



EXPLORE
the BRUCE

DESIGN & COMMUNICATIONS STYLE GUIDE

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154 WORDS ONE STORY





45.0°N 81.3°W

Explore The Bruce (ETB) is our visitor invitation. 45.0°N 81.30°W is our planetary street address. And this unique expression of location sets the stage; the reward of every visit should be an equally unique experience. You can find rivers anywhere – ours are home to 30,000 steelheads. Our bike trails often cover

layered limestone that is 4,000 years old. Even our tarts are unique – if we describe them as jammed with strawberries picked fresh four minutes away. We don't use any old pails for beach castles – we use three-litre pails to make the best turrets. You don't just scuba dive in clear water here – you explore 18 shipwrecks.

The point is simple: Curiosity fuels exploration. Every moment here has that potential. When we reveal that potential in a unique way, visitors Explore the Bruce.

WHY EXPERIENCE MATTERS



As people experience life, they become connoisseurs of the experiences that matter to them. They begin to seek experiences and cultures that resonate with their personal identity to sustain and advance their attitudes, values, world view and sense of self.

Bruce County is known for its specialty local businesses, distinctive community cultures with different blends of amenities, and the rugged natural environment. Bruce County is a place to explore, to be, to experience, to stay, to live. It is a place that is felt with the heart. It is the place that creates a smile that grows from within.

Explore The Bruce is our invitation to visitors and residents – a program that integrates experiences and promotes multi-site adventures. There is an experience for everyone here and our target audiences will make their own connections. It becomes an emotional bond with our county, and that's why every Bruce experience has the potential to last a lifetime.

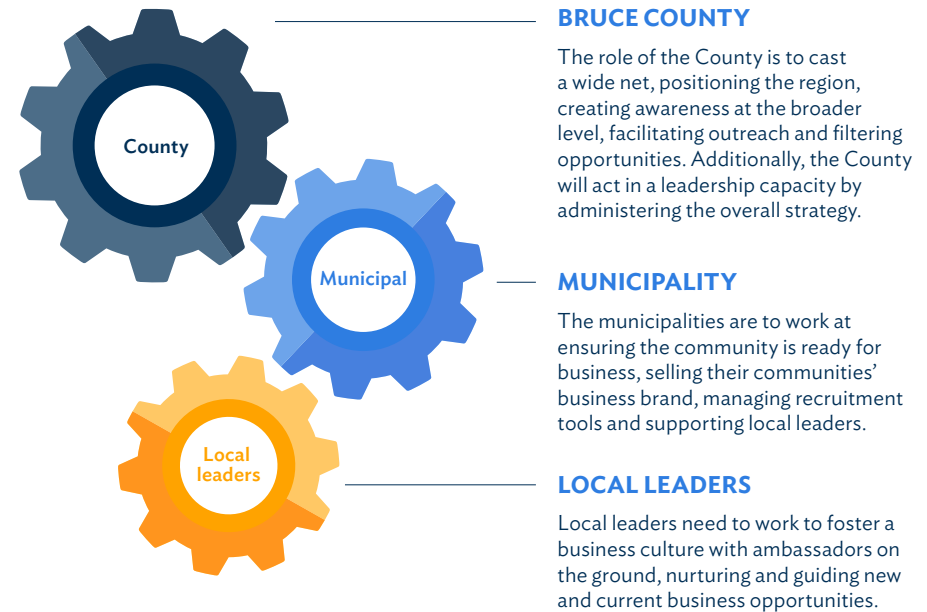


THE MACRO APPROACH



For our Economic Development Strategy and the Explore the Bruce program to be successful, it requires the involvement of the County, municipalities, business groups and local entrepreneurs.

This macro approach acknowledges that there is hidden leadership potential in our communities that need support and resources to materialize. By harnessing this potential, we will see meaningful and significant changes on the ground in all of our communities.



For effective and positive outcomes, all gears need to be moving forward. To be successful, collaboration is needed between the County, municipalities and local leaders. There are no shortcuts to success—both private and public sector efforts are needed. Each participant has an equally essential role to play.

THE BRAND MANTRA



Be the guide: *engaged, inclusive, welcoming.*
**Inspire curiosity, nurture exploration,
celebrate discovery.**

KEYWORDS



Experience

explore
discover
reveal
authentic
historic
surprising

Feeling

freedom
peaceful
playful
unlimited
curious
joyful

Place

rugged
accessible
depth
terrain
Canadian
scenic

Note: Also see The Bruce County Brand Guide for more ideas.

THE LOGO



LOGO: LOGO VERSIONS

STANDARD LOGO

The standard version of the ETB logo should be used in corporate applications and in communications with suppliers.

The logo consists of the word "explore" in a blue, lowercase, sans-serif font. Below it, the word "the" is written in a smaller, dark blue, lowercase, sans-serif font, positioned to the left of the word "BRUCE". "BRUCE" is in a large, dark blue, uppercase, sans-serif font.

