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Kingston

# Kingston Branding Evolution

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# Overview

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Kingston Brand  
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Visual Identity  
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# Brand Overview

# Brand Pillars – Tourism

## Authentically Hip

- // We're a destination that celebrates artisans – the home for impassioned curators & creators.
- // Travelers do what locals do – we don't do 'touristy'

## Culturally Vibrant

- // We're a smart and affluent population that embraces creativity and celebrates *different*.
- // Our history and architecture are the textural backdrop for modern arts.

## Constantly Evolving

- // We're a young city full of new ideas – an incubator community and innovation hub.
- // We're at the forefront of the creative and culinary arts.
- // We always look for new ways to attract and engage visitors.

# Brand Pillars – Economic Development

## Authentically Hip

- // We're a destination that empowers investment – the home for impassioned entrepreneurs, business owners, innovators and global thinkers.
- // We're a youthful city that attracts energetic and sophisticated individuals – innovators thrive here.

## Culturally Vibrant

- // We're a smart and affluent population that inspires changemakers, embraces creativity and cultivates diversity.
- // Our culture is inspired by the possibilities of our future; where old meets new, where community thrives and businesses grow.

## Constantly Evolving

- // We're a young city full of new ideas – fuelled 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.

Brand Essence

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**Kingston is a youthful, vibrant city  
that never stops surprising.**

# Brand Characteristics

## Youthful

If you want to feel young, energetic and hip - at any lifestage - Kingston is your place.

## Surprising

Historic location plus vibrant, creative energy means surprise and delight around every corner.

## Sophisticated

Our culinary and arts scene compares 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 300 year-old city filled with innovators and creators. We are one of a kind.

Brand Vision

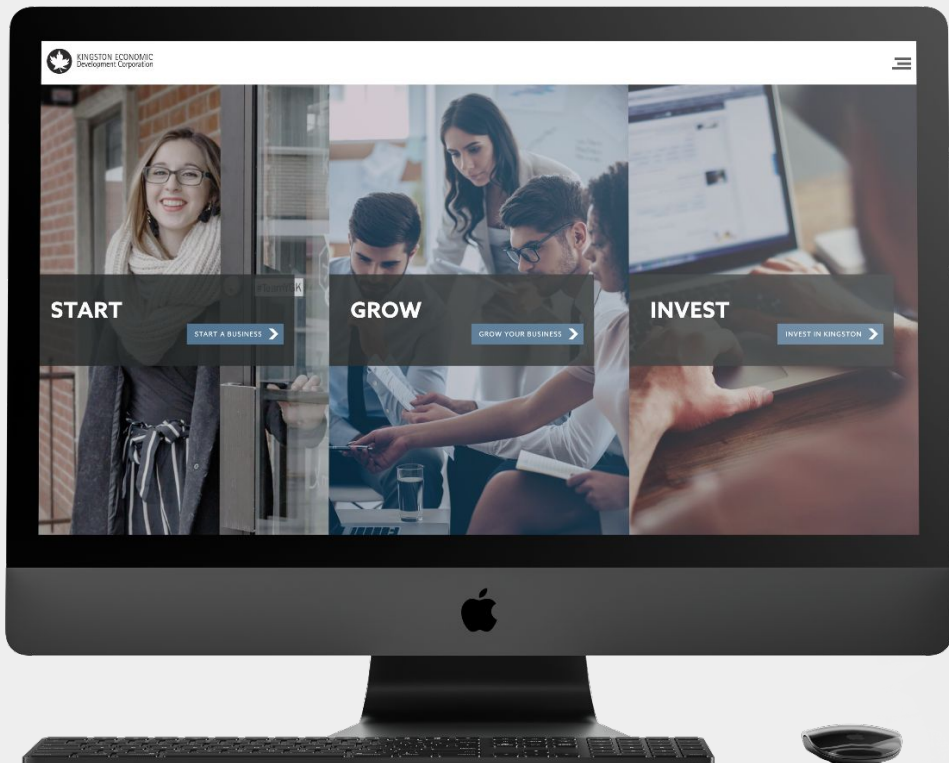
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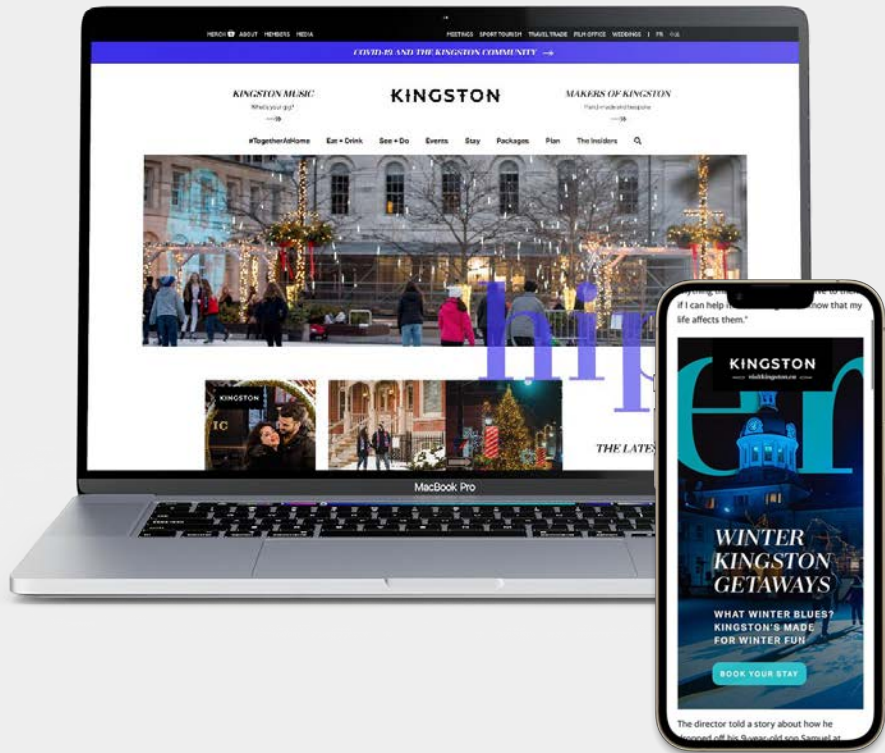
## Kingston – Fresh Made Daily

