



FRONTENAC

Official Brand Guidelines

1st Edition: July 2016





FRONTENAC

County of Frontenac

The standard identity for the County of Frontenac.

This document provides the brand outline and logo usage guidelines for the purpose of brand consistency.

redtra!n

The Frontenac brand was developed by RedTrain.
RedTrain is the preferred agency for all branding and design.

For more information please visit redtraincreative.com or
email hello@redtraincreative.com.

These guidelines are periodically updated.
For an up-to-date version, please contact the County's Communication Officer.

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PREFACE

Project Objective

The primary objective of the County of Frontenac branding initiative is the development of a region-wide brand and positioning strategy that unifies the four municipalities under one umbrella and provides clarity around the entity that is Frontenac, including the geography and characteristics.

The brand comprises of the four member municipalities including: Township of Frontenac Islands, Township of South Frontenac, Township of Central Frontenac, and Township of North Frontenac.

The brand has been created to support the Economic Development Charter for Frontenac including the support of three key themes: Trips & Trails, Local Food & Beverage and Recreational Lifestyle.

Target Audience:

The primary audience for the brand is those who live and work in the region (business owners, residents, cottagers). Anyone who has a vested interest in the area and will become the early adopters of the brand.

As the brand develops, additional audiences include:

- **The Adventure Seekers. The Explorers.**
Those looking for either a little piece of heaven or those that just need to get out of their urban surroundings. The city dweller who wants to jump on their motorbike and get away. The festival goers, the road trip wanderers and those looking to slow it down for a bit and take in all the wonders the region has to offer.
- **Potential Investors and business owners**
- **Potential Residents - permanent and cottagers**

USING THE GUIDELINES

These guidelines are an essential resource to understand the Frontenac brand positioning and identity.

They outline how to effectively use the logo, visual assets and core messaging. They ensure proper use of the Frontenac brand. They have not been developed to limit creativity, but to provide a solid foundation for the Frontenac brand.

The Brand

The Frontenac brand is an extension of our reputation. The brand's value will be enhanced by the positive experiences of residents, visitors, businesses and investors. These guidelines will help you understand our positioning and provide the foundation for a clear and compelling story.

The Brand Identity

The Frontenac brand identity is central to our communications and allows us to convey an accurate sense of what makes Frontenac unique. These guidelines will help you understand how to apply our brand identity effectively and consistently.

These guidelines are constantly being updated as new products and elements are created and developed. Once new information is approved, it will be added to these guidelines.



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BRAND POSITIONING

The objective of the Frontenac branding initiative was to develop a region-wide brand and positioning strategy that unifies the four municipalities under one umbrella and provides clarity around the entity that is Frontenac.

This section defines and outlines the entity that is Frontenac. It is the foundation for all brand experiences. A guiding principle in the development of all touch points with current and prospective audiences.

- › Overview
- › Positioning
- › Our Story
- › Our Promise
- › Brand Attributes
- › Brand Communication

OVERVIEW

Frontenac, an area of almost 4,000 square kilometres from the northern most tip to the Islands, is a region rich in diversity in areas such as tourism, agriculture, forestry, services and government. This vast landscape offers music, art, fishing, hiking, canoeing, ATVing, camping, sailing, beaches, snowmobiling, artisan food, festivals and more, the experiences are endless.

Made up of the municipalities of North Frontenac, Central Frontenac, South Frontenac, and Frontenac Islands, Frontenac is recognized for its unique pristine natural environment and lifestyle choices, commitment to and promotion of strong, resilient, diverse, rural communities.

Perhaps most of all, Frontenac takes your breath away. The moment you arrive, you feel it and all your senses are awakened.

The Landscape

Frontenac is home to well-known areas of interest and boasts some of the most beautiful natural features, including more than 1,000 lakes. Part of the Canadian Shield, the region has many islands; the largest being Wolfe Island and draws seasonal residents, outdoor recreational enthusiasts, artists, artisans and crafts-people. The region's tourism is strongly linked to this pristine environment.

The People

There is a sense of pride in Frontenac and those who live here know it is special. They nurture, protect and preserve it. Frontenac boasts residents from all walks of life, who live, learn, love and laugh. They work the soil, grace the waters, admire the skies, and feel thankful. And they love to share this thankfulness with their neighbours, friends and visitors.

What Frontenac Is

- It is a large region, rich with experiences.
- It's diverse both demographically and geographically.
- It is a place for adventure and tranquility.
- It's rugged, yet accessible.
- It's simple and beautiful.
- It's friendly and welcoming.
- It is rural Canada.

What Frontenac Is Not

- It's not a corporation.
- It's not a township.
- It's not just a place to live while commuting elsewhere to work.
- It's not exclusive.



POSITIONING

In Frontenac, the experiences are endless. From the northern most tip down to the Islands, this vast landscape offers music, art, fishing, hiking, canoeing, ATVing, camping, sailing, beaches, snowmobiling, artisan food, festivals...and so much more.

Imagine blue skies and calm clear waters. It takes your breath away and also lets you breathe. The moment you arrive, you feel it and all your senses are awakened.

Those who live here know it is special and they nurture, protect and preserve it. Side-by-side, people from all walks of life, learn, love and laugh. They work the soil, grace the waters, admire the skies, and feel thankful. And they love to share this thankfulness with their neighbours, friends and visitors.

It's adventure. It's community.
It's more than just a place, it's Frontenac.

OUR STORY

Frontenac is loved for many reasons but what makes it special is an element at its very core; diversity. Frontenac has a diverse landscape, a diverse community and diverse experiences. People from all walks of life are made to feel welcome in Frontenac, while being offered an adventurous, recreational and simple lifestyle. This amazingly adaptable lifestyle attracts a multitude of demographics from families, retirees, entrepreneurs and adventure seekers to explorers, cottagers and so many more.

In Frontenac, adventure is about the experience. Adventure is an exciting, engaging and unusual experience with an uncertain outcome, which simply means adventure is different for everyone. Adventure may be backcountry camping for some, but can also be visiting grandpa and grandma at their cottage, a new business endeavour, checking out the local farmers market or taking your daughter to the Wolfe Island corn maze. Frontenac is the perfect place for adventure seekers, whatever your adventure may be.

We celebrate our proud Canadian heritage and enjoy being in one of Canada's most pristine regions. It's adventure. It's community. It's more than just a place, it's Frontenac.

OUR PROMISE

In Frontenac, the experiences are endless. You have the opportunity to explore our beautiful Canadian landscape and pursue your own adventure.



Opposite Page:
Photograph by Steve Koopman



- Adventure
- Recreation
- Natural
- Pristine
- Simple / Rural
- Heritage
- Diversity
- Friendly / Welcoming
- Community

BRAND ATTRIBUTES

Adventure

Adventure is an exciting experience with an uncertain outcome. Frontenac offers an adventure for everyone, from backcountry camping to local farmers markets. The rugged, yet accessible landscape provides a uniquely Canadian experience.

Recreation

Frontenac embodies and promotes a recreational lifestyle, a Frontenac lifestyle. Frontenac provides the amenities and opportunity, unbound by urban limits, to access nature on your doorstep through trails, lakes and parks.

Natural / Pristine

Frontenac is proud of its natural beauty. Those who live here know it is special and they nurture, protect and preserve it.

Simple / Rural

Life in Frontenac isn't fancy, it's simple, relaxed and very rural. Much of Frontenac is remote and does not provide the same amenities as an urban community. Although some may see this as a negative attribute, residents of Frontenac prefer a simpler life that can be enjoyed without the hustle and bustle of an urban setting.

Heritage

The landscape and people of Frontenac are very Canadian and proud of their heritage. This can be experienced with every interaction.

Diversity

Frontenac is diverse in both geography and demographics. The landscape is made up of rugged wilderness to agriculture. It includes the Canadian Shield, forests, inland lakes, farmland and two islands in the St. Lawrence River. The diverse demographics include artists, farmers, tradespeople, entrepreneurs, professionals, cottagers and retirees who all contribute to the vibrant community.

Friendly / Welcoming

The residents of Frontenac are friendly and hospitable. They are thankful for what they have and share this thankfulness with their neighbours, friends and visitors.

Community

Frontenac has a vibrant community of diverse, friendly people from all walks of life. The beauty of Frontenac is in the landscape, but the strength is in the community.

BRAND COMMUNICATION

How to Refer to Frontenac

The official corporation name of the region is the "County of Frontenac." This name is reserved for official use of the municipality as a corporate entity. It should not be used for promotion of the Frontenac brand.

