



Amherst

Nova Scotia

2026



BRAND GUIDELINES

Visual Identity

amherst.ca

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A photograph of two women walking across a colorful crosswalk in a town. The woman on the left is wearing a tan coat and blue jeans, and the woman on the right is wearing a plaid jacket and blue jeans. They are both smiling and looking at each other. The crosswalk has red, orange, yellow, and green sections. In the background, there are brick buildings, trees with yellow leaves, and a cloudy sky.

Amherst

01 Logo 1

This logo is used for all communications within the province, where residents already recognize Amherst as a town in Nova Scotia. Its clean design allows for a simpler lockup with the tagline, making it the preferred choice for most applications.



01 Logo

Black &
White

Amherst

Amherst

01 Logo

Protection Zone

The logo must always be surrounded by a protection zone: an area that is always empty. The protection zone illustrated in the diagram shows the minimum space required between the logo and any other element, while always retaining the correct proportions. The protection zone for the Amherst logo is the distance between the upper part of the cross on the “t” to the top of the “t” as indicated by the red dashed lines. The minimum spacing varies on the size of the logo but applies in all instances.





Amherst

THE CENTRE OF IT ALL



01 Logo 2

This logo is used for all communications outside of Nova Scotia, where it helps clearly identify Amherst as a town within the province. It may also be used for government communications and official documentation.



01 Logo 2 + Tagline

This logo is best used in external communications where an audience is unfamiliar with Amherst. It is optimal for when we want to achieve marketing goals using our branding themes and tagline.





02 Logo Variants

This logo is best used for external marketing materials or communications. It may appear on merchandise like hats, t-shirts, water bottles, etc. It may also be used as the small execution for municipal vehicles.



02 Logo Variants

This logo is best used for external marketing materials or communications. It can appear on out of home promotional material (billboards, bus stops, etc.). It may also be used on merchandise like t-shirts, lanyards, pens, etc.

The centre *of it all*

(OPTION 1)

The centre *of it all*
TOWN OF AMHERST, NOVA SCOTIA

(OPTION 2)

A man and a woman are walking hand-in-hand on a paved path at a community festival. The man is wearing a grey t-shirt and white shorts, and the woman is wearing a yellow floral dress. They are both smiling. In the background, there are various festival activities, including a large red and blue Connect Four game, a blue tent, and a blue trailer with the text "AMHERST #SEEWHYVELO" and "Follow on social media". The sun is setting in the background, creating a warm glow. The text "The centre of it all" is overlaid in the center of the image.

