

THE BOOK

BRANDING 2026

**THE TOWNSHIP OF GEORGIAN BAY
BRANDING GUIDE**



Township of
Georgian Bay
MUSKOKA

FONT

Typefaces

FOR GENERAL USE

Headers

Verdana Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Body Copy

Verdana

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

FOR DESIGNERS

Headers

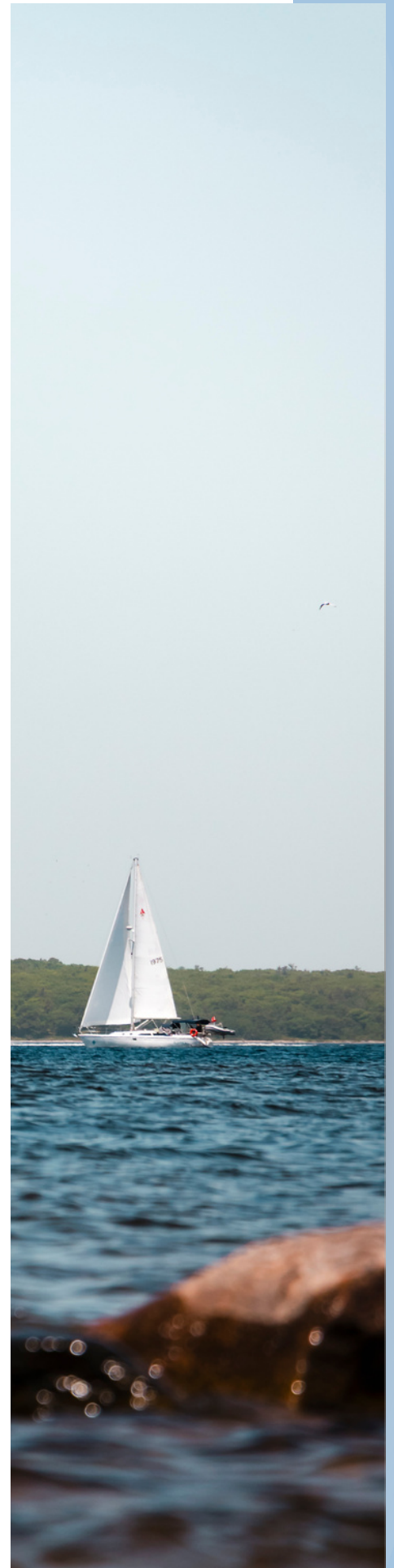
Figtree

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Body Copy

Verdana

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



COLOUR PALETTE

Inspired by Shoreline, Sky, and Sunlight

Our colour palette draws directly from the landscapes that define the Township of Georgian Bay. Each tone was intentionally selected to reflect our natural surroundings while ensuring strong contrast, accessibility, and flexibility across print and digital applications. Together, they create a brand that feels grounded, welcoming, and distinctly Georgian Bay.

GBay Blue

#24557C
R 36
G 85
B 124
C 71%
M 31%
Y 0% K 51%

PANTONE
7693 C

This is our anchor colour. Deep, steady, and confident, GBay Blue reflects the expansive waters of Georgian Bay and the trust placed in municipal leadership.

GBay Highlight

#A3C4E0
R 163
G 196
B 224
C 27%
M 12%
Y 0%
K 12%

PANTONE
543 C

A lighter companion to our primary blue, GBay Highlight represents sky, reflection, and openness.

GBay Sunshine

#FFDC6F
R 255
G 220
B 111
C 0%
M 14%
Y 56%
K 0%

PANTONE
1205 C

Golden and uplifting, GBay Sunshine captures the glow of a Muskoka sunset over the shoreline. It introduces warmth and optimism into the brand, symbolizing community spirit, opportunity, and forward momentum.

GBay Greenery

#6CA372
R 108
G 163
B 114
C 34%
M 0%
Y 30%
K 36%

PANTONE
6178 C

Inspired by windswept pines and our natural landscape, GBay Greenery represents sustainability, stewardship, and environmental responsibility.

LOGO VARIATIONS



Township of
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THE SIDEBAR



Township of
Georgian Bay
MUSKOKA

Its horizontal orientation ensures the Township name remains prominent and easy to read, particularly in formats where vertical space is limited. This format is ideal for:

- Website navigation bars
- Email signatures
- Vehicle decals and fleet branding
- Letterhead and official documents
- Banners



Township of
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MUSKOKA

The Sidebar Logo is our horizontal brand look, designed for maximum clarity and impact across wide spaces. In this format, the circular shoreline icon sits to the left, with the Township name extending confidently to the right. The layout creates a strong visual line, making it particularly effective in applications where width exceeds height.

THE STACK



Township of
Georgian Bay
MUSKOKA

The stacked logo format presents the brand mark above the Township name in clear, vertically balanced arrangement. This format is ideal for:

- Website headers
- Social media profiles
- Signage and banners
- Print materials with vertical layouts
- Promotional items



Township of
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MUSKOKA

At the heart of the mark is our landscape: shoreline, water, rugged terrain, and iconic windswept pines silhouetted against the setting sun. The circular badge represents unity and place, while the flow of water grounds the design in the natural beauty that defines Georgian Bay.

