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Bay of Quinte • Prince Edward County • Land O'Lakes  
Rideau Heritage Route • Kingston • 1000 Islands  
Cornwall and The Counties

# BRAND GUIDELINES

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Brand Identity  
Guidelines produced by:

**idea** design+  
media inc.

# REASONS FOR USING THIS MANUAL



**One key to enhancing the reputation of The Great Waterway is to maintain a consistent and reliable approach to our marketing and communications.**

Consistency in the look and content of our publications and materials, whether print or electronic, helps us to communicate the culture and values of our organization while building a memorable presence in the minds of the people and organizations with whom we seek to communicate.

To maintain a consistent brand identity and increase our name recognition worldwide, we have developed a comprehensive set of logos and brand standards for The Great Waterway.

These guidelines are designed to help everyone involved in the production of our communications. They also play an important role in building our brand.

This manual establishes a basic foundation for developing marketing and communications materials, but we acknowledge that these standards cannot address every situation that may arise. Therefore, the manual also includes contact information for the Marketing and Communications Manager who will be able answer specific questions should they arise.

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

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**Steve Weir**

Marketing & Communications Manager


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## INTRODUCTION TO THE BRAND

Laced together by the sparkling St. Lawrence River, Rideau Canal, Bay of Quinte and Lake Ontario; this stunning region serves up all the ingredients for a perfect getaway.



On its shores you'll find fascinating history, quaint villages, inspiring art, live theatre and gastronomic delights at every turn. On its waters, enjoy world class sailing, scuba diving, pristine beaches and leisurely cruises. This destination is a relaxing getaway, a break from hectic city life and a place to make amazing memories. Steeped in history, The Great Waterway offers something new for you to explore and enjoy.

This beautiful stretch of Ontario is entirely linked by water – from Cornwall on the St. Lawrence River to Lake Ontario's Kingston and on to Belleville on the Bay of Quinte. In between, The Great Waterway is dotted by the Rideau Lakes and winds its way north along the UNESCO Rideau Heritage Route.

As you make your way along The Great Waterway, you can relax and go with the flow. Hop in the car and choose the scenic route, strap on your hiking boots and take in some fresh air, or set sail and enjoy the wind in your hair. No matter how you choose to explore it, The Great Waterway offers some of the best places to visit in Ontario.

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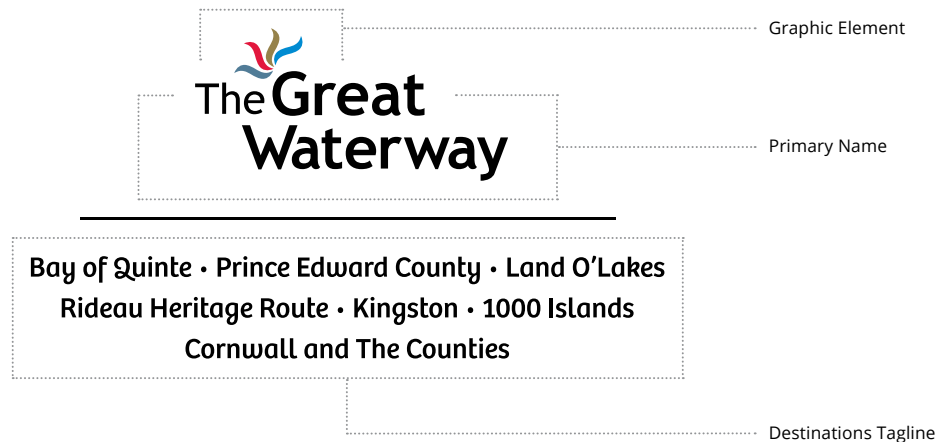
**Exploring Ontario.  
Creating great memories.  
Starting here.**

## THE PRIMARY LOGO

The primary logo for The Great Waterway is composed of three design elements, which include the primary name, graphic element and the destinations tagline. The totality of this logo enables an established and clear, unified brand identity within the community and beyond.

Since the primary logo is the common thread throughout communications, it should be the starting point in the creation of all marketing materials.

There are very specific guidelines regarding the use of the primary logo.



# 04 LOGO FORMATS

The logos are provided as scalable vector artwork (EPS), as well as high/low quality pixel files TIF, JPG, PNG). They are provided in varied colour profiles including, PMS, CMYK, RGB, Black, and White.

