



MENORA LAKE OF THE WOODS

B R A N D S T Y L E G U I D E



Nestled on the shores of Lake of the Woods, where the prairies meet the Canadian Shield, lies Kenora—an oasis of adventure and exploration. A world-renowned playground boasting some of the best boating, fishing, swimming, paddling and sightseeing you'll experience anywhere. Hiking trails in the summer become skiing trails in the winter. Wide open boating expanses become snow machine raceways and ice fishing hut neighbourhoods. Beyond days of exploring, the relax urban atmosphere of locally owned shops and restaurants provides the quintessential cherry on top of any visit.

KENORA LAKE OF THE WOODS

The graphic features the word 'KENORA' in large, bold, multi-colored letters. Each letter is filled with a different scene: 'K' shows a person jumping into a lake; 'E' shows a brick building with an 'OPEN' sign; 'N' shows a night sky with stars and bare trees; 'O' shows a colorful sunset with fireworks; 'R' shows a green evergreen tree; 'A' shows a yellow autumn leaf. To the right, the words 'LAKE OF THE WOODS' are written in a smaller, blue, textured font.



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THE LAKE

Lake of the Woods is what we are selling. Period. Visitors love our restaurants, our shops, and our events. But they are not coming here because of those things. They are coming here to experience the lake or visit folks who live the lake lifestyle every day.

We now know the lake is about more than boating—we tried this and it did not resonate with visitors who enjoy the lake as a swimmer, sightseer and so much more. Moving forward when we mention the lake—which will be often—we'll be inclusive to all activities and participants.



CONFIGURATIONS

The primary (horizontal) version of the logo should be used in all possible applications.



The secondary (centred) version of the logo can be used when there is less horizontal space.



The tertiary (vertical) versions of the logo can only be used in special circumstances where the available space is not suitable for the horizontal versions. Please contact Tourism Kenora for permission on using these versions.





SMALL TOWN CHARM

Kenora is a city by definition.

But small-town charm is what defines us. No traffic congestion, no overcrowding, no line-ups. Friendly neighbourhoods, collective cooperation, quaint community. Kenora has the amenities of a semi-urban city without the big city congestion and hassles.

COLOURS

The colour palette in the brand is as varied as the people and activities of Kenora. Use these colour swatches as a matching guide for various print and screen applications.



PMS 7472C
CMYK 55/07/25/00
RGB 112/187/191
HEX #70BBBF



PMS 7477C
CMYK 65/30/25/60
RGB 43/77/90
HEX #2B4D5A



PMS 7425C
CMYK 10/100/40/10
RGB 197/20/92
HEX #C5145C



PMS 2627C
CMYK 65/90/00/60
RGB 59/13/78
HEX #3B0D4E



PMS 7597C
CMYK 15/85/100/00
RGB 211/77/42
HEX #D34D2A



PMS 483C
CMYK 15/85/100/55
RGB 115/36/4
HEX #732404



PMS 576C
CMYK 30/00/70/37
RGB 127/149/81
HEX #7F9551



PMS 7736C
CMYK 45/20/55/60
RGB 72/90/68
HEX #485A44



PMS 652C
CMYK 50/35/15/00
RGB 133/15/182
HEX #8597B6



PMS 547C
CMYK 100/75/70/50
RGB 0/44/50
HEX #002C32



PMS 137C
CMYK 08/44/100/00
RGB 231/153/36
HEX #E79924



PMS 160C
CMYK 08/73/100/35
RGB 158/72/20
HEX #9E4814



THE NIGHT SKY

Wide open spaces have become a vital piece of today's visitor experience. The vastness of our natural environment is world-class, as is the spectacle of the night's sky. What we see looking up is simply unimaginable from within the big city's lights. From the Harbourfront, a campsite or out on the lake, we offer an unfiltered, undistorted view of the galaxy that surrounds us.



COLOUR VARIATIONS

To maintain the integrity of the logo throughout different applications, variations of the logo are available for use with different background colours and reproduction processes.





FESTIVAL & EVENTS

Kenora has great festivals and events that attract both locals and visitors. The flagship events centralize at the Whitecap Pavilion in the peak of the summer. Additionally, Kenora boasts smaller music festivals and concerts, and a handful of fireworks celebrations throughout the year.



TYPEFACES

The wordmark typeface, Borsok, should only be used in headers or callouts with fewer than ten words.

The secondary typeface, Poppins, should be used in most applications and all body copy.

BORSOK

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

POPPINS / BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

POPPINS / REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0



BOREAL FOREST

Second in popularity for visiting adventurers—only to Lake of the Woods itself—is the boreal forest which surrounds it. The forest provides a setting for eco-tourists of all ages to walk, hike, bike, camp and explore. Whether you are out for a leisurely walk with friends and family or tackle wild terrain, Kenora has it all in our backyard, and our front yard too!

LEGIBILITY & SIZING

CLEAR SPACE

The logo should be surrounded by a safe area, which isolates the logo from competing elements that may interfere with the overall impact and legibility of the design.

The letter K serves as a reference for the width of the safe area.



MINIMUM SIZE

The primary horizontal logo should not be reproduced at less than 1.5" or 100px wide.

For smaller applications, use the vertical version of the logo at a minimum of 0.5" or 36px wide.



INCORRECT USAGE

It's important to apply the logo correctly to ensure that the overall brand integrity is not compromised. Always use the supplied artwork provided without manipulation.

1. Skewing. Always maintain the original aspect ratio when scaling.
2. Colours. Use the full colour logo as supplied, without alterations.
3. Overlap. No graphic elements should overlap the logo.
4. Background. Use a knockout version of the logo on busy images.
5. Resolution. Use the vector or high resolution logo to avoid pixelation.
6. Framing. The logo should be free from frames or obstructions.





CULTURE

Kenora is an extremely diverse community, and we want to represent the demographics that people see around town. One simply must attend a pow wow or a fall feast to fall in love with this vibrant culture. It's something that we need to share with visitors. Travelers love to soak up local culture, and these memorable experiences are something our community can provide.





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Questions about this guide or
brand can be directed to:

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