The brand should be referred to as Frontenac for simplicity while also communicating that it's more than a corporation or municipality but that it's a region, a lifestyle, a community. It's Frontenac.

The Region: Frontenac

Frontenac is a diverse, rugged region. Made up with lakes, forest and trails scattered across the Canadian shield, the northern half of Frontenac offers a peaceful, rugged wilderness. The southern half of Frontenac borders Lake Ontario along the gateway to the Thousand Islands. It also provides exceptional wilderness that is more populated, rich in its agricultural heritage and staged to grow.

Frontenac is home to farmers, artists, tradespeople, entrepreneurs, professionals, cottagers and retirees who all contribute to the vibrant community.

The Corporation: The County of Frontenac

Centrally located in the heart of Eastern Ontario, Frontenac is steeped in history. Originally proclaimed on July 16, 1792 as part of the newly-created Midland District, Frontenac was joined by neighbouring Lennox & Addington counties, as one of the original nineteen counties in Upper Canada. The union was formally dissolved on January 1, 1865.

On January 1, 1998, the eighteen former townships were restructured to form four: Townships of North, Central and South Frontenac and the Frontenac Islands, represented by their respective mayors on a four-member County Council.

Today, the County of Frontenac offers an exceptional quality of life while providing businesses with strategic access to major markets in both Canada and the USA. Residents enjoy the advantages of a rural lifestyle, living, working and travelling in one of the most naturally beautiful parts of our province, yet benefit from the region's proximity to a number of major urban centres.





BRAND IDENTITY

This section includes the visual standards for the brand identity. These standards provide instruction for understanding, using and supporting the logo correctly and effectively.

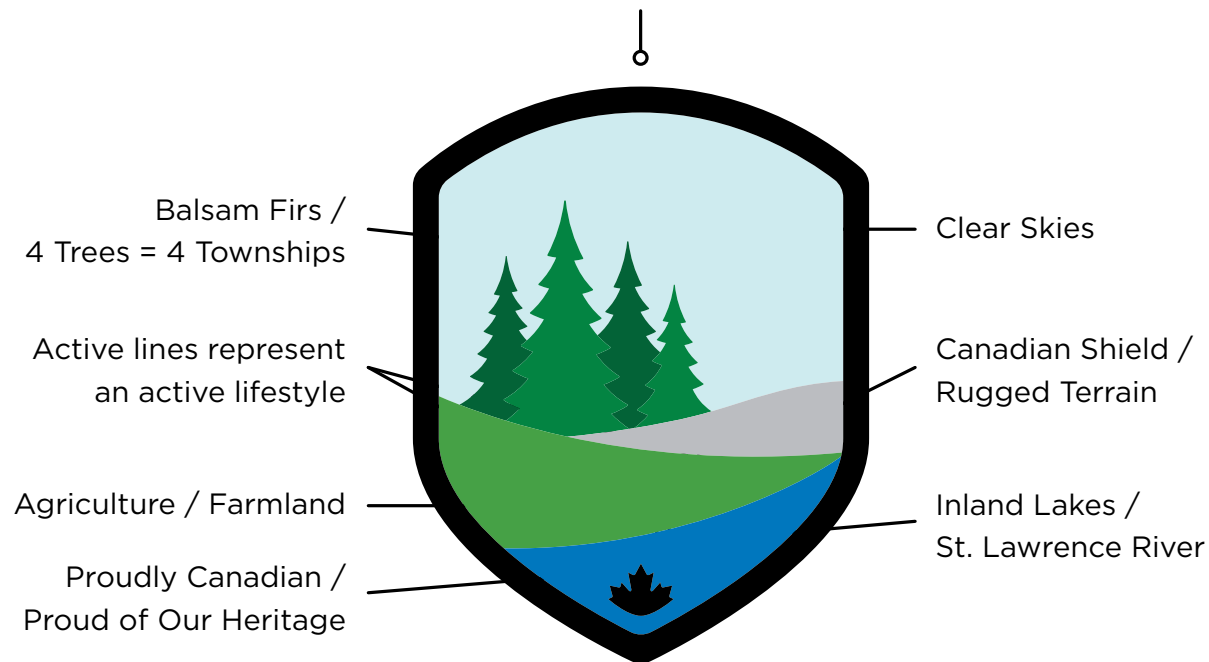
- › Understanding the Logo
- › Frontenac Logo
- › Logo Variations
- › Logo Specifications
- › Colour
- › Typography
- › Tagline System

UNDERSTANDING THE LOGO

The Frontenac logo is a crest that symbolizes rural pride, community and adventure. A crest is a distinctive device, historically one component of a coat-of-arms, which was used as a simplified symbol when the full coat-of-arms is too detailed. Over time, crests have been used on their own as an identifying symbol for a family.

The new crest for Frontenac is the identifying symbol for our county and our community.

The crest shape symbolizes rural pride, community and adventure.



The logo represents the lifestyle & landscape of Frontenac County.
It's adventure. It's community. It's Frontenac.

The diagram on the left outlines the meaning of each element in the crest.

The shape of a crest was chosen to represent rural pride, community and adventure. Historically, crests symbolize families. As a community, it is therefore, fitting for a crest to represent the Frontenac community. The specific shape of this crest inspires adventure, this is a crest that can be sewn on backpacks the same way many Canadian travellers sew the Canadian flag on their backpacks. These two aspects together form a sense of rural pride for both permanent and part-time residents.

The crest as a whole showcases the Frontenac landscape. The diversity of forests, the Canadian shield, farmland and lakes including Lake Ontario and the St. Lawrence River. The one thing that unifies the community and diverse lifestyles along with our heritage and our future is the land. The land means something to people, they're proud of where they come from.

The trees are symbolic of the four townships represented in Frontenac County. The clear sky represents the fresh air along with the Dark Sky Preserve in North Frontenac which is absent of the light pollution from urban areas. The maple leaf speaks to our Canadian Heritage; we are proudly Canadian.

The typography is bold, simple, yet unique. The "N's" and "R" have equitable points in their form that make the wordmark recognizable.



FRONTENAC LOGO

Signature



Logo Breakdown

This section outlines the breakdown of the logo and explains the purpose and use of each element.

Signature

The signature is the structured relationship between the crest and the logotype. The above signature is the official identity of the Frontenac brand. The signature is available in two versions, stacked and horizontal.

Crest

The crest is an iconic mark that visually represents Frontenac. Although it has been infused with meaning, its main purpose is recognition and will naturally be associated with whatever perception a person has of Frontenac.

Wordmark

The logotype, as shown above, is the distinctive typographic representation of Frontenac.

Crest



Stacked Logo



Horizontal Logo



Wordmark



LOGO VARIATIONS

Using the Logo

The guidelines in this section outline the different variations of the Frontenac logo. These variations exist for the purpose of consistency and flexibility within different applications. It is important that any application of the logo works within the layout as defined by the context. These variations may not be modified. For further details, please see the Brand Application section on page 49.

There are six versions of the Frontenac logo: the crest, stacked logo, horizontal logo, stacked signature, horizontal signautre and wordmark. For each version, there are four variations: full-colour, reversed, greyscale and black. The variations are the same for each version and are outlined below.

Full-Colour Logo

The standard logo is a full-colour logo (available in Pantone, CMYK & RGB) and should be used whenever possible. It may only appear in the colours outlined on page 39. No other colour is permitted for use with the logo.

Greyscale Logo

When printing specifications or budget restrictions will not permit the use of colour, the greyscale variation of the logo may be used. It may only be used on light backgrounds.

Reversed Logo

The reversed logo is for applications where the background is dark, providing better contrast and legibility. Alternate reversed variations include a full-colour crest (CMYK or RGB).

Black Logo

The black logo is a one-colour variation of the greyscale logo. 100% black (K) is preferred and may only be used on light backgrounds.

Crest

The crest may be used whenever desired in circumstances where the full logo is not required. Use of the crest should be limited when first introducing the new identity.

This version should not be used as the primary brand presence for Frontenac on any formal documents.

File Names:

- Frontenac_Crest_PMS
- Frontenac_Crest_CMYK
- Frontenac_Crest_RGB

- Frontenac_Crest_Rev

- Frontenac_Crest_Greyscale
- Frontenac_Crest_Black



Stacked Logo

The stacked logo includes the name of the county, which is important when first introducing the new identity to build equity in the new mark.