## 4.1 File Formats

### EPS (Vector Files)

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

### TIF

TIFs can be used when a variable size is not necessary for print. TIFs have been provided with a transparent background, and should never be scaled larger. TIF files have been provided at 11" width at 300 dpi in CMYK colour format. This format is ideal for printing, used by designers and printers.

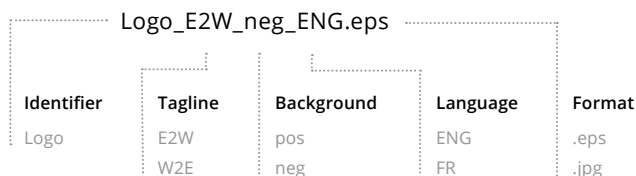
### JPG

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

### PNG

PNGs have been provided with a transparent background and should never be scaled larger. PNG files have been provided at 11" width at 72 dpi in RGB colour format. This format is optimal for web or email applications and ideal for all types of users.

## 4.2 Naming Conventions



# PRIMARY LOGO VARIATIONS

## 5.1 Master English

The following are the variations of The Great Waterway master English logo. Please follow the guidelines for information on which file should be used for what application, as different applications will require use of best possible rendering of the logo.



Bay of Quinte • Prince Edward County • Land O'Lakes  
Rideau Heritage Route • Kingston • 1000 Islands  
Cornwall and The Counties

### Positive Colour West to East Logo

Use this 4-colour positive logo whenever promoting to the west of The Great Waterway. This logo is intended for use on a white colour background.

Logo\_E2W\_pos\_ENG



Cornwall and The Counties • 1000 Islands  
Kingston • Rideau Heritage Route • Land O'Lakes  
Prince Edward County • Bay of Quinte

### Positive Colour East to West Logo

Use this 4-colour positive logo whenever promoting to the east of The Great Waterway. This logo is intended for use on a white colour background.

Logo\_E2W\_pos\_ENG



Bay of Quinte • Prince Edward County • Land O'Lakes  
Rideau Heritage Route • Kingston • 1000 Islands  
Cornwall and The Counties



Bay of Quinte • Prince Edward County • Land O'Lakes  
Rideau Heritage Route • Kingston • 1000 Islands  
Cornwall and The Counties



Bay of Quinte • Prince Edward County • Land O'Lakes  
Rideau Heritage Route • Kingston • 1000 Islands  
Cornwall and The Counties

The Great Waterway has a vast collection of primary logo variations available in English. For positive colour, positive black, reverse colour and reverse white versions and the brand manual explaining their appropriate use, please contact Dee Prescott, Marketing and Communications Manager, see page 3 for contact details.

# PRIMARY LOGO VARIATIONS

## 5.2 Master French

The following are the variations of The Great Waterway master French logo. Please follow the guidelines for information on which file should be used for what application, as different applications will require use of best possible rendering of the logo.



Baie de Quinte • Comté du Prince Édouard  
Land O'Lakes • Circuit Patrimonial Rideau  
Kingston • Les Mille-Îles • Cornwall et Les comtés

### Positive Colour West to East Logo

Use this 4-colour positive logo whenever promoting to the west of The Great Waterway. This logo is intended for use on a white colour background.

Logo\_E2W\_pos\_ENG



Cornwall et les comtés • Les Mille-Îles • Kingston  
Circuit Patrimonial Rideau • Land O'Lakes  
Comté du Prince Édouard • Baie de Quinte

### Positive Colour East to West Logo

Use this 4-colour positive logo whenever promoting to the east of The Great Waterway. This logo is intended for use on a white colour background.

Logo\_E2W\_pos\_ENG



Baie de Quinte • Comté du Prince Édouard  
Land O'Lakes • Circuit Patrimonial Rideau  
Kingston • Les Mille-Îles • Cornwall et Les comtés



Baie de Quinte • Comté du Prince Édouard  
Land O'Lakes • Circuit Patrimonial Rideau  
Kingston • Les Mille-Îles • Cornwall et Les comtés



Baie de Quinte • Comté du Prince Édouard  
Land O'Lakes • Circuit Patrimonial Rideau  
Kingston • Les Mille-Îles • Cornwall et Les comtés

The Great Waterway has a vast collection of primary logo variations available in French. For positive colour, positive black, reverse colour and reverse white versions and the brand manual explaining their appropriate use, please contact Dee Prescott, Marketing and Communications Manager, see page 3 for contact details.



