Brand Book

timminsedc.com

Timmins

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Intro

About Timmins Economic Development
Timmins Economic Development is the city's community economic development team, which facilitates and supports economic and social activity that creates jobs, diversifies the economy and improves quality of life.

Land Acknowledgement
Timmins Economic Development acknowledges that we are located on the traditional Lands of Mattagami First Nation, Flying Post First Nation, and Matachewan First Nation, home to many Ojibway, Cree, Oji-Cree, Algonquin and Métis people. We also acknowledge that we are situated in Treaty 9 territory (also known as the James Bay Treaty), which is steeped in the rich Indigenous history of many First Nations, Metis and Inuit People.

We make this acknowledgement as a first step in recognizing First Peoples' long history and living culture, made with respect to Elders, both past and present.

Mission

We advance community economic development in Timmins and the region by attracting and supporting businesses and organizations.

Vision

Timmins is a thriving Northern city with an enviable quality of life and diversified economy.

Values

Accountability
We conduct business in a cost-efficient, transparent and sustainable manner.

Communication
We engage meaningfully and regularly with both external and internal stakeholders.

Empowerment
We build capacity within our clients, team members and Board by providing them with the skills and knowledge to accomplish goals within the framework of our mission.

Inclusivity
We respect diversity and work with a variety of stakeholders to build meaningful partnerships.

Innovation
We encourage creative thinking, and embrace change that supports our vision and the goals of clients and our stakeholders.

Logo

The refreshed logo builds on the foundation of the previous economic development identity, maintaining continuity while evolving to meet current needs. Greater emphasis is placed on the word “Timmins” to position the city more prominently as a destination and economic hub. This shift enhances the logo’s function as a marketing and attraction tool, making the city name instantly recognizable across both regional and national audiences. The updated design strengthens place-based branding while still aligning with the municipality’s broader visual identity.

Primary

Versatile, scalable, and works well for both digital and print applications. It's ideal for website headers, letterheads, and promotional materials. It can be scaled down without losing legibility.

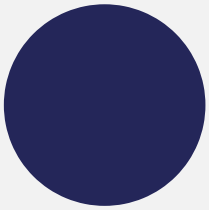
Stacked Acronym

Use in very tight spaces where you need a compact and recognizable logo. It's ideal for mobile apps, small prints, or social media profile pictures, where vertical space is available but horizontal space is limited.

Spacing

Allow enough space around the logo for other elements. Use the stylized ‘T’ favicon can as a gauge.

Colour Palette

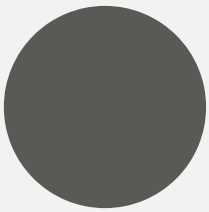


Navy
#242659

Navy draws inspiration from the City's official corporate blue, grounding the brand in its municipal identity. As a strong, versatile base, it's commonly used in text backgrounds and image overlays.

Gold
#fdb315

Gold is a nod to the region's rich mining history. It is strategically applied to key design elements to draw attention and highlight moments of importance, acting as both a symbolic and functional accent.



Charcoal
#5b5955

Charcoal rounds out the palette, offering a clean, understated tone primarily reserved for body text and secondary details, ensuring clarity and readability.

Image Templates