



Brand & Communications Guide



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Introduction

This Graphic Communications Guide provides a set of guidelines for the consistent use of Township communications, including the Township brand. Consistent use of communication standards is important to effectively communicate the overarching essence, tone, personality, concrete visual touchstones, benefits and qualities of the Township. Over time, implementing these guidelines will contribute significantly to a strong, unified identity that will be easily recognizable and a source of pride to our public, our stakeholders and our community.

Altogether, this document provides style guidelines for using the Township logo, images, brand and fonts for all Township-related materials and communications. This guide is about bringing uniformity to how the Township communicates and is identified by Township staff, Council and the general public.

Management

The guidelines in this manual are administered by the Director of Corporate Services, Karen Martin, in the Township of Zorra. Any use of the Zorra brand and logo that deviates from these guidelines must be authorized by the Director or her designate.

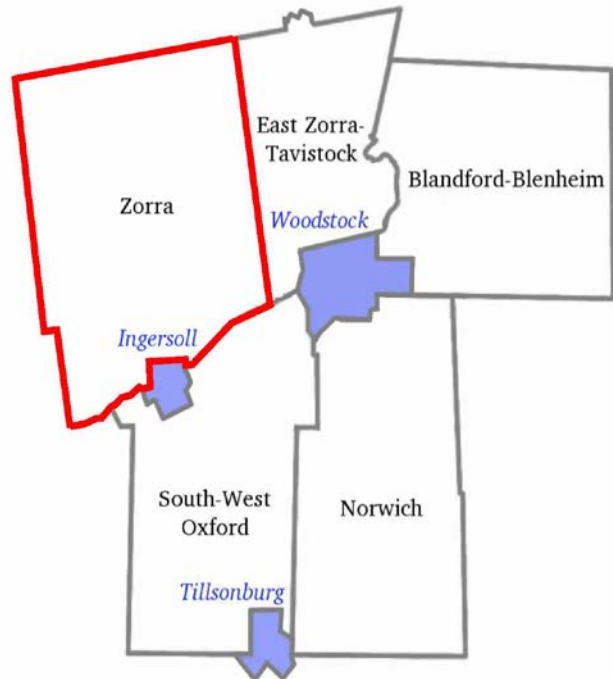
If you have any questions about these guidelines, contact Karen Martin, Director of Corporate Services, at (519)485-2520 ext., 7228.



About Zorra

The Township of Zorra is a rural municipality located at the north-west corner of Oxford County. In total, Zorra has a population of 8,138 residents spread out over a total land area of 529 square kilometers. Zorra comprises of several rural clusters and two serviced villages; Embro and Thamesford.

With its small village atmosphere, access to quality recreation, education and community amenities, and an exceptional rural lifestyle, which has been made possible by our highly engaged community and government, the Township of Zorra provides a unique environment in which to live, work and play.



Vision

The Township of Zorra's vision is a reflection of the unique community that is Zorra Township. It also acts as an aspirational outlook of what Zorra wants to achieve in the future. The Township of Zorra's vision statement is as follows:

"A vibrant, prosperous, engaged and environmentally conscious community that evokes pride in residents for its accomplishments and continuing resilience as it forges the future."

As such, the Township of Zorra is committed to facilitating good communication practices in a way that reflects the values of the Township. All Township communications should reflect this vision.



Brand Platform

One of the most important aspects of Township communication is the effective use and implementation of the Township of Zorra brand.

A brand is not just a logo or slogan. It is not just an advertising campaign or a highway sign. While these are all essential elements of a brand, the brand is so much more. Branding is the result of integrated and consistent marketing and communication. It involves communicating a positive and consistent personality and image through elements such as typeface, language style, colours, photography, layout/design of publications, the Township logo, and experiences and events.

A consistent and unified brand will improve awareness and understanding of our community vision and activities internally and externally. It will also improve our reputation and help raise awareness of our successes.

A strong brand will enable the Township of Zorra to:

- ★ Effectively communicate the values of the Township and the character of the people who live and work here;
- ★ Deliver a consistent, authentic message about the community to citizens, stakeholders, and potential partners;
- ★ Provide a single and united message for all municipal marketing, promotions, and communications; and
- ★ Nurture and promote civic pride and engagement.

By following a consistent and accurate identity, we are helping to create and maintain a positive and lasting impression of Zorra.



The Brand Story

In 2017, Council and Township staff recognized that the establishment of a Township brand was necessary in order to effectively promote Zorra and the people who live and work here. The goal of the Township branding was to establish Zorra Township as a desirable destination for possible residents and visitors and to strengthen and update the visual identity of the Township.

