

# Document Standards

Accessible Document Design Guide

**Imagine trying to access vital information online—only to find it confusing, unreadable or impossible to navigate.**

For many people with disabilities, this is a daily reality.

When digital content is designed with accessibility in mind, everyone benefits.

Accessible design empowers all users to engage fully and independently.

This is why the City of Mississauga is committed to communicating clearly, effectively and fairly with all residents. Providing documents in accessible formats is part of delivering excellent customer service and complying with the Accessibility for Ontarians with Disabilities Act (AODA). When a document, such as a complex blueprint, cannot be made fully accessible, the City must offer the information in an alternate format, upon request.

To guide digital accessibility, the Web Content Accessibility Guidelines (WCAG) outline best practices for removing barriers and ensuring content is accessible to all users.

**Perceivable:**

Information can be seen, heard or felt

**Operable:**

Users can navigate using keyboards or assistive technologies

**Understandable:**

Content is clear and makes sense

**Robust:**

Content works across various browsers and devices

You never know who will read your document or how. By following WCAG-based standards, you help ensure that people with permanent, temporary or situational disabilities can access your content.



**Touch**

- Permanent: One arm
- Temporary: Arm injury
- Situational: Carrying a child



**Hear**

- Permanent: Deafness
- Temporary: Ear infection
- Situational: Noisy environment



**See**

- Permanent: Blindness
- Temporary: Cataract
- Situational: Fogged-up glasses



**Speak**

- Permanent: Non-verbal
- Temporary: Laryngitis
- Situational: Heavy accent

Whenever possible, start with a City of Mississauga corporate template. These templates include built-in accessibility features and produce PDFs that require fewer adjustments to meet accessibility standards.

## Purpose of this guide

This guide helps content authors create accessible documents that meet provincial accessibility requirements by clearly defining information and communication expectations. It's designed to support the City's Document Standards policy.

These standards are mandatory for all municipal communications, publications, digital platforms and public engagement materials, including published Council and committee reports and presentations.

The Document Standards policy combines the standards outlined in the Accessibility for Ontarians with Disabilities Act (AODA), the Integrated Accessibility Standards Regulation (IASR) and the World Wide Web Consortium's Web Content Accessibility Guidelines (WCAG) 2.0 at Level AA.

Although the guide's primary focus is on document creation using Microsoft Word and PowerPoint, the principles apply across a wide range of formats and platforms. Clear structure and formatting help everyone read and understand the content.

Likewise, accessible PDF documents incorporate features such as proper tags, logical reading and tab order, bookmarks, well-structured tables and accurate document metadata, including title and author.

In all document types, using plain language improves clarity and usability for everyone by allowing for quick scanning and comprehension, especially for people in distracted environments and for people with cognitive disabilities, lower reading literacy or limited familiarity with the topic or language.

Applying these practices helps ensure users can easily find information, understand it and use it effectively to complete tasks.

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# Microsoft 365 Accessibility

## Corporate document templates

Using accessible document templates from the start makes creating inclusive content easier and more efficient. The corporate templates are designed with built-in features like:

- Clear and logical structure
- High-contrast, readable colour schemes
- Compatibility with assistive technologies such as screen readers

Applying consistent heading styles, formatting and layout helps all users regardless of ability quickly find and understand the information they need. Plus, designing with accessibility in mind from the beginning streamlines the process when converting documents to PDF for online publication.

City staff can download templates from the Document Standards SharePoint page [mississauga.sharepoint.com/sites/p0030/SitePages/CollabHome.aspx](https://mississauga.sharepoint.com/sites/p0030/SitePages/CollabHome.aspx).

## Font guidelines

Font type, size and style directly affect how easily your document can be read. Using a single font type throughout helps maintain a clean and consistent layout. Mixing too many fonts can create visual clutter and reduce readability.

### Font type

Recommended font is Arial. Arial is a part of the sans-serif font type which is generally easier to read than serif fonts. Avoid fonts that are narrow, decorative or resemble handwriting, as they can be difficult to interpret.

✓ **Accessible**  
Sans-serif

Abc

✗ **Inaccessible**  
Serif

Abc

### Font size

Ensure your text is large enough to read comfortably:

#### Documents

minimum Arial 11 pt  
for body text

Example of document body text sizing. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum dapibus mi id metus pla cerat euis mod. Phasel lus consequat nunc vitae lectus pretium, non ultricies odio venenatis. Integer rhoncus ultrices arcu, consequat porti tor urna ullamcorper vitae. Curabitur mi eros, venenatis veh ula turpis quis, iaculis or re justo.

#### Presentations

minimum Arial 18 pt  
for visibility on screens

Example of presentation text size. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum dapibus mi id metus plarat euismod.

## Font styling

Use styling thoughtfully to enhance clarity:

- Use bold sparingly for emphasis; avoid bolding large blocks of text
- Reserve italics for quotes, foreign terms or references
- Use underline only for hyperlinks; avoid using for emphasis as it disrupts letter shapes

Be careful with very small text.

