

**City of Port Colborne  
Regular Committee of the Whole Meeting 03-20  
Minutes**

- Date:** February 10, 2020
- Time:** 6:30 p.m.
- Place:** Council Chambers, Municipal Offices, 66 Charlotte Street, Port Colborne
- Members Present:** M. Bagu, Councillor  
E. Beauregard, Councillor  
G. Bruno, Councillor  
R. Bodner, Councillor  
F. Danch, Councillor  
D. Kalailieff, Councillor  
W. Steele, Mayor (presiding officer)  
H. Wells, Councillor
- Absent: A. Desmarais, Councillor
- Staff Present:** D. Aquilina, Director of Planning & Development  
A. LaPointe, Acting Director of Corporate Services/City Clerk  
S. Luey, Chief Administrative Officer  
C. Madden, Deputy Clerk (minutes)  
S. Shypowskyj, Acting Director of Engineering and Operations  
N. Halasz, Manager of Parks and Recreation

Also in attendance were interested citizens, members of the news media and WeeStream.

**1. Call to Order:**

Mayor Steele called the meeting to order.

**2. National Anthem:**

Those in attendance stood for O Canada.

**3. Introduction of Addendum Items:**

Nil.

**4. Confirmation of Agenda:**

Moved by Councillor H. Wells

Seconded by Councillor M. Bagu

That the agenda dated February 10, 2020 be confirmed, as circulated or as amended.

CARRIED

**5. Disclosures of Interest:**

Nil.

**6. Adoption of Minutes:**

**(a) Regular meeting of Committee of the Whole 02-20, held January 27, 2020.**

Moved by Councillor R. Bodner  
Seconded by Councillor D. Kalailieff

(a) That the minutes of the regular meeting of Committee of the Whole 02-20, held on January 27, 2020, be approved as presented.

CARRIED

**7. Determination of Items Requiring Separate Discussion:**

The following items were identified for separate discussion:

Items 1, 2, 4, 5.

**8. Approval of Items Not Requiring Separate Discussion:**

Moved by Councillor F. Danch  
Seconded by Councillor G. Bruno

That Items 1 to 10 on the agenda be approved, with the exception of items that have been deferred, deleted or listed for separate discussion, and the recommendation contained therein adopted.

**Items:**

**3. Community and Economic Development, Parks and Recreation Division, Report 2020-19, Subject: Fifth Annual Summer Concerts in King George Park**

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Committee of the Whole recommends:

That the Summer Concerts in King George Park event, to be held on August 4, 11, 18, and 25, 2020, be supported, as outlined in Community and Economic Development Department, Parks and Recreation Division, Report 2020-19, Subject: Summer Concerts in King George Park;

That the fees for the park permit and use of hydro at King George Park, be waived;

That the Noise By-law Exemption application fee, be waived;

That the Event Organizer be required to file a certificate of Insurance, naming the City as additional insured, in the amount of \$2,000,000, prior to the event.

**6. Eileen Lucas and Wendy Flanagan, Executive Director, The Fresh Air Fund Re: Request for Proclamation of Fresh Air Fund Day, March 20, 2020**

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Committee of the Whole recommends:

That March 20, 2020 be proclaimed as "Fresh Air Fund Day" in the City of Port Colborne in accordance with the request received from Eileen Lucas and Wendy Flanagan, Executive Director, The Fresh Air Fund.

**7. International Women's Day, March 11, 2020 – Guild Hall, 72 Charlotte Street, Port Colborne**

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Committee of the Whole recommends:

That the International Women's Day Event to be held at the Guild Hall, 72 Charlotte Street, Port Colborne on March 11, 2020 from the hours of 7:00 p.m. to 10:00 p.m., is hereby declared a municipally significant event in accordance with the Municipal Alcohol Management Policy.

**8. Region of Niagara Re: Memorandum of Understanding for Planning Function and Services between Niagara Region and Local Area Municipalities PDS 42-2019**

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Committee of the Whole recommends:

That the correspondence received from the Region of Niagara Re: Memorandum of Understanding for Planning Function and Services between Niagara Region and Local Area Municipalities PDS 42-2019, be received for information.

**9. Region of Niagara Re: New Niagara Official Plan – Public Consultation Summary PDS 1-2020**

Committee of the Whole recommends:

That the correspondence received from the Region of Niagara Re: New Niagara Official Plan – Public Consultation Summary PDS 1-2020, be received for information.

**10. Region of Niagara Re: Approval of Interim Levy Dates and Amounts CSD 1-2020**

Committee of the Whole recommends:

That the correspondence received from the Region of Niagara Re: Approval of Interim Levy Dates and Amounts CSD 1-2020, be received for information.

CARRIED

**9. Presentations:**

**(a) Bill Myers, Customer Service Project Coordinator, Re: Customer Relationship Management Project Update**

Bill Myers, Customer Service Project Coordinator, provided an update on the Corporation's Customer Relationship Management Project and responded to questions received from Council. A copy of his presentation is attached.

**10. Delegations:**

**(a) Jack Hellinga, Resident, Re: The City's Consolidated zoning By-law**

Jack Hellinga, Resident, presented information regarding Mineral Aggregate Operation Zoning and the City's Consolidated Zoning By-law. He expressed concerns regarding the expiry of Interim Control By-law No. 6576/31/18 and responded to questions received from Council. A copy of his presentation is attached.

**11. Mayor's Report:**

A copy of the Mayor's Report is attached.

**12. Regional Councillor's Report:**

Nil.

**13. Councillors' Items:****Staff responses to Previous Councillors' enquiries:**

Nil.

**Councillors' Issues/Enquiries:****(a) Drag Out from Sherkston Shores – Beach Road (Wells)**

In response to Councillor Wells' expression of concern relating to the amount of dust and mud on Beach Road as a result of the Sherkston Shores drag out, the Acting Director of Engineering and Operations confirmed that he has been in contact with the contractor, developer, and owner to discuss this issue and will continue working with them in order to improve the conditions.

