WINNIPEG

MADE FROM WHAT'S REAL

Brand guidelines

Condensed edition

WINNIPEG IS

AUTHENTIC TO THE CORE

Brand messaging

Winnipeg is authentic to the core.
Genuine experiences, connections and ideas abound here from the centre of Canada and the North American continent. In the face of adversity, we don't sugarcoat; we problem-solve. We know how to connect with people at all levels and explore bold solutions. To us, it's second nature. And it is why we thrive today.

We're creative, diverse and world-class.
Here, every activity or attraction bursts with options for phenomenal experiences. From family parks that double for outdoor theatres, art exploration and culinary adventures to a 6,000-year-old meeting place that still attracts people today or an art gallery that bridges the North with the South, while confronting the past to creatively carve a new path to reconciliation. At the same time, the rich cultures and histories of Indigenous Peoples in Manitoba, strong immigrant and newcomer perspectives inform and influence every aspect our city including our culinary scene which consistently serves up vibrant and rich offerings for every taste.

We're innovative and industrious.
We make things go, like electric buses, motor coaches and plane parts. We make discoveries, in microbiology labs, polar bear conservation centres, and top research universities. We make things better from video game player experiences and payroll processing to mobile food delivery and education. We make noise, with an outsized impact on the music world, and a rapidly growing film industry.

We're taking our place on the global stage.
Whether we're named the world's Most Intelligent Community or one of the Greatest Places in the world, others see that Winnipeg is offering something special. We not only deserve the accolades; we've worked hard to earn them.

The Winnipeg story is changing, what stays the same is our authenticity. Winnipeg: Made from what's real.

Key messages

Words and messages to use to exemplify, explain our city and the new brand outlined in the brand guidelines:

Authentic, Real	Diverse	Creative	Warm	Independent
Strong	Innovative	Connected	Industrious	Centered

Our logo

WINNIPEG
MADE FROM WHAT'S REAL

Symbol   Logotype

The first impression you get from this mark is its centered quality. This nicely captures the idea of Winnipeg as a meeting place. At the center of Canada, making meaningful connections with visitors and business partners from every corner of the globe, we are diverse, multifaceted, outgoing and yet grounded.

In this mark, some see our familiar landmarks reflected in the Red River. Or the "W" for Winnipeg and the "M" for Manitoba as a reflection of the extremes of the Winnipeg experience. Some see a sun on the horizon; a fitting symbol of our radiating optimism and warmth. Or a snowflake, reflecting a steely determination crystalized over generations. Just like the Indigenous Peoples who first lived here, we're molded by the seasons. We adapt to our environment and we embrace the directions they take us in.

The mark feels cultural and yet does not belong to just one group of people. It belongs to all Winnipeggers. It is plainspoken, strong, and unadorned. And yet intriguing. It has a hardworking, down to earth grit and yet it shines bright. Kind of like the gears that power our economy or the creative sparks that drive our innovation.

Logo treatments

The Winnipeg logo is comprised of a symbol and associated logotype, in horizontal and vertical formats. It is crucial that these elements are never altered in any way; the relationship between the symbol and the logotype must remain consistent across all mediums and communications. Only use logo files from our approved toolkit, and always ensure you are using the right file type for the medium in question.

Horizontal orientation

The horizontal orientation of the Winnipeg logo is the preferred-use logo, and is available in three versions. The Full Colour logo is the primary-use version, and should be utilized whenever possible.

Vertical orientation

The vertical orientation of the Winnipeg logo is our secondary-use logo, and is available in three versions. This logo orientation is ideally used in extreme vertical applications, for both digital and print.

French version

All orientations and versions of the Winnipeg logo found in these guidelines are available in French. The same guidelines regarding their application, such as safe area and minimum size, also apply to this suite of logos.

Colour variations

The horizontal orientation of the Winnipeg logo is the preferred-use logo, and is available in four versions. The Full Colour Reverse logo is the primary-use version, and should be utilized whenever possible. Although not pictured here, the vertical version of the logo also comes in these colour variations.

Full colour (CMYK)

The full colour logo is the preferred version and should be used wherever possible. When a piece is produced in colour, use the full colour (CYMK) logo. Always use on a white or very light background.

