



# TOURISM BRAND STANDARDS



FRONTENAC

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“Inside each of us is a natural-born storyteller, waiting to be released.”

— Robin Moore, author



# OUR BRAND STORY

We at the County of Frontenac are here to tell our story—a story that is embraced across communities and shared enthusiastically amongst locals, just as it is with past, present and prospective visitors. The story starts with us owning who we are and defining our voice, to capture and communicate the essence of:

## What makes Frontenac, Frontenac?

To do that, flip through and check out Frontenac County's Tourism Brand Guidelines.



## If you're reading this,

you're likely a **Frontenac storyteller**—a representative of the County organization, a local entrepreneur, or an invested citizen.

This document is made for all of us, to capture who we are as hosts and our voice, values and brand story. Its content guides us in our efforts to connect with guests through effective and united storytelling—whether written words, imagery, videos, or other media.

We'd like to extend a big shout out to the residents, businesses, volunteers, and municipal staff who took time to connect, share and dream together in the making of this document. This Guide was developed with input, direction, perspectives and ideas through conversations, discussions, bus trips, paint nights and more, with many across Frontenac County.

**It takes an amazing community to create such awesome guidelines!**

# Welcome to Frontenac, where we invite you to find your way.

Here, you'll find caretakers of people and places, united by a purpose to protect the same land that provides us with nourishment, experiences and inspiration. You'll find beautiful, unspoiled natural spaces—our trails, our lakes, our dark sky preserves, and a dominant presence of the Canadian Shield. Whether hiking, cycling, angling, or cross-country skiing; whether riding an ATV or snowmobile; whether sitting on a dock with a book, doing yoga on the beach, or soaking in the sounds of crickets and birds—you'll find a place to explore, a place to rest, and a place to have fun.





You'll find cottages and campsites tucked behind our endless shorelines, where families & friends come together around bonfires and dinner tables to share meals, and play games, and make memories. You'll find opportunities to escape your everyday life for the sake of reconnecting with yourself and the people you love most.

You'll find warm and welcoming communities made up of farmers, brewers, artists, musicians, creatives and makers, whose skills and talents lend to great experiences throughout Frontenac. You'll find strangers saying hi when they pass you on the street or the trail, people to offer directions when you're lost, and locals eager to share their recommendations for things to see, do and eat. You'll find places to enjoy live music, sip on craft beer and devour dishes made from local produce.

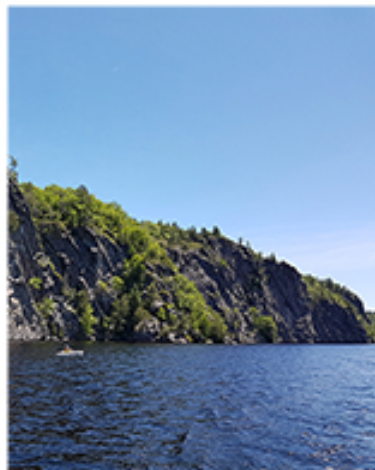
No matter where your visit to Frontenac takes you, you will always find your way.

A man and a woman are sitting on a wooden dock on a calm lake. The man is on the left, wearing a grey t-shirt and dark shorts, holding a paddle. The woman is on the right, wearing a dark top and shorts, looking towards the man. The dock is surrounded by lush green vegetation and tall grasses. In the background, a dense forest of tall, leafy trees covers the entire upper half of the image. The water is dark and still, reflecting the surrounding greenery.

**WHO WE ARE**

## Frontenac County is one of the wildest and quirkiest corners of Eastern Ontario.

Lakes, forests and vast swaths of the Canadian Shield call loudly to those looking for connection to the earth; those wanting to remove themselves from the pressures of everyday life and simply slow down. Protecting our diverse natural beauty and our communities is a driving force for the people who call this place home.



You'll find cultivators, creatives, makers, producers and dreamers, whose influence and perspectives lend to an endearing essence. You'll find a place that is unfiltered, unrefined and happily undiscovered. You'll find us ready to welcome you with open waters, open trails, and open arms.



**OUR BRAND  
PERSONA**

# We are humble hosts.



**Welcome!** We are so delighted that you are here. We love our home, and find a lot of joy in sharing it with others. When you come to Frontenac, we do everything we can to make you feel warm and at ease. Show yourself around, and let us know if you have any questions. We admit, we're modest in many ways, though as you get to know us, you'll find we're more complex and endearing than meets the eye.



There are stories all around us here, and we're happy to share if you're curious enough to ask. We're not about the pomp and circumstance—we prefer to *just be*. Come on in and stay a while!



**OUR BRAND  
VALUES**

## We have genuine care for community and collaboration.

We are a rural community that values genuine human connection. Farmers, makers, artists, small business entrepreneurs, professionals, retirees, and all-around nature lovers call Frontenac home. We come from all walks of life and no matter our differences or lived experiences, our strength lies in the shared connections we establish with each other, knowing that we don't need to go far to find good folks ready to lend a helping hand. We are committed to working together and supporting one another collectively amongst businesses, communities and Frontenac at large, so our guests leave with remarkable memories to share. We affirm our desire to tell our story with a unified voice and a cohesive tone.



