ST. JOHN'S

Brand Standards and Guidelines
City of St. Johns

Contents

Our Brand

At its core, the City of St. John's brand is a promise rooted in a set of core values. Elements such as our logo, campaigns, public services, and daily interactions between residents, visitors, and staff are all expressions of this promise. It is a commitment to being true to who we are as a city—rich in history, vibrant in culture, and diverse in community.

Brand Identity

Aligned with the strategic priorities of the organization, our brand brings to life our vision of being a progressive city, shaped by its geography and history, where people want to live and feel they belong.

Brand Voice

The City of St. John's brand voice seamlessly blends the rich historical and cultural elements that define our past with modern designs that shape our future. Our voice is informative and friendly, paying homage to our heritage and hospitable identity, while embracing contemporary innovation and creativity. We speak with a tone that is both respectful and enthusiastic about progress, capturing the unique spirit of a city where historic charm meets modern vitality.

Brand Standards

To align with our goals of being accessible and inclusive, the City of St. John's updated its brand standards and guidelines in 2025.

This document is your guide to ensure consistency across all communications and marketing materials such as documents, promotional images, posters, letters and more. It also includes best practices in terms of accessible communications when using our brand.

The document will ensure the proper use and application of:

- The City of St. John's Logo
- Brand Colours
- Typography
- Visual Supports

Our Logo

The City's logo was adopted in 2007. The use of capital lettering with modern lines is to bring strength to St. John's as a major city and the province's capital. The symbolic "O" in our name represents the iconic narrows and sheltered harbour. The following variations of the logo are available for local, national and international use.

ST. JOHN'S

ST. JOHN'S
NEWFOUNDLAND AND LABRADOR

ST. JOHN'S
NEWFOUNDLAND AND LABRADOR, CANADA

Local
This logo should be used on marketing and communications that are being used locally within the province.

National
This logo should be used on marketing and communications that are being used outside of Newfoundland and Labrador, but within Canada.

International
This logo should be used on marketing and communications that are being used outside of Canada.

Logo Usage

Reverse Logo

A white version of the logo can be used on darker coloured backgrounds and as an overlay on photography as long as it meets accessibility standards for contrast (minimum colour contrast ratio of 4:5:1 for regular text and 3:1 for large text). Reverse applications of the logo should be used on either our primary or secondary brand colours when possible.

All other brand spacial and composition rules apply when using reverse applications.

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ST. JOHN'S
NEWFOUNDLAND AND LABRADOR

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ST. JOHN'S
NEWFOUNDLAND AND LABRADOR, CANADA

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ST. JOHN'S

Logo Usage

Clearspace

To maintain a clean and uncluttered look, always leave enough clear space around the logo. This clear space should be at least the height of the letter "H" from the logo. The "H" height is determined by the size of the logo being used, so as the logo scales, the "H" height and the clear space should scale accordingly.
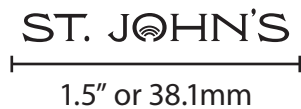
Logo Usage
Minimum Size

The minimum size for all logo versions is based on the width of the word "St. John's" in the logomark. These sizes help maintain the integrity of the logomarks. For all logo variations, do not reduce the width to less than 1.5 inches for print or 100 pixels for digital applications.

Print
Avoid reproducing the logo below 1.5 inches or 38.1 millimeters wide in print.

ST. JOHN'S

1.5" or 38.1mm

ST. JOHN'S
NEWFOUNDLAND AND LABRADOR

1.5" or 38.1mm

ST. JOHN'S
NEWFOUNDLAND AND LABRADOR, CANADA

1.5" or 38.1mm

Digital
Avoid reproducing the logo below 100 pixels wide in digital applications.

ST. JOHN'S

100 pixels

ST. JOHN'S
NEWFOUNDLAND AND LABRADOR

100 pixels

ST. JOHN'S
NEWFOUNDLAND AND LABRADOR, CANADA

100 pixels

Logo Usage

Logo Misuse

The City of St. John's logo should only be used in black or white. The backdrop for the logo should allow for a strong colour contrast as per accessibility standards.

The logo should not be warped, rotated, or changed in anyway. See below for examples of logo misuse.

Do not change colour of the logo.

Do not place on a background that doesn't provide enough contrast.

Do not replicate logo in a different font.

Do not skew or stretch the logo.

Do not rotate the logo.

Do not remove or change the elements of the logo.

Logo Usage

File Types

To help ensure consistency in logo use and reproduction, please use the guide below to find the optimal file format for each use case. When using the logo in digital formats, please ensure you use alternative text, such as "the City of St. John's corporate logo."

EPS

An eps file is the gold standard for your logo files. It is a vector-based image that is meant for print usage. When you send your logo to a printer or design professional, always send them the eps or ai version unless another format is specifically requested.