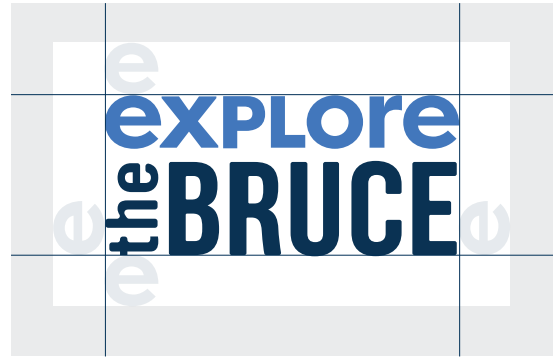
URL LOGO

The URL logo version should be used in all marketing applications.

The logo is identical to the standard logo, but with ".com" added in a dark blue, lowercase, sans-serif font at the bottom right of the word "BRUCE".

LOGO: CLEAR SPACE

To ensure maximum visual impact, keep the logo clear of competing text, busy images and graphics. Give the logo space on all sides equal to the height of the letter 'e'.



LOGO: MINIMUM SIZE

To ensure proper reproduction, the minimum size for all versions of the Explore the Bruce logo is 0.75" wide for print and 50 px for online applications.



LOGO: LOGO SUITE

STANDARD LOGO

FULL COLOUR

The full colour suite of the standard logo consists of positive and negative versions.



Positive



Negative



White Negative



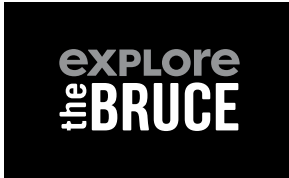
PMS 540 Positive

GREYSCALE, BLACK & WHITE

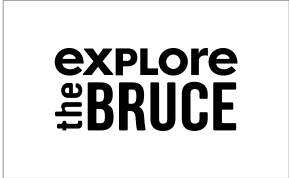
The standard logo is available in black, white and greyscale versions.



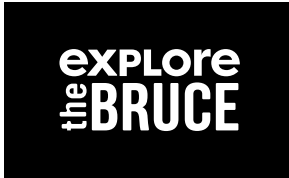
Greyscale Positive



Greyscale Negative



Black Positive



White Negative

URL LOGO**FULL COLOUR**

The full colour suite of the URL logo consists of positive and negative versions.

*Positive**Negative**White Negative**PMS 540 Positive***GREYSCALE, BLACK & WHITE**

The URL logo is available in black, white and greyscale versions.

*Greyscale Positive**Greyscale Negative**Black Positive**White Negative*

LOGO: INCORRECT USAGE

The consistent application of the standard and URL logos is essential for building and maintaining brand identity. The logo should never be altered or redrawn in any way and only approved digital artwork should be used in documents and on the web. While not an exhaustive list, the examples here illustrate some incorrect uses to avoid.

✘ DO NOT add text or elements to the logo

explore
the BRUCE
this summer

✘ DO NOT skew the logo

explore
the BRUCE

✘ DO NOT change the colour of the elements of the logo

explore
the BRUCE

✘ DO NOT move or adjust portions of the logo

explore
the BRUCE

✘ DO NOT change the fonts used in the logo

EXPLORE
the BRUCE

✘ DO NOT adjust the size or proportions of the logo

e explore
the BRUCE

LOGO: ETB AND THE COUNTY LOGO

It's so much more than a star. It's your first impression. It represents your best memory. It guides us all home. Explorers quantify where they are and what they discover. Use numbers to support different forms of brand-based communications. Just don't mess with the logo longitude and latitude. The Bruce County masterbrand, either in the full logo form or the star, should always be present on ETB marketing materials as the 'signature' or a 'stamp of approval' that tells the audience that this is a Bruce County product.

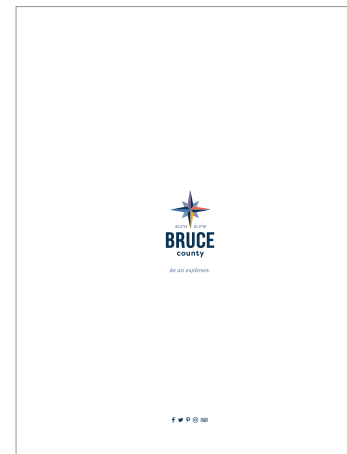
WITH THE BRUCE COUNTY LOGO



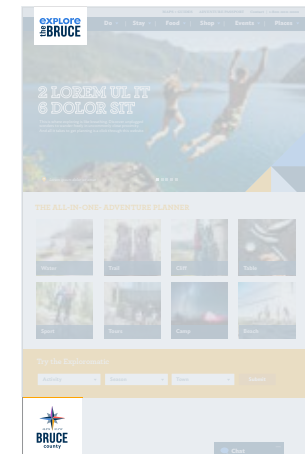
As the 'Bruce' name is equally prominent and similarly used in both the ETB and masterbrand logos, it is recommended not to have them appear at the same time or on the same side of a surface.

As a print example, position the ETB logo on the front cover of a multipage document and include the Bruce County logo on the back cover.

As an online example, position the ETB logo at the top of the website and the Bruce County logo in the footer.



Booklet front and back cover



Website

LOGO: ETB AND THE COUNTY STAR

WITH THE BRUCE COUNTY STAR



The Bruce County star can be used with the ETB logo at the same time and on the same side of a surface.

The placement of the star is determined by the position of the ETB logo:

- If the ETB logo is at the bottom, the star will be positioned at the top.
- If the ETB logo is at top right, the star will be positioned at top left.

