

A woman in a black jacket and helmet is riding a roller coaster. She is smiling and looking forward. The roller coaster car is yellow and has two people inside. In the background, there is a large, ornate building with a dome, which is the Kingston City Hall. The sky is blue and the scene is lit with warm, golden light, suggesting sunset or sunrise. The word 'KINGSTON' is written in large, bold, cyan letters across the top of the image.

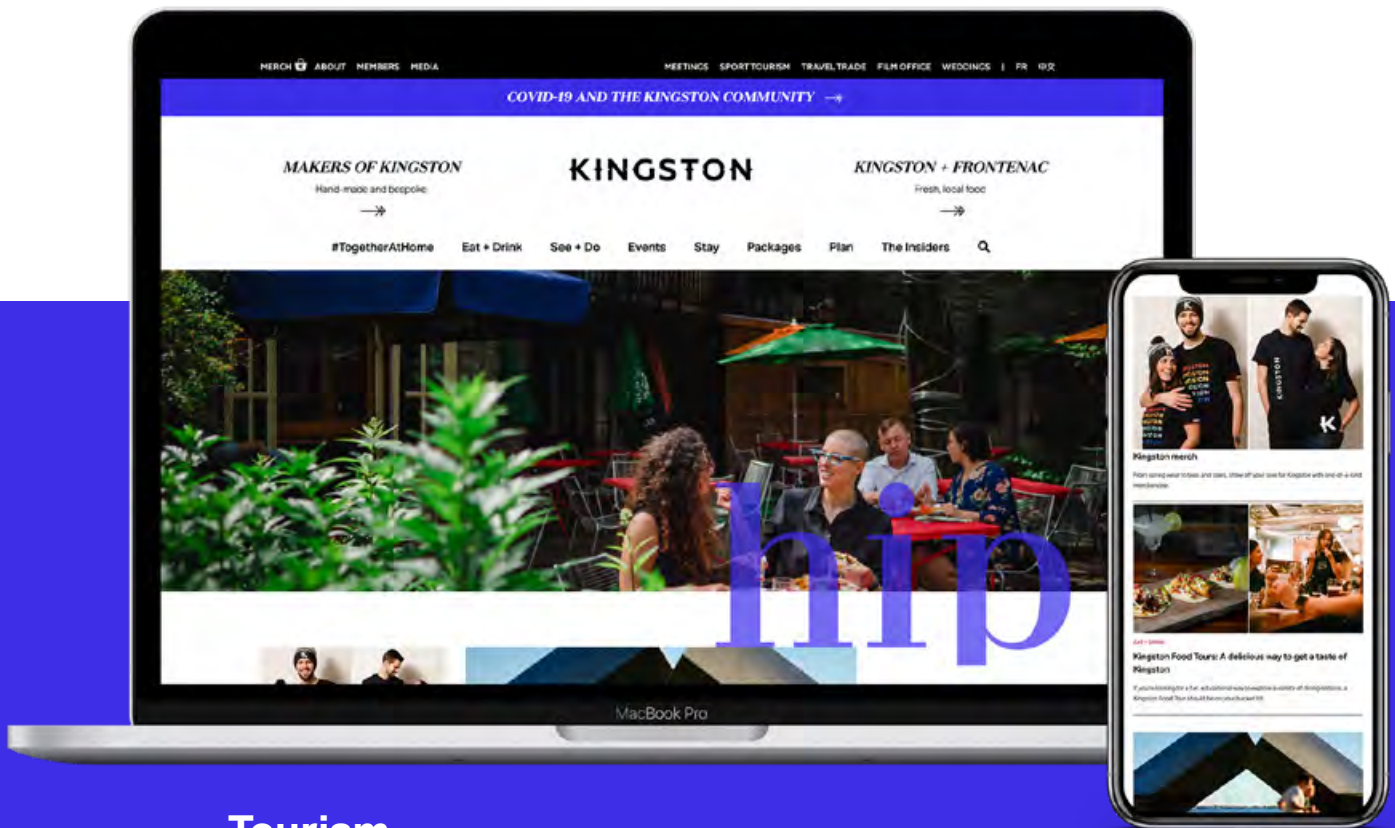
KINGSTON

KINGSTON: BRAND IDENTITY/ APPLICATION

EDAC MARKETING CANADA AWARDS

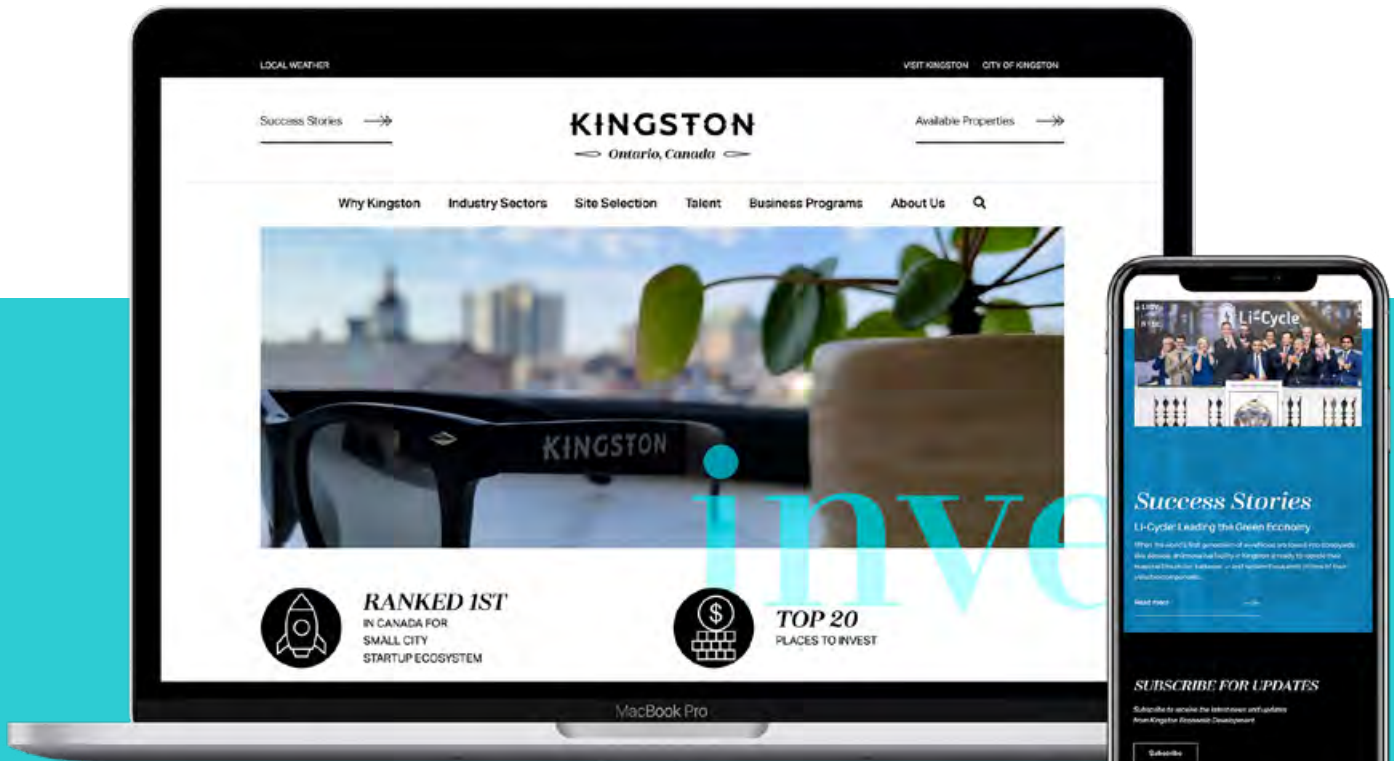
