



# BRAND GUIDE

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# CHAPTER 01

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# INTRO- DUCTION

# INTRODUCTION

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**A brand guide is an essential tool for every organization – it provides structure for creativity.**

Throughout the Hamilton Film Office's future, many creative individuals will mobilize elements of our brand, making it vulnerable to adaptation and interpretation. To prevent this from happening, the following framework has been outlined to ensure our brand is used appropriately across channels and mediums.



## CHAPTER 02

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# THE BRAND FRAMEWORK

# THE BRAND FRAMEWORK

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## WHAT IS A BRAND FRAMEWORK?

Put simply, a brand framework is the ‘North Star’ of an entity: it defines what our brand stands for, and guides the development of all touchpoints within the market to ensure they are building the brand.

## WHY DOES IT MATTER?

Without a brand framework, we are unable to achieve brand comprehension, consistency, and recognition within the market. Marketing activities become diluted or disjointed, and cannot contribute to an identifiable and distinct brand experience.

## BRAND STORY

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# Here at the Hamilton Film Office, we help filmmakers bring their vision to life.

With geological features like the escarpment and a myriad of waterfalls, as well as century-old architecture and urban-industrial areas, Hamilton's union of scenery and grit is rivaled only by its determination to work for productions – and to make productions work. Behind the scenes, we can help filmmakers navigate the organizational aspects of their project – whether permitting or orchestrating paid duty officers – while on the front lines, we're available to field questions and concerns. Overall, our goal is to nurture momentum and further solidify our city's position as a safe, hassle-free destination for film production in North America.

## BRAND PROMISE

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PROMISE

**The Hamilton Film Office is committed to helping filmmakers across the continent enjoy a smooth filming experience.**

Our welcoming, friendly, and knowledgeable staff will happily provide assistance with administrative, logistical, and liaison services – ensuring filmmakers' efforts are focused on a successful production.



# BRAND POSITIONING

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**For film studios, producers, and directors throughout North America, the Hamilton Film Office is the go-to resource for everything required for a successful shoot in the Hamilton area.**

From assistance with permitting, to logistical help and location consultation, we ensure filmmakers can take advantage of the City's diverse architecture, breathtaking natural beauty, and proximity to an immense array of regional amenities.

# BRAND MISSION + VISION



## MISSION

To provide filmmakers the resources and assistance they need to consider Hamilton a preferred filming destination.

HAMILTON  
HAMILTON  
HAMILTON  
HAMILTON  
HAMILTON

## VISION

**Hamilton is the premier  
film-production location  
in North America.**

# BRAND VALUES

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## INGENUITY

No matter what barriers might be in your way, we'll help you work through them. We'll roll up our sleeves and dig into our collective problem-solving expertise to deliver practical solutions.

## INTEGRITY

When we say it, we do it. Accountability goes hand-in-hand with respect and reliability – keys to ensuring smooth and efficient productions.

## DRIVE

Passion for the job puts perfection in the work. Our unshakeable determination to support filmmakers isn't just said – it's felt.

## INCLUSIVITY

Our city's strength is its diversity. Hamilton's resurgence has come from a range of industries, sectors, professions, cultures, and perspectives finding a home here, which creates fertile ground for creativity and inspiration.

## INDUSTRIOUSNESS

Grit and determination is the backbone of our city and of our office, which means we're hyper vigilant about not only meeting filmmakers' needs, but exceeding them.

# VALUES

# BRAND VOICE + TONE

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Our voice and tone signals who we are and what we stand for. Together, they will make audiences say “That sounds like the Film Office”, and will allow our brand to show up authentically across channels and mediums.



## WE ARE...

- Proud that Hamilton is home and aren't afraid to share why we know filmmakers will love it.
- Authentic and real – with an honest, straight-up tone that respects our audience.
- Welcoming. We embrace the film industry's activities in our region and our tone reflects this.
- Committed to helping our visitors feel energized, excited, and comfortable to be working in Hamilton.
- Inclusive – our language, tone, and imagery is always reflective of this.

## CHAPTER 03

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# THE VISUAL SYSTEM



# LOGO

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Our typography-based logo reflects a modern and urbanized look that also boasts a somewhat vintage, cinematic feel.





# LIMITATIONS

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## SIZE

Our logo should never appear smaller than specified:



0.5" or 36px

## SPACE TO BREATHE

In order to maintain the visual integrity of our brand, it needs space to breathe. This space can be represented by the measurement '1'. The logo should have at least '1' amount of space surrounding it at all times, meaning no other visual element (other logos, text, etc.) should fall within this space.



## LOGO DON'TS



Please don't use new letters



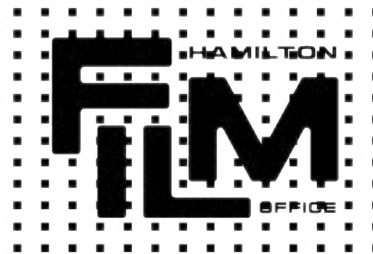
Please don't give it a makeover



Please don't flip it upside down or position it diagonally



Please don't squish or stretch it



Please don't leave it somewhere congested



Please don't use it on a coloured background where it blends in – ensure there is enough contrast to sustain legibility

# COLOURS

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A carefully chosen set of colours has been established for our brand, and will help audiences recognize our brand within the market.

