



Information and Communications Accessibility Design Standards (ICADS)



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Kawartha Lakes is committed to complying with the Accessibility for Ontarians with Disabilities Act (AODA) in order to create a barrier-free Ontario. We are committed to the four core principles of dignity, independence, integration and equal opportunity. We support the full inclusion of persons as set out in the Canadian Charter of Rights and Freedoms and the AODA. Alternate formats for this document are available upon request or for information concerning the 2024-2029 Accessibility Plan, contact the Inclusion, Diversity, Equity, Accessibility (IDEA) Partner at 705.324.9411 extension 2136 or accessibility@kawarthalakes.ca.

Acknowledgements

Re: Information and Communications Accessibility Design Standards

Dear reader / user of these standards,

On behalf of the Corporation of the City of Kawartha Lakes, we are pleased to present the **Information and Communications Accessible Design Standards** (ICADS). The use of the Information and Communications Accessible Design standards is mandatory for all new content drafted by the City and its contractors. These standards amalgamate Provincial Standards as outlined in the Integrated Accessibility Standards Regulation and World Wide Web Consortium Web Content Accessibility Guidelines (WCAG) 2.0, at Level AA. This document also outlines corporate branding stipulations as outlined in the Kawartha Lakes Brand Book.

The City of Kawartha Lakes would like to recognize those that have reviewed and contributed to the content in this comprehensive guide:

- Members of the Kawartha Lakes Accessibility Advisory Committee
- CAO and Senior Management Team
- Christine Briggs, IDEA Partner
- Nicole McKeen, Manager, Inclusion and Rewards
- Cheri Davidson, Manager, Communications Advertising and Marketing
- Fiddle Leaf Accessibility, Digital Accessibility Consultant

Introduction

In the 2024 to 2027 Strategic plan, the City of Kawartha Lakes reaffirmed its commitment to accessible programming by adopting a mission based on delivering the highest standard of municipal service for all residents. This mission is guided by a corporate commitment to accountability, transparency, and equitable access to services – this includes accessible information and communications.

The Information and Communication Accessibility Design Standards were developed to help staff and third party contractors meet the legislated standards set forth by the province. By combining the standards found in the Accessibility for Ontarians with Disabilities Act (AODA) and the Integrated Accessibility Standards Regulation (IASR) and the World Wide Web Consortium Web Content Accessibility Guidelines (WCAG) 2.0, at Level AA, we are ensuring that information and communication expectations are clearly defined. These standards are mandatory for all municipal communications, publications, digital platforms, and public engagement materials including published Council Reports and presentations.

In addition to following the principles outlined in the AODA and the WCAG 2.0, any corporate publications must consider the intent of the Ontario Human Rights Code towards respecting the dignity of individuals with varying abilities.



“The phrase ‘respect their dignity’ means to act in a manner which recognizes the privacy, confidentiality, comfort, autonomy and self-esteem of persons with disabilities, which maximizes their integration and which promotes full participation in society.”

— Ontario Human Rights Commission

How to use the Standards

Project Designers and website contributors must exercise professional judgment and expertise when using the document. The Information and Communications Accessibility Design Standard (ICADS) does not release the consultant from liability or the need for due diligence in the design process.

A City Staff Team (as appointed by the CAO and Senior Management Team) will review and / or update the document every five years under the coordination of the Inclusion Diversity Equity Accessibility (IDEA) Partner to reflect changes in legislation, technological advancement and new construction practices.

The Information and Communications Accessibility Design Standard (ICADS) has been formatted specifically to assist the reader by providing a user friendly document with easy to read language and many images and diagrams. The standard has five major sections:



Plain Language Guidelines



Accessibility in Microsoft Word



Accessibility in PowerPoint



Portable Document Format (PDF) Accessibility



Corporate Brand Guidelines



Plain Language Guidelines



Use active voice instead of passive

✓ Correct:

- The City published this by-law.

✗ Incorrect:

- The by-law was published by the City.

Consider the audience of your content

- Avoid jargon words, and provide background explanations and context where necessary. Don't assume your audience is an expert!
- Aim for a 7th to 8th grade reading level, using short and simple sentences.