Black

The black and white version is for use on light backgrounds in black-only applications or in instances where a sophisticated, monochrome aesthetic is sought.

Reverse

This version of the logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.

Logo clearance & proportions

The horizontal orientation of the Winnipeg logo is the preferred-use logo, and is available in four versions. The Full Colour Reverse logo is the primary-use version, and should be utilized whenever possible. Although not pictured here, the vertical version of the logo also comes in these colour variations.

Safe area

The safe area of both Winnipeg logo orientations is defined by the width of the letter G, the last letter in Winnipeg. This safe area should be observed in all situations and in any piece of communication to ensure the logo integrity.

Minimum logo size

Our logo has been carefully designed to work at small sizes, but there are limits. See below for the minimum size requirements of both logo orientations, for screen and print applications.

120 px

1.5"

90 px

1.25"

Partner collaboration logo placement

In cases where the place brand is in collaboration with local businesses or organizations, both logos should appear equal in size and appear side by side with appropriate clear space between both logos. It is advised that both logos are presented in full colour. However, if the design doesn't allow for it, knockout version on a red background is best.

In cases where the place brand is being used by local businesses and organizations to promote Winnipeg, the place brand logo may appear as a headline style graphic
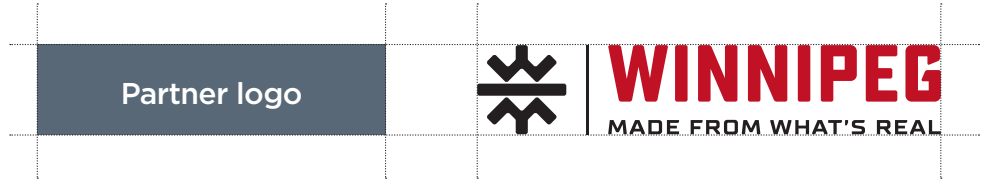
Partner logo

Horizontal orientation

The preferred placement of the place brand logo is on the bottom right, after the partner logo. Exceptions may apply, such as when the place brand is a supporting partner to the partner's brand. Always ensure that the logo is applied to a clean, unobstructed area of the layout.
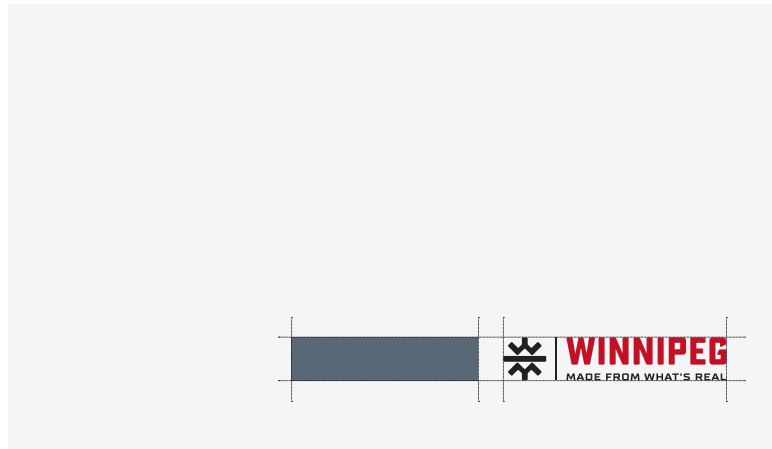
Horizontal orientation knockout

