

# Brand Guidelines

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# Overview

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Our brand represents our organizational identity and influences public perception. It is integral to every interaction within our community, embodying the professionalism and values we uphold. This branding guide is essential to maintaining a clear and consistent brand presentation in all our community engagements and stakeholder interactions. It also serves as a reference point for strategic decisions, supporting the continuous development of our brand.

The guide is a key resource for initiating design projects and ensuring uniformity across our communication efforts. It facilitates the maintenance of a professional stance internally and with external partners and stakeholders, providing a framework for addressing design-related inquiries. By adhering to these guidelines, we safeguard our brand's integrity, ensuring its strength and consistency in all our endeavours.

# Our Mission

To advance economic growth and opportunity in Sarnia-Lambton through leadership, partnership, collaboration, and strategic direction.

# Our Vision

Sarnia-Lambton will be one of Canada's premier locations to live, work, and invest - where economic prosperity is driven by innovation, growth and diversification.

# Tone of Voice

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Our tone of voice reflects our brand's personality and values. It is crucial in shaping how our audience perceives us and ensuring consistency across all communications. As the lead economic development agency of Lambton County, our tone of voice needs to convey professionalism, credibility, and approachability while inspiring confidence and fostering a sense of community and progress.

## Professional

Use formal language, avoid slang, and maintain a respectful and courteous tone. Avoid the use of emojis in communications.

## Approachable

Balance formality with warmth. Use clear, concise language.

## Community Focused

Use inclusive language that speaks to the collective "we" and emphasizes collaboration.

## Clear & Concise

Avoid jargon and overly complex sentences. Stick to the point and make information easily digestible.

# Main Logo

## USAGE

The Sarnia-Lambton Economic Partnership logo is used in horizontal orientation only and can be used in full colour, black, and white variations.

No colour variations are allowed other than the black and white variations. The single-colour variations can be used if applications do not enable full-colour printing. They can also be used on coloured backgrounds or when limited to black-and-white printing.

These usage instructions also apply to the Small Business Enterprise Centre logo, ensuring consistent and cohesive branding across all communications



The logo may be rendered entirely in black when limited to black-and-white printing.



The logo may be rendered entirely in white when applied to dark-colored backgrounds.

# Main Logo

## INAPPROPRIATE USES

To maintain the integrity of the Sarnia-Lambton Economic Partnership logo, do not alter or re-create the logo.

These restrictions also apply to the Small Business Enterprise Centre (SBEC) logo. This ensures that the visual identity of both SLEP and SBEC remains consistent and professional.



Do not apply drop shadows to the logo



Do not change the colours of the logo or its elements



Do not alter the fonts in the logo



Do not remove the tagline from the logo



Do not rotate the logo



Do not adjust or resize any element of the logo

# Other Logo Layouts

When the Sarnia-Lambton Economic Partnership collaborates with a partner, both logos should be of equal size and placed side by side, ensuring adequate clear space between them. Ideally, both logos should be in full colour, but if the design constraints prevent this, a white logo on a dark background is preferred.

In most cases, the main SLEP logo will also be accompanied by the Discoveries that Matter logo. For more information, please visit [sarnialambton.on.ca/discoveries-that-matter](http://sarnialambton.on.ca/discoveries-that-matter)

The Small Business Enterprise Centre (SBEC) logo should follow the same guidelines when used in conjunction with partner logos.



Logos displayed equal in size and appear side by side with the appropriate clear space between both logos.

# Target Audience

The Sarnia-Lambton Economic Partnership and its Small Business Enterprise Centre serve a diverse range of stakeholders, from local and foreign investors to aspiring entrepreneurs and small businesses. Our target audiences are central to our mission of fostering economic growth, innovation, and community development in Sarnia-Lambton.

## SARNIA-LAMBTON ECONOMIC PARTNERSHIP (SLEP)

### **Primary Audience**

- Local and foreign investors who are looking to invest in the Sarnia-Lambton region, seek opportunities for economic growth and development.
- Sarnia-Lambton community, including residents and community members interested in the economic health and development of their region.