The centre of it all

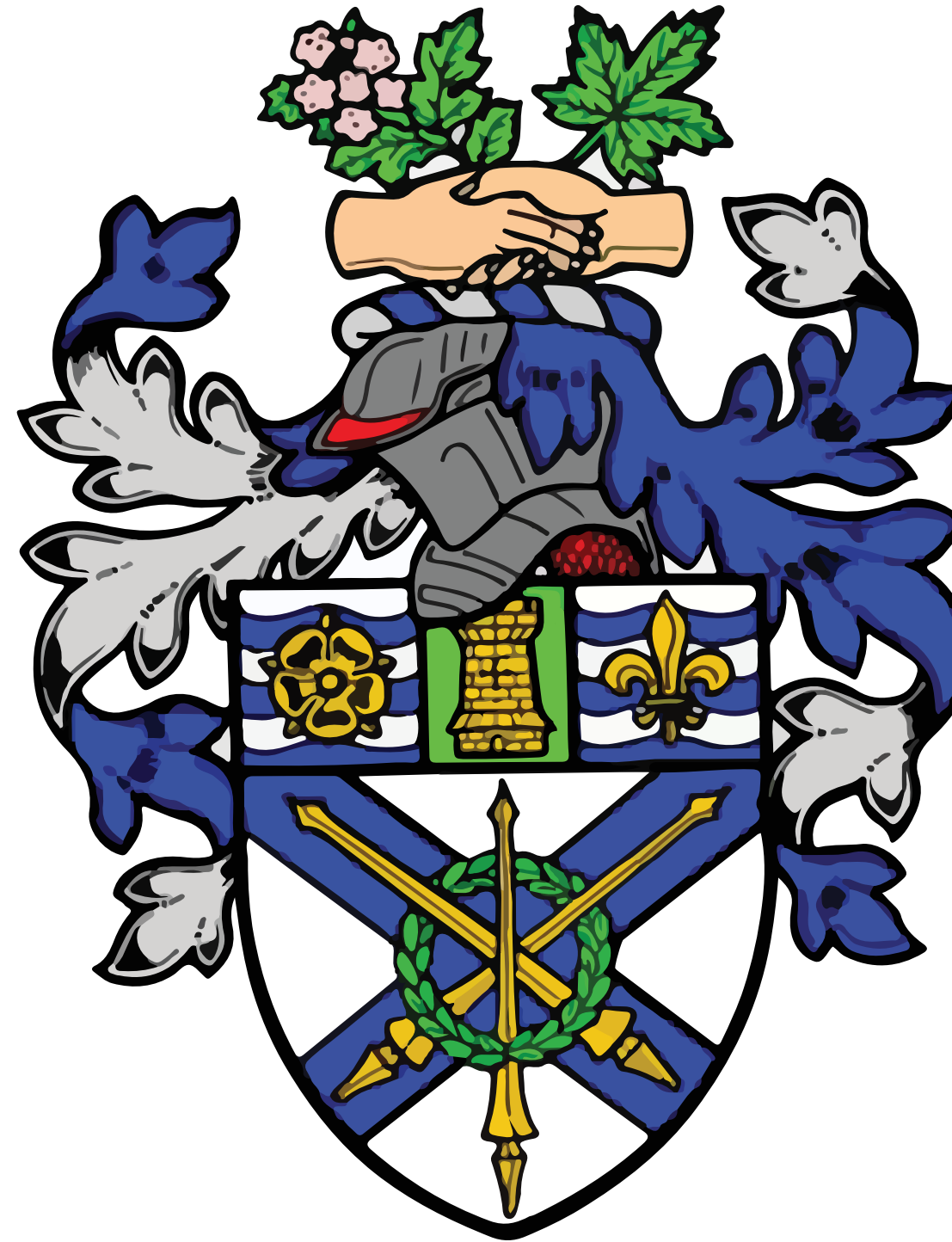
03 Winter Carnival Logo

This is our official Winter Carnival logo. It should be used across applications for promotional and marketing materials related to the annual event.



