Brand Guidelines

Bruce Grey Simcoe

Ontario

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Introduction

Developing a clear, well-differentiated brand is the first step in marketing BruceGreySimcoe effectively. Our brand is the promise we make to consumers – a summation of the features that make our region unique and appealing to visitors and residents alike. Authentic communities. Breathtaking natural environments. Memorable experiences, all four seasons of the year.

Brand identity is the distillation of that promise into a distinct, recognizable visual entity, through consistent use of imagery, graphics and text. Brand identity forms the foundation of all marketing and communications efforts.

The **BruceGreySimcoe Brand Guidelines** define the usage of all brand identity elements in terms of colour, typographic treatment, proportions, and placement. They ensure that everyone who uses the BruceGreySimcoe logo understands and respects what the brand represents and what the graphic elements are intended to convey. As with any brand, logo or word mark, it is important to maintain a consistent look, feel and tone across all media.

This guide is a resource for anyone involved in the development of marketing and promotional materials related to BruceGreySimcoe. Consistent application of the approved brand identity elements will help to strengthen our image for many years to come.

The most current version of these guidelines and up-to-date artwork are available for download at www.rto7.ca

The BruceGreySimcoe brand identity was developed following an extensive and intensive creative development process that involved review of existing and new research, consultation and consumer testing.

The process included comprehensive audits of existing and newly commissioned research, site visits, stakeholder and resident interviews, and reviews of competitive materials, to identify the essence of what the region offers as a destination, as well as to ascertain what attracts and interests potential visitors to the region.

The goal of the process was to determine a name and identity that tells the world who and where we are; conveys the uniqueness of our authentic communities, natural environments and breadth of product offerings; and leads visitors to anticipate different experiences each and every time they visit.

The name BruceGreySimcoe clearly answers the need to provide a sense of place, and also defines the area as one distinct region. It is up to us to establish our identity and ensure that our brand lives up to its promise.

Terms of Use of the BruceGreySimcoe Brand Mark

Our goal is that the BruceGreySimcoe brand identity will play an important role in building consumer awareness about – and above all, attracting visitors to – Bruce, Grey and Simcoe.

Like any brand, the more visible it is, and the more it resonates with consumers, the more successful it will be. Seeing the brand everywhere is obviously important, but it's equally important that it be displayed and used tastefully and appropriately. This way, it will be a name and a logo that everyone will be proud to display and use in their marketing and promotional efforts.

With this in mind, we bring you the obligatory Terms of Use:

The BruceGreySimcoe Brand Mark (logos, logotypes, word marks, Internet domain names and tag lines, e.g. "Always in Season" – the "Brand Mark") is the intellectual property of Regional Tourism Organization 7 (RTO7) and is developed, owned and administered by RTO7 on behalf of all tourism stakeholders in Ontario Tourism Region 7 (Bruce County, Grey County and Simcoe County).

The Brand Mark is provided freely for the use of BruceGreySimcoe tourism organizations and tourism businesses in the interests of building and sustaining consumer awareness and interest in BruceGreySimcoe destinations, tourism experiences and tourism attractions.

To ensure that the integrity of the Brand Mark is protected for the benefit of all, by using the Brand Mark you expressly agree:

1. To abide by the BruceGreySimcoe Brand Guidelines, as outlined in this document, and as may be updated from time to time;

2. That, as Licensor, RTO7 retains without limitation all intellectual property rights, title and interests in the Brand Mark, and that RTO7 reserves the right to withdraw permission for its use at any time;

3. That in the event RTO7 withdraws its permission of use, you will cease using RTO7's intellectual property immediately; and

4. That the Brand Mark may not be reproduced or used for purposes of private or commercial gain or profit, including but not limited to reproduction on clothing or other articles offered for sale, without the express and prior written permission of RTO7.

If you have questions, before using the Brand Mark and providing your agreement to these Terms of Use, please contact us by email at info@rto7.ca.

BruceGreySimcoe is a region characterized by big sky, big land and big water. In one elegant brush stroke, the logo captures both the surge of a sun-dappled wave, and the dramatic sweep of topography over the escarpment. The play of colours within the wave reflects the changing seasons, trailing off in a spray of icy blue.

The name, BruceGreySimcoe, anchors the logo in lines that are simple, clean and friendly. Together, the graphic and typography create a fresh, vibrant image with timeless appeal.

Bruce Grey Simcoe

There are three approved versions of the colour logo. The preferred version is the colour logo on a white background with grey type. An alternate version, with black type, has been created to ensure legibility of the BruceGreySimcoe name in situations where technical limitations impact reproduction (e.g. in newspaper).

