



# **MUNICIPALITY OF THE DISTRICT OF LUNENBURG**

## **Style Guide**

*June 2018*

# INTRODUCTION

This Style Guide has been developed as an aid to the proper use and implementation of the visual imagery for the Municipality of the District of Lunenburg.

The brand guidelines included have been created with simplicity and versatility in mind. Clean graphics in a defined colour palette with font options for headings and text ensure advertising pieces will fit within brand parameters. The creation of these brand guidelines is to create a recognisable, cohesive brand look for the Municipality that builds a strong brand online, in social media and in print material. We want the public to come to know and expect a certain level of care and consistency throughout all of the Municipality's interactions with them, and to create a standard of professionalism and trust.

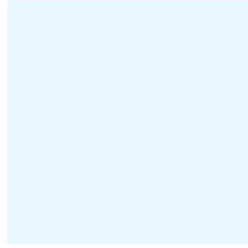
Should a situation arise where the brand standards in the Guide cannot be implemented, please contact the Communications Officer to approve any modification prior to implementation.

Sarah Kucharski  
Communications Officer  
Municipality of the District of Lunenburg  
210 Aberdeen Road | Bridgewater, NS | B4V 4G8  
Phone: (902) 541-1328

# LOGO COLOUR PALETTE



FULL COLOR  
PANTONE 7687 / CYAN / BLACK  
OR CMYK



9% CYAN  
CMYK - 9, 0, 0, 0  
RGB - 228, 245, 253  
HEX# - E5F5FD



PANTONE 7687 C  
CMYK - 100, 86, 15, 3  
RGB - 26, 66, 138  
HEX# - 1A428A



100% BLACK  
CMYK - 100, 0, 0, 0  
RGB - 35, 31, 32  
HEX# - 231F20



1 COLOR  
PANTONE 7687



9% PANTONE 7687 C  
CMYK - 100, 86, 15, 3  
RGB - 26, 66, 138  
HEX# - 1A428A



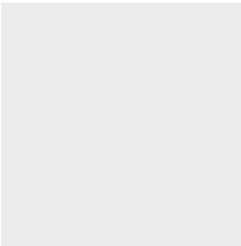
25% PANTONE 7687 C  
CMYK - 100, 86, 15, 3  
RGB - 26, 66, 138  
HEX# - 1A428A



PANTONE 7687 C  
CMYK - 100, 86, 15, 3  
RGB - 26, 66, 138  
HEX# - 1A428A



1 COLOR  
BLACK ONLY



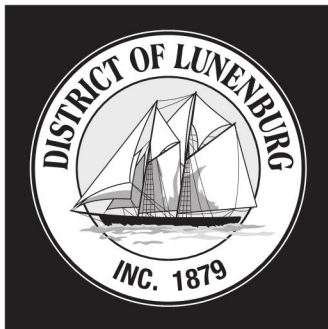
9% BLACK  
CMYK - 100, 0, 0, 0  
RGB - 35, 31, 32  
HEX# - 231F20



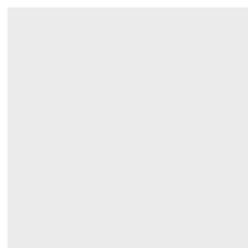
35% BLACK  
CMYK - 100, 0, 0, 0  
RGB - 35, 31, 32  
HEX# - 231F20



100% BLACK  
CMYK - 100, 0, 0, 0  
RGB - 35, 31, 32  
HEX# - 231F20



REVERSED



9% BLACK  
CMYK - 100, 0, 0, 0  
RGB - 35, 31, 32  
HEX# - 231F20

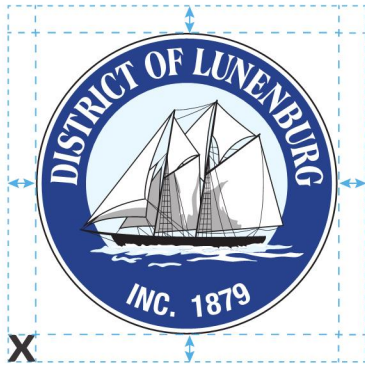


35% BLACK  
CMYK - 100, 0, 0, 0  
RGB - 35, 31, 32  
HEX# - 231F20



100% BLACK  
CMYK - 100, 0, 0, 0  
RGB - 35, 31, 32  
HEX# - 231F20

# CLEARSPACE



The Municipality of the District of Lunenburg Logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the cap height of the logo type. It never should be less than that. The logo must always fit into the clearspace area and can not be intervened by other graphical elements which could hinder legibility of the brand.

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# UNACCEPTABLE TREATMENTS



**Do NOT**  
rotate the logo



**Do NOT**  
skew height & width



**Do NOT**  
use different colours

# TYPOGRAPHY

## Brochure/Flyer Body Font

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- Calibri Regular
- *Calibri Regular Italic*
- **Calibri Bold**
- *Calibri Bold Italic*

This font should be used as the body text in all Municipality of the District of Lunenburg communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

## Headline Font

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- **Clarendon Roman**

This font can be used for larger headings in Municipality of the District of Lunenburg communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

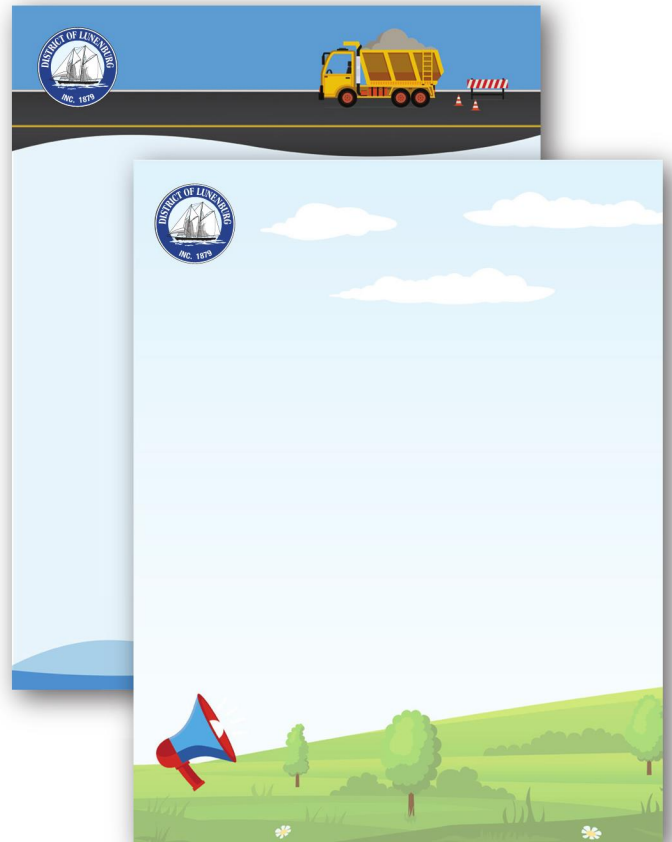
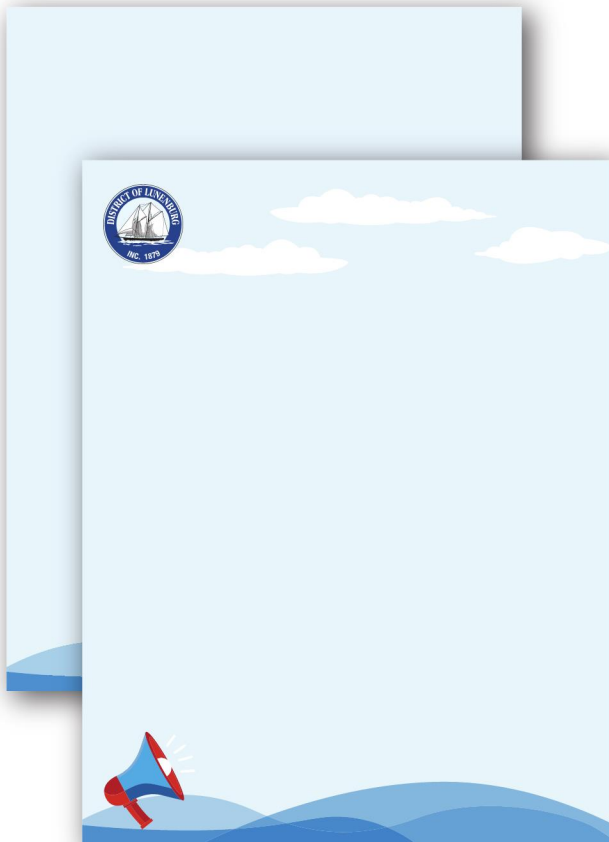
## Subhead Font

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- **Gotham Black**

This font can be used for larger headings in Municipality of the District of Lunenburg communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

# SAMPLE ADVERTISING TREATMENTS



# SAMPLE ADVERTISING TREATMENTS

## FACEBOOK POST



### Clarendon Roman Font



RGB - 189, 34, 39  
CMYK - 18, 100, 98, 8  
HEX# - BD2227



RGB - 8, 81, 132  
CMYK - 98, 73, 24, 7  
HEX# - 085184



RGB - 50, 167, 223  
CMYK - 69, 17, 0, 0  
HEX# - 32A7DF

## WEB BANNERS



Clarendon Roman Font

Stay In The Know...

