

Identity Guidelines

Township of The Archipelago



TONE OF VOICE

Tone of voice refers to the personality and style of communication used by The Archipelago in all its messaging and interactions. Even though we have different audiences and goals for different communications, we want to establish a recognizable and memorable brand. The tone of voice can also convey values, emotions, set expectations for stakeholders, and help differentiate our communications. It's important to maintain consistency across all communications and have a cohesive tone, look and style.

Our brand voice is active, direct and collaborative. Our residents are partners in fulfilling our mission and living our values. We are warm but professional and speak with authority. In keeping with our recreational-based community, our tone is light and approachable. We are confident but not arrogant.

We are humans talking to other humans, neighbours talking to neighbours.

NAMING CONVENTIONS FOR THE TOWNSHIP OF THE ARCHIPELAGO

Township of The Archipelago: Full name is to be used in formal business communications such as proposals, bills, reports, etc.

The Archipelago: To be used informally, on marketing materials, social media etc.

The Corporation of the Township of The Archipelago: On official corporate letterhead or select legal documents.

*When referring to the 'Township' ensure capitalization in all instances.

**When referring to 'The Archipelago' ensure capitalization in all instances.

When referred to in the middle of a sentence, do not capitalize the first "the" (i.e. "Last year, **the Township of The Archipelago opened a new transfer site.")

A contemporary, yet timeless take on The Township of The Archipelago logo that simplifies the visual elements while maintaining the spirit of the original brand.

This new logo, while a departure from the original, maintains the key elements of water, shoreline and forest, emphasizing The Archipelago's continued focus on environmental protection and sustainability.



The icon element of the logo can be used for smaller formats such as social media profiles or as a supporting “stamp” asset in design layouts.

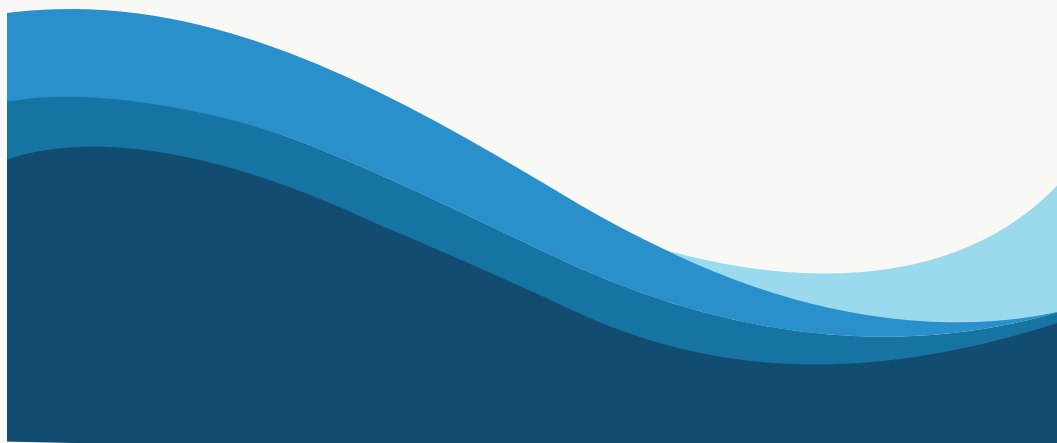
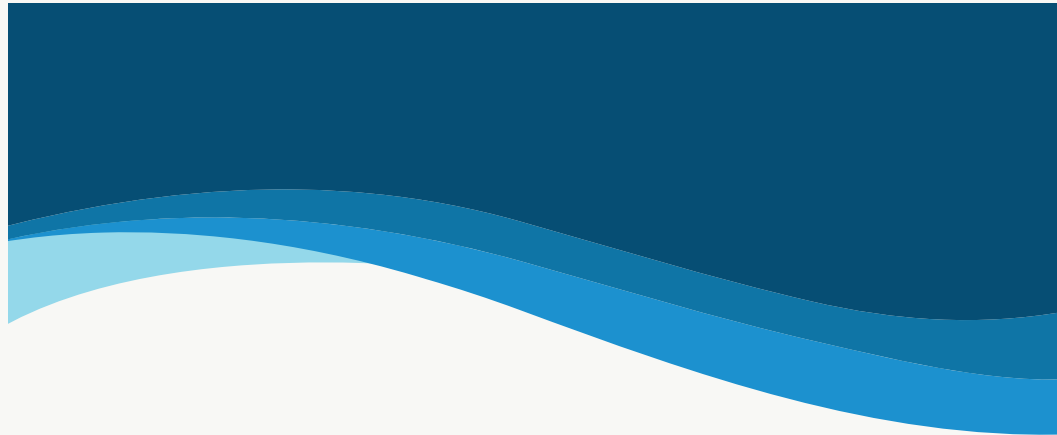




In instances where a full-colour logo is not an option, a single colour in white or black can be used instead.




