

# Ontario's Lake Country Brand Guidelines



## The Purpose of Brand Guidelines

In order to promote a consistent brand image, everyone who uses the Ontario's Lake Country logo must adhere to the same specifications for how the logo will be displayed and used.

The guidelines set out in this document will clarify the proper use of the OLC logo for use in any promotional or internal collateral.

It is important that everyone using the OLC brand follows the rules for use every time. This contributes to the ongoing development of a strong, recognizable brand and benefits all members and stakeholders.

## The Ontario's Lake Country Brand

Lake Country is made up of five partner areas that form the geographic footprint of the region. Defined by a multitude of lakes and a variety of locales and activities, Lake Country offers a tourism destination that is well suited to many types of travellers, including, families, couples, and active seniors.

### Logo Options - Full colour

There are 4 approved logos that can be used for Ontario's Lake Country when printing in colour.

The logo can be used in either the Blue-on-White version or the White-on-Blue version and is available in both a stacked and a horizontal format.

The blue background in the White-on-Blue version is meant to either be trimmed to form a "box" or to extend to fill a page or an area.

Examples of the correct way to use the logo are shown in the following pages.

### 4 Approved Colour Logo Versions

1. Blue-on-White Horizontal
2. Blue-on-White Stacked
3. White-on-Blue Horizontal
4. White-on-Blue Stacked



### **In the Heart of...**

Ontario's Lake Country wants to continue the use of our logo and increase the recognition of our region as a tourism destination. We encourage our partners and tourism businesses in the region to use the Ontario's Lake Country logo in your promotions and on your websites to add to our brand equity and the marketing of the region

collaboratively. The more prominence and attention we can give to the brand the stronger it will be for tourism in the region.

The logos below are available for our partners and tourism businesses for use on your websites and advertisements. The "In the heart of" text helps to give a sense of place, that your business is located within Ontario's Lake Country.



## Tagline – Orillia & area’s four season playground!

- Text – The tagline reinforces the message that Ontario’s Lake Country region encompasses Orillia & area. It gives a geographic reference, a sense of place and includes the outlying region. It also emphasizes that we are a year round destination and a visitor can expect to find outdoor recreational activities.
- The tagline can be used as needed within marketing and communications pieces to reflect the brand message and feel. It should be used by Ontario’s Lake Country in marketing pieces that are going outside the region.

- It is recommended that the tagline be on the same page as the Ontario’s Lake Country logo and written as shown with an exclamation mark at the end.
- The text needs to be legible and include all components as shown. Please keep to one of the fonts listed below or one that is very similar.
- It is not a part of the Ontario’s Lake Country logo

ORILLIA AND AREA’S FOUR SEASON PLAYGROUND!

Font:  
Trajan Pro  
(or similar)

ORILLIA AND AREA’S  
FOUR SEASON PLAYGROUND!

*Orillia and area’s four season playground!*

Font:  
Times  
Roman  
(or similar)

*Orillia and area’s  
four season playground!*

### Logo Options - Single Colour

When full colour printing is not possible, the OLC logo may be printed in either PMS 287 or Black.

The examples below show how the logo will look when printed in a single colour.



## Fonts

The Ontario's Lake Country fonts are:  
Plantagenet Cherokee Regular (Lake Country)

\*some letters have been modified

ITC Usherwood Book (Ontario's)

Myriad Pro Regular (Partner names)



## Colours

### FULL COLOUR

Dark Blue: CMYK: 100c, 63m, 0y, 38k

Sky Blue: (Splash behind the leaf) 100c, 0m, 0y, 0k

Leaf: Multi-colour Linear gradient

### ONE COLOUR

Royal Blue: PMS 287 c or u

### BLACK & WHITE

Black Ink only



## Colour Palette

### (Formulas shown in process colour - CMYK)

The colours below can be used in ads and marketing for Ontario's Lake Country.

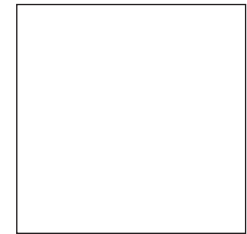
#### Main Palette

Dark Blue: 100c, 63m, 0y, 38k

Gold: 0c, 30m, 100y, 0k

Sky Blue: 100c, 0m, 0y, 0k

White



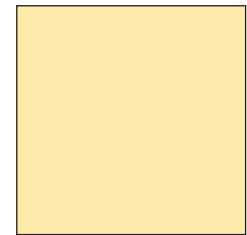
#### Secondary Palette

Grey: 0c, 0m, 0y, 40k

Orange: 0c, 70m, 100y, 0k

Light Blue: 50c, 0m, 0y, 0k

Butter Yellow: 0c, 6m, 40y, 0k





## Protected Area for Horizontal Logo

The Ontario's Lake Country logo requires a suitable amount of spacing around it. The logo must not sit too close to:

