

# Peel Region's **Brand Book**



# Bringing Peel's brand to life

This guide features the building blocks of the Peel Region brand.

Use it to find directions, tools, and advice on how to implement our brand with clarity and consistency.

## Contents

### **3** We are Peel Region

- 4 What we do
- 5 Our vision and mission
- 6 Our values
- 8 Our services
- 10 Service commitment
- 13 Creating an accessible Peel Region
- 14 Our tone and voice
- 16 We speak Peel's languages
- 17 Working with Peel's communities
- 18 Building sustainable foundations

### **20** Peel Art Gallery, Museum and Archives (PAMA)

### **22** Peel Living

### **24** Peel at a glance

### **26** Visual brand guidelines

- 27 Identity update
- 28 Primary logos
- 29 Logo elements
- 30 Peel logo – no tagline
- 32 Clear space
- 33 Logo usage
- 35 Typography
- 36 Colours
- 39 White space
- 40 Regional Coat of Arms
- 41 Crest applications

### **42** Photography

### **46** Video

### **50** The Peel brand in action

- 51 People of Peel stories
- 52 Peel branded layouts
- 56 Councillor newsletters
- 57 Iconography and footers
- 58 Digital signage
- 59 Keeping Peel informed
- 60 Advancing digital service delivery
- 62 Fleet vehicles
- 64 Specialized vehicles
- 66 Exterior signage



# We are Peel Region

We've been delivering essential services and programs to the communities of Brampton, Caledon, and Mississauga since 1974.

Already home to 175,000 businesses and over 1.5 million people, Peel continues to grow by nearly 50 new residents each day.

Our services, partnerships and processes create a strong, lasting impact on the community.

When we envision Peel's future, we see enriched lives and safe, inclusive communities where everyone feels they belong.



## What we do

Peel Region delivers essential services to 1.5 million residents and over 175,000 businesses.

## Our vision and mission

### **Vision:** *Community for Life*

*Community for Life* is based on our residents' priorities. It's a place where everyone feels they belong and can access the services they need to thrive throughout each stage of life.

### **Mission:** *Working with you*

We're *Working with you* to create a healthy, safe, and connected community. Peel Region's residents are at the centre of who we are and what we do.



# Our values



# Our services



## Adult Day



Residents in need receive supports that allow them to stay in their homes longer.

## Chronic Disease Prevention



Peel residents live longer and healthier due to reduced risk of chronic diseases.

## Community Investment



Community groups in need have support to deliver services to Peel residents.

## Early Growth and Development



Children in Peel are supported to achieve their mental and physical potential.

## Early Years and Child Care



Programs are affordable and responsive to the needs of families.

## Employment Support



Peel residents in need have the tools and skills to find and keep a job.

## Heritage Arts and Culture



Peel residents are engaged in an understanding of our history and culture.

## Housing Support



Affordable housing is available to all Peel residents; and homelessness in Peel is prevented.

## Income Support



Peel residents in need have access to available financial supports.

## Infectious Disease Prevention



Peel residents are protected against infectious diseases.

## Land Use Planning



Communities in Peel are complete and sustainable for residents and businesses.

## Long Term Care



Residents in our Long Term Care homes receive care to enhance their quality of life.

## Paramedics



Peel residents and visitors receive quality pre-hospital care.

## Roads and Transportation



People and goods can move safely and efficiently throughout Peel.

## TransHelp



Peel residents in need can travel within their community without barriers.

## Waste



Waste in the Region of Peel is collected on time and managed in a safe and environmentally responsible manner.

## Wastewater



Wastewater in the Region of Peel is removed in a safe and environmentally responsible manner.

## Water Supply



Safe, reliable and high quality drinking water is available to Peel customers.

# Our Service Commitment

Our new service commitment will ensure that we meet our goal of exceeding residents' needs and expectations.

With our service commitment...

## You can expect to:

- Easily find what you need
- Receive a timely response
- Be treated with dignity, respect, and care
- Receive simple and clear communication
- Be assisted by professional, knowledgeable, and helpful employees



**Visit**

[peelbrand.com/sharon](http://peelbrand.com/sharon)





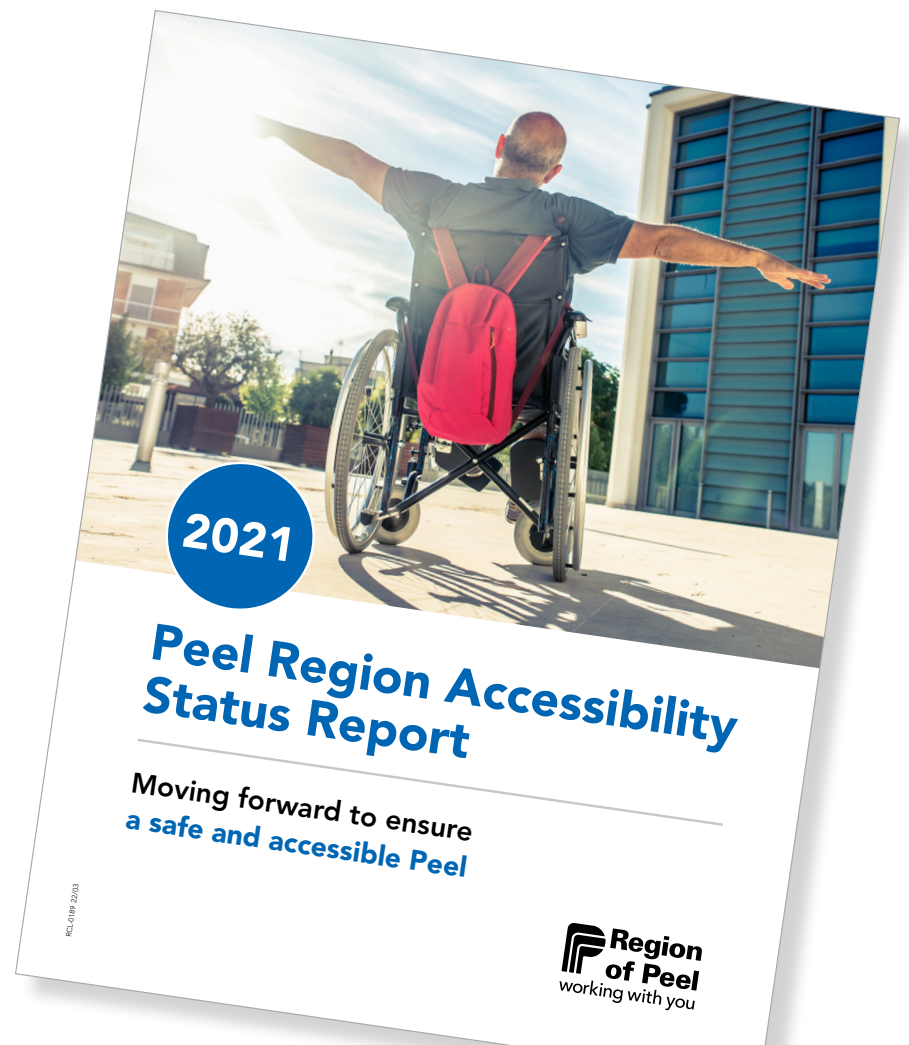
# Creating an accessible Peel

Peel Region is committed to removing barriers that limit the potential and compromise the quality of life for persons with disabilities.

We provide equal treatment and benefits with respect to employment and the use of our services, programs and facilities in a way that:

- Respects the dignity and independence of people with disabilities.
- Makes reasonable efforts to ensure that service outcomes are the same for all residents.

It's a place where everyone feels they belong and can access the services they need to thrive throughout each stage of life.



**Download**  
[peelbrand.com/access](https://peelbrand.com/access)



# Our tone and voice

## Our tone and voice is how our residents hear and remember us.

No matter the message, we consistently:

- Communicate clearly and directly.
- Simplify complex topics to a maximum Grade 8 reading level.
- Talk like real people using plain, everyday, conversational language.
- Seek to understand context.

## Our tone reflects our open, collaborative culture.

- It's personable and genuine.
- It conveys our knowledge and readiness to be helpful.

## Our voice is clear, simple, and calm.

We always sound open, friendly and approachable.



Download

[peelbrand.com/writing](https://peelbrand.com/writing)

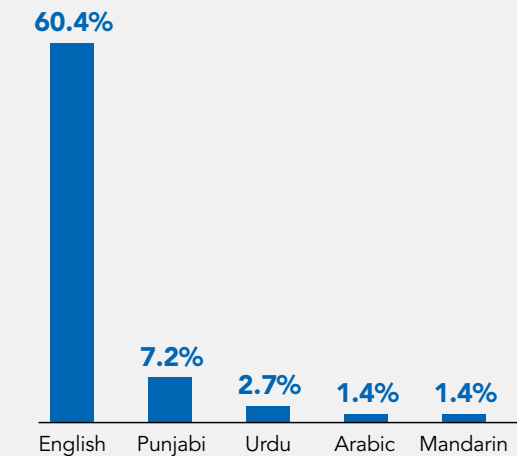
# We speak Peel's languages

Peel is home to more than 90 distinct ethnic groups. Inclusivity and accessibility are vital, so this means providing clear, comprehensive information in English and the 10 most-spoken languages in Peel.