AI

An ai file is a vector-based image created in Adobe Illustrator. Designers use this file to create and edit your logo. They are commonly called the "working file," "source file," or "master file." **Do not alter this file.**

PNG

A png file is a raster-based graphic meant for web usage. These files are pixel-based and **cannot be scaled up without pixelation.** A png file supports transparent backgrounds. They are commonly used on the web, and should not be used in print.

JPG

A jpg or jpeg file is a raster-based image meant for web or print use. These files are best used for photographs. A jpg file does not support transparent backgrounds. Similar to png, jpg files must be created with the correct size and resolution for the end usage.

Brand Colours

The City's primary brand colours are reserved for use in all of our marketing and communications assets. The primary brand colours are the foundation of our visual identity, and allow for appropriate contrast when used with black and white.

A vibrant, expanded palette of secondary brand colours allow for variety in the City's marketing materials, and compliment the primary colours.

Brand Colours

Primary Colour Palette

The primary brand colours are at the core of our visual identity. Where possible, one or both of our primary colours should be present in any application, as long as accessibility standards are being met.
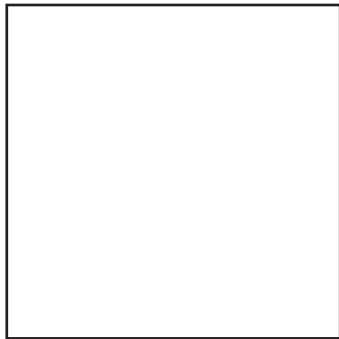
White

Hex #FFFFFF
R 255 **G** 255 **B** 255
C 0 **M** 0 **Y** 0 **K** 0

St. John's Green
Pantone 369

Hex #5F9E43
R 95 **G** 158 **B** 67
C 68 **M** 17 **Y** 100 **K** 2

East Coast Forest Green
Pantone 5605

Hex #00251C
R 0 **G** 37 **B** 28
C 84 **M** 56 **Y** 73 **K** 74

Black

Hex #FFFFFF
R 0 **G** 0 **B** 0
C 0 **M** 0 **Y** 0 **K** 100

Brand Colours

Secondary Colour Palette

The secondary colour palette is meant to support and diversify marketing materials. They can be used alongside the primary colour palette, or on their own. If they are being used alone, the St. John's logo must be visible.

Brand colour usage must follow contrast standards for accessibility, which ensure a strong colour contrast between fore and backgrounds.

Midnight Harbour Blue
Pantone 654

Hex #162D54
R 155 **G** 123 **B** 62
C 100 **M** 70 **Y** 15 **K** 55

Light Narrows Blue
Pantone 2995

Hex #00A9E0
R 0 **G** 169 **B** 224
C 79 **M** 3 **Y** 0 **K** 0

Signal Hill Sunrise Yellow
Pantone 143

Hex #FAA51D
R 241 **G** 180 **B** 52
C 0 **M** 41 **Y** 100 **K** 0

Cabot Tower Grey
Pantone 446

Hex #3F4443
R 63 **G** 68 **B** 67
C 71 **M** 53 **Y** 55 **K** 53

Quidi Vidi Orange
Pantone 165

Hex #FF6720
R 255 **G** 103 **B** 32
C 0 **M** 68 **Y** 96 **K** 0

Jelly Bean Row Purple
Pantone 2603

Hex #812E73
R 155 **G** 123 **B** 62
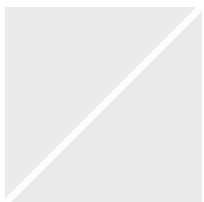**C** 62 **M** 100 **Y** 31 **K** 0

Brand Colours

Colour Matrix

On the next page you will find a colour matrix of the City of St. John's brand colours. This matrix is meant to be used as a reference tool for using colourful text in an accessible way.

Colour combinations must meet a minimum colour contrast ratio of 4:5:1 for regular text and 3:1 for large text; this is because it would be difficult or impossible for some people to read otherwise.

This colour matrix was compiled using **The WebAIM Colour Contrast Checker** and **The GitHub Accessibility Colour Palette Builder** as suggested by Accessibility Services Canada.

Understanding the colour matrix

Do not use
This icon on the colour matrix represents a colour combination that does not meet accessibility standards.

Proper Usage
This icon on the colour matrix represents a colour combination that does meet accessibility standards.
For example, this combination has a contrast ratio of 5.04:1.

Text Colour

Background Colour

Background \ Text	Black	White	Green	Dark Green	Navy	Cyan	Gold	Dark Gray	Orange	Purple
Black		Aa	Aa			Aa	Aa		Aa	
White	Aa			Aa	Aa			Aa		Aa
Green	Aa			Aa						
Dark Green		Aa	Aa			Aa	Aa		Aa	
Navy		Aa				Aa	Aa		Aa	
Cyan	Aa			Aa	Aa					
Gold	Aa			Aa	Aa			Aa		
Dark Gray		Aa					Aa			
Orange	Aa			Aa	Aa					
Purple		Aa								

Typography

Primary Typeface

While the logo is the foundation of the visual brand, brand fonts are also important in upholding the look and feel of the City of St. John's brand.