## SUB-BRAND VARIATIONS

### 6.1 Activities Await

The following are the variations of the Activities Await logo which is a sub-brand of The Great Waterway. The logo has variations to give flexibility to place on varied applications.



Positive Colour Logo



Positive Black Logo



Reverse Colour Logo



Reverse White Logo



Activities Await has a collection of logo variations available. For positive colour, positive black, reverse colour and reverse white versions and the brand manual explaining their appropriate use, please contact Dee Prescott, Marketing and Communications Manager, see page 3 for contact details.

## SUB-BRAND VARIATIONS

### 6.2 Tourism Talk

The following are the variations of the Tourism Talk logo which is a sub-brand of The Great Waterway. The logo has variations to give flexibility to place on varied applications.



Positive Colour Logo



Positive Black Logo



Reverse Colour Logo



Reverse White Logo



Tourism Talk has a collection of logo variations available. For positive colour, positive black, reverse colour and reverse white versions and the brand manual explaining their appropriate use, please contact Dee Prescott, Marketing and Communications Manager, see page 3 for contact details.

## SUB-BRAND VARIATIONS

### 6.3 Meetings +

The following are the variations of the Meetings + logo which is a sub-brand of The Great Waterway. The logo exists in three variations to give flexibility to place on varied applications.



Positive Colour Logo



Positive Black Logo



Reverse Colour Logo



Meetings + has a collection of logo variations available. For positive colour, positive black, reverse colour and reverse white versions and the brand manual explaining their appropriate use, please contact Dee Prescott, Marketing and Communications Manager, see page 3 for contact details.

## SUB-BRAND VARIATIONS

### 6.4 Part of The Great Waterway

The Great Waterway is comprised of eight exciting and unique destinations that all have their own identity and logo. When using one of the destinations logos in conjunction with The Great Waterway, it should appear in the following manner:








# CORPORATE COLOURS

## 7.1 Palettes

The primary colour palette consists of colours sourced from use in the logo.

To ensure the consistency of the visual identity, specifications for each colour are provided for use in print, web and electronic presentation applications.

Please note that screen and laser-printer colour is not necessarily an accurate representation of actual colours due to variances in monitor and printer calibrations.

Colour	Pantone® (PMS)	Process colour (CMYK)	Red/Green/Blue (RGB)	Hexadecimal (HEX)
	Black	C0 M0 Y0 K100	R000 G000 B000	#000000
	PMS 5415	C57 M23 Y10 K31	R92 G127 B146	#5C7F92
	PMS 186	C0 M100 Y75 K4	R198 G12 B48	#C60C30
	PMS 4505	C13 M23 Y67 K38	R152 G134 B66	#988642
	PMS 3005	C100 M28 Y0 K0	R0 G122 B201	#007AC9

# 07 CORPORATE COLOURS

## 7.2 Placing Logo on Colour

Here are some examples of the correct way to place The Great Waterway logo on a variety of background colours. It is important to have adequate contrast between the logo and the background for optimal visibility.



100% – 80%  
C57 M23 Y10 K31



100% – 90%  
C0 M100 Y75 K4



100% – 80%  
C13 M23 Y67 K38



100% – 80%  
C100 M28 Y0 K0

# 08 TYPOGRAPHY

## 8.1 Primary Typeface

The consistent use of type contributes to the unique look and feel, making it easily distinguishable from other institutions.

The designated primary typeface is Open Sans. It has a modern and crisp clarity, with an approachable feel. The varying weights of this typefaces are very well-suited for text used for headlines and body copy, used on all print and digital branded materials professionally designed.

The Great Waterway font, Bree was used within the logo and has been selected to provide distinctiveness and to give our communications a unique look and feel.

**Aa**

### Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 &#@

**Aa**

### Bree

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 e#@

# 08 TYPOGRAPHY

## 8.2 Default Typeface

The primary typefaces must be individually purchased and licensed. If they are not available on your computer, the Arial typeface may be substituted and is perfectly acceptable for use in letters, documents and presentations.