## We are warm and welcoming.

We are committed to making our guests feel welcome and embraced within the fabric of our communities. We see every interaction as an opportunity to provide them with a memorable experience that turns into a story shared with friends and loved ones. Whether stopping by our farmers' markets, visiting our retailers, exploring our parks and pristine forests, or kicking feet up at a cottage, each experience in Frontenac is uniquely supported by our combined effort as hosts.

## We value our deep connections with nature.


At its core, our land stewardship comes from caring for the biodiverse and agricultural lands that we inhabit. From the northernmost tip to the Islands, the raw, natural beauty lends to a wide range of outdoor activities that inspire deep connections with nature, and ourselves. We endeavour to continue learning from local Indigenous communities, to ensure protection of our natural resources for generations to come.





## We are authentically ourselves and respectful to others.

Our people are genuine and down-to-earth, our communities are friendly and welcoming, and our way of life is simple and unpretentious. Some might call us rough around the edges, but everything we do and say is rooted in respect, honesty and authenticity, which you can feel in our experiences.

A young boy and an older man are captured in mid-air, jumping from a wooden dock into a large body of water. The boy, in the foreground, is wearing patterned shorts and blue shoes. The older man, behind him, is wearing dark shorts with a red stripe and black shoes. The background features a clear blue sky with scattered white clouds and a dense line of green trees on the far shore. The water is calm with gentle ripples. The dock is made of wooden planks and has metal railings.

**OUR BRAND  
ATTRIBUTES**

The core traits of what makes Frontenac, Frontenac, are as follows:

### Simple and rural

Escape the hustle and bustle of everyday life for a relaxed environment.

### Fun

Come be playful, amused and entertained.

### Recreation

Access and explore our trails, lakes and parks, in whatever way brings you joy.

### Connections

Connect to our communities, the land, and our past, present and future.

### Nature

It's all around us—breathe it in, touch it, feel it, smell it.

### Friendly and welcoming

Kindness and hospitality are simply in our nature.

### Raw and unfiltered

There's beauty and excitement in our ruggedness.

### Community and caring

We care for those around us, and are always here to lend a helping hand.

### Creative

There's just something about us that inspires.

### Diversity

Find a dynamic tapestry of talent, landscapes, and things to do and see.

### Pristine

Our forests and our waters are pure and awe-inspiring.



**OUR BRAND  
TONE & VOICE**

When we speak to our audience, we are the voice of Frontenac. Our voice is:

## Respectful

Use kind and tactful language.

## Neighbourly and laid back

Be casual and conversational.

## Honest and authentic

We're not pretending to be someone else; we lean into our true identity and brand promise.

## Humble while prideful

Not boastful, but taking ownership of our uniqueness and offerings.

**OUR BRAND  
PROMISE**



## Find your way.

We are equal parts beautiful and unrefined, with many layers to peel back in between. We want you to embrace us for exactly who we are, just as we'll embrace you.



**OUR VISITOR  
PERSONAS**



The ideal visitor is someone who connects with the land and our communities.



We'd like to introduce you to a few of the people to keep in mind when sharing Frontenac's tourism brand story. (Note! Frontenac's "ideal visitor personas" might be any combination of the following traits, interests, psychographics and demographics.)



## The daytime explorers

Name: Miguel Martinez

Age: 42

Occupation: Postal service

Miguel lives in Kingston with his wife and two teenage children recently relocated to Kingston from the large urban centre of Chicago. They always look to nearby Frontenac County for activities to entertain themselves on weekends, eager to step away from the city for more rural experiences. They've made a habit out of visiting farm stands and farmer's markets on the weekends, and look forward to the Open Farms event each year. The kids always love being invited to wander the barnyards, and can't help but laugh at pigs in the mud. On occasion, the family will take advantage of workshops they find promoted on Instagram—whether painting with local artists or trying their hand at pottery. In the fall, they enjoy driving the County's backroads and admiring the fall colours, often picking the brightest leaves to take home and use for crafting.



## The active explorer

Name: Jake Murray

Age: 26

Occupation: Junior environmental scientist

Jake is the definition of an outdoorsy type. He loves any activity that takes him into nature, particularly paddling, hiking and mountain biking. He lives in Montreal but is often searching for destinations where he can escape into the wild and immerse himself in beautiful scenery, either for a week or weekend. He doesn't like overcrowded, touristy areas and doesn't stick to any particular schedule. Freedom to explore at his leisure is one of his favourite things. He is always prepared with his own gear, so he looks for places where he can set up camp for a night, nearby wherever outdoor activities can be found. Jake appreciates stopping for a craft beer and locally-made snacks while on the way to his next adventure.



