Visual guidelines for waterloo.ca

JULY 2019 UPDATE

THE CITY OF
Waterloo
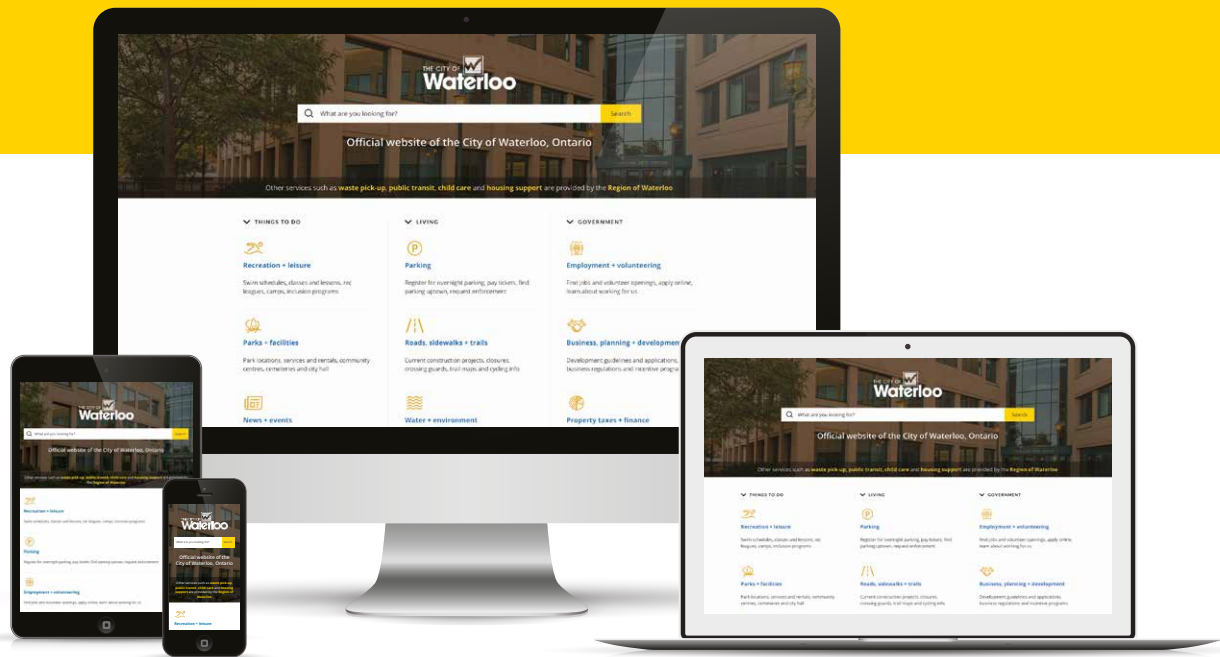
waterloo.ca

waterloo.ca primary colour palette

PRIMARY COLOUR
YELLOW

COLOUR CODES

RGB   R255 G210 B0

Web   #FFD200
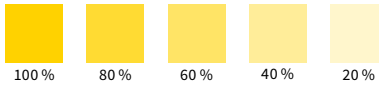
| 100 % | 80 % | 60 % | 40 % | 20 % |

COLOUR TONES

PRIMARY COLOUR
SOFT BLACK
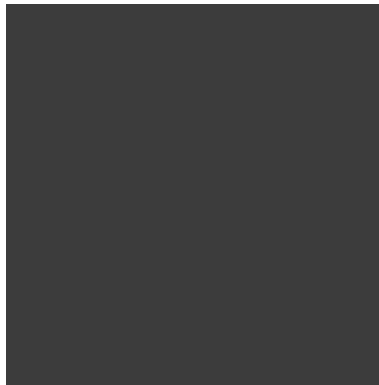
COLOUR CODES

RGB   R60 G60 B60

Web   #3C3C3C
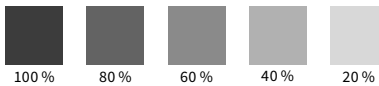
| 100 % | 80 % | 60 % | 40 % | 20 % |

COLOUR TONES

PRIMARY COLOUR
WHITE
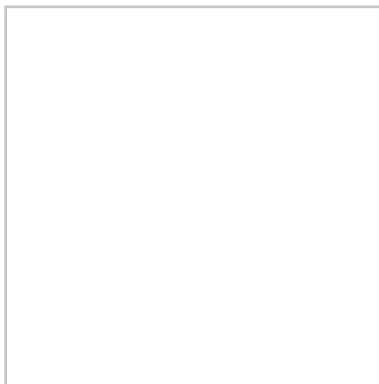
COLOUR CODES

RGB   R255 G255 B255

Web   #FFFFFF

secondary waterloo.ca colours

SECONDARY COLOUR
GOLD

COLOUR CODES

RGB	R224 G162 B38

SECONDARY COLOUR
GREY

COLOUR CODES

RGB	R99 G100 B102
Web	#636466

SECONDARY COLOUR
BLUE

COLOUR CODES

RGB	R9 G120 B179
Web	#1175CB

SECONDARY COLOUR
LIGHT GREY
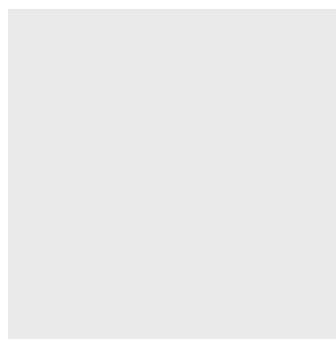
COLOUR CODES

RGB	R234 G234 B234
Web	#EAEAEA

SECONDARY COLOUR
NAVY

COLOUR CODES

RGB	R39 G73 B119
Web	#274977

OPEN SANS

DESIGNER
STEVE MATTESON

THE FONT
Open Sans is a humanist sans serif typeface. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Open Sans

Bold

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z**

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! " § $ % & / ( ) = ? ` ; :
¡ " ¶ ¢ [ ] | { } ≠ ¿ '
« ∑ € ® † Ω ¨ / ø π • ± '
æ œ @ ∆ º ª © ƒ ∂ , å ¥ ≈ ç
√ ~ µ ∞ … – ≤ < > ≥ ˘ › ‹ ◊

waterloo.ca typography

H1 Header text

font-family:	Open Sans, sans-serif;
font-weight:	700
font size:	2.16667em
line height:	1.5
color:	#3c3c3c

H2

font-weight:	700
font size:	1.66667em
line height:	1.5
color:	#3c3c3c

H3

font-weight:	700
font size:	1.5em
line height:	1.5
color:	#3c3c3c

H4

font-weight:	700
font size:	1.33333em
line height:	1.5
color:	#3c3c3c

Page lead / Intro paragraph

font-weight:	600
font size:	1.223em
line height:	1.5
color:	#3c3c3c

H5 / Blue Subhead

font-weight:	700
font size:	1.16667em
line height:	1.5
color:	#0978b3

H6 Header text

font-weight:	700
font size:	1em
line height:	1.5
color:	#3c3c3c

This is our paragraph style with links indicated in **blue bold text.**

font-weight:	400
font size:	1em
line height:	1.5
color:	#3c3c3c

waterloo.ca icons

ICONS

Our icons are designed in outlines and are vector-based. They're pixel perfect and designed for optimal reading and recognition. To help overcome the ambiguity that almost all icons face ours are always accompanied by a text label.

ICON DESIGN GUIDELINES

- Keep the design simple and schematic
- Use the 5-second rule: if it takes you more than 5 seconds to think of an appropriate icon for something, it is unlikely that an icon can effectively communicate that meaning
- Test the icons for recognizability: ask people what they expect the icons to stand for
- Test the icons for memorability: ask a repeat set of users if they can remember the icon's meaning after being told what it represented a couple weeks earlier
- Always include a visible text label

Recreation + leisure

Swim schedules, classes and lessons, rec leagues, camps, inclusion programs

Parks + facilities

Park locations, services and rentals, community centres, cemeteries and city hall

News + events

Event calendar, news releases, public notices, service alerts, social media

waterloo.ca photography

CITY OF WATERLOO PHOTOGRAPHY
Any photography used on waterloo.ca should
authentically reflect our city's personality.

WATERLOO.CA HEADER IMAGE SIZES
- Homepage: 1800px x 550px
- Landing page: 1800px x 358px

PHOTOGRAPHY GUIDELINES

- Always strive to reflect our community's
  diversity (ethnicity, culture, gender, age,
  ability, etc)

- Candid-like, lifestyle shots work well

- Natural, positive and engaged people
  shots are best

- An occasional fun, posed group shot or
  portrait are okay too

- Natural lighting when possible

- Please be mindful of backgrounds. Try to
  avoid garbage and recycling containers in
  city facilities

- Only use photography we have permission
  to use. If unsure on permissions do not use.