

# brand

## Brand guidelines

JULY 2021



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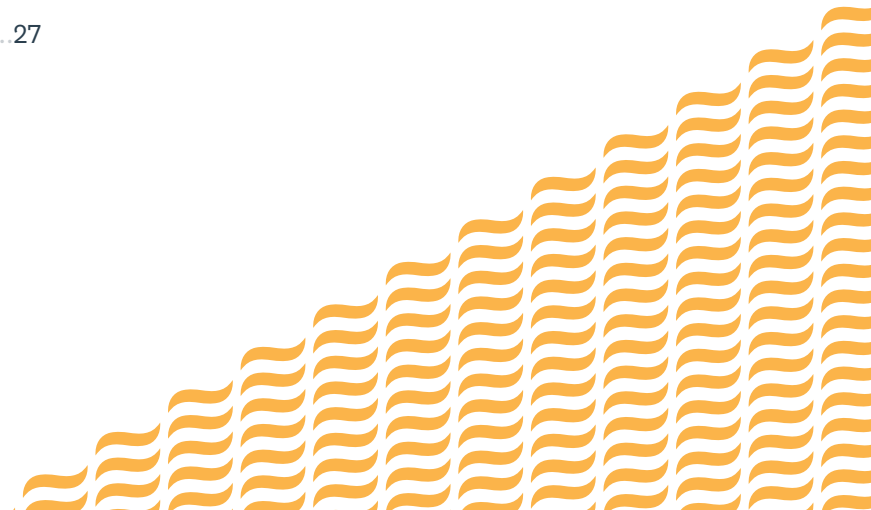
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## Brand samples

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# **Brand toolkit**







# Logo guidelines

## Exclusion zone

The minimum clearance area is determined by the height of the graphic motif in our logo. No type, images, or other graphic elements may appear within this area. This is a minimum clearance area – additional clearance should be given if possible or appropriate.



## Minimum size

Maintaining the legibility and the integrity of the South Eastern Ontario logo is very important, regardless of the application or the manner in which it's reproduced. When determining the size of the logo, be sure that its legibility and visibility are not compromised.



# Colour

For our brand communications, we chose to employ a robust and bold colour palette inspired by our regions and reflective of their natural landscape. Colour contributes to the tone and mood of a layout, whether it's applied to graphics and type or paired with photography.





**PANTONE 699 C**

C/ 0 M/ 28 Y/ 8 K/ 0  
R/ 252 G/ 196 B/ 204  
HEX FCC4CC

**PANTONE 489**

C/ 0 M/ 21 Y/ 24 K/ 0  
R/ 252 G/ 209 B/ 186  
HEX FCD1BA

**PANTONE 155**

C/ 0 M/ 17 Y/ 32 K/ 0  
R/ 255 G/ 217 B/ 176  
HEX FFD9B0



**PANTONE 1785 C**

C/ 0 M/ 86 Y/ 59 K/ 0  
R/ 252 G/ 74 B/ 87  
HEX FC4A57

**PANTONE 171 C**

C/ 0 M/ 78 Y/ 88 K/ 0  
R/ 255 G/ 94 B/ 46  
HEX FF5E2E

**PANTONE 1365 C**

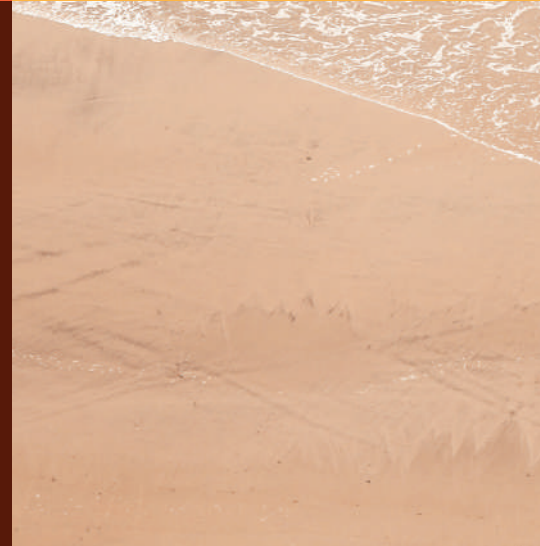
C/ 0 M/ 32 Y/ 82 K/ 0  
R/ 250 G/ 181 B/ 74  
HEX FAB54A

