUT • LOGO STANDARDS MANUAL

OUR NEW LOGO/BRAND

PROJECT BACKGROUND

The Municipality of Sioux Lookout undertook a project to design a new logo, or rebrand Sioux Lookout. The project goals were to consolidate people’s positive images and values of the community; market the municipality to new and expanding businesses and investors; create new tourism opportunities, and promote the unique quality of life enjoyed in Sioux Lookout.

A new logo was sought to freshen the vision of the community and modernize the brand, while still remaining true to the region’s culture, diversity and vibrancy.

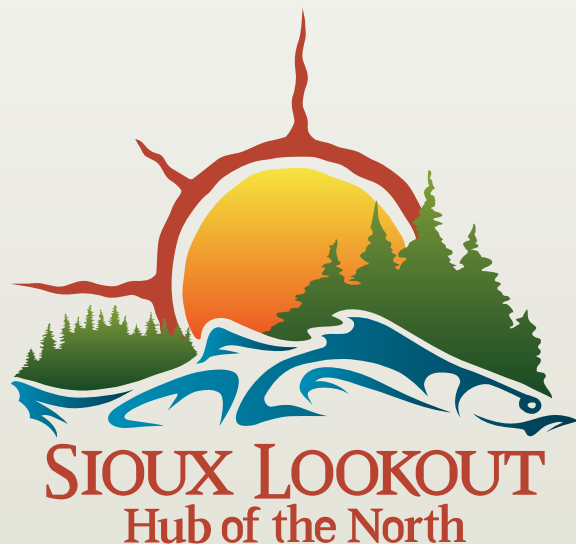
WHAT IS A LOGO OR BRAND?

A logo is a graphic symbol or emblem, made up of an icon and wordmark (or, in less common instances only one or the other) which represents an organization and provides instant recognition. People often mistake a logo for a brand, but a brand is much more than just that. A brand represents a promise. It is a collection of attitudes, perceptions, and beliefs that people hold about your organization.

OUR ORIGINAL LOGO



OUR NEW LOGO



VARIOUS FORMATS

The logo has been developed in many different colour configurations, for use in multi-colour environments, single-colour environments, light backgrounds, and dark backgrounds. The primary configuration should be used in most applications, however it is acceptable to use one of the others if the primary configuration is unsuitable in a specific usage.

In order to maintain consistency, you may only use logos in these configurations.

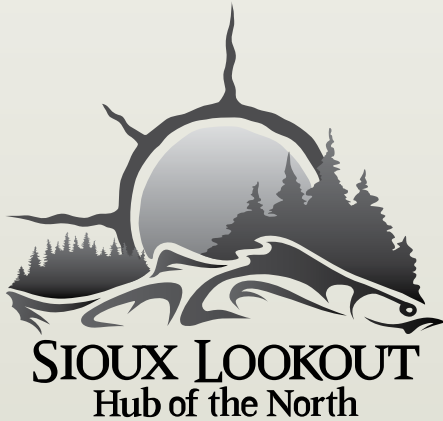
PRIMARY CONFIGURATION CMYK, with gradients
(for use in most instances)



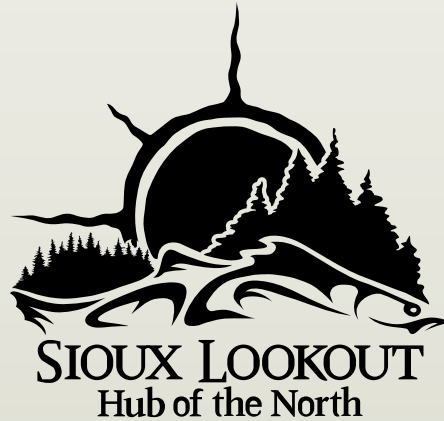
FLAT COLOUR CMYK, without gradients
(for use with screen-printing, embroidery and cut vinyl where gradients are not available.)



