

A stylized graphic at the top of the page features a large, dark blue sun with wavy rays on the left. To its right, three curved, overlapping bands in yellow, orange, and green suggest waves or a rising sun.

# **Ontario's West Coast**

## Brand Guidelines

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# Building and Protecting the Ontario's West Coast Brand

A strong brand is the basis for powerful stakeholder communications and relationships. It represents a perception of quality, differentiation and leadership, which offer great value. It makes an emotional connection with key audiences that goes well beyond a mere product or service. It symbolizes the enduring values of an organization.

Presenting an effective and clear brand identity through every interaction requires discipline. However, by reinforcing our brand consistently over time, we can accrue psychological equity that will help sustain and strengthen the Ontario's West Coast brand, today and in the future.

The following provides an overview for the Ontario's West Coast brand identity and usage standards. The goal is to promote a consistency of look, tone and brand stewardship that validates the positive values of Ontario's West Coast. Employees and partners should use these guidelines as a context to guide the consistent 'on-brand' development of internal and external communications.

The standards and usage guidelines have been designed to be flexible and allow creativity and innovation in your communications, while maintaining the integrity of the Ontario's West Coast brand. Our brand is one of our most precious assets and it is the responsibility of everyone who communicates on behalf of Ontario's West Coast to protect the brand equity we have earned.

## Brand Framework

Ontario's West Coast represents the tourism brand for Huron County. Operated through Huron County Economic Development, the brand's mandate supports Huron County's goal of strengthening the local economy through tourism development and marketing.

***"The Ontario's West Coast brand reflects Huron County's personality and conjures a relaxed atmosphere and a vibrant lifestyle. It helps our audience recognize and trust us, and it differentiates us from our competitors. The brand also illustrates what people can expect from Huron County. Our brand is a collection of the tangible and intangible attributes that people experience when they interact with Ontario's West Coast."***

***It isn't just our logo. It's everything we stand for: our experiences, our reputation, our look, and our feel. It's also what people think and how they feel about us. In short, our brand is our story."***

~Huron County Tourism Plan 2020-2023

### Mission

To cultivate outstanding destination marketing and management for Huron County.

### Vision

Ontario's West Coast is a recognized tourism brand representing outstanding, authentic opportunities to experience the natural environment, immerse in local heritage and historical places, play a role in the dynamic story of rural Ontario, and express yourself alongside our vibrant arts community.

# Ontario's West Coast Primary Logo



## The Logo Elements

The Ontario's West Coast logo consists of two graphic elements: the symbol 'A' and the wordmark 'B'.



## Logo Safety Area

To create a proper amount of space around the logo, use the letter 'O' from the logo as your visual guide. Once you have the logo sized, the height of the 'O' should be equal to the amount of whitespace around all four sides of the logo. It is extremely important not to crowd the logo.



## Minimum logo Size

The minimum size that the logo can be printed measures one inch in width as shown. This is to ensure the legibility of the text in all print material.

## Alternative Logo Options

Where possible, for both print and web, it's strongly recommended that the Primary Ontario's West Coast logo appear in its full colour version.

When the full colour logo cannot be used, as in a black and white newspaper ad, use the black and white logo. Use the knocked out version in application where the background colour is black or another extremely dark colour.

Primary



Knockout: Colour

Knockout: White



Greyscale

Black & White



## Icons and Favicons

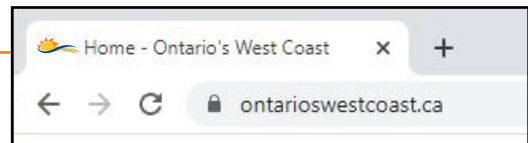
Where possible, for both print and web, it's strongly recommended that the Primary Ontario's West Coast logo appear in its full colour version, but in some cases the required file size is so small that text would not be legible. In this case an icon, or favicon, may be used. A icon or favicon graphic is not a replacement for a logo.

An icon is a graphic symbol on a computer display screen that represents an app, an object (such as a file), or a function (such as the command to save).

A favicon is a small 16×16 pixel icon that serves as branding for your website.



A favicon provides a visual identification on a website's tab.