## The connected family

Name: Sarah and Tolu Bailey

Age: 50

Occupations: Accountant, Consultant

Sarah and her wife, Tolu, live in Toronto and have two young kids with lots of energy. They're always looking for weekend destinations away from the city where they can have some low-stakes outdoor fun. They want to make new traditions with their family, and especially love cottaging and spending days at the beach. Their favourite memories are the simple ones - reading books together, splashing in the water, roasting marshmallows over bonfires and having coffee on the deck in the morning sun. Anytime they take week-long getaways, Tolu's parents will join the family for a few nights, and happily entertain the kids while the couple takes time for themselves, venturing off to see what local shops and restaurants have to offer. Wherever they go, the Bailey family appreciates building community. They enjoy having casual conversations with people they don't know, and are quick to invite the neighbours over for game nights on the deck.



## The disconnectors

Name: Jerusha

Age: 35

Occupation: Entrepreneur

Jerusha, 35, is a successful entrepreneur who lives in Toronto with a high-paying, high-stress job. She loves her team but is mindful of taking time to recentre and recharge, far away from the hustle and the bustle. Every year, she and her friends book a luxury cottage that takes them off the grid (though, still with wifi), in search of some peace and quiet. She takes the opportunity to connect with her senses, soaking in the sounds, smells and sights of her pristine natural surroundings. Except to grab groceries or drinks, she and her companions rarely leave their lakeside oasis, keen to make the most of their time to unplug and unwind.



## The slow-pace explorers

Name: Margaret & Wayne Barbery

Age: 61

Occupation: Retired

Margaret is a retired doctor, who now spends her days travelling across Ontario with her husband, Wayne, and their dog Max. Both 61-years-old, Margaret and Wayne make their way to Wolfe Island every June to spend time with friends they met in the area years ago. They park their RV in their friends' yard, and feel right at home. Wayne is a painter, and often sets up his easel outside the RV in the early mornings, inspired by the people and the scenery. The neighbours often greet him by offering freshly laid eggs, which he, Margaret and their friends cook up together for breakfast. They love how they feel as though they're part of the community anytime they venture into town for food, drinks or live music. Both Margaret and Wayne enjoy shopping, and are especially thrilled when they find eclectic pieces at local shops that no one else in their social circles will possibly have.



**WHAT WE WANT  
OUR GUESTS TO KNOW**



Photo Credit: Cataragui Conservation.

Frontenac is situated on the territories of many nations, including the Algonquin, the Anishinaabe, the Haudenosaunee, Huron-Wendat, Highland Water Métis, Shabot Obaadjiwan First Nation, Snimikobi Algonquin First Nation and Ardoch First Nation.

Sure, we're the County of Frontenac—but you can call us

**Frontenac.**



# WE'RE MADE UP OF FOUR DISTINCT PARTS:



**North Frontenac**, a vast and untamed wilderness, where adventures and surprises await.

**Central Frontenac**, where lakes, agriculture and trail experiences come together.

**South Frontenac**, where waters, rivers and lakes meet our most urban amenities.

**Frontenac Islands**, where the eccentric and familial nature draws you in.



With shared values across the County, each municipality has its own distinct personality.

Our communities are made up of people who bring different life and professional experience—farmers, producers, makers, artists, musicians, small business owners and retirees, to name a few.

We are an easy drive from Montreal, Ottawa and Toronto, and a hop, skip and a jump (or in Frontenac terms, a cycle, paddle or ferry ride) from Kingston.

## Our landscapes are seriously beautiful

We're a cyclist's dream, offering safe cycling for all ages and abilities. There are 200 kilometres of rail trails and gravel roads, and extensive crown land, for various types of excursions. Set out on an adventure during the day to collect "made in Frontenac" products from chefs, producers, farmers markets or the farm directly to round out your journey.





We're home to more than 1,000 lakes. Yes, you read that right—which means a lot of incredible beaches, too.

In fact, we have our own “island destination”—hop on a ferry (not a flight!), visit the beach, tour the backroads, grab a bite, and explore downtown's creative shops & stops.

A variety of unique accommodations and campsites are available here, so you can come for a day or stay awhile.

We really like that we're relatively undiscovered compared to other well-known cottage destinations in Ontario.

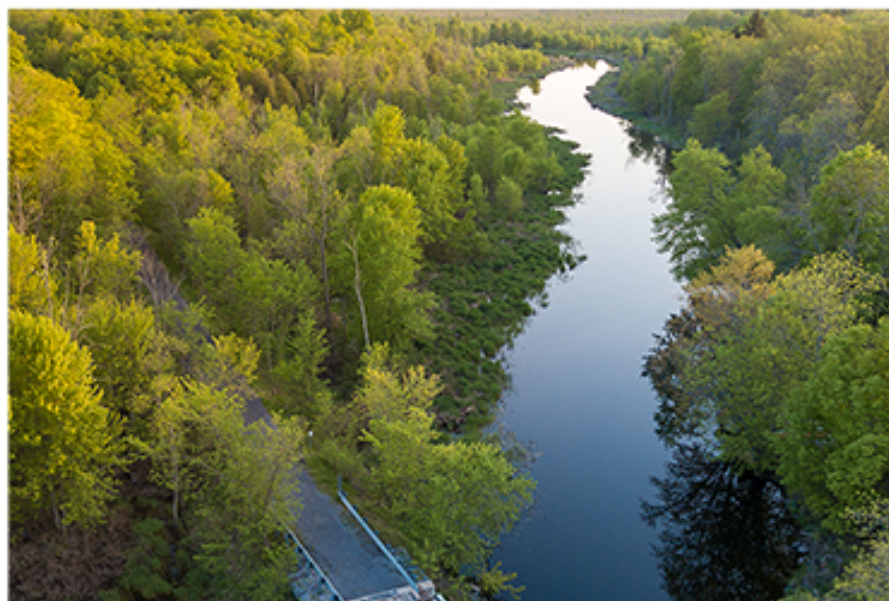
We welcome our guests with arms wide open—but ask that you treat the land and our people with the same respect we extend to you.