**PANTONE 7645 C**

C/ 47 M/ 84 Y/ 66 K/ 66  
R/ 69 G/ 24 B/ 32  
HEX 451820

**PANTONE 7610 C**

C/ 37 M/ 88 Y/ 94 K/ 59  
R/ 89 G/ 23 B/ 0  
HEX 591700



**PANTONE 304 C**

C/ 34 M/ 0 Y/ 10 K/ 0  
R/ 156 G/ 232 B/ 237  
HEX 9CE8ED

**PANTONE 2253**

C/ 24 M/ 0 Y/ 32 K/ 0  
R/ 194 G/ 227 B/ 189  
HEX C2E3BD

**PANTONE 324 C**

C/ 35 M/ 0 Y/ 17 K/ 0  
R/ 160 G/ 222 B/ 217  
HEX A0DED9

**PANTONE 2925 C**

C/ 74 M/ 22 Y/ 6 K/ 0  
R/ 33 G/ 158 B/ 207  
HEX 219ECF

**PANTONE 2269 C**

C/ 53 M/ 0 Y/ 84 K/ 0  
R/ 125 G/ 204 B/ 92  
HEX 7DCC5C

**PANTONE 3262 C**

C/ 70 M/ 0 Y/ 36 K/ 0  
R/ 23 G/ 194 B/ 184  
HEX 17C2B8

**PANTONE 648 C**

C/ 100 M/ 84 Y/ 37 K/ 29  
R/ 0 G/ 51 B/ 92  
HEX 00335C

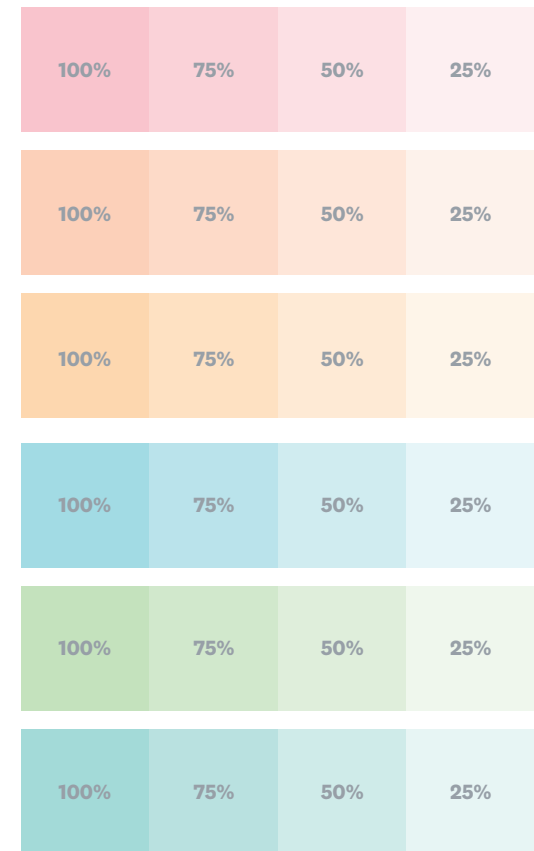
**PANTONE 3308 C**

C/ 90 M/ 47 Y/ 70 K/ 47  
R/ 5 G/ 71 B/ 61  
HEX 05473D

# Colour tints

Various tints of our colours can be used in our communications however, for consistency we only use the values shown on the right.

Attention should be paid to the colour of the text when used on each tint.



# Typography

Our typography helps to set the contemporary and clear tone of our communications. From the layout of the headlines to the format of URLs, every detail plays an important role in establishing our voice. The standards that follow have been designed to provide consistency while still allowing for plenty of flexibility.

## Primary typeface

Our primary typeface is National 2.