**(b) Advertised Description of Land the City is Selling (Bagu)**

In response to Councillor Bagu's inquiry regarding the advertised description of land the City is selling and why it is listed at a price that is higher than the assessed value, the Chief Administrative Officer provided a brief explanation of the tax sale process and further clarified the reason for this being that it is the sum total of the registration fees, taxes, other fees, and interest that have accrued over three years.

**(c) Budget Meetings Schedule (Bagu)**

In response to Councillor Bagu's request for an update on the scheduling of the budget meetings, the Chief Administrative Officer confirmed that there is a meeting with Directors and senior staff this week to show them the draft budget and subsequently, three separate Council budget meetings will be scheduled in rapid succession towards the end of February.

**(d) Maintenance on the Promenade (Danch)**

Councillor Danch requested that staff work on performing some maintenance on the West Street promenade by using the sidewalk machine during the winter months.

**(e) Thank you – Street Lights (Kalailieff)**

Councillor Kalailieff expressed appreciation towards the Acting Director of Engineering and Operations for repairing the street lights on West Street.

**(f) Priority of Clearing Accessible Parking Stall after Snow Fall (Bodner)**

In response to Councillor Bodner's inquiry regarding the priority of clearing accessible parking spots around town of snow and ice after there has been a snow fall, the Acting Director of Engineering and Operations informed Council that after a snowfall, the primary focus is clearing roadways and sidewalks in front of City-owned facilities and once those are completed, there is a shift towards clearing accessible parking stalls, curb ramps, and areas where the crossing guards are located.

**(g) Region of Niagara Passed Support of the Protection of the Aquifer (Bodner)**

Councillor Bodner informed Council that the Region of Niagara passed support of protecting the Aquifer and that he would read the full motion at the next Committee of the Whole meeting.

**14. Consideration of Items Requiring Separate Discussion:****1. Chief Administrative Officer, Report 2020-23, Subject: UPDATE – Logo Revisions and Branding**

Joe Jones of Symetric Productions Inc. and Michelle Idzenga, Corporate Communications Officer provided a presentation and answered questions received from Council. A copy of their presentation is attached.

Moved by Councillor H. Wells  
Seconded by Councillor G. Bruno

That Council approve the proposed new logo and design concepts outlined in Appendix B for staff to move forward with the creation of the Corporation's visual identity guide and subsequent implementation across the city.

Moved in amendment by Councillor F. Danch  
Seconded by Councillor E. Beauregard

That the main motion be amended by adding the following as the second paragraph:

"That Option 3 outlined in Appendix D be removed from consideration."

CARRIED

Moved in referral by Councillor G. Bruno  
Seconded by Councillor H. Wells

That consideration of Chief Administrative Officer, Report 2020-23, Subject: UPDATE – Logo Revisions and Branding be referred to the Corporate Communications Officer to engage key stakeholders.

That the Corporate Communications Officer bring this same report back to Council at the February 24, 2020 Committee of the Whole meeting with the removal of option 3 outlined in Appendix D and with the addition of comments from key stakeholders.

CARRIED

**2. Community and Economic Development Department, Parks and Recreation Division, Report 2020-21, Subject: Equipment and Staffing Changes within Parks 2020 Budget Request**

Moved by Councillor H. Wells

Seconded by Councillor R. Bodner

That Council approve the request to take back grass cutting City services, invest in the necessary capital equipment, and hire the staff required to perform grass cutting and snow removal duties for the City of Port Colborne; and

That a budget of \$148,000 for grass cutting and \$32,000 for snow removal be approved through the 2020 budget process.

CARRIED

**4. Community and Economic Development Department, Parks and Recreation Division, Report 2020-18, Subject: 2020 Canadian Bass Anglers Federation Cup**

Moved by Councillor H. Wells

Seconded by Councillor M. Bagu

That the 2020 Canadian Bass Anglers Federation Cup be approved, with \$5,000 in financial support from the City and that \$5,000 USD funds be committed to the 2021 for the Bass Federation Regional Semi Final; and

That approval of the above-noted event and sponsorship is conditional on the 2020 Canadian Bass Anglers Federation Cup submitting a certificate of liability insurance in the amount of \$2,000,000, naming the City of Port Colborne as additional insured.

CARRIED

**5. Engineering and Operations Department, Operations Division, Report 2020-16, Subject: Port Colborne Distribution System Annual Inspection**

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Moved by Councillor H. Wells  
Seconded by Councillor E. Beauregard

That Council receives Engineering and Operations Department, Operations Division, Report 2020-16, Port Colborne Distribution System Annual Inspection for information.

CARRIED

**15. Notice of Motion:**

Nil.

**16. Adjournment:**

Mayor Steele adjourned the meeting at approximately 9:47 p.m.  
CARRIED

AL/cm



# Customer Relationship Management Project Update

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AMBER LAPOINTE, PROJECT LEAD - CUSTOMER RELATIONSHIP  
MANAGEMENT

BILL MYERS, PROJECT COORDINATOR- CUSTOMER RELATIONSHIP  
MANAGEMENT

*60% of our customers polled  
would **not** recommend our  
services to a friend or colleague*

- CITY OF PORT COLBORNE CUSTOMER SATISFACTION SURVEY  
RESULTS AS OF FEBRUARY 6, 2020.