Swap out complex words for simpler vocabulary:

- | | | |
|----------------------|-----------------------|------------------------|
| • Accomplish = Do | • Expedite = Speed up | • Regarding = About |
| • Adequate = Enough | • Facilitate = Assist | • Request = Ask |
| • Allocate = Give | • Formulate = Form | • Strategize = Plan |
| • Assist = Help | • Inform = Tell | • Utilize = Use |
| • Commence = Begin | • Locality = Place | • In order to = To |
| • Commence = Start | • Modify = Change | • By means of = By |
| • Eliminate = Remove | • Obtain = Get | • Instantiate = set up |
| • Ensure = Make sure | • Optimum = Best | |

Define all acronyms

The **first time** you use acronyms spell them out in full with the acronym in brackets after it. For long documents, provide a glossary if you have more than twenty acronyms **or** if your document is more than fifty pages.

✓ Correct:

- Kawartha Lakes Haliburton Housing Corporation (KLHHC)

✗ Incorrect:

- KLHHC

Time is written without capitals or spaces

✓ Correct:

- 11am or 1:30pm

✗ Incorrect:

- 11AM or 1:30P.M.

No double-spaces between words or sentences

Use the Show/Hide tool to review your document spacing. The Show/Hide tool for Microsoft is an icon of a Pilcrow (shown on the right).



Pilcrow icon.

- → Follow [heading nesting](#) (example: 'H1, 'H2, 'H3, 'back to 'H1, 'H2, 'etc.') and 'don't' jump between heading levels (example: 'H1, 'H4, 'H2, 'H3, 'etc.').¶

With the Show/Hide tool selected, arrows show tabs, dots show spaces and pilcrows show paragraph breaks.

No ampersands (&), unless they're a part of a company name or branding

✓ Correct:

- Parks and Recreation

✗ Incorrect:

- Parks & Recreation

Dates are written out in full, using only one comma

✓ Correct:

- June 2018 or Friday June 15, 2018

✗ Incorrect:

- 06/15/2018
- June 15th
- Fri. June, 15, 2018

Ordinal numbers are written correctly

✓ Correct:

- He ran the race and came in third

✗ Incorrect:

- The 15th annual race
- It is July 15th



Accessibility in Microsoft Word



Structure

- Use [headings](#) to structure content. Review the [Kawartha Lakes Brand Book](#) for corporate branding guidelines as they relate to heading colour and font size.

Colour Palette

Primary Colours



Lake Blue

CMYK: 100, 93, 30, 0
RGB: 44, 61, 122
#2c3d7a



Jump In Gold

CMYK: 0, 50, 100, 0
RGB: 247, 148, 29
#f7941d



River Teal

CMYK: 80, 19, 51, 0
RGB: 30, 156, 143
#1e9c8f

Secondary Colours



Barn Red

CMYK: 7, 100, 85, 1
RGB: 220, 30, 53
#dc1e35



Sand

CMYK: 18, 25, 43, 0
RGB: 210, 185, 150
#d2b996



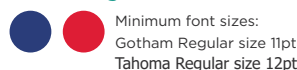
Field Green

CMYK: 81, 29, 100, 17
RGB: 52, 122, 59
#347a3b

Colours for icons/graphics and infographics



Colours for headings/subheadings on a white background



Minimum font sizes:
Gotham Regular size 11pt
Tahoma Regular size 12pt

Minimum font sizes:
Gotham Bold size 14pt
Gotham Regular size 17pt
Tahoma Bold size 14pt
Tahoma Regular size 18pt

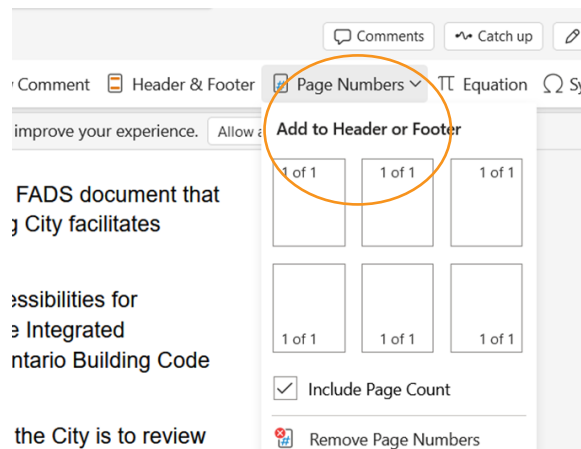
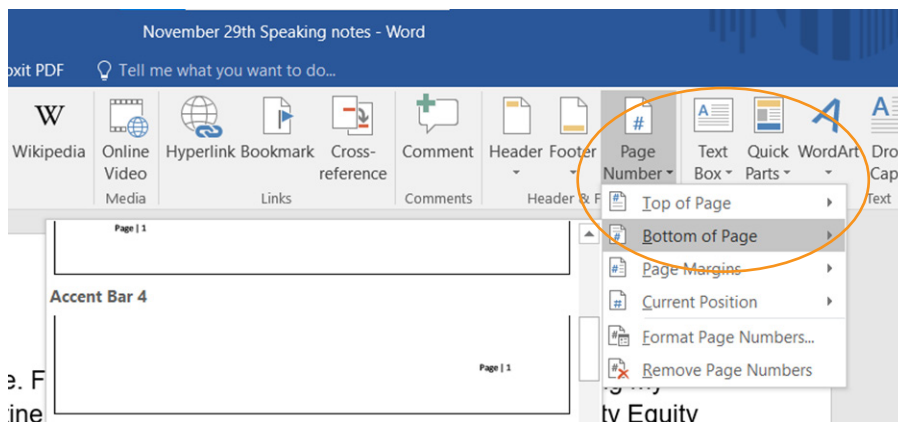
Colours for headings/subheadings on a lake blue background