When printing on a black background, the colour logo with white type may be used.

The BruceGreySimcoe logo may be reproduced only from authorized electronic files. It must not be altered, redrawn or manipulated in any way.

Colour Logo on White
(Grey Type) – **Preferred Version**
BGS_Logo_CMYK.eps

Colour Logo on White
(Black Type)
BGS_Logo_BLK Type_CMYK.eps

Colour Logo on Black
(White Type)
BGS_Logo_WHT Type_CMYK.eps

Three versions of the logo have been approved for use when printing in black and white. The preferred version is the greyscale logo on white with grey type. An alternate version, with black type, has been created to ensure legibility of the BruceGreySimcoe name when technical limitations impact reproduction. A reverse logo with white type may be used when printing on a black background.

Greyscale Logo on White
(Grey Type) – **Preferred Version**
BGS_Logo_GS.eps

Greyscale Logo on White
(Black Type)
BGS_Logo_BLK Type_GS.eps

Greyscale Logo on Black
(White Type)
BGS_Logo_WHT Type_GS.eps

There are three versions of the colour logo with tagline. The preferred version is the colour logo on a white background with grey type. An alternate version, with black type, has been created to ensure legibility when technical limitations impact reproduction. When printing on a black background, the colour logo with white type may be used.

Colour Logo with Tagline on White
(Grey Type) – **Preferred Version**
BGS_Logo_AlwaysInSeason_CMYK.eps

Colour Logo with Tagline on White
(Black Type)
BGS_Logo_AlwaysInSeason_BLK Type_CMYK.eps

Colour Logo With Tagline on Black
(White Type)
BGS_Logo_AlwaysInSeason_WHT Type_CMYK.eps

Three versions of the logo with tagline have been approved for use when printing in black and white. The preferred version is the greyscale logo on white with grey type. An alternate version, with black type, has been created to ensure legibility when technical limitations impact reproduction. A reverse logo with white type may be used when printing on a black background.

Greyscale Logo with Tagline on White
(Grey Type) – **Preferred Version**
BGS_Logo_AlwaysInSeason_GS.eps

Greyscale Logo with Tagline on White
(Black Type)
BGS_Logo_AlwaysInSeason_BLK Type_GS.eps

Greyscale Logo with Tagline on Black
(White Type)
BGS_Logo_AlwaysInSeason_WHT Type_GS.eps

There are three versions of the colour logo with the url. The preferred version is the colour logo on a white background with grey type. An alternate version, with black type, has been created to ensure legibility when technical limitations impact reproduction. When printing on a black background, the colour logo with white type may be used.

Colour Logo with URL on White
(Grey Type) – **Preferred Version**
BGS_Logo_URL_CMYK.eps

Colour Logo with URL on White
(Black Type)
BGS_Logo_URL_BLK Type_CMYK.eps

Colour Logo With URL on Black
(White Type)
BGS_Logo_URL_WHT Type_CMYK.eps

Three versions of the logo with url have been approved for use when printing in black and white. The preferred version is the greyscale logo on white with grey type. An alternate version, with black type, has been created to ensure legibility when technical limitations impact reproduction. A reverse logo with white type may be used when printing on a black background.

BruceGreySimcoe.com

Greyscale Logo with URL on White
(Grey Type) – **Preferred Version**
BGS_Logo_URL_GS.eps

BruceGreySimcoe.com

Greyscale Logo with URL on White
(Black Type)
BGS_Logo_URL_BLK Type_GS.eps

BruceGreySimcoe.com

Greyscale Logo with URL on Black
(White Type)
BGS_Logo_URL_WHT Type_GS.eps

Use this grid as a guide to ensure that
the BruceGreySimcoe logo always
has adequate spacing around it. This
allows the logo to register as a clear and
impactful element in applications across
all media.