As such, the Township approved of branding strategy, including updating the Township logo and formulating a new tag line, as presented by 31st Line Strategic Communications in April 2017. As part of the branding strategy, the Township, in partnership with 31st Line Strategic Communications, hosted two “Discovery Days”. The Discovery Days gave Township staff and community members the opportunity to work together on the Township’s new brand. The goal of the day was to uncover what Zorra’s promise is and how this promise can be translated into the Zorra brand.

Tagline

The biggest takeaway from the Discovery Days was the establishment of the Township’s **tagline**. A tagline sets the stage for everything that the Township does and communicates a theme for the Township’s values and proposition.

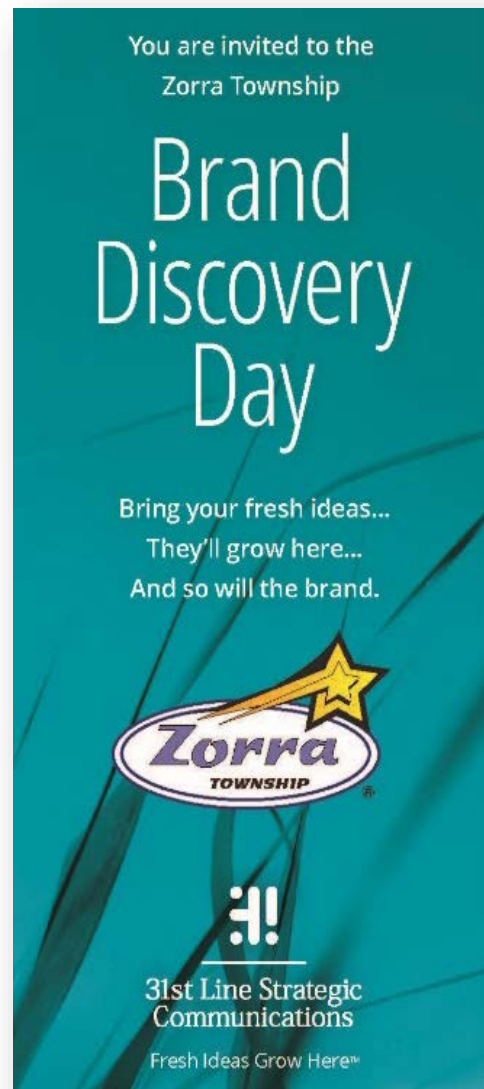
The Township’s theme is teamwork – that if we all work together and *do our part*, we can make the Township of Zorra even better! The tagline was established to clearly and effectively establish the Township’s theme and overall brand and is as follows:



“Doing Our Part”



The tagline should be included in all communications as it helps remind the public of the Township’s brand promise – *We strive to make Zorra better by doing our part*. This is a not only a promise from Council and Township staff, but also the public to work together to make Zorra better by each individual doing their part for Zorra.



Unique Value Points

At the Discovery Days, Township staff and residents put together facts and unique value points for the Township of Zorra. The unique value points are statements that make Zorra unique and are backed by evidence or proof that makes these claims true. The unique value points form the basis of the Zorra brand and are as follows:

1. We take great pride in our exceptional rural lifestyle in Zorra Township, made possible by our highly engaged community and government.

The residents of Zorra Township and our municipal government take great pride in maintaining and improving our villages, rural areas and infrastructure. We thrive in this vibrant and growing community with a rich history, vast green spaces and a wide variety of service and recreational opportunities. In Zorra, we appreciate the people and the safety of our community.

2. Zorra Township's location allows residents and businesses to enjoy a small village atmosphere with abundant green space, easy and fast access to big city amenities and large consumer markets.

The people and businesses in Zorra enjoy the best of rural living and can easily take advantage of large urban opportunities just minutes away. The proximity of major highways makes it easy for both businesses and residents to travel to larger centers.

3. Zorra is highly progressive, environmentally conscious, economically strong and prosperous.

Zorra Township is growing. The people and government in Zorra are open-minded and innovative. This is reflected in the ongoing responsive and progressive government that is often a leader in Oxford County and beyond. The Township government is willing to listen and adapt in order to support our businesses and residents. The Township invests in our community, ensuring our municipality is well equipped.

4. Our highly productive rural land provides a solid foundation for successful and varied agriculture and food preparation in Zorra Township.

Agriculture thrives in Zorra Township, enhancing the community's rural atmosphere. All major livestock sectors are represented here, along with a richly diverse array of other agricultural operations. The quantity and variety of food produced in Zorra reaches well beyond what is consumed here. Our rich and valuable farm land is among the most productive in Ontario.



Essence Statement

The Township's brand can be summarized into a collective essence statement that encompasses the unique value points and tagline. The Township's essence statement tells the public why the Township does what it does, what makes Zorra different and why it matters and is as follows:

“We strive to make Zorra better by doing our part. In Zorra, we take great pride in maintaining our exceptional rural lifestyle, made possible by our highly engaged community and government. Our location allows residents and businesses to enjoy a small village atmosphere with abundant green space, easy and fast access to big city amenities and large consumer markets. Zorra is progressive, environmentally conscious, economically strong and prosperous. Our highly productive rural land provides a solid foundation for successful and varied agriculture and food production. In Zorra Township, we care.”