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



# Brand Scan







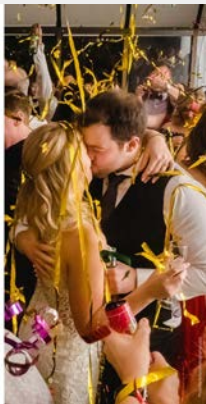
## Connecting Couples with Kingston

With Kingston's dynamic portfolio of unique and intimate venues, and its location between Toronto, Ottawa and Montreal, Visit Kingston defined our focus in 2018 to a market that hasn't been fully explored—destination weddings.

According to CBC, as of 2017 the wedding industry had grown to about \$5 billion in Canada, with over 140,000 weddings being placed every year and representing an average cost of just over \$20,000 each—and Kingston was poised to claim a piece of this market.

The Kingston Weddings campaign incorporated a tiered partnership program as well as content development (blogs, editorial, and localized paid search), and a robust digital marketing program that showcased the dynamic nature and possibilities of Kingston's vibrant wedding scene.

The Kingston Weddings campaign launched in late summer of 2018, and was created to position Kingston as a unique and charming destination wedding location, and to connect couples directly with resources, vendors, and points of inspiration to assist in their wedding planning.



## Kingston Weddings

Tourism Kingston is embarking on a creative marketing initiative to attract more weddings to Kingston.

Blending with striking locations, creative wedding vendors, an authentic charm, and a location close to Ottawa, Toronto and Montreal, we believe that Kingston is perfect for couples to create a unique destination wedding.

### The program includes:



A dedicated online environment at [wedding.kingston.ca](#), which includes vendor profiles and points of connection, venue directory featured content, and additional sources of wedding inspiration including but not limited to: photo galleries, videos, etc.



The development and promotion of an editorial series, showing a spotlight on Kingston's greatest wedding assets and happy wedding stories, people and places.



The development of promotional digital assets highlighting and capturing the essence of a Kingston wedding experience.



An integrated next-generation media program, with a focus on digital channels (Facebook, Pinterest, Instagram and Google Ads) optimized for awareness and conversion.





## TRUST US, WE KNOW GOOD FOOD

*Kingston is where talented chefs and local producers come together to create unique, mouthwatering dishes that need to be enjoyed to be believed.*

Our awesome collection of over 100 restaurants means you'll never go hungry—and our passionate local guides can teach you a thing or two about Kingston and its food story through a delicious Kingston Food Tour with stops at restaurants, craft breweries and more.

Many of our restaurants have private dining rooms perfect for smaller meetings and evening events. Let us help you customize a menu or theme with one of our creative chefs.

### You might like...

-  **Alma Terra**  
[almaterra.com](http://almaterra.com)
-  **The Nan Og**  
 200 Ontario Street
-  **La Chien Noir**  
[lachiennoir.com](http://lachiennoir.com)
-  **Dianne's Fish Shack**  
[diannesfishshack.com](http://diannesfishshack.com)
-  **Alouette**  
[alouette.ca](http://alouette.ca)
-  **Choc Piggy**  
[chocpiggy.com](http://chocpiggy.com)
-  **Olivera**  
[olivera.ca](http://olivera.ca)
-  **Tango Heave**  
[tangoheave.ca](http://tangoheave.ca)



KINGSTON'S  
INTERNATIONAL  
FOOD GUIDE

# delish



### Brew masters

- Spearhead Brewing Company**  
[spearheadbeer.com](http://spearheadbeer.com)
- Riverhead Brewing Company**  
[riverheadbrewing.com](http://riverheadbrewing.com)
- Stone City Ales**  
[stonecityales.com](http://stonecityales.com)
- MacKinnon Brothers Brewing**  
[mckinnonbrewing.com](http://mckinnonbrewing.com)
- San-Tor Brewing**  
[santorbrewing.com](http://santorbrewing.com)
- Kingston Brewing Company**  
[kingstonbrewing.ca](http://kingstonbrewing.ca)



A GUIDE  
TO KINGSTON'S  
2016 WINE &  
BEER

### We celebrate good food year-round in Kingston

Join us at the Kingston Public and Farmers' Markets for local flavour, Taste of Kingston in July for exclusive bites of the city's best, and Kingston VegFest in October for a taste of the autumn harvest. Hunt



WHELAN'S  
HARVESTING  
IN KINGSTON

— *Tourism* —  
**KINGSTON**

 **KINGSTON ECONOMIC**  
Development Corporation



**KINGSTON**  
— *Accommodation Partners* —

**KINGSTON**  
— *filmkingston.ca* —

## Key Takeaway

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**Building equity as a destination for both leisure and business travel and also for economic investment is best achieved through a unified brand voice and simplified brand identity.**



# Brand Architecture









PLACE

TOURISM

CITY  
GOVERNMENT

RESIDENTS

BUSINESSES



Brand Architecture



# The Kingston Ecosystem

DESTINATION BRAND

# KINGSTON



**KINGSTON**

**Domestic Brand**

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Used in domestic and regional marketing for both Tourism and Invest segments

**KINGSTON**

— *Ontario, Canada* —

**International Brand**

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Used in international marketing for both Tourism and Invest segments



### Not to be used

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Kingston logo lockup should be used –  
recommend 1000 Island messaging be included  
in headlines /copy where needed



### Not to be used

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Kingston logo lockup should be used –  
recommend URL should be used in text  
as call-to-action.

# Brand Evolution



# *Zahrah* Aktiv Grotesk



# fresh

## Signature Brand Words

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**These should always align with the content pillars of the respective segment to reinforce and strengthen the brand.**

## Tourism

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Fresh	Historic	Youthful
Authentic	Diverse	Discover
Creative	Vibrant	Culture

## Economic Development

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Empower	Inspire	Lead
Grow	Thrive	Venture
Innovate	Sustain	Integrity

These are words for inspiration and are not a finite list. They can grow and evolve to suit the needs of the specific piece of creative they're being applied to.

Look & Feel



# Tourism Kingston

# *ZAHRAH SEMIBOLD ITALIC*

## **Aktiv Grotesk for Subtitles**

Lorem ipsum amet, consectetur adipiscing elit. Vestibulum vel tellus vitae ex dictum fringilla ac et purus. Aenean at dui porta massa congue hendrerit a ac enim. Etiam convallis ipsum. Aliquam vitae iaculis arcu. Phasel egestas, sem ac tincidunt vulputate, lacus est tellus, in commodo metus velit vitae lorem. Lorem ipsum dolor sit amet.



Look & Feel



# Kingston Economic Development

# Aktiv Grotesk Bold for All Headlines

## Aktiv Grotesk for Subtitles

Lorem ipsum amet, consectetur adipiscing elit. Vestibulum vel tellus vitae ex dictum fringilla ac et purus. Aenean at dui porta massa congue hendrerit a ac enim. Etiam convallis ipsum. Aliquam vitae iaculis arcu. Phasel egestas, sem ac tincidunt vulputate, lacus est tellus, in commodo metus velit vitae lorem. Lorem ipsum dolor sit amet.





## Tourism

Zahrah for headlines, