



Carleton PLACE

est. 1819

The silhouette of the Town Hall and 'est. 1819' pays tribute to the town's Heritage, timelessly standing tall and proud by the river. The Handwritten 'Carleton' font gives it the feel of a place to write home and symbolizes the flowing blue waters, while 'Place' reminds us of a community rooted in strength and history.



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CORE BRAND COLOURS



Mississippi Blue

Vibrant Wave

SECONDARY BRAND COLOURS



Cornerstone Grey

Trailblaze

BRAND FONTS

Smithen BEBAS Myriad Pro Regular + **Bold**

LOGO COLOUR VARIATIONS



Full Brand Colours



Single Solid Brand Colour



White on Dark Background

LOGO LAYOUT VARIATIONS



Sans Graphic



Wordmark



Circular



Horizontal with Sub-Brand



Horizontal with Sub-Brand

EXAMPLES