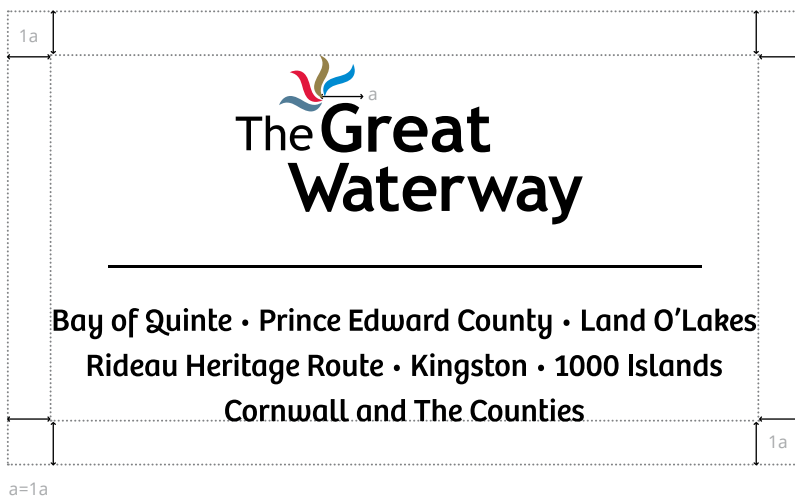
**Aa** Arial  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 &#@



# 09 REPRODUCTION

## 9.1 Logo Clearspace

To safeguard the integrity of The Great Waterway logo always endeavour to maintain a margin of space that surrounds the logo, the width of which is defined in this diagram. No type or graphics should ever cross this margin. This will maximize the logo's visibility & legibility.



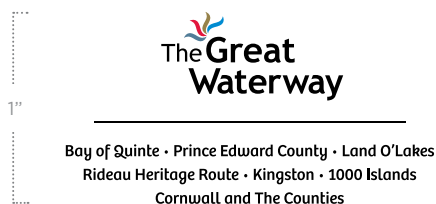
# 09 REPRODUCTION

## 9.2 Minimum Sizing

Maintaining the legibility and the integrity of The Great Waterway logo is very important, regardless of what the application is or the manner in which it is reproduced.

Be sure when determining the size of the logo that its legibility and visibility are not compromised.










Specific minimum sizing has been established for print applications in inches as well as web applications in pixels. Always maintain the lock-ups aspect ratio when scaling, regardless of the application.



# 09 REPRODUCTION

## 9.3 Unacceptable Alterations

This page illustrates some, but not all of the possible misuses of The Great Waterway logo. A small change in the size and/or position of the identity can dramatically reduce the effectiveness and impact of the design. Whenever you apply the identity, always use the artwork supplied to you.

01		04		07	
	<p>Bay of Quinte • Prince Edward County • Land O'Lakes Rideau Heritage Route • Kingston • 1000 Islands Cornwall and The Counties</p>		<p>Bay of Quinte • Prince Edward County • Land O'Lakes Rideau Heritage Route • Kingston • 1000 Islands Cornwall and The Counties</p>		<p>Bay of Quinte • Prince Edward County • Land O'Lakes Rideau Heritage Route • Kingston • 1000 Islands Cornwall and The Counties</p>
02		05		08	
	<p>Bay of Quinte • Prince Edward County • Land O'Lakes Rideau Heritage Route • Kingston • 1000 Islands Cornwall and The Counties</p>		<p>Bay of Quinte • Prince Edward County • Land O'Lakes Rideau Heritage Route • Kingston • 1000 Islands Cornwall and The Counties</p>		<p>Bay of Quinte • Prince Edward County • Land O'Lakes Rideau Heritage Route • Kingston • 1000 Islands Cornwall and The Counties</p>
03		06		09	
	<p>Bay of Quinte • Prince Edward County • Land O'Lakes Rideau Heritage Route • Kingston • 1000 Islands Cornwall and The Counties</p>		<p>Bay of Quinte • Prince Edward County • Land O'Lakes Rideau Heritage Route • Kingston • 1000 Islands Cornwall and The Counties</p>		<p>Bay of Quinte • Prince Edward County • Land O'Lakes Rideau Heritage Route • Kingston • 1000 Islands Cornwall and The Counties</p>

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

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

03 DO NOT change the proportion of any one element of the logo.

04 DO NOT apply a stroke around any element of the logo.

05 DO NOT apply the logo at a certain percentage of its colour.

06 DO NOT place the logo inside of any holding box or other shape.

07 DO NOT change the logo's proportions when resizing.

08 DO NOT rotate the logo, apply at original horizontal orientation.

09 DO apply the logo exactly as it has been designed and delivered.