Logo Guidelines

The cornerstone of the Zorra Township brand is our new logo. Through the brand's consistent application on all marketing, communications and corporate materials, it will come to represent what comprises the Zorra Township: rurality, community, agriculture, prosperity, and citizen engagement.

All public-facing communications (advertisements, websites, reports, brochures, forms, etc.) produced by the Township of Zorra should be branded in accordance to these guidelines. The logo guidelines apply to all Corporation of the Township of Zorra communications and marketing deliverables including:

- Official correspondence;
- Reports;
- Signage;
- Print collateral (brochures, posters, forms);
- Websites and other electronic communication;
- Clothing;
- Branded merchandise;
- Advertisements; and
- Vehicles.

Logo Administration/Authorization

Use of this logo implies authorization, endorsement or other involvement from the Corporation of the Township of Zorra. As such, the Zorra logo should NOT be used without the express written consent of the Corporation of the Township of Zorra and any usage must be in accordance with the logo guidelines that follow.

While the brand platform and story belong to the entire Zorra community, the Zorra logo will be the sole property of the Corporation of the Township of Zorra.



Evolution of the Logo

In 2017, Township staff and Council decided to update the Township logo when establishing the Township's new brand. The Township incorporated features from the old logo into the new logo. The Township kept the colour scheme of purple, yellow and grey from the previous logo as well as the star icon.

The star icon was an important feature to keep as a star generally represents a "job well done". In the case of the Township, the yellow star represents a job well done for *doing our part*.



Old Logo



New Logo

Retirement of Old Logo

The old Zorra logo has been permanently retired and removed from all Township communications and correspondence. Only the new logo shall be used for Township business and shall adhere to the provisions in this Guide.

The old Zorra logo is still on a number of Township-owned assets, including exterior signs (building, roads, parks, etc.), interior signs (decals, bulletin boards, etc.), vehicles and other miscellaneous items. The Township shall be implementing the new brand across such Township assets as the need for replacement of said assets arises.

Logo Components

A logo is simply an icon of the brand. It is a corporate signature, not unlike someone's personal signature. Just as a signature validates and brings meaning to documents, a logo gives meaning and significance to corporate materials.

The new corporate signature comprises the word "Zorra" boldly presented in the Zorra Purple font (see "Official Colours" section for specifics regarding the Zorra logo colours) and italicized, with "Township" in the Zorra Grey font colour below it that is also italicized. To the right of "Zorra" there is a Zorra Yellow star. Lastly, to the right of the star is the Township's tagline "Doing Our Part" that is italicized and in Zorra Purple font colour.



The Township logo shall not be altered in any which way that is not designated in this guide or without prior authorization from the Township's Director of Corporate Services.

Logo Spacing

In any format, there shall be no overlap of text, pictures, graphics etc. over or onto the logo. As such, a rectangular clear space must be left around the logo (see below).



The inner rectangle around the logo above is the minimum amount of clear space that must be left around the Township logo.

The Director of Corporate Services should be contacted when the minimum amount of clear space for logo spacing cannot be used. The use of the logo in these circumstances will be determined by the Director of Corporate Services at their discretion.

In order to *optimize* the aesthetics of the logo, there should be ample space left around the logo. As a general rule, there should be enough clear space left around the logo so as the Zorra 'Z' can form a perimeter around the logo (see below). However, circumstances shall dictate whether or not the optimal amount of clear space shall be used or not.



Official Colours

Colours are a key element of the logo and the Township brand. The consistent use of color is critical to protect the brand and foster recognition. The Township of Zorra logo may be reproduced using the following colours:



Zorra Purple
Red – 98
Green – 97
Blue – 154



Zorra Yellow
Red – 255
Green – 196
Blue – 35



Zorra Grey
Red - 114
Green - 115
Blue – 119

The guidelines put forward in this “Official Colours” section and including the subsections herein, are applicable to all uses of the Township logo. This includes use of the Township logo on Township documents, promotional items, signs, clothing, etc.

Note – The Township of Zorra logo may also be reproduced in white or black, as in accordance with the guidelines put forward in this document. See “Colour Application” subsection for more information regarding acceptable colour variations of the Zorra logo.

Colour Application

Full Colour

The full colour version of the Township logo shall be the first option whenever a Township logo is to be used. Acceptable colour variations of the logo (see below) shall only be used when the full colour logo is not an option.

The full colour logo includes the three official colours and should be used on a light background, preferably white or in an area of an image with a light background.