National is a simple sans serif with a distinctive personality. Its details are drawn from the era of Akzidenz Grotesk, giving it a humble, workmanlike character with an agreeable tone of voice. While National travels through and touches on, a lot of historical material, it is designed to thrive in our modern typographic climate.

abcdefghijklmnopqrstuvwxyz  
hijklmn  
opqrstu  
vwxyz  
ABCDEFGHIJ  
KLMNOP  
QRS  
TUVV

# Type structure

The following type scale provides a good basis to follow regardless of application. The size of body text should be used as the base unit of measurement to then establish the desired size of headings and subheadings.

This scale is a guide to show the desired structure to typography. Results may vary by application and elements like user interface components may require custom sizing.

Discover South Eastern Ontario with a safe, relaxing getaway close to home. Fill your days exploring our award-winning wineries, endless hiking trails, scenic golf courses or beautiful bays.

REGULAR

BODY

# Title

EXTRA BOLD

6 x BODY

## Heading One

EXTRA BOLD

3.5 x BODY

### Heading Two

EXTRA BOLD

2 x BODY

#### Heading Three

MEDIUM

1.5 x BODY

#### Heading Four

MEDIUM

1.25 x BODY

# Extraordinary is closer than you think.

Discover South Eastern Ontario and see how easy it is to go the extra mile with a safe, relaxing getaway close to home. Fill your days exploring our award-winning wineries, endless hiking trails, scenic golf courses or beautiful bays. Find a hidden gem in one of our charming shops, or double down on some locally crafted food. From wellness and adventure to stunning architecture and remarkable dining – there's so much to see, find, cherish and do.

[southeasternontario.ca](http://southeasternontario.ca)

# Alternate typeface

Arial is our secondary typeface. Arial is only used when our primary typeface is unavailable, which includes certain instances on the web, in PowerPoint presentations, and in documents created in Microsoft Word or Excel, like letters and memos.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

---

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***



# Motifs

Our motifs help to add a bold and playful feel to our brand communications. They are unique to us and set us apart as a destination, and help to create unity within our brand. The standards that follow have been designed to provide consistency while still allowing for creativity to thrive.

ty  
pog  
ra  
phy

## **Typography motif**

We use large typography as a motif in some of our marketing communications to add a bold look to our creative.

This motif should always be accompanied by photography and should only be used when copy is minimal. Because of its boldness, it should be used sparingly.

## Guidelines when using our type motif:

- The word should be attention-grabbing and relate to the visual being shown.
- Try to break the word between syllables to keep the flow.
- It should add to the visuals, not detract.

# unwind



# Graphic motif

We use the waves from our logo as a graphic motif in our marketing communications to add a visual playfulness to our creative.

**They can be used one of two ways:**

1. as an end-cap for colour blocks, or
2. as a repeating pattern

1

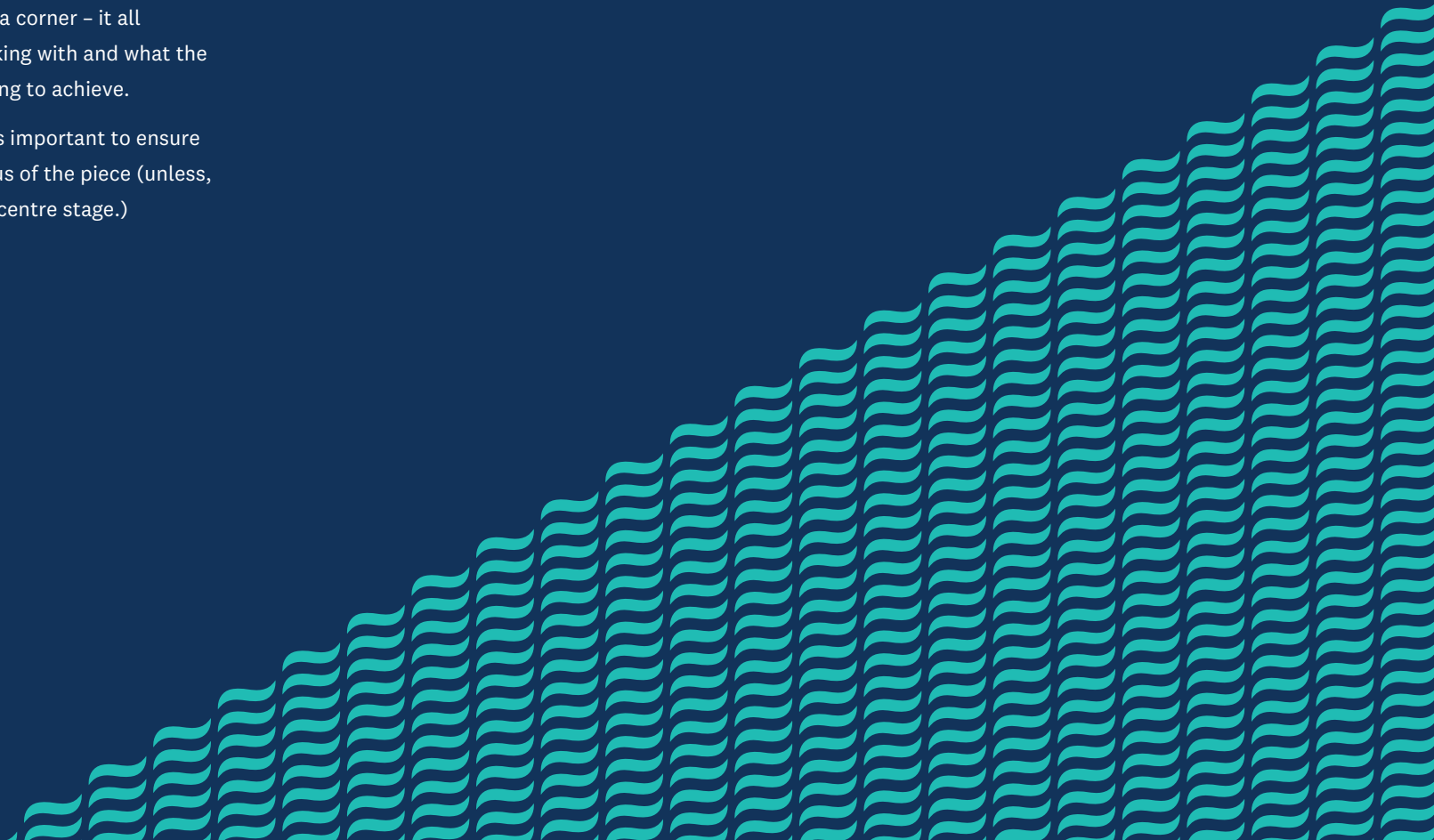
2

## MOTIF

# Repeating pattern

Our repeating pattern can be used as a full background motif to add some texture to creative, or it can playfully peek in on a corner – it all depends on what you're working with and what the communications piece is trying to achieve.

Whichever way you use it, it's important to ensure it doesn't overpower the focus of the piece (unless, of course, it's meant to take centre stage.)



**Talking about  
taking a hike?**

**See what we  
did there?**

Don't be afraid to get a little creative! This motif lends itself well to being centre stage. Depending on the colour combinations and the messaging, the pattern itself can become the main visual for the piece.

**What about  
going for a dip?**

# There's just one rule...

The repeating pattern should only be used over a solid colour block. It should not overlap or take away from our photography in any way.



# Iconography

Like our brand, our icons are energetic and playful. We keep them simple so that they're easily understood and scalable while also injecting our own unique style. The following guidelines help to ensure our icons stay consistent across the board.

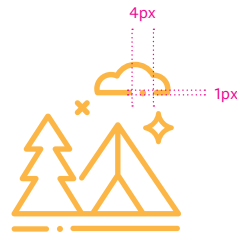


# Icon style

Our icons are built with a balanced combination of crisp, geometric linework, and subtle rounded corners to soften the forms and make them feel humanistic.