This version is preferred for all use unless the height of space available prevents an appropriate size for the logo, in which case the horizontal version should be used.

File Names:

- Frontenac_Logo-Stacked_PMS
- Frontenac_Logo-Stacked_CMYK
- Frontenac_Logo-Stacked_RGB

- Frontenac_Logo-Stacked_Rev
- Frontenac_Logo-Stacked_CMYK-Rev
- Frontenac_Logo-Stacked_RGB-Rev

- Frontenac_Logo-Stacked_Greyscale
- Frontenac_Logo-Stacked_Black



Horizontal Logo

The horizontal logo should be used as a substitute in applications where the available space doesn't allow the use of stacked logo.

This version is preferred for applications where height restrictions would cause the stacked logo to be considerably scaled down.

File Names:

- Frontenac_Logo-Horz_PMS
- Frontenac_Logo-Horz_CMYK
- Frontenac_Logo-Horz_RGB

- Frontenac_Logo-Horz_Rev
- Frontenac_Logo-Horz_CMYK-Rev
- Frontenac_Logo-Horz_RGB-Rev

- Frontenac_Logo-Horz_Greyscale
- Frontenac_Logo-Horz_Black



Stacked Signature

The signature is the formal version of the logo. It's based on the primary logo with the addition full name of the county under the wordmark. The signature may be used for all formal application as deemed appropriate. This version should not be used for promotional purposes.

The stacked version should be primarily used unless the height of space available prevents an appropriate size for the logo, in which case, the horizontal version should be used.

File Names:

- Frontenac_Signature-Stacked-En_PMS
- Frontenac_Signature-Stacked-En_CMYK
- Frontenac_Signature-Stacked-En_RGB

- Frontenac_Signature-Stacked-En_Rev
- Frontenac_Signature-Stacked-En_CMYK-Rev
- Frontenac_Signature-Stacked-En_RGB-Rev

- Frontenac_Signature-Stacked-En_Greyscale
- Frontenac_Signature-Stacked-En_Black

- Frontenac_Signature-Stacked-Fr_PMS
- Frontenac_Signature-Stacked-Fr_CMYK
- Frontenac_Signature-Stacked-Fr_RGB

- Frontenac_Signature-Stacked-Fr_Rev
- Frontenac_Signature-Stacked-Fr_CMYK-Rev
- Frontenac_Signature-Stacked-Fr_RGB-Rev

- Frontenac_Signature-Stack-Fr_Greyscale
- Frontenac_Signature-Stack-Fr_Black



Horizontal Signature

The horizontal signature should be used as a substitute in applications where the available space doesn't allow the use of stacked signature.

This version is preferred for applications where height restrictions would cause the stacked signature to be considerably scaled down.

File Names:

- Frontenac_Signature-Horz-En_PMS
- Frontenac_Signature-Horz-En_CMYK
- Frontenac_Signature-Horz-En_RGB

- Frontenac_Signature-Horz-En_Rev
- Frontenac_Signature-Horz-En_CMYK-Rev
- Frontenac_Signature-Horz-En_RGB-Rev

- Frontenac_Signature-Horz-En_Greyscale
- Frontenac_Signature-Horz-En_Black

- Frontenac_Signature-Horz-Fr_PMS
- Frontenac_Signature-Horz-Fr_CMYK
- Frontenac_Signature-Horz-Fr_RGB

- Frontenac_Signature-Horz-Fr_Rev
- Frontenac_Signature-Horz-Fr_CMYK-Rev
- Frontenac_Signature-Horz-Fr_RGB-Rev

- Frontenac_Signature-Horz-Fr_Greyscale
- Frontenac_Signature-Horz-Fr_Black



Wordmark

The wordmark may be used as a predominate mark in order to showcase the geographical area. However, it may only be used in the context of the primary logo.

File Names:

- Frontenac_Wordmark-En_Black
- Frontenac_Wordmark-En_Rev

- Frontenac_Wordmark-Fr_Black
- Frontenac_Wordmark-Fr_Rev

FRONTENAC
COUNTY OF FRONTENAC • ONTARIO



FRONTENAC
COMTÉ DE FRONTENAC • ONTARIO



Alternate Variations

Embroidered Crest

The embroidered crest is based on the original crest and has been optimized for embroidery. This variation may need to be modified based on the advice of an embroiderer.



Embossed Crest

The embossed crest is partially inverted in order for the emboss to achieve the proper effect.

Reduced Crest

The reduced crest is based on the one-colour variation and excludes the maple leaf. This is for use at small sizes such as a lapel pin or favicon.



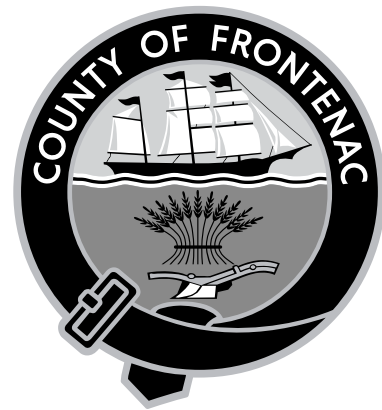
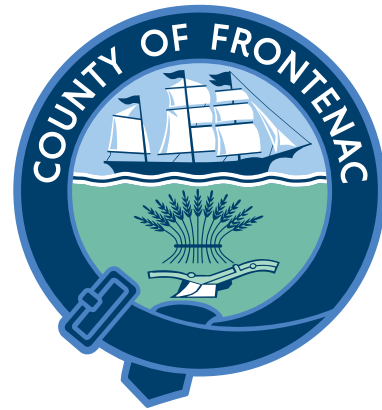
County Seal

The County Seal represents the County of Frontenac Corporation. It should only be used to represent the Corporation or the County Council. Use of the County Seal must be authorized by the County of Frontenac.

The County Seal should never be used as the identity for the Frontenac brand or in the promotion of Frontenac.

File Names:

- Frontenac_CountySeal_CMYK
- Frontenac_CountySeal_RGB
- Frontenac_CountySeal_Greyscale



LOGO SPECIFICATIONS



Photograph by Steve Koopman

File Formats

The Frontenac logos are available in four formats. These formats have been chosen for the highest-quality usability for professional design (EPS), daily use (PDF) and web (PNG, JPEG).

For additional formats that have not been provided, please contact the County's Communication Officer.

EPS - Vector

EPS files are vector-based and can be scaled to any size without compromising image quality. EPS files are preferred for all high quality reproduction. EPS files cannot be opened on most computers without professional design software.

PDF

The provided PDFs are also vector-based and are ideal for print and general daily use. PDF is the most versatile file type and is ideal for all types of users.

PNG - Web Only

The provided PNGs are for web use only and should never be scaled larger. They have a transparent background and have been provided at 400px wide at 72dpi in RGB colour format.

JPEG - Web Only

The provided JPEGs are for web use only and should never be scaled larger. They do not have a transparent background and should only be used where a white background is appropriate. The provided files are 400px wide at 72dpi in RGB colour format.

Spacing Requirements

Protective Space

The protective space must be maintained around all sides of the Frontenac logo to maintain visual clarity and to provide maximum impact. This space keeps the logo separate from other design elements such as typography, other logos, borders, or the edge of the document.

Ratio Spacing

It is important that the Frontenac logo always abides by the correct ratio and alignment guidelines shown in the included diagrams.

This is for the purpose of clarity and readability.

Stacked Logo



Horizontal Logo



COLOUR

Colour Specifications

Colour is a strong and communicative element for any visual identity and plays an important role in the visual identity of the Frontenac brand.

The Frontenac Colour Palette takes its inspiration from the diversity of our beautiful, rugged landscape. The colours reflect the nature and adventure that is native to Frontenac.

The primary palette consists of the main colours used in the logo. The secondary palette outlines the supporting colours. The logo palette outlines each colour used in the logo.

We have utilized the standards of the Pantone Matching System (PMS), which is a universally recognized colour matching system based on lithographic printing inks. The colour palettes include the specific spot colours and the breakdowns for the equivalent process colours (CMYK) for printing applications where Pantone colours aren't possible or are outside of the budget. Also included are RGB equivalents for use in word processing and presentation software as well as hexadecimal equivalents for web applications.

Using Colour

When designing for the Frontenac brand, colours should be carefully chosen. When selecting colour combinations, similar tones are best used together. Colours may be tinted to create further flexibility. Be careful not to use too many colours together at one time. Colour should be used to create order, not chaos.