Two Colours

For instances when the logo must appear on a dark background (including the Zorra Purple colour background), the entire logo may be reversed into white except for the star, which shall remain Zorra Yellow:



One Colour

In some instances, the full colour logo and/or dual colour alternative of the logo may not be an option. In these instances a single-colour variation of the logo may be used. There are three single-colour variations of the logo that may be used, including a Zorra Purple option, a black option and a white option.

Dark Background

For instances where the logo must appear on a dark background (including a Zorra Purple background), the entire logo may be reversed into white.



Light Background

For applications in which only one colour will be used, such as for promotional items, the logo in all Zorra Purple is acceptable and should be the first alternative to the full colour or two colour options when only one colour can be used.



The solid black version of the logo is only to be used for fax, and some forms of black/white printing applications, such as newspapers etc. where coarse half-tone screens are used.



Acceptable Variations of the Logo

All public-facing communications (advertisements, websites, reports, brochures, forms, etc.) produced by the Township of Zorra should be branded in accordance with these guidelines. This includes adhering to the acceptable variations of the logo as defined in this section.

Department names

The municipality has one icon and wordmark, which together form the logo and represent the core brand. Through the consistent application of the logo, the municipality and its provided services will gain increased distinction and equity.

As such, all divisions and departments of the Township of Zorra are to use the core brand. Department names may be used in conjunction with the new corporate logo. In these cases, the names should be applied consistently across all media, and it is important that the logo's integrity be maintained.

The department name should be placed below the logo and offset to the right-hand side of the logo in the Zorra Grey colour font and italicized and bolded. Samples are below:



Icon as Logo

The Zorra star may be used for general aesthetic purposes without the wordmark or tagline as a stand-alone icon. However, the Zorra Star should not be used as a replacement for the Township logo in any official capacities. 

Social Media Logo Uses

The social media profile image shall be the icon with a Zorra Purple background. This profile image shall be used for all social media platforms that the Township participates in, including, but not limited to, Twitter and Facebook.



Exterior and Interior Township Signage

All Township signs that are promotional in nature shall bear the Township logo. For the purpose of this section, 'promotional signs' shall mean any device for the purpose of information, identification, or advertisement that is in some way, shape or form, related to the Township and/or the Township's operations/services. This does not apply to election signs, traffic signs, street signs or construction signs.

For the purpose of this section, promotional signs shall include the following:

- Facility signs;
 - Township office, Fire Halls (Embroid Station, Thamesford Station and Uniondale Station), Embro Zorra Community Centre, Thamesford and District Recreation Centre, Embro Public Works Yard, and Kintore Public Works Yard.
- Park signs;
- Bulletin boards;
- Township and Hamlet/Town/Village Entrance Signs; and
- Township posters/banners.

The size, placement, and colour variation of the logo shall be determined by the Director of Corporate Services.



Zorra Entrance Signs

The Township of Zorra has installed 15 entrance signs on the border of Zorra Township. All of the entrance signs shall be of the same size and follow the same format, as outlined below:



Hamlet, Town and Village Entrance Signs

There are a number of hamlets, towns and villages within the Township of Zorra. Entrance signs to these smaller communities are encouraged, as civic pride is not just for the Township, but also for the communities that help to make Zorra the unique society that it is.

The entrance signs for hamlets, towns and villages are subject to the Township of Zorra's Sign By-law. Additionally, should the Township provide funding to the aforementioned hamlets, towns and villages for their individual entrance signs, the Township shall then have the authority to approve the final design of the proposed sign whereby the Township logo shall be incorporated in some way, shape or form.

The maintenance and repair of all hamlet, town and village entrance signs shall be the sole responsibility of the property owner for which the sign is located.

Vehicle signage

The full colour logo is to be used on Township vehicles where the colour of the vehicle means that all of the details of the new logo can be clearly discerned. When the Township vehicle colour means that the logo cannot be clearly discerned, the full colour logo is to be placed on a white background (rectangular patch) or the one-colour white or Zorra purple option is to be used, at the discretion of the Director of Corporate Services.

Fire and Emergency Services

Fire and Emergency Services have their own distinct logo and are not included in this policy in terms of logo use. Use of the Fire and Emergency Services logo must be approved by the Township of Zorra Fire Chief.

The Fire and Emergency Services logo shall be used for Township Fire and Emergency Services business, and at the discretion of the Fire Chief. The Fire and Emergency Services approved logo is below:



Additionally, the Fire and Emergency Services has an alternative logo that is to be used specifically as an embroidered patch. This patch is to be used for all official Fire Department clothing, including on volunteer firefighter uniforms. The approved patch is below:



Do's and Don'ts

The following is a list of “do’s” and “don’ts when using the Township’s official logo.

Do:	Don’t:
✓ Obtain an electronic file from the Township of Zorra	× DO NOT place the logo in any orientation other than along its horizontal axis
✓ Show the visual identity only in the appropriate configurations outlined in this document	× DO NOT place the logo over another stronger graphic element
✓ Select the format that permits the largest size of the corporate tagline possible given the available space and the highest of resolution and clarity	× DO NOT substitute any other text or font for the wordmark or tagline
✓ Maintain appropriate color standards for maximum impact of the corporate tagline	× DO NOT resize or reposition the symbol, wordmark or tagline from each other
✓ Consult with the Director of Corporate Services if in any doubt about logo application on visual communication projects	× DO NOT alter the horizontal and vertical proportions of the logo by squashing or stretching it
	× DO NOT add an outer glow or drop shadow to the logo
	× DO NOT change the colours of the logo in whole or in part

Crest

Elements

The Township of Zorra's crest promotes civic pride and spirit for our heritage and history. It was designed to represent the historic elements within our rural community signifying the following:

- 1975 – representing the year that the Township of Zorra was incorporated;
- Trees, birds and water – representing the Township's lush natural terrains, including Wildwood Conservation Area and Lake Sunova;
- Plough and wheat sheaf – representing the extensive farmland and rich agricultural history extending far into the past as well as in the present;
- Scotch thistle - representing the Township's Scottish heritage;
- Cement plants and quarries- representing the Township's abundant aggregate resources



Additionally, the crest is divided into three sections (see the dashed line) to represent the three townships that were amalgamated to form the Township of Zorra:

- Left = East Nissouri
- Right = West Zorra/Embro
- Bottom = North Oxford

Usage

Use of the new logo does not revoke use of the Township crest. However, use of both will help strengthen the Township's identity.

The Township crest is only to be used on the **Township's By-laws** and Council meeting **minutes** and shall always be in full coloration.

Photographs and Photography

The use of images plays an important role in effectively communicating information to the intended audience. Images help to convey a message quickly and accurately. Strategic,

creative and conceptual photography can support the Township brand by visually supporting it.

When using photos to accompany Township communications, take care to select photos that match the Township's vision statement (see Introduction section).

- ★ Wherever possible, use photos that depict an actual Township scene, rather than generic stock photographs. Use the most recent photos available if possible.
- ★ If using digital photos, ensure the photos have been optimized to correct brightness and other concerns. Pay attention to resolution and file format issues to ensure professional and positive reproduction.
- ★ When using photographs taken by other people, ensure any copyright or credit requirements have been dealt with.

The Township will continue to explore ways of creating image stock, including hiring professional photographers to create a copyright approved photo library, and/or enlisting our residents to submit their photos via a photo contest.



Photograph Consent for the Public

Laws in Canada explain that anyone can be photographed without consent when they are in a public place unless there is a reasonable expectation of privacy (i.e. private homes, restrooms, dressing rooms, medical facilities, phone booths etc.). You can take a photograph of anything and anyone on any public property (i.e. streets, sidewalks, town squares, parks, government buildings open to the public, and other public places) unless there is a specific law that prohibits it.

However, it is still common courtesy to ask someone for permission before taking their photograph. To avoid any misappropriation of an individual's identity, images of an individual that may be used for promotion should first receive consent, as outlined in the form, attached as Schedule B to these guidelines.

Photograph Consent for the Township

For special events and occasions, the Township may hire a third party to take photographs of said event/occasion.

For these instances, Township staff shall prepare a written agreement for the hired party, which specifies that all photographs taken for said event shall be the sole property of the Township. The agreement shall relate to all Township staff, volunteers and Council. Any use of the photographs by the hired party shall be approved by the Township and shall not bear the Township logo, unless otherwise approved by the Director of Corporate Services.



Clothing

Township staff are encouraged to wear Zorra logoed clothing at work. Wearing Zorra logoed clothing at work is a way for staff to promote Zorra as a vibrant, prosperous, engaged and environmentally conscious Township of which staff are proud to call their place of work.

The Township of Zorra logo is to be placed on the left breast or right sleeve of municipal and promotional shirts, sweaters and jackets. The Township of Zorra logo may be placed on the front or back of hats. All applications of the logo must adhere to the brandmark colour standards.



Clothing Options

The Township of Zorra offers a number of Zorra logoed clothing in either Zorra Purple or Zorra grey, or the closest alternative shade to the two, including:

- Cotton T-shirt;
- Pique poly knit golf shirt;
- Cotton hoodie (pullover);
- Full zip hoodie;
- Quarter zip sweatshirt;
- Long sleeve hooded t-shirt;
- Long sleeve lightweight shirt;
- Button-up cardigan sweater;
- Soft-style v-neck t-shirt;
- Cotton twill ball cap; and
- Lightweight cuff toque.

Additionally, the Township of Zorra shall supply Zorra branded clothing to the Recreation Department staff and Public Works Department staff that deviates from the list above. The Recreation Department staff may be supplied with a branded black sports jacket; whereas the Public Works Department staff shall be supplied with branded safety clothing (see Policy 300-11 Clothing Allowance for more information).