To give our icons a sense of originality and consistency, they each have a 4px gap within the linework when possible. A 1px circle should sit in the middle of this gap.

To ensure consistency, icons should be built using a 32px grid with a line-weight of 1px.



# Photography

Our photography is always authentic and never staged.

Whenever possible we use images shot by travellers who are living in the incredible moment they have just captured.

We aim to show a breadth of experiences that are attainable for real people to enjoy themselves.

# Photography style

Our photography features real people and authentic experiences, always depicted with warmth and personality. Photos should look as though a traveller has actually taken them, rather than feeling staged by a professional photographer.




We want real, intimate and candid moments in time, with subjects who look unposed and natural.



Shots are from a traveller's point of view so that people can easily imagine themselves in the scene.


# **Brand samples**


## Digital ads


 South Eastern  
ONTARIO

# Endless adventure

Plan your getaway →



 South Eastern  
ONTARIO



# Satisfy your sweet tooth

Dig in →

 South Eastern  
ONTARIO

# Wine and unwind

Plan your getaway →



# Adventure beyond the city

Whether your passion is peddling or by going the distance on foot, South Eastern Ontario has an abundance of opportunities for cyclists and hikers. Cyclists can travel through quaint towns, forests, wetlands, parklands or on paved recreational pathways. Put a scenic spin on your trip and travel one of the waterfront trails. Warning: with so many great places to see, you'll be inspired to step back, relax and take in the moment.

[southeasternontario.ca](http://southeasternontario.ca)







# unwind

**Wine and unwind in South Eastern Ontario**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus ullamcorper nec nisi nec euismod. Donec et sem lacinia, pulvinar ipsum in, cursus massa.

[southeasternontario.ca](http://southeasternontario.ca)

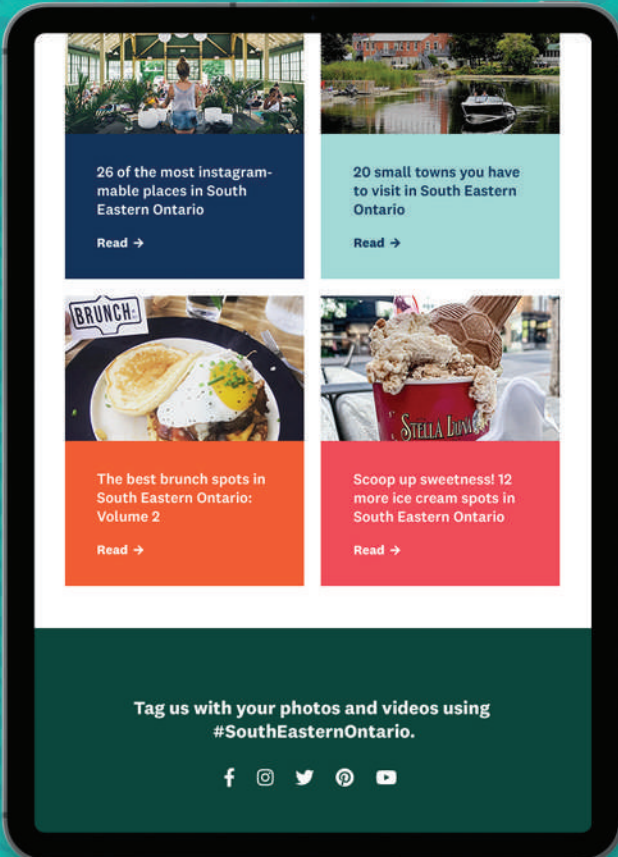
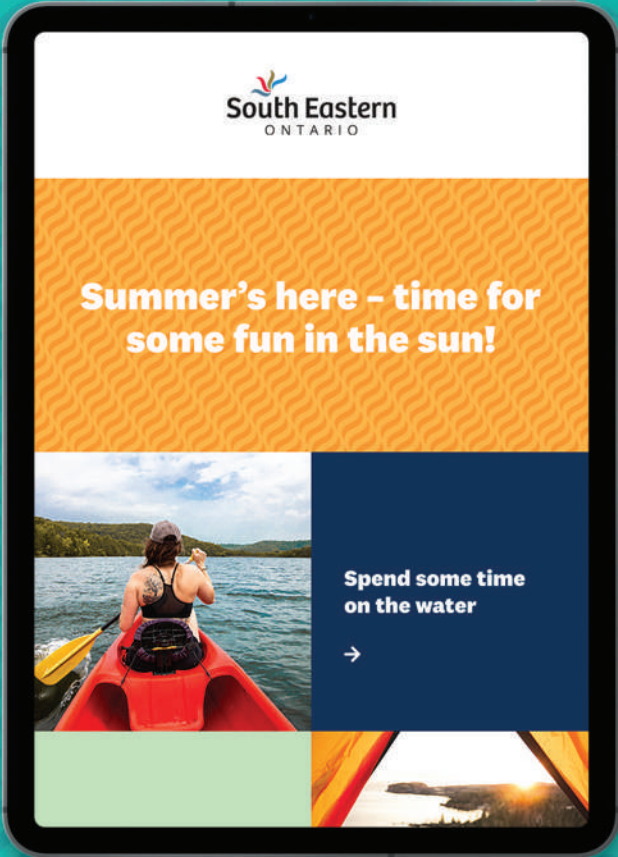