Primary Palette

The primary palette consists of the main colours used in the logo. When designing for the Frontenac brand, these colours are to be used and may be supported by the secondary palette. Other colours beyond these palettes may be used sparingly where preferred and deemed appropriate, but must never overpower the primary palette. Should the exact colours not be available, the closest available colours may be used.

Black	Pantone	Black
	CMYK	0.0.0.100 / 100% K
	RGB	0.0.0
	HEX	#000000
Forest Dark	Pantone	349
	CMYK	90.35.95.30
	RGB	0.102.51
	HEX	#006633
Forest Light	Pantone	7731
	CMYK	88.24.100.10
	RGB	3.132.66
	HEX	#038442
Rock	Pantone	Cool Grey 4
	CMYK	27.20.19.0 / 30% K
	RGB	183.183.183
	HEX	#b7b7b7
Lake	Pantone	285
	CMYK	90.48.0.0
	RGB	0.114.206
	HEX	#0072ce

Secondary Palette

The secondary palette is designed to support and complement the primary palette. This palette provides additional tones based on the primary palette. These colours allow for flexibility and variety in design. They are ideal for use in backgrounds, titles, graphs and other supporting design elements.

Pantone 350 CMYK 80.21.79.64 RGB 44.82.52 HEX #2c5234	Pantone 356 CMYK 91.4.100.25 RGB 0.122.51 HEX #007a33
Pantone 7743 CMYK 71.8.100.50 RGB 68.105.61 HEX #44693d	Pantone 7738 CMYK 75.12.100.2 RGB 72.162.63 HEX #48a23f
Pantone Cool Gray 11 CMYK 64.56.55.31 / 82% K RGB 85.85.85 HEX #555555	Pantone Cool Gray 1 CMYK 0.0.0.20 / 20% K RGB 217.217.214 HEX #d9d9d6
Pantone 541 CMYK 100.58.9.46 RGB 0.60.113 HEX #003c71	Pantone 284 CMYK 59.17.0.0 RGB 108.172.228 HEX #6cace4

Logo Palette

The logo palette consists of all the colours used in the logo. The only colour not included in either the primary or secondary palettes is Sky Blue. It should not be used in brand elements such as typography, but may be needed for graphic elements such as the sky on a sign or brochure.

Black Pantone Black CMYK 0.0.0.100 / 100% K RGB 0.0.0 HEX #000000	Rock Pantone Cool Gray 4 CMYK 27.20.19.0 / 30% K RGB 183.183.183 HEX #b7b7b7
Forest Dark Pantone 349 CMYK 90.35.95.30 RGB 0.102.51 HEX #006633	Lake Pantone 285 CMYK 90.48.0.0 RGB 0.114.206 HEX #0072ce
Forest Light Pantone 7731 CMYK 88.24.100.10 RGB 3.132.66 HEX #038442	Sky Pantone 7457 CMYK 18.0.5.0 RGB 187.221.230 HEX #bbdde6
Farmland Pantone 7738 CMYK 75.12.100.2 RGB 72.162.63 HEX #48a23f	

TYPOGRAPHY

Typography is a strong extension of our brand's personality and plays a major role in creating a consistent look for Frontenac across all communications and promotional material.

Logo / Headline Typeface

Niveau Grotesk

Niveau Grotesk is a strong, sturdy, highly-legible, sans serif typeface well suited for display use. Its attributes complement the Frontenac brand.

The Frontenac wordmark is a customized version of Niveau Grotesk. The customized "R" should only be used in the wordmark. For all headlines and other applications where Niveau Grotesk is applied, the alternative "R" (with the straight leg) should be used. This is available in the font's glyphs panel.

Niveau Grotesk may be licensed here:
<https://www.myfonts.com/fonts/hvdfonts/niveau-grotesk/>

Niveau Grotesk Medium:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Typeface

Gotham

Gotham is an assertive, friendly and confident typeface. It's easy to read and includes a web-safe font for digital application.

Gotham may be licensed here:
<http://www.typography.com/fonts/gotham/styles/>

Gotham Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Light:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Substitute Typeface

Arial

Arial is an extremely common typeface that can be found on all mainstream computer operating systems. It's easy to read at small sizes in a variety of applications. It's also a web-safe typeface allowing it to also be used digitally. It should be used as the substitute typeface for body text when Gotham is unavailable.

Arial Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Specifications

Main Headline:

Niveau Grotesk Medium
Uppercase
Leading 100% of point size
Preferred Colour: Black

Subheading A:

Gotham Book
Sentence case
Leading 120% of point size
Preferred Colour: Black

Subheading B:

Gotham Medium
Sentence case
Leading 120% of point size
Preferred Colour: Black

Pull Quote:

Gotham Medium
Sentence Case
Leading 120% of point size
Preferred Colour: Forest Light

Large Body:

Gotham Medium
Sentence case
Leading 130% of point size
Preferred Colour: Black

Standard Body:

Gotham Book
Sentence case
Leading 150% of point size
Preferred Colour: Black

MAIN HEADLINE

Large body text / ulluption non eost, in renestrum quam fugiaecte nimaximped explaborum et derchitat quost, voluptis fugiaecte recabore.

Subheading A

Standard body text / aut utatur, velia delendit, et dolorero quas re eni temporum et essunt es nim quasper ferupiet et pera et alitati im que volut fugitium restia cus ea dolo blaccuptis dolupta musdant quidiciis acepers pitinus ulliat erenis con essim hic to quae.

Pull Quote / a poria sameni dolor ad quiae evelic tentur parunto.

Standard body text / nimaximped explaborum et derchitat quost, voluptiis recabore digenihitat accepti aximped viboru.

Subheading B

Standard body text / bereruntenis nimaximped explaborum et derchitat quost, voluptiis recabore voluptatia peliqu. Blaccuptis dolupta musdant quidici. Dolor molo bereruntenis nimaximped. Essunt es nim quasper ferupiet et pera et alitati.

Application Guidelines

Main Headline

The main headline is the primary heading and should be the top-level heading in the application. It should typically appear in black, or alternately, reversed (white) when applied to applications with a colour background.

Subheadings

Subheadings are intended to support the headline, but remain as a separate element. They may vary in size and colour depending on the number or subheading levels needed. Each subheading must effectively contrast the adjacent level of text above and below.

Pull Quote

Pull quotes are used to highlight quotes or insightful phrases from the main body of text. Pull quotes should appear in a complementary colour that provides contrast, such as Forest Light. The point size should be larger than the standard body copy for visual emphasis and contrast.

Large Body

Large body copy is used to highlight text, such as introductory paragraphs, captions, etc. It must also be larger in point size than the standard body copy to maintain hierarchy within the body of text. It should never replace standard body copy.

Standard Body

Standard body copy is spaced specifically for legibility and functionality. It should be used for the primary content and all large bodies of text. Arial may be used as the alternative typeface for internally used documents or external documents where Gotham is not available.

TAGLINE SYSTEM

Understanding the System

"In Frontenac" is the base for the tagline system. It will aid in building recognition around the entity that is Frontenac. The system is designed to help define Frontenac while showcasing the diversity within the region. The system allows for customization and the opportunity for people with a vested interest in Frontenac to make it their own. Meanwhile, the simplicity of "In Frontenac" allows for easy and effective application via social media by using #InFrontenac.