Minimum font sizes:
Gotham Regular and Bold size 11pt
Gotham Bold size 14pt
Gotham Regular size 17pt
Tahoma Regular and Bold size 12pt
Tahoma Bold size 14pt
Tahoma Regular size 18pt

Kawartha Lakes colour palette.

- Follow [heading nesting](#) (example: H1, H2, H3, back to H1, H2, etc.) and don't jump between heading levels (example: H1, H4, H2, H3, etc.)
- Add a [Table of Contents](#) for any document more than a few pages.
- Use the [built in list tool](#) to create lists.
- Add page numbers for any document more than a few pages. Include the total number of pages, such as "2 of 5" instead of "2". Avoid adding important information to headers and footers (such as "draft" or "confidential"). Instead, add this to the title of the document or on the first page.



Microsoft Word page numbering tool.

- Write [meaningful link text](#) that can be understood without surrounding context. See the examples of this document. Avoid unclear link text such as “click here”, “learn more”, “download”, etc.

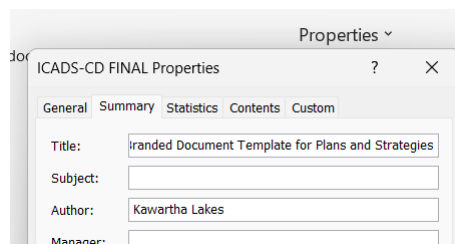
✓ Correct:

- The City of Kawartha Lakes’ website

✗ Incorrect:

- This is the City of Kawartha Lakes’ website [www.kawarthalakes.ca](#)

- Use the line spacing tool to increase spacing between lines of text, do not use hard returns.
- [Set the language](#) of the document.
- Fill in metadata for document properties so that document is easily searchable by screen reading technologies (File>Info>Properties>Advanced Properties>Summary)



Microsoft Word “Document Properties” panel.

Styles and Fonts

- Use 12 pt font and above with an easy-to-read sans-serif font. Kawartha Lakes Brand fonts are Tahoma and Gotham.
- Do not center or justify text, always use left-alignment.
- Ensure [text has sufficient contrast](#) (3:1 for text 18pt or above, 4.5:1 for text below 18 pts). Use a contrast checker as needed. Generally, using dark text with a light background will meet contrast requirements, but use a [contrast checker](#) to confirm.
- Ensure links are a different colour than normal text and are underlined to [distinguish links from surrounding text](#). The standard on the web is blue text with an underline, which is the default in Word and many editors.
- Do not use styles or [colour to convey meaning](#) without providing a text based alternative.
- Do not put text in all capitals.
- Avoid italics and underline for emphasizing text and instead use **bold** as it is easiest to read.
- Keep line spacing between 1.5 to 2.
- Use sentence case in your titles Kawartha Lakes standard is sentence case. This means no capitals are used except for the first word of a sentence or title, and proper nouns.

✓ Correct:

- This is the headline of the press release.
- Today is the first day to apply for the Building Faster Fund.

✗ Incorrect:

- Today Is The First Day To Apply For The Building Faster Fund.

Images

- Add [alt text](#) to meaningful images and mark [non meaningful images as decorative](#). If you are using Word 2016 you will not have the ability to mark as decorative- leave alt text blank. If your image includes too much information to capture in a couple sentences of alt text, include a [text based description of the image](#) in your content.
- Keep [text in images](#) to an absolute minimum, with a short sentence at most included.
- For linked images, use alt text to describe the link destination. Avoid linked images.
- Images must have rounded corners to align with Kawartha Lakes branding.



Sample of rounded corners on a photo.