Protected area for logo

A ... **A** ½ / ½ **A** ... **A**

A Bruce Grey Simcoe **A**

½ / ½ **A**

A = x-height of name, BruceGreySimcoe

Use this grid as a guide to ensure that the logo with tagline always has adequate spacing around it. This allows the logo to register as a clear and impactful element in applications across all media.
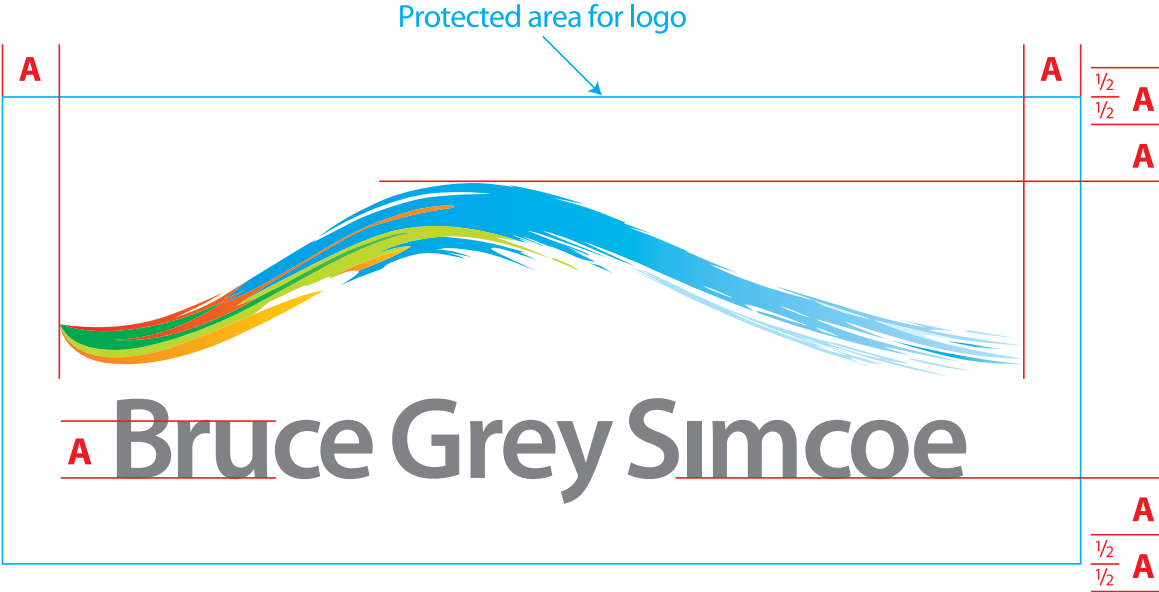
Protected area for logo with tagline

A
A
½
½
A
A
A
A

Bruce Grey Simcoe
ALWAYS IN SEASON

A
A
½
½
A

A = x-height of name, BruceGreySimcoe

Use this grid as a guide to ensure that
the logo with url always has adequate
spacing around it. This allows the logo to
register as a clear and impactful element
in applications across all media.

Protected area for logo with url

A   A   ½ ½ A   A

BruceGreySimcoe.com

A   A   ½ ½ A   A
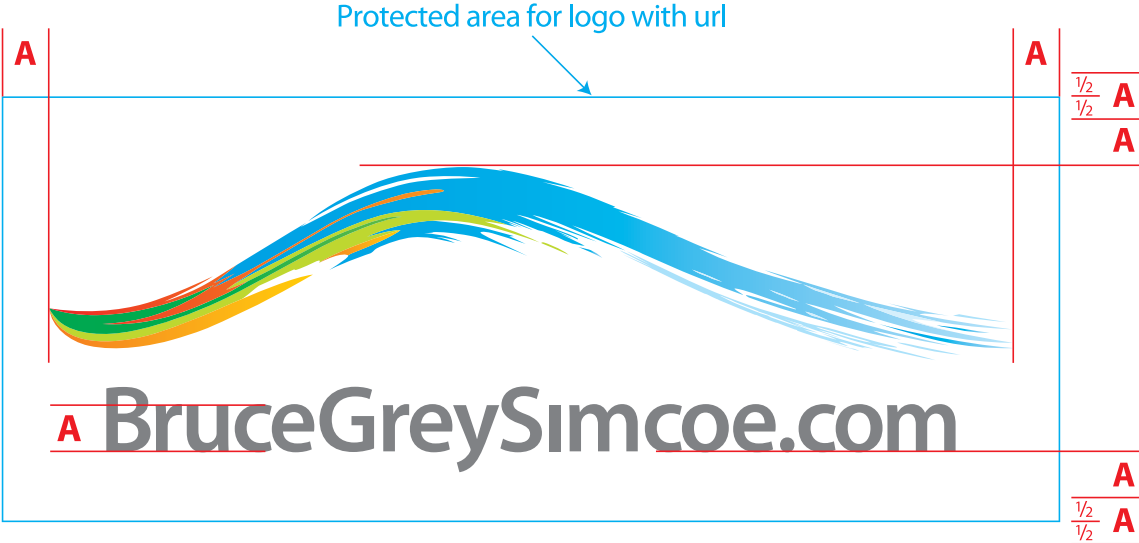
A = x-height of name, BruceGreySimcoe

Size

The BruceGreySimcoe logo can be used at any size, providing it is always larger than the minimum widths stated below. This ensures that all elements, including the url, remain fully legible.