**Large sections of bold text can reduce readability.**

*As can text that is italicized.*

BE CAUTIOUS WHEN USING ALL CAPS.

## Letter case

Use a mix of uppercase and lowercase letters to improve readability:

- UPPERCASE only for short headings or acronyms
- Lowercase improves word shape recognition and reading flow

### ✓ Accessible

Different shapes give clues.

### ✗ Inaccessible

CAPITALS DON'T GIVE CLUES.

**Tip:** If you want to convey a strong emotion like shouting, use an exclamation point. Screen readers adjust voice inflection for sentences with exclamation marks, helping convey tone.

## Document structure

Using built-in formatting tools helps make your documents easier to navigate, especially for users relying on assistive technologies. Consistent use of headings, slide titles and standardized headers and footers ensures City of Mississauga documents are clear, accessible and professional.

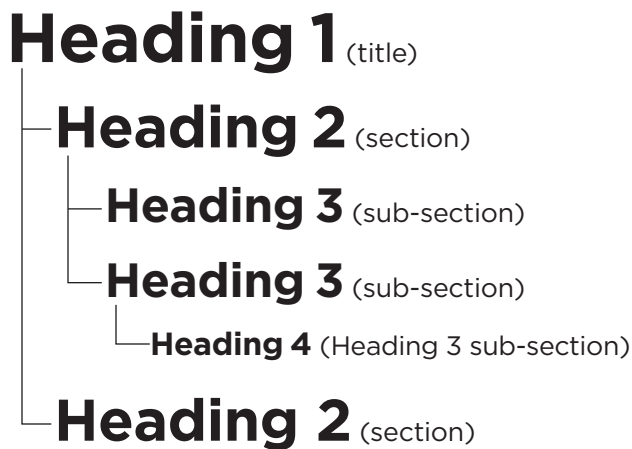
### Navigating the document

Leverage built-in features to organize and structure your content effectively.

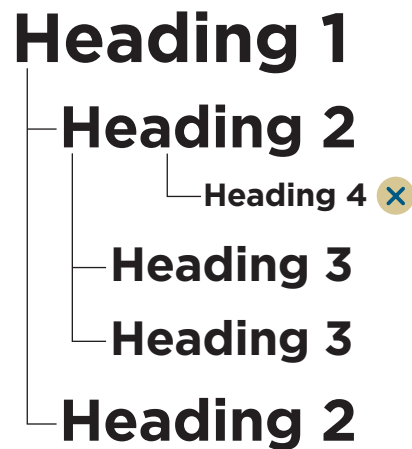
#### For Word documents:

- Apply heading styles to define sections and sub-sections
- Avoid skipping heading levels (such as, using a heading 4 after a heading 2)
- Use automatic tools to generate a table of contents and page numbers

#### ✓ Accessible



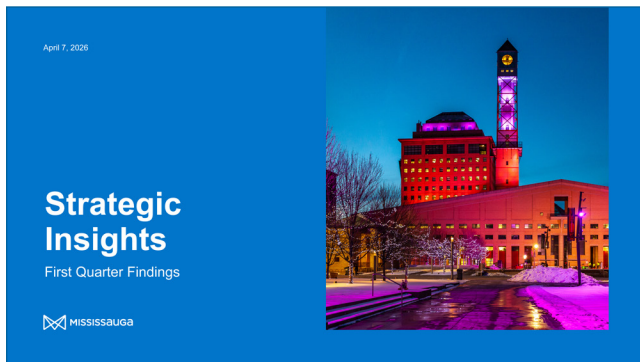
#### ✗ Inaccessible



**Tip:** When you use the Styles tool in Microsoft Word, your headings can be converted into a clickable table of contents and bookmarks in the PDF version. This also ensures consistent formatting throughout the document.

## For PowerPoint presentations:

- Begin with a Title Slide that clearly states the presentation title
- Use a title on every slide for best accessibility structure



**Tip:** Slide titles in PowerPoint become bookmarks in the exported PDF, making navigation easier for all users.

## Headers and footers

Use headers and footers only for non-essential content. Information placed here may not be detected by assistive technologies and is typically excluded from the PDF reading order.

Appropriate content for headers and footers includes:

- Document titles or section names if also included in the main body
- Logos
- Page numbers

## Design principles

A consistent, well-structured layout improves comprehension, especially for people with visual or cognitive disabilities. Thoughtful use of white space, alignment and formatting helps make your content easier to read and navigate.

### Text alignment

Align text to the left for better readability and accessibility:

- Avoid justified text as it creates uneven spacing that can be hard to follow
- Avoid centered text which becomes difficult to track at high magnification levels

#### ✓ Accessible

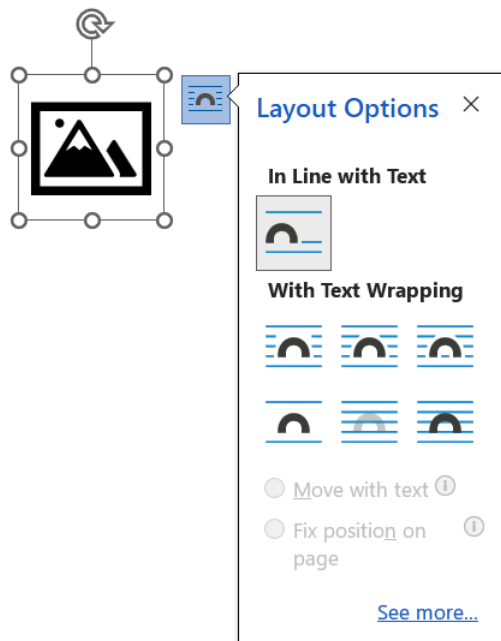
Aligning your text to the left margin makes it easy to find the start of the next line and keeps spaces even between words.