Every effort should be made to include the Bruce County star on all ETB materials.

The star from the Bruce County logo is a symbol of calling explorers home. Ideally we want audiences to see it and think of “Bruce County”. The simplicity of the shape will lend it to being used with almost all ETB materials. By using the star as much as possible, the Bruce County brand will reach audiences through the sub-brands as well as the primary brand.

56,897
HECTARES
20
FATHOMS

Maybe it's time you turned off your GPS and turned on your curiosity. Bruce County is made for explorers...

45.0°N 81.3°W

EXPLORE the BRUCE .com

So what will you discover in Bruce County?
Lorem ipsum dolor sit alor telum ameanet meliora, consetetur beside adipis cing elit. Nulla quis consetetur ex purvi. Nullam posure faucibus massa, et commodo et a neque suscipit nec.

VIVATUS
Nam eu leo dignisim...
FUGIAT
Vivamus nec felis acin...
TORTOR
Maecenas lorem diam...
MAECENAS
Maecenas tempus...
CONJECTUR
Consectetur ad...
NETUS
Vivamus nec felis acin...
22
PERCENTUM
MAECENAS
TEMPUS

Advertorial

80-200
B.P.M.
Relaxed strokes to spinning strokes.

EXPLORE the BRUCE .com

Print Materials

Note: Photography is for position only and not licensed for use.

TYPOGRAPHY



TYPOGRAPHY: FONT

One of the key factors in any new identity is the use of a specified type family for text or running copy. Using a consistent family of typefaces visually reinforces the identity of Explore the Bruce. When using Microsoft Office applications to create communications, use the set fonts in the Bruce County templates.

ARCHER

Archer is a modern slab serif typeface which combines earnestness, credibility and charm into a hard-working typeface that performs well in large and small sizes and that is inviting to read.

Archer is most effective when used for headings and titles, short amounts of copy, introductory paragraphs, pull-quotes and captions.

Substitute font: When unavailable, Rockwell may serve as a substitute for Archer.

Archer Light
Archer Book
Archer Medium
Archer Semibold
Archer Bold
Archer Black

Archer Light Italic
Archer Book Italic
Archer Medium Italic
Archer Semibold Italic
Archer Bold Italic
Archer Black Italic

Oldstyle figures

1234567890

Lining figures (use all caps)

1234567890

Tabular figures (for tabular data)

Available in any of the Archer Pro font packages at website above

IDEAL SANS

Ideal Sans is a modern sans serif typeface which is engaging, confident and organic, inspired by traditional craftsmanship and the timeless spirit of discovery.

Ideal Sans can be used for subheadings, body copy, and any text smaller than 8pt such as page footers, some captions and credits.

Substitute font: In daily correspondence, online communications and in sharing live documents, the typeface Trebuchet may be used as a substitute for Ideal Sans.

Ideal Sans Light
Ideal Sans Book
Ideal Sans Medium
Ideal Sans Semibold
Ideal Sans Bold

Ideal Sans Light Italics
Ideal Sans Book Italics
Ideal Sans Medium Italics
Ideal Sans Semibold Italics
Ideal Sans Bold Italics

Oldstyle figures

1234567890

Lining figures (use all caps)

1234567890

Tabular figures (for tabular data)

Available in any of the Ideal Sans Pro font packages at website above

TYPOGRAPHY: TYPE STYLE

Large typography mostly in the form of short effective headlines also play an important role in the graphic identity of ETB.

HEADLINE STYLE 1 (OUTLINED)

Font: Archer Bold, all caps

Minimum text size: 24pt

Outline stroke: White, minimum 0.5pt

Usage: Preferred for short numbers-based headlines in marketing applications.

Backgrounds: PMS 540, PMS 2727, photographic backgrounds with high contrast and minimal obstruction

Tracking: Generally more tracking is required at smaller type sizes but as a general rule, for type smaller than 48pt, set tracking to +15.

HEADLINE STYLE 2 (SOLID)

Font: Archer Bold, all caps.

Text colour: PMS 137 or solid white*

Usage: Apply this style for non-numerical headlines, or headlines that are long or not easily legible against its background.

Backgrounds: PMS 540, PMS 2727, high contrast photographic background

**Deciding headline text colour is determined partly by the background as well as the overall distribution of colour in the rest of the application being designed. For example, if there is little PMS 137 used elsewhere and the overall colour impression is that of blue tones, then PMS 137 used for the headline would be a good choice so long as the background conforms to the above rules.*

PMS 540 BACKGROUND



PMS 2727 BACKGROUND



PHOTO BACKGROUND



SUBHEADING LARGE

Font: Archer Semibold, sentence case
Colour: White, PMS 2727, PMS 137
Usage: Subheading is the secondary messaging that will instruct the audience how to feel.

PMS 540 BACKGROUND

Where
the edge
is just the
beginning.

PMS 2727 BACKGROUND

Where
the edge
is just the
beginning.

PHOTO BACKGROUND

Where
the edge
is just the
beginning.

WHITE BACKGROUND

Where
the edge
is just the
beginning.

INTRODUCTORY TEXT

Font: Ideal Sans Light, sentence case
Font size: 14 pt
Colour: Colour options exist depending on the colour of the background.

Nam dolor
magna, sid
ul volutpat a
viverra melor
efficitur atis.

