The Town of Saugeen Shores

Brand Guide

Find Your Village.

When you live in a big place, you dream of shorter commutes, less bustle, star-filled nights, affordable homes and being surrounded by nature. When you live in a smaller place, you wish you had more choices, better schools for your children, easy access to healthcare, better employment options and, seriously, more than fast food restaurants for date night.

Entire generations are wrestling with new dynamics of where to live and work. Families and individuals, young and older, want the best of both small and big (which is impossible to find outside of a movie).

Saugeen Shores

Our Brand Story

Impossible, that is, unless you venture ever-so-slightly north and west from Ontario's big places: A short, relaxing hop to a beautiful town with the choices of a city wrapped in a village.

Where you find the best sunsets and fresh water beaches in Canada. Where children are rarely, if ever, bored while parents have every opportunity to be just that. Where schools and healthcare are just around the corner. Where commuting to work only takes 20 minutes because you want it to. Just a little north and west to Canada's growing renewable energy sector and a

Saugeen Shores

Our Brand Story

progressive, expanding economy. Or a short walk on date night to any number of unique culinary experiences. And a bike ride on trails through a forest surrounded by big nature, even bigger water just to the left and all the time in the world to enjoy it year round.

What if every lifestyle option you're looking for actually doubled in reality: Two communities in one place, two for one in every aspect of life. And what if this small place wasn't small at all in terms of culture and inclusivity.

What if everyone was welcome - really.

Welcome indeed - to Saugeen Shores. No dreaming required. You found your village.

Saugeen Shores

Find your Village.

Choices wrapped in a village

In 2024, The Town of Saugeen Shores undertook to renew its municipal brand. All to capture and reflect what the community has grown into and what it can become as opposed to what it was in the past: three separate communities.

What we discovered was the result of so much progress and growth that was respectfully tempered by the desire of residents to live an easier, high quality life. We discovered choice without giving up tranquility. And the brand journey became a celebration of that contrarian sense of self. Choice wrapped in a village defines the Saugeen Shores brand.

Simplifying the art

Picture the Saugeen Shores logo as a moment on a sunny day, summer or winter. It is clean, fresh and clear. The goal was not to reinvent it in 2024. The goal was to simplify it and make it easier to use. The objective was to make it timeless. And in achieving that, ensure usage compliance without the need for confrontational enforcement. Our hope is that everyone uses the logo the right way, to protect the investment we all make in living here and communicating the attributes of life here.

Saugeen Shores

Find your Village.

Altogether now

Saugeen Shores no more reflects the limitations of a town than it does the bustle of a city. It is unique: large scale economy and intimate vibe; all the choices in the world but no rush needed to make one. That is the essence of the story we discovered when meeting residents and reviewing the attributes of our community. We found the abundance you need for a great life, career or retirement. We experienced the warmth and community you want to make each part of life more livable. While Saugeen Shores is a town legally, it is so much more spiritually. It is a choice, wrapped and celebrated in a village of each resident's making.

Find Your Village
is an Invitation

The Saugeen Shores brand is the starting point of a relationship between people who live or move here and the village they create for themselves (that blend of choices that are most important to them). Creating a hassle-free lifestyle? Find your village here. Looking for career and business opportunity? Find your village here. Looking for both? The answer is obvious.