#### ✗ Inaccessible

Avoid justifying the text as it causes uneven spacing between words.

### Image alignment

Set images to In Line with Text to maintain the correct reading order.



**Tip:** Use the columns tool in Microsoft Word to place images beside text.

## Content layout

Use columns for content layout instead of using tables or textboxes.

- Use tables for data or information that corresponds to table headers
- Textboxes may not be accessible to assistive technologies

### ✓ Appropriate use of columns

#### Heading

Video provides a powerful way to help you prove your point. When you click Online Video, you can paste in the embed code for the video you want to add. You can also type a keyword to search online for the video that best fits your document.

#### Heading

To make your document look professionally produced, Word provides header, footer, cover page, and text box designs that complement each other. For example, you can add a matching cover page, header, and sidebar.

### ✗ Inappropriate use of a table

#### Heading

Video provides a powerful way to help you prove your point. When you click Online Video, you can paste in the embed code for the video you want to add. You can also type a keyword to search online for the video that best fits your document.

#### Heading

To make your document look professionally produced, Word provides header, footer, cover page, and text box designs that complement each other. For example, you can add matching cover page, header, and sidebar.

## Lists

Use built-in list tools to ensure screen readers can identify and navigate lists properly:

- Use auto-generated bullets or numbering
- Avoid manually typed lists (such as, dashes or asterisks)
- Limit to two-levels of nesting when possible

## Spacing

Use built-in formatting tools to manage spacing instead of using the Enter, Spacebar or Tab keys to create visual gaps.

- Set margins to 2.54 cm (1 inch) on all sides
- Use line spacing of at least 1.15
- Adjust paragraph spacing using the Styles settings or the Paragraph Spacing tool
- Insert a Page Break instead of pressing Enter repeatedly to start a new page

### Accessible

This is an adequate amount of space between lines of text and paragraphs.

The amount of space between individual characters will increase readability.

### Inaccessible

This is not an adequate amount of space between lines of text. The lack of space between individual characters will decrease its readability.

**Tip:** Use Show/Hide (¶) tool in Word to spot extra spaces or blank lines and Outline View in PowerPoint to check for missing slide titles or structure gaps.

## Tables

Keep tables simple and structured for accessibility:

- Use only for tabular data, such as financial reports or price categories
- Avoid merged or split cells
- Repeat header rows on tables that span multiple pages
- Prevent row content from splitting across pages
- Do not leave blank cells
- Avoid placing images or graphics inside table cells

### ✓ Simple table

Header 1	Header 2	Header 3
Data	Data	Data
Data	Data	Data
Data	Data	Data

### ✗ Complex table

Header 1	Header 2		Header 3
	Header 2-1	Header 2-2	
Data	Data	Data	Data
Data	Data	Data	Data
Data	Data	Data	Data

## Colour and contrast

Use colour thoughtfully to ensure your content remains understandable for people with visual disabilities or when printed in black and white.

- Use corporate-approved colour combinations
- Ensure strong contrast between text and background for readability in bright environments
- Never rely on colour alone to convey meaning
- Hyperlinks should be both underlined and coloured
- Avoid using coloured shapes or symbols as the only way to highlight or compare information
- Test in greyscale to ensure information is still understandable

### Approved use of corporate blue colours

Colour	Hex code	RGB values	White	Black
Corporate blue	#0075C9	0, 117, 201	Sufficient contrast	Do not use
Light blue	#54C0E8	84, 192, 232	Do not use	Sufficient contrast
Medium blue	#00A7E1	0, 167, 225	Do not use	Sufficient contrast
Dark blue	#00609C	0, 96, 156	Sufficient contrast	Do not use

### Approved use of accent colours

Colour	Hex code	RGB values	White	Black
Light green	#00B050	0, 176, 80	Do not use	Sufficient contrast
Green	#32873C	50, 135, 60	Sufficient contrast	Do not use
Dark green	#00695E	0, 105, 94	Sufficient contrast	Do not use
Orange	#F16223	241, 98, 35	Do not use	Sufficient contrast
Dark orange	#C9470D	201, 98, 35	Sufficient contrast	Do not use
Red	#FF0000	255, 0, 0	Do not use	Sufficient contrast
Dark red	#A03942	160, 57, 66	Sufficient contrast	Do not use
Purple	#6C3B7A	108, 59, 122	Sufficient contrast	Do not use

**Tip:** If using non-approved colours, check the contrast ratio using the [WebAIM Contrast Checker](#) to ensure it meets the minimum 4.5:1.