# CRM Project Update Agenda

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- Project Overview
- Project Scope
- Milestones and Major Deliverables
- Work Breakdown Structure
- Project Budget Allocation
- Change Management Plan
- Risk Management
- Highlights
- Next Steps



# Project Overview

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*“Staff have met to discuss the best use of these funds in a manner which both satisfies the Province’s desired criteria and outcomes as well as furthers Council’s goal of improving service delivery at the City.”*

- Municipal Modernization Grant
  - CAO Report 2019-69
  - Project Planning
- 

# Project Scope

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Modernizing service delivery

Reducing future costs

Maintaining and improving front line services



# Milestones and Major Deliverables

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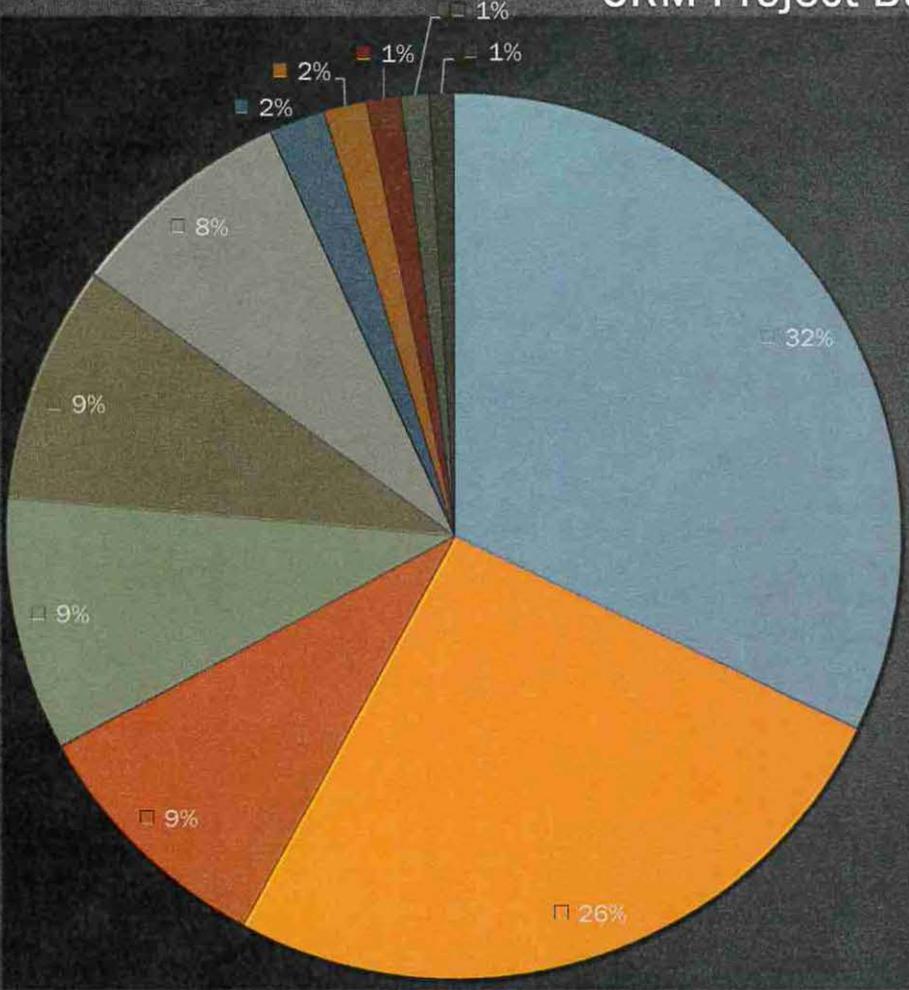
DATE	MILESTONE/MAJOR DELIVERABLE
November 27, 2019	Phones switched off of Switchboard/ Customer Service call flow initiated.
February, 2020	Implement new Corporate Branding
February 10, 2020	Project status update to council
May, 2020	Go Live - CityWide Service Requests/Work Orders
Middle of May, 2020	Customer Service Policy due for completion
June 30, 2020	Post the third-party reviewer's final report online and submit your final report to the ministry of Municipal Affairs and Housing.
August, 2020	Go Live - New City Website
End of September, 2020	Completion of Front Counter construction

# Work Breakdown Structure

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PROJECT WORK SECTION	SECTION
Project Planning	1
Hire Staff	2
Citywide – Works	3
Citywide – Application Configuration	4
Phones	5
Branding	6
City Website Redesign Project	7
Front Counter	8
Customer Service Policy and Corporate Training	9
Communications	10
Service Delivery and Business Process Review	11
Project Close	12

# CRM Project Budget Allocation



- Remaining Budget (Grant)
- Front Counter Redesign Estimate
- Website Redesign Estimate
- Phones, software, hardware, Vale/Marina
- Service Delivery Review
- Staffing
- HR Policy/ Customer Service Training
- CRM software implementation
- Corporate Branding
- Communications
- City Hall Redesign - Conceptual Plan

# Change Management Plan

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As change is managed throughout the implementation of this project, the following driving project constraints will receive overriding authority in the following order (from highest being 1 to lowest being 4)



**Priority Ranking: 1**

- Any decisions made throughout the implementation of the CRM project will be made with the consideration that the commitment to meeting all project deliverables in the timelines is of the utmost importance to the overall success of the project.

**Priority Ranking: 2**

- Ensuring all decisions and proposed changes to the project fall within the project scope is held with high regard. Consideration of scope within all decisions holds the second highest authority.

**Priority Ranking: 3**

- If there is ever an opportunity to improve the quality of a project deliverable without compromising the schedule or scope of the project it will be considered in consultation with the project's Change Manager.

**Priority Ranking: 4**

- Decisions around project budget will be guided by first ensuring project deliverables are met on time, then making sure proposed changes are within scope and then consideration of how changing budget will compromise or improve quality.

# Risk Management

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- 17 key risks identified and documented to date.
  - Contingent plans and mitigating actions have been identified to reduce risk to the project.
  - Risk register kept along with project schedule and decision log.
  - CRM Project Team meetings scheduled once every three weeks.
- 

# Highlights

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- Call Center is Live
  - IT - Installation of VPN at Vale and Marina/ Cradlepoint Network Backup
  - Project Planning
  - Customer Satisfaction Survey
- 

# Next Steps

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- Customer Satisfaction Survey – Benchmarking
  - CRM Software Deployment (Citywide)
  - Website Redesign
  - Customer Service Approach
  - Service Delivery Review (grant funding dependent)
  - Front Counter Redesign
- 

Some YES and NO questions.

