EXPLORE
Summerside
The City by the Sea

Identity
Guidelines

Explore Summerside: Primary Logo

EXPLORE
Summerside
The City by the Sea

COLOUR

EXPLORE
Summerside
The City by the Sea

COLOUR REVERSED

EXPLORE
Summerside
The City by the Sea

B&W NORMAL

EXPLORE
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B&W REVERSED

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Explore Summerside: Sizing and Exclusion

The exclusion zone refers to the area around the logo which must remain free from other copy to ensure the logo is not obscured. As the diagram indicates, the exclusion zone for the logos are equal to the height of the **lowercase d stem in "Summerside"**.

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10mm is the minimum height to use the primary logo
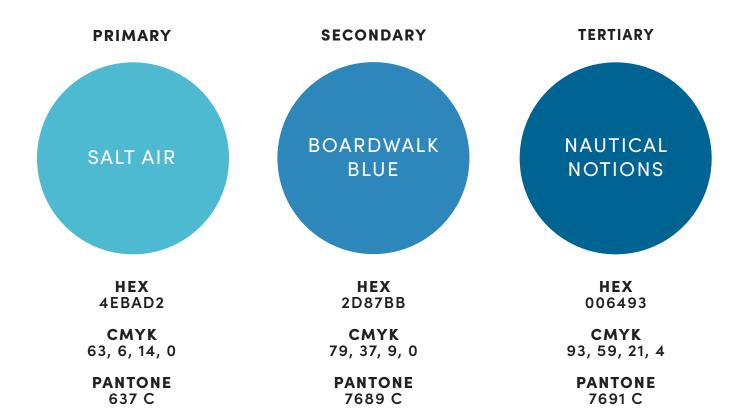
Explore Summerside: Fonts
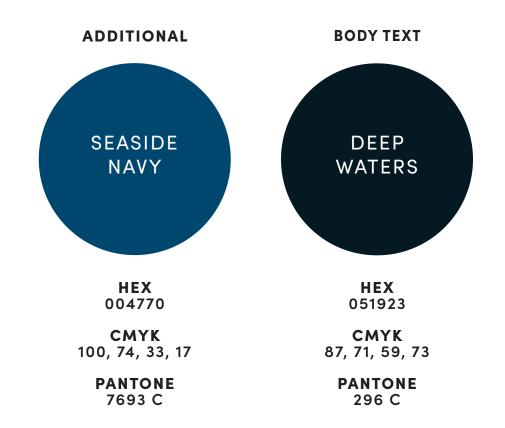
Adelle Bold
Montserrat Bold
Montserrat Medium

These fonts can be used for a uniform brand identity in all advertising and associated graphics moving forward. This will prevent the brand from becoming diluted.

The size should vary in multiples of four. 8, 12, 16, 20, 24, 28, 32, 36, 40, 44, and so on.

Explore Summerside: Colour

PRIMARY

SALT AIR

HEX
4EBAD2

CMYK
63, 6, 14, 0

PANTONE
637 C

SECONDARY

BOARDWALK
BLUE

HEX
2D87BB

CMYK
79, 37, 9, 0

PANTONE
7689 C

TERTIARY

NAUTICAL
NOTIONS

HEX
006493

CMYK
93, 59, 21, 4

PANTONE
7691 C

ADDITIONAL

SEASIDE
NAVY

HEX
004770

CMYK
100, 74, 33, 17

PANTONE
7693 C

BODY TEXT

DEEP
WATERS

HEX
051923

CMYK
87, 71, 59, 73

PANTONE
296 C

Explore Summerside: Logo Usage

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. The orientation, colour, and composition should remain as indicated in this document – there are no exceptions.

On a solid coloured background the logo can be used in colour, otherwise it must be used in black or white on multi–coloured backgrounds.

Do not distort or warp the logo in any way

Do not change the spacing between the letters

Do not change the typeface, recreate, or manipulate the workmark and icon

Do not rotate the logo

Do not place the logo on a busy background

Do not change the logo colour

Do not place the white logo on a pale colour

Do not place a black logo on a dark colour

Do place the white logo on a dark colour

Do place a black logo on a light colour

Do place a high contrast logo on a coloured background