Nam dolor
magna, sid
ul volutpat a
viverra melor
efficitur atis.

Nam dolor
magna, sid
ul volutpat a
viverra melor
efficitur atis.

BODY COPY

Font: Ideal Sans Light, sentence case
Font size: 10pt over 14pt leading
Colour: Blue 1 against white background.

Nam dolor amet
magna, volutpat
viverra efficitur at,
euismod sit amet
felis consectetur.

COLOUR



COLOUR: ETB PALETTE

The ETB palette is strongest and most effective when all the colours can be applied or are represented together on the same surface being designed. The overall colour impression of a piece, which also includes photographic impression, should be predominantly blue with accents of white and a very small hit of PMS 137. The following proportion can be used as a general guide when selecting photos and applying colour to graphic elements: 75% combined blue, 20% white, 5% yellow.

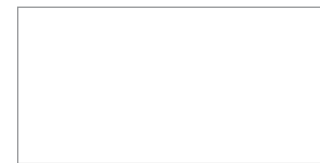
PRIMARY COLOURS



PMS 540
CMYK 100/80/39/37
RGB 0/48/86
HEX 003056



PMS 2727
CMYK 76/50/0/0
RGB 47/125/225
HEX 2F7DE1



CMYK 0/0/0/0
RGB 255/255/255
HEX FFFFFFFF

SECONDARY COLOUR



PMS 137
CMYK 0/42/100/0
RGB 255/164/0
HEX FFA4 00

GRAPHIC ELEMENTS



GRAPHIC ELEMENTS: PHOTOGRAPHY

Above all else the photography must be stunning. Special consideration should be given to the time of day the photos will be taken and the season. It should always include people in the act of “exploring”. Bruce County is home to some of the most exquisite “Canadian” scenery in Ontario and photography should present it as such.

There are two main subject types for the photography as shown below.

PEOPLE SUBJECT

The person is the primary subject and Bruce County is the backdrop. The human subject should take up at least 30% of the space with a high preference for faces in view. The most engaging photos will depict the subject in an authentic moment of exploration, whether it be one of excitement, happiness, concentration, suspense, wonder or surprise. Avoid using images that are dull or uninspiring.



LANDSCAPE SUBJECT

The primary subject in this type of photo is the beauty and unique geographical characteristics of Bruce County. The explorers included in the photos should always be seen as secondary to the landscape.



When selecting multiple images for a spread or single page layout, consider the following points:

- include a variety of close up, midrange and distant shots
- ensure atleast one feature image has the face of a person in view
- avoid poor or awkward cropping of subjects for images which are placed side by side and allow for some visual space between subjects

GRAPHIC ELEMENTS: FRAMES

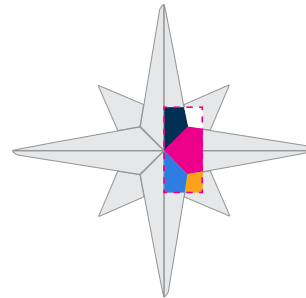
Graphic shapes and pattern are part of the ETB brand language and when used consistently will help strengthen ETB brand recognition. The shapes within the Bruce County star can be used to frame content, compose layouts, and create patterns.

ENCLOSED GRAPHIC FRAME

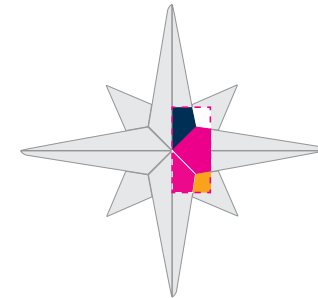
Suitable for narrow vertical applications which feature one or two photographic images, a short heading and subheading.



Banner with one image



Banner with two images

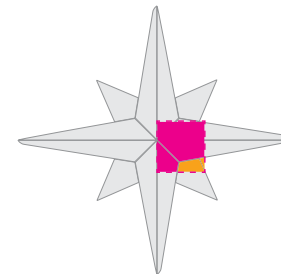


OPEN-END GRAPHIC FRAME

Suitable for letter-sized vertical applications such as an advertisement or as part of an advertorial.



Graphic frame applied to advertorial



Note: Photography is for position only and not licensed for use.

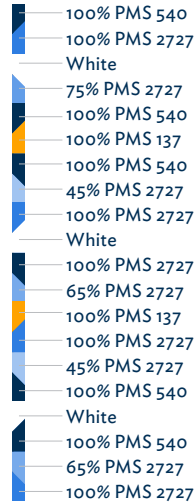
GRAPHIC ELEMENTS: CAMO

CAMO BAND

The camo band is an abstract motif derived from the Bruce star and is suggestive of the forms found in orienteering flags.

Cropping and sizing of the band is allowed to fit the application being created. When only a shortened portion of the band is used against a white background, the colour of the white sections can be changed to 45% PMS 2727 to avoid any unbalanced gaps.

Suitable applications for the camo band include the long edge of a pull-up banner, water bottles, shoelaces, signage, subtle shirt bands, and hat brims.



Full band



Full band applied to pull-up banner



Portion of band applied to envelope

CAMO TILE

The camo tile is a triangular shaped motif derived from the Bruce star and was created to provide graphic support to page design.