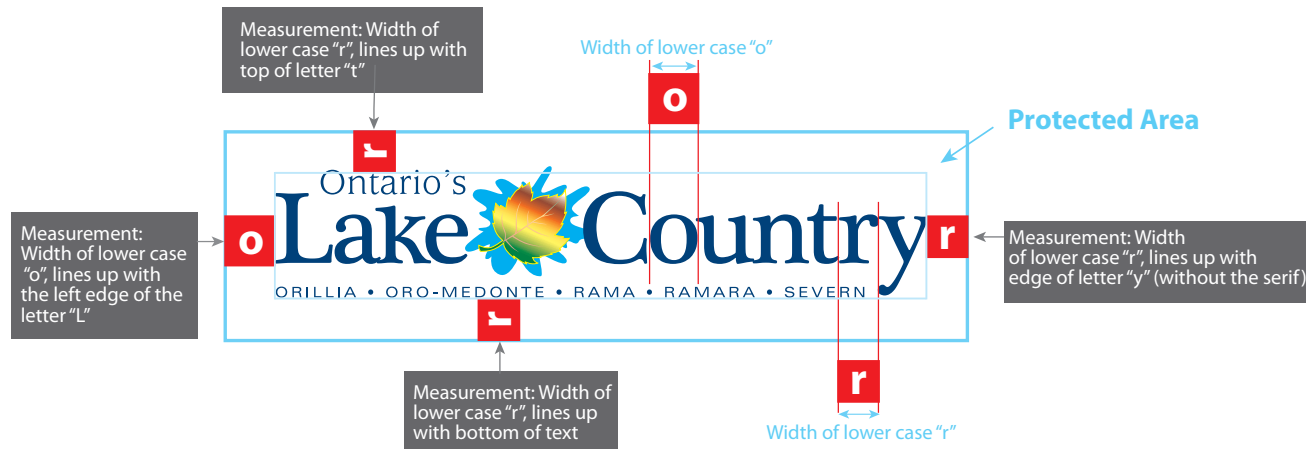
- the edge of a page,
- fold lines,
- photos or illustrations,
- other logos,
- text, or
- any other graphic elements.

A suitable amount of visual space must be present at all times.

Below are guidelines for the required minimum visual space surrounding the logo. The logo can be floated in an area of greater visual space but must have at least the minimum requirements.

Because the logo is used at a variety of sizes, we use a letter space method to determine the minimum protected area space requirements.

Reverse logos that appear on Blue have the same space requirements.



## Protected Area for Vertical Logo

The Ontario's Lake Country logo requires a suitable amount of spacing around it. The logo must not sit too close to:

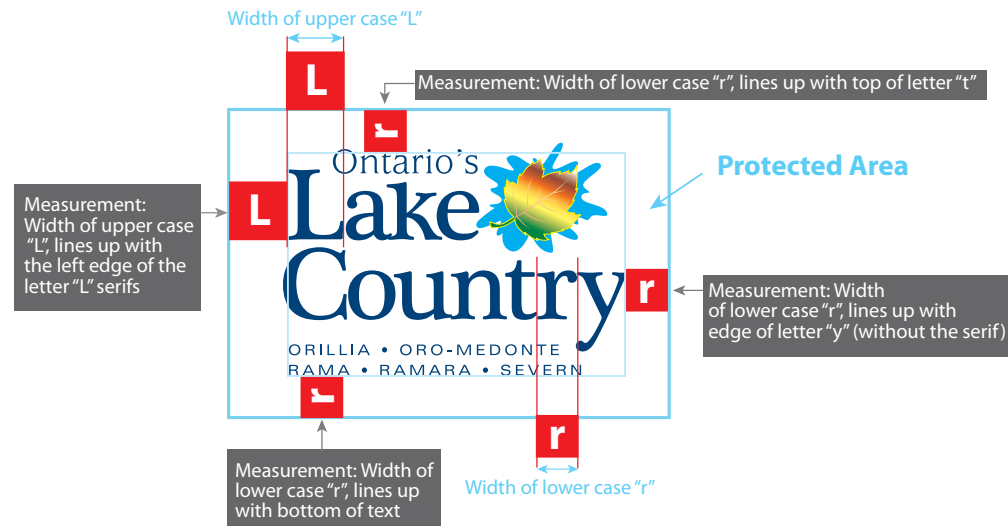
- the edge of a page,
- fold lines,
- photos or illustrations,
- other logos,
- text, or
- any other graphic elements.

A suitable amount of visual space must be present at all times.

Below are guidelines for the required minimum visual space surrounding the logo. The logo can be floated in an area of greater visual space but must have at least the minimum requirements.

Because the logo is used at a variety of sizes, we use a letter space method to determine the minimum protected area space requirements.