- Arabic
- Cantonese
- Gujarati
- Mandarin
- Polish
- Punjabi
- Spanish
- Tagalog
- Tamil
- Urdu

## Languages at home

The top five languages spoken at home as percentage of total population in Peel.



Data source: Environics Analytics | Vintage 2020. Other languages make up the remaining 29.7% of Peel's population.

## ਨੈਵਲ ਕੋਰੋਨਾਵਾਇਰਸ (COVID-19)

# ਵਿਗਾੜ ਨੂੰ ਰੋਕੋ ਇੱਕ ਮਾਸਕ ਪਹਿਨੋ

ਪੀਲ ਪਬਲਿਕ ਹੈਲਥ ਇੱਕ ਨੋਨ-ਮੈਡੀਕਲ ਮਾਸਕ ਪਹਿਨਣ ਦੀ ਸਿਫਾਰਸ਼ ਕਰਦੀ ਹੈ ਜਦੋਂ ਦੂਜਿਆਂ ਤੋਂ ਸਰੀਰਕ ਦੂਰੀ ਬਣਾਈ ਰੱਖਣਾ ਮੁਸ਼ਕਲ ਹੁੰਦਾ ਹੈ।



**1** ਆਪਣੇ ਮਾਸਕ ਨੂੰ ਪਹਿਨਣ ਤੋਂ ਪਹਿਲਾਂ ਸਾਬਣ ਅਤੇ ਪਾਣੀ ਨਾਲ ਘੱਟੋ ਘੱਟ 20 ਸਕਿੰਟਾਂ ਲਈ ਆਪਣੇ ਹੱਥਾਂ ਨੂੰ ਧੋਵੋ ਜਾਂ ਅਲਕੋਹਲ ਅਧਾਰਤ ਹੈਂਡ ਸੈਨੀਟਾਈਜ਼ਰ ਦੀ ਵਰਤੋਂ ਕਰੋ।

**2** ਮਾਸਕ ਦੇ ਇਲਾਸਟਿਕ ਲੂਪਾਂ ਜਾਂ ਤਰੀਆਂ ਨੂੰ ਕੰਨਾਂ ਦੇ ਦੁਆਰੇ ਚੰਗੀ ਤਰ੍ਹਾਂ ਬੰਨੋ।

**3** ਆਪਣੇ ਮੂੰਹ ਅਤੇ ਨੱਕ ਨੂੰ ਮਾਸਕ ਨਾਲ ਢਕੋ ਅਤੇ ਇਹ ਸੁਨਿਸ਼ਚਿਤ ਕਰੋ ਕਿ ਤੁਹਾਡੇ ਚਿਹਰੇ ਅਤੇ ਮਾਸਕ ਦੇ ਵਿਚਕਾਰ ਕੋਈ ਵਿੱਥਾਂ ਨਹੀਂ ਹਨ।



**4** ਜਦੋਂ ਤੁਸੀਂ ਇਸ ਨੂੰ ਪਾਇਆ ਹੋਵੇ ਤਾਂ ਮਾਸਕ ਦੇ ਅਗਲੇ ਹਿੱਸੇ ਨੂੰ ਨਾ ਛੂਹੋ। ਜੇ ਤੁਸੀਂ ਗਲਤੀ ਨਾਲ ਆਪਣੇ ਮਾਸਕ ਨੂੰ ਛੂਹ ਲੈਂਦੇ ਹੋ, ਤਾਂ ਆਪਣੇ ਹੱਥਾਂ ਨੂੰ ਸਾਫ਼ ਕਰੋ।

**5** ਮਾਸਕ ਨੂੰ ਉਤਾਰਨ ਲਈ, ਮਾਸਕ ਦੇ ਇਲਾਸਟਿਕ ਲੂਪਾਂ ਜਾਂ ਤਰੀਆਂ ਨੂੰ ਆਪਣੇ ਕੰਨਾਂ ਦੇ ਦੁਆਰੇ ਚੰਗੀ ਤਰ੍ਹਾਂ ਬੰਨੋ।

**6** ਸਿਰਫ਼ ਲੂਪਾਂ ਜਾਂ ਤਰੀਆਂ ਨੂੰ ਪਕੜੋ ਅਤੇ ਮਾਸਕ ਨੂੰ ਢਕਣ ਵਾਲੇ ਕੁਤੇਦਾਨ ਵਿੱਚ ਪਾਓ, ਜਾਂ ਜੇ ਦੁਬਾਰਾ ਵਰਤੋਂ ਯੋਗ ਹੋਵੇ ਤਾਂ ਸਿੱਧੇ ਲੈਂਡਰੀ ਵਿੱਚ ਰੱਖੋ।

**7** ਆਪਣੇ ਮਾਸਕ ਨੂੰ ਸੁੱਟਣ ਤੋਂ ਬਾਅਦ ਸਾਬਣ ਅਤੇ ਪਾਣੀ ਨਾਲ ਘੱਟੋ ਘੱਟ 20 ਸਕਿੰਟਾਂ ਲਈ ਆਪਣੇ ਹੱਥਾਂ ਨੂੰ ਧੋਵੋ ਜਾਂ ਅਲਕੋਹਲ ਅਧਾਰਤ ਹੈਂਡ ਸੈਨੀਟਾਈਜ਼ਰ ਦੀ ਵਰਤੋਂ ਕਰੋ।

## فيروس كورونا المس أوقف العدو ضع كمامة

تنصح هيئة الصحة العامة في منط  
يصعب الحفاظ على مسافة التباعد



**2** قبل ارتداء الكمامة، اغسل يديك بالماء والصابون لمدة 20 ثانية على الأقل أو استخدم معقم اليدين الكحولي.

**1** ثبت الحلقين أو أربطة الكمامة



**5** لا تلمس الجهة الخارجية للكمامة أثناء فترة ارتدائها، ولكن إن لمستها بغير قصد، فغسل يديك.

**4** لضع الكمامة، انزع الحلقين المطاطيين أو أربطة الكمامة عن أذنيك.

# Working with Peel's communities

We're working to create a community that is safe, inclusive, and accessible by continuously improving programs and services that advance community safety and well-being.

We also work with over 97 local community agencies that focus on areas such as reducing poverty, providing affordable transit, and family safety, so we can support those who need it when they need it.

Together with our partners, we're creating a community where all individuals can thrive.



# Building sustainable foundations

We are taking action to mitigate and adapt to the effects of climate change by reducing greenhouse gas (GHG) emissions and ensuring that our services and assets are more resilient to extreme weather events and future climate conditions.

We want to ensure that residents today, and future generations in Peel, have access to resources that support a safe, healthy, and connected community.

Examples of ways we are responding to climate change include:

- Investigating technology to produce energy from solid waste
- Greening our fleet with electric and hybrid options
- Finding innovative ways to enhance resource recovery from wastewater
- Completing building retrofits to target net-zero emissions
- Developing communities that promote healthy living while reducing GHG emissions

## Download

[peelbrand.com/climate](https://peelbrand.com/climate)





The Peel Art Gallery, Museum and Archives (PAMA) is our community's vibrant gathering place. Located in downtown Brampton, PAMA has been owned and operated by Peel Region since 1986.

PAMA's exhibits and programs seek to recognize varied histories and perspectives, enriching our cultural fabric and empowering people to share and learn about the stories of others.

The stunning landmark buildings of the Peel County Courthouse and Jail now feature glass atriums, studio spaces, and a tunnel lit by picturesque skylights.



**Download**

[peelbrand.com/PAMA](https://peelbrand.com/PAMA)

# Peel Living

The Peel Housing Corporation (PHC), also known as Peel Living, is a not-for-profit housing provider owned by the Region of Peel.

Established in 1976, Peel Living provides safe, affordable housing to low- and moderate-income earners in Peel.

Peel Living operates 75 sites throughout Peel. These sites include high- and low-rise apartments and townhouses. One site is a transitional shelter, 3 are group homes, and 6 are Region of Peel-owned buildings.

In total, Peel Living provides housing to nearly 17,000 individuals, families, and seniors.

## Vision statement

Peel Living is a housing provider contributing to healthy communities in Peel by fostering a sense of pride in those who live there.

## Mission statement

Peel Living provides housing options that are affordable, sustainable, and well-maintained. Peel Living also provides access to supports and services within the community.