# Ontario's West Coast Typography

## Primary Font: Ubuntu

Ubuntu is an accessible sans serif font. Ubuntu is the Ontario's West Coast brand's primary font. For maximum accessibility, documents should be drafted using a single font and all typography should be mixed case, never all caps, including titles.

Regular: The quick brown fox jumps over the lazy dog.

*Italic: The quick brown fox jumps over the lazy dog.*

**Bold: The quick brown fox jumps over the lazy dog.**

***Bold Italic: The quick brown fox jumps over the lazy dog***

## Secondary Font: PT Serif

PT Serif is an accessible serif font. PT Serif is the Ontario's West Coast brand's secondary font. It is strongly recommended that the Ontario's West Coast's primary font, Ubuntu be used and that PT Serif be used sparingly when required for accent or emphasis.

Regular: The quick brown fox jumps over the lazy dog.

*Italic: The quick brown fox jumps over the lazy dog.*

**Bold: The quick brown fox jumps over the lazy dog.**

***Bold Italic: The quick brown fox jumps over the lazy dog.***

These fonts are also the primary fonts used by the County of Huron, the Huron County Library and the Huron County Museum & Historic Gaol.



## Brand Accessibility

The Ontario's West Coast brand has been designed with accessibility in mind. Both Ubuntu and PT Serif are considered accessible fonts and the brand's colour palette offers a high contrast selection of hues.

It is a requirement that all content, documents, and media created and/or shared on any County of Huron website comply with Accessibility for Ontarians with Disabilities Act (AODA) standards. All designers working with the Ontario's West Coast brand will familiarize themselves with, and adhere to, AODA guidelines and regulations. Content that does not meet the requirements will not be placed on any Huron County web platforms. It is the responsibility of the creator to meet the requirements.





### **Here are a few key things to remember when drafting accessible documents and designs:**

- Use headers, titles, and paragraph styles.
- Give hyperlinks meaningful display names.
- Describe photos and graphics with alternative text.
- Use accessible fonts with high contrast colours and avoid using colour as the sole means of representing important information.
- Use the Accessibility Checker included in document and design software.









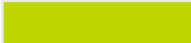



## Ontario's West Coast Colour Palette

The Ontario's West Coast colour system is comprised of 4 shades of each blue, green, and orange. This colour palette is shared by other County of Huron brands including the Huron County Library and the Huron County Museum & Historic Gaol.





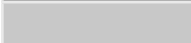
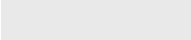
### Primary Brand Colours

|   | Colour            | Pantone | C   | M  | Y   | K | R   | G   | B   | HEX    |
|---|-------------------|---------|-----|----|-----|---|-----|-----|-----|--------|
|  | Lake Huron Blue   | 541 C   | 100 | 80 | 25  | 9 | 0   | 70  | 127 | 00467f |
|  | Sunflower Field   | 123 C   | 0   | 21 | 91  | 0 | 253 | 200 | 47  | fdc82f |
|  | Autumn Sunset     | 151 C   | 0   | 64 | 98  | 0 | 255 | 125 | 28  | ff7c1c |
|  | Beach Glass Green | 376 C   | 58  | 4  | 100 | 0 | 122 | 184 | 0   | 7ab800 |

### Complete Brand Colours

|   | Colour              | Pantone | C   | M  | Y   | K  | R   | G   | B   | HEX    |
|---|---------------------|---------|-----|----|-----|----|-----|-----|-----|--------|
|    | Lake Huron Blue     | 541 C   | 100 | 80 | 25  | 9  | 0   | 70  | 127 | 00467f |
|    | Maitland River      | 660 C   | 84  | 56 | 0   | 0  | 42  | 110 | 187 | 2a6ebb |
|   | Summer Sky          | 279 C   | 75  | 30 | 0   | 0  | 43  | 147 | 209 | 2b93d1 |
|  | Water's Edge        | 542 C   | 55  | 20 | 0   | 0  | 106 | 173 | 228 | 6aade4 |
|  | Sunflower Field     | 123 C   | 0   | 21 | 91  | 0  | 253 | 200 | 47  | fdc82f |
|  | Wildflower          | 137 C   | 0   | 43 | 100 | 0  | 255 | 161 | 0   | ffa100 |
|  | Autumn Sunset       | 151 C   | 0   | 64 | 98  | 0  | 255 | 125 | 28  | ff7c1c |
|  | Farmers' Market Red | 021 C   | 0   | 68 | 100 | 0  | 255 | 88  | 0   | ff5800 |
|  | Spring Wheat        | 382 C   | 31  | 0  | 100 | 0  | 190 | 214 | 0   | bed600 |
|  | Beach Glass Green   | 376 C   | 58  | 4  | 100 | 0  | 122 | 184 | 0   | 7ab800 |
|  | Morning Trail       | 362 C   | 76  | 22 | 100 | 7  | 69  | 143 | 60  | 458f3c |
|  | Evergreen           | 342 C   | 89  | 31 | 96  | 22 | 0   | 111 | 61  | 006f3d |