In cases where the partners' brand standards do not work with the red bar, a black bar may be use as an alternate knockout background for the logos.
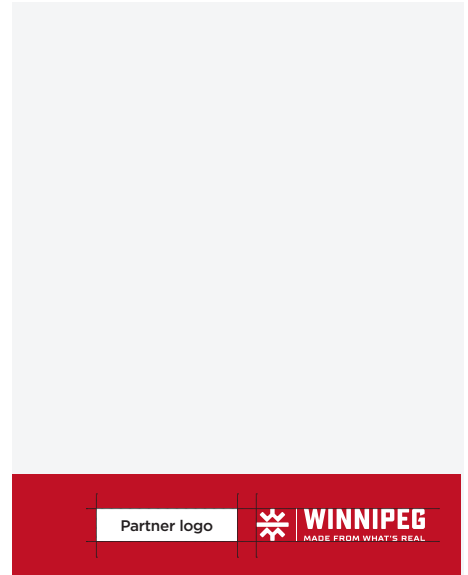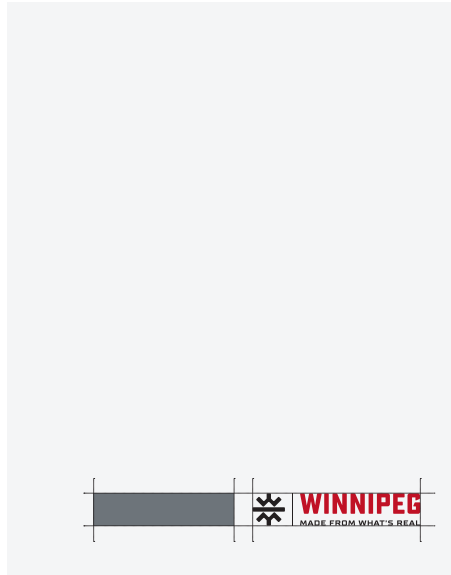
Partner logo

Alternate knockout colour background

Partner logo

Vertical orientation

The preferred placement of the place brand logo is on the bottom right, after the partner logo. Exceptions may apply, such as when the place brand is a supporting partner to the partner's brand. Always ensure that the logo is applied to a clean, unobstructed area of the layout.

Support level orientation

In cases where the place brand is in collaboration with the main brand, or being shown as a supporting brand, the logo may appear apart from the partner logo. The logo must appear at the bottom of the layout, either centered or on the right.
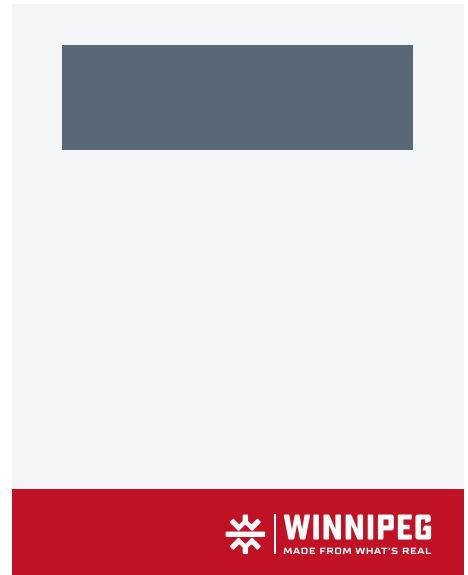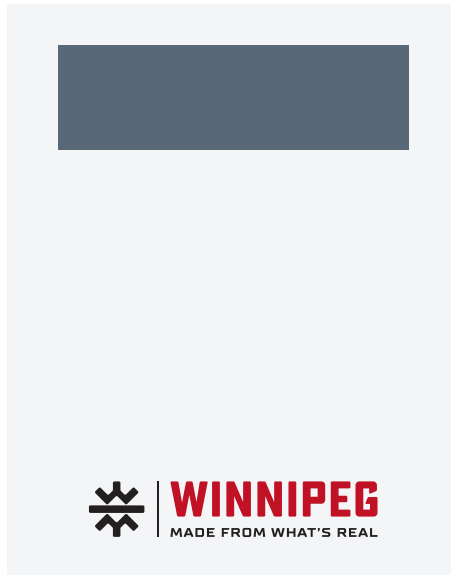
Special case logo configurations

The following are special case configurations of the logo to be used in special display scenarios. Always ensure that the logo is applied to a clean, unobstructed area of the layout. Alternatively, create a clean field of colour on which the logo can be applied.

**Contact the Graphic Designer for access to these logo files
(see Resources on page 18)**

Logomark as a graphic device

The logomark can appear on its own as a graphic in a layout but the Winnipeg logo proper should also appear on the piece. Always ensure that the safe area is respected and make sure there is sufficient contrast so that the logo is highly legible.