To give a photo rounded corners:

1. Insert photo onto page
2. Click on photo to bring up “Picture Format” to toolbar
3. Click on “Picture Format” to bring up “Crop”
4. From the “Crop” feature, select “Crop to Shape”
5. From the Rectangles, select the rounded

Complex Images

Complex images refer to items like maps, charts, blue prints etc. While it is not always possible to make these items completely accessible there are things that we can do to make them “more accessible”:

- If you include a map in your document that shows points of interest, link the destination to Google Maps. Google maps will provide text based directions and read directions out loud to users
- If a map displays multiple locations with various amenities at each location create a table that lists the point of interest, the address (linked to google maps) and the discernible features that you are looking to highlight (for example, amenities provided at each City park)
- Provide meaningful alt text for complex images where a relationship between the data matters
- Where possible, present the data in charts and graphs in a table format

Note: Current Provincial legislation states that documents must meet requirements unless “meeting the requirement is not practicable” what is and is not practicable has not been defined or tested in a court of law. It is reasonable to assume that providing an accessible text alternative or providing an accessible equivalent is, in most cases “practicable”. The legislation states that available software will be considered in making this discernment.

Tables

- Keep table structure/layout as simple as possible to avoid extensive remediation work in Adobe Acrobat Pro. Avoid multi-level heading structures and split up tables as needed.

✓ Correct:

- Table title is outside of table
- Each column and row only have one heading
- Broken up into individual tables
- No merged cells

First table →

Salaries, Wages and Benefits	Actuals 2022	Actuals 2023	Preliminary Actuals as of 6/30/2024	Budget 2024	% Budget Spent	Proposed Budget 2025	Budget Variance (Favourable) / Unfavourable
Salaries and Wages	94,527	137,845	85,244	133,740	64%	141,404	7,664
Employer Paid Benefits	5,814	9,072	5,482	10,460	52%	10,810	350
Total - Salaries, Wages and Benefits	100,342	146,917	90,726	144,200	63%	152,214	8,014

Second table →

Materials, Supplies and Services	Actuals 2022	Actuals 2023	Preliminary Actuals as of 6/30/2024	Budget 2024	% Budget Spent	Proposed Budget 2025	Budget Variance (Favourable) / Unfavourable
Staff Board Training and Expense	20,153	24,917	14,267	5,000	285%	26,000	21,000
Operating Materials and Supplies	4,215	653	325	2,500	13%	750	(1,750)
Total - Materials, Training, Services	24,368	25,569	14,592	7,500	195%	26,750	19,250

Third table →

Contracted Services	Actuals 2022	Actuals 2023	Preliminary Actuals as of 6/30/2024	Budget 2024	% Budget Spent	Proposed Budget 2025	Budget Variance (Favourable) / Unfavourable
Professional Fees	371	203	0	500	0%	400	(100)
Total - Contracted Services	371	203	0	500	0%	400	(100)

Fourth table →

Total - Crossing Guards Division Operating Budget	Actuals 2022	Actuals 2023	Preliminary Actuals as of 6/30/2024	Budget 2024	% Budget Spent	Proposed Budget 2025	Budget Variance (Favourable) / Unfavourable
	125,080	172,690	105,318	152,200	69%	179,364	27,164

✗ Incorrect:

- Multi-level headings make it hard to navigate with a screen reader

Example

Poorly structured table

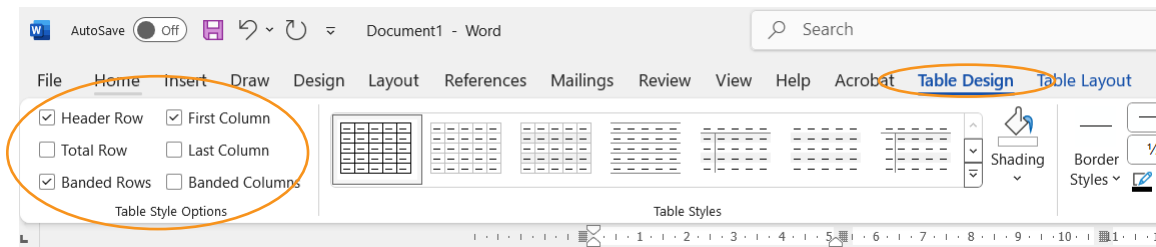
Characteristic	Respondents n = 868 n (%)	Non-respondents n = 445 n (%)	Chi squared	df	P value
Professional classification					
Doctor	46 (5%)	36 (8%)			
Nurse	438 (50%)	227 (51%)			
Allied health	72 (8%)	26 (6%)			
Administration/clerk	155 (18%)	51 (11%)			
Pathology/technical	90 (10%)	46 (10%)			
Hospital support services	67 (8%)	59 (13%)	23.13	5	<0.01
Location					
Rural	452 (52%)	222 (50%)			
Urban	416 (48%)	223 (50%)	0.56	1	0.45
Facility setting					
Acute	406 (47%)	218 (49%)			
Community	462 (53%)	227 (51%)	0.58	1	0.45