When we say we're off-grid, we mean it. It's easy to put down your laptop or phone, and connect with the community, artists and activities.

We love learning from one another, and hope that you can learn from us, too.

Frontenac is a place to find serenity, beauty, quiet, and peace—there is a sense of escape, warmth and reverence.



Come hear the birds, the crickets, the coyotes or the absolute silence; smell the maple syrup sap boiling, the earthy & woody scents, and the crisp, fresh air; and taste home-grown produce, locally-made goods and fresh-baked treats.

We are looking forward to welcoming you to our home, and sharing Frontenac with you. Where will your next visit take you?



**WHAT WE WANT  
OUR GUESTS TO DO**

Find your way in Frontenac; explore our trails, waters and small towns; discover the unique personalities of our different communities; and feel a sense of ease and belonging wherever you go.

Get to know the heart of who we are through experiences or by connecting with locals throughout your stay.



There is so much talent and knowledge throughout Frontenac; come learn something while you're here that you can take with you when you go.





Make memories—the kind that you share with friends, family and colleagues, that embody the spirit, essence and beauty that is Frontenac.

Come have fun, whether playing lawn games at the cottage, exploring our trails, partaking in local events, or anything in between.

Be kind, and treat our neighbours and our nature with respect.

Disconnect in whatever way works for you; unplug, unwind and find an inner peace.



## Come back to see Frontenac in all its seasons, year after year.



Be inspired and have your creativity ignited.

Experience our rural way of life, through farmers' markets, farm stands and Open Farms.

Find beauty in the stillness and calm, at our dark sky preserve, on our lakes and in our backwoods.

Come back to see Frontenac in all its seasons, year after year.



A high-angle photograph of a cyclist riding a road bike on a gravel path. The path is flanked by tall green grass and wildflowers. To the right, a narrow stream flows through the field. The background shows a dense line of trees under a blue sky with light clouds. The text 'OUR PHOTOGRAPHY GUIDELINES' is overlaid in the bottom left corner.

OUR  
PHOTOGRAPHY  
GUIDELINES

## Consider: How can the Frontenac brand values, attributes and voice be captured with imagery?

### HERE ARE A FEW RULES OF THUMB:



Photography plays an essential role in distinguishing the Frontenac brand. Good photography tells a story and serves the story by communicating important brand attributes, such as natural beauty and a diverse 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. Remember to use photos where permission of use is granted.

## Keep it simple and authentic.

Frontenac is raw and unfiltered, so our photos should be, too. Base photography subject matter on authentic experiences that are available to guests—i.e., visiting a farmer's market, having a beer, stopping at a local store, etc. Keep a clear focus on the subject to avoid visual clutter.

DO



Keep to one or two subjects for candid photos. Leave space for nature and text in group photos. Keep the picture natural and optimistic.

## Prioritize diversity.

Frontenac is diverse in its people, communities and landscapes, so our photos reflect that. Include “models” with a diverse range of body types, skin tones, sexual orientations, ages, physical abilities, etc., so prospective guests of various identities are represented and feel seen.



Include diverse demographics that reflect not only the citizens of Frontenac but also the tourists you want to attract.

## Keep it natural and real.

Our natural beauty, pristine landscapes and local landmarks are such a big piece of our identity, and sometimes, need to be seen to be believed. Showcase these elements whenever possible. Keep images feeling natural, raw, and unfiltered.

DO



Take interesting shots of the surrounding nature.

## Showcase real people living in the moment.

Frontenac abounds with opportunities for creativity and recreation. Capture real people experiencing these real moments. Whether yoga on a beach, kayaking on a lake, cycling a trail, or making a piece of art, reflect the diversity of things to do in Frontenac. Snap images that are natural and friendly. Ensure clothing and accessories reflect what people would actually use in real life. Images can be imperfect, in an effort to convey authenticity and transport viewers into a real moment in time.

DO



Take natural photos of people in the moment enjoying themselves.

## Showcase friendly locals.

Invite local business owners and teams to portray Frontenac's friendly and welcoming spirit. Take a people-centred approach. Include smiling faces, interactions between staff and guests, and, when possible, active displays of the business's services/offerings.