Myriad Pro is the primary font for the City of St. John's, and should only be used in the Regular, Semibold and Bold versions.

Myriad Pro is a sans-serif typeface designed with accessibility in mind, and is intended as a neutral, general-purpose typeface that can fulfill a wide range of uses.

Arial may be substituted if you do not have access to Myriad Pro in the regular and bold versions.

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Typography Usage

When using text for the City of St. John's communications, marketing materials, forms, or official letters, you should never use smaller than 12pt font for body copy.

Font should never be italic, underlined, oblique, script, highly decorative or unusually shaped.

Font should always meet the colour contrast standards shown in the colour matrix.

For signs and banners, contact the Marketing and Communications department.

Headlines and titles are short and large

Headlines and titles can be varied.

Sub-headlines are larger than body copy, but never larger than headlines.

Body copy should be a minimum of 12pt Myriad Pro Regular. Semibold or Bold can be used when **highlighting a word** or when a link is being used. Leading is the space between lines of text and should be at least 25 to 30 per cent of the point size. This helps readers move their eyes more easily to the next line of text. Heavier typefaces will require slightly more leading. Colours can be used, but black text on white body copy is always a safe choice. The line length for any amount of body copy should be maximum 75 characters.
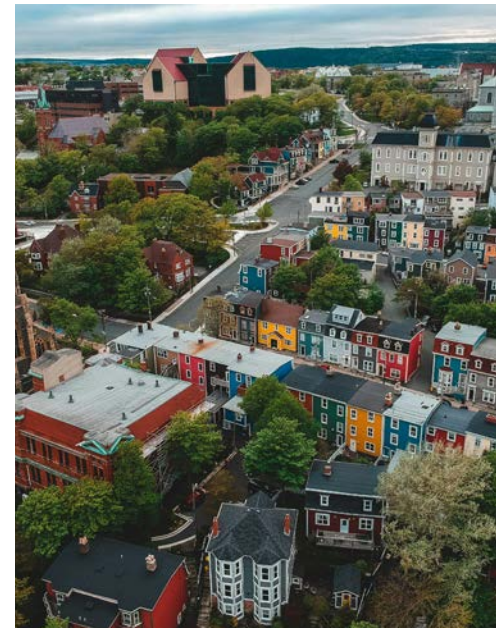
Visual Support

Photography

Photography is one of the greatest elements within our brand toolbox. Surrounded by beautiful landscape, vibrant culture, and diverse communities, the City of St. John's is worth showing off.

Our sense of place is brought to life through our imagery. Photography used should be clear, colourful, and friendly. It should also reflect our diverse communities by including people of different races, genders, ages, and abilities when available.

Photography can be requested from the Marketing and Communications department.

If you are unsure if the photography you have access to is appropriate to use, contact the Marketing and Communications department.

Visual Support

Graphics

When using illustrated elements instead of photography, please consult the Marketing and Communications department. All graphics must be in line with the brand guidelines and meet accessibility standards.
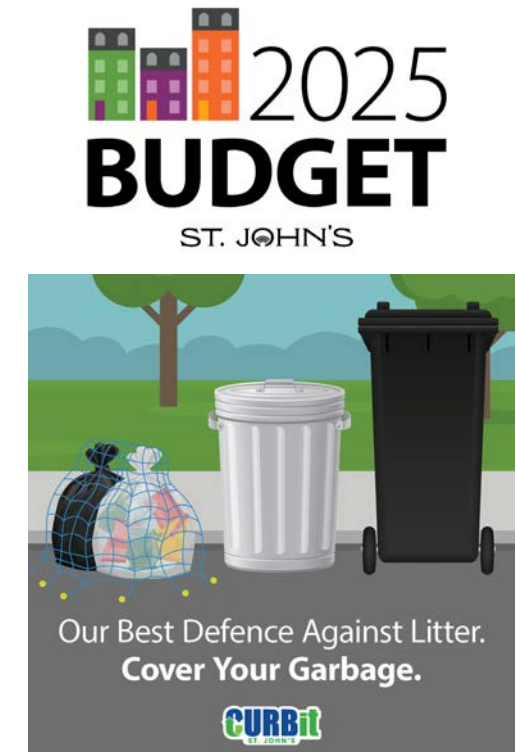
Contact

If you have any questions about our
brand guidelines, please contact:

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Manager of Corporate Communications
jobrien@stjohns.ca
1-709-576-8491

Charlie Dunphy
Graphic Designer
cdunphy@stjohns.ca
1-709-576-2319

Our brand is a commitment to being true to who we are as a city—rich in history, vibrant in culture, and diverse in community.

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