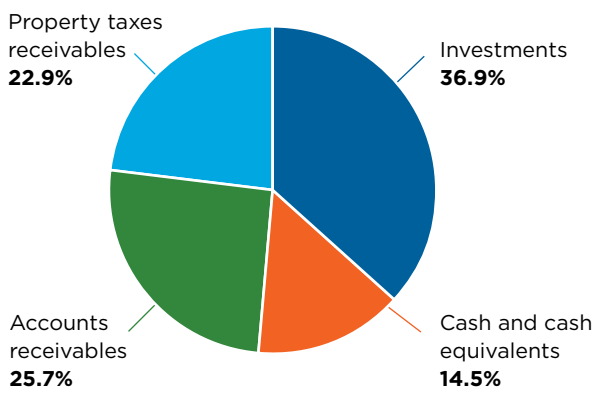
### Graphs and charts:

- Design in greyscale to ensure clarity without colour
- Use borders or patterns for chart segments and bars
- Use distinct line styles or symbols in line graphs
- Clearly connect data with labels and avoid using legends, when possible

#### ✓ Well designed pie chart

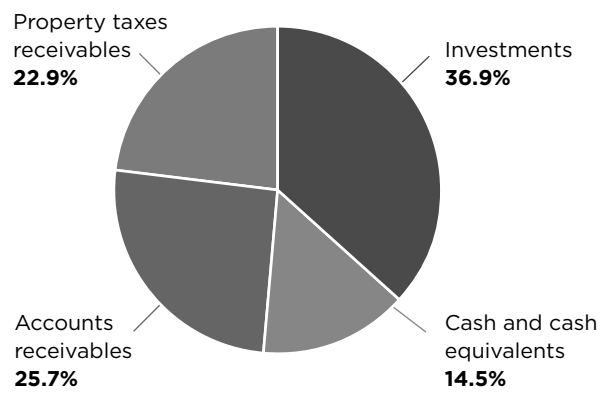
colour version

##### Financial Assets



greyscale version

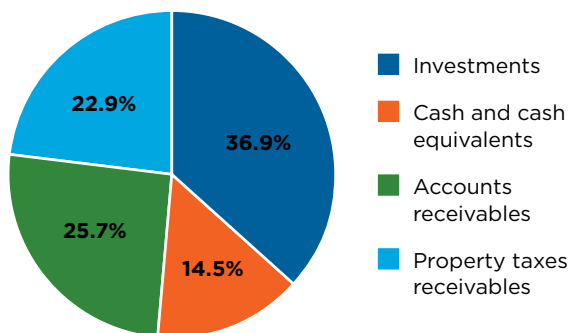
##### Financial Assets



#### ✗ Poorly designed pie chart

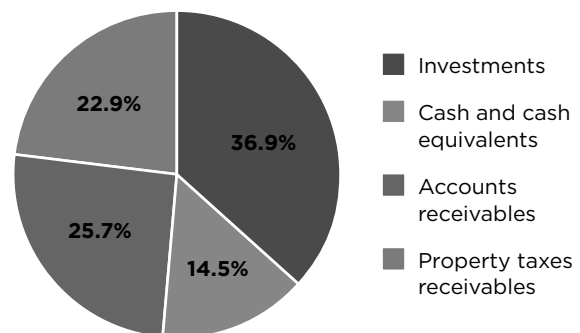
colour version

##### Financial Assets



greyscale version

##### Financial Assets



## Descriptive text

Provide meaningful descriptions for images and links to support screen reader users.

### Images:

- Add a short description (1 to 2 sentences) explaining the image's purpose
- Avoid repeating captions in alt text
- Do not include phrases like “image of” or “photo of”
- Mark ornamental images as decorative
- Include any text shown in the image

#### ✓ Good description



Alt text = Person cycling along the waterfront.

#### ✗ Poor description



Alt text = Woman wearing a blue shirt riding a white bike on a paved path along the waterfront with grass in the foreground.

### Hyperlinks:

- Use descriptive link text that clearly indicates the destination
- Avoid vague phrases like “click here” or “read more”
- Include full URLs when content is intended for print

#### ✓ Good use of link text

[Basket weaving courses](#) are available every Monday from May 12 to September 14. Please make sure you review the tools and supply list to ensure you have everything you need to get started. If you have any questions, please contact our program coordinator.

#### ✗ Poor use of link text

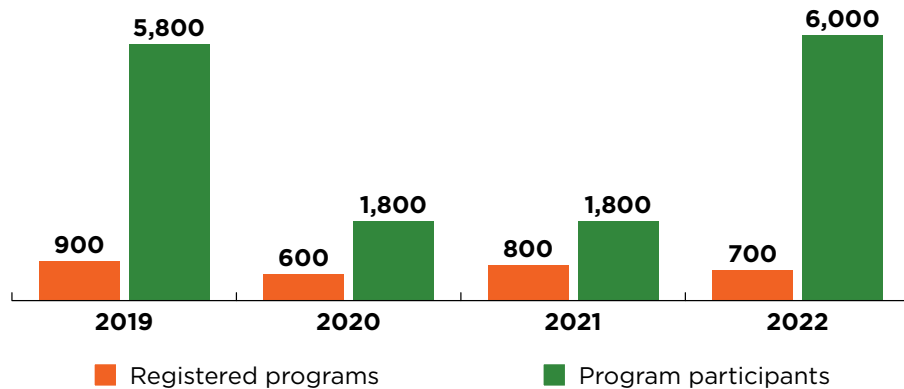
Visit our [website](#) for information on current programs and certifications.