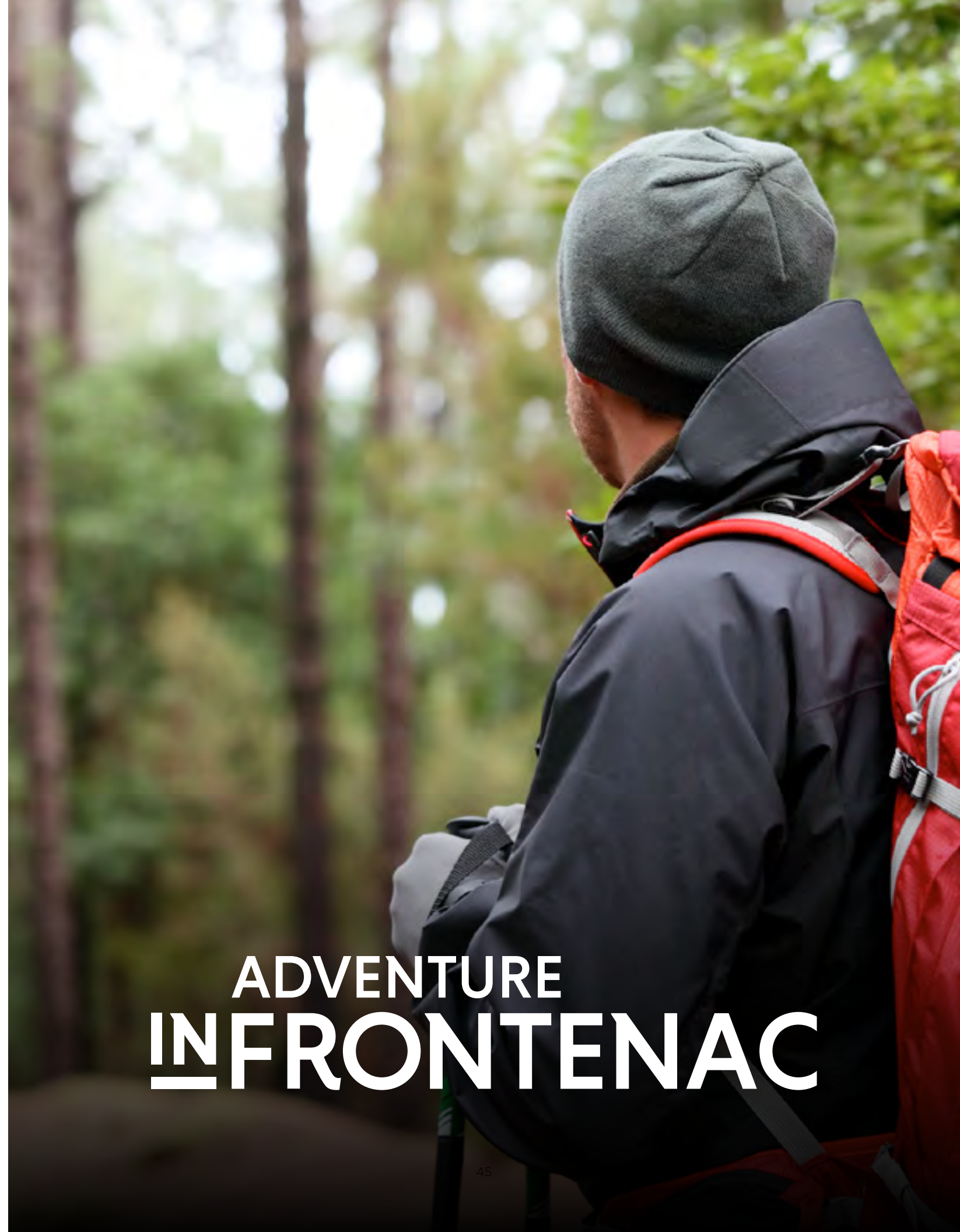
The tagline should never directly accompany the logo as is common with many other brands. Instead it should be used independent of the logo. However, the logo is often used in conjunction with the tagline to provide appropriate brand context. The tagline should be understood more as a versatile, systematic headline.

Using the System

The words "In Frontenac" should never be modified or adjusted. The only customizable component is the top line. The word(s) should always be set in Niveau Grotesk Medium, all caps and 55% of the cap-height of "Frontenac." The tagline should always appear in black unless a reversed version provides greater contrast.

The customizable word(s) should always be left aligned with "Frontenac" and never exceed with its length.

When customizing the tagline, ensure that the word(s) chosen for the top line reflect the Frontenac brand. They can refer to what Frontenac is or an opportunity Frontenac provides and should always portray Frontenac in a positive light.



BUSINESS LOGO

PROUDLY LOCATED
INFRONTENAC

GO HIKING
INFRONTENAC

GO CAMPING
INFRONTENAC

FARM TO FORK
INFRONTENAC

HAND CRAFTED
INFRONTENAC

PROUDLY LOCATED
INFRONTENAC

INVEST
INFRONTENAC

LIVE & PLAY
INFRONTENAC





BRAND APPLICATION

This section provides instruction on proper and improper usage of the logo. It also provides templates and guidelines for the identity system and how it should be used in various forms of media.

- › Proper Logo Usage
- › Improper Logo Usage
- › Minimum Logo Size
- › Business Cards
- › Envelopes
- › Letterhead
- › PowerPoint Templates
- › Advertising
- › Social Media
- › Email Signatures
- › Promotional Items
- › Vehicle Graphics
- › Photography

Photograph by Steve Koopman

PROPER LOGO USAGE

Uniform Background

The full-colour logo should be used on white or light coloured backgrounds.
The reversed logo should be used on most colourful and dark backgrounds.
The diagram below shows which logo variations are acceptable on the corresponding background colours. All colours outside the Frontenac colour scheme should be avoided when possible.