Tourism Kingston

WEBSITES



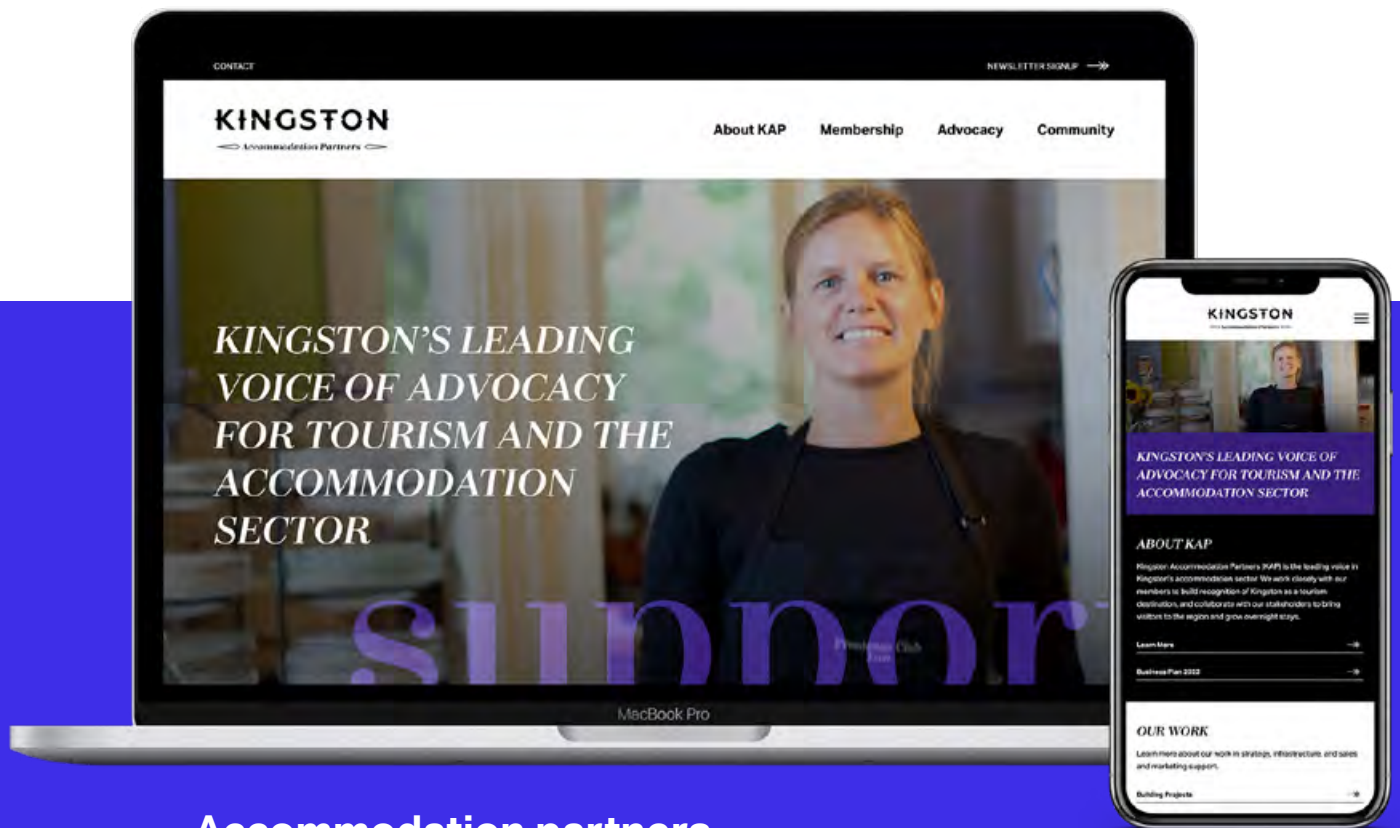
Tourism

[Visit website](#) →



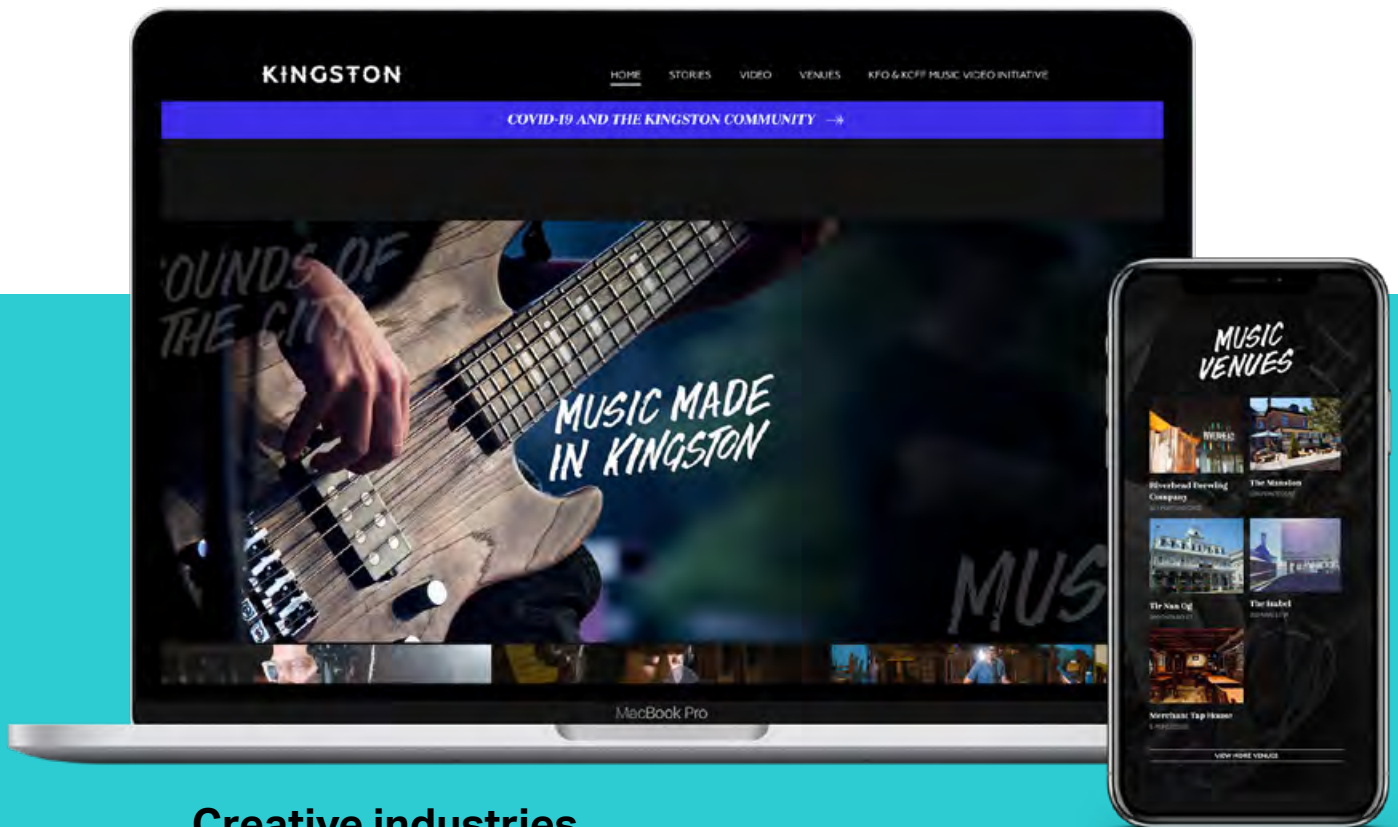
Economic development

[Visit website](#) →



Accommodation partners

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Creative industries

[Visit website](#) →



BRAND GUIDES

Brand vision

Culturally vibrant
We're a smart and affluent population that inspires change-makers, embraces creativity and celebrates diversity. Our culture is supported by the possibilities of our future where old meets new, where community thrives and businesses grow.