## Complex images

For charts, graphs or infographics with detailed information, provide an alternate format:

- Use a list or table to present the same data
- Include a title, labels, alt text and a text summary of the main features for charts and graphs

### Culture programs



**Table 1:** Culture program registration information

Program data	2019	2020	2021	2022
Registered programs	900	600	800	700
Program participants	5,800	1,800	1,800	6,000

## SmartArt graphics

Use SmartArt with caution. Choose colour schemes with strong contrast.

Conversion of SmartArt graphics may lead to accessibility issues since:

- Auto-generated alt-text may be longer than recommended
- Relationships between elements may be unclear
- Screen readers may announce both the graphic text and its alt text

**Tip:** SmartArt PDF tags in PDFs require a manual inspection and repair by someone trained in accessible document creation.

## Document properties

Setting up your document correctly from the start improves accessibility, usability and searchability. This includes writing at an appropriate reading level, adding metadata and using built-in accessibility tools.

### Reading level

Aim for a grade 6 to 8 reading level when creating public-facing content. Writing in plain language helps everyone, especially people with disabilities and those who speak English as a second language, understand and act on your message.

Best practices:

- Use short, clear sentences
- Write in active voice
- Choose simple, conversational words
- Define acronyms the first time they appear
- Avoid jargon, idioms and metaphors

#### ✓ Plain language (grade 5.8)

Healthy trees can grow their leaves back in the same season. Spongy Moth infestations weaken trees so they can't regrow their leaves. This weakness also makes them more likely to be injured by other things, like other bugs or weather.

#### ✗ Original (grade 12.8)

Healthy trees can grow their leaves back in the same season, but an ongoing Spongy Moth infestation weakens trees and can make them more likely to be damaged from other stressors.

**Tip:** Use the Editor tool in Microsoft Word (Home tab/Document Stats under Insights) to check the reading level of your content. You can assess the entire document or selected sections.

## Metadata

Metadata helps both people and technology understand your document. It improves search engine visibility and ensures assistive technologies can present the content accurately.

Set the following properties:

- Title should represent the document or presentation content
- Author should be City of Mississauga (division can also be included)
- Language will enable screen readers to use proper pronunciation and translation tools

## Accessibility check

Use Microsoft's Accessibility Checker to identify and fix issues that may prevent users from accessing your content. The Accessibility Assistant guides you through resolving common problems.

Key areas it reviews:

- Colour and contrast to ensure text is readable against its background
- Media and illustrations to check alt text is included
- Table structure and readability
- Document structure to confirm proper use of headings and layout elements
- Document access for compatibility with screen readers and other assistive technologies

# Accessible document checklist

## Font guidelines

- Arial or sans serif fonts
- Font sizes at or above minimum
- Minimal use of bold text
- Italics for quotes and references only
- Underline for links only
- Limited use of all upper-case letters

## Document structure

- Hierarchical heading structure
- Auto generated table of contents
- Important information is not only found in the header or footer

## Design principles

- Left text alignment
- No blank lines
- Colour works in greyscale
- Sufficient contrast
- Alt text for simple, informative images
- Text representation of complex images
- Descriptive text for links
- Auto generated lists
- Simple data tables with defined headers
- Table header row repeated on new pages
- Table row content does not span across pages
- Symbols, patterns and/or labels used in charts and graphs

## Document properties

- Plain language
- Document title, author and subject included
- Accessibility check

# PDF Accessibility

## Converting to PDF

Avoid using **Print to Adobe PDF**. This method creates a static image of your document, making the content inaccessible to assistive technologies and unreadable by screen readers.

To ensure your PDF remains accessible, always start with a properly formatted Microsoft Word or PowerPoint file and use one of the following conversion methods:

- **Create PDF** using the Acrobat ribbon in Microsoft Office
- **Save As** or **Save as Adobe PDF** from the File menu

These options preserve document structure, headings, alt text and other accessibility features that make your content usable for everyone.

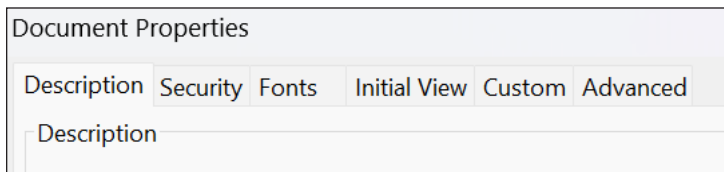
# PDF accessibility criteria

An accessible PDF includes features that support users with disabilities, especially those using assistive technologies like screen readers. If you properly format your source document, you only need a few adjustments to meet the City of Mississauga’s Document Standards policy.