Greyscale with gradients
(for use in instances where there is only one colour available)

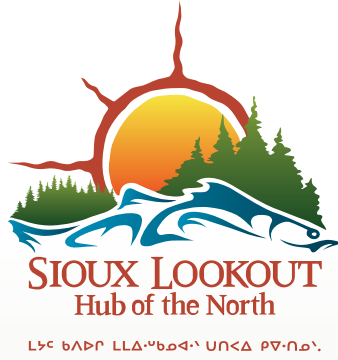


Black only without gradients
(for use in instances where there is only one colour available, and no screens.)



VARIOUS FORMATS

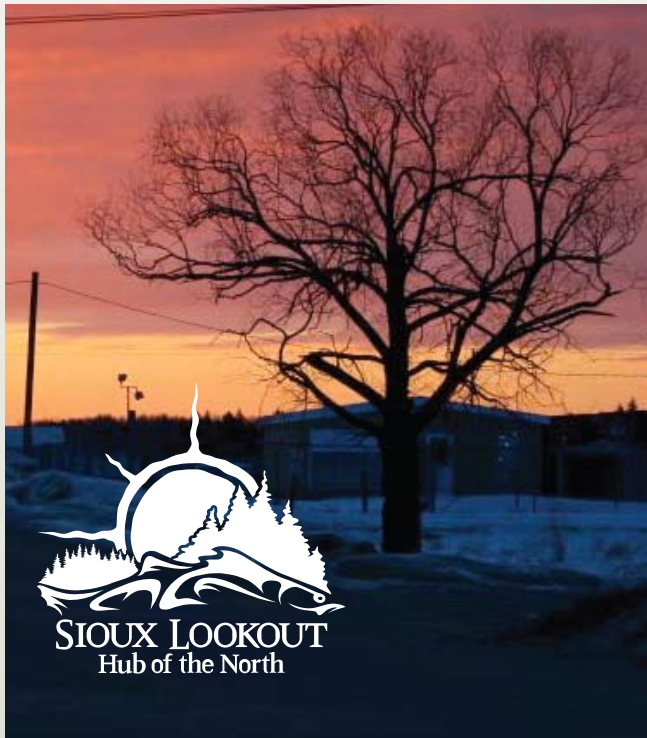
Bilingual with Oji-Cree syllabics



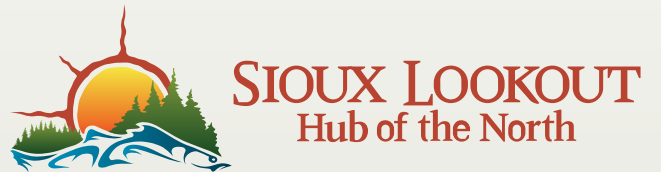
Oji-Cree Syllabics only



Reverse logo knocked out of colour or photograph background



Horizontal for use in extreme horizontal applications where the vertical orientation won't allow for a suitable text size



COLOUR PALETTE

The Municipality of Sioux Lookout logo has been designed using a bold and vibrant colour palette. The colours are ones that are found in nature throughout this area of the Boreal forest.

Shown below are the CMYK mixes of the gradient ranges used in the logo, and the CMYK specification for the brick red used in the sun beams and word mark.