Constantly evolving
We're an old city full of new ideas - fueled by research and technology. We're at the forefront of the knowledge economy - an incubator community and innovation hub. We always look for new ways to attract and engage businesses and support the growth of our business community.

Fresh made daily

Where ingenuity and Creativity are celebrated, creators and entrepreneurs thrive, and new ideas are born every day.

KINGSTON

Brand guidelines
Kingston Economic Development
March 2022

award, creative
the and design around

Sophisticated
Our culinary and well known companies to cities 10 times our size. Our population is diverse, affluent, and educated, and our city experiences are tailored to local passions and pursuits.

Authentic

We are a 500-year-old city filled with innovators and creators. We are one of a kind.

Brand architecture

KINGSTON

KINGSTON
- Town

Destination alternative

KINGSTON
- Ontario, Canada -

[View brand guide](#) →

LOOK & FEEL

CHOP TALK

Kingston's chefs discuss the evolution of Canada's cuisine and the inspiration behind their innovations

Headlines

Zahrah Semboud / Itasca
All Caps

Intro copy

Zahrah Semboud / Itasca
Sentence Case

Subheadings

Aisy Grotesk Bold
Sentence Case

Kingston's culinary scene

Kingston's culinary scene is constantly evolving as chefs refine their menus to adapt to our ever-changing food climate. They know that patrons are locally-minded and more adventurous than ever – giving them the freedom to take risks and alter perceptions about small-city dining experiences.

Body copy

Aisy Grotesk Regular

FOUNTAIN

Grotesk

Look: utilitarian

Aisy Grotesk takes an authoritative but neutral position, lending any message just enough support without overbearing it. It is a flexible and diverse font family available in 24 weights with matching italics.

KINGSTON

BRAND GUIDELINES

Tourism Kingston / March 2022

Our signature brand words are inspired by our brand pillars

We use them with our typography and a sense of creativity to create a unique brand identity.