Spanned subheading row

Two data categories in a single column

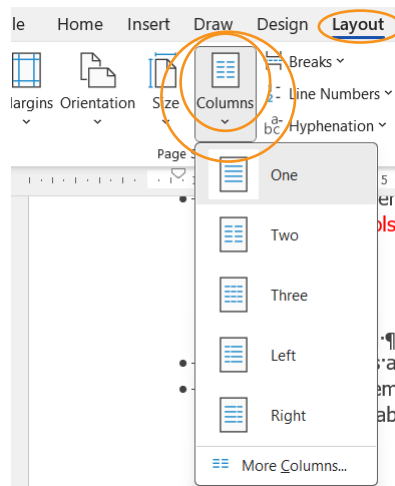
Title within the table

- Check off the Header Row checkbox to add table header cells. Once you insert a table, the “Table Design” tool will appear in the navigation bar.



Microsoft Word “Table Design” tool.

- Avoid merging cells as much as possible.
- Do not leave cells empty. Add n/a or a dash, or another placeholder, if no information is available or applicable.
- Avoid using tables for layout purposes, and instead use the Columns tool under Layout to create multi-column layouts.



Microsoft Word “Columns” tool.

2025 Budgets

Public Council Meeting
Budget Presentation

November 12, 2024

Kawartha Lakes
Jump In



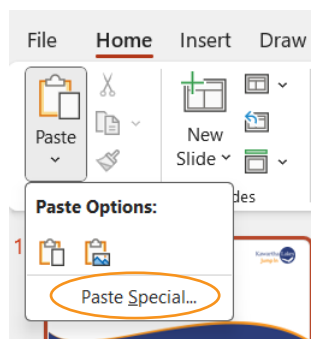
Accessibility in Microsoft PowerPoint



The majority of the accessibility principles that apply to Word documents apply to PowerPoint documents as well, but there are some additional requirements and some things that are different.

The City's corporate PowerPoint template can be found in [SharePoint](#) under Corporate Documents>Branding and Logos>Corporate Templates.

- Use 18 pt font and above (aim for 25 pt)
- Always keep your text simple and in plain language
- Try not to have more than 6 bullets per page
- No paragraphs on slides. Text should be used as a visual reminder for the speaker to present the full idea
- Heading levels can't be set in PowerPoint. Instead, every slide needs a [unique title](#). A title is included in most default layouts available in PowerPoint.
- Use a Master Template to create consistency in font size, font family, colour scheme, etc. This will also ensure that any background decorative graphics are not read out by screen readers.
 - Use **Lake Blue** as your main text colour
 - Use **River Teal** as your secondary text colour
 - Use Jump In Gold as your bullet point colour ●
- Avoid WordArt
- Use a simple, logical layout.
- Set the [Reading Order](#) of content to follow a logical structure.
- Use simple slow animations. Avoid flashing, spinning, etc.
- If you embed audio files, include a transcript.
- Complex Tables: If copying a table from excel into power point, using the "Paste Special" option safeguards the ability to tab through table cells (instead of taking a screen shot and inserting as a photo which eliminates any/all accessible table functions). This also allows the user to update the table information in both programs at the same time. If the table is too large or complex to include on a power point slide, it is helpful to add a link to an accessible version of the table so that readers can table through the cells. Or even a disclaimer that an accessible version of the table is available.



PowerPoint "Paste Special" panel.

- Paste Special instructions:
 - In PowerPoint, navigate to the slide where you want to paste the data.
 - On the Home tab, click the arrow below Paste and select Paste Special
 - In the Paste Special box, click Paste link and then, under As, select Microsoft Excel Worksheet Object

- Always use high-resolution images. Use a photo that is the size you want it to be on the slide when you paste it in, as opposed to enlarging a smaller image. When smaller images are enlarged, they lose resolution and appear blurry on the large screen.
- Always put alternative text in the photo (accessibility checker)



Portable Document Format (PDF) Accessibility



Converting to PDF from Word or PowerPoint

Accessibility Checker

Before exporting, use the Accessibility Checker (note that this only catches a small subset of errors—it will not catch structure and spacing failures to see these use Show/Hide). Using this throughout working on Word documents is recommended.