Reverse logos that appear on Blue have the same space requirements.



## What is Not Permitted

Please ensure you are using the logo properly in one of the approved formats shown. The following are things NOT to do.

**Do not** make colour changes.



**Do not** place the logo on a background colour other than solid white or solid OLC blue.



**Do not** put a drop shadow on the logo.



**Do not** place the logo on an angle.



**Do not** stretch the logo to be wider



**Do not** distort the logo



**Do not** condense the logo

**Do not** change the position of any of the elements in the logo



## Lake Country logo for use with photos

It is tempting to superimpose a tourism logo over a photo. Please follow the guideline below to ensure proper use and readability are maintained.

**Do not** superimpose the logo over a busy photo or illustration. Use a solid white or solid OLC blue background or part of a photo that is solid (like sky), as shown to the right.

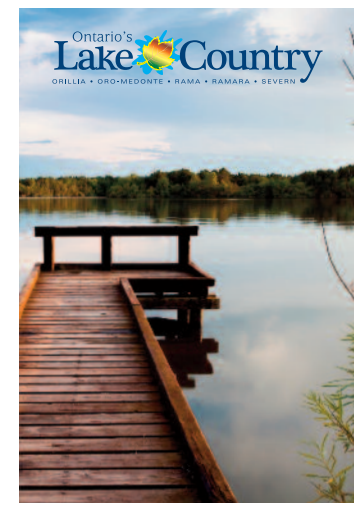
### INCORRECT



### CORRECT



**YOU MAY** use the logo over a portion of a photo where the background does not impede or compete with the logo, as shown here. Elements within the photo must still remain outside the protected area. Readability must not be compromised.

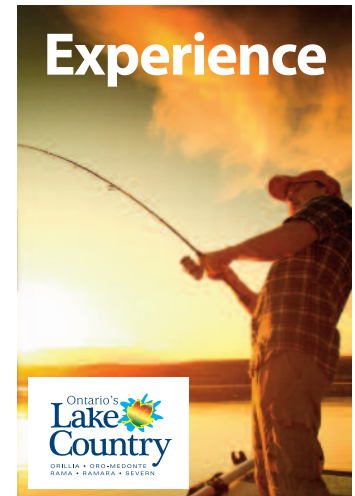
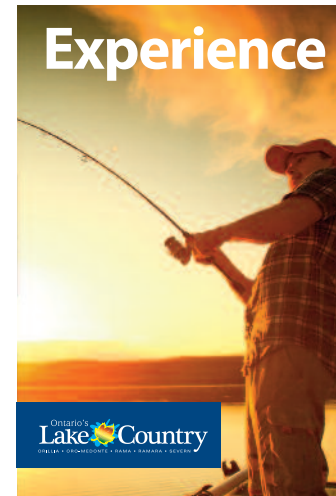
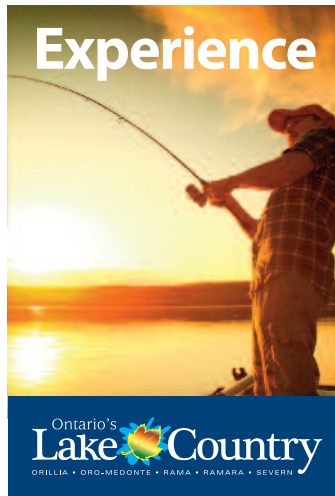


## Correct ways to use the OLC logo in marketing

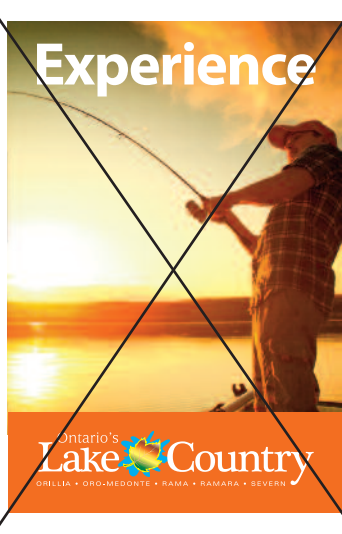
The examples below show the correct way to use the OLC logo in all print and marketing materials.

The logo must always appear on a solid white or OLC blue background and have minimum required visual space around the logo unless it is following the guidelines for use on a picture page 11.

**CORRECT:** In this top row of examples the logo appears in an approved format, on Blue OLC background, or white background, with required visual space surrounding it.



**INCORRECT:** This bottom row shows examples of the logo being used in ways that are not permitted.



**INCORRECT:** Logo appears on the wrong background colour



**INCORRECT:** The logo is too close to trim lines, fold line and the photo. See **Visual Space Requirements**.



**INCORRECT:** The logo is too close to the edge of the blue box. See **Visual Space Requirements**.



**INCORRECT:** Logo appears on a photo area that impedes readability.



## Correct ways to use the OLC logo in Co-op Print Marketing

Please refer to the examples below for the correct way to use the OLC logo in Co-op print situations

**CORRECT:** In this top row of examples the logo appears in an approved format, on Blue OLC background, or white background, with required visual space surrounding it. Logo may appear on the front, back or inside pages of a print piece.