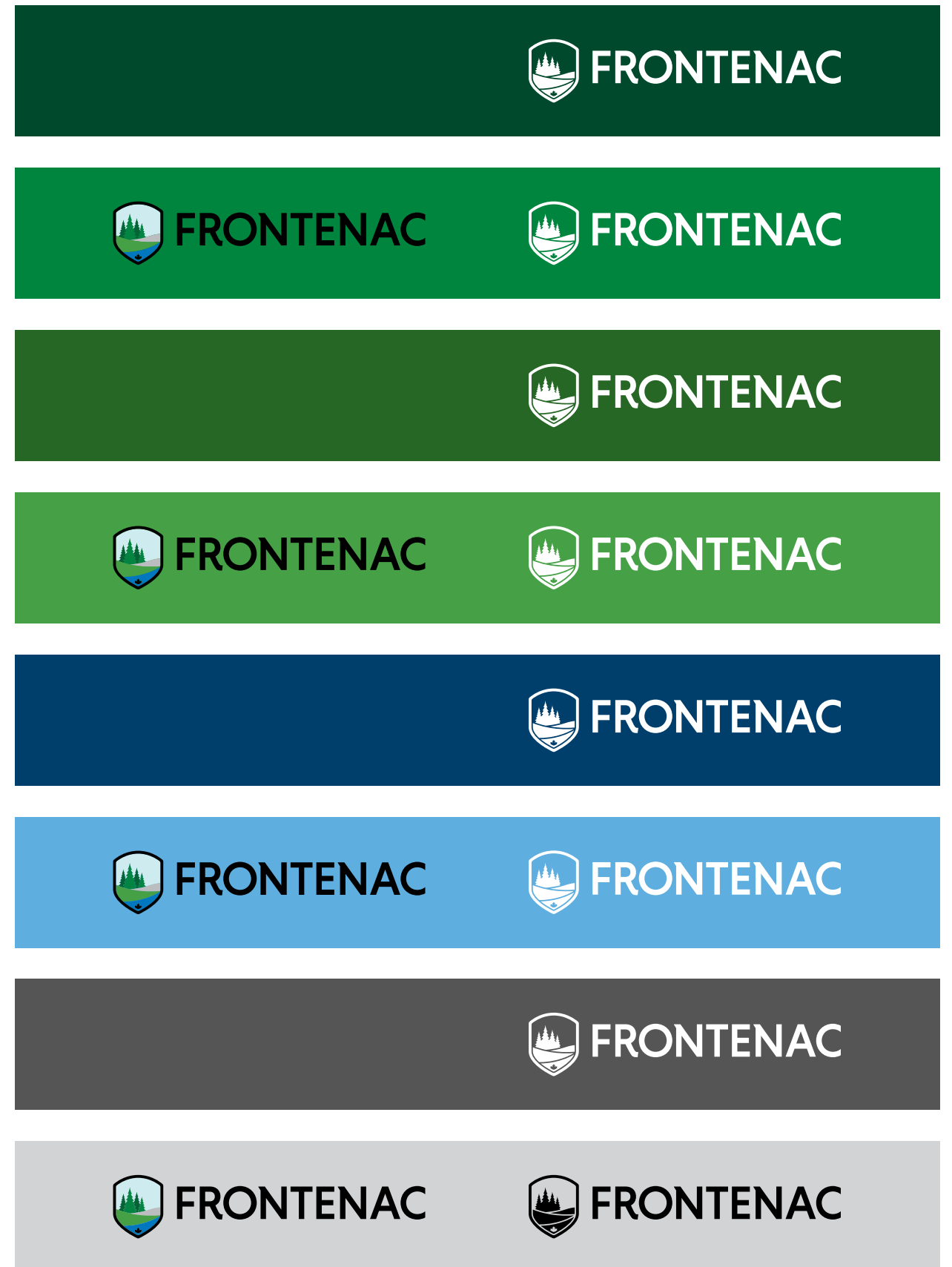
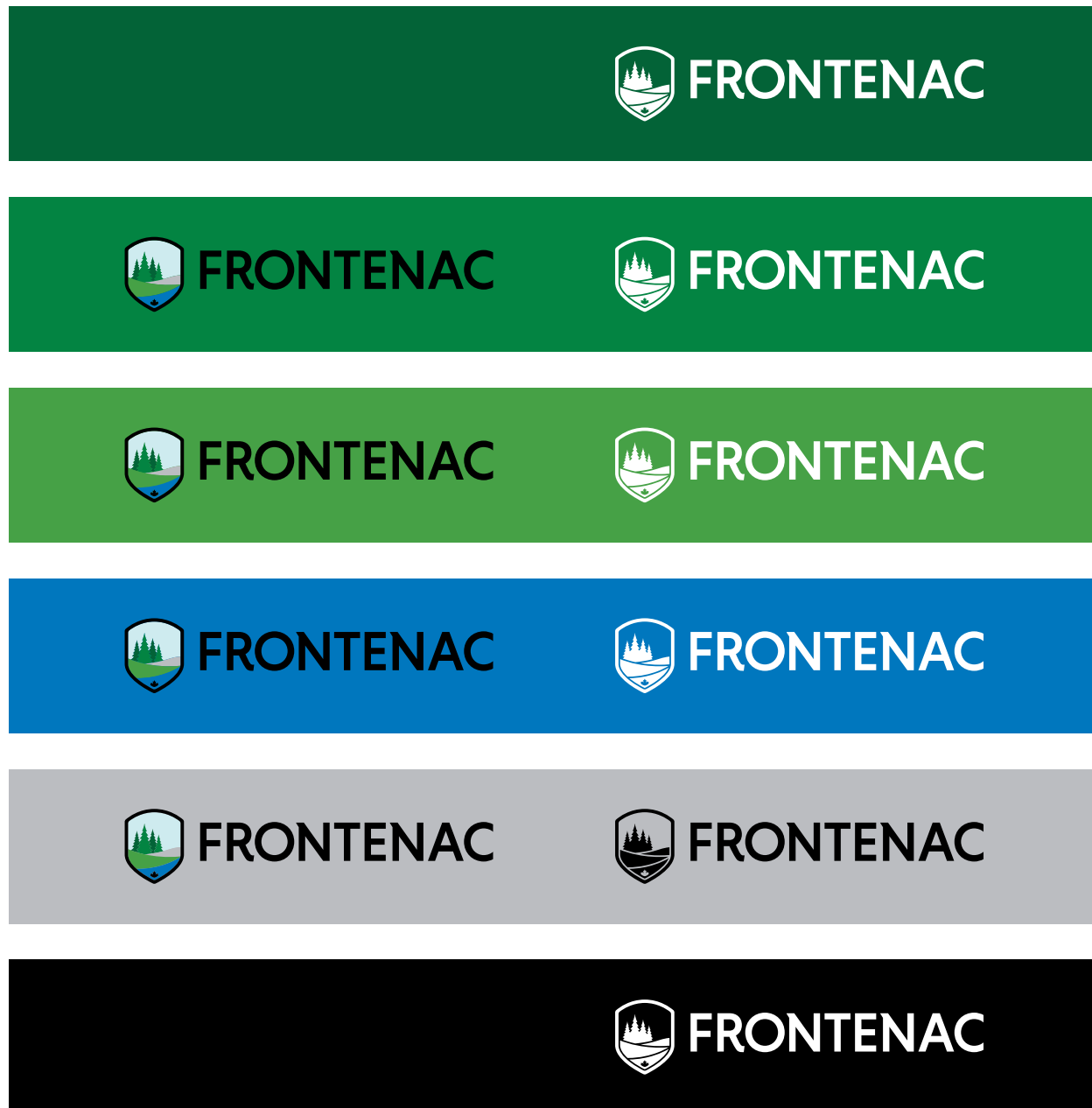
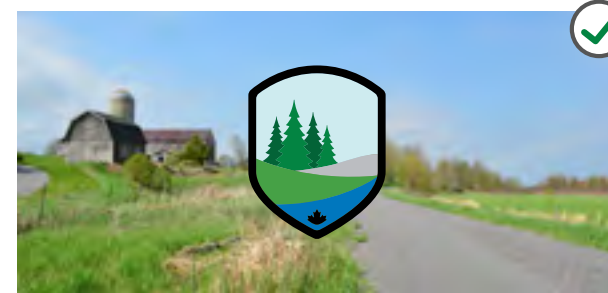




Image Background

Below are several examples of how the logo may be placed on an image background. When placing over an image, ensure contrast by placing over a light or dark area and seeking negative space. Otherwise, the logo must be used with a Forest Dark background as shown below.



Crest Background

The diagram below shows which crest variations are acceptable on the corresponding background colours.



IMPROPER LOGO USAGE

The following uses of the logo are prohibited.



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



DO NOT rotate or skew the logo.



DO NOT modify the proportions of elements in the logo.



DO NOT recreate the wordmark using any other typeface.



DO NOT stretch the logo outside of its original proportions.



DO NOT apply a drop shadow to the logo.



DO NOT add a transparency effect to the logo.



DO NOT add elements to the logo.



DO NOT place the logo on a background that will reduce legibility.



DO NOT place the logo on a background with low contrast.



DO NOT apply a stroke to the logo.

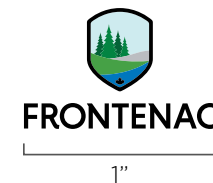


DO NOT use a jpeg version of the logo for print due to the white box and poor image quality.

MINIMUM LOGO SIZE

To maintain legibility, the logo should never be reproduced at a size smaller than what is outlined below. There is no maximum size limit, but use discretion when sizing the logo.

Print Application



Stacked Logo

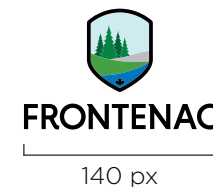
Minimum width: 1"



Horizontal Logo

Minimum width: 1.5"

Digital Application



Stacked Logo

Minimum width: 140 px at 72dpi



Horizontal Logo

Minimum width: 210 px at 72dpi

BUSINESS CARDS

Specifications for all official Frontenac business cards are provided in the example below. The front must remain the same for all business cards. The back may be modified to suit the individual. All business cards are to be printed in full colour.

Frontenac Signature
1.125" wide

Name
Anne Marie Young
Gotham Medium
10/12 pt, left aligned

Position / Title
Manager of Economic Development
Gotham Book
6/7 pt, left aligned

Department
Economic Development
Gotham Medium
7/8 pt, left aligned

Office Address
2069 Battersea Road
Glenburnie, ON KOH 1S0
Gotham Book
7/8 pt, left aligned
+4 pts space after

Contact Information
Office: 613.548.9400 x330
Fax: 613.548.8460
Cell: 000.000.0000
ayoung@frontenaccounty.ca
FrontenacCounty.ca
Gotham Book
7/8 pt, left aligned
+4 pts space after

Additional Visuals
The grey-toned areas indicate the size and positioning for a maximum of one program or initiative identifier.

Customized Tagline
The tagline used on the back of business cards may be customized but must represent the region and abide by the tagline guidelines outlined earlier in this document.

Background Image
The background image should relate to the tagline and represent Frontenac.

ENVELOPES

Specifications for all official Frontenac envelopes are provided in the example below. Business-sized envelopes are available in both full colour and black only versions.