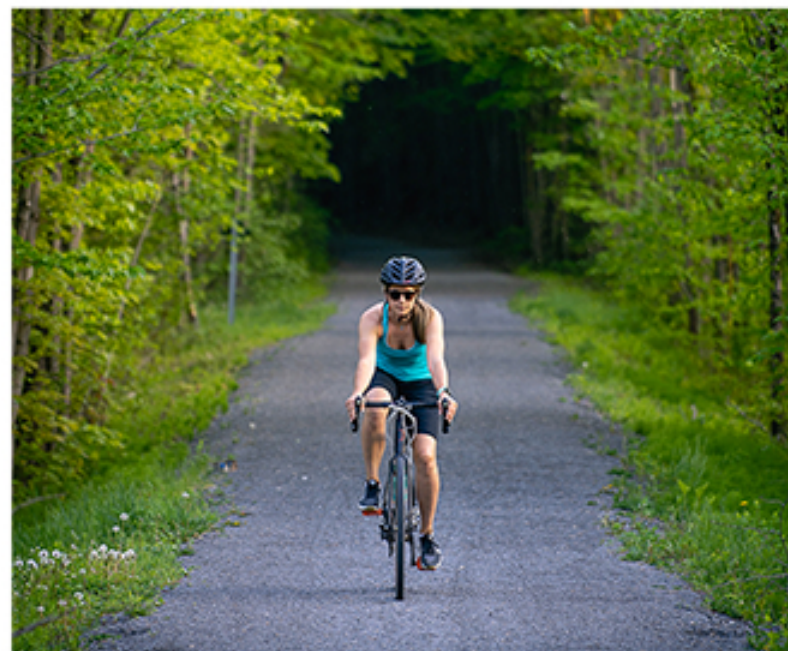
DO



Photograph locals in a variety of real settings, looking happy and interacting with guests.

## Keep it bright and spacious.

Let our light shine! Capture photos that are bright and with the subject matter in clear focus. Use natural lighting where possible and create significant clear-space for typography.



Take bright, natural and spacious photos with lots of room for text and typography.

## Showcase the weather.

Embrace Frontenac in all the ways it shows up! Showcase positive experiences in various weather conditions. This can include wind, rain, fog, mist, and snow.

DO



Take photos in weather conditions of all kinds.

## Ensure organic perspectives and framing.

We always want to put our best foot (or tire!) forward. When cropping a photograph, select an area that is the appropriate size for the application (i.e., social media post, website, advertisement, newsletter, etc), while maintaining image quality. Depending on the application, leave significant clear-space for typography.

DO



Take unique, fun photos from a variety of angles and points of view.



# **OUR SOCIAL MEDIA GUIDELINES**

## DON'T

We invite you to experience a beekeeping event at Maple Ridge Farm.

In Frontenac, we have an emerging community of young farmers operating organic, sustainable ventures alongside traditional farms that have operated for generations.



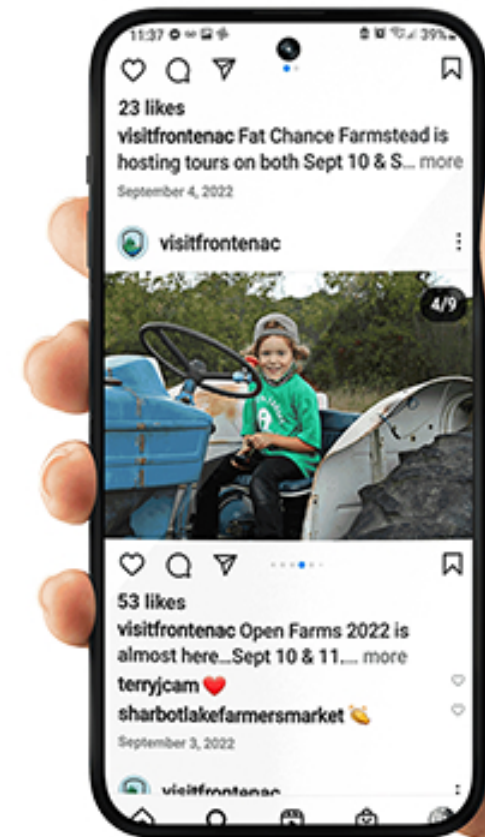
Have you heard the buzz? Maple Ridge Farm is hosting a beekeeping experience on <insert date>. We hope you'll "bee" available to join us!