1. Does an existing land use require a secondary plan if there is no change in use?
2. Does an existing MAO land use require a secondary plan if the land use continues as MAO?
3. Does a rezoning from, say Agricultural, to MAO, outside the Urban boundary require a secondary plan?
4. Is a local Municipal Zoning By-Law restricted from being more stringent than the Provincial Policy Statement (PPS) and the Region Official Plan (ROP) as long as it doesn't conflict with either?
5. Given the following quote of Permitted Uses and Definition of MAO in the Port Colborne Consolidated Zoning By-Law,

### 28.2 Permitted Uses

#### a) Mineral Aggregate Operations;

#### Mineral Aggregate Operation: means

a) An operation other than wayside pits and quarries, conducted under a license or permit under the Aggregate Resources Act or successors thereto; and

b) Associated accessory facilities used in extraction, transport, beneficiation, processing or recycling of mineral aggregate resources and derived products such as asphalt and concrete, or the production of secondary related products.

Is a pit or quarry zoned MAO prohibited from Asphalt Recycling on the quarry floor?

6. Given the Permitted Uses and Definition of MAO, is a pit or quarry zoned MAO prohibited from manufacturing asphalt or concrete on the quarry floor?
7. Does the current MAO zoning in the Consolidated Zoning By-Law (CZBL) protect the aquifer from contamination by the permitted uses in the MAO zoned properties?

Timeline:

1. February 2017 – First Public Meeting
2. February 26, 2018 – Return to Council for Approval
3. March 26, 2018 – Second Public Meeting
4. April 23, 2018 – Adoption by Council



**PIT 1, April 23, 2018**



**PIT 1 – April 23, 2018**



**PIT 1 – July 31, 2019**



## MAYOR'S REPORT – FEBRUARY 10, 2020

### **SPORTSFEST**

Mother Nature cooperated and finally brought us some snow for our 21<sup>st</sup> annual SportsFest last weekend.

Many thanks to the organizations, businesses and individuals who took the time to set up events for our community to PORTicipate in.

Thanks to the PORTicipants who stayed warm playing volleyball, euchre, music trivia, swimming and gym activities at the YMCA and tasting at the soup cook off and to those a little more hearty who played hockey, snow golf, sno-pitch, active camp ball hockey.

And finally to the PORTicipants who were Freezin' for a Reason and raised over \$15,000 for Special Olympics by plunging into the chilly waters of Lake Erie under the watchful eye of our Water Rescue fire fighters and the public who showed up to cheer them on.

The City of Port Colborne hockey team also won the "D" division in the Mayor's Hockey Tournament. They had a 2 win 1 tie weekend. Great city crew and thanks to staff who participated.

Club Frontenac won the A division, Wainfleet won the B division and Grimsby won the C division.

### **CRUISING ON THE GREAT LAKES**

This morning myself, the CAO and EDO met with Vice President of Maritime Operations of Viking Cruise Lines who was here from Switzerland to further discuss their plans to launch their new Expedition ships on the Great Lakes in 2022.

Port Colborne will be one of the ports where their ships will be stopping.

The Seaway was also at the meeting to discuss the mooring needs for these ships and will be working with us towards meeting these needs by 2022.

Stephen Burnett, executive director of the Great Lakes Cruising Coalition and Cruise Ontario, said the vessels will be custom-built so that they are able to get through the various locks along the itinerary route. "In order to build to a seaway maximum, the Viking folks worked with the seaway, they measured the locks to make sure they knew exactly the beam and the length they could build to. We have been doing this for 20 years and we have eight cruise ships that now commit themselves each spring to the Great Lakes."

The Viking Expedition ships will accommodate 385 passengers.

Two weeks ago we had Voyageur here and we took them down to the west wall near our old works yard and they will be stopping in Port Colborne starting in 2021.

This is great news for the Great Lakes, the St. Lawrence Seaway and the City of Port Colborne.

### **BUDGET ROUNDTABLE DISCUSSION WITH M.P. BADAWEY**

Also this morning I attended a budget roundtable discussion with Councillor Bruno facilitated by M.P. Badawey.

The following items were discussed:

- Trade corridors – seaway, highways, railways
- Community Improvement Funding for our Downtown
- Infrastructure funding for the Welland Canal, Seaway, including land development
- Mid-Peninsula Corridor with the first phase going from Fort Erie to Hwy 58
- Affordable Housing – funding, regulations and rules – this is not just a municipal, regional or provincial issue, it is now a federal issue
- Gas tax funds which were doubled last year
- Skilled trades – roundtable held last fall – federal government working with province and unions and education – includes the marine side of things – marine companies need skilled individuals coming into that trade
- Starting a Great Lakes Caucus which the US has had for several years – water levels, erosion, pollutions, fishing etc.
- Trade corridors money coming to Port Colborne
- Federal Development funds for companies who may want to come here

These initiatives align well with our needs in Port Colborne.

# City of Port Colborne

What is our brand?

# CAO Report 2019-69

## Provincial Modernization Grant

The provincial government provided the municipality with a \$711, 467 Modernization Grant to improve service delivery.

Included in the \$711,467 is \$12,000 for branding, which includes our logo, branding guidelines, signage, corporate templates etc. to assist with service delivery to residents and visitors of Port Colborne.

The \$12,000 for this project has not come from the municipal operating budget.

# Why?

Why address our branding?

# Why now?

A look at where we are now...





PORT COLBORNE

*Welcomes You*



**CANAL DAYS FESTIVAL**

Every Civic Holiday Weekend



# MARKET SQUARE

Home of the Farmer's Market

Every Friday 6am to 1pm.