The “wave” is a supporting element for marketing materials. It is flexible in orientation and can be re-arranged to fit any size or space.



The original Deep Lake Blue and Bright Blue colours are carried over from the previous branding, with additional secondary colours added to complement them as accent colours.

Lighter opacity of the colour palette may be used.

**For treatments where blue text is required on light backgrounds, use Deep Lake Blue or Medium Blue to ensure proper contrast.*

PRIMARY COLOURS	
	CMYK 100 68 34 16 RGB 8 78 113 HEX #084E71
 Medium Blue* CMYK 90 47 17 1 RGB 26 116 161 HEX #1A74A1	 Bright Blue CMYK 80 29 10 RGB 36 145 203 HEX #2491CB
SECONDARY COLOURS	
	Sky Blue CMYK 39 0 7 0 RGB 154 221 237 HEX #9ADDED
	Forest Green CMYK 89 35 65 20 RGB 34 107 96 HEX #226B60
	Mossy Green CMYK 72 6 45 0 RGB 81 173 160 HEX #51ADA0
	Sandy Beige CMYK 26 32 67 1 RGB 189 164 113 HEX #BDA471
	Sunset Yellow CMYK 7 42 88 0 RGB 226 161 78 HEX #E2A14E

LIBRE FRANKLIN

Libre Franklin is the primary font for internal and external communications and marketing materials. This font is available for free from Google Fonts.

In cases where Libre Franklin is unavailable (e.g. PowerPoint Presentations), Arial can be used as a substitute.

Aa

Zz

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Semi Bold

Semi Bold Italic

Bold

Bold Italic

Extra Bold

Extra Bold Italic

Black

Black Italic

To ensure the logo has 'room to breathe,' a clear space zone has been established around it. Do not place any graphic, typographic, or photographic elements within the clear space zone, which is established using a margin around all sides of the logo equivalent to the cap height of the "A," as shown.



Maryann Martin
Municipal Clerk

705-746-4243 x301
 mmartin@thearchipelago.ca

9 James Street
 Parry Sound, Ontario
 P2A 1T4



thearchipelago.ca

**Township of
 The Archipelago**



**Corporation of The Township
 of The Archipelago**



<Date>

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9 James Street, Parry Sound, Ontario P2A 1T4
 705-746-4243 | info@thearchipelago.ca

thearchipelago.ca

2024 FINAL TAX BILL INSERT

Township Of The Archipelago

9 JAMES STREET, PARRY SOUND, ONTARIO, P2A 1T4
THEARCHIPELAGO.CA | INFO@THEARCHIPELAGO.CA



Protecting Your Information

Your security and safety matter. The Township of The Archipelago will never ask for personal details or banking information via email. When we need to contact you, it will always be by phone or by mail, and we will verify our identity to ensure your peace of mind. Remember to stay vigilant and always protect your personal information.

COMING SOON

New Mass Notification Solution!

Stay tuned for the launch of our new communication system, designed to deliver timely and targeted updates directly to you via SMS, email, or voice calls. From emergency alerts to weather warnings, never miss an important update. More details coming soon!

Fire Danger Rating

Ontario's Fire Season runs from April 1st to October 31st. Before you burn, it's crucial to know the rules and always check the fire danger rating. You can find this information on the Township's website or through our social media channels. Staying informed helps keep our community safe from fire hazards.

DON'T FORGET

You can no longer pay for your trash with cash!

Transfer stations and Site 9 landfill are now cashless.

For more information see By-law 2022-08 or visit: thearchipelago.ca



2024 Budget

Council adopted the 2024 Township Budget in April 2024. Our average tax rate increase stands at 2%, still trailing below the inflation rate. The Township only retains 52% of tax dollars collected to finance our activities. The remaining 48% goes to fund education and other provincially mandated external services such as the OPP, Municipal Property Assessment Corporation, the local Health Unit, the District Social Services Board and Belvedere Heights Home for the Aged.

