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Our logo, symbol of our City's identity

The logo of the City of Pointe-Claire is the emblem of our City's history, vitality, and modernity.

The logo is distinctive. It is the focal point in everything by which the City is visually known: its buildings and vehicles, its communications, and its employees. The logo embodies the brand and image to which Pointe-Claire residents refer.

Use of the logo is strictly defined in order to guarantee proper use, recognition, visibility and corporate image. To achieve this goal, standards of use must be rigorously and uniformly followed.

The logo represents our visual identity as a city, as a society, and as a community.
Let's be proud of it.

Robert-F. Weemaes
City Manager

The logo

Updating the Pointe-Claire logo is part of a natural process: the evolution of the City's institutional image over time.

The new logo is a true representation of Pointe-Claire. The windmill, key emblem of the City's history, is retained. The stylized lines beneath the windmill represent a society that continues to evolve and recall both Lake Saint-Louis and the highways that go through Pointe-Claire.

The logo's restraint, its tranquil colours, and the purity of its design reflect the exceptional quality of the Pointe-Claire environment.



The logo consists of the symbol, the lettering, the colours and the surrounding clear space. Together, these form an unalterable whole.

Official colours

The logo's official colours must be reproduced according to codes defined either in the Pantone* standardized colour matching system, or in four-colour process printing (CMYK for cyan, magenta, yellow, key).

For digital images displayed on computer screens or projected (PowerPoint, Internet, social media), the coding system is RGB (red, green, blue).

The monochrome version of the logo, in black or white, is required only when it is impossible to reproduce the logo with its official colours.

Colour codes



PANTONE* 302 C

CMYK: C 100, M 48, Y 12, K 58

RGB: R 0, G 59, B 92

HTML: 003B5C



PANTONE* PROCESS BLUE C

CMYK: C 100, M 13, Y 1, K 2

RGB: R 0, G 133, B 202

HTML: 0085CA



* Pantone™ is a registered trademark of Pantone Inc.

Use of colour

Using the logo on a white background is recommended because it brings out the logo's colours, which are an integral part of the City's visual identity. Easily identified and recognized, the logo's colours strengthen its visibility.

When the logo is used on a coloured background, there must be sufficient contrast to ensure acceptable readability. Use of a pale background is strongly recommended.

When the logo is to be placed on a dark background providing insufficient contrast, the white monochrome version must be used.

If you want to use the logo in colour on a coloured background, you must contact the Communications Department to confirm appropriate uses and obtain the required authorizations.



Logo on white background



Logo on pale background



Logo on pale background



Logo on dark background



Logo on dark background



Logo on dark background

Minimum clear space

To ensure clarity and readability, a minimum clear space is established around the logo. This space is inseparable from the logo.

The minimum clear space must always be fully respected and remain free of any visual element (graphic, typographic or other).



Always maintain the minimum clear space around the logo.

Typographical font

Typography is an important element in the dissemination of a corporate image and must be respected to ensure the image's consistency and uniformity.

Arial Narrow is the font is used for all documents bearing the logo.

Arial Narrow regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Narrow regular italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Arial Narrow bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Arial Narrow bold italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Stationery

Business card

The logo is located in the upper right section. Emphasis is on the person's name and contact information, which are vertically aligned further down to the left. Business cards must be printed on both sides, in English and in French.