Promotional Items

The Township of Zorra's brand promotes civic pride and spirit, while bringing about uniformity of how the Corporation is identified by staff, and the public alike. Promotional items are a great way to promote and identify the Zorra brand and community.

The Township budgets for Zorra branded promotional items each year, including the following items:

- Coffee mugs;
- Water bottles;
- Pens;
- Pencils;
- Sticky notes;
- Crayons;
- Presentation folders;
- Magnets; and
- Reusable bags.

Promotional items shall be used for giveaways, awards, appreciation gifts, etc.

All promotional items shall adhere to the logo guidelines as put forward in this Communications Guide. Any deviations from this guide shall be approved by the Director of Corporate Services.



Social Media

Social media is a great way for citizens to stay informed and get involved with the Township. It can be used as a source for news, public engagement and information sharing.

The Township has two social media accounts that the public can follow – **Facebook** (“Township of Zorra”) and **Twitter** (@ZorraTwp) – as well as a **Township website** (<http://www.zorra.ca/>).

Social Media and the Township Brand

The use of corporate social media sites should be used to further the business purposes of the Township of Zorra, while protecting and promoting the image of the Township. All content should reflect both the Township vision and brand.

#DoingOurPart

Township staff have been promoting the Township’s tagline, “Doing Our Part” as a hashtag on social media.

The hashtag #DoingOurPart should be used on all applicable social media posts.

Additionally, Township staff are working to encourage the public to use the Township hashtag #DoingOurPart, or alternatively, use #DoingYourPart or #DoingMyPart, on social media. This will not only help to grow the Township’s brand presence, but also promote civic engagement and pride throughout the community!

Authority

The Township has authorized the Records Management Coordinator/Executive Assistant to utilize social media in an official capacity to ensure that, as with all communications activities, communications through social media are accurate, consistent and professional.

Branded Documents

All Township of Zorra staff and Council are expected to follow a certain standard when conducting the business of and for the Township. A number of templates have been created for various Township materials and documents so as to streamline the Township's efforts and communications. Township staff and Council should use these templates when conducting Township business. The Township has templates for the following:

- Email signatures;
- Pre-printed letterhead;
- Presentation folders;
- PowerPoint presentations;
- Business cards;
- Reports/memos; and
- Various forms.

The templates are available on the Township server or by request from the Director of Corporate Services.



Official Fonts and Format

There are three official Microsoft Office fonts that may be used on official Township documents (see list above):

- 1) Arial → Different weights can be used as necessary.
- 2) Verdana → Different weights can be used as necessary.
- 3) Calibri → Different weights can be used as necessary.

Arial is the primary brand font, and is to be used for all forms of standard body text, ranging from stationery, brochures, and all forms of general correspondence.

Verdana and Calibri may be substituted for Arial in the event that it is unavailable, or for aesthetic purposes.

.....
Different fonts may be used for *promotional* items.
.....

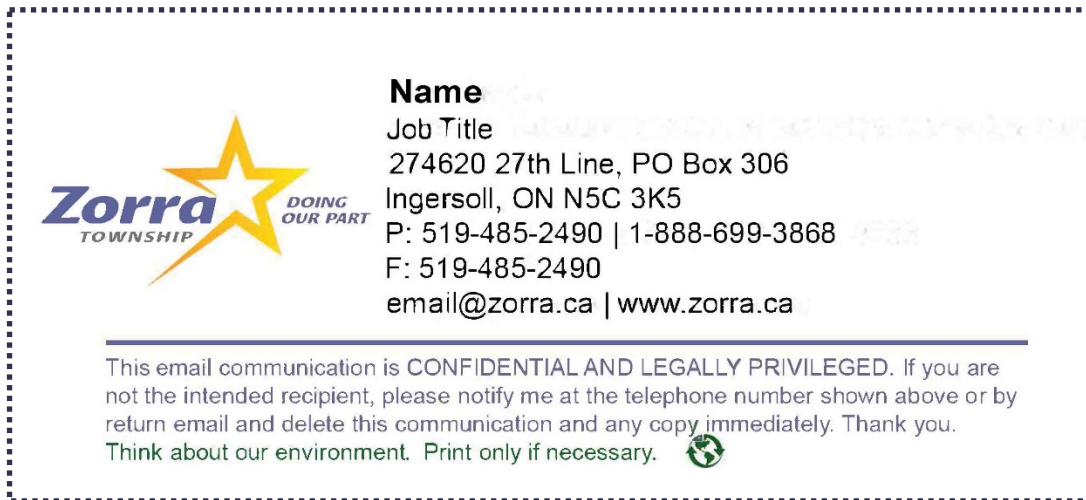
The Township of Zorra follows the **Chicago Manual of Style** guide for the format of all Township documents, including branded corporate documents. Some things of importance from the *Chicago Manual of Style* are:

- All numbers less than 10 should be spelled out (i.e. the number 9 should be *nine* in documents); and
- All times should follow this format: **7:00 p.m.**

Email Signatures

Email signatures are to be used for every email that is sent by Township staff or Council from their designated Township emails and for any business conducted for or on behalf of the Township of Zorra. Email signatures are to be inserted at the bottom of every email.