Exporting to PDF

Export as an accessible PDF. How to do so varies between Windows, Mac and Word Online, and instructions to do so are found in [Microsoft's Create accessible PDFs article](#). **Do not use “print to PDF.”**

“Print to PDF” erases most digital tagging and produces a document that appears entirely blank to assistive technology. It essentially converts your document into a graphic – it's as if you took a photo of your document, so it has no tags of any kind.



Correct:

- Export as an accessible PDF

✗ Incorrect:

- “Print to PDF”

PDF Accessibility

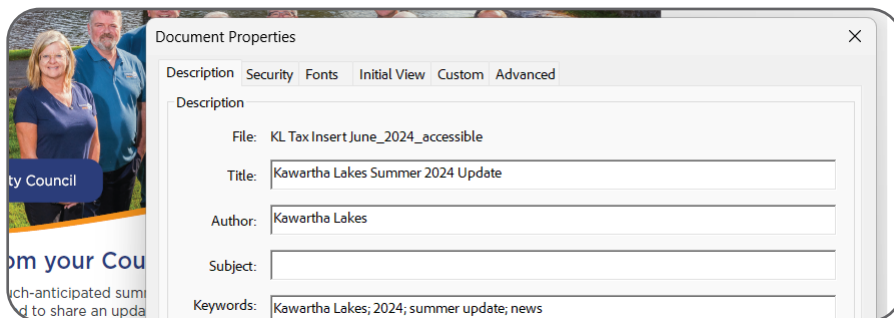
Please note: Adobe Reader cannot create accessible PDFs.

Follow the instructions below along with the previous sections on source document accessibility. Note that there are a few source document requirements that cannot be fixed in Acrobat Pro. Failing to address these requirements, such as contrast issues, images of text, and specific table issues, will prevent your document from meeting WCAG 2.0 AA requirements as per the AODA. In these cases, it is crucial to obtain access to the source document and make the necessary corrections.

If you are starting from an accessible source document, few changes should be required to correct tags. If your source document is not accessible, extensive updates may be required.

If you are new to PDF accessibility, read [Adobe's Understanding Accessible PDFs article](#), [WebAIM's Defining PDF Accessibility article](#) and [Tagged PDF's What is a Tagged PDF article](#). If you are a Foxit PDF Editor user, check out the free tools hosted on the [Foxit Website](#).

- [Set the title and language](#) of the document.



Adobe PDF “Document Properties” panel to set title and language.

- If you are using security settings, ensure that under Properties > Security “Content Copying for Accessibility” shows as “Allowed” (the location of this setting may be different for older versions of Acrobat Pro).
- Verify that the [Reading Order](#) follows the visual order of content, especially for multi-column layouts.



Adobe/Foxit PDF “Reading Order” and icon.

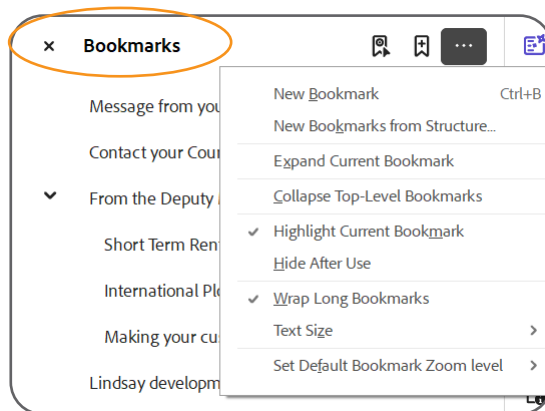
- Ensure all text is presented as real text and is not presented in images of text. Images with a few words are permissible if those words are captured in alt text.
- Check that all [content is tagged](#).



Adobe/Foxit PDF “Tagged Content” (in pink) and icon.

- Ensure Table of Contents are tagged with the correct <TOC> and <TOCI> tags and that any links have <Link-OBJR> tags.
- Verify that all <Link> tags have an associated <Link-OBJR> tag. For link text that is not descriptive, provide more descriptive link text under Properties > Actual Text.
- <Part>, <Div>, <Art>, <Sect> and tags are not read out on screen readers, but ensure they do not interfere with other tag structures (such as break up a Table of Contents or List)

- Ensure all images are tagged in <Figure> tags with alt text, unless they are decorative.
- Ensure documents with 20 pages or more have Bookmarks. [Bookmarks can be added manually](#) but should populate automatically if headings are set correctly in Word.