Front

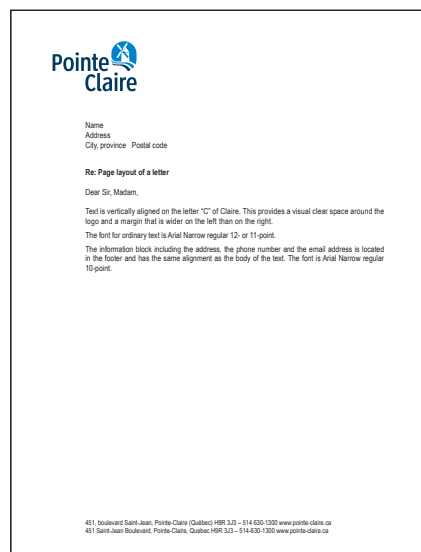
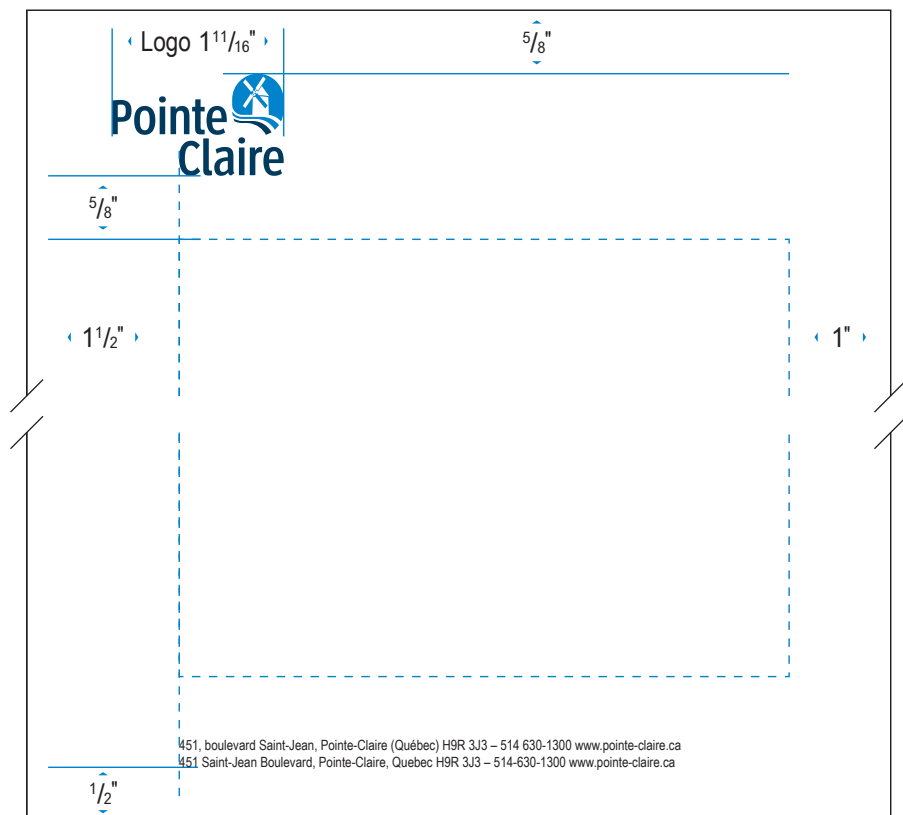


Back

First and last name: Arial Narrow bold, 9- or 9.5-point
Other information: Arial Narrow regular, 8- or 8.5-point

Letterhead

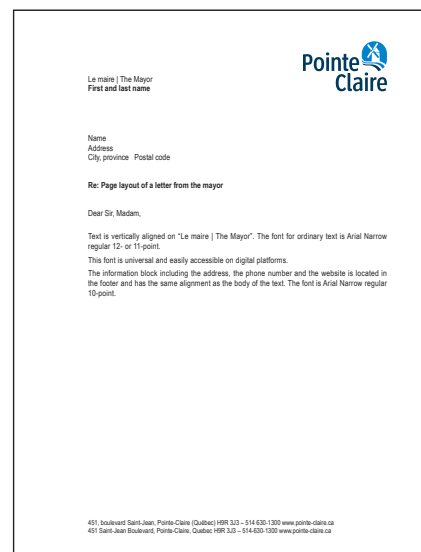
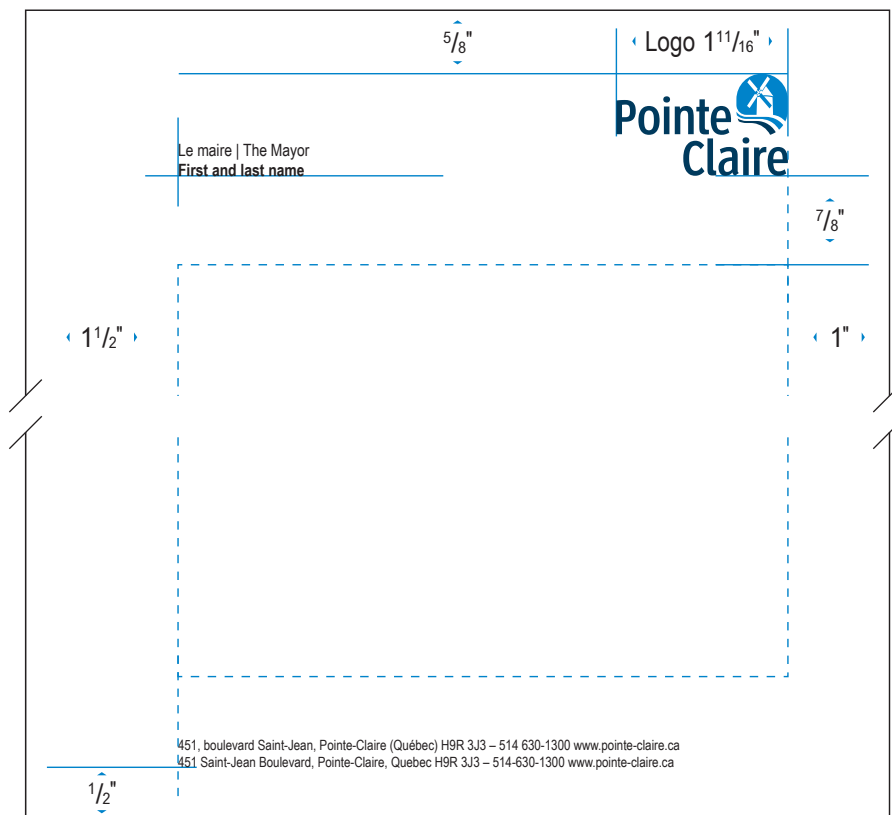
The logo is in the upper left-hand corner. The address block is below, vertically aligned with the letter “C” in the logo.



Ordinary text: Arial Narrow regular, 11- or 12-point
Title: Arial Narrow bold

Mayor's letterhead

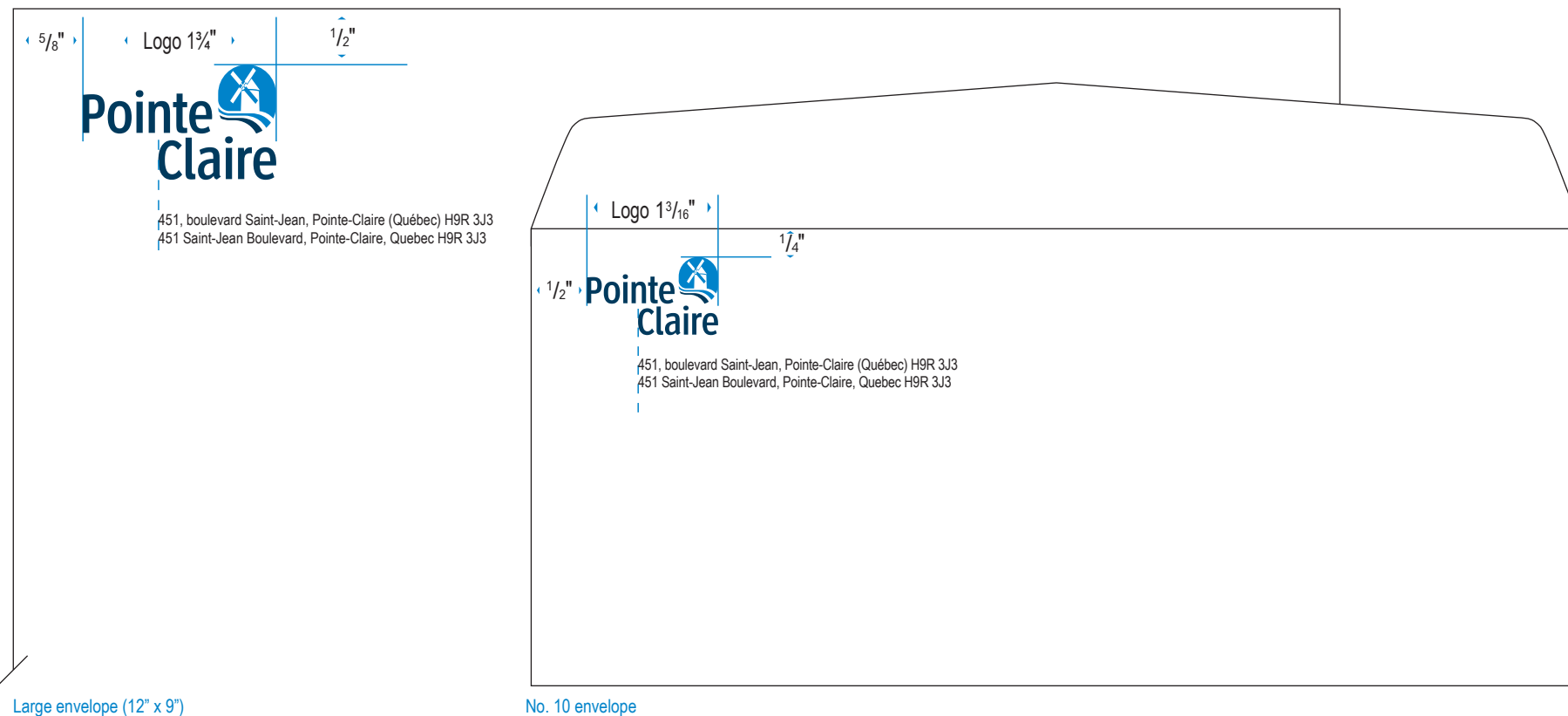
The logo is in the upper right-hand corner. The words "Le maire | The Mayor" are on the left, aligned horizontally with the bottom of the logo and vertically with the address block.



Ordinary text: Arial Narrow regular, 11- or 12-point
Title: Arial Narrow bold

Envelopes

The logo is always in the upper left-hand corner. The address block is vertically aligned with the letter “C” in the logo.



Electronic signature

To ensure consistency, all employees must use an electronic signature that meets the same standards. The signature should appear at the end of each message and include the Privacy Notice.

The font chosen to ensure a uniform look is Arial Narrow.

First and last name

Titre – Service municipal | Ville de Pointe-Claire

514 630-1300, poste XXXX

451, boulevard Saint-Jean, Pointe-Claire (Québec) H9R 3J3

Title – Department | City of Pointe-Claire

514-630-1300, extension XXXX

451 Saint-Jean Boulevard, Pointe-Claire, Quebec H9R 3J3

www.pointe-claire.ca

AVIS DE CONFIDENTIALITÉ Le présent message électronique de la Ville de Pointe-Claire peut contenir de l'information légalement privilégiée, confidentielle et protégée contre la divulgation en vertu des lois applicables. Si vous n'êtes pas le destinataire de ce message, vous êtes avisé que toute diffusion, distribution ou transcription de cette communication est strictement interdite. Si vous avez reçu ce courriel par erreur, nous vous demandons de bien vouloir nous en aviser immédiatement et de détruire ce courriel ainsi que toute copie en votre possession.

PRIVACY NOTICE This email from the City of Pointe-Claire may contain information that is privileged, confidential and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, we ask you to notify us immediately, delete this message and destroy any copy of it in your possession.