PORT COLBORNE

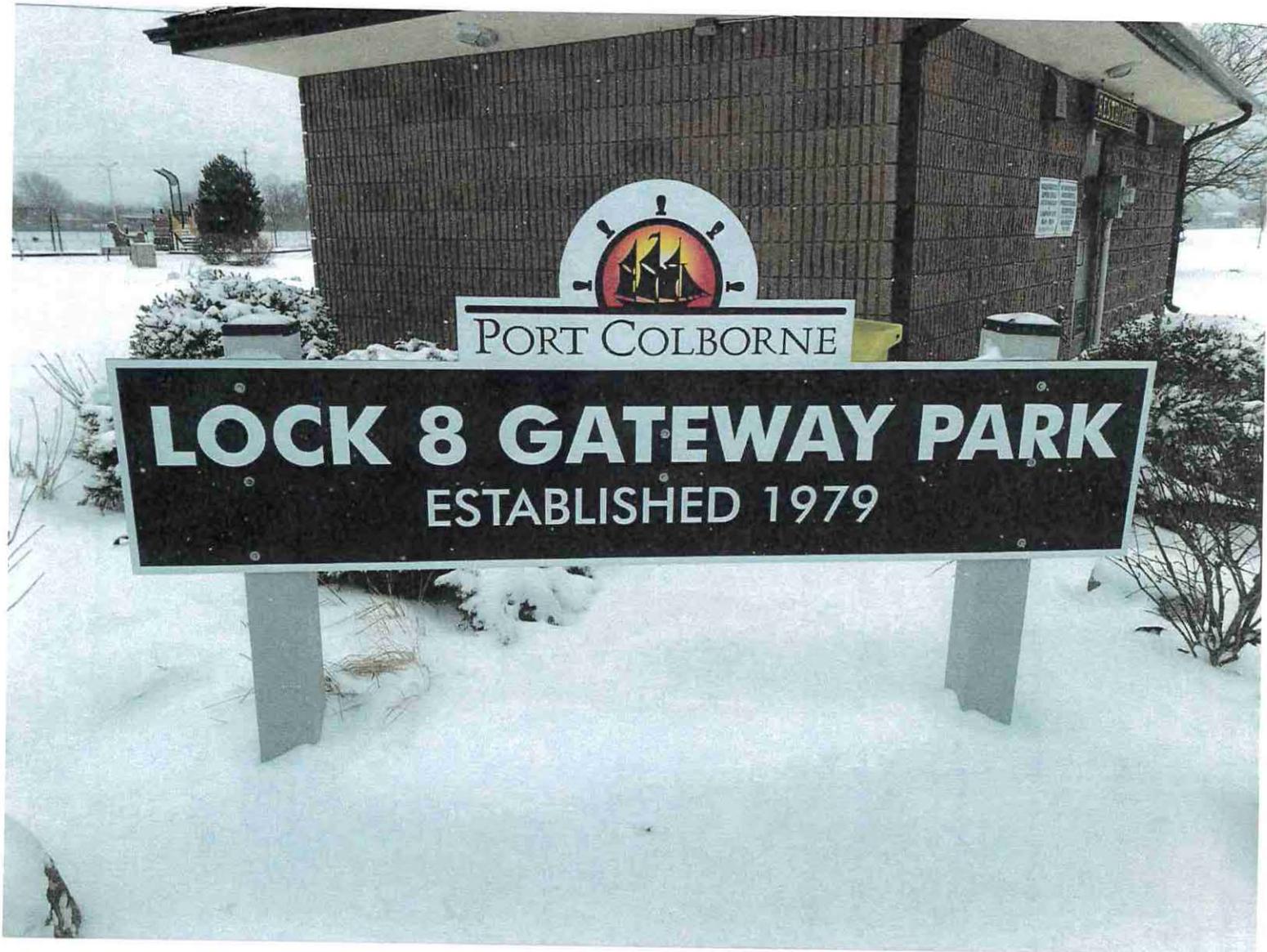


SUGARLOAF MARINA

*Main Office*  
Port Colborne







PORT COLBORNE

**LOCK 8 GATEWAY PARK**

ESTABLISHED 1979



# #PORTicipate

## West Side Tennis Courts Rules & Regulations

1. These courts are open to the public, on a first come first serve basis. Use West Side Tennis Courts at your own risk. Players must limit their playing time to 30 minutes when others are waiting.
2. You can secure a reservation for a court in person, online, or by calling the city of Port Colborne, Community Services Department (fees apply).
3. Please wait until play is finished before walking across a court to get to your court. Be prompt in sending back any stray tennis balls from adjacent courts.
4. Please close gate when entering and leaving.
5. Do not leave empty tins, tin tops, plastic waste or other refuse on the courts.
6. No alcohol, tobacco products, glass containers or illegal substances allowed.
7. Children under 12 years of age must be accompanied by an adult or legal guardian.

To report any problems or inappropriate activities taking place at the facility please call:  
905-835-2900 Daytime or 905-835-5079 Evenings