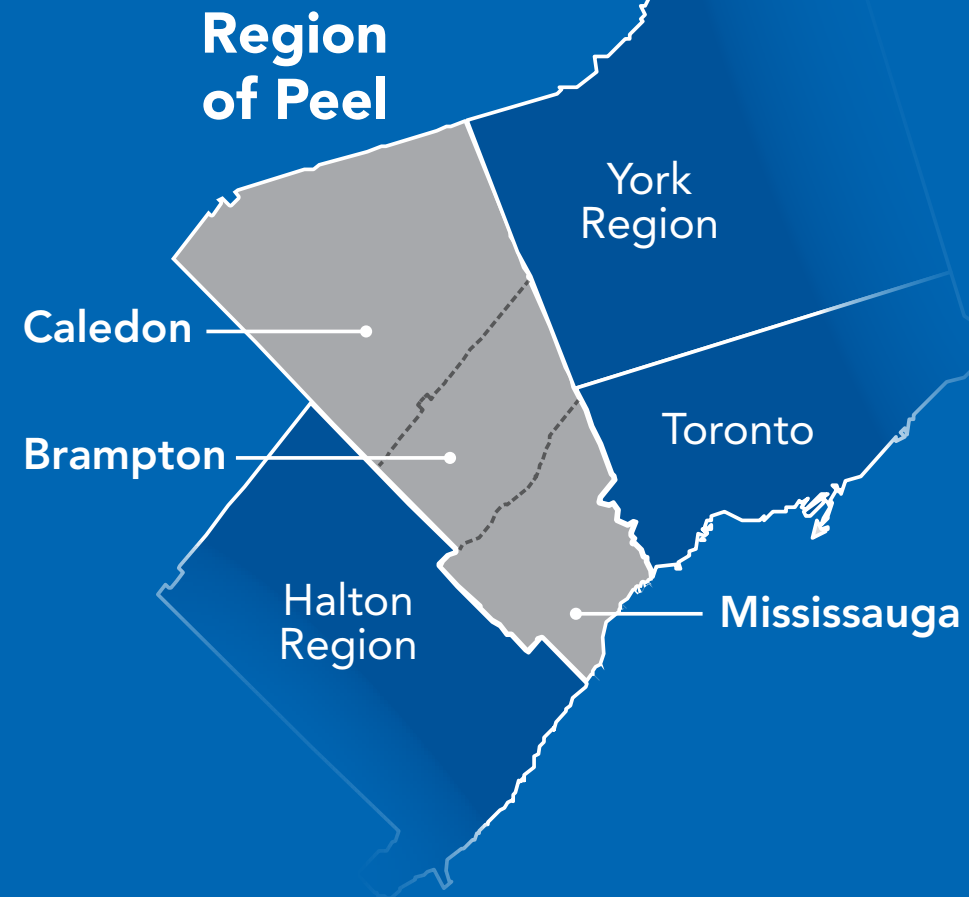
Peel Living is committed to fulfilling its vision and mission to support members of the community in their time of need.

To learn more, visit [peelregion.ca/peelliving](https://peelregion.ca/peelliving)

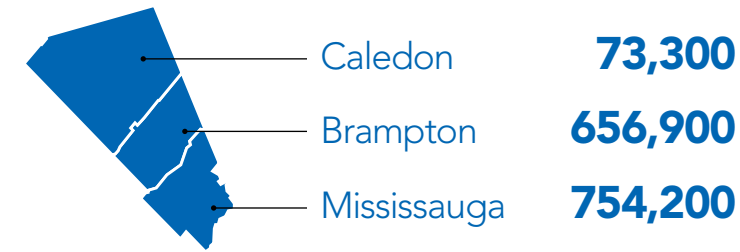


# Peel at a glance

Peel is growing steadily. It features a mixed landscape of bustling urban centres, charming villages, and rural lands.



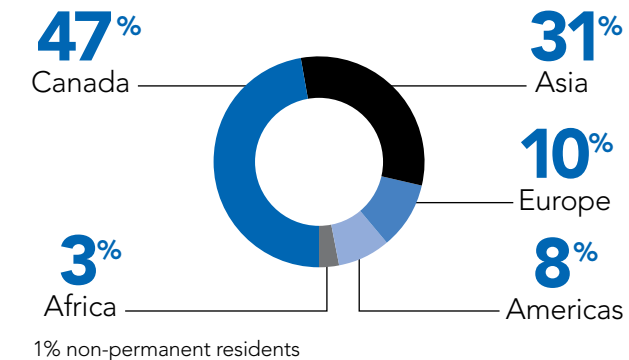
## Breakdown of Peel's population<sup>1</sup>



## We're diverse

51.5% of our population was born outside of Canada.

## Peel's population by birthplace<sup>2</sup>



## We're educated<sup>3</sup>

The number of people who have a post-secondary education is higher in Peel than in Ontario and Canada as a whole.

83% have at least a high school diploma or certificate

55% have a post-secondary education

63% of recent immigrants arriving in Peel 15 years and older have post-secondary education

57% of Peel's visible minority population have a post-secondary education

## We're bustling

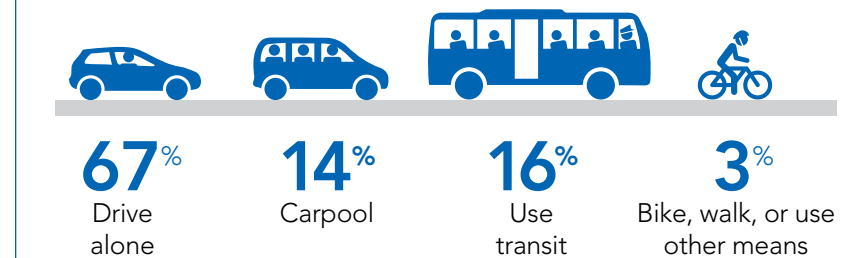
Goods movement is a pillar of Peel's economy. Peel is a significant freight hub for Canada<sup>4</sup>. Commodities valued at approximately \$1.8 billion<sup>4</sup> travel to, from, and through Peel each day.



## We're on the go

5 major highways, several international railroads, and Toronto Pearson International Airport all exist within our borders. 63% of Peel residents over the age of 15 commute to work within Peel. 74% of them rely on personal vehicles to get there.<sup>5</sup>

## People who commute to work<sup>5</sup>



## We're the youngest in the GTA

The average age of our residents is 38.3 years – the youngest average in the GTA. Children under the age of 15 make up 18.3% of our population – the second highest ratio in the GTA.<sup>6</sup>

1. Statistics Canada, Census, 2016 (with undercount)  
2. Statistics Canada, Census, 2016

3. Statistics Canada, Census, 2016  
4. Ministry of Transportation, Commercial Vehicle Survey, 2015

5. Statistics Canada, Census, 2016  
6. Statistics Canada, Census, 2016

# Visual Brand elements

Guidelines on logos, typography, colours, fonts, photography and videography.

## Identity update

In 2016 we engaged Peel Regional Council, employees, and community members in refreshing our visual identity.

They expressed a strong connection to the existing visual identity and a sense of pride in the history it represented for Peel. Staying true to the existing logo, with several key updates, was the preferred option.

We released Peel Region's refreshed visual identity in 2017.

With its release came the opportunity to standardize how our visual identity is used and displayed, and how it becomes the visual expression of our work.

This standardization drives consistency, efficiency, and clarity in all of our communications.

### Before



Region of Peel  
*Working for you*

### After



**Peel Region**  
working with you

The letter spacing is more consistent and the text weight has been increased to balance the P rendering.

The striped P has been streamlined and refined.

The Peel brand tagline has been updated to **Working with you.**

# Primary logos

Continuing the tradition of the original logo, the strong, stylized “P” is comprised of 3 distinct shapes that represent our 3 municipal partners, Brampton, Caledon and Mississauga.

This stylized “P” expresses strength in unity while visually conveying that we’re better when working as one.

Logo guidelines:

- Always ensure the logo is surrounded by a balanced, clear space.
- Do not force the horizontal logo into a square space.
- The logo should only appear in black or white.
- The location space will dictate which version to use.

## Stacked



## Horizontal

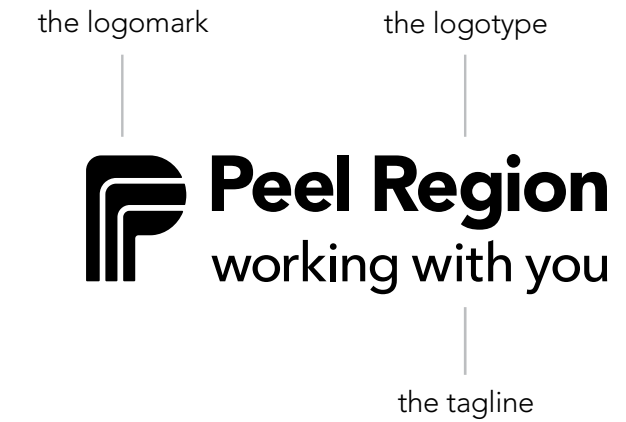


### Download

[peelbrand.com/ROPLogo](http://peelbrand.com/ROPLogo)

# Logo elements

The logo should be one unit, where all 3 elements — the logomark (stylized “P”), the logotype, and the tagline — are cohesive.



## The logomark

The logomark should always be rotated 15° counter-clockwise.

It can be used as a separate graphic to add a dynamic design element to marketing materials. These materials must also include the complete logo.

For example, on a T-shirt, the stylized “P” could appear large on the front of the shirt if the complete logo was on the sleeve or chest.





# Peel logo without tagline

The no tagline version of the Peel Region logo can be used when space or pixel resolution is limited. The “working with you” tagline has been removed to provide greater usage flexibility.