### **Secondary Audience**

- Existing businesses in Sarnia-Lambton looking for support in retention and expansion efforts to ensure continued growth and stability within the region.
- Employers and entrepreneurs who are seeking resources, support, and networking opportunities to foster business and workforce development and job creation.
- Other stakeholders, including partners, government agencies, educational institutions, and other entities involved in or impacted by economic development initiatives.

## SMALL BUSINESS ENTERPRISE CENTRE (SBEC)

### **Primary Audience**

- Aspiring entrepreneurs in the start-up phase, looking for guidance, resources, and support to turn their business ideas into reality.
- Small Businesses, typically with less than 10 employees seeking assistance with expansion, operational efficiency, and strategic growth.

### **Secondary Audience**

- Business mentors, advisors, and experienced business professionals who are interested in providing mentorship and advisory services to new and growing businesses.
- Local business ecosystem partners, organizations, and entities within the local business community that collaborate with SBEC to support and promote small business growth.



# Typography

Regular

# Brother 1816

Other font options that can be used are as follows:

- Aptos, Aptos Display
- HK Grotesk
- Helvetica
- Roboto

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz  
1234567890\_+<>:'[]~?\*\$

# Colour Palette

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In our brand, the colours we use are just as crucial as our words and visuals. Utilize this colour palette for large areas of colour and significant graphics.

**Rhino**

Hex: #1C4169  
RGB: 28 65 105

**Medium Spring Green**

Hex: #40872E  
RGB: 64 135 46

**Casper**

Hex: #AEBBD4  
RGB: 174 187 212

**Black**

Hex: #000000  
RGB: 0 0 0

**White**

Hex: #FFFFFF  
RGB: 255 255 255

# Our Core Elements



## Organization

Focus on optimizing roles, structures, and relationships to provide a seamless experience for investors and stakeholders while promoting diversity, equity, and inclusivity.



## Brand & Marketing

Develop a strong brand to attract investment and talent, leveraging market position to influence and advocate on key issues.



## Workforce Development

Implement a coordinated workforce program to attract and retain talent, supporting immigration and new resident attraction efforts.



## Cluster Development

Maximize industry strengths and foster diversity through emerging sectors and value-added opportunities.



## Business Retention, Expansion, & Rural Communities

Accelerate growth for existing businesses, promote rural entrepreneurship, and strengthen connections with municipal stakeholders.



## Innovation & Market Readiness

Cultivate a culture of innovation, support technology growth, and ensure infrastructure is market-ready.