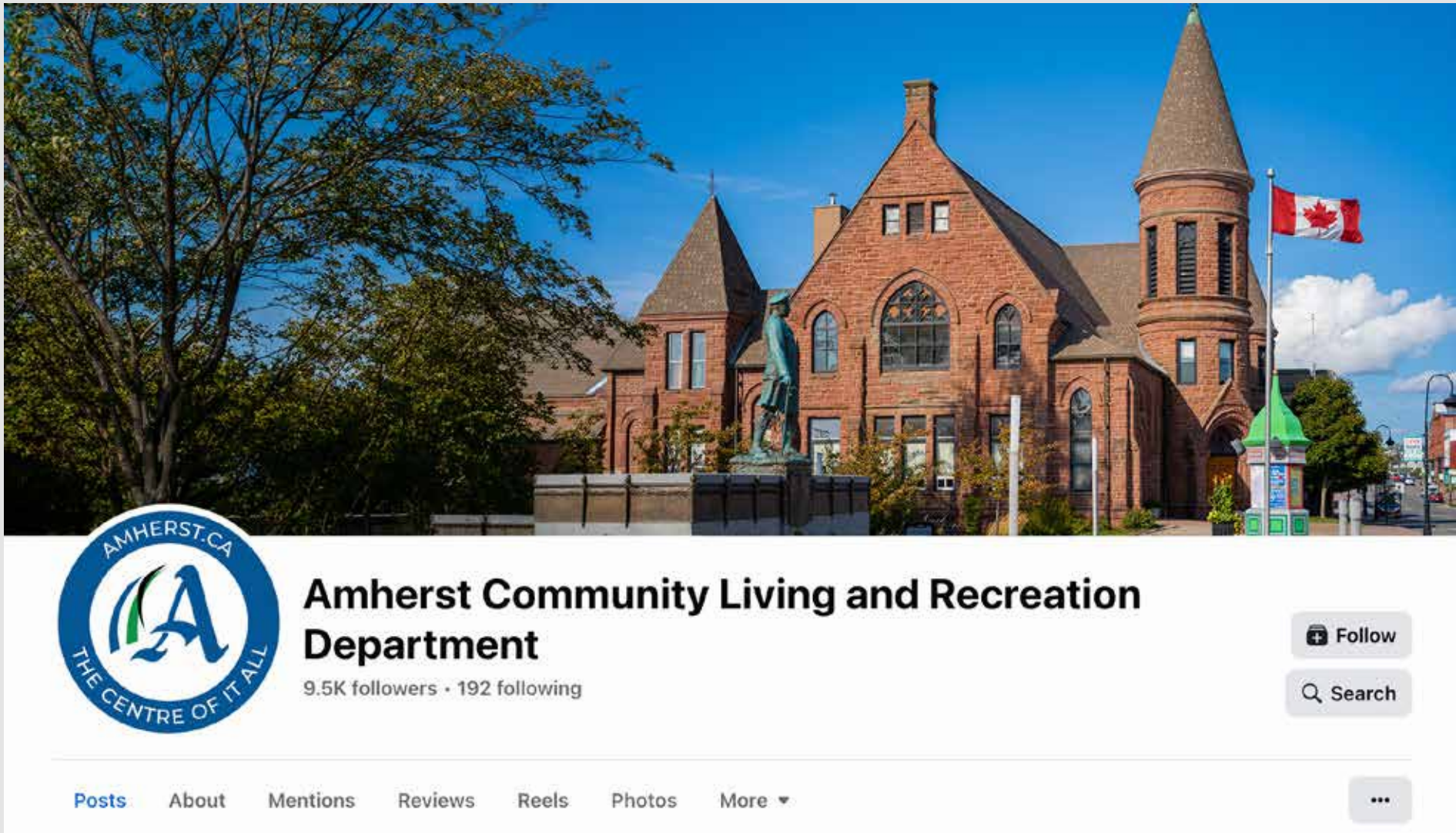
04 Town Crest

The Amherst crest brings together various images reflecting the people who settled in Amherst and the beauty of the town. (Mayflower, maple leaf, shaking hands, knight's helmet, fleur de lis, castle, sabers, laurel, St. Andrew's Cross.) The Town crest symbolizes the early heritage of the community and is only used for official purposes, at the discretion of the CAO.