0.375"

Horizontal Logo
2" wide

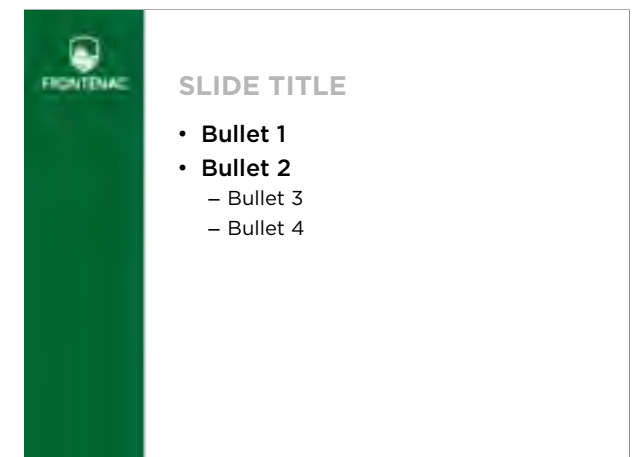
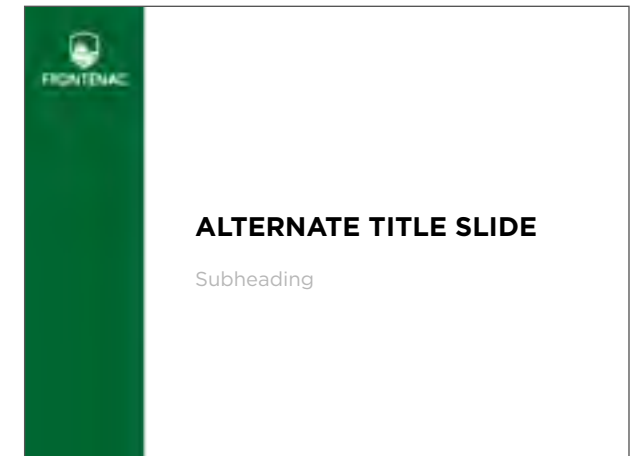
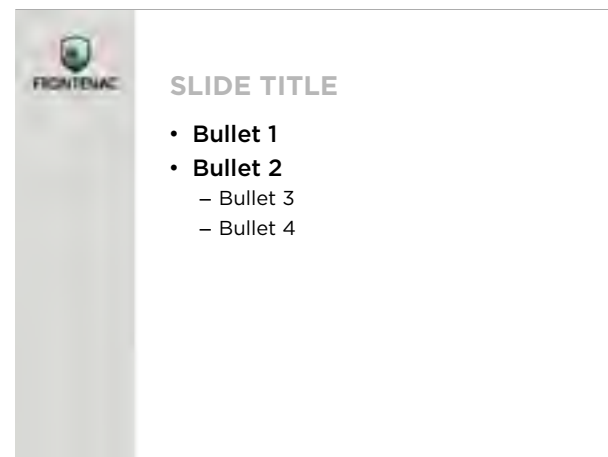
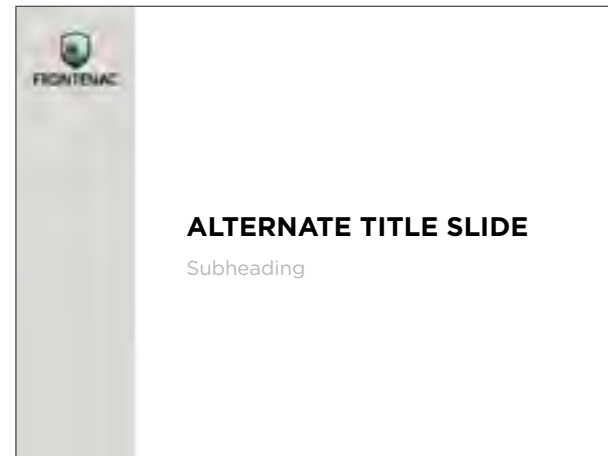
Address
2069 Battersea Road
Glenburnie, Ontario Canada
KOH 1S0
Gotham Book
8/10 pt, left aligned

#10 Business Envelope: Standard (CMYK)

#10 Business Envelope: Standard (Black)

POWERPOINT TEMPLATES

The main slides for the Frontenac PowerPoint presentation templates are displayed below. These slides may be customized as long as all customizations follow the brand guidelines outlined in this manual.



ADVERTISING

Print Advertising

Print advertising provides a great way to build and shape the Frontenac brand with targeted audiences. A standardized and unified look establishes familiarity and builds recognition. This allows the message to be easily received and the ads more effective.

All print advertising must include the following elements:

- The Frontenac logo
- Call-to-Action headline or on-brand customized tagline
- The Frontenac website
- On-brand imagery / photography
- Frontenac colours and typography



GO KAYAKING
INFRONTENAC

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FrontenacCounty.ca
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INFRONTENAC

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FrontenacCounty.ca
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GO CANOEING
INFRONTENAC

FrontenacCounty.ca




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GO CA PING
INFRONTENAC

FrontenacCounty.ca




FRONTENAC

GO CA PING
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FrontenacCounty.ca



GO EXPLORING
INFRONTENAC

Forem diatustusam quos ea dioritas iur arum explatem essimil liquae endae comimporro ex es ipsus sectur, officii doloribearum dolenet, vendignis eaquost, sus.

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FrontenacCounty.ca
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GO EXPLORING
INFRONTENAC

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Eptatios alitaquia dolo conem vit qui con repudic te rem fuga. Buscid quas et rero.

FrontenacCounty.ca
@ f t



Display Advertising

Display advertising provides a great way to build and shape the Frontenac brand with targeted audiences. A standardized and unified look establishes familiarity and builds recognition. This provides context and recognition for the Frontenac brand at events.

All display advertising must include the following elements:

- The Frontenac logo
- The Frontenac website
- On-brand imagery / photography
- Frontenac colours and typography

Pull-up Banners



Trade Show Display



Press Conference Banner



Digital Advertising

Digital advertising provides an additional opportunity to reach a very specific target audience, such as outdoor enthusiasts who live in Ontario. A standardized and unified look allows for brand recognition even with different messaging and photography.

All digital advertising must include the following elements:

- The Frontenac logo or crest (depending on the space available)
- A relevant customized Frontenac tagline
- Relevant, on-brand imagery / photography
- Frontenac colour and typography
- The Frontenac website, if space is available
- All ads must link to the Frontenac website or campaign specific landing page



SOCIAL MEDIA

Social media provides a great opportunity to reach targeted audiences and allows them to interact with the brand. A standardized and unified look allows for brand recognition even with different messaging and photography.

Images

The profile image for any social platform should always be the crest as shown on the opposite page. The full logo should not be used here as the profile image will always be accompanied by the name "Frontenac County." It builds recognition with the crest and is more effective at small sizes such as when it's seen in a news feed. The only exception to this rule is with LinkedIn where the stacked logo may be used.

Header images should use appropriate photography to provide context. This may be accompanied with an approved and appropriate tagline. Avoid trying to communicate too much in the header image, that is what content is for.

Shared and in-stream images may include images from events. However, the majority of these images should follow the photography guidelines as outlined on page 76. These images do not require additional design. However, when applicable, an appropriate tagline can be effective and provide additional emphasis to the post.

Image Dimensions

Each platform requires different image dimensions, these have been outlined below. All images should be created in RGB for best results. All images that include text or a logo should be exported as a PNG. Images without text or logos may be exported as a JPEG.

Twitter

Header Image: 1500 x 500px

Profile Image: 400 x 400px

In-Stream Photo: 440 x 220px

Facebook

Cover Photo: 851 x 315px

Profile Image: 180 x 180px

Shared Image: 1200 x 630px

LinkedIn

Background Image:

1400 x 425px - 4000 x 4000px

Standard Logo: 400 x 400px

Banner Image: 646 x 220px

Instagram

Profile Image: 110 x 110px

Photo Thumbnails: 161 x 161px

Full Size Photo: 1080 x 1080px

Header Image



Profile Image

Shared & In-Stream Images



Hashtag

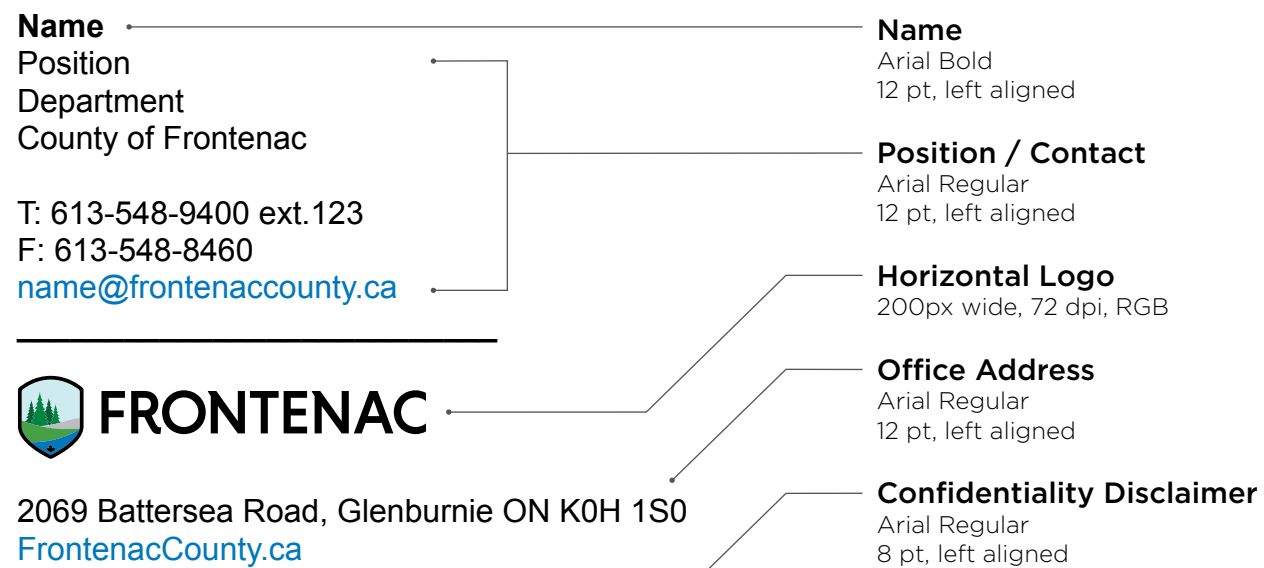
The new hashtag that is designed to work with the brand is #InFrontenac. It is designed to be adaptable and easily accommodate different people and experiences within Frontenac.