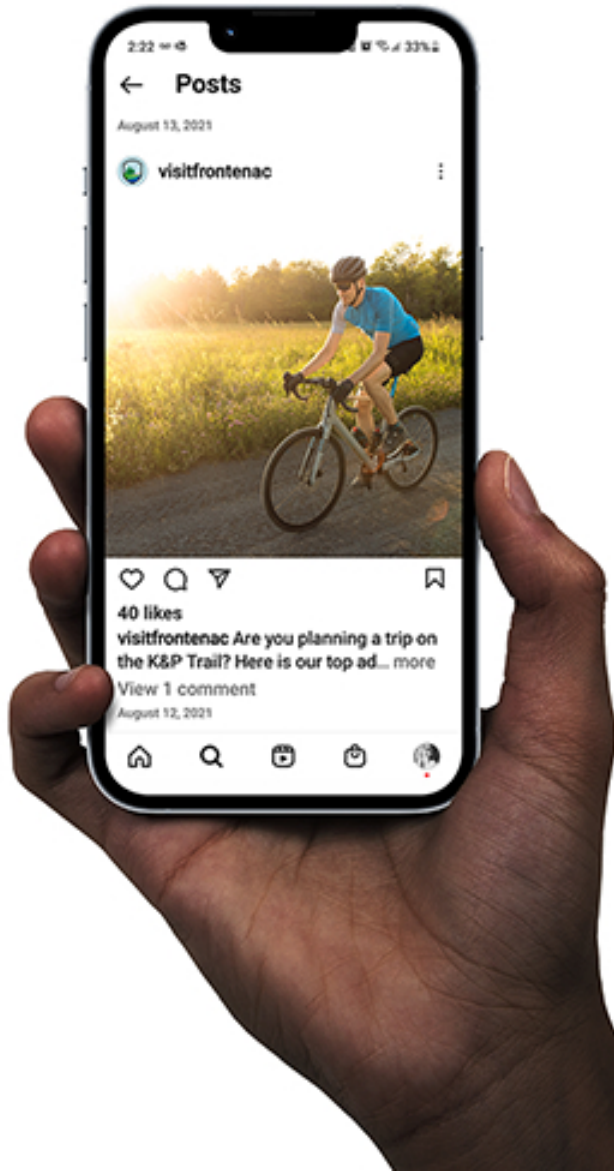


Tradition and innovation intersect in Frontenac's farming community, where organic, sustainable ventures are emerging, complementing those operators that have fed our communities for generations.

## DO

# SOCIAL MEDIA POST SAMPLES





The County would like to inform you that the K&P Trail is officially open to snowmobilers.



'Tis the season! The K&P is packed with snow and calling your name.

Frontenac County has more than 150 overnight accommodation options.



Looking for a place to sing some campfire songs? Frontenac is flush with cottages, campsites and unique accommodations—find your summer escape by visiting the link in our bio.

DON'T

Click the link in our bio for our list of great fall road trips in Frontenac.

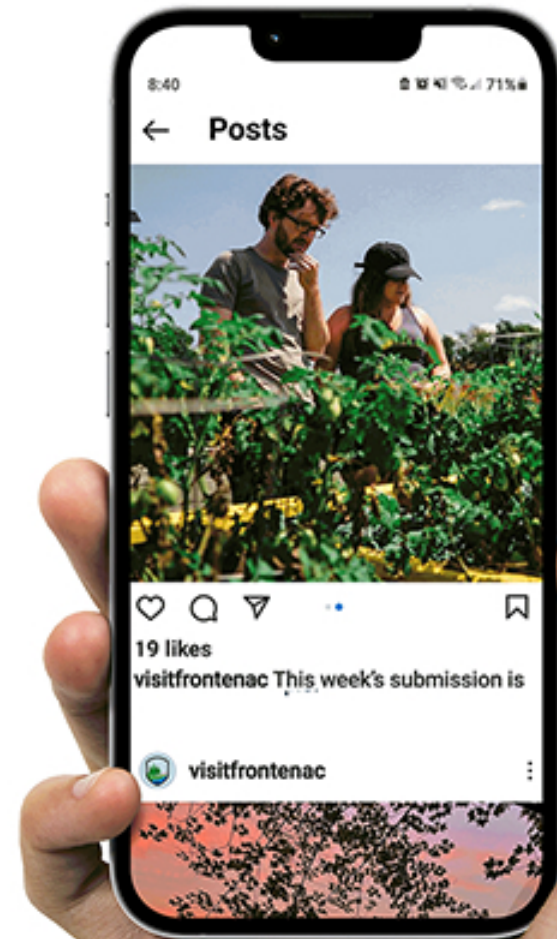
There are so many different hands-on experiences you can have in Frontenac County.