**FOR MEDICAL EMERGENCIES, CALL 911**  
**143 Helen Street, Port Colborne ON**



## #PORTicipate

### WEST SIDE TENNIS COURTS OPEN

**Victoria Day to Labour Day**  
8:00am to 8:00pm Daily

**Labour Day to Thanksgiving Day**  
8:30am to 3:30pm Daily

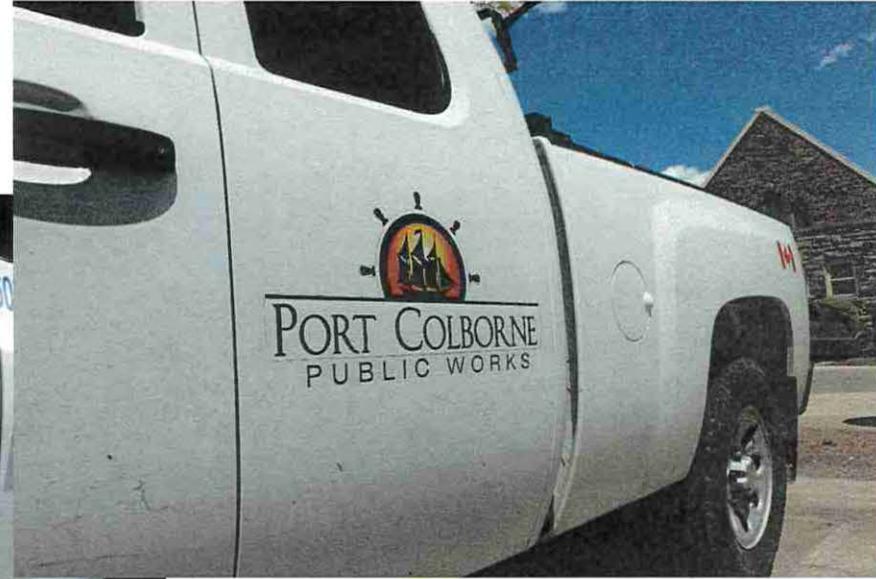
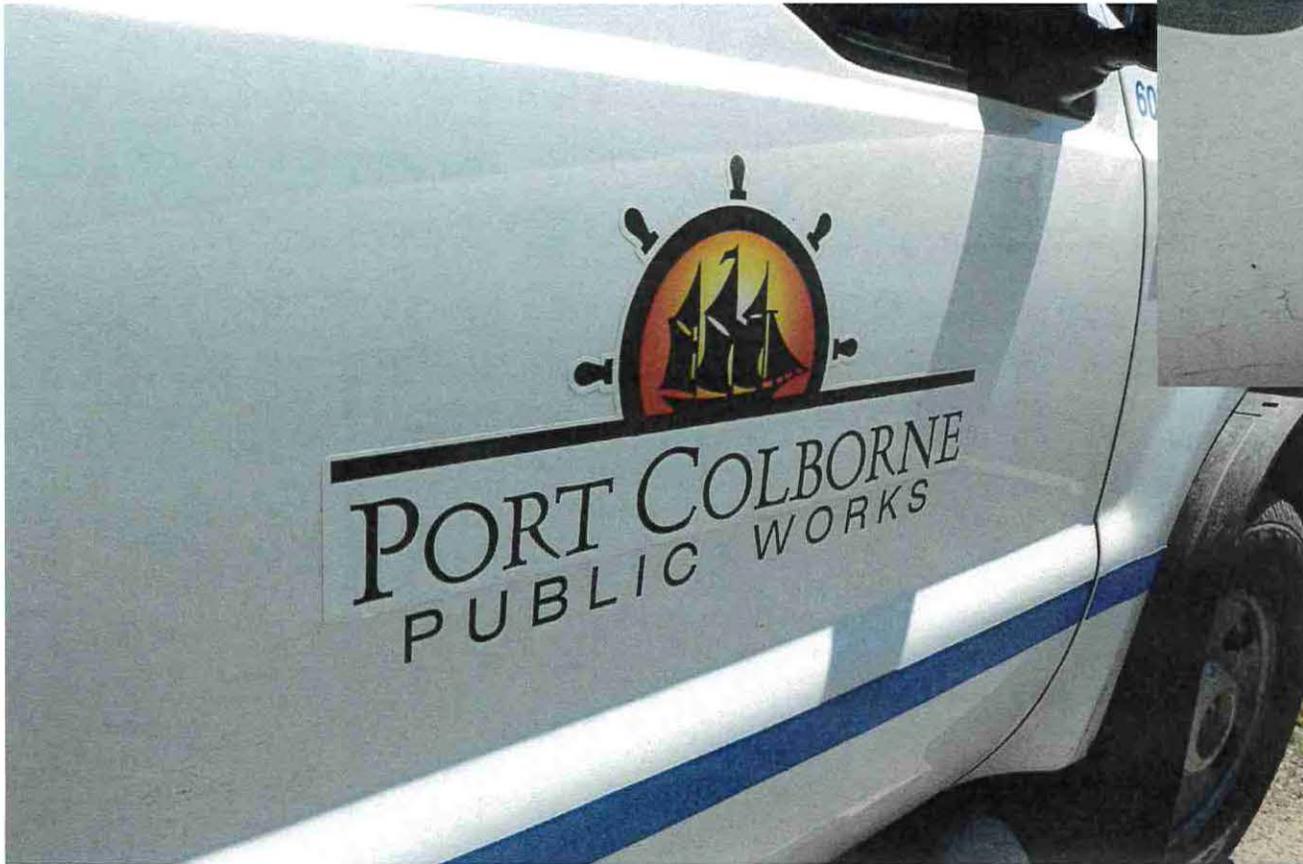
*Weather Permitting*