## Double page spread

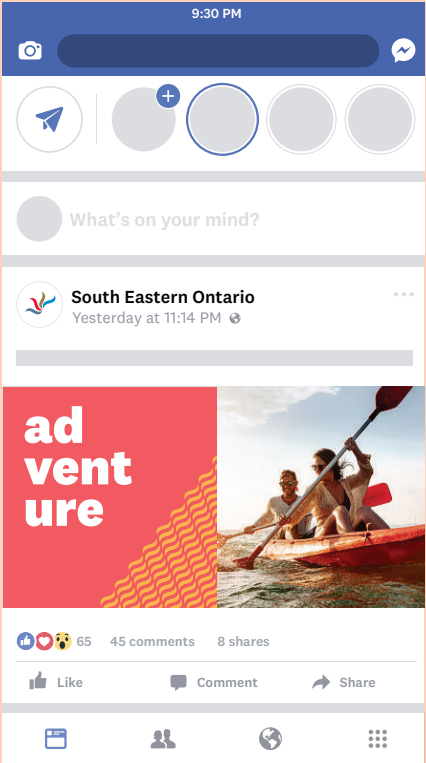
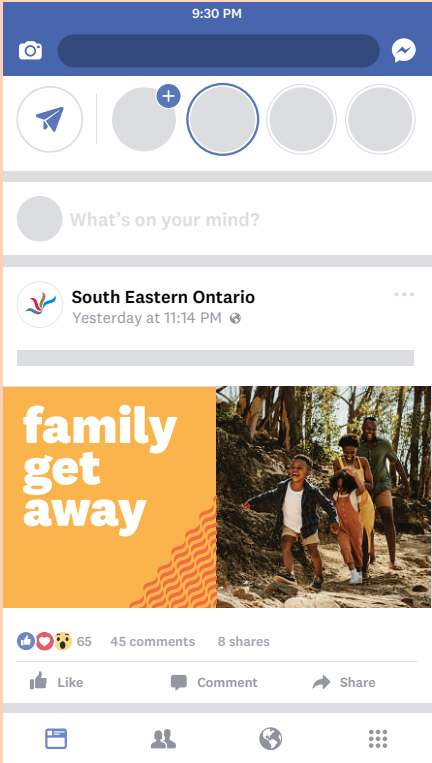
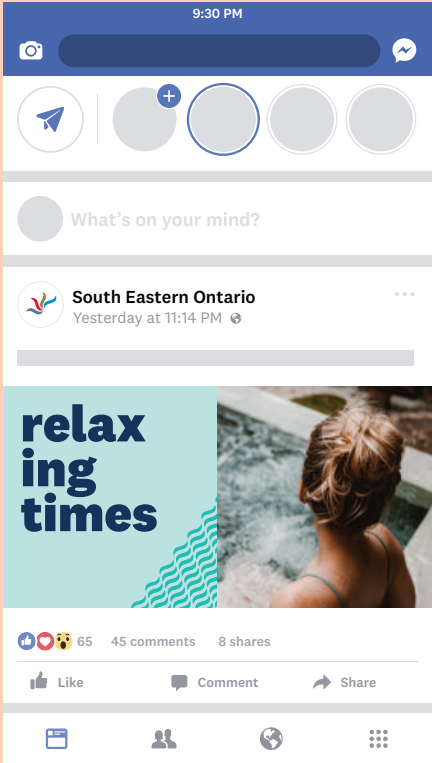