Camo tile



Camo tile applied to sample ad

Note: Photography is for position only and not licensed for use.

GRAPHIC ELEMENTS: ICONS

There may be instances where icons are required to convey a message. Before starting any design work, be sure to request the icon library. If an icon is required that is not available in the icon library, you can either request the icon from Bruce County or create one using the guidelines below.

1. Create simple solid shading
2. Add flat shading where applicable
3. Use at least two colours (and their tints if applicable) from the Bruce County palette
4. Icons may be free standing or enclosed in a Yellow solid circle



Free standing



Enclosed in circle

CREATIVE MESSAGING



The creative message is the foundation of all communication pieces. It is where the story and product offerings intersect to create the “dream phase”.

The Explore the Bruce creative messaging aims to inspire audiences to interact with the brand and begin the exploring process immediately. By making the message unique with an element to attract curiosity, an audience member will have to invest time into finding out more and if we can do that, we win the first step of turning the “dream phase” into “fulfillment”.



CREATIVE MESSAGING & STRUCTURE

1 Headings

Use numbers and unique, quantified aspects of the topic in the heading. That attracts attention.

2 Image

Capture an explorer in a unique setting.

3 Subheads Part 1

Transition curiosity to the feeling of the experience and clarity about exactly what that experience is.

4 Subheads Part 2

Subheads that sit above copy should make the experience clear and open the story (the pitch).

5 Copy

Tell the story in a way that evokes emotion and connects it to taking action. Let the reader see themselves doing 'this'!

6 Secondary Images

Support clarity of defining the experience.

7 Call To Action

Tell readers exactly what you want them to do; this should have a connection to a tourist activity, event or attraction.

8 Logos

See logo guidance for using both the Explore The Bruce logo and the Bruce County star.

Our tone is human, welcoming and even a little playful. We inspire curiosity by telling stories – we pique interest by quantifying what makes us unique. Otherwise, every communication should be structured as follows: Attraction, differentiation, clarity and a call to action.



Note: Photography is for position only and not licensed for use.

AUDIENCE PROFILES



When attracting visitors, residents or business owners, it is important to define who we are talking to and how we are going to encourage them. Bruce County will create preference by differentiating how we communicate with each of our target audiences. It's important to understand the people we are engaging with to understand their needs, their commitments and how to inspire, attract and support them.

To market and promote Bruce County as a place to visit and enhance the message to further consider Bruce County as a place to live and work, five target audiences have been selected for the Explore the

Bruce program. By connecting with these audiences, they will discover that Bruce County is a place to explore, to be, to stay, and to live.

AUDIENCE 1 PROFILE: NATURE LOVERS

PROFILE

35 - 54 year old couples, with young children, budget conscious, love outdoors.

Nature lovers have a passion for experiencing the great outdoors together. Travel for them is all about exploring new, undiscovered places off the beaten path. Bruce County is the perfect place for this segment who are looking to be dazzled by awe-inspiring nature. With a lower than average travel budget, these travelers are happy with the basics—camping in a tent, spending time as a family, and taking in all the beauty around them. Because spending time outdoors means an opportunity to enrich family bonds.



**4 HOURS OF CLIMBING
UNLIMITED HANDHOLDS**

What you discover together lasts forever.

Get your heart racing before you climb.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin magna nibh, volutpat ut nisl eu, malesuada feugiat nibh. Pelesque ac arcu vel nunc luctus mollis. Quisque eget varius sapien, nec cursus justo. Etiam ac interdum est. Donec porttitor placerat nisl, at molestie neque faucibus ac.

Discover climbing, hiking and amazing vistas; start at explorethebruce.com

**explore
the BRUCE
.com**


45.0°N | 81.3°W

AUDIENCE 2 PROFILE: MEMORY MAKERS

PROFILE

35 - 50 year old couples, often sandwich generation with elementary aged children.

These Gen X-ers are parents who have built their lives around their kids. Leisure for them is all about spending quality time as a family—at home and on vacation. Travel is an opportunity to come together and bond through playful activities. When their kids are having fun, they are having fun too—and ultimately building memories together as a family.



**2 HOURS
1 SHORE LUNCH**

Because first times last a lifetime.

**Lazy rivers, fast fish,
big smiles – selfies
optional.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin magna nibh, volutpat ut nisl eu, malesuada feugiat nibh. Pelesque ac arcu vel nunc luctus mollis. Quisque eget varius sapien, nec cursus justo. Etiam ac interdum est. Donec porttitor placerat nisl, at molestie neque faucibus ac.

Find maps, guides and on-the-water adventures at explorethebruce.com

**explore
the BRUCE
.com**

45.0°N 81.3°W


Note: Photography is for position only and not licensed for use.

AUDIENCE 3 PROFILE: MELLOW VACATIONERS

PROFILE

55+ year old, quiet, introverted, working couples without children, seek rest and relaxation.

Mellow vacationers are fairly quiet, low energy people looking for a home away from home where they can relax and find tranquility. Traveling is often a chance to visit family and friends. They are natural homebodies and when on vacation want to enjoy some simple R&R. Relaxation for them isn't found through a particular activity or passion, but rather simply getting away from it all.



**ZERO CALLS
ENDLESS CHATS**


Discover more life to talk about.