- The simplified logo comes in a horizontal or stacked version
- This version should be the first choice for digital and Out of Home applications
- It can also be used when grouped with other surrounding logos that have a simplified treatment

## Stacked

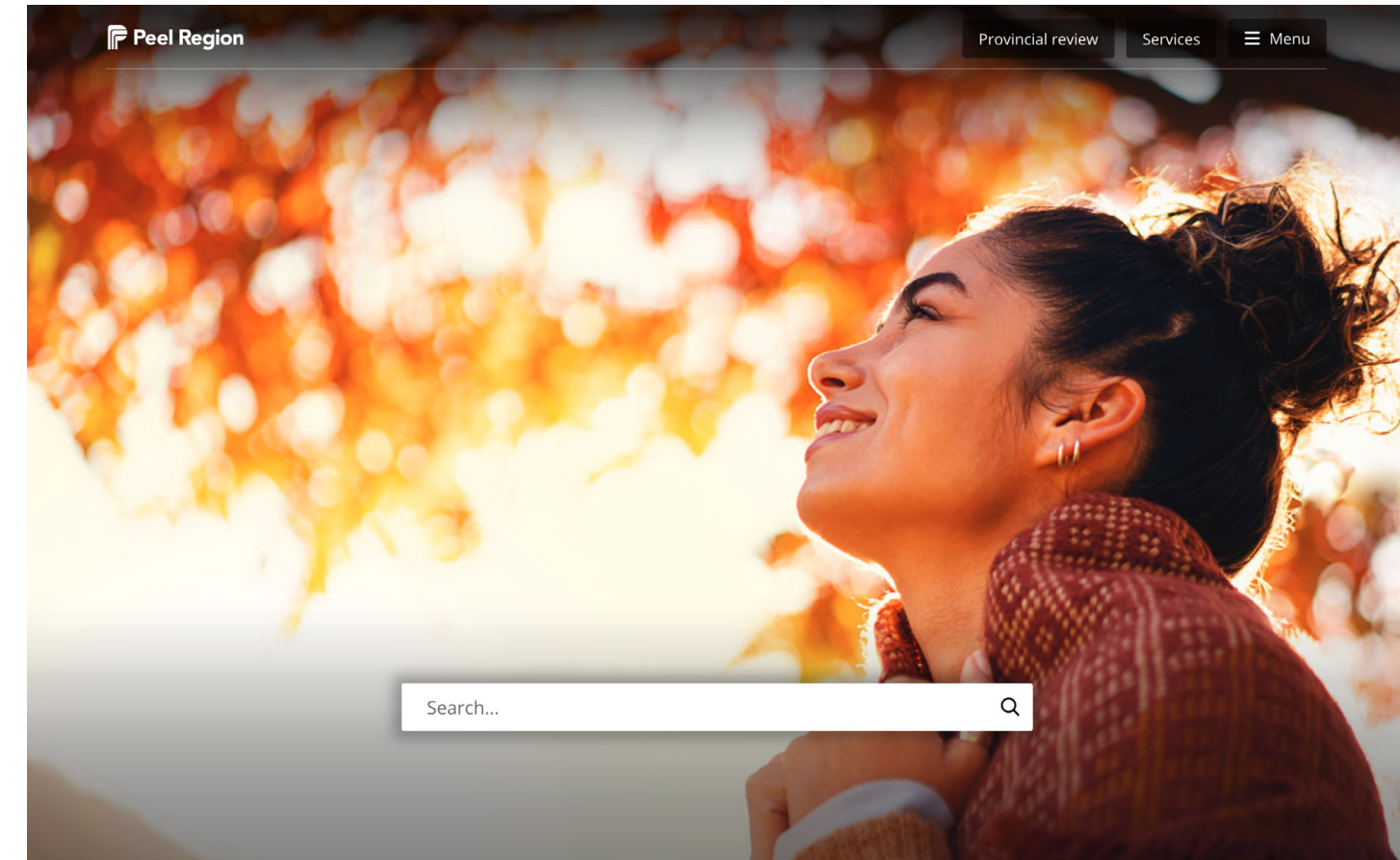


## Horizontal

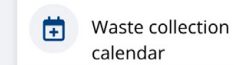


### Download

[peelbrand.com/ROPlogo](https://peelbrand.com/ROPlogo)



### Top Services



Waste collection calendar

## Shop Peel's local farms and markets

[growninpeel.ca](https://growninpeel.ca)

Peel Region



# Clear space

The logo should always have a buffer of space that is free of clutter. This is called the clear space.

The clear space:

- Protects the integrity of the logo.
- Ensures the greatest visual impact.
- Is equal to the height of the smallest element in the "P" design.
- Applies to both versions of the logo.

No other text or graphic elements should appear within the clear space.

## Minimum sizes

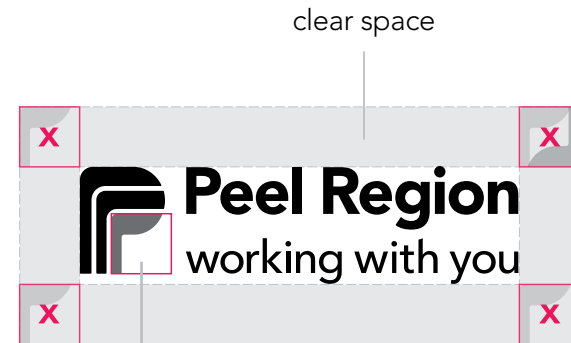
The logos below are at their minimum widths.



0.75 inches  
100 pixels



1.0 inch  
160 pixels

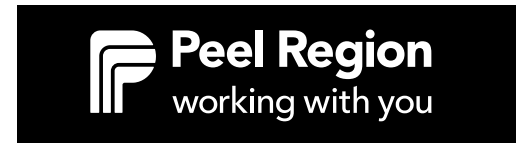


height of smallest section of P



# Logo usage

The Peel Region logo should be black or white. The white logo can appear on black or Peel Blue (100C, 60M). It should not appear in blue.



The logo should always maintain a high degree of visibility. It should not be placed on busy backgrounds or images where readability is affected.

The preference is for the logo to appear on white or a solid bar of black or Peel Blue.

The logo version should always match the available space in which it will appear. The stacked logo should appear in a vertical space while the horizontal logo can be used in a square or horizontal space.

When in a lockup with other logos, use a version that matches the style of the others; the horizontal version goes with other horizontal logos and vice versa.

# Incorrect logo usage

Do not distort the logo.



Do not outline or stroke the logo with a colour.



Do not use alternative fonts or colours in the logo.



Do not set the logo on a background image or use a white logo on a light background.



# Typography

Our brand font family is Avenir LT STD; chosen for its clean lines, tall x-height, and high readability.

- The headline weight is 95 Black. The body copy weights are 45 Book or 35 Light. This mixture of weights strengthens readability.
- Set headings and larger text treatments at -20 to -25 tracking in 95 Black weight.
- Set body copy at -5 tracking with custom kerning.
- Use line breaks for a clean look and optimum readability.

## Avenir LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# Colours

## Primary

### Peel Blue

**CMYK:** 100C 60M  
**RGB:** 0 102 179  
**Hex:** #0066B3

**Pantone:** 2935C (coated stock)  
300U (uncoated)

**Vinyl:** Gerber/3M vivid blue  
220-17 cast vinyl

For interior matt add:  
Avery 2080 MaJ Lam  
or 3m 8520 laminate

**Outdoor  
signage:** PMS 2935C

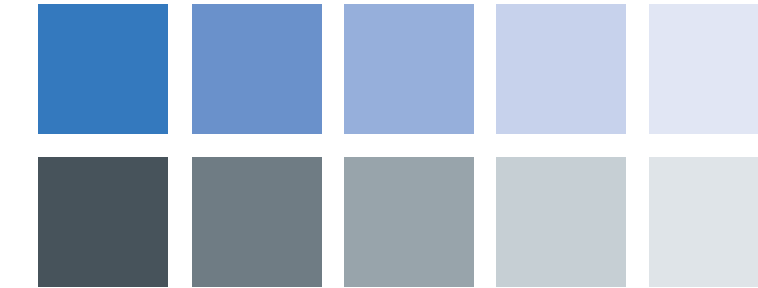
**Paint:** Benjamin Moore  
Twilight Blue 2067-30  
Contractor grade  
Ultra Spec, Scuff-X  
Product code K485  
Low sheen, eggshell

### Peel Black

**CMYK:** 20C 100K  
**RGB:** 17 26 33  
**Hex:** #111a21

## Secondary

Secondary colours are used to support the primary colours and allow for some flexibility in contrast. These colours are shades of the Peel Blue and shades of grey that complement it.



## Highlight

Use the highlight colour sparingly as an attention-grabbing element, such as a call to action button or the focal point of a graph.

### Rust

**CMYK:** 13C 86M 100Y 3K  
**RGB:** 207 71 39  
**Hex:** #CF4827

## Support colours (limited use)

Use of support colours should be limited. Their main purpose is for data visualization while adhering to the Peel Blue, black and shades of grey for main messaging.

### Gold

CMYK: 25M 95Y  
RGB: 255 194 34  
Hex: #FFC222



### Teal

CMYK: 100C 55Y 27K  
RGB: 0 133 117  
Hex: #008575



### Purple

CMYK: 60C 100M 25Y  
RGB: 131 43 120  
Hex: #832b78



### Light Teal

CMYK: 75C 38Y  
RGB: 0 185 176  
Hex: #00B9B0




## White space

White space is the use of neutral areas within a design to enhance the message's clarity. It is an integral part of the Peel brand and must be considered in all materials.

When combining design elements, use environmental and close-cropped images to enhance white space.



 **Water Supply:** We provide safe, reliable and high quality drinking water throughout the Region.

40 - Community For Life 2018



## Providing clean water for life


Each day we clean and deliver over 599 million litres of water through 4,569 kilometers of underground pipes from Lake Ontario to your home.

At the same time, 665 million litres of wastewater travelled through 3,658 kilometres of sewer pipes each day, to arrive at the Regional treatment plant. Here it's cleaned and treated before being put back into Lake Ontario.

From morning to night, our water and wastewater services are essential to your routine. We deliver the clean water for your morning shower and coffee, and for drinking, cooking and cleaning throughout the day. We also treat the water that goes down the drain.

We keep water flowing daily through advanced technology and by having the right people doing the right jobs. We rely on plant managers, engineers, technicians, inspectors, educators, construction and environmental specialists to deliver this service. Careful planning also ensures we keep up with growth in Peel.

This staff expertise, smart financing, and long-range planning ensures our most precious resource will be safe and dependable today and for Peel's future generations. ®

 To learn more about this story, visit [peelregion.ca/People](http://peelregion.ca/People)

Region of Peel - 41

# Regional Coat of Arms

The Coat of Arms is reserved for exclusive use by the Regional Chair and Council. It is based upon the bottom-left design which was from the newly independent County of Peel in January 1867.

The 24 leaves represent those present at Regional Council: 21 Council members, the Council Chair, the Chief Administrative Officer and the Regional Clerk.

Peel's 5 main characteristics are represented clockwise from top left: nature, agriculture, goods movement, and residences and businesses.

## Previous version



The original shield featured:

- A tree for apple orchards.
- A wheat sheaf for agriculture.
- A locomotive for the railroad.
- A building for industry.



# Crest applications

Peel Regional Police (PRP) and Peel Regional Paramedic Services (PRPS) crests are visible on badges, shoulder flashes, vehicles, flags, and facilities.

A core part of Peel Region's image and identity, these crests reflect our municipality's history and the communities we serve.



# Photography



## Overview

Photography is a powerful and creative tool. It makes our messaging appealing and gives it meaning.

Peel Region photographs capture true-to-life imagery. They reflect Peel's demographics and portray our services, residents, and places as naturally as possible.

We avoid stock photography or images that look staged or artificial. Instead, we seek inspiration from real life, especially in the magical moments between people.



# Photography style



## Capturing real life

- Photographs capture true-to-life imagery. They portray our services, residents, and places as naturally as possible.



## Services

- Service imagery depicts Peel's services and employees.
- Service images also convey the complexity and scale of our facilities and operations.



## People

- People imagery captures a live story.
- Images of people show them enjoying or being immersed in activities that accentuate the stories we're telling.



## Places

- Location photographs reflect the diversity of Peel: urban and rural communities, new developments, and established communities.
- When possible, they include recognizable landmarks.

## Choose photos that:

- Are true-to-life.
- Reflect Peel's diversity.
- Are taken from a resident's perspective.
- Look natural and not staged.
- Have vibrant and realistic colours.
- Have warm, natural lighting.
- Give a sense of the location or include a recognizable landmark.
- Allow for plenty of clear space for a headline (if needed).
- Show that our employees are dedicated and compassionate.
- Feature Peel-specific scenes.

## Tip



Save images in the highest possible resolution so they can be resized and formatted for special uses.

[peelbrand.com/photos1](https://peelbrand.com/photos1)

## Official portraits

Use a white or a neutral background for campaign-oriented employee portraits.

For all portraits, use:

- Traditional 3-point soft Rembrandt lighting.
- A soft main light to camera-left.
- A soft fill light to camera-right (2:1 ratio).





# Video



## Overview

Video is a proven, powerful way to engage with Peel residents and businesses. Our videos tell visual stories. Together, the imagery, audio, and narration brings viewers into the story. It tells them not only what is happening, but also when, where, why, and how.

Featured locations and people speak for themselves. This character-driven approach invites viewers to relate to Peel's people and places rather than an idea or theme.

## Types of videos



### Instructional

- Illustrates how to use a service or do an activity in a simple way.
- Filmed on set or in a studio.
- Can include animated graphics.



### Services

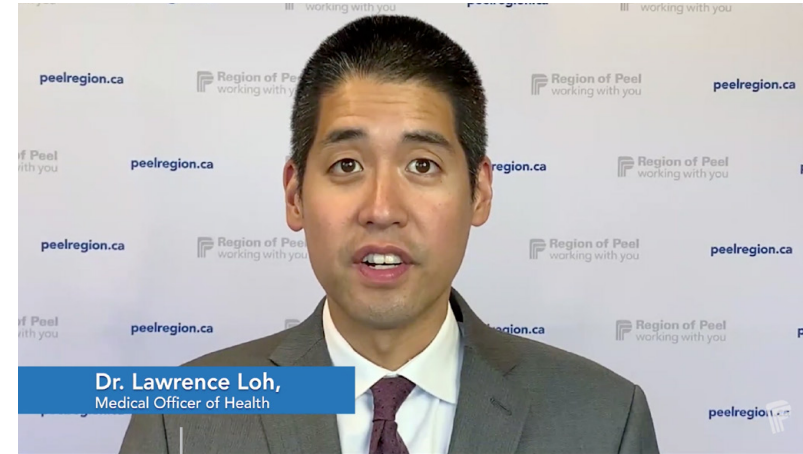
- Promotes awareness of our programs and services.
- Helps with resident comprehension.
- Has a clean, simple look that keeps viewers' focus on the service.



### Storytelling

- Shares our successes and achievements.
- Builds brand reputation.
- Is produced in the story's environment with natural lighting.

# Videography style



## Lower thirds and supers

- Use Avenir or Arial for names, titles, and locations.
- Be sure the lower thirds do not conflict with captions.

## Acting and voiceover talent

- On-screen hosts often enhance viewer engagement.
- Hosting and voiceover talent are not one-size-fits-all. Choose a voice that suits the video's content and tone.



## Open and closed captioning

- All spoken audio videos have captions that viewers can turn on or off.
- Open captioning is always on or "burned in" the video.
- Captions are in Avenir or Arial white text on a solid black background. Text size is at least 14-point for legibility on mobile.

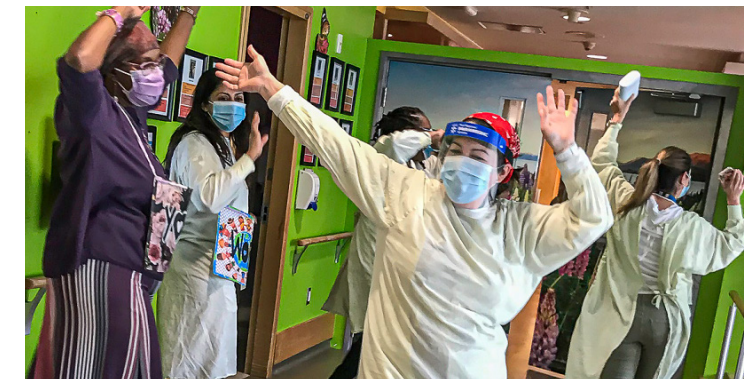
## Logo treatment

- After the opening, include the stylized "P" as a watermark in the lower-right corner at a 65% opacity.



## Intro and end stinger

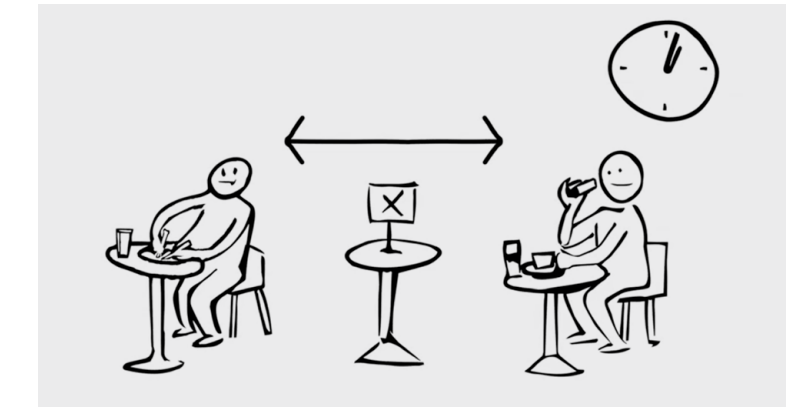
- Always begin with an interesting and relevant shot.
- Title cards incorporate brand colours and typography.
- Video must feature our end stinger with the full Peel Region logo.