SUSTAINABILITY LOGO



The Sustainability Logo can be used as a minimum for the following considerations:

- Clothing that is cotton, natural fibre, wood fibre, or has been certified as a B Corp or Green Step Canada
- For Short Term Rental Certificates that have completed a Sustainability Pledge
- Cars that are hybrid or electric
- Facilities that have received significant Greenhouse Gas (GHG) reduction upgrades
- Sustainable swag, EG: cutting boards, wood pens, non-plastic items
- 100% recycled items EXCEPT recycled polyester

**We are here to help. Just ask the
Communications and Sustainability
Department.**

FIRE AND EMERGENCY SERVICES



BY-LAW ENFORCEMENT

By-Law will maintain their current logo until uniforms need to be replaced.

CLERK'S DEPARTMENT: ELECTION



TEMPLATES



Envelopes



Township of
Georgian Bay
MUSKOKA

99 Lone Pine Road
Port Severn, ON L0K 1S0

Webpage



TEMPLATES

Business Cards

Actual Size



TEMPLATES

Letterhead





Township of

Georgian Bay

MUSKOKA

Department:Choose an item.

Email:

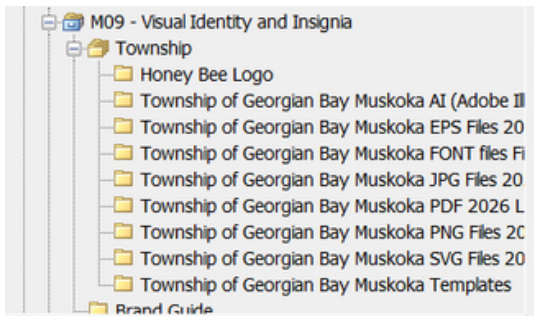
99 Lone Pine Road, Port Severn, Ontario L0K 1S0 | 1-800-567-0187 | gbtownship.ca

FAQ

Frequently Asked Questions

1. Where do all the logos live?

Logos live in Laserfiche under M09 - Visual Identity and Insignia



2. Can anyone access the logos

Yes. Any staff member with access to Laserfiche.

3. How many logo types are there?

There are 6, Adobe(AI), SVG, PNG, JPG, EPS, PDF.

4. What logo do I send to an embroiderer?

- You will send them an EPS embroidery logo.
- You also send them the Branding Book that includes the colour palette.

**A LOGO IS A SMALL MARK
WITH A BIG JOB. IT
WHISPERS WHO YOU ARE
BEFORE YOU EVER SAY A
WORD.**



5. If I want a transparent logo without a background, which one do I use?

You use a PNG file.

6. I want to create a new form for my department. What logo do I use?

Use a JPG or PNG.

7. How come all the logos didn't change on launch date?

Changes will only be made when fiscally smart. When items need to be re-ordered... or new stock is needed.

APPENDIX

How to Create the Georgian Bay Font and Colour Theme in Microsoft

This guide explains how to create a consistent Georgian Bay theme with approved fonts and colours for use across Word, Excel, PowerPoint, and Outlook.

Step 1: Open the Colours Menu

1. Open Microsoft Word.
2. Go to the Design tab.
3. Select Colours → Customize Colours

Step 2: Set the Georgian Bay Theme Colours

In the Create New Theme Colors window, set the following RGB values:

Theme Colour Slot	Colour Name	RGB Values
Accent 1	GBay Blue	R 36, G 85, B 124
Accent 2	GBay Highlight	R 163, G 196, B 224
Accent 3	GBay Sunshine	R 255, G 220, B 111
Accent 4	GBay Greenery	R 108, G 163, B 114

Leave Text/Background (Dark 1 / Light 1) as default (black and white) for readability.

To enter values:

- Click the colour dropdown
- Choose More Colors...
- Select the Custom tab
- Enter the RGB values

Step 3: Name and Save the Colour Theme

- Theme name: Georgian Bay Colours
- Click Save

How to Create the Georgian Bay Font and Colour Theme in Microsoft

Step 4: Open the Fonts Menu

1. Stay on the Design tab.
2. Select Fonts → Customize Fonts

Step 5: Set the Approved Georgian Bay Fonts

In the Create New Theme Fonts window, configure the following:

Heading font (choose one):

- Verdana Bold or
- Figtree Extra Bold (for users who have installed the Figtree font)

Body font:

- Verdana

If Figtree is not installed on your computer, use Verdana to ensure compatibility.

Step 6: Name and Save the Font Theme

- Theme name: Georgian Bay Fonts
- Click Save

Step 7: Save the Full Theme

1. In the Design tab, select Themes.
2. Click Save Current Theme...
3. Name the file GBay Theme
4. Save

Once saved, the Georgian Bay Theme can be applied in:

- Word documents
- PowerPoint presentations
- Excel spreadsheets
- Outlook emails

Navigate to Design → Themes and select Georgian Bay Theme.

Notes & Best Practices:

- Use GBay Blue for headings and key elements
- Use accent colours sparingly for emphasis
- Do not manually recolour text—use theme colours only
- Ensure Figtree is installed before selecting Figtree Extra Bold