05 Logo Applications

External Use



05 Logo Applications

Internal/Staff Branding Options



*only used on internal branded items



05 Logo Applications

Town Vehicles



*Larger applications



*Smaller applications



06 Colour Palette

Primary

#05569c

C: 97
M: 73
Y: 8
K: 1

R: 5
G: 86
B: 156

#ffffff

C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255

#0f9b4b

C: 84
M: 13
Y: 98
K: 2

R: 15
G: 155
B: 75

#231f20

C: 70
M: 67
Y: 64
K: 74

R: 35
G: 31
B: 32

06 Colour Palette

Secondary

#060b35

C: 97
M: 91
Y: 44
K: 60

R: 6
G: 11
B: 53

#559aff

C: 60
M: 35
Y: 0
K: 0

R: 85
G: 154
B: 255

#1affde

C: 53
M: 0
Y: 28
K: 0

R: 26
G: 255
B: 222

#e2f6ff

C: 9
M: 0
Y: 0
K: 0

R: 226
G: 246
B: 255

06 Colour Palette

Secondary

#0b4c08

C: 83
M: 43
Y: 100
K: 46

R: 11
G: 76
B: 8

#caf61b

C: 26
M: 0
Y: 100
K: 0

R: 202
G: 246
B: 27

#e8f1c2

C: 10
M: 0
Y: 30
K: 0

R: 232
G: 241
B: 194

#fdfff0

C: 1
M: 0
Y: 6
K: 0

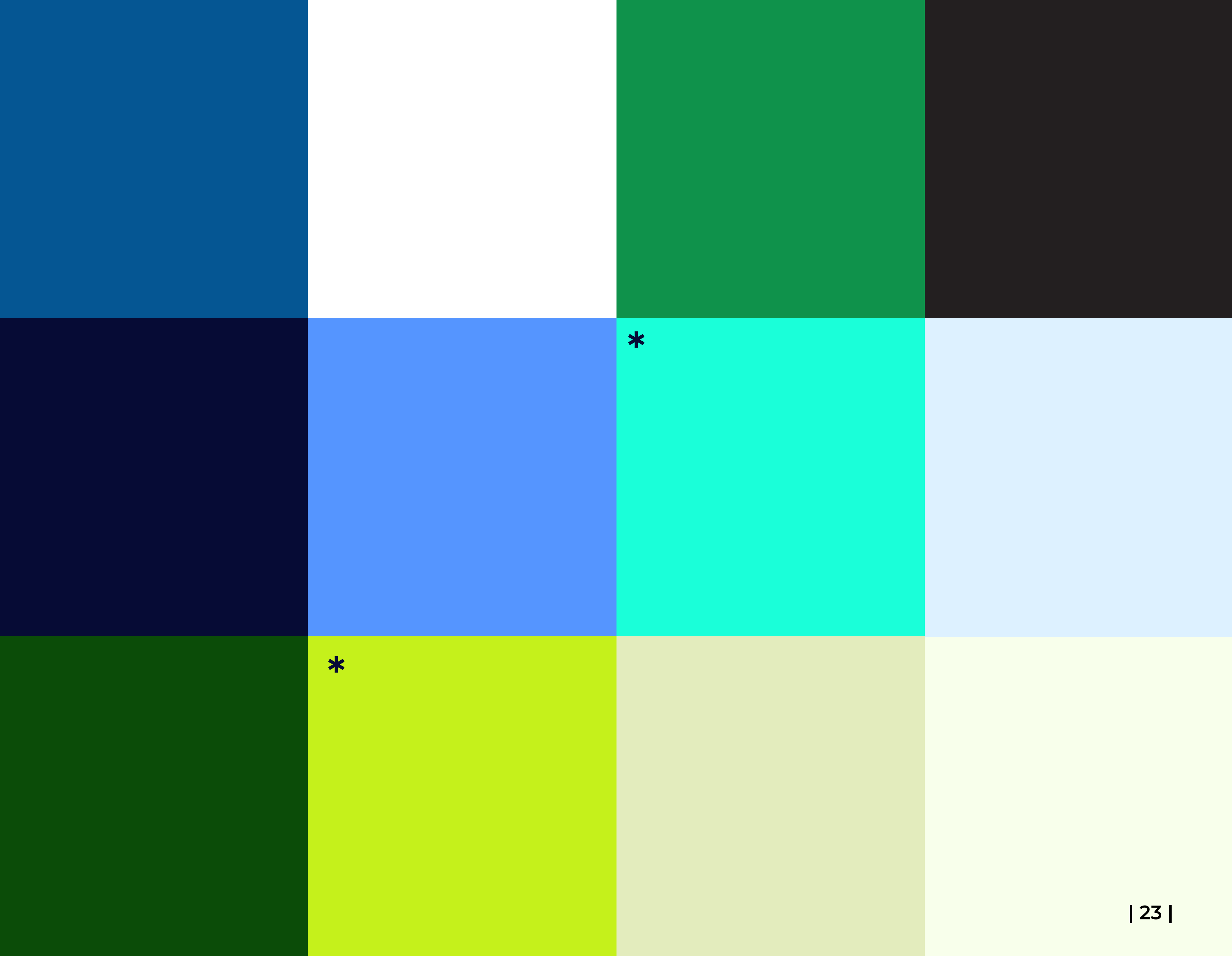
R: 253
G: 255
B: 240

Primary

Secondary
Blues & Greens



We've added two brighter, slightly more contemporary colours to the secondary palette to provide greater flexibility for your brand. These colours are intended to be used sparingly as accents in marketing materials, social media posts, and similar applications, helping to draw attention to headlines and key features.



Montserrat

is designated for social media posts and Canva graphics due to its high legibility, modern aesthetic, and versatility across digital formats. Its clean, geometric forms ensure clarity at various sizes and maintain a consistent, professional, and approachable brand presence in all visual communications.

FOO

Town of Amherst
**THE CENTRE
OF IT ALL**

0123456789

Montserrat is a modern geometric sans-serif typeface inspired by the urban signage of Buenos Aires, designed by Julieta Ulanovsky. It balances clean, contemporary structure with a warm, human feel, making it both highly legible and approachable. Its versatility across weights and formats allows it to perform effectively in both headlines and body text, while its subtle character adds personality without sacrificing clarity. As a result, Montserrat is ideal for brands seeking a modern, accessible, and culturally grounded visual voice.