## Document properties

Set the document title and language to ensure clarity and correct pronunciation by screen readers.

- Check the Title in the Description tab
- Set the Initial View to display the document title
- Verify the Language setting in the Advanced tab

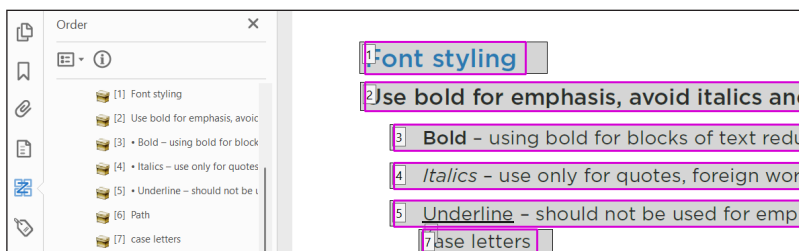


Document Properties window in Adobe Acrobat

## Reading order

Ensure the content follows a logical reading order. What appears visually may differ from how assistive technologies interpret it, especially with images.

- Logical structure helps users understand content in the correct context
- A properly ordered PDF allows content to reflow for different screen sizes



Order icon and content reading order in Adobe Acrobat



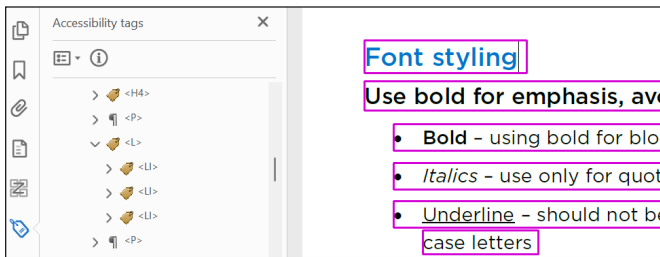
Content presented in columns



Columns in reflow mode

## PDF tags

Tags are hidden labels that define the structure of a PDF. They're essential for screen readers and other assistive tools to interpret and navigate the document.



Tags icon, tags tree and tagged content in Adobe Acrobat

### Verify tag structure and order:

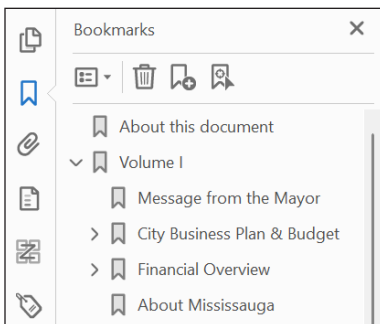
- All tags should be nested under the <Document> tag
- Use correct tag types for elements like headings, lists and tables
- Ensure tag order matches the visual layout

### Use proper tagging for content types:

- Lists use <L> tags with nested <LI> items
- Tables use <Table> tags with nested <TR> (rows), <TH> (headers) and <TD> (data cells)
- Table of Contents use <TOC> with nested <TOCI> tags
- Links include <Link-OBJR> tags for hyperlinks and TOC items

## Bookmarks

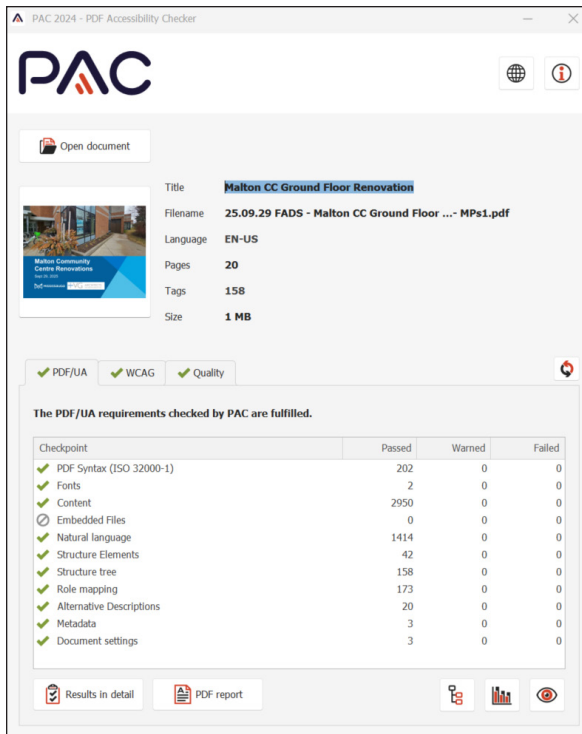
Add bookmarks to multi-page documents to create a digital table of contents. Bookmarks improve navigation and support users who rely on keyboards instead of a mouse or trackpad.



Bookmarks icon and bookmarks in Adobe Acrobat

## PDF compliance validation

Automated accessibility checkers are helpful but they can't guarantee full compliance with the City of Mississauga's Document Standards policy. After manually reviewing your PDF for structure, readability and content accuracy, use the **PDF Accessibility Checker (PAC 2024)** to validate it against recognized standards like **WCAG** or **PDF/UA**.