## Music

- We primarily use commercial tracks and royalty-free music for video soundtracks.
- Ensure all necessary licenses and permissions have been granted.

[peelbrand.com/video](https://peelbrand.com/video)



## Animation

- Simple treatment of text and image animations, style may vary.
- Ensure storytelling is impactful while applying brand guidelines when possible.
- Use animations that compliment audio to deliver clear and meaningful information for all viewers.

## Youtube video specifications

- Resolution: 1920 x 1080
- Video code: H.264
- File format: mp4, mov or avi
- Content may need to be re-cut to accommodate other media channels (vertical story etc.)



## Tip



Keep it short. Our most popular videos are usually 60 seconds or less.

# The Peel brand in action

Learn how we apply the brand in  
our everyday communications.



## People of Peel stories

People of Peel showcases how Peel Region staff make a difference in the community, and the impact our services have on residents.

People of Peel stories are as diverse as those who tell them.

All stories:

- Showcase employee and resident pride through their own personal experience, giving true insight into our culture and those who cultivate it.
- Emphasize the difference our employees and residents make in Peel communities every day.
- Are authentic and relatable, making residents and employees feel they “know” the people in the story.
- Are unique in their narrative, but alike in the emotional connection they create.
- Can be tailored to fit different formats and marketing channels.



**Visit**

[peelregion.ca/people](https://peelregion.ca/people)

# Peel branded layouts

Maintain a liberal amount of white space for clear readability.

Use Avenir LT STD black as main heading font set in Peel Blue or Peel Blue and black combination.

Use varying weights of Avenir LT STD to differential text elements.

The Peel Region logo should appear bottom right when possible.

When fading an image out to white, integrate it into the scene like the transition to white snow at right.

**Download**  
[peelbrand.com/design1](http://peelbrand.com/design1)



## Did You Know?

**Road salt works well for melting ice, but its impact on the environment lasts long after winter.**

We maintain and keep our parking lots and walkways safe while using salt wisely. Remember, salt doesn't need to be seen to be working.

**Do your part to keep safe in wintry conditions:**

- Wear proper winter footwear with good treads
  - You'll reduce your risk of slipping and falling;
  - And save your favourite shoes from water and salt damage
- Walk carefully and pay attention to your footing
- Try to keep your hands free of bags to keep your balance

For more tips, visit [peelregion.ca/snow](http://peelregion.ca/snow)



**Region of Peel**  
working with you

TBA/01/21 19/03



## Provincial plans may put your health at risk

In 2019, the Ontario government is **cutting \$4.9 million** from Peel Regional Paramedic Services

As a result, the Region of Peel will be forced to:

- Raise your property taxes to provide the health services you deserve
- Cut services (i.e. you may wait longer for an ambulance when you dial 911)

**And that's just the beginning.**  
The Ontario government has promised even more cuts in the future.

Visit [peelregion.ca/CutsHurtHealth](http://peelregion.ca/CutsHurtHealth) for more information.

**Say "NO" to the Ontario government's funding cuts.**  
Contact your MPP:  
**Sheref Sabawy**  
416-326-7253  
Room 211, Main Legislative Building, Queens Park  
Toronto, ON M7A 1A8  
[sheref.sabawy@pc.ola.org](mailto:sheref.sabawy@pc.ola.org)



**Region of Peel**  
working with you

Text can knock out to white over an image if there is adequate contrast.

Grey blocks can be used to offset text and create sidebars. Blue bars can be used as accents.

Use a combination of full environment and close cropped imagery to add interest to the materials. For example, the sky fades subtly out to white.

**Download**  
[peelbrand.com/design2](http://peelbrand.com/design2)

Fall 2021

## Peel Water Story Live Virtual Classrooms

Register today for a live virtual session presented by the Region of Peel and Toronto Region Conservation Authority (TRCA). You will need a computer, internet connection and a classroom to project the session to your students. Students learning virtually can join using the link you will receive after registration. Visit [peelregion.ca/waterstory](http://peelregion.ca/waterstory) to register for **free**.

### Watersheds and Stormwater

**October 26, 2021 at 9:40 a.m. – 10:30 a.m.**

This session will introduce students to their local watersheds, the challenges they face and how a little change goes a long way in protecting our water sources. During this session, join one of our educators on a live virtual scavenger hunt to learn all about stormwater!

This session will help students in Grades 5-8 meet the curriculum expectations to relate science and technology to society and the environment.

### Protecting Water Sources

**November 10, 2021 at 9:40 a.m. – 10:30 a.m.**

In the Region of Peel we are fortunate to have access to clean and safe tap water. In this session, learn how both surface water and groundwater provide drinking water for residents in Peel. Hear from an ecological restoration specialist about local projects that are protecting our environment and improving the health of our water sources.

This session is recommended for Grade 8, 9 (CGD), and 11 (SVN) students.

### Water Pollution

**November 25, 2021 at 9:40 a.m. – 1:50 p.m.**

How can we protect our ponds, rivers and lakes from pollution? Join this session to learn what causes pollution of our local water sources and what you can do to make a difference. Join our educators outdoors as they lead a live exploration to learn more about how tiny salt crystals can cause big problems!

This session is recommended for Grade 8, 9 (CGD), and 11 (SVN) students.



 Toronto and Region  
**Conservation Authority**

 **Region of Peel**  
working with you

2019  
Grown in Peel  
Buy Local Guide

from  
**Our Farm**  
to **you**



GrownInPeel.ca

Blue bars can be used as a design element or to knock out white type. Please use sparingly.

Use a combination of full environment and close cropped imagery to add variety to the content.



### History of Farming in Peel

Peel is deeply "rooted" in more than 150 years of agricultural heritage.

First settled in the 1800s, Peel was primarily forested land with fertile soils. Once the land was cleared, settlers were able to grow a bountiful supply of food. Eventually, they were able to produce enough to sell to larger markets, including the villages of Bolton, Brampton and Streetsville, as well as neighbouring Toronto.

Over time, many farmers specialized in grain crops or livestock while others chose unique specialties for local and international export. Peel's dairy and horse breeding operations and commercial greenhouses became internationally renowned.

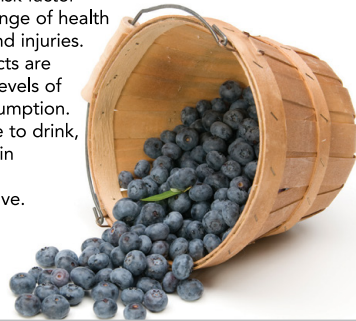
To this day, a wide range of farming continues in Peel. Farms produce livestock, grains, fruit, vegetables and much more. The Grown in Peel guide encourages residents to enjoy the bounty of this rich agricultural heritage.

### Eating Healthy is Easy!

Vegetables and fruit taste great and are good for you, too. A healthy diet rich in vegetables and fruit may help to reduce your risk of heart disease, stroke and some types of cancer.

The choice between organic or non-organic foods is yours. The most important thing is to eat a variety of healthy foods each day including plenty of vegetables and fruit, whole grain and protein foods. Visit [Canada.ca/FoodGuide](http://Canada.ca/FoodGuide) for more information about healthy eating.

Some of the listings in this guide sell wine, beer and hard cider. Alcohol is a risk factor for a wide-range of health conditions and injuries. Harmful effects are seen at low levels of alcohol consumption. If you choose to drink, always drink in moderation and don't drive.



## Charts and graphs

Use a wide tonal range of our primary colours: Peel Blue and Peel Black.

If you need to highlight certain data points, use the Peel highlight (Rust) and support colours (Gold, Teal, Purple or Light Teal).

Figure 6. 2016 Tangible Capital Asset Net Book Value and Accumulated Amortization (\$ Thousands)

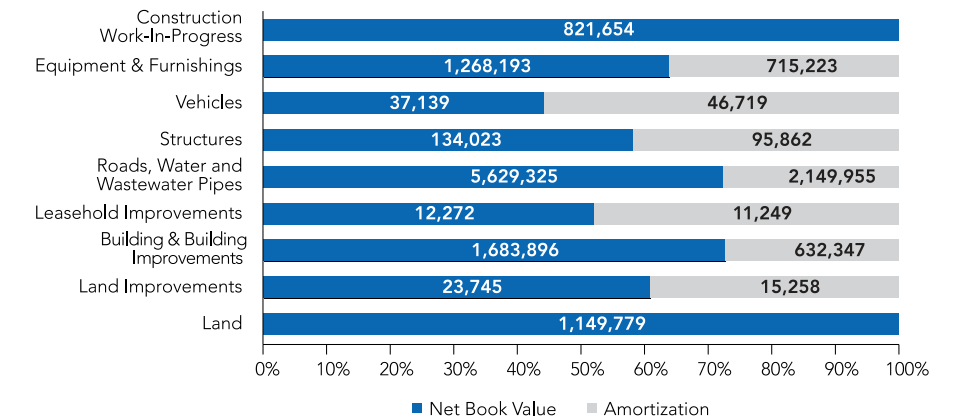
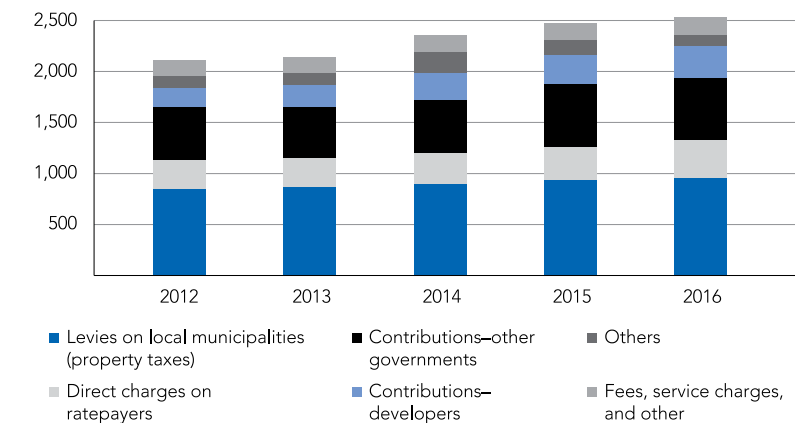


Figure 7. Revenues by Category from 2012 to 2016 (\$ Millions)



Download

[peelbrand.com/farm](http://peelbrand.com/farm)

# Councillor newsletters

Newsletters follow a similar treatment as other materials, with blocks of light grey and blue behind different stories to enhance readability.