PRIMARY

## MIDNIGHT

**Hex** #000000  
**CMYK** 75, 68, 67, 90  
**RGB** 0, 0, 0

PRIMARY

## ELECTRIC

**Hex** #394ce9  
**CMYK** 81, 71, 0, 0  
**RGB** 57, 76, 233

PRIMARY

## URBAN

**Hex** #555760  
**CMYK** 67, 58, 48, 26  
**RGB** 85, 87, 96

PRIMARY

## CLOUD

**Hex** #edeef4  
**CMYK** 5, 4, 1, 0  
**RGB** 237, 238, 244

ACCENT

## BLUSH

**Hex** #f7c7be  
**CMYK** 1, 25, 18, 0  
**RGB** 247, 199, 190

ACCENT

## NEON

**Hex** #d9f300  
**CMYK** 20, 0, 100, 0  
**RGB** 217, 243, 0

GRADIENT

## STUDIO

Electric + Blush

GRADIENT

## CINEMATIC

Electric + Neon



# TYPOGRAPHY

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Strong typography enhances the character of a brand and establishes a hierarchy of importance for information to be received by our audiences.

## UNISON PRO

Available for download [here](#).

Unison Pro is the font used within the logo. It is licensed for **print applications only**, and is intended for both decorative and headline use.

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

## MONTSERRAT

Available for download via  
[Google Fonts](#)

Montserrat is the chosen font for both print and web applications, and has been chosen due to its versatility and complementary appearance to Unison Pro. It is intended for use in body paragraphs, introductory text, and headlines.

## VERDANA

*System font*

When fonts are limited to what is already installed on a computer, Verdana is the recommended system font. It can be used for items such as PowerPoint presentations and Word documents.

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

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

## TYPOGRAPHY FOR PRINT

In print applications, both Unison Pro and Montserrat are approved for use to create hierarchy in content. Examples have been outlined below.

**H1**      **Unison Pro:**  
Bold Round, 20pt

**Intro**    **Montserrat:**  
Bold, 14pt

**H2**      **Unison Pro:**  
Bold Round, 17pt

**Body**    **Montserrat:**  
Regular, 11pt

**H3**      **Unison Pro:**  
Bold Round, 15pt

**H4**      **Montserrat:**  
Bold, 11pt,  
Letter Spacing 175

### HEADING 01

**Introductory Paragraph - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent at elementum elit, eu elementum diam.**

### HEADING 02

Body Paragraph - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent at elementum elit, eu elementum diam.

### HEADING 03

Body Paragraph - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent at elementum elit, eu elementum diam.

### HEADING 04

Body Paragraph - Dolor sit amet, consectetur adipiscing elit. Praesent at elementum elit.

### HEADING 04

Body Paragraph - Dolor sit amet, consectetur adipiscing elit. Praesent at elementum elit.

## TYPOGRAPHY FOR WEB

In web applications, Montserrat alone is approved for use to create hierarchy in content. Examples have been outlined below.

**H1**      **Montserrat:**  
Bold, 20pt

**Intro**    **Montserrat:**  
Bold, 14pt

**H2**      **Montserrat:**  
Bold, 17pt

**Body**    **Montserrat:**  
Regular, 11pt

**H3**      **Montserrat:**  
Bold, 15pt

**H4**      **Montserrat:**  
Bold, 11pt,  
Letter Spacing 175

### Heading 01

**Introductory Paragraph - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent at elementum elit, eu elementum diam.**

### Heading 02

Body Paragraph - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent at elementum elit, eu elementum diam.

### Heading 03

Body Paragraph - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent at elementum elit, eu elementum diam.

### HEADING 04

Body Paragraph - Dolor sit amet, consectetur adipiscing elit. Praesent at elementum elit.

### HEADING 04

Body Paragraph - Dolor sit amet, consectetur adipiscing elit. Praesent at elementum elit.



# PHOTOGRAPHY + VIDEOGRAPHY

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The below moodboard depicts approved photography and videography styles. Images must be high-resolution (300 pixels per inch), well-lit but not vibrant, and somewhat subdued in colour. Images must showcase diversity in both people and place, as well as reflect the film industry in action whenever possible.





# APPLICATIONS





**HAMILTON**  
**HAMILTON**



**HAMILTON**  
**HAMILTON**

THE "IT" DESTINATION  
 FOR FILMMAKERS.

um dolor sit amet, consectetur adipiscing elit, sed diam  
 nish euismod Lorem ipsum dolor sit amet, consectetur  
 y elit, sed diam nonummy nish euismod condaunt ut



**HAMILTON**  
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THE "IT" DESTINATION  
 FOR FILMMAKERS.

um dolor sit amet, consectetur adipiscing elit



**HAMILTON**  
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THE "IT" DESTINATION  
 FOR FILMMAKERS.

# CONCLUSION

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## **Branding is what people say about you when you're not in the room.**

This guidelines document provides the basic tools required to ensure our brand is used consistently and appropriately across all print and digital media channels. Should you have any questions about how to use our logos or any of our brand's various elements, please contact <TBD>.