PDF Accessibility Checker (PAC 2024)

**Tip:** City staff can download PAC 2024 from the Software Centre. The tool generates a detailed report that you can use as proof of compliance with accessibility requirements.

# Compliant PDF checklist

## General requirements

- Document title and language
- PDF marked as tagged
- Minimal use of bold text
- Complies with PDF/UA or WCAG requirements
- Bookmarks for multi-page documents
- Correct tagging structure
- Hierarchical heading structure
- Logical reading order

## Images

- Alt text for simple, informative images
- Text representation of complex images
- Symbols, patterns and/or labels used in charts and graphs

## Colour

- Colour works in greyscale
- Sufficient contrast

## Links

- Descriptive text for links
- Identified with an underline and colour
- Function as intended

## Tables

- Table headers with defined scope
- Table header row repeated on new pages

# Plain Language Guidelines

**Plain language is a cornerstone of accessibility as it ensures that information is easy to read, understand and act on.**

This approach is especially valuable for:

- People with disabilities
- Individuals who struggle with reading
- Non-native speakers of the language

Using clear, straightforward words helps everyone feel included, reduces confusion and errors and saves time and resources.

Think of plain language like a ramp:  
it removes barriers and opens the door for everyone to access and participate equally.

# Write for your audience

## Understand their needs

Consider your audience’s background, reading level and what they need to know.

- Council and Leadership Teams: Provide concise executive summaries that highlight key insights and decisions
- Consultants: Include detailed technical content, charts and formulas to support analysis and implementation
- Residents: Offer clear, straightforward instructions and explanations that are easy to follow

## Tailor your language

Use familiar words and phrases your audience will understand. Avoid jargon, idioms and euphemisms that may confuse or exclude people from diverse cultural or linguistic backgrounds.

✔ Use	✘ Don't Use
follow up	circle back
examine	deep dive
change approach	pivot
help	assistance, support, facilitate
outcome	deliverable
availability	bandwidth
agreement	alignment

## Consider their perspective

Writing with empathy and intention helps your message be heard, understood and valued.

- Anticipate questions and concerns they may have
- Focus on the information most relevant to their goals
- Be mindful of cultural context to avoid misinterpretation
- Use a warm, conversational tone for residents and a more formal tone for Council and Leadership Teams

## Structure for clarity

Well-structured writing helps readers absorb information quickly and confidently. Use these techniques to make your content clear, organized and accessible.

A clean structure helps every reader connect with your message.

### Use headings and subheadings

Break content into sections with clear titles to guide readers, highlight key points and support easy navigation.

Headings are important for:

- Providing clear visual markers that make the flow of content easier to understand and follow
- Helping screen readers identify sections so users who are blind or have a visual disability can move between content more easily
- Breaking content into smaller, manageable sections to reduce cognitive load and help users focus on key information

### Use lists

Present ideas in bullet or numbered lists to improve readability and make information easier to scan and understand.

#### Use

The Committee of Adjustment determines that an application can be approved if most of the members agree that it meets the following:

- The variance is minor
- The variance is desirable for the appropriate development or use of the property
- The general intent and purpose of the zoning by-law is maintained
- The general intent and purpose of the official plan is maintained

#### Don't use

The Committee of Adjustment determines that an application can be approved if most of the members agree that the variance is minor, the variance is desirable for the appropriate development or use of the property, the general intent and purpose of the zoning by-law is maintained and the general intent and purpose of the official plan is maintained.

## Keep sentences and paragraphs short

Focus each paragraph on one idea and limit it to five sentences. Aim for sentences between 15 to 20 words to keep your writing concise and digestible.

### ✔ Use

The City removes Spongy Moth egg masses in the winter.

Egg mass removal is determined on a tree-by-tree basis. We target younger and smaller trees in high-risk areas. This allows staff to reach egg masses along the entire tree.

We don't remove egg masses in large trees because it's hard to effectively reach them.

### ✘ Don't use

The City undertakes targeted Spongy Moth egg mass removal during the winter months. Egg mass removal is determined on a tree-by-tree basis, and is targeted to younger/smaller trees in high-risk areas so that staff are able to reach egg masses along the entire tree. Egg mass removal in large trees is not undertaken given the limited ability of staff to reach into the tree canopy rendering the activity ineffective for control.

## Use active voice

Clearly show who is doing what. Active voice makes your writing more direct, engaging and easier to follow.

### ✔ Use

The committee wrote the report.

### ✘ Don't use

The report was written by the committee.

# Choose words with intention

## Use simple, familiar words

Choose everyday words over complex or technical terms. Clear language helps more people understand your message.

✔ Use	✘ Don't Use
housing	accommodation
do	administer
expect	anticipate
help	assistance, support, facilitate
let staff know	communicate with staff
decide	determine
person, you	individual
way	method
get	obtain
before	preceding, prior to
ask	request
get help	require assistance
cause, make, lead to	result in
must	required
use	utilize, implement

## Define unfamiliar terms



Spell out acronyms the first time they appear, followed by the abbreviation in parentheses. For example: Accessibility for Ontarians with Disabilities Act (AODA). In longer documents, include a glossary to help readers navigate key terms.