Email newsletter

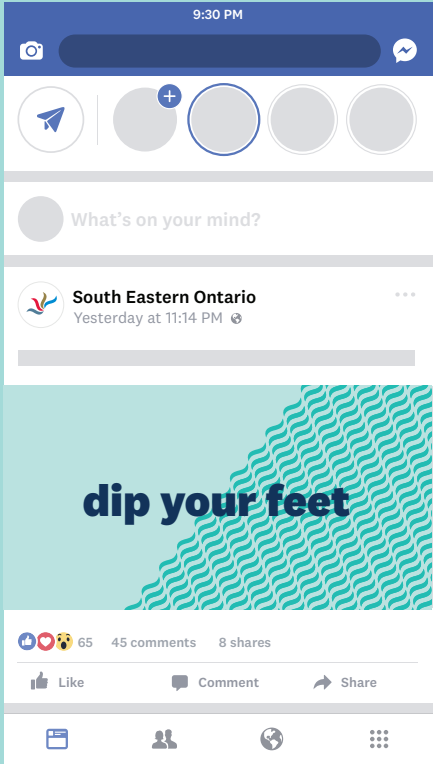
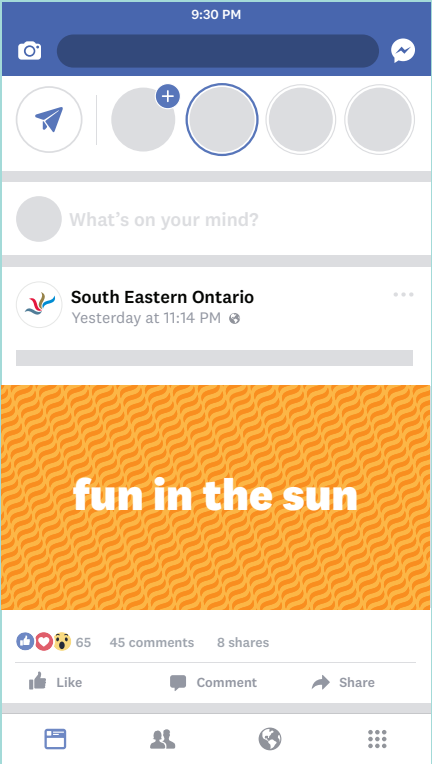
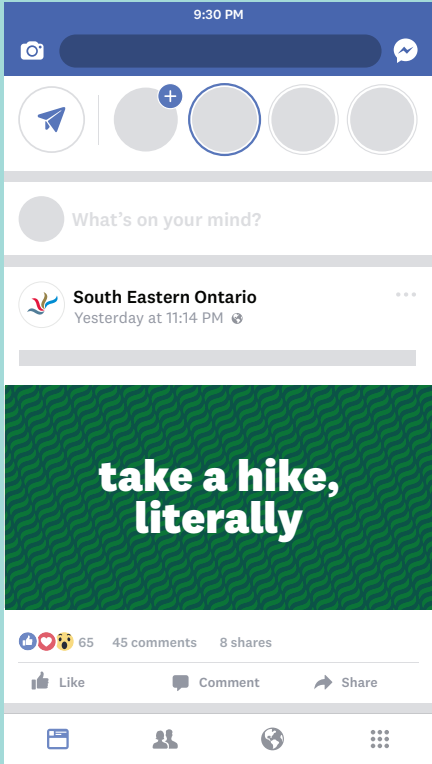