The following text styles are to be implemented for email signatures to help maximize the consistency of the visual identity of the Township of Zorra.



The email signature template is available on the Township server or may be requested by the Director of Corporate Services.

Business Cards

The Township of Zorra business card design template is available in Adobe® InDesign™ format. This software will be required to access the design template and is available by request from the Director of Corporate Services. The business card template is as follows:




Pre-Printed Letterhead

The Township of Zorra letterhead utilizes the Arial Regular font (12pt) in the body text area. The body text area can be modified to suit audience needs. The header design is fixed and is not to be modified.

	TOWNSHIP OF ZORRA
	274620 27 th Line, PO Box 306 Ingersoll, ON, N5C 3K5 Ph. 519-485-2490 • 1-888-899-3888 • Fax 519-485-2520 Website www.zorra.on.ca • Email admin@zorra.on.ca
January 18, 2019	
Jane Doe 1234 Main Street Tavistock, ON N0J XXX	
Dear Jane;	
On behalf of the Township of Zorra, I would like to personally thank you for contributing your time to volunteer on the Board of the Rural Oxford Economic Development Committee over the past several years.	
Our local businesses have gained so much by the creation of the ROEDC and we are so lucky to be able to offer this service to our residents and business owners. In particular, the Oxford Fresh Entrance Sign Program has given visibility to our local businesses and allowed people travelling by to know where they can go to purchase fresh local items. Thank you for your important contributions to this Board.	
Once again, thank you for doing your part and making Zorra Township a better place to live.	
Yours truly,	
Name of sender, Job title	
File Number	

Reports from Staff/Memorandums

The Township of Zorra reports/memorandums utilize the Arial Regular font (12pt). The header design is fixed and is not to be modified.

		<h1>Report</h1>	
Submitted by: Name, Job Title		Report No: 2019-xxx	
Council Meeting Date:		Agenda Item: 7.7(a)	
Subject:		File: Check with Rec Man Coordinator if unsure	
RECOMMENDATION:			
<ol style="list-style-type: none">1. That Council pass a resolution to receive Notice of amendments to the Township's Procedural By-law.2. That Council pass a resolution to direct Township staff to provide public notice that the Council of the Township of Zorra intends to amend Procedural By-law 2004-05 at its January 16, 2018 Council meeting.3. That Council pass a resolution to direct Township staff to make the necessary amendments to Procedural By-law 2004-05			
BACKGROUND & COMMENTS:			
Provide adequate background information in this section, followed by comments.			
FINANCIAL IMPLICATIONS			
If unsure whether there might be implications, check with Director of Finance.			
LINK TO STRATEGIC PLAN			
Insert appropriate section here. If not known, check with CAO			
ATTACHMENTS			
<ol style="list-style-type: none">a. List all attachments using this style of listingb. Don't use numbers			
Submitted by:		Approved by:	
_____ Name Job Title		_____ Name Job Title	
<hr/> <p>The Corporation of the Township of Zorra P.O. Box 306, Ingersoll, Ontario N5C 3K5 Tel. (519) 485-2490 • Toll Free 1-888-699-3868 • Fax (519) 485-2520 • E-mail: admin@zorra.ca</p>			

Forms

The Township of Zorra reports/memorandums utilize the Arial Regular font (12pt). The header design is fixed and is not to be modified except for the name of the form. The footer text and accessibility clause (see directly below the header) are fixed and shall not be modified.

The body of the form is to be filled out, as dictated by the necessary information, following the accessibility clause. Point 12 Arial font should always be used for the body text of the form.



FORM NAME

TOWNSHIP OF ZORRA

274620 27th Line, PO Box 306 Ingersoll, ON, N5C 3K5 Ph. 519-485-2490 •
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If you require this document to be in an accessible format, please contact Karen Martin, the Director of Corporate Services at kmartin@zorra.on.ca or 519-485-2490 ext. 228.

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Presentation Slides

The Township of Zorra presentation slide template is created in Microsoft™ PowerPoint®. Below are samples of introductory, internal, and closing slides. This template is intended to be modified as desired, but without modifying the logo and placement.

Although PowerPoint® is intended as a screen application only, there will be occasions when slides will be printed out to supplement handouts distributed after presentations. On these occasions, print four to six slides to a page and minimize the number of slides to manage costs and make printing straightforward.