## Avoid redundancy

Eliminate unnecessary words and repetitive phrases.  
Concise writing is easier to read and more impactful.

✔ Use	✘ Don't Use
then	after this is accomplished
and	and also
soon	at an early date
let's you	gives you the opportunity to
according to, in line with, following	in accordance with
plus, and	in addition to
without	in the absence of
to	in order to
if	in the event of
can	is/are able to
let's you	provides you with the opportunity to
how long	the amount of time that
options	various options

## Examples of plain language writing

 Use	 Don't Use
<p>We're working with local health and safety organizations for this process.</p>	<p>There are numerous organizations engaged in this process.</p>
<p>We accept most development applications online. If you can't apply online, please contact us for other options.</p> <p>Application requirements are listed on each application page.</p>	<p>Most development applications are now being accepted in digital format only – please see submission requirements on individual web page and application form (links above) for more details. If you are unable to submit your application electronically, please contact our office to make alternate arrangements.</p>
<p>You need a permit to open a grave site in a cemetery.</p>	<p>A cemetery will not consent to the opening of a grave site without a permit.</p>
<p>If you make a hole or rut in the road while freeing a stuck vehicle, you must fill it before you leave.</p>	<p>When in the process of freeing a vehicle that has been stuck results in ruts or holes, the operator will fill the rut or hole created by such activity before removing the vehicle from the immediate area.</p>
<p>Make sure your information is accurate.</p>	<p>It is your responsibility to make sure that all of the information on any form submitted to a registry agent is truthful, correct and accurate.</p>
<p>Write a cancellation request and mail it to a registry agent.</p>	<p>Put your cancellation request in writing and submit it by mail to the registry agent of your choice.</p>
<p>The child was present for the start or immediate results of the crime.</p>	<p>The minor has witnessed the commission of the eligible offence or the immediate aftermath of the eligible offence first-hand by being physically in attendance and in proximity to the commission of the violent crime.</p>

# Logo Usage Quick Guide

Our brand reflects our City values, it supports how we communicate our initiatives, programs and services.

The City logo and brand colours are the foundation of our visual identity. They are key components in helping the City identify itself and instill trust in a variety of channels and mediums.

## Our visual expression

### The logo

The logo is the visual expression of the authentic and compelling brand story that Mississauga is communicating to the world. Because of that, the logo is deeply rooted in the idea of growth.

The three triangles form an open, bold and future-focused 'M'.

The open spaces in the design embody the spirit and possibility of a city that continues to build, shape and define its story and future.

The logo symbolizes the fact that we are not constrained by any limitations and that we are free to realize our potential.



# The logo and colours

## Vertical logo

The vertical orientation should be used as the identifier when there is a lot of vertical space.






## Horizontal logo

The horizontal orientation should be used as the identifier when there is not as much vertical space.



## Logo colours

-  blue (PMS 3005)
-  black
-  white

# The symbol and the wordmark

## A symbiotic relationship

The Mississauga logo is comprised of the symbol and the wordmark.

In some respects the horizontal and vertical logos are quite different. The relationship of scale between the two elements is based on the weight of the letterforms and the symbol. Because the horizontal logo uses a proportionally smaller symbol, the stroke of the symbol is thicker. The vertical logo allows more prominence to the symbol, therefore the relationship with the wordmark is slightly different. In this case the stroke of the symbol is thinner to match up to the weight of the wordmark. One should never separate the symbols from their respective wordmarks as they were designed to work together.

Do **NOT** move the symbol to make the other orientation of the logo.  
The symbol is **NOT** the same proportion for both versions.

### Horizontal logo



### Vertical logo



## Clear space

Minimum clear space to the edge of paper, page border or container.

If this is not achievable due to space constraints, refer to clear space below.

### Minimum edge spacing horizontal logo



### Minimum edge spacing vertical logo



## Logo sizes

### Print

Minimum size for print applications.

#### Horizontal logo 0.1875" or 5mm



#### Vertical logo 0.375" or 10mm



### Digital and web

Minimum size for digital and web applications.

#### Horizontal logo 20 pixels



#### Vertical logo 40 pixels



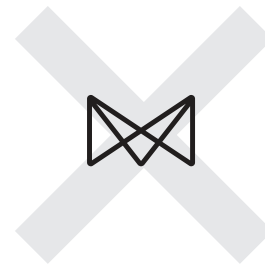
## Unacceptable logo usage



Do not change colour.



Do not use wordmark without symbol.



Do not use symbol without wordmark.



Do not substitute the wordmark.



Do not distort or squish.



Do not add information to the logo.



Do not alter proportions of elements.



Do not use drop shadows or glows.



Do not skew or extrude.



Do not place on gradient backgrounds.



Do not fill spaces with colours or photos.



Do not place on complex photo or backgrounds.

For more detailed brand guidance and support,  
please contact Creative Services Supervisor,  
Strategic Communications and Initiatives.