### Neutrals

|   | Colour           | Pantone | C | M | Y | K  | R   | G   | B   | HEX    |
|---|------------------|---------|---|---|---|----|-----|-----|-----|--------|
|  | Midnight Sky     |         | 0 | 0 | 0 | 98 | 5   | 5   | 5   | 050505 |
|  | Fossil Grey      |         | 0 | 0 | 0 | 78 | 55  | 55  | 55  | 373737 |
|  | Split Rail Fence |         | 0 | 0 | 0 | 48 | 133 | 133 | 133 | 858585 |
|  | Barn Cat Grey    |         | 0 | 0 | 0 | 35 | 165 | 165 | 165 | a5a5a5 |
|  | Country Road     |         | 0 | 0 | 0 | 22 | 200 | 200 | 200 | c8c8c8 |
|  | Campfire Smoke   |         | 0 | 0 | 0 | 9  | 233 | 233 | 233 | e9e9e9 |

## Photography

Photography, video and other graphic story-telling mediums are an important part of the Ontario's West Coast brand.

Photography, and other forms of visual media, used in Ontario's West Coast's print and digital marketing will highlight the region's unique culture and natural assets while telling Huron County's story. The images used will be dynamic and engaging, depicting a current view of the County. The scenes will feel natural and authentic and will invite the viewer to imagine themselves within the scene, connected to the experience.

The viewer needs to be able to complete elements of the story with their imagination. They should feel as though they have been transported to Huron County and be able to feel what it would be like to be in the moment that is being captured.

## **Authenticity**

High resolution, professional quality images will be used. All images will be taken in Huron County. Images should reflect the current view of Huron County. Stock photography should be avoided.

## **Scenes**

Content emphasis will be placed on Huron's natural environment and local architecture with minimal depictions of people. The scenes highlighted will reflect Huron County's lifestyle.

Content will include a wide variety of close-up, wide angle, detail, landscape, ground view and drone view images that work together to tell Huron County's story.

## **People**

People will not be the primary focus of the images, the Huron County experience will be. Images should capture emotions, expressions and experiences rather than static representations of people.

While models may be utilized, they may not necessarily be the focus of the shot. The models may be used as a prop to the landscape or subject matter and may only represent a small percentage of the shot or may be out of focus while their discovery is in focus.

Any staged shots must feel unrehearsed and natural. A candid shooting style is recommended. Avoid, at all costs, typical staged shots of subjects "posing" or looking into the camera as they participate in an activity.

## **Wardrobe**

Fashionable, casual, but tidy dress will be worn, with no unintentional logos or text depicted.

## **Equity, Diversity and Inclusion**

All imagery should be inclusive and reflect the diversity of Huron County, depicting a variety of ages, genders, and ethnicities. Same sex couples, differently abled persons, and unique personalities should be included.

## **Editorial Content**

When the subject of the image is a person or profile on a particular business or organization, portrait style photography is acceptable. Portraits should be taken in the subject's natural environment and capture the subject's unique characteristics and personality. Studio portraits should not be used.



## OWC Photo Examples





# Ontario's West Coast

## Brand Usage

# Stationary





# Presentations

## Ontario's West Coast

Adventure lies close to home! Whether it's taking a drive along the country roads, cruising over 100 km of scenic shoreline, sipping local wine at sunset, heading out on a fishing adventure, learning a chapter from the history pages or simply kicking back somewhere new – here's your chance to soak it up and support local business with unforgettable experiences across Ontario's West Coast.