Tax Rates

The Township of The Archipelago is made up of two distinct geographic areas. As a result, municipal expenditures are either area specific (such as roads and waste services) or benefit the Township as a whole.

This translates into an overall tax increase of 2.3% for the North Archipelago and 1.6% for the South Archipelago. Unless you have made changes to your property, the assessed value used to calculate your tax bill should be the same as last year. Property assessment values continue to be based on January 1st, 2016 valuation date.

TOWNSHIP OF THE ARCHIPELAGO

thearchipelago.ca

Recycling & Waste Guidelines



Clear Bag Program

All household garbage and recyclables to be placed in clear plastic bags. Open bins accepted.



Container Recycling

- Plastic containers/bottles (lids on)
- Glass bottles and jars (lids on)
- Empty aerosol cans (lids off)
- Food and beverage cans

Remember to rinse containers!

- Plastic film, wrappers, bags
- Aluminum foil and pie pans
- Grocery store styrofoam
- Paint cans (empty, dry, no lids)



Paper Recycling

- Newspaper and flyers
- Magazines and catalogues
- Books, computer paper
- Boxboard (food packaging)

Soiled paper goes in landfill!

- Milk and juice cartons
- Tetra packs and juice boxes
- Corrugated cardboard (flatten)



Landfill Waste

- Household garbage waste
- Wax paper/cardboard
- Soiled paper and cartons
- Packaging styrofoam
- Broken lightbulbs

FoodCycler program available!

- Durable hard plastic
- Plastic eating utensils
- Broken glass/mirrors
- Ceramics and glass drinkware
- Elastic bands and string



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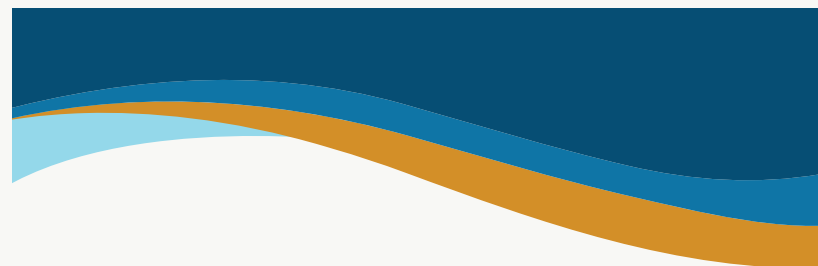
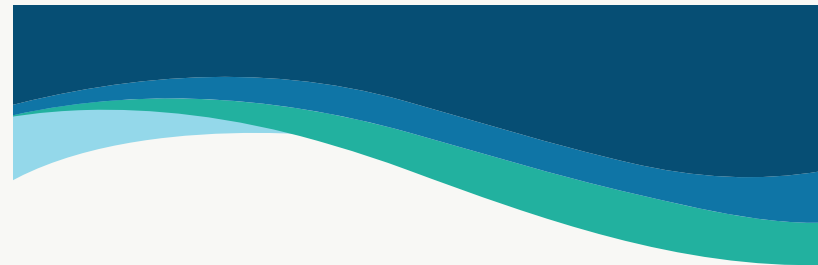
Ensure the logo has proper contrast from the background for legibility.

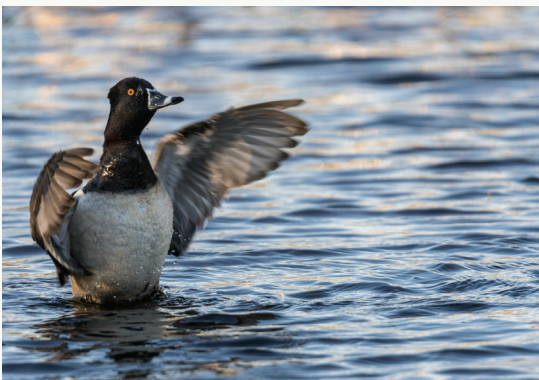
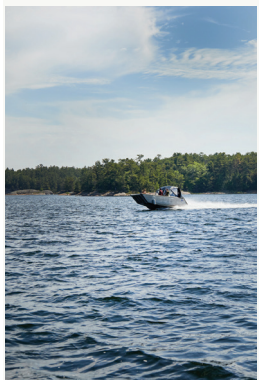


Do not change the logo colour variations.



Do not introduce new colours into the wave.







For questions or concerns regarding The Township of The Archipelago branding,
please email Alana Torresan (atorresan@thearchipelago.ca)