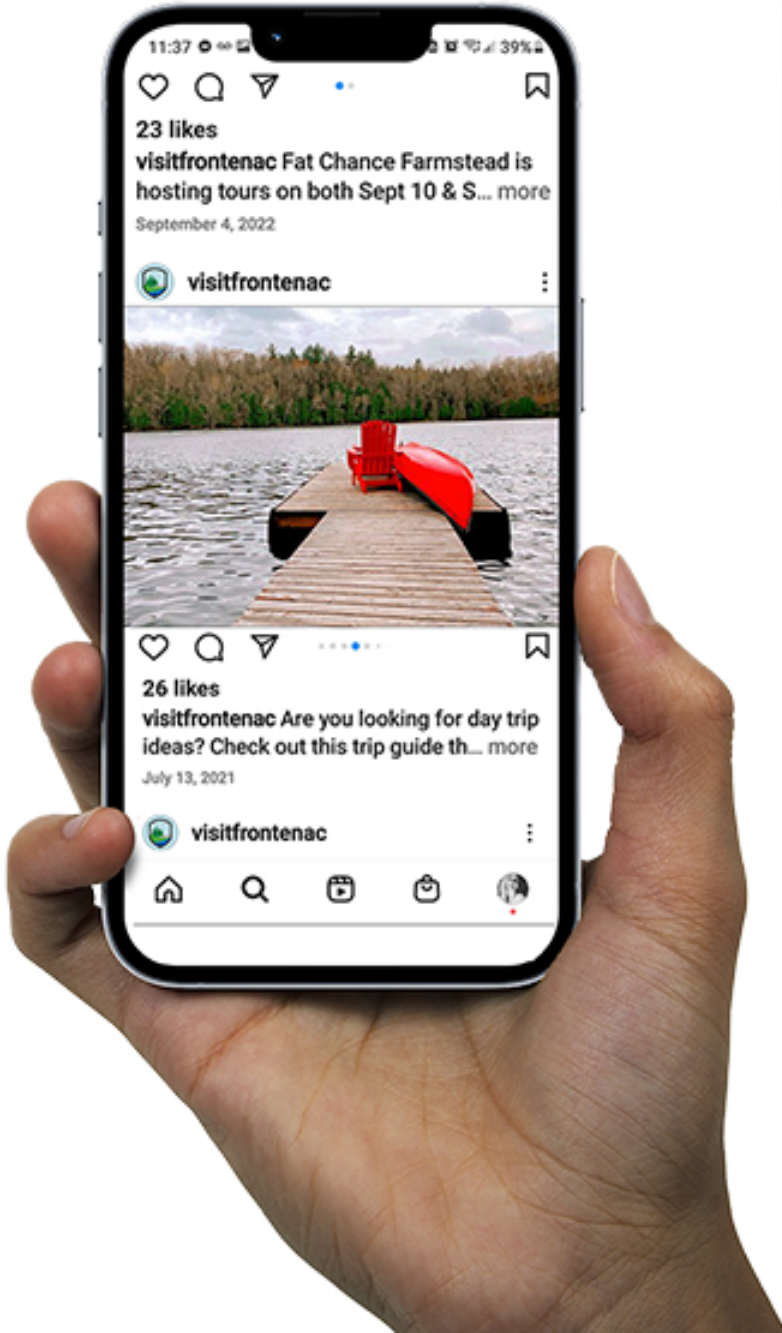


DO

You won't "be-leaf" the colourful landscapes around here this time of year. Click the link in our bio for our favourite fall road trips #inFrontenac.

Get your feet wet, hands dirty or mind clear—there are plenty of things to do (or, not!) in Frontenac County.





There are a lot of neat places to stay in Frontenac. See a list of options here.



Frontenac is where families & friends come together around bonfires and dinner tables to share meals, play games, and make memories. Check out this list of places to stay throughout the County, whether you're looking for a campsite or cottage.



**ACCESSIBILITY**

## The Tourism Brand Guidelines

are a valuable tool for you and everyone in the community. We hope you will use these guides when creating content, for example, that new website you're about to launch for your local business or the post you're starting for the event at the farmer's market this weekend. We want Frontenac's unique voice to be inclusive and for our community to be on the same page about our brand.

The guidelines are easy to read; we kept the content simple and used a sans-serif font above 12 points for legibility. Many well-known brands use sans-serif fonts, like Apple, Nike, Google, etc.