[View brand guide](#) →

PRIMA COLORS

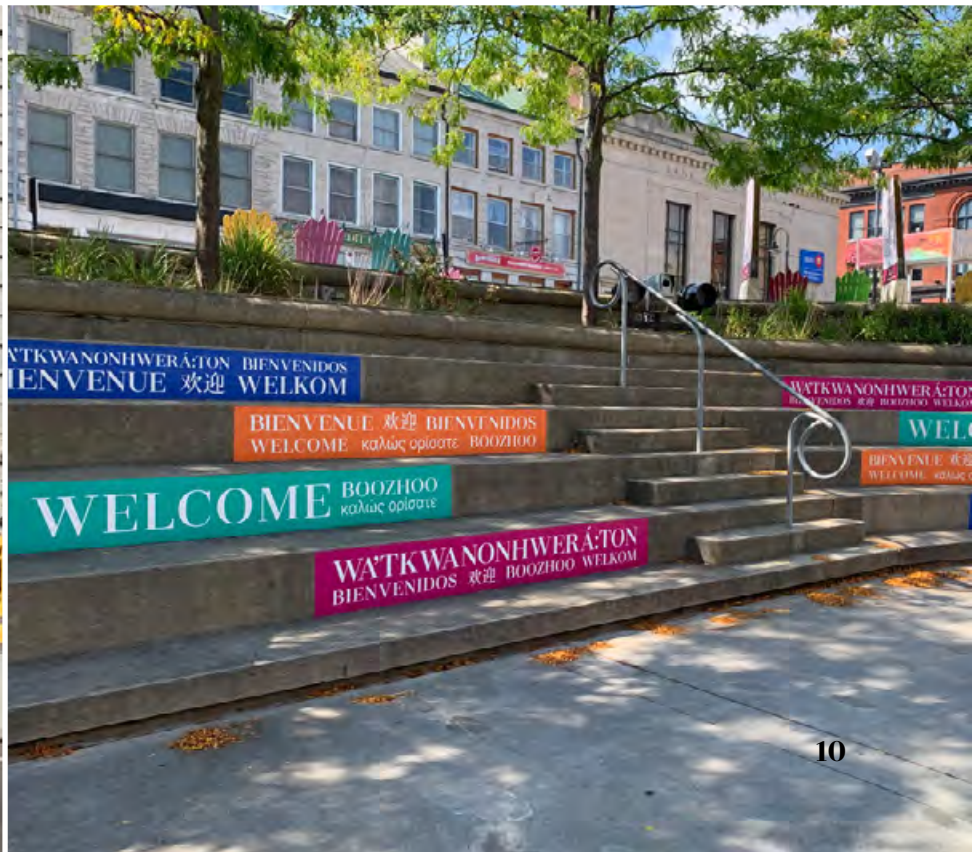
ENVIRONMENTAL DESIGN: KINGSTON AIRPORT



ENVIRONMENTAL DESIGN: WATERFRONT



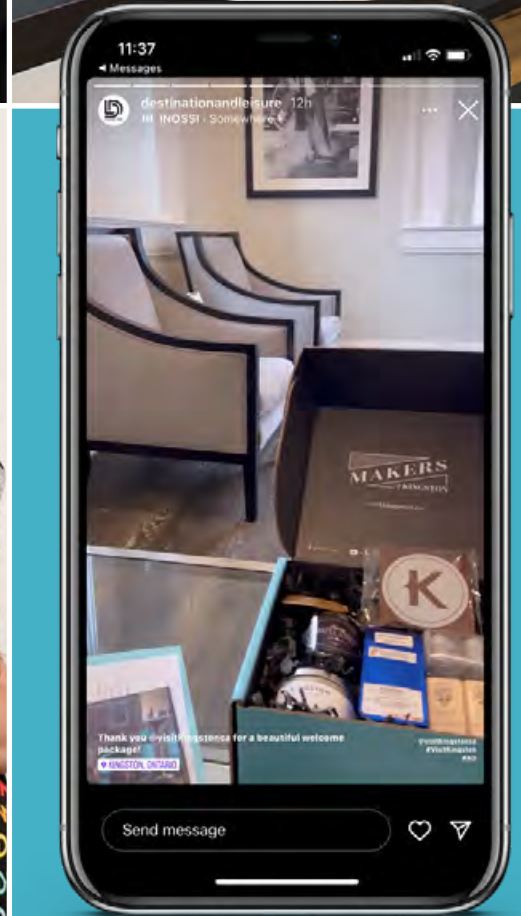
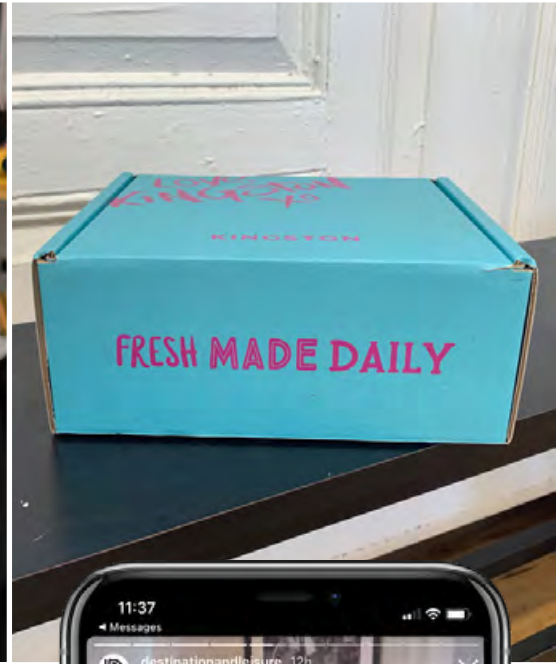
ENVIRONMENTAL DESIGN: CITY HALL & MARKET SQUARE