WHEN YOU
WORK
HERE
YOU BECOME PART OF
THE SUCCESS STORY

WINNIPEG
MADE FROM WHAT'S REAL
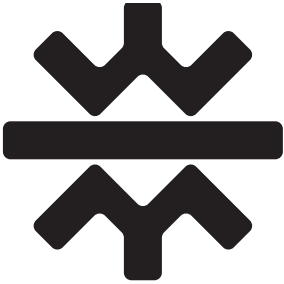
Logomark on social media

In special circumstances, the symbol can appear in isolation when used as a social media avatar or app icon.
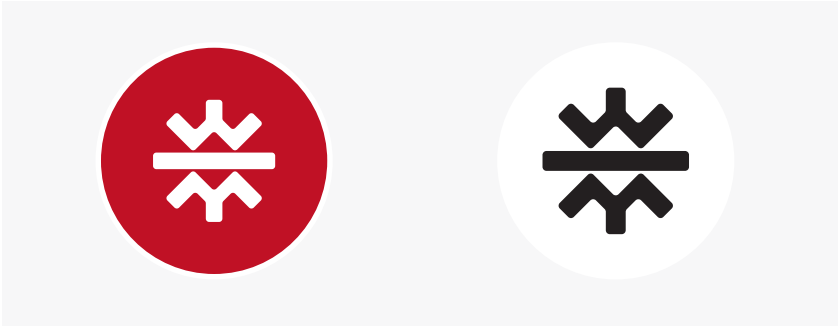
Incorrect use of the logo

The following examples show incorrect use of the Winnipeg logo.

Do not alter the colours of the logo

Do not adjust/resize any elements of the logo

Do not change the fonts in the logo

Do not rotate the logo

Do not apply drop shadows to the logo

Do not place the logo on a busy image or background
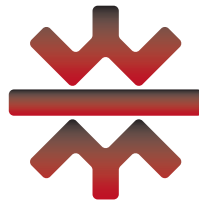
Incorrect use of the logomark

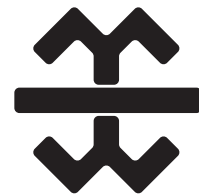The following examples show incorrect use of the Winnipeg logomark.

Do not use unapproved colours

Do not separate the logomark

Do not use gradients

Do not alter elements within the logomark.

Primary fonts

The typefaces outlined on this page are the ones that will drive our communications forward. To ensure a consistent visual brand, it is essential that these typefaces be used in every expression of the Winnipeg brand.

Knockout

Knockout has a boldness and character that makes it well-suited for imbuing headlines with personality. Knockout is primarily used in large headlines and titles. The type should be set to all caps as a default. The default weight to use is Knockout 68 Full Featherweight.

abcABC0123

48 Featherweight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*

49 Liteweight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*

68 Full Featherweight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*

69 Full Liteweight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*

Gotham HTF

Gotham HTF is the primary typeface for all body copy. Title and sentence case are recommended. The default weight is Gotham HTF Book.

abcABC0123

Gotham HTF Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*

Gotham HTF Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*

Gotham HTF Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*

Gotham HTF Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*

Supermolot Expanded

This font is used as a contrast to the condensed Knockout in headlines. This font may only be used in headline format. The type should be set to all caps. The default weight is Supermolot Expanded Bold.

abcABC0123

Supermolot Expanded Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*

Supermolot Expanded Demi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*

Digital application fonts

The typefaces outlined on this page can be used in applications such as websites, PowerPoint, Word documents and computer systems where propietary fonts such as Knockout and Gothm are unavailable.

Barlow Condensed

Barlow is a font with proportions similar to Knockout. Use for headlines with impact.

abcABC0123

Barlow Condensed Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*

Barlow Condensed Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*

Barlow Condensed Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*

Barlow Condensed Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*

Monterserrat

This font is an acceptable alternate to Gotham. Use for subheads and body copy.

abcABC0123

Montserrat Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*

Montserrat Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*

Montserrat Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*

Montserrat ExtraBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*

Contact the Graphic Designer for access to these logo files (see Resources on page 18)

How to use fonts

The Winnipeg brand is bold and powerful. To achieve this standard in your layouts, follow the approach to typography below and on the following pages on how to treat headlines, subheads and body copy.

The **headline** approach uses Knockout in tandem with Supermolot Expanded. Think bold, strong, and straightforward. Look for changes in thought and emphasis. Knockout should come to the fore with Supermolot playing supporting role.

For **body copy**, use Gotham book.