### SERIF

**a b c d e f g h i**  
**j k l m n o p q**  
**r s t u v w x y z**

### SANS SERIF


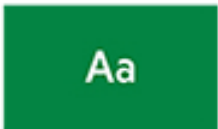










a b c d e f g h i  
 j k l m n o p q r  
 s t u v w x y z

### TEXT SIZE minimum 12 pt

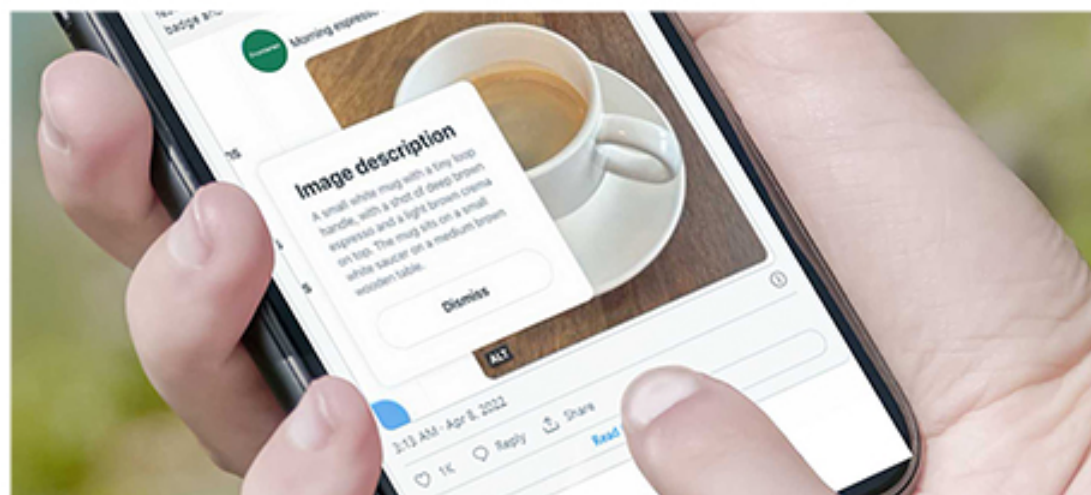
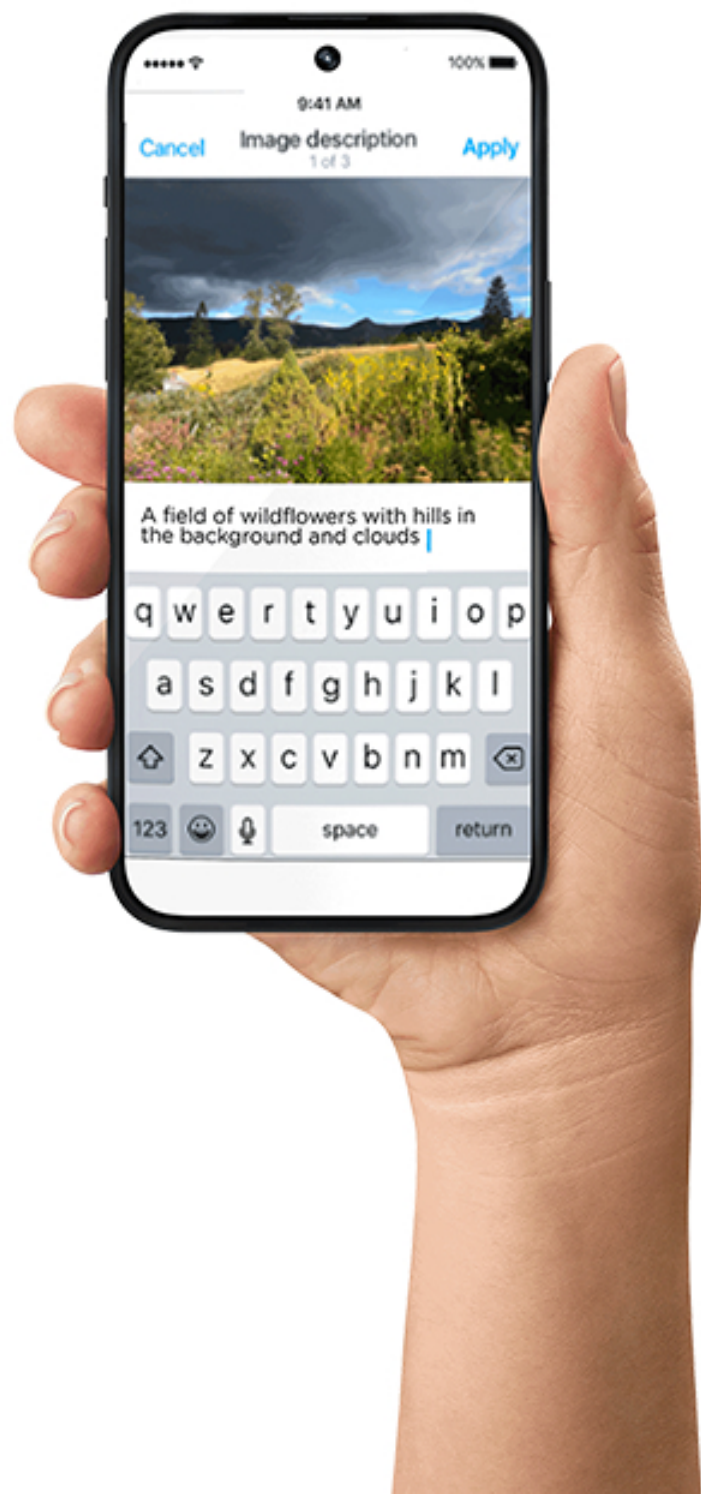
abcdefghijklmnop  
 nopqrstuvwxyz

## Accessible colour combinations

We made sure to use colours and backgrounds that are AODA-approved (Accessibility for Ontarians with Disabilities Act), which means they were tested for good contrast. For example, red text on an orange background is a no-no because the colours are too similar and would be difficult to read.

BACKGROUND	WHITE TEXT	BLACK TEXT	GREEN TEXT
 #038442	 Aa	 Aa	 Aa
 #000000	 Aa	 Aa	 Aa
 #FFFFFF	 Aa	 Aa	 Aa





The guidelines are simple and easy to follow. By avoiding technical jargon, everyone, not just designers, can understand the guidelines.

All the beautiful images in this guide come with alternative text (ALT text)—a short photo description so that people with visual impairments can understand them too.

Lastly, this guide is screen-reader friendly, with bold, easy-to-see pictures, titles and text which make it easy to read.

**We hope you enjoy and use this guide to its fullest!**

# Questions?

Contact:

Frontenac County  
Economic Development

[ecdev@frontenacounty.ca](mailto:ecdev@frontenacounty.ca)

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





**FRONTENAC**

**2023**