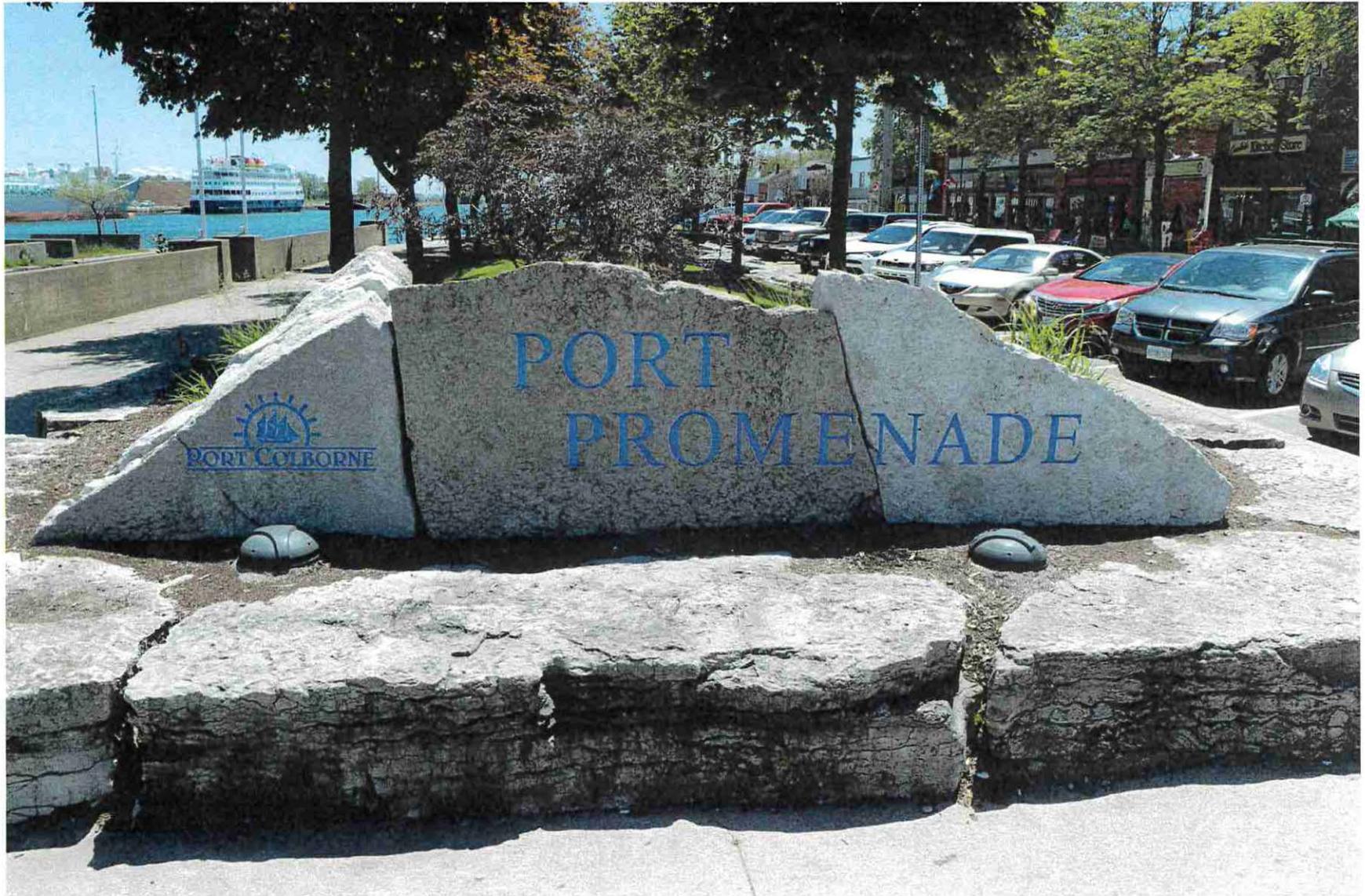


**CALLING  
911**

**YOU ARE HERE:**

**Port Colborne Tennis Club**  
**143 HELEN STREET**







HARBOUR MASTER



PORT COLBORNE

Stephen Corr

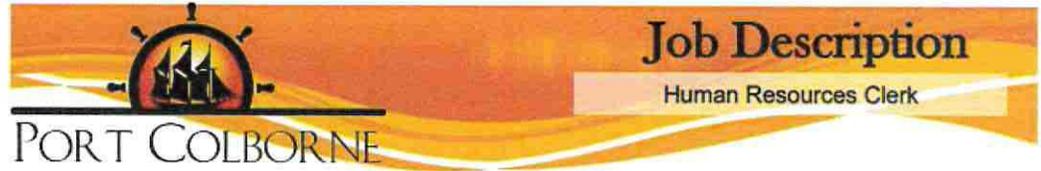
MANAGER OF REVENUE & TAXATION

66 CHARLOTTE STREET, PORT COLBORNE, ON L3K 3C8

TEL: 905-835-2901 EXT. 101  
managerofrevenue@portcolborne.ca

FAX: 905-834-5746  
www.portcolborne.ca

*Serving you to create an even better community.*



## Job Description

Human Resources Clerk

PORT COLBORNE



PORT COLBORNE

Steve Shypowskyj, C.E.T.

MANAGER OF PROJECTS & DESIGN

ENGINEERING & OPERATIONS

1 KILLALY STREET WEST

PORT COLBORNE, ONTARIO

L3K 6H1

PHONE: 905-835-2901 EXT. 220

FAX: 905-835-6800

steveshypowskyj@portcolborne.ca  
www.portcolborne.ca

*Serving you to create  
an even better community*



PORT COLBORNE

**REQUEST FOR  
ACCOUNTS RECEIVABLE INVOICE**



## LATEST NEWS



### ACTIVE CAMPS - STRIKE CAMP

City Hall News | Tue Feb 4th, 2020

Port Colborne's Active Camps are offering a full-day program Thursday, February ...

[READ →](#)



### PARTIAL TRAIL CLOSURE - ROBIN HOOD TRAIL

City Hall News | Fri Jan 31st, 2020

This notice is to inform the residents and visitors of Port Colborne that a 70-m...



### PARTIAL TRAIL CLOSURE - ROBIN HOOD TRAIL

Public Notice | Fri Jan 31st, 2020

This notice is to inform the residents and visitors of Port Colborne that a 70-m...

[READ →](#)



### 21ST ANNUAL SPORTSFEST RETURNS TO PORT C...

Media Release | Tue Jan 21st, 2020

The 21st annual SportsFest returns to Port Colborne Feb. 7-9, 2020.



## UPCOMING EVENTS

« FEB 2020 »

Sun Mon Tue Wed Thu Fri Sat

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

9  
MAR

**REGULAR COMMITTEE OF THE WHOLE/COUNCIL MEETING**

Monday | 6:30pm

[MORE](#)

# Change can be scary.

But here are some companies we all know that have changed.