WHEN YOU

WORK HERE

YOU BECOME PART OF OUR SUCCESS STORY.

In Winnipeg, we make. We make things go, like electric buses, motor coaches and plane parts. We make discoveries, in microbiology labs, and polar bear conservation centres, and top-15 research universities. We make things better, improving everything from video game player experiences, to payroll processing efficiency to mobile food delivery. We make noise, with an outsized impact on the music world, and a film industry that's growing at an unprecedented pace.

And because we're all in this together, we make it work together. We are industrious, and we show initiative. We're willing to connect at all levels, and to explore unconventional solutions. **To us, it's second nature. And it's why we thrive today.**

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Colour palette

Promoting our city and our brand involves having a cohesive and consistent online presence. The colours below represent the screen-optimized palette for the Winnipeg brand and should be used in all digital communications, including all social media, online and video applications.
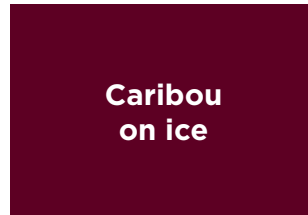
Primary colour palette

Winnipeg red

Winnipeg Red
PMS **7621 CP**
CMYK **0 100 87 22**
HEX **c01327**
RGB **177 29 35**
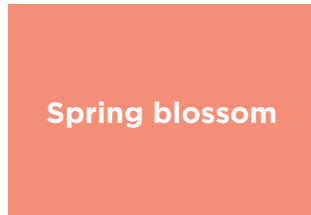
Spring blossom

Spring blossom
PMS **486 CP**
CMYK **0 55 50 0**
HEX **f58d76**
RGB **246 141 118**

Caribou on ice

Caribou on ice
PMS **7421 CP**
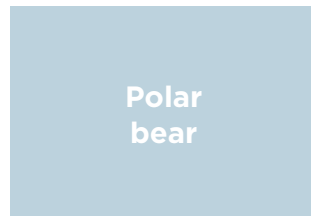CMYK **18 100 45 67**
HEX **5d0024**
RGB **93 0 36**

Winter blue

Winter blue
PMS **416 CP**
CMYK **97 31 11 59**
HEX **004565**
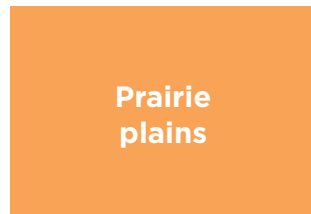RGB **0 70 101**
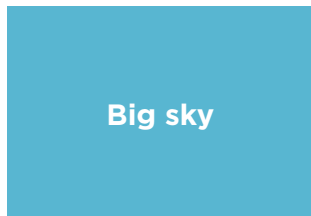
Big sky

Big sky
PMS **4157 CP**
CMYK **60 9 12 1**
HEX **59b5d0**
RGB **90 181 208**

Polar bear

Polar bear
PMS **4155 CP**
CMYK **25 9 9 0**
HEX **bcd2dc**
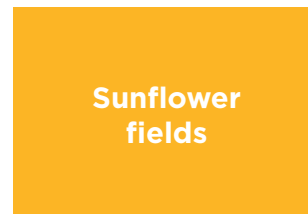RGB **189 210 220**

Secondary colour palette

Prairie plains

Prairie plains
PMS **157 CP**
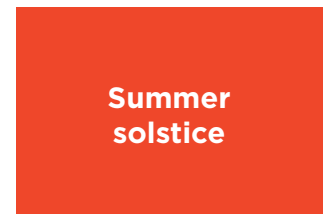CMYK **0 42 74 0**
HEX **ff8300**
RGB **249 164 86**

Patio season

Patio season
PMS **151 CP**
CMYK **0 59 100 0**
HEX **ff8300**
RGB **255 183 27**

Sunflower fields

Sunflower yellow
PMS **1235 CP**
CMYK **0 32 94 0**
HEX **ffb71b**
RGB **255 183 27**

Summer solstice

Portage & Main
PMS **350 CP**
CMYK **0 88 94 0**
HEX **ef462a**
RGB **239 70 142**