First and last name: Arial Narrow bold, 11-point
Contact information: Arial Narrow regular, 10-point
Privacy Notice: Arial Narrow regular, 9-point

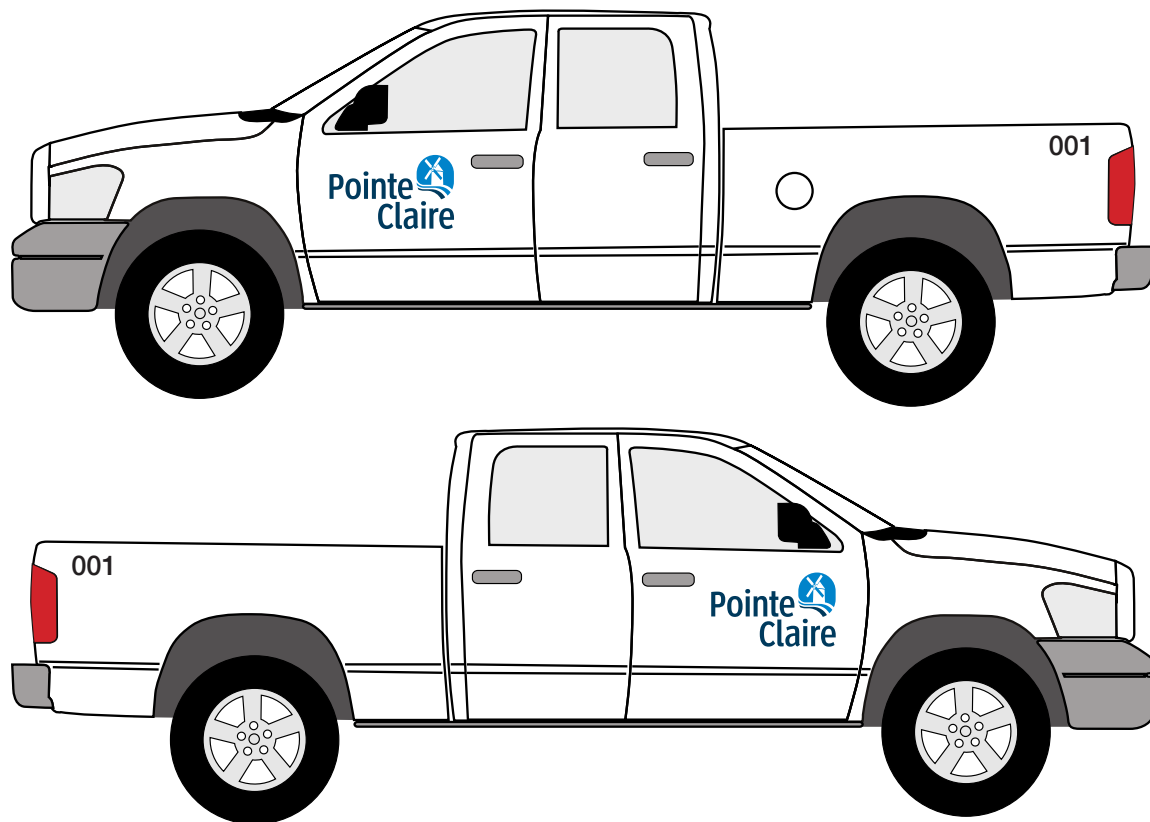
Vehicles

Use of white vehicles is recommended as this will allow the logo to stand out.