1971



1978



1985



1995 - PRESENT



2012



Microsoft

1987

**Microsoft®**

1982

**MICROSOFT.**

1980

**MICROSOFT**

1975

**MICRO  
SOFT**

DELL



# THE LEAFS LOGO OVER THE YEARS



1917-19



1920-27



1928-38



1939-62



1963-67



1967-70



1970-2016



2016-

SOURCE: MLSE

THE CANADIAN PRESS

**LOGO EVOLUTION**



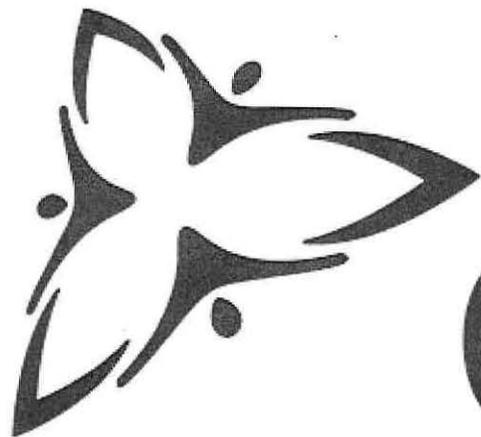
1995



2008



2015



Ontario

**Ontario**



Our change options.

PRIMARY LOGO



**PORT COLBORNE**

ICON ONLY [alternative version]



\* (14 x primary logo) only use small to wall

ALTERNATIVE VERSION



SUBTITLE OPTION A



**PORT COLBORNE**  
· PUBLIC LIBRARY ·

SUBTITLE OPTION B



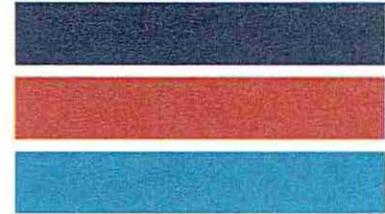
**PORT COLBORNE**  
Vale Health & Wellness Centre

COMPLIMENTARY FONT

**VALE HEALTH &  
WELLNESS CENTRE**

Vale Health &  
Wellness Centre

V2 COLOURS



FONTS USED

Main Headline Font - Subtitle Option A  
Google Font | To be used in Logo only | CAPS only | Optional Bullets

**SYNCOPE**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
!@#\$%^&\*()\_+

Subtitle Option B  
Google Font | Other weights can be used

Muli Light  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
!@#\$%^&\*()\_+

Complimentary Font  
Google Font | Other weights - Regular or Caps can be used

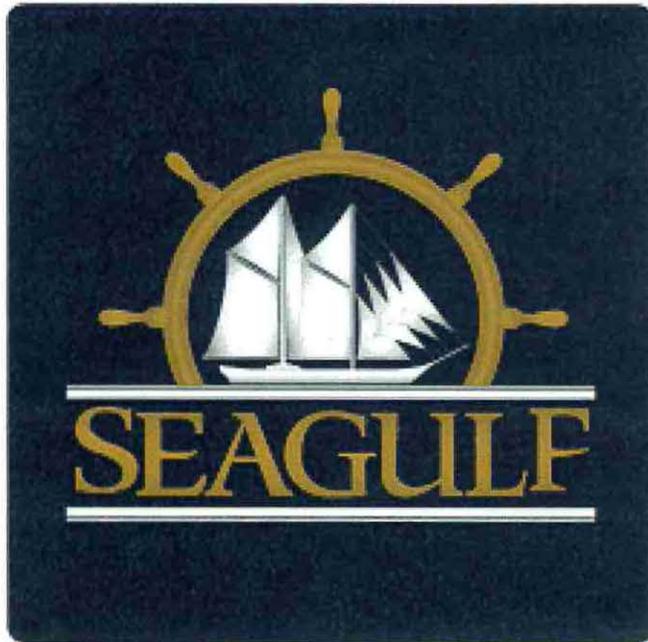
**LORA REGULAR**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
!@#\$%^&\*()\_+

SMALL VERSION - BUSINESS CARD SIZE SHOWN





**PORT COLBORNE**



PRIMARY LOGO



ICON ONLY [alternative version]



\* Not a secondary option, only use when required

ALTERNATIVE VERSION



SUBTITLE OPTION A



SUBTITLE OPTION B

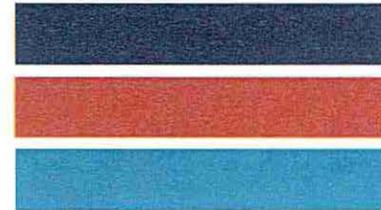


COMPLIMENTARY FONT

VALE HEALTH &  
WELLNESS CENTRE

Vale Health &  
Wellness Centre

V2 COLOURS



FONTS USED

Main Headline Font + Subtitle Option A  
Google Font | To be used in Logo only | CAPS only | Optional Bullets

**SYNCOPE**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
!@#\$%^&\*()\_+

Subtitle Option B  
Google Font | Other weights can be used

Muli Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
!@#\$%^&\*()\_+

Complimentary Font  
Google Font | Other weights + Regular or Caps can be used

LORA REGULAR  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
!@#\$%^&\*()\_+

SMALL VERSION - BUSINESS CARD SIZE SHOWN



PRIMARY LOGO



ICON ONLY [alternative version]



ALTERNATIVE VERSION



\* not a secondary option - only use next to icon only

SUBTITLE OPTION A



SUBTITLE OPTION B



COMPLIMENTARY FONT

VALE HEALTH &  
WELLNESS CENTRE

Vale Health &  
Wellness Centre

V2 COLOURS



FONTS USED:

Main Headline Font + Subtitle Option A  
Google Font | To be used in Logo only | CAPS only | Optional Bullets

**SYNCOPE**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
!@#%&^\*()\_+  
.....

Subtitle Option B  
Google Font | Other weights can be used

**Muli Light**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
!@#%&^\*()\_+  
.....

Complimentary Font  
Google Font | Other weights + Regular or Caps can be used

**LORA REGULAR**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
!@#%&^\*()\_+  
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SMALL VERSION - BUSINESS CARD SIZE SHOWN