## Water and wastewater bill

### 5 ways to pay your bill

Choose any one of the following payment options:

**Telephone or online banking**  
Contact your bank to arrange these options.

**Pre-authorized payment**  
Complete a **pre-authorized payment form (PDF)** and fax it to **905-791-2178** or mail it to the address listed on the form.

**At your bank**  
Most banks will accept your payment before the due date.

**By mail**  
Mail your water bill and payment using the return envelope sent with your bill.

**In person**  
Payments can be made or dropped off at:  
• Region of Peel offices  
• Peel Art Gallery Museum and Archives (PAMA)  
• Brampton City Hall  
• Mississauga City Hall  
• Caledon Town Hall



### Ward 0 Annual Awards of Excellence

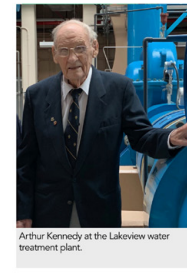
On October 10th of this year I was pleased to hold the First Annual Ward 0 Awards of Excellence at the Mississauga Seniors Centre. Our volunteers help make our Community a better place to live, work and play and often go unrecognized. By hosting this annual event we now have an opportunity to honour local Businesses' and Volunteers' time, efforts and significant contributions to make our Community a better place.

- This year's winners are:
1. **Entrepreneur of the Year:** Sophie Allard
  2. **Established Artist of the Year:** Sue Archibald
  3. **New Business of the Year:** Stonehooker Brewery
  4. **Best Pizza Shop of the Year:** Amadio's
  5. **Best Casual Dining of the Year:** Port Credit Social House
  6. **Restaurant Neighbour:** Maggie's Diner
  7. **Restaurant of the Year:** The Brogue Inn
  8. **Ward 1 Leadership – Adult:** Beatrice Moreira-Laidlow
  9. **Ward 1 Leadership – Senior:** Janis Alton
  10. **Environmental Stewardship – Adult:** Cindy Wilding
  11. **Diversity and Inclusion:** Jo-Anne Beggs
  12. **Volunteer of the Year – Adult:** Annette Seip
  13. **Volunteer of the Year – Senior:** Sandy Smale
  14. **Business of the Year:** Sawmill Sid Inc.
  15. **Citizen of the Year:** Luanne Bandiera

### Arthur P. Kennedy Water Treatment Plant renaming

Earlier this spring, I had the pleasure of taking part in the renaming ceremony of the Lakeview Water Treatment Plant to the Arthur P. Kennedy Water Treatment Plant following a declaration I made and approved by Peel Regional Council. The declaration recognized Mr. Arthur Kennedy's contributions to Mississauga and was in honour of his 100th birthday this past March. Mr. Kennedy was instrumental in establishing Peel's water system, first as a public utility in 1951 under Toronto Township, and in 1953 when the Lakeview Water Treatment Plant, located on East Avenue here in Ward 1, began supplying water. It was Mr. Kennedy's vision to build a system that not only met people's needs at the time but could

be expanded to meet growing demands for water in the years to come. The system's original size was 12 million litres per day serving a population of 25,000. Mr. Kennedy has been recognized for shaping the water industry. He has received awards and held a variety of positions throughout his career including the first Director of Water and Wastewater in Peel Region from 1974 until his retirement. Today the Arthur P. Kennedy Water Treatment Plant now delivers up to 1150 million litres of water per day. The entire system serves a population of more than 1.5 million residents in Mississauga, Brampton and parts of Caledon.



Arthur Kennedy at the Lakeview water treatment plant.

# Councillor's Name



Regional Councillor Ward 0, Mississauga, Brampton or Caledon **Fall 2022**

300 City Centre Dr., Address, ON L0B 0C0 | 000-000-0000 | email.address@cityurl.ca

## Dear neighbour,

Since the Inaugural Regional Council meeting on December 6th, 2018, I have been involved with many regional matters. The main focus of this newsletter is to provide you information from a regional perspective.

The Region provides many services including, Water and Wastewater, Waste Collection, Health Services, Human Services and Police. To learn more about these services, visit [peelregion.ca](http://peelregion.ca)

In March I was honoured to pass a motion to rename the Lakeview Water Treatment Plant to the Arthur P. Kennedy Water Treatment Plant. Arthur Kennedy was a long time standing Commissioner of Works in the Township of Toronto and then the Region of Peel. He recently celebrated his 100th birthday.

As the Councillor for Ward 0, I am privileged to work on your behalf. Please visit my website at [myurladdress.ca](http://myurladdress.ca) for updated information. Also, if you want to keep up to date on the most current issues, please sign up for my monthly e-newsletter by subscribing through my website.



Please feel free to contact me at any time. I truly am grateful to be able to work and serve on your behalf and to ensure that "Our Community is Our Home."

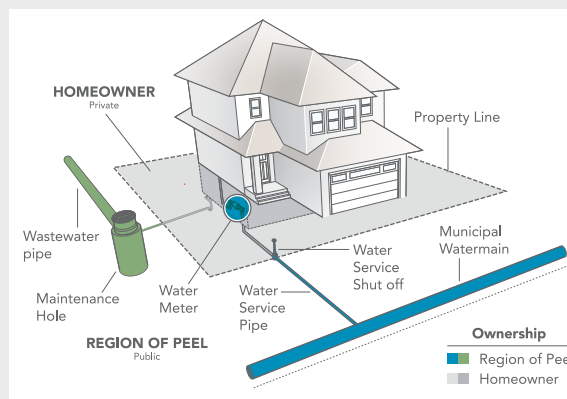
Sincerely,

Councillor's Name

## Seven ways you can protect your home's water pipes this winter

The Region of Peel is responsible for maintaining and upgrading the water and sewer pipes outside your property line. For those residents who are homeowners, you are responsible for maintaining water and sanitary sewer pipes from your property line to inside your house.

Extremely cold weather can cause your pipes to freeze leaving you without water or cause your pipes to burst resulting in expensive property damage.  
*continued inside...*



# Iconography and footers

Icons help convey information in a pictorial way. They represent an application, a capability, or a concept.

Peel Region icons:

- Are contemporary, and exclusive when possible.
- Are accurate and explanatory.
- Should be a Peel Region primary colour — Peel Blue or Black or a secondary-colour grey.
- Are only one colour in keeping with mobile device screen size and legibility.
- Should have a consistent stylistic treatment within each piece of communication.

Footer information should always be clear and uncluttered.

## Download

[peelbrand.com/icons](http://peelbrand.com/icons)

novel coronavirus (COVID-19)

# Stop infection Wash your hands



1 Wet



2 Soap



3 Lather



4 Rinse



5 Towel dry



6 Turn taps off with towel

CDS-0628 20/04/24

For more information visit [peelregion.ca/coronavirus](http://peelregion.ca/coronavirus)

[@regionofpeel](https://www.facebook.com/regionofpeel)

[@peelregion.ca](https://www.instagram.com/peelregion.ca)

[@regionofpeel](https://twitter.com/regionofpeel)



# Digital signage

Digital signs are located at various Peel Regional facilities. They are considered an extension of our intranet and are used to inform frontline and non-desk employees about essential corporate news and updates.

Static image specifications include 1920 pixels x 1080 pixels GIF or JPEG files. Copy should be concise and include a call to action when possible. Video requires 1080P MP4 files running no more than 15 seconds.



# Keeping Peel informed

**Can't self-isolate at home?**  
Help is available.

Our program offers free private hotel rooms.

[peelregion.ca/COVID-19](https://peelregion.ca/COVID-19)



Billboards, transit shelters and posters are just some of the media we use to inform the Peel community about important messages and news.

Our email newsletter, Connect to Peel, is delivered to over 170,000 residents monthly. It highlights various announcements, updates, and resources for residents.