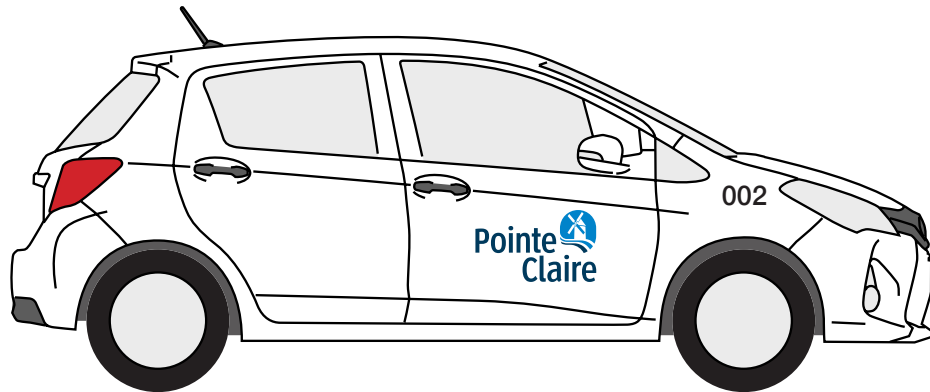
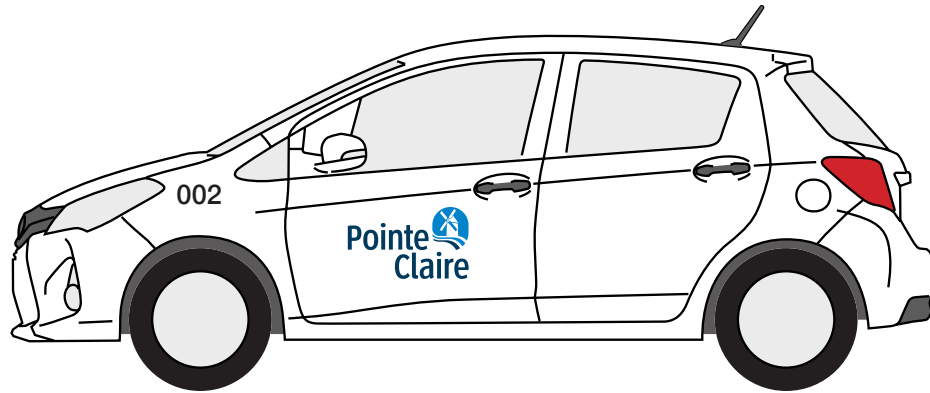
The logo's components – i.e. the symbol, the lettering, the colours and the clear space – form an unalterable whole. They cannot be inverted, separated, or modified.

The logo goes on the vehicle's front doors, on both the passenger's and the driver's side. It is important to make sure that no part of the vehicle door, such as the handle or trim, overlaps with the logo's minimum clear space.

For more information, contact the Communications Department.



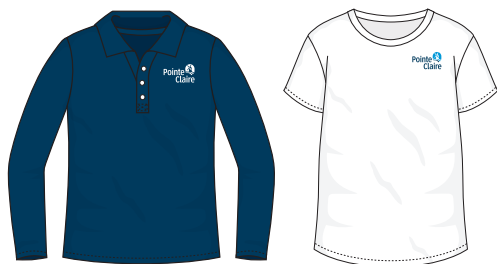
Vehicles



Clothing for student employees

All City of Pointe-Claire clothing (tops) must bear the logo on the heart (sweater, t-shirt, polo shirt, shirt, except for sports club clothing, which bears it on the left shoulder.)

It can be either embroidered or printed and must be 6.4 cm (2.5 in.) wide. It must appear in the official City colours and comply with the standards of use (pages 5–6).



INSPECTION – PUBLIC SECURITY DEPARTMENT



The colour of the clothing is at the discretion of the departments. Refer to the standards for use of the logos to know which logo colour to choose.

All City clothing bearing the logo, year and title, if used, must be approved by the Communications Department.

Positioning of the year on the left arm or on the back, if it accompanies a title

The employee's title or department is optional. It appears above the year. The font to be used is Arial Narrow, and the content must be in capital letters.

OPTION 1: Year only



OPTION 2: Title and year



OPTION 3: Logo on back and year

Logo is 25 cm (9.75 in.) wide



OPTION 4: Canoe Kayak Club or Aquatic Club