Neutral colour palette

Tyndall stone

PMS   n/a
CMYK 0 2 5 2
HEX   c01327
RGB   177 29 35

Storm grey

PMS   n/a
CMYK 14 8 4 2
HEX   d7dee7
RGB   216 222 232

Great grey owl

PMS   n/a
CMYK 63 45 34 25
HEX   586876
RGB   88 104 119

Jet blue

PMS   533 CP
CMYK 95 72 15 67
HEX   001d44
RGB   0 30 69

Black

PMS   Black CP
CMYK 0 0 0 100
HEX   000000
RGB   0 0 0

Colour ratio

It is important to use the brand colours in correct proportions. Winnipeg Red is the dominant colour and should appear in all communications. Supporting colours in the primary palette should be used to accentuate the red. The secondary colours should only be used to highlight areas of interest and extra dimension to a layout.
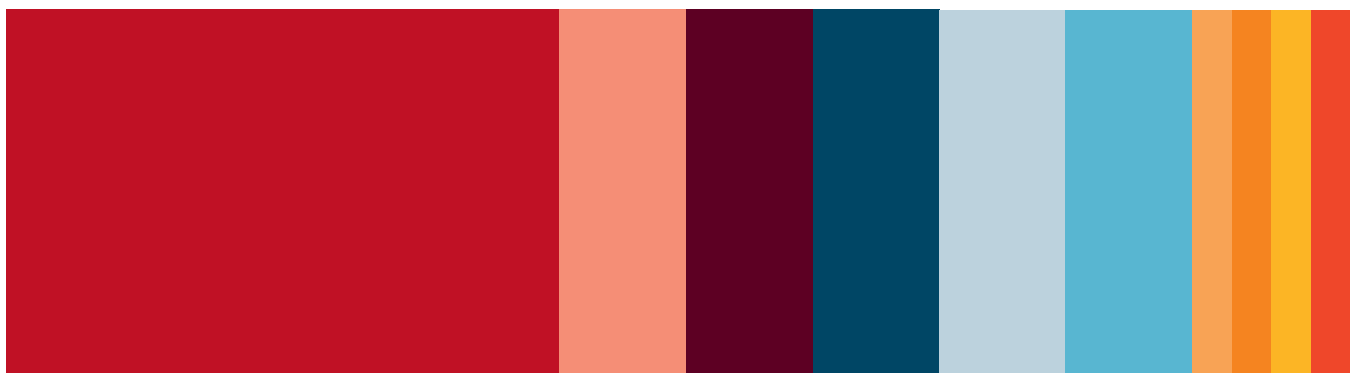
Colour palette example

AUTHENTIC
TO THE CORE

Take a look at our top draws. A family park that's also an arctic safari, an art exhibit, an outdoor theatre, and (in a few months) an indoor biome. A waterfront market that's an array of global tastes, artisan offerings and independent shops, surrounded by riverboat tours, a skateboard park and a never-ending skating trail, and open-air concerts, with beer on tap at seemingly every turn. A museum that chronicles our struggles and progress, enhancing our understanding of ourselves through the eyes and experiences of so many others.

Secondary yellow picked up in the fall foliage

Neutral colour background

Primary palette used to balance out Winnipeg red

Red bar used as visual anchor to bounce eye movement back to copy, while echoing red in logo

Contact the Graphic Designer for more information on colour usage (see Resources on page 18)

Photography

Photography is an essential tool in building a brand. It's important to use images of that align with the tenets of our brand, especially in high profile campaigns.

Key qualities

Authentic
Capture a spirit that is unpretentious, honest and proud.

Strong
Showcase our fearless, tough and tenacious spirit with a sense of fun.

Warm
We are down-to-earth and approachable. Capture that warm and inviting personality.

Diverse
We have a varied, rich and inclusive community. Be sure to showcase it.

Innovative
Focus on our adaptable, forward-looking mentality and our exceptional ability to produce original ideas.

Industrious
We are eager and energetic. Craft images that capture that productive drive.

Creative
Compose images in unexpected and dynamic ways to reflect our originality and our visionary accomplishments.

Connected
Shine a light on our sense of community, where people reach out to lend a hand. Present an image of unity and collaboration.

All logos, fonts, swatches and photos are available upon request from the Graphic Designer.

Karen Allen
Graphic Designer

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