Sign up for  
► our new  
e-newsletter





# MunicipalMATTERS

A proud history... A promising future

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## Administration Building Update



In the past two issues of Municipal Matters, we've addressed the Administration Building review. This 47-year-old building has been the topic of discussion for nearly a decade, beginning in 2009, when Council directed a firm to undertake a Space Needs Assessment and Options Report.

Both the 2009 report and the most recent report from Catalyst Consulting identified multiple building deficiencies that will require a significant capital investment to enable the long-term use of the building. In addition, the building does not meet soon-to-be-introduced provincial accessibility legislation.

The Municipality held two open houses in mid-November. At each of the meetings, attendees had the opportunity to ask questions of the Project Manager, Council members and the CAO. Additionally, we have been sharing information about the issue at Your Government, Your Ideas meetings, on facebook, in local papers, and on the radio.

More than 85 residents provided their thoughts, and there will be future opportunities for public feedback.

Regardless of which option is selected by Council, the funds to pay for a renovated or new building would come from within the Municipality's current financial plan. There will no tax increase to residents.

Council will be discussing the issue in the near future. You can stay informed by visiting [www.modl.ca/210Aberdeen](http://www.modl.ca/210Aberdeen).

Learn more about your MUNICIPALITY online at [modl.ca](http://modl.ca)

Gotham Light

Gotham Bold

Calibri Regular

Gotham Bold

Calibri Regular

Calibri Bold

### Tax Installment Prepayment Plan (TIPP)

TIPP is an arrangement made by a taxpayer with the Municipality of the District of Lunenburg to prepay the estimated property tax levies for the following year. The Municipality's Tax Office administers the plan. The tax levies include all applicable area rates (fire, sewer, hydrant charges, road maintenance, street lights, etc.)

#### There are two prepayment options:

**OPTION A: Pre-defined Amount**  
The customer determines a monthly payment amount toward their account due at the end of each month, or makes 12 equal payments based on prior year tax billing due at the end of each month.

**OPTION B: Full Amount**  
Payment in full on due date based on the interim and final tax billing.

#### What are the benefits of enrolling in TIPP?

- Easier budgeting for your property tax obligations.
- There is no administration fee, although your prepayment amounts do not earn interest.
- Interest is avoided when all payments are met and the balance in your account is sufficient to cover the tax bill.

Once your application is processed, the Municipality will automatically deduct the payment from the bank account you have provided. This amount will be credited to your property tax account with the Municipality. Withdrawals are made the last day of each month.

#### Choosing Option A?

The monthly payment is usually calculated by using the following formula:

**Prior year tax bill divided by 12 = monthly payment.**

This assumes your taxes are fully paid before the prepayment plan begins. If this is not the case a monthly deduction plan can be arranged to bring your account up to date so that the prepayment plan can begin.

You can also set the monthly installment of your choice. Keep in mind that if account does not have enough funds to pay your tax bills at the time they are due, the balance must be paid by the date to avoid interest penalties.

#### Where does my money go?

A Property Tax account is set up for each property. The funds withdrawn from [www.bankaccountarecredited.com](http://www.bankaccountarecredited.com)

#### When is the best time to start?

The ideal time to start TIPP is in November, once all your current year property taxes are paid up to date. Applications must be received by the 16th of any given month in order to commence withdrawal at the end of the month.

If you wish to arrange monthly deductions for past due amounts, interest will apply to all overdue amounts and a credit will not accrue to your account until you are completely up to date on your taxes.

#### What if I sell my home?

Credits on your property tax account can remain or may be refunded by a written request.

Please cancel your prepayment plan as soon as possible if your property is being sold. Written cancellation notice must be received at least five business days prior to the last day of any given month.



## Tax Installment Prepayment Plan

To register, complete the Prepayment Application Form, available at the Administration Building or online at [www.modl.ca/TIPP](http://www.modl.ca/TIPP)

For more information on the Tax Installment Prepayment Plan, contact:

**Municipality of the District of Lunenburg**

Christine Corkum  
902-541-1338  
Christine.Corkum@modl.ca

