



The purpose of the following Visual Identity is to provide all partners, vendors and employees with guidelines to successfully administer the RTO9 Visual Identity across all forms of communications and collateral. Adherence to the enclosed guidelines will ensure a consistent and effective presentation of the RTO9 brand. Included in this document are guidelines pertaining to logo formats, colours, size requirements, naming convention, etc.

As a user of the RTO9 brand, please take a moment to review all aspects and ensure that any visual reproduction of this logo is in accordance to the standards set forth. This summary establishes a basic foundation for protecting the visual integrity of the logo, but acknowledges that not every scenario may be covered under the guidelines presented.

If you have any questions or if you would like to request artwork files, please contact:

Region 9 Regional Tourism Organization
 Marketing & Communications Manager
 Email: visit@thegreatwaterway.com
 Phone: 613.344.2095 ext. 103
 650 Dalton Avenue, Unit 230
 Kingston, ON K7M 8N7

Visual Identity Standards & Guidelines by:

idea

LOGO FILE FORMATS

EPS (Vector Files): EPS format allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. You may use these files in page layout and graphics programs for print projects. Additionally, EPS format files may also be used to create files in any of the other image formats at exactly the sizes required.

TIF: TIFs can be used when a variable size is not necessary for print. TIFs have been provided with a transparent background, and should never be scaled larger. TIF files have been provided at 10.5" width at 300 dpi in CMYK colour format. This format is ideal for printing, used by designers and printers.

JPG: JPGs are a non-editable pixel file which will lose quality as it increases in size. A lower quality version is provided set to 50% of the size of the TIFs at 300 dpi in RGB colour mode. JPGs do not have a transparent background. This format is ideal for daily use, such as presentation materials, reports, business forms, etc. It is ideal for all types of users.

PNG: PNGs have been provided with a transparent background and should never be scaled larger. PNG files have been provided at 10.5" width at 72 dpi in RGB colour format. This format is ideal for web or email applications, ideal for all types of users.

NAMING CONVENTION

| Identifier | Description | Colour | Background | Format |
|------------|-------------|-----------|------------|--------|
| RTO9 | Horizontal | CMYK | POS | .eps |
| | Stacked | RGB | REV | .jpg |
| | No Tag | Grayscale | | .tif |
| | | Black | | .png |
| | | White | | |

LOGO VERSIONS

HORIZONTAL



RTO9_Horizontal_CMYK_POS



RTO9_Horizontal_CMYK_REV



RTO9_Horizontal_Black_POS



RTO9_Horizontal_White_REV



RTO9_Horizontal_Grayscale_POS



RTO9_Horizontal_Grayscale_REV

LOGO VERSIONS

STACKED



RTO9_Stacked_CMYK_POS



RTO9_Stacked_CMYK_REV



RTO9_Stacked_Black_POS



RTO9_Stacked_White_REV



RTO9_Stacked_Grayscale_POS



RTO9_Stacked_Grayscale_REV

LOGO VERSIONS

NO TAG



RTO9_NoTag_CMYK_POS



RTO9_NoTag_CMYK_REV



RTO9_NoTag_Black_POS



RTO9_NoTag_White_REV



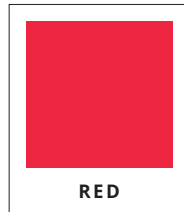
RTO9_NoTag_Grayscale_POS



RTO9_NoTag_Grayscale_REV

COLOURS & TYPOGRAPHY

COLOUR PALETTE



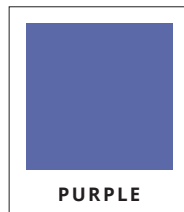
RED
CMYK 0 | 97 | 75 | 0
RGB 238 | 40 | 66
HEX #ee2842



MAGENTA
CMYK 22 | 100 | 47 | 4
RGB 188 | 31 | 92
HEX #bc1f5c



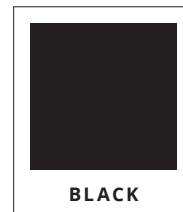
GRAY
CMYK 0 | 0 | 0 | 80
RGB 88 | 89 | 91
HEX #58595B



PURPLE
CMYK 72 | 62 | 7 | 0
RGB 93 | 106 | 167
HEX #5d6aa7



BLUE
CMYK 80 | 26 | 10 | 0
RGB 0 | 150 | 196
HEX #0096c4



BLACK
CMYK 0 | 0 | 0 | 100
RGB 0 | 0 | 0
HEX #000000

TYPOGRAPHY

Contained within RTO9 logo, DIN Condensed, Bree and Open Sans are used to typeset the words. DIN Condensed and Bree can be used for bold short headlines, or in sentence case, for longer, friendly headers. It is for display and advertising purposes and not for extended amounts of text/body copy. The varying weights of Open Sans can be used for all short headlines and is ideal for extended amounts of body copy.

DIN Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bree

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

REPRODUCTION STANDARDS

UNACCEPTABLE ALTERATIONS

The RTO9 logo configuration should not be modified or recreated in any way. The following illustrates some, but not all of the possible misuses. Whenever applying the identity, always use the supplied artwork.



DO NOT change the colour of any elements in the logo.



DO NOT change the logo's proportion.



DO NOT add drop shadows or other effects to the logo.



DO NOT rotate the logo.



DO NOT use the element and pair it with custom wording.



DO NOT apply a stroke around the logo.

SCALING



Minimum size of 1.25" width.



Minimum size of 1" width.



Minimum size of .55" width.

CLEAR-SPACE & SIZE REQUIREMENTS

The clear-space around the logo variations is equal to the height of the tagline. Do not position any text, graphic elements, or other visual marks inside the recommended clear space.