ENVIRONMENTAL DESIGN: VISITOR INFORMATION CENTRE



MERCH



HIGHWAY SIGNS



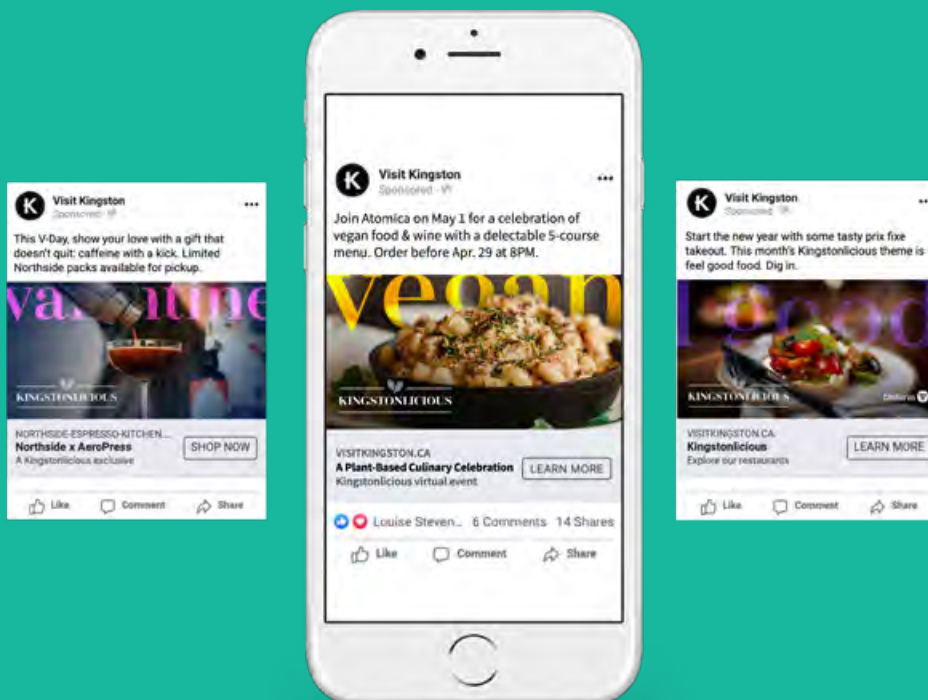
TRADESHOW BOOTH



PRINT & DIGITAL ADVERTISING



Sharethrough advertising



Facebook advertising



KINGSTONLICIOUS

***HUNGRY? WE'VE GOT
YOU COVERED.***

*A premier prix fixe takeout
culinary experience.*

Explore the menus at
visitkingston.ca/kingstonlicious

KINGSTON

Ontario 

Print advertising



closer

*STAY, PLAY, DINE
AND EXPLORE*

Get closer to what you love in Kingston – the beautiful sights, culinary delights, charming accommodations and memorable adventures.

Rediscover Kingston.
visitkingston.ca/closer

→

KINGSTON

Print advertising

KINGSTON

TUNE INTO THE JUNOS

as the limelight shines on some of Kingston's best musicians.

THE GLORIOUS SONS

THE TRAGICALLY HIP

SARAH HARMER

SARAH HARMER

The Tragically Hip
2021 Humanitarian Award

The Glorious Sons
Group of the Year (nominee)

Sarah Harmer
Adult Alternative Album of the Year (nominee)

KINGSTON

visitkingston.ca/music

THE TRAGICALLY HIP

THE GLORIOUS SONS

Background Image: Adam Correia

Poster

KINGSTON ECONOMIC DEVELOPMENT

KINGSTON

Helping innovators succeed

**A place where small
businesses dream big**

Lorem ipsum dolor sit amet, adipiscing
elit. Morbi iaculis tellus eu massa
tempus molestie aenean.

—> investkingston.ca



Print advertising

KINGSTON

Helping innovators succeed

[START PLANNING](#)

KINGSTON
— Economic Development —

Get help with digital marketing

One-on-one consultations to help your business with all things digital.

[BOOK NOW](#)

KINGSTON

A place to grow and prosper

[START PLANNING](#)

Sharethrough advertising

KINGSTON FILM & MEDIA: PRINT AD & LOOK BOOK

KINGSTON
- Film & Media -

BACKDROPS WORTHY OF THE BIG SCREEN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis
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 Cras eu orci faucibus, accumsan enim eget, dignissim enim.
 Ut luctus mauris non quam dignissim ornare.

