



That's Exciting, That's Unique, That's Teulon!



BRAND GUIDELINES

Defining Teulon's Identity:
Guide to Consistent and Vibrant Branding



This kit would serve as a blueprint for creating cohesive, professional branding to represent Teulon's identity and vision.

Navigation Page

TIP: Use links to a different page inside the Brand Guidelines.

HOW: Select a tile on the table. Click on the link symbol on Select the toolbar, and select the page you want to connect to in the Brand Guidelines.

3 [Brand Story.](#)

5 [Logo Guidelines](#)

6 [Color Palette](#)

7 [Typography.](#)

8 [Elements and Shapes](#)

9 [Photography.](#)

10 [Mockups](#)

12 [Contact Page](#)

Brand Story

INTRODUCTION

Welcome to The Town of Teulon's Brand Guidelines. This document serves as your compass for understanding and implementing our brand's identity in every interaction and creation. Our brand is more than just a logo or a color palette; it's a representation of our values, mission, and the unique experience we offer to our customers.



01

Brand Guidelines Element

In these guidelines, you will find detailed instructions on how to use our brand assets correctly, including our logo, color scheme, typography, imagery style, and tone of voice. These elements are crucial in creating a cohesive and recognizable brand presence, whether it be in marketing materials, digital content, or product/merchandise design.

02

Brand Guidelines Goal

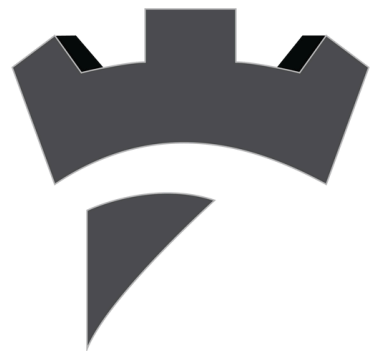
Our goal with these guidelines is not to restrict creativity, but to provide a framework that ensures our brand is represented consistently and accurately, no matter where it appears. This consistency is key to building trust and recognition with our audience, which in turn, strengthens our brand's identity and market position.

03

Logo Guidelines

[Back to Navigation Page](#)

Main Logo Features



Teulon

Logo Mark

Word Mark

The logo is made of two different components: the icon and the wordmark.

Do's and Don'ts



Versions of Teulon's logo can be used to match a variety of materials and applications. Make sure to apply them appropriately.

Logo Versions

[Back to Navigation Page](#)

Original and Colored



The logo is adaptable and can be used in the primary and secondary brand colour palette.

Monochrome and Grayscale



Versions of our logo can be used to match a variety of materials and applications. Make sure to apply them appropriately.

Color Palette

[Back to Navigation Page](#)



These colors reflect the Teulon's brand identity and personality.

PRIMARY COLOURS

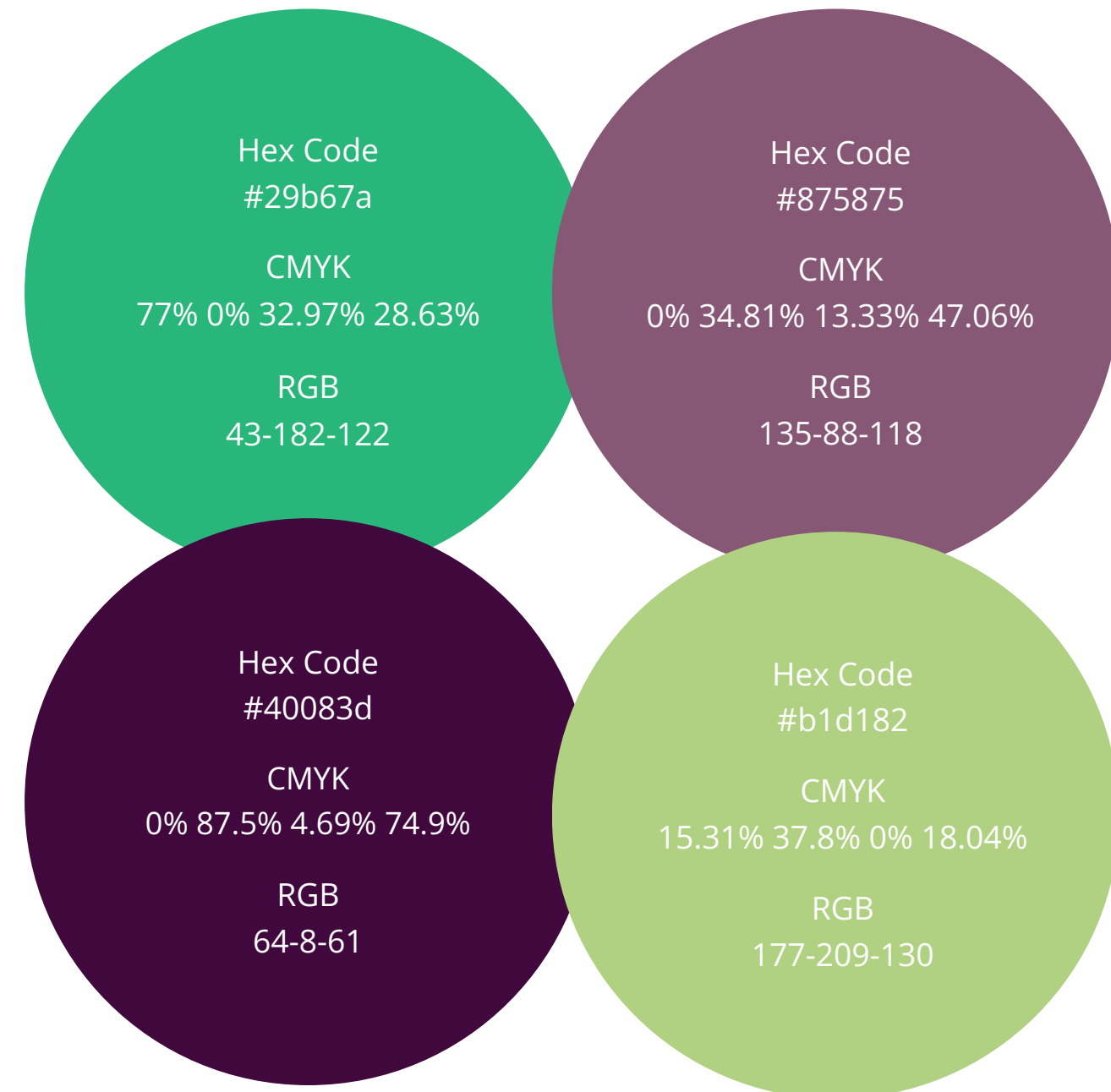
Teulon Growth Green - Symbolizes growth, renewal, and sustainability, reflecting Teulon's green spaces, agriculture, and community well-being.

Prairie Twilight - Inspired by prairie sunsets, representing history, charm, and creativity, blending Teulon's heritage with modern appeal.

SECONDARY COLOURS

Harvest Green - A warm, natural green representing stability, harmony, and Teulon's fertile land, complementing the brighter Jade Green.

Heritage Plum - A deep, sophisticated shade symbolizing resilience, strength, and tradition, adding contrast and elegance.



Typography

[Back to Navigation Page](#)

Font Overview

LEAGUE GOTHIC

For Title and Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdef
ghijklmnopqrstuvwxyz1234567890!@#\$

Neue Haas Grotesk
Display Pro

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234
567890!@#\$%^&*()

Font Hierarchy

TOWN OF TEULON
BUILDING
TOMORROW
TOGETHER

That's Exciting, That's Unique,
That's Teulon!

TEULON
A PLACE TO
GROW

Type Application

LIFE IS BETTER
IN TEULON!

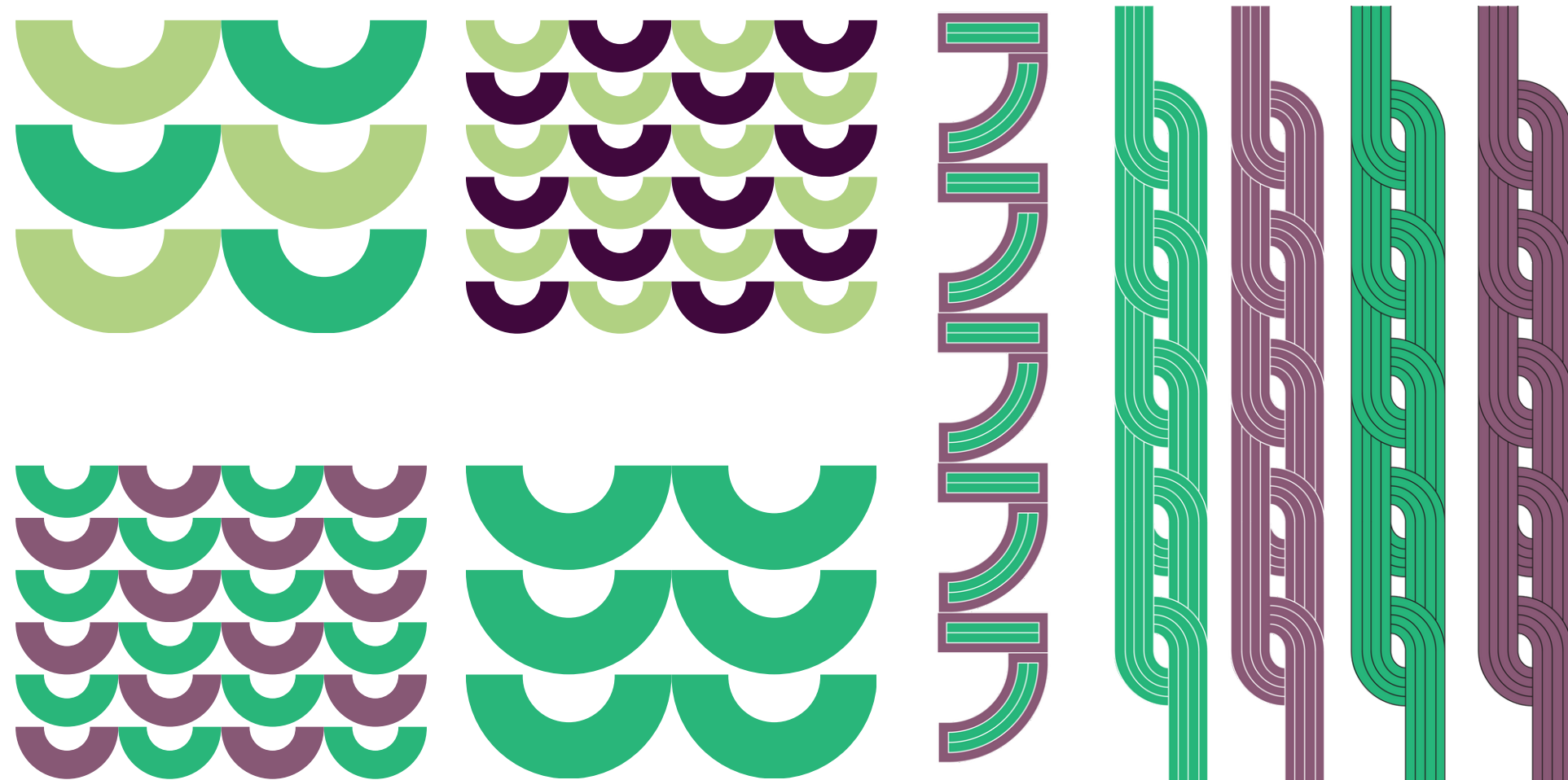
GREEN MEANS
GROWTH

SMALL TOWN,
BIG HEART

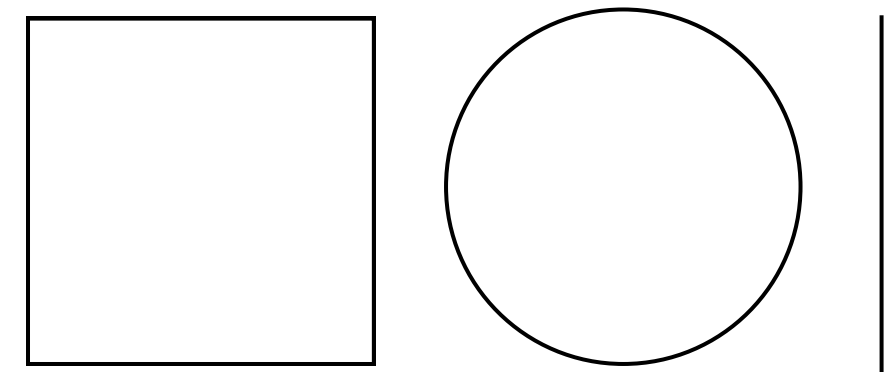
Elements and Shapes

[Back to Navigation Page](#)

Patterns



Shapes and Lines



Patterns and shapes should be used thoughtfully to reflect Teulon's connection to nature, growth, and heritage, aligning with the brand's colors and enhancing its modern yet traditional spirit.

Photography

[Back to Navigation Page](#)



All photos used in Teulon's branding should reflect the town's personality—welcoming, vibrant, and community-focused. Images should capture the spirit of growth, harmony, and history, aligning with Teulon's core values and brand identity. Enhancing photos and applying filters is allowed, but all adjustments must complement Teulon's brand colors:

By blending the brand colors thoughtfully, we ensure a cohesive and authentic representation of Teulon's brand.



Print and Digital Mockups

[Back to Navigation Page](#)





For us at Teulon, green means growth. Our humble town does not only feed our residents with healthy greens, it also fuels the farming industry and helps communities thrive.



Contact Information

[Back to Navigation Page](#)



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For more assets and information, **scan here:**

