



R i v e r D i s t r i c t

Logo Toolkit

The River

The river is a large part of Owen Sound.

It has been overlooked for years. In fact, much of the city's built form has turned its back on the river.

The river is an element that can create tangible experiences while at the same time, positively romanticizing the region.

The District

District: an area, region, or section with distinguishing character.

By incorporating the word District, and attaching it to the word river, the district (in turn) gains all the positive connotations associated with the river.

Brand Story

The River District is a place where people gather.

It is a destination for people looking for a city experience, in a rural setting.

It is a place where people feel safe and meander.

It is a place for celebration and community.

Keywords

Natural
Beautiful
Quality
Classy

Confident
Welcoming
Romantic
Connection

Logo



R i v e r D i s t r i c t

O W E N S O U N D

Reversed Logo



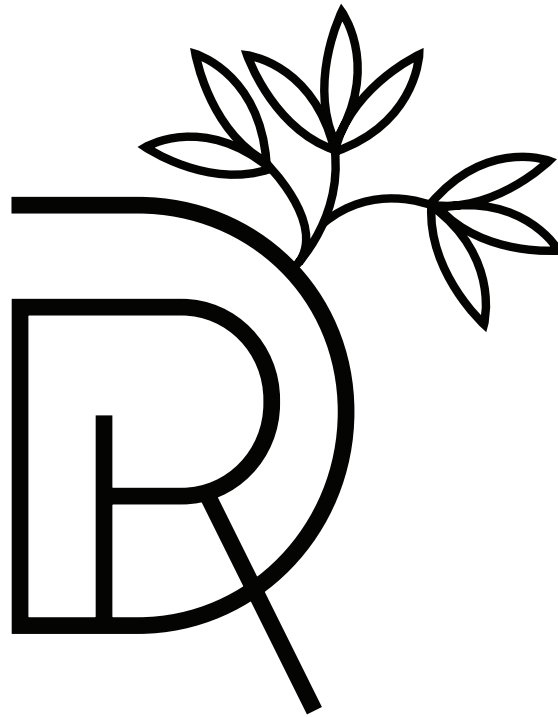
Logo Variation



R i v e r D i s t r i c t

This logo variation allows for logo usage in targeted applications. It is anticipated that the brand will be rolled out to various demographics intentionally leaving out the reference to Owen Sound.

Logo Symbol



The logo symbol is used as a recognizable yet independent symbol representing the River District.

Logo Positioning

The logo should be surrounded by a minimum amount of clear space to allow for optimal messaging.

The clear space around all versions of the logo is equal to the height of the capital letter "R".



Logo Best Practices



Do not adjust the size or proportions of the logo



Do not change colours



Do not use a shadow



Do not add text



Do not adjust the size or proportions of the logo



Do not rotate

Tagline

A standard tagline is not recommended to be utilized broadly in conjunction with the River District brand. The name River District should be utilized as the primary element for all branding.

Utilizing the River District independently, conveys confidence and increases impact of brand awareness and recognition. When required (and appropriate), taglines can be utilized during individual campaigns and should be tailored and applicable to the specific audience/ visitor segment the campaign is speaking to.

Taglines may be applicable in campaigns such as social media ads, print publications or as a specific campaign call to action.

Colour Palette

Although the River District is a one colour logo, that can be used with black, the following colours can also be used for expressions of the logo in colour.

- Georgian Bay Blue (Pantone 2216C)
- Historic Red Brick (Pantone 7586C)
- Bubbling Brook Blue (Pantone 2169C)
- Green Growth (Pantone 5757C)
- River Reed Olive (Pantone 4179C)



Typography

As per the brand keywords, the typography will convey a classy and confident feel.

This will be attained through typography by using this recommended light font.

This font is to be used in all applications.

Lane - Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Banner Designs (conceptual)



T-Shirt Designs (conceptual)



Instructional Signage (conceptual)

It is important to provide instructions to patrons of the River District while maintaining the brand promise.

- Ensure the message is polite - as if you were talking to the viewer in person.
- Ensure the text is in upper and lower case - never use all capitals.