Social posts



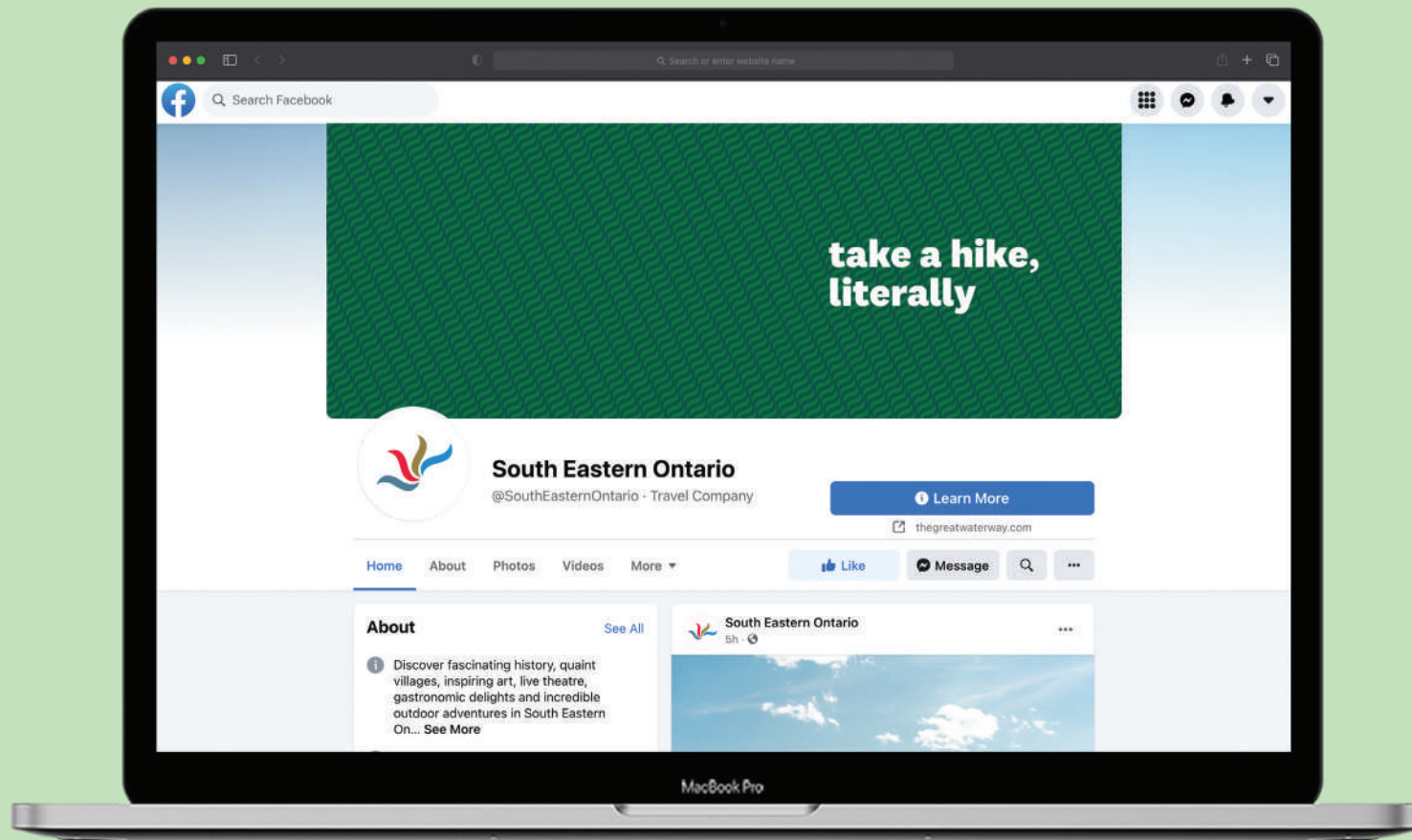
Social posts



Carousel



## Cover photo



Website