EMAIL SIGNATURES

An email signature plays an important role in our correspondence. It identifies the sender as a County of Frontenac employee and provides contact information that the recipient may need. It should not be embellished with decorative typefaces, non-approved colours, personal slogans or phrases. Along those same lines, background colours or images should be avoided at all times.

An email signature has been created to include the Frontenac logo which contains active hypelinks that link to the individual's email and our website.

Template



Confidential: This email and any attachments transmitted with it are confidential and intended solely for the use of the individual or entity to which they are addressed. If you received this email in error, please notify the sender by return email and delete the email immediately. If you are not the intended recipient, be aware that disclosing, copying, distributing or using the content of this transmission is strictly prohibited.



PROMOTIONAL ITEMS

Promotional items are a great way to promote the Frontenac brand. To increase the effectiveness of these items, they should correspond with the key themes and attributes of the Frontenac brand. For example, a water bottle is very practical for hiking, camping and other adventures in Frontenac. When ordering promotional items, it's best to be aware of quality. Items such as water bottles and t-shirts are less likely to be used if they are lower quality.



VEHICLE GRAPHICS

Vehicles graphics for Frontenac are outlined below. The full graphics are preferred for use on prominent vehicles, especially vehicles that are used for travelling throughout Frontenac and parked on-site at events.

For vehicles where the full graphics are not appropriate or approved, the basic graphics are available. When placing the Frontenac logo, both the stacked or horizontal versions may be used depending on which one is more appropriate for the space available.

When using the basic graphics layout, the acceptable areas to place the logo include either side doors or the tailgate. When placing the logo, take into account the colour of the vehicle when selecting the appropriate variation of the logo. It is important that there is a strong contrast in order for the logo to stand out.

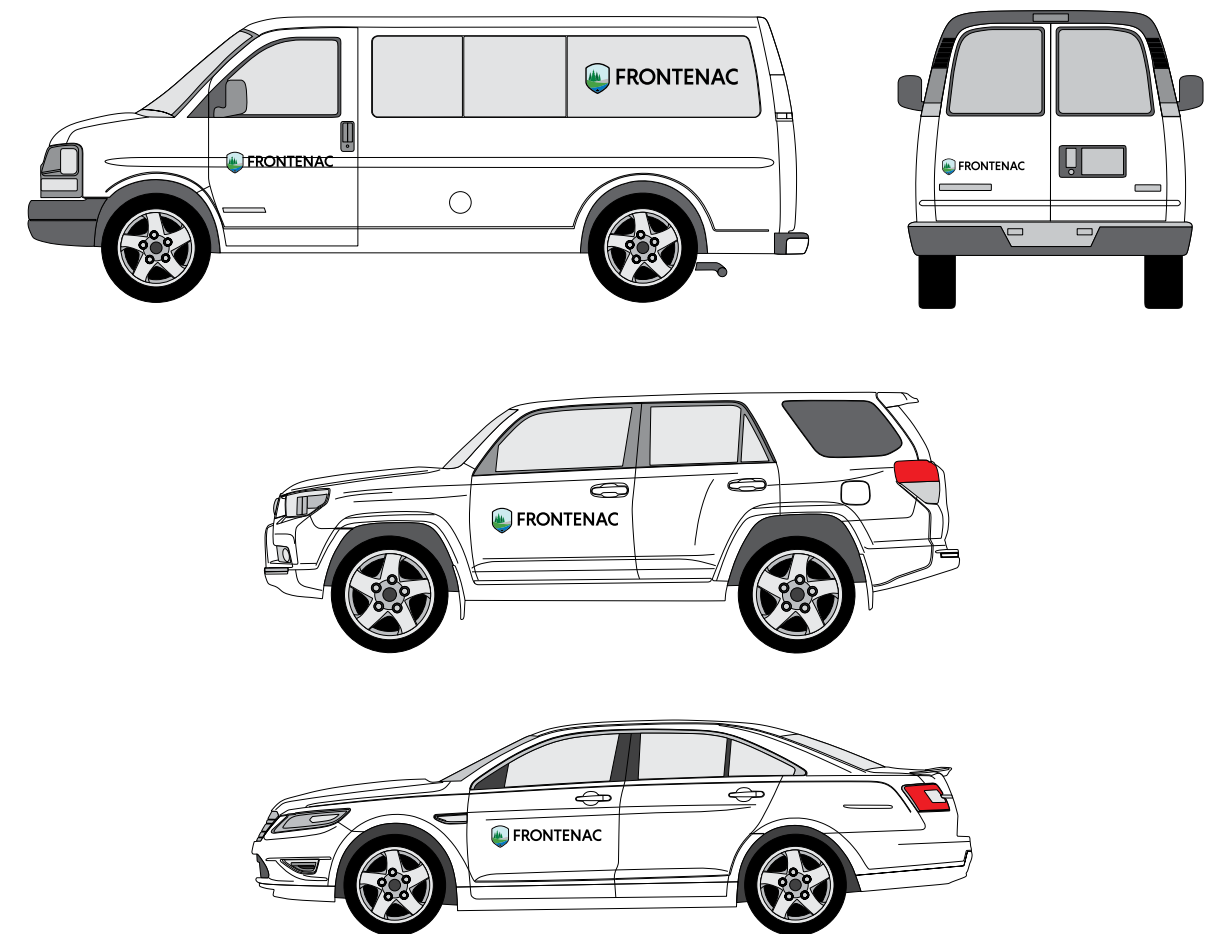
White vehicles are necessary for the full graphics and preferred for the basic graphics. In the case that a vehicle is a dark colour, the reversed logo should be used.



Full Graphics



Basic Graphics



PHOTOGRAPHY

Photography plays an essential role in distinguishing the Frontenac brand. Good photography tells a story and communicates important brand attributes, such as adventure and community.

When choosing photography for use with the Frontenac brand, it should be as authentic as possible, reflecting real people, real places and real experiences. Avoid over-staging or over-styling. Avoid direct eye contact with the camera unless the image is an intentional portrait.

Photography applications within a certain area of Frontenac should reflect the appropriate context. For example, Wolfe Island applications should reflect the locations and experience appropriate to Wolfe Island.

The Communications Department maintains a library of approved images for use with the Frontenac brand. All other images must be approved before use.





Subject Matter

Photography subject matter should be based on authentic experiences. There should be a clear focus on the subject to avoid visual clutter. All subject matter should portray Frontenac as friendly and welcoming.

Scenery

Scenic photography should display the natural beauty, pristine landscapes and local landmarks in Frontenac.

People

Photography containing people should be of real people experiencing real moments. It should be natural and friendly. Photography should appropriately represent the diverse demographics of people living and vacationing in Frontenac.

Adventure

Adventure is a key attribute of the Frontenac brand. It should be utilized as a strong subject matter for photography. Keep in mind that adventure is different for different people. The diversity of adventure and experiences in Frontenac should be represented, along with the diversity of people involved.

Business

When portraying local business, it should be friendly and welcoming. It's important to show how these businesses play a significant role in the community and are part of the Frontenac experience.

Style

The photographic style should be bright, clear and the subject matter in clear focus. All photographs should have natural lighting where possible and should not be overly enhanced digitally. Depending on the application, photographs should have significant clear-space for typography.

Cropping

When cropping a photograph, be sure to select an area that is the appropriate size for the application while maintaining image quality. Depending on the application, be sure to leave significant clear-space for typography. Avoid awkward cropping of people, particularly their limbs.