C 30
M 90
Y 100
K 0



C 6
M 3
Y 87
K 0



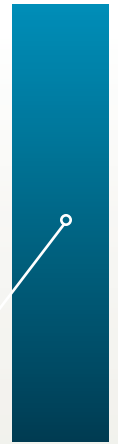
C 1
M 84
Y 99
K 0

C 49
M 14
Y 100
K 10

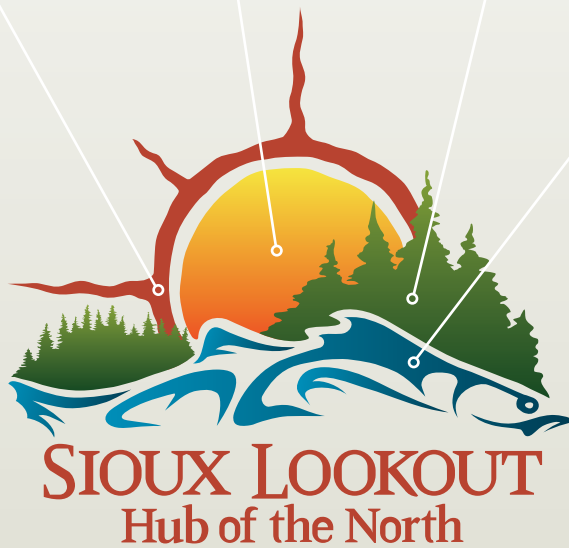


C 85
M 40
Y 100
K 50

C 85
M 20
Y 10
K 10



C 85
M 20
Y 10
K 75



LOGO USAGE

Logos need to have a certain amount of “clear space.” Clear space is defined here as “X,” and is determined by the width of the “OO” in the word Lookout. This proportional amount of clear space should be given to all Sioux Lookout logos used in any logo variation, color and size, and in any application.



LOGO USAGE



DO NOT skew any part of the logo



DO NOT remove any part of the logo



DO NOT change the size of any part of the logo



DO NOT change the colour of any part of the logo



DO NOT change the font of any part of the logo



DO NOT add any elements to the logo

TYPOGRAPHY

The typeface used for the words 'SIOUX LOOKOUT' and 'Hub of the North' have been custom drawn for this logo. The characters are derived from a typeface called Coraline, but they have been modified to the point where the final version is only recognized as a derivative of the original. Due to the stylistic nature of this wordmark, it is not recommended that this typeface be used for other wording in conjunction with the logo. Instead we recommend a complimentary Sans Serif face called Calibri. Calibri is a font which comes with Office 2007 and should be installed on the majority of computers. Examples of this typeface can be seen below.

Calibri is a modern sans designed for new media applications but works well in a printed environment. The characters have rounded edges and an informality that works well with the icon and wordmark of the logo. This typeface can be used effectively as body copy or in display and headline sizes.

CALIBRI REGULAR LOWER CASE

The public was amazed to view the quickness and dexterity of the juggler.

CALIBRI REGULAR ALL CAPS

SIX JAVELINS THROWN BY THE QUICK SAVAGES
WHIZZED FORTY PACES BEYOND THE MARK.

CALIBRI BOLD LOWER CASE

A mad boxer shot a quick, gloved jab to the jaw of his dizzy opponent.

CALIBRI BOLD ALL CAPS

JADED ZOMBIES ACTED QUAINLY BUT KEPT
DRIVING THEIR OXEN FORWARD.

TYPOGRAPHY

The Municipality of Sioux Lookout has a culturally diverse population. Roughly 50% of the community is of First Nations decent. In addition to referencing the First Nation culture in the pictorial icon of the logo, it's important that the wordmark portion of the logo be translated into Oji-Cree syllabics. The specific typeface that we are using is called Wawatay Syllabics.

SIOUX LOOKOUT

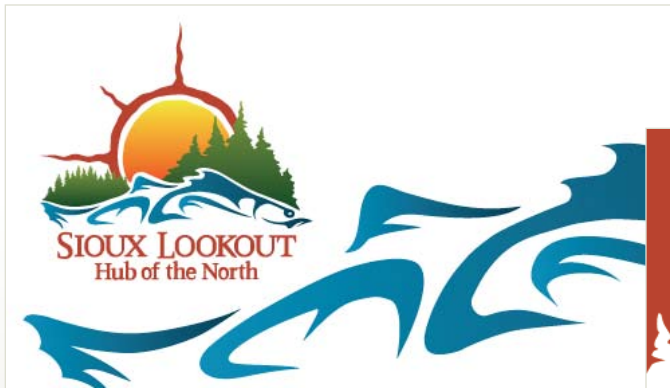
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Hub of the North

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BRAND EXAMPLES

Below are some examples of the logo in a potential business card and web site layout.



QUESTIONS/COMMENTS

For questions or comments pertaining to the usage of this logo, please direct them to:

Neil Carbone

Manager of Community Services

Municipality of Sioux Lookout

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ncarbone@siouxlookout.ca

The new Municipality of Sioux Lookout logo was designed and developed by the Community Revitalization Committee, Mike Newton, Neil Carbone and Florence Bailey with consultation from the community.

Photos used in the Logo Standards Manual generously provided by Tim Brody and Marc-Nicholas Paulichenko.