It's never a bored walk when you stroll Bruce County.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin magna nibh, volutpat ut nisl eu, malesuada feugiat nibh. Pelesque ac arcu vel nunc luctus mollis. Quisque eget varius sapien, nec cursus justo. Etiam ac interdum est. Donec porttitor placerat nisl, at molestie neque faucibus ac.

Find maps and trail guides for every age group at explorethebruce.com

**explore
the BRUCE
.com**



AUDIENCE 4 PROFILE: KNOWLEDGE SEEKERS

PROFILE

55+ females with grown children, employed, higher levels of education.

Knowledge seekers are entering a new phase of life as empty-nesters with the time and money to enjoy themselves, and travel is a part of this new lifestyle. They are looking to understand the places they visit by getting exposure to local customs. Trips usually last 8 days as they want to fully appreciate where they are and explore all aspects of history, art and culture. Travel for them is about expanding their knowledge and stimulating the mind.



**1,343 YEARS
1 AFTERNOON**

This is where time travel is real.



**The Bruce Museum
& Cultural Centre
inspires all the senses.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin magna nibh, volutpat ut nisl eu, malesuada feugiat nibh. Pelesuada ac arcu vel nunc luctus mollis. Quisque eget varius sapien, nec cursus justo. Etiam ac interdum est. Donec porttitor placerat nisl, at molestie neque faucibus ac.

Visit ([museum url](#)) to discover Museum times, event dates and new ideas.

**EXPLORE
the BRUCE
.com**

AUDIENCE 5 PROFILE: NEW CANADIANS

PROFILE

25 - 34 year old couples with young kids, high levels of education, influenced by trends, large networks, majority identify as part of visible minority/immigrant segment.

New Canadians have a diverse background—45% are visible minorities and 40% are immigrants. This group is recently affluent and emerging into a new life phase that includes fresh experiences such as travel. As they define a new life for themselves, travel is an opportunity to learn and explore as a nuclear family. Visiting friends and family is not a primary travel driver for them. While this group often wants to be adventurous and energetic, their travel experiences usually start with what is nearby and typically considered a core tourist attraction.

38 BIRD CALLS
1 HUGE SMILE

Go a little wild – it's natural here.

Our spirits live in the forests – come meet them.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin magna nibh, volutpat ut nisi eu, malesuada feugiat nibh. Pelesque ac arcu vel nunc luctus mollis. Quisque eget varius sapien, nec cursus justo. Etiam ac interdum est. Donec porttitor placerat nisi, at molestie neque faucibus ac.

Discover our biosphere by planning your trip at explorethebruce.com

explore
the BRUCE
.com

Note: Photography is for position only and not licensed for use.

APPLICATIONS



APPLICATIONS: BANNER STANDS

BANNER WITH IMAGE

A **Headline:**
Archer Bold
Font size: 350 pt
Leading: 320 pt
Colour: White 5pt stroke

B **Subhead:**
Archer Semibold
Font size: 134 pt
Leading: 160 pt
Space before headline: 72 pt
Colour: White

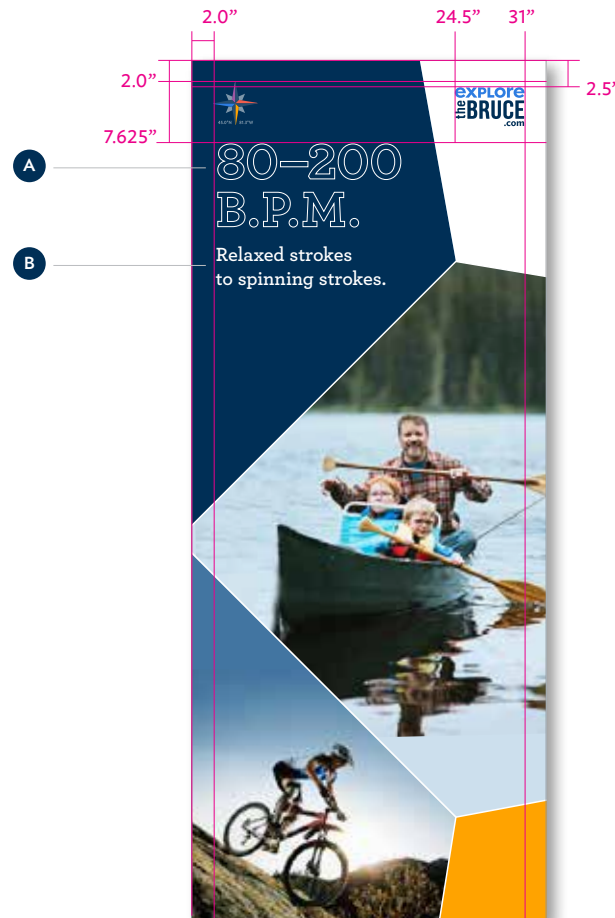
TEXT-ONLY BANNER

C **Headline (lead number):**
Archer Medium
Font size: 1150 pt
Colour: White 5pt stroke

D **Headline (text):**
Archer Bold
Font size: 350 pt
Leading: 320 pt
Colour: White 5pt stroke

E **Subhead:**
Archer Semibold
Font size: 134 pt
Leading: 160 pt
Space before headline: 72 pt
Colour: White

Note: Photography is for position only
and not licensed for use.