[peelregion.ca/join](https://peelregion.ca/join)



**Youth born in 2009 can get the COVID-19 vaccine**  
Have a child turning 12 in 2021? Get them vaccinated now.

[Get vaccinated](#)



**Update your child's immunizations up to date?**  
Check your child's immunization record (yellow card) to see if their 4-year-old routine immunizations are up to date. These protect your child from preventable diseases. If your child needs to get immunized, book an appointment with your health care provider.

[details](#)



**Van coming to your neighbourhood**

**Get your proof of vaccination**



**Your opinion will help shape Peel's future**  
Your thoughts have an impact on Peel's policies and decisions. Attend our upcoming "Peel 2051" Open House and Public Meeting to voice your opinion about climate change, growth management, and other issues in Peel.

[details](#)

**Region completes first force census**

Recent survey, Peel Region residents shared their feelings about diversity, equity, and inclusion in the community. The results show...

**Waste Reduction Week is October 18 to 24**

Take action to reduce waste by recycling right, using your green bin, and donating items in good condition.

# Advancing digital service delivery

Digitalizing processes and improving customer experience have been essential in advancing Peel's digital service delivery.

Continuous enhancements to peelregion.ca lead to improved service delivery for residents, updated tools and support for employees, and optimized service processes.

We use social media to share vital information and service updates, interact directly with residents and celebrate our community.



Not all heroes wear capes.

Some wear PPE and work in child care settings.

We recognize the hard work all EarlyON and child care professionals do to support our economy, children and families across Peel.

#EarlyLearningHeroes  
#childcare #WorkingWithYou



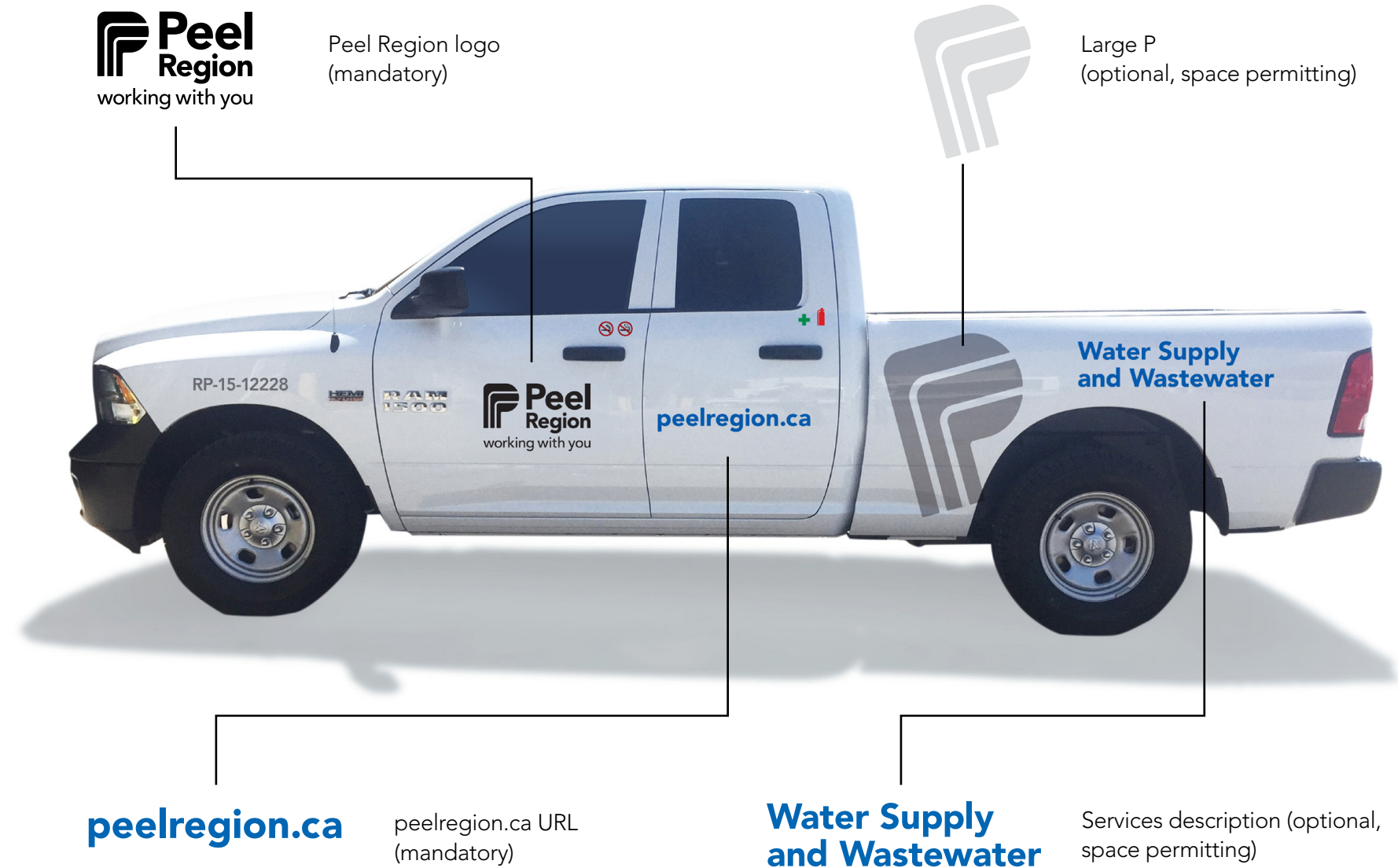


# Fleet vehicles

Fleet vehicles are white with 4 brand elements. These elements vary in size depending on the type of vehicle.

We use consistently sized elements for similar vehicle types; for example, pickup trucks and vans may have larger logos than cars and smaller SUVs.

All fonts must be set in the Avenir LT STD family.



**peelregion.ca**

peelregion.ca URL  
(mandatory)

**Water Supply  
and Wastewater**

Services description (optional,  
space permitting)

## Peel Region logo

- The logo should appear in black on the driver and passenger doors as well as the back of the vehicle.
- It should be as large as possible while still maintaining the required surrounding whitespace.
- The stacked version of the logo is primary, but the horizontal version can be used when vertical space is limited.

## peelregion.ca URL

- The URL is always set in Avenir LT STD Black and should appear in Peel Blue (Gerber/3M Vivid Blue 220-17 Cast Vinyl).
- Placement should be secondary to the logo.

## Services description

- To increase public awareness of the services offered by the Region of Peel, vehicles can include service names listed on the sides.
- The service name should appear towards the rear of the vehicle, set in Avenir LT STD Black weight in Peel Blue.
- Text should be set flush left.

## Large P

- The large "P" must appear in a light-to-mid grey ("PMS Cool Gray 2" or "3M Pearl Gray").
- The "P" should be set on an angle, 15 degrees counter-clockwise from vertical, and as large as possible.
- The "P" can be cropped off in areas, but must still be identifiable as the Region of Peel "P".

## Other messaging

- Extra phrases such as "low emissions" should be set in Avenir LT STD Heavy in "PMS Cool Gray 9C" or equivalent.
- Use your discretion in size and placement, so these messages don't overpower the Peel Region logo and other brand elements.

## Other required elements

- Fleet or ministry numbers must be set in Avenir LT STD Heavy 100%K.
- The size of the numbers will vary depending on vehicle size.

# Specialized vehicles

For unique service vehicles including Dental RV, the Davis Centre shuttle bus:

- Maintain the black logo on the driver and passenger doors.
- Use a combination of brand colours and elements as required.

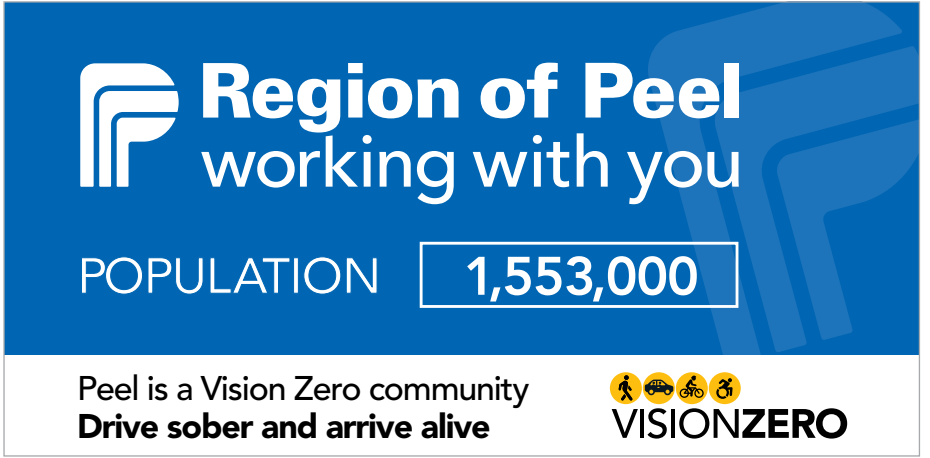




# Exterior signage

We use a combination of white and Peel Blue backgrounds with legible typography. Text can appear in white, black, or blue.

The "P" can be used as a support design element and is normally on the right side and proportioned to bleed off slightly at the top, bottom, and side.





**Region of Peel**  
working with you