## Things to Do

Huron County is bursting with fun activities to enjoy! Taste the local flavours, relax at the beach, enjoy an action-packed day outdoors, or spend the afternoon watching world-class theatre – there is something for everyone!



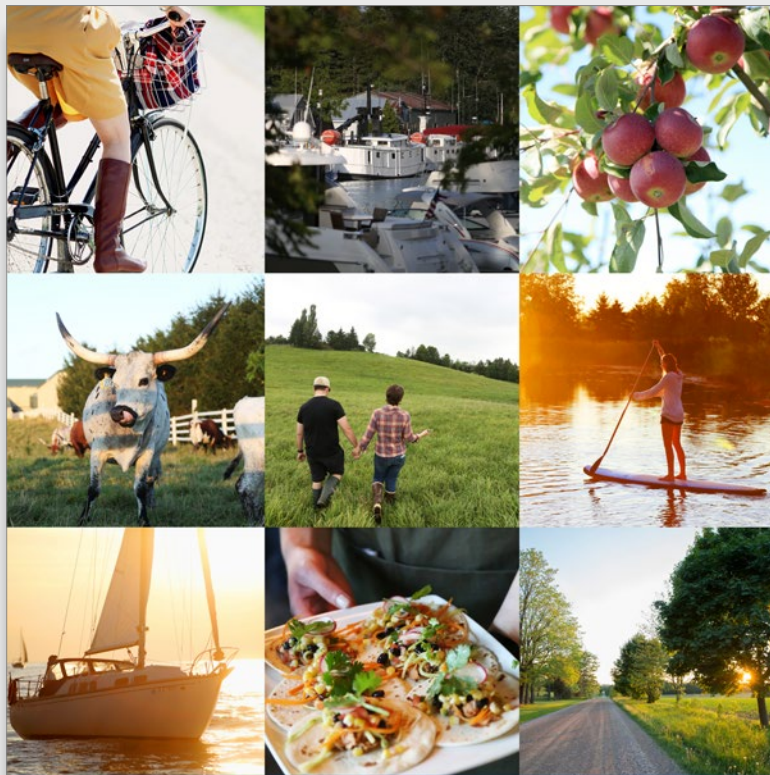
## Places to Go

Located along the shores of Lake Huron, Huron County is the most agriculturally productive county in Ontario. The scenic agricultural landscape connects its five towns (Clinton, Exeter, Goderich, Seaforth, and Wingham) with charming historic villages dotted in-between (Bayfield, Blyth, Brussels, Hensall, Wroxeter, and Zurich). Soak up the heritage charm of our vibrant Main Streets with boutique shopping, homegrown agricultural products, and abundant cultural and dining experiences!





## Advertising



### THIS SUMMER, YOU CAN FIND ADVENTURE IN YOUR OWN BACKYARD

Now is our chance to soak up the best of what our community offers and support local business with unforgettable experiences across Ontario's West Coast.

#Ontario  
www.OntariosW



### SPEND THIS SUMMER *in your backyard!*

Find all your favourite summer activities, beaches, in-season local food, outdoor fun, drinks on a patio, quirky road trips and majestic sunsets close to home.

[www.OntariosWestCoast.ca](http://www.OntariosWestCoast.ca)

## Advertising



### This summer, find adventure in your own backyard.

Like so many things, exploration and adventure will look very different in the summer of 2020. Gone are the days of packing a suitcase and flying off for world adventure. This year, our summer adventures will have to happen close to home.

Lucky for us we live in Huron County, one of the most beautiful and culturally rich areas of the province! Our spacious environment and fresh air lifestyle provide easy physical distancing opportunities. Our resilient and creative business community has adapted quickly and provided safe alternatives to service delivery. Our love of hospitality, affinity for outdoor adventure, and pride in our community will enable us to explore safely and joyfully in our new reality.

Now is our chance to soak up the best of what our community offers and support local business with unforgettable experiences across Ontario's West Coast.

### Huron Tourism Town Hall

Monday, June 8 at 2:30 pm  
**Food & Beverage Operators**

Tuesday, June 9 at 10:00 am  
**Arts & Culture and Recreation**

Tuesday, June 9 at 2:00 pm  
**Accommodation Providers**



# Online