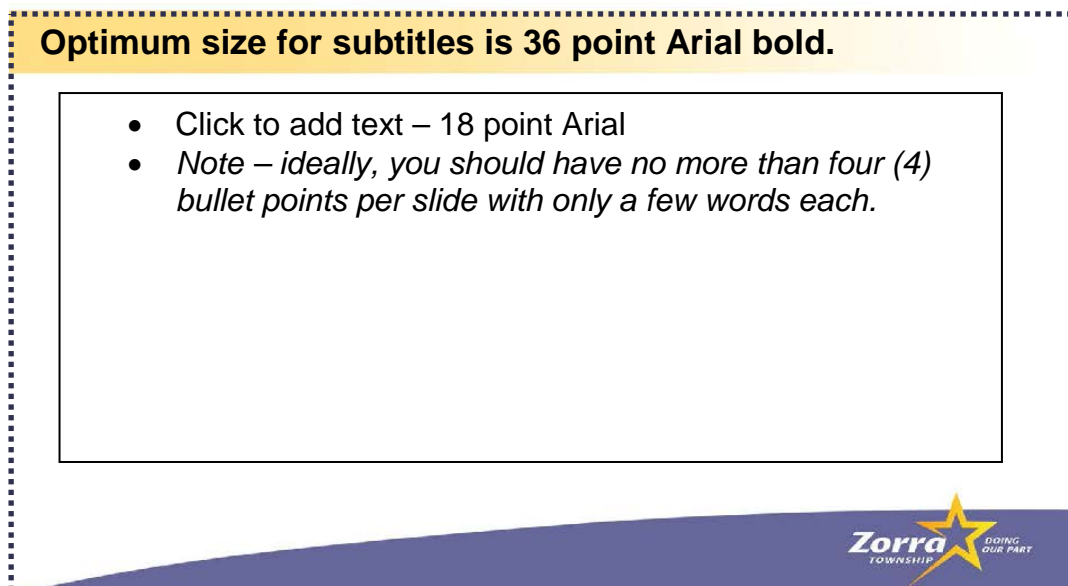
The slides shall follow the following format:

A. Title slide:



The diagram shows a title slide template with a dashed border. On the left is the Zorra Township logo, which consists of a yellow star with a white center, the word "Zorra" in blue, and "TOWNSHIP" in smaller blue letters below it. To the right of the star is the slogan "DOING OUR PART" in blue. On the right side of the slide, there are two rectangular boxes. The top box contains the text "Click to add presentation title – 54 point Arial". The bottom box contains the text "Click to add date, time and your name – 28 point Arial". At the bottom of the slide, there is a blue gradient bar that tapers from left to right.

B. Content slide:



The diagram shows a content slide template with a dashed border. At the top, there is a yellow banner with the text "Optimum size for subtitles is 36 point Arial bold." Below this banner is a large rectangular box containing a bulleted list:

- Click to add text – 18 point Arial
- *Note – ideally, you should have no more than four (4) bullet points per slide with only a few words each.*

At the bottom of the slide, there is a blue gradient bar that tapers from left to right, featuring the Zorra Township logo on the right side.

Files and Technical Tips

Which Logo File Format should I use?

Choosing which file to use will depend on your intended application. Are you planning on printing the logo in colour? Or are you just using it in a PowerPoint presentation?

The following table depicts which logo file to use for different types of applications:

For PC-based word processing	300 DPI rgb_png or rgb_jpg
For PowerPoint presentations	150 or 300 DPI rgb_png
For web use	72 DPI rgb_png
For print purposes	Illustrator vector files for print (illustrator9.EPS PMS/CMYK)

Resolution and Format

The resolution and format of the file for the Zorra logo will significantly impact quality. When printing, you want a higher resolution, uncompressed file format (e.g. .tif, .ai). For e-mail memos, web applications and other internal applications, using a compressed low resolution file (eg. JPG, PNG) is preferable.

Uncompressed files offer better quality but are larger in electronic file size and sometimes can only be opened by specialized programs. Compressed file formats offer much smaller file sizes, and can be opened by everybody, but often offer poor results when printing. Vector-based formats allow resizing without loss in quality, but can only be opened by a few programs.

Resizing the Logo

It is important that the logo is resized properly in order to keep the integrity of the image.

When resizing the logo, always grab from the corner rather than the side or top (see image to the right). Grabbing from the corners ensures that the image is resized proportionately. Grabbing from the sides or top will distort the logo, which is unacceptable (see below).



Examples of unacceptable resized logos:



When the image is resized by grabbing the top or bottom, the image becomes distorted and stretched vertically.



When the image is resized by grabbing the left or right side, the image becomes distorted and stretched horizontally.

Also, be careful not to enlarge a compressed image (e.g. JPG) too much as the image will become pixelated. Also, never resize a GIF (either up or down) because the image will become unreadable.