→ filmkingston.ca

Kingston Penitentiary
 Fort Henry
 Kingston Harbour
 Harold Baden Centre
 Historic Douglass
 Richardson Stadium
 Queen's University

sto ry

KINGSTON PEN

Kingston Penitentiary has become one of the city's most popular destinations after ceasing operations and opening as a tourist attraction in 2013. The large facility, which boasts unique domed architecture, opened its doors in 1835 and was one of the world's longest-running correctional institutions.

FILMED HERE

Alias Grace (2017)
Director Mary Harron



OTHER PUBLICATIONS

Sport facilities guide



[View guide →](#)

Visitor guide

Produced in English, French, and Mandarin. Print and accessible pdf formats.



KINGSTON

VISIT

VISITOR GUIDE

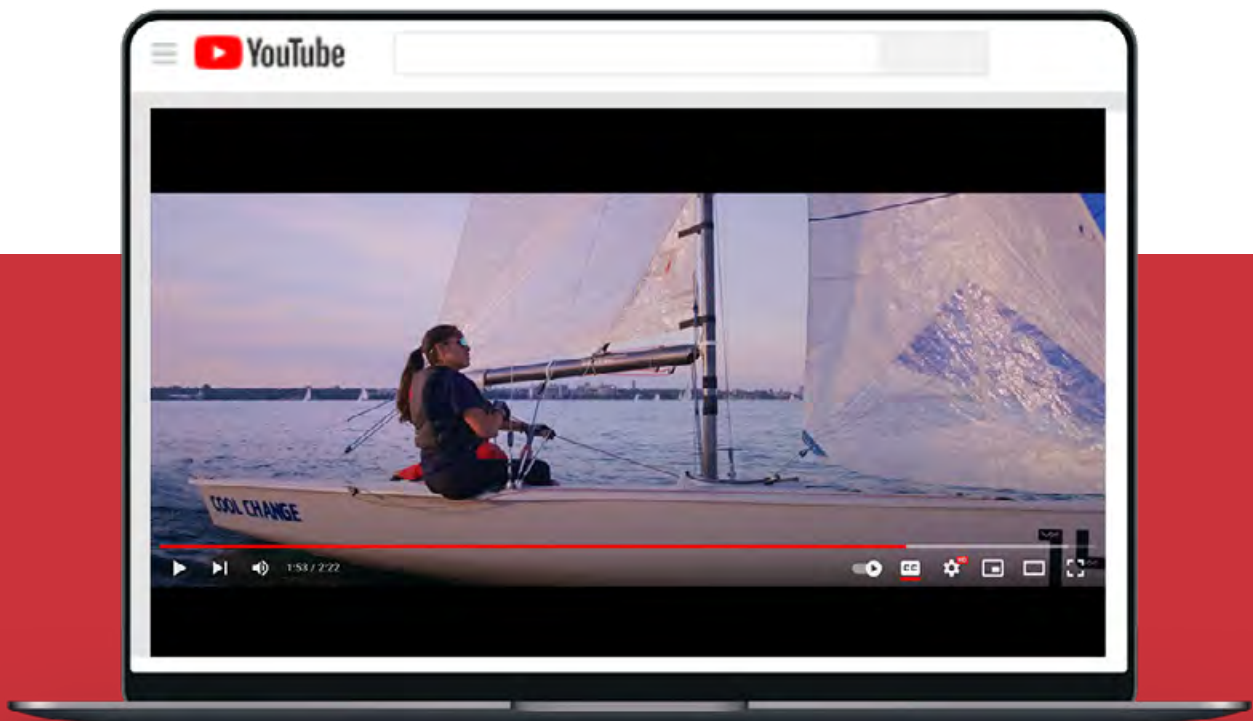
- › Signature experiences
- › Accommodations
- › Year-round activities
- › Unique finds

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VIDEOS



Kingston brand anthem

[Watch video](#) →