%\$#@&

Montserrat

Headline:
Montserrat Black

Body copy:
Montserrat Regular

amherst.ca

AMHERST
THE CENTRE
OF IT ALL

Amherst is Nova Scotia's second-largest town, with a population of 9,400 really awesome people!

Amherst is a town in northwestern Nova Scotia, Canada, located at the northeast end of the Cumberland Basin, an arm of the Bay of Fundy, and 22 km (14 mi) south of the Northumberland Strait. The town sits on a height of land at the eastern boundary of the Isthmus of Chignecto and Tantramar Marshes, 3 km (1.9 mi) east of the interprovincial border with New Brunswick and 65 km (40 mi) southeast of the city of Moncton. It is 60 km (37 mi) southwest of the New Brunswick abutment of the Confederation Bridge to Prince Edward Island at Cape Jourimain.

01

Montserrat Italic

Sub header:
Montserrat Medium

Montserrat Bold

Arial

is designated for use in documentation and paperwork due to its high readability and neutral, professional appearance. Its widely recognized form ensures clarity in printed and digital documents, maintaining a consistent and formal brand presence across all written materials.

Town of Amherst
**THE CENTRE
OF IT ALL**

0123456789

%\$#@&

Arial is a widely used sans-serif typeface designed in 1982 by Robin Nicholas and Patricia Saunders. Known for its simplicity and neutrality, Arial was created to be highly legible across both print and digital environments, making it a reliable and accessible choice. Its clean, unembellished forms allow content to take center stage, supporting clear communication without adding stylistic noise. As a result, Arial is ideal for brands and contexts that prioritize clarity, functionality, and universal readability.

N
O
O

Arial

Headline:
Arial Bold

Body copy:
Arial Regular

amherst.ca

AMHERST THE CENTRE OF IT ALL

Amherst is Nova Scotia's second-largest town, with a population of 9,400 really awesome people!

Amherst is a town in northwestern Nova Scotia, Canada, located at the northeast end of the Cumberland Basin, an arm of the Bay of Fundy, and 22 km (14 mi) south of the Northumberland Strait. The town sits on a height of land at the eastern boundary of the Isthmus of Chignecto and Tantramar Marshes, 3 km (1.9 mi) east of the interprovincial border with New Brunswick and 65 km (40 mi) southeast of the city of Moncton. It is 60 km (37 mi) southwest of the New Brunswick abutment of the Confederation Bridge to Prince Edward Island at Cape Jourimain.

01

Arial Italic

Sub Header:
Arial Regular

Arial Bold

08 Incorrect
Logo Use



Never change the colour of any of the elements of the logo.



Never distort the logo.



Never place the logo on an angle.



Never change the proportions between the elements.



Never alter the position of the elements in the logo.

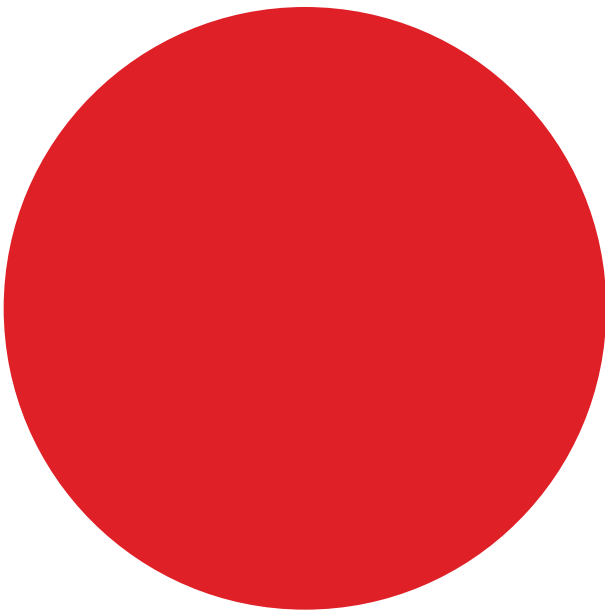


Never insert text in the logo's protection zone.

Retired
Elements



Note that we will be retiring the red colour from our branding. The one exception will be for the heart at the centre of the Amherst Winter Carnival logo.



New
Elements





Any requests to use Town of Amherst logos or other brand elements must be directed to Town Hall, to the attention of Marketing & Communications, at **info@amherst.ca** or **902-667-3352**.



Nova Scotia

2026



Amherst

amherst.ca