Primary banner with image



*Secondary text-only banner only to be
used with the primary banner*

APPLICATIONS: ADVERTORIAL

LEFT PAGE

A **Headline:**
Archer Bold
Font size: 60 pt, 16 pt
Colour: White stroke
0.625pt stroke

B **Intro:**
Archer Light
Font size: 14 pt

C **Caption:**
Archer Medium Italic,
Book
Font size: 8 pt

RIGHT PAGE

D **Subhead 1:**
Archer Semibold
Font size: 21 pt
Colour: PMS 2727

E **Intro:**
Archer Light
Font size: 14 pt

F **Subhead 2:**
Archer Bold, all caps
Font size: 10 pt
Colour: PMS 540

G **Body copy:**
Archer Light
Font size: 9 pt
Leading: 11 pt
Colour: PMS 540
URL: Ideal Book Italic
Font size: 9 pt
Colour: PMS 2727

H **Side bar**
Title: Archer Bold, 11 pt
Subhead: Archer Bold, 9 pt
Copy: Ideal Book, 8 pt
URL: Ideal Book Italic, 8 pt

I **Flash**
Topic title: Archer Bold,
8 pt
Number: Archer Medium,
31 pt
Copy: Archer Bold, 8 pt

A **Headline:**
56,897
HECTARES
20
FATHOMS

B **Intro:**
Maybe it's time you turned off your GPS and turned on your curiosity, Bruce County is made for explorers...

C **Caption:**
Left: Lorem ipsum dolor sit amet
Above: Picturamque aeneam et turpis metus

D **Subhead 1:**
So what will you discover in Bruce County?

E **Intro:**
Lorem ipsum dolor sit alor telum ameamet meloras, consectetur beside adipis cing elit. Nulla quis consectetur ex purivi. Nullam posuere faucibus massa, et commodo el a neque suscipit nec.

F **Subhead 2:**
VIVAMUS

G **Body copy:**
Nam eu leo dignissim massa fermentum cursus. Nullam ultrices consect imperdiet risus, nec imperdiet dui feugiat malesuada. Etiam aliquam odio felis, eget aliquam est tempus id. Etiam maximus erat mauris, mattis scelerisque turpis ultrices sit amet. Suspendisse eu quam vitae libero faucibus euismod vehicula a felis suspendisse sit amet ubi medior auct sit amet. convalletmetus.com

H **Side bar**
22
Picturamque volutpat risus a convallet metus

I **Flash**
EXPLORE
THE
BRUCE
.com

Note: Photography is for position only and not licensed for use.

APPLICATIONS: TRUCK WRAP



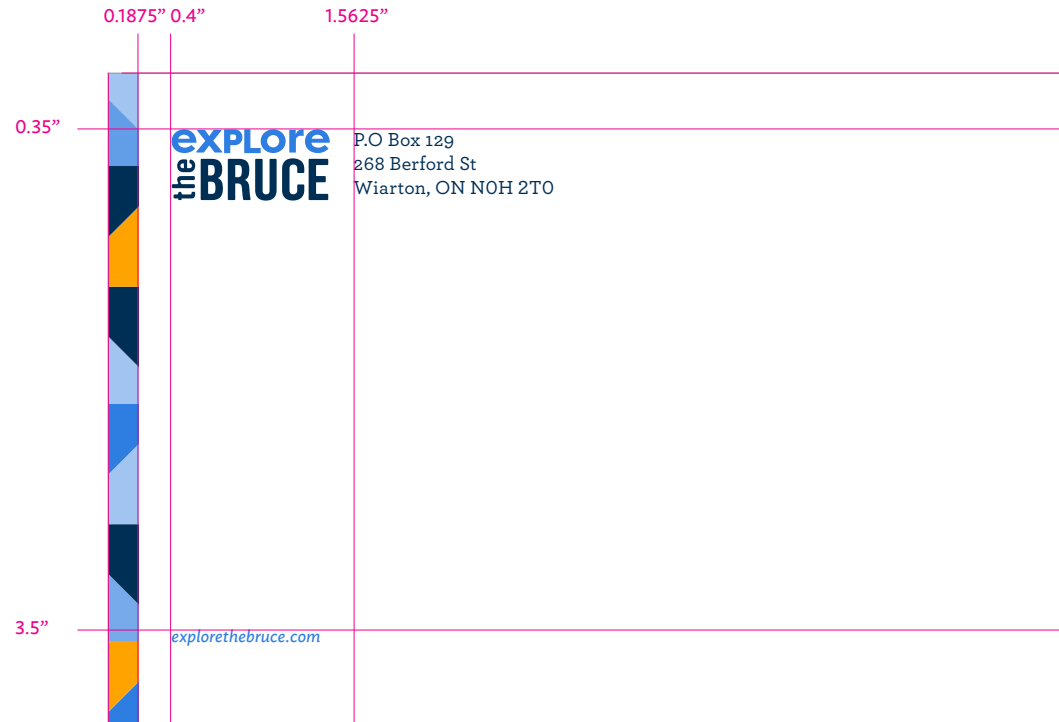
APPLICATIONS: ENVELOPE

Address:

Archer Medium
Font size: 9 pt
Colour: PMS 540

URL:

Ideal Book Italic
Font size: 8 pt
Colour: PMS 2727



APPLICATIONS: TABLE CLOTH



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APPLICATIONS: ADVENTURE PASSPORT



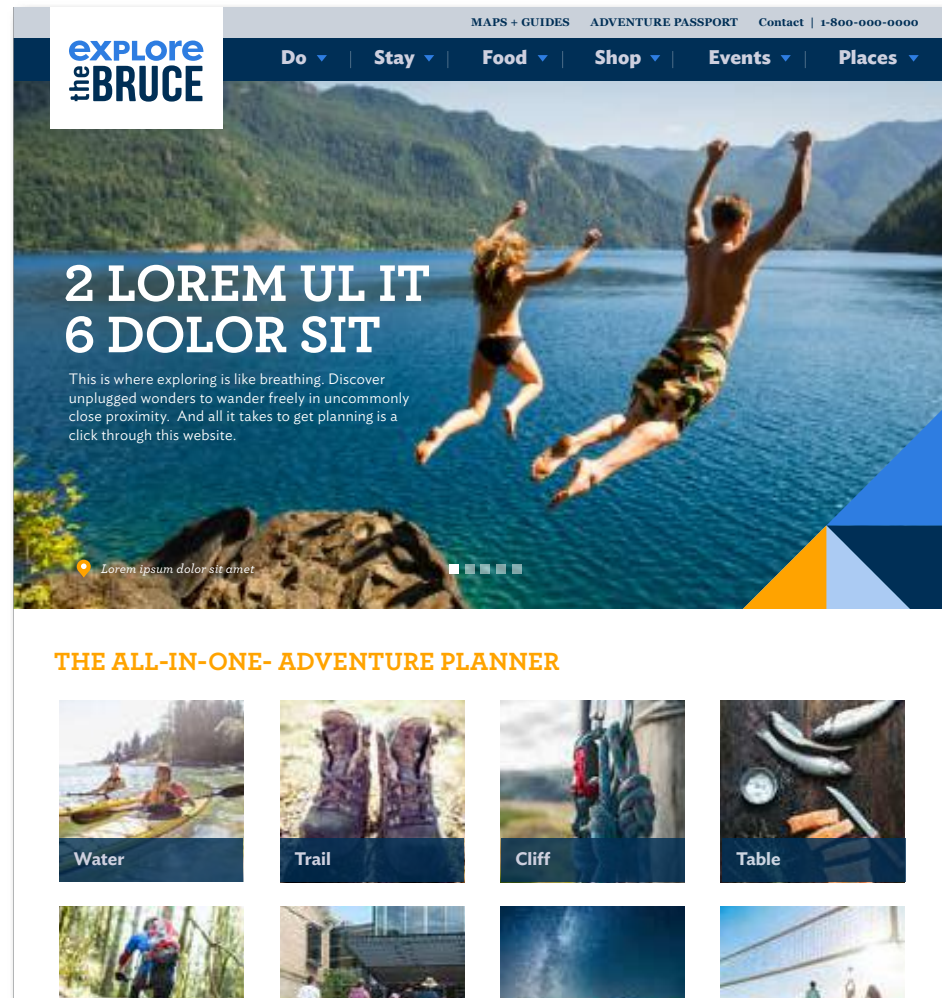
1	Lindsay Tract	D	♿	♿	♿	⊙
2	White Bluff, Bruce Trail Parking Lot	D				⊙
3	Cape Croker Park, Beach Area Parking Lot	D	♿	♿	♿	⊙
4	Colpoys Bay Boat Dock	D	♿	♿	♿	⊙
5	Sauble Trading Post, Sauble Beach	D	♿	♿	♿	⊙
6	Port Elgin Harbour		♿	♿	♿	⊙
PORT ELGIN Pathway	Nodwell Park*	D	♿	♿	♿	⊙
	Port Elgin Library*		♿	♿	♿	⊙
	Coulter Plaza*		♿	♿	♿	⊙
	Town Pond/Shiple Trail*	D	♿	♿	♿	⊙
7	Krug Memorial Park, Chesley		♿	♿	♿	⊙
8	Saugeen River Access #14, Southampton		♿	♿	♿	⊙
9	Walker House, Kincardine		♿	♿	♿	⊙
10	Chepstow Inn, Chepstow		♿	♿	♿	⊙
11	Harleys Pub & Perk, Mildmay	D	♿	♿	♿	⊙
12	Smeltzer's Garden Centre, Point Clark		♿	♿	♿	⊙
♿	Bike Stops: I completed a minimum of 7 Passport stops on my bicycle**!					⊙
♿	Motorcycle Stops: I completed a minimum of 7 Passport stops on my motorcycle**!					⊙
🚗	Bonus Punch: I found Explore the Bruce's Walkerton Toyota Tundra***!					⊙
BRUCE 150	Bruce County 150 Bonus Punch: Attend a 150 th event in Bruce County, find the 150 th trailer.***!					⊙

*Does not count towards the 7 stops required for grand prize eligibility.
 **Photo proof will be required if you win the bike or motorcycle grand prize.
 ***Counts towards the 7 stops required for grand prize eligibility.

Questions?
 1.800.268.3838
 passport.explorethebruce.com

Be an explorer.

APPLICATIONS: WEBSITE



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