What may not be obvious to outsiders is that a place with a village vibe can offer so much to so many. So our communications and marketing of the brand can exploit that concept. Saugeen Shores is a bit of a surprise - all kinds of restaurants in a village? Yes you can. Inclusion for all in a village? Yes you can. The following pages demonstrate what we mean.
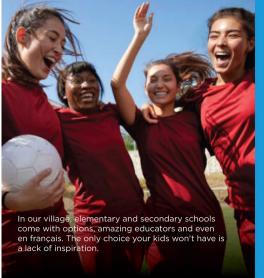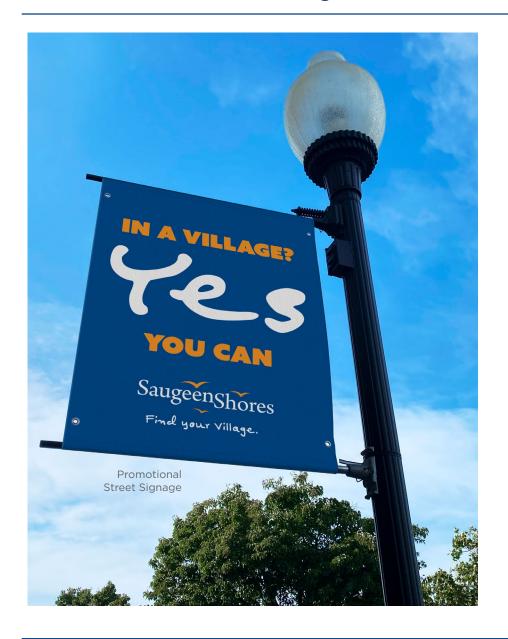
IN A VILLAGE?

Yes

YOU CAN

In our village, two for one happens to everyone, every day. Port Elgin and Southampton are the twin daughters (or sons or both) of the same Mother - the communities of Saugeen Shores.

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Find your Village.

IN A VILLAGE?

Yes

YOU CAN

In our village, household incomes match or exceed any other community in Canada. Careers, entrepreneurial opportunity and funky yellow-brick offices with real plants available.

SaugeenShores
Find your Village.

IN A VILLAGE?

Yes

YOU CAN

In our village, everyone belongs. No matter where you started from, newcomers will see themselves here. And don't be surprised if we throw you a party and ask to exchange recipes.

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Find your Village.

IN A VILLAGE?

Yes

YOU CAN

In our village, elementary and secondary schools come with options, amazing educators and even en français. The only choice your kids won't have is a lack of inspiration.

SaugeenShores
Find your Village.

Promotional
Street Signage

Branded
Promotional
Tote Bag

Email Signature

Media Release on Saugeen Shores Letterhead

Business Card

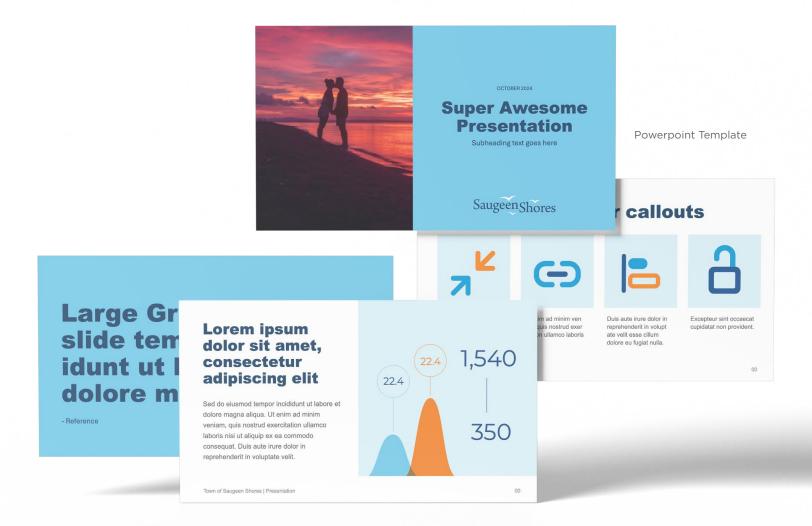# The Brand Does Business

The business, legal and operational side of Saugeen Shores includes communications such as official emails, letters, policy announcements, and official memos. The brand 'marketing and positioning slogan' (Find Your Village) should not be used in these cases. But the updated logo should be. Legal text, usually found at the bottom of correspondence should include the legal name of the municipality: Town of Saugeen Shores.
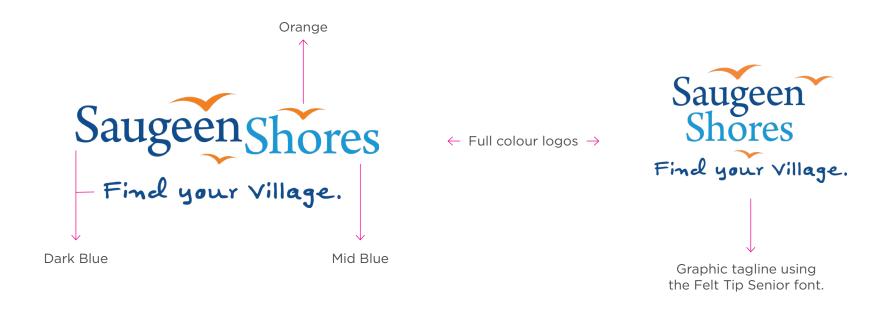
Concept
Calendar

Desktop printed
signs and way-
finding

Community/Amenity
signage

Annual Report cover
and interior spread

Homepage concept

Golf Shirt

Saugeen Shores Hat

Lanyard

Orange

← Full colour logos →

Dark Blue

Mid Blue

Graphic tagline using the Felt Tip Senior font.

Logo and Usage

The horizontal logo should be used in wide spaces such as headers, banners, business cards, printed materials or signage where horizontal space is abundant.

The Stacked logo is ideal for spaces where a more compact vertical design is needed, such as social media profiles, mobile applications or small print materials.

As this is a graphic tagline, the text 'Find your village.' should be included in the alt text for digital reproduction.

Minimum 0.75 inches

Minimum 1 inch

Minimum 0.75 inches

Minimum Sizes

To ensure clarity and legibility, recommended minimum sizes for logo reproduction vary depending on whether the tagline is included.

The logo without the tagline should not be reproduced smaller than 0.75

inches for print or 150 pixels for digital use. The logo with the tagline should be reproduced no smaller than 1 inch wide.

Reproducing the logo below these sizes may affect readability, distort proportions, and compromise brand

recognition. For smaller print areas or limited space, the stacked logo might be the best option, ensuring the design remains clear and recognizable across all mediums.

LOGO CLEAR SPACE

Clearspace

Clearspace around the logo ensures it remains prominent and undisturbed by the surrounding elements, preserving it's visual integrity. This buffer zone protects the logo from clutter and ensures it stands out. It helps to maintain the logo's impact across various applications. By adhering to clearspace guidelines we uphold the logo's legibility and overall brand consistency.

Font: Gotham Medium
4d4d4d
R: 77 G: 77 B: 77

Saugeen Shores
PORT ELGIN

Saugeen Shores
SOUTHAMPTON

Saugeen Shores
SECONDARY TITLE

Community logos

Example of secondary
title placement

Secondary Logos

The above graphic illustrates how community names and committees are integrated into the Saugeen Shores logo. Community names such as Port Elgin and Southampton are placed beneath the main logo, followed by the tagline. The same structure ensures committee brand consistency while allowing for specific identifiers across different groups and initiatives within Saugeen Shores.

Saugeen Shores logo used in a smaller placement

Team Saugeen crest used as Primary logo

Relationship with other secondary brands

Secondary icons such as the Fire Department badge and the Team Saugeen logo should be, whenever possible, not adjacent to the Saugeen Shores municipal brand or inside its live space (with or without the slogan).

Team Saugeen is an internal brand only, and should never be used on external communications (clothing and swag being the exception in just a few cases). The Fire Department badge with an updated Saugeen Shores

brand icon in it should only be used in limited cases (clothing, swag, internal communications).

Gotham - Bold
Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww, Xx, Yy, Zz

Gotham - Book
Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww, Xx, Yy, Zz

Gotham - Book
Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww, Xx, Yy, Zz

Arial
Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww, Xx, Yy, Zz

Headline

Subheading

Body copy Lorem ipsum odor amet, conse ctetuer adipiscing elit. Potenti conubia ullam corper ac mi; nullam sed vivamus. Nullam quam euismod conubia etiam pellentesque vitae ligula nam condimentum.

Typefaces

The Gotham font family comes in various weights that should be used to reinforce hierarchy. When Gotham is unavailable, Arial makes a good substitute. Always use these font choices when preparing presentations or printed materials and ask the communications team for guidance if you can't decide.

Colour Palette

Midnight

HEX	153A62
CYMK	100, 82, 36, 25
RGB	21, 58, 98

Mid Blue

HEX	0A99D6
CYMK	76, 25, 0, 0
RGB	9, 153, 214

Dark Blue

HEX	124A8C
CYMK	100, 80, 16, 3
RGB	18, 74, 140

Light Blue

HEX	69C6E9
CYMK	52, 3, 3, 0
RGB	105, 198, 233

Orange

HEX	F57F20
CYMK	0, 61, 100, 0
RGB	245, 127, 32

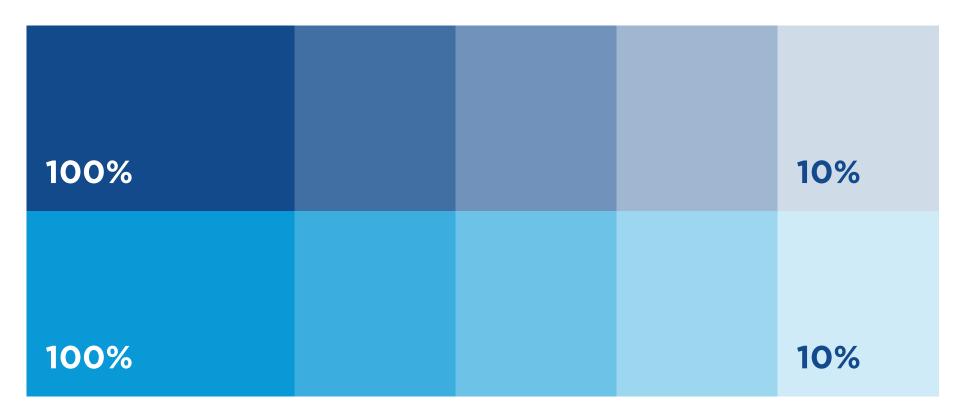**Dark Blue** **Light Blue** **Orange**

These colours at 100% make great impactful background colours with contrasting text.

Midnight

Midnight Blue makes a great high contrast text colour

Colour Palette

These examples are to be used as a guide. Please refer to any provided templates, the marketing examples and corporate mockups in this guide.

100%

10%

100%

10%

Tints and Shades

Our colour palette is designed to be versatile, with each colour available at 100% opacity for bold, impactful applications. Additionally, using tints and shades of these colours can add depth and flexibility to our designs.

Tints allow for a more subtle and nuanced approach. They can help to create visual hierarchy and balance. Importantly, tints support AODA compliance by enabling us to adjust colour contrast to ensure sufficient

visibility and accessibility for all users. By incorporating tints, we maintain a cohesive look while ensuring our designs are visually engaging and accessible.

Examples of the stacked two colour logos on various colour backgrounds.

The single colour black and reversed /white logo should only be used when full colour or two colour variants can not be used.

Orange Text
Light Blue Text
White Text

White Text
Midnight Blue Text

Midnight Blue Text
Dark Blue Text

Orange Text
Light Blue Text
White Text

Midnight Blue Text
Dark Blue Text

Midnight Blue Text
Dark Blue Text
Mid Blue Text

AODA colour combinations

When applying the colour palette on digital content, these specifications on the use of text on coloured backgrounds must be observed in order to be AODA compliant. The chart above illustrates what colour combinations of text and background have enough contrast to ensure legibility. Legibility will depend on font size and other factors. For more detailed information on the AODA Web Content Accessibility Guidelines (WCAG) 2.0, visit www.aoda.ca

Images reflect reality

Saugeen Shores' brand imagery reflects our community's unique character, combining a small-town vibe with a wide range of amenities. Images should evoke a strong sense of place, celebrate diversity, and highlight the joy of outdoor living. From intimate moments of connection to the energy of group activities, our visuals encapsulate the warmth, inclusivity, and lively spirit that define our community. These images align with the tagline, 'Find your village', by portraying a welcoming community where everyone can find their place and thrive.

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