Logo

Minimum 1" wide
(2.54 cm)

Logo with Tagline

Minimum 1.25" wide
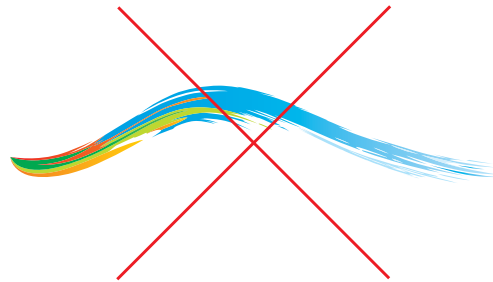(3.175 cm)

Logo with URL

Minimum 1" wide
(2.54 cm)

The BruceGreySimcoe logo is custom-designed artwork. It must not be altered, redrawn or manipulated in any way.

Do not rotate.

Do not use the graphic (wave)
without the name (BruceGreySimcoe).

Do not distort.

Do not place against a coloured background.

Do not add a drop shadow.

Do not superimpose over a photograph
or illustration.

For use on co-marketing materials, the logo, logo with tagline or logo with url must always have adequate white space around it. When using over a photograph, image or colour bar, it should be placed within a white area that is **at least** the minimum height and width of the Logo Protected Area (pp. 13-15).
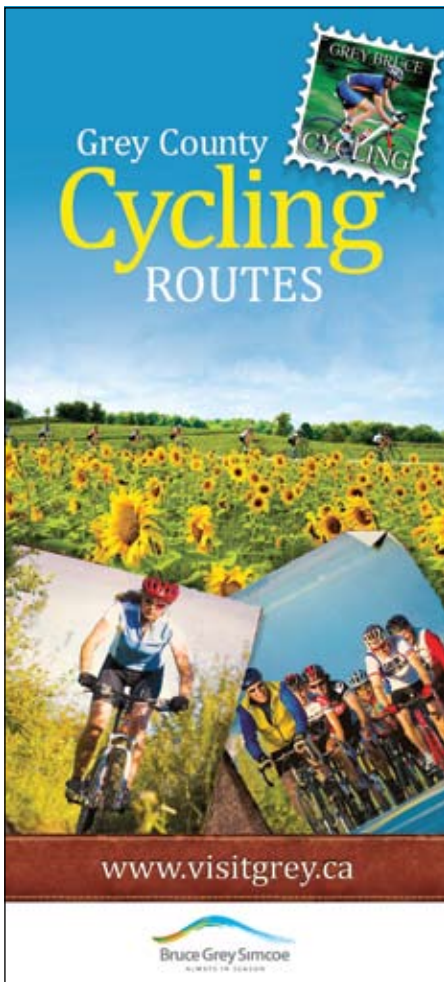
Shown at 60% of actual size

Shown at 60% of actual size

Co-Marketing Maps

For use on co-marketing materials, the logo, logo with tagline or logo with url must always have adequate white space around it. When using over a map or other image, it should be placed within a white area that is **at least** the minimum height and width of the Logo Protected Area (pp. 13-15).

Shown at 81% of actual size

For use in co-marketing ads, the logo, logo with tagline or logo with url must always have adequate white space around it. When using over a photograph, image or colour bar, it should be placed within a white area that is **at least** the minimum height and width of the Logo Protected Area (pp. 13-15).

Shown at 89% of actual size

QR Code

A QR code has been created to provide a direct link to the BruceGreySimcoe website. Incorporating the distinctive BruceGreySimcoe wave graphic for consistency with the logo, the QR code may be used for print and digital applications. It should be placed near or beside the BruceGreySimcoe logo, logo with tagline or logo with url, in accordance with Logo Protected Area guidelines. The QR code has its own Protected Area, as indicated by the white background surrounding it. This area is built into the file and must not be cropped out.

The QR code must be printed in solid black. Do not alter the colour or any other aspect of the QR code, as that will affect functionality. To ensure proper scanning by most QR code readers, it should be a minimum size of 1" by 1" (2.54 cm by 2.54 cm).

The BruceGreySimcoe QR code may only be reproduced from authorized electronic files. It must not be redrawn or manipulated in any way.

Protected area for QR code built into file

Recommended Minimum
1" wide
(2.54 cm)

GBS-QR-Code_Custom_1_blk.eps