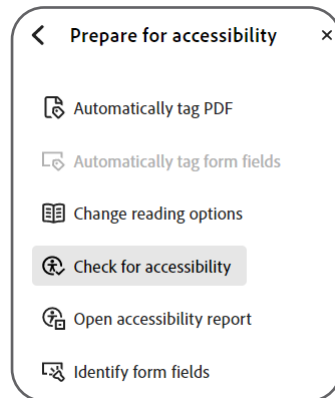
Adobe PDF manual “Bookmarks” panel.

- There are multiple steps for [table accessibility](#) depending on the complexity:
 - All header cells must be set to <TH> tags.
 - Set the scope and span of <TH> cells.
 - For complex tables with multiple layers of headers, use cell IDs to communicate the structure of the table to assistive technology users instead of scope.
- Check that all lists are marked up using <L>, , <Lb1> and <LBody> tags as needed and are not just marked in <P> tags.
- Artifacts
 - Artifact repeated content such as headers and footers other than the first time they appear on the page.
 - Artifact decorative content such as decorative images or background objects.



Examples of artifacts in a document.

- For [fillable form fields](#), ensure field labels are descriptive and unique, descriptive and unique tooltips are added to each field, and tab order of the fields matches visual order.
- Ensure that all fields that require user input are fillable.
- Run the Accessibility Checker and correct any errors. Note that Colour Contrast and Reading Order must be reviewed manually. It's important to remember that the Accessibility Checker only finds a portion of accessibility issues for WCAG 2.0 AA compliance, and a “clean scan” does not mean your document is accessible.



Adobe PDF “Accessibility Checker.”

Showcase Kawartha Lakes Explore

Opportunity. Community. Naturally.

STATOR
FRANCE



Corporate Brand Guidelines



Logo



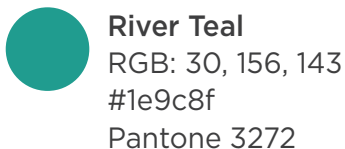
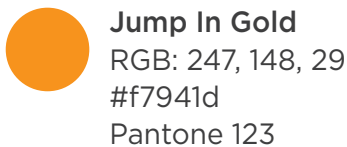
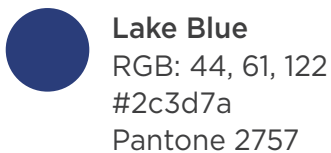
Font

Gotham Please use Gotham font for all titles, headings and body text. Montserrat is also similar to Gotham and available with Adobe subscription.

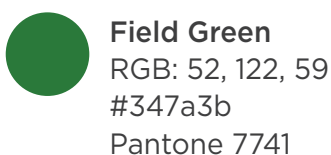
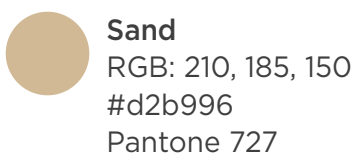
Tahoma If Gotham is not available, please use Tahoma font for all titles, headings and body text.

Colour palette

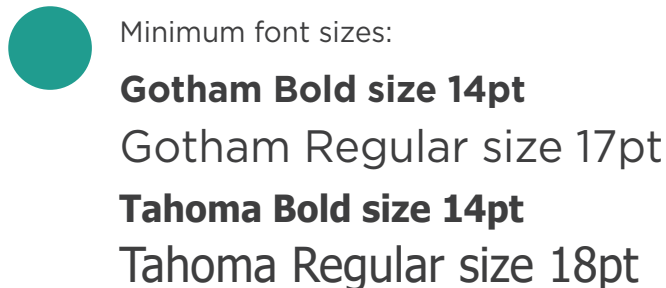
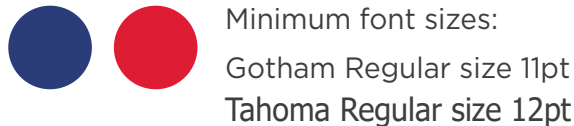
Primary Colours



Secondary Colours



Colours for headings/subheadings on a white background



Colours for headings/subheadings on a lake blue background



Minimum font sizes:

White:

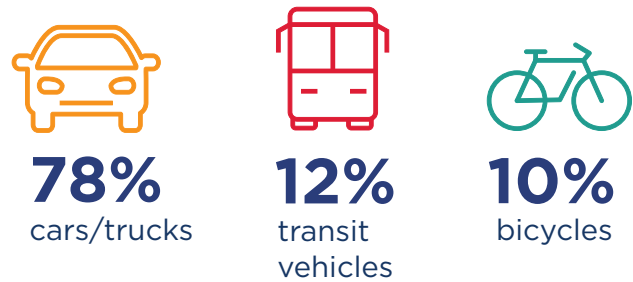
Gotham Regular **and Bold** size 11pt
Tahoma Regular **and Bold** size 12pt

Jump In Gold:

Gotham Bold size 14pt
Gotham Regular size 17pt
Tahoma Bold size 14pt
Tahoma Regular size 18pt

Infographics

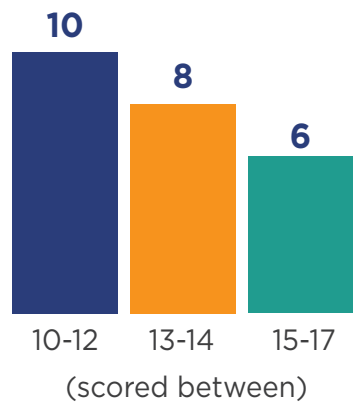
Who uses our roads:



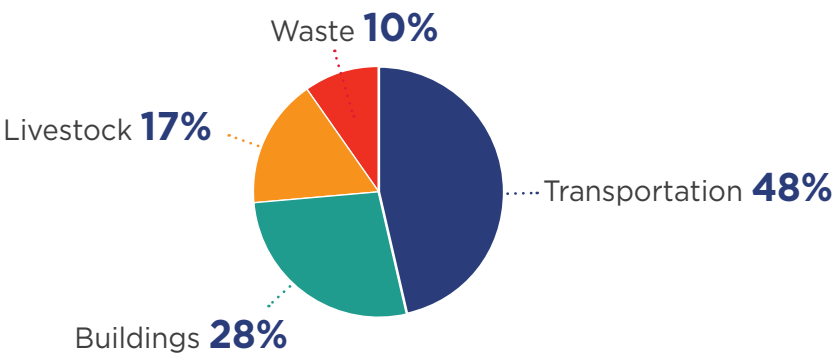
The icons/graphics in infographics are not meant to replace words. They are a visual accompaniment to assist the reader.

Graphs, pie charts and tables

Acuity Breakdown (based on VI-SPDAT)



Community: Baseline Emissions 2015



Contributors to 2019 Operating Pressures	In Millions
Salaries and Benefits	\$3.8
Winter Maintenance	\$0.6
Waste Management	\$0.6
Investment Income	\$0.4
Ontario Municipal Partnership Fund	\$0.2
Eastern Ontario Regional Network	\$0.3
Total	\$5.9

Icons

The following style has been adopted for all icons. Please contact a member of our Communications Divisions at communications@kawarthalakes.ca for access to a suite of icons to suit your project.

The icons are not meant to replace words. They are a visual accompaniment to assist the reader. Icons can be created in any colour from the corporate colour palette which can be found in the Brand Book.

Visit our Brand Portal: <https://kawarthalakes.mediavalet.com/> to download the Brand Book, logo variations, resources for graphic designers and more.



BUSINESS & TEAM

+250 LINE ICONS



INTERNET & SOCIAL

+250 LINE ICONS



WORKS & NATURE

+250 LINE ICONS



ARROWS & SHAPES

+250 LINE ICONS



Photo treatments



A photo can be used inside the wave as a header, please ensure that the wave direction is the same and that the gold line is included.



For a photo within the body copy:

Placement: Whenever possible, keep photo placement left justified.

Text Wrap: When wrapping text around a photo keep .1875" white space around the photo.

Rounded Corners: .1667"

Caption here if needed

Sample cover layout



Logo is preferred in bottom right of wave. Only use white or Jump In Gold for text/icons on top of Wave.

Sample page layout

Main heading lake blue

Subheading river teal

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Heading within body copy

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Caption here if needed

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Heading within body copy

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Subheading river teal

Body Copy 90% Gotham Book Black, 11pt with 15pt lead. Borrre percipis expliti umquodi ossunt omniti quoditiissed miliscita sus.

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12 | Kawartha Lakes Title Here

Visit our Brand Portal: <https://kawarthalakes.mediavalet.com/> to download the full Brand Book.

Additional Resources

- [Create accessible PDFs from Adobe](#)
- [Create accessible PDFs from Foxit](#)
- [Make your Word documents accessible to people with disabilities from Microsoft](#)
- [Document Accessibility from the University of Washington](#)
- [Kawartha Lakes Brand Portal](#)