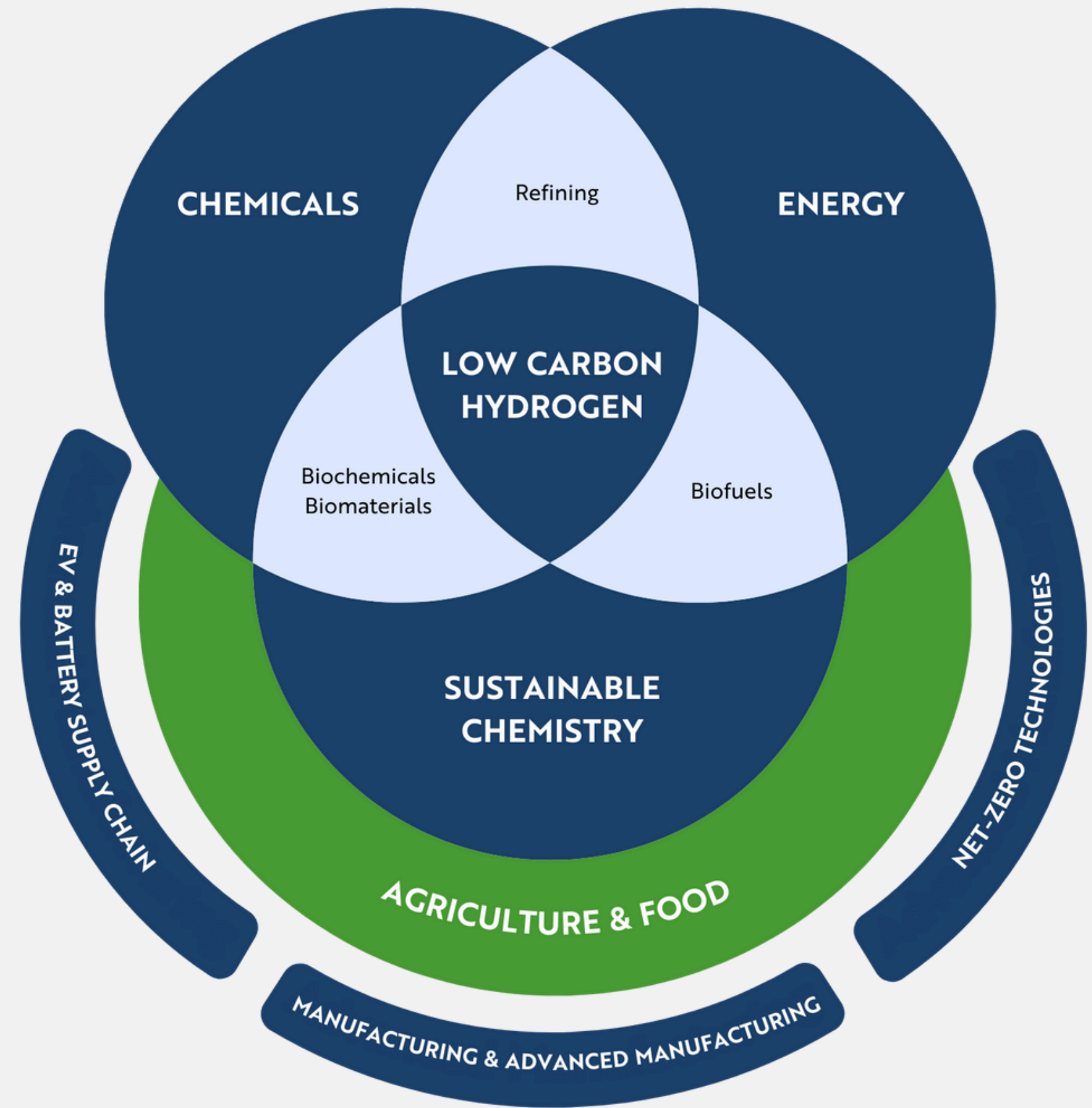
## Entrepreneurship

Assist entrepreneurs from startup to succession, raising the profile of small businesses as a key community contributor.

# Strategic Industry & Sector Clusters

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The Sarnia-Lambton Economic Partnership prioritizes specific industries with significant potential for development, leveraging coordinated efforts with key partners while maintaining a robust foundation through established industrial sectors. We actively cultivate a diverse and sustainable economic landscape by balancing growth industries and vigorously pursuing emerging sectors.





The Small Business Enterprise Centre (SBEC), an integral part of the Sarnia-Lambton Economic Partnership, is dedicated to fostering the growth and success of entrepreneurs and small businesses in the region.

Operated by a team of seasoned professionals, the Small Business Enterprise Centre is committed to providing support to entrepreneurs and small businesses in Sarnia-Lambton. The team offers free, confidential business counselling and advisory services to aspiring entrepreneurs, those in the start-up phase, and existing small businesses in the Sarnia-Lambton area. Our goal is to empower local businesses with the expertise and resources they need to thrive.

# Consistency in Branding

The Small Business Enterprise Centre (SBEC) adheres to the same high standards of branding as the Sarnia-Lambton Economic Partnership (SLEP). This includes maintaining a consistent brand voice and tone, and ensuring that all communications are professional, approachable, and credible.

SBEC follows the same guidelines for logo usage, typography, and colour palette as SLEP, ensuring uniformity in our visual identity across all platforms and materials, and reinforcing our connection and commitment to a cohesive and professional appearance.





**SARNIA·LAMBTON**  
Economic Partnership   
*Powering a Sustainable World®*

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