### Do you care about sport in the city?

As an athlete, coach, official, volunteer, builder, parent, media, business or sponsor?

The Toronto Sports Council, launched in 2004 as the Voice for Sport in Toronto is here to build and enable sport by;

- **Connecting** all sport with the broader community of business and government.
- **Communicating** across multiple platforms through meetings, conferences, website, e newsletter, twitter & facebook.
- **Coordinating** an updated sport information database of all sports/facilities, funding sources, issues management (advocacy) and community sport development.
- **Collaborating** to facilitate research, an annual sport summit, yearly sport recognition, special events and initiating cooperative partnerships for the betterment of sport.

Let's hear from you!



In the heart of  
**Lake Country**

Ontario Trillium Foundation  
Fondation Trillium de l'Ontario

**INCORRECT:** This bottom row shows examples of the logo being used on the wrong background colour and on a busy photo background.

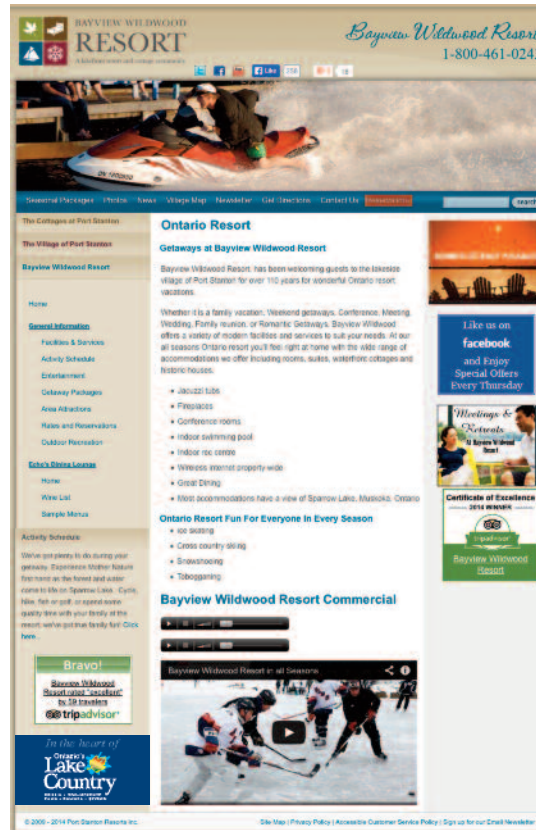
**INCORRECT:** Logo cannot be superimposed over a busy photo area.



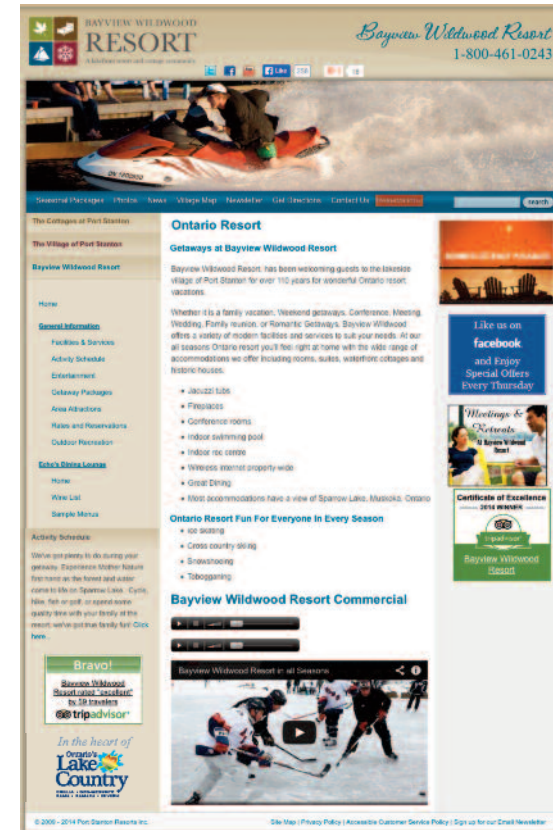
**INCORRECT:** Logo cannot appear on a coloured background. Only white or OLC blue can be used.

## Correct ways to use the OLC logo in Co-op Web Marketing

Please refer to the examples below for the correct way to use the OLC logo in Co-op web situations



CORRECT: As with all other materials, the OLC logo can only be placed on a solid white or OLC blue background.



INCORRECT: The OLC logo cannot be altered, or placed on a background colour other than white or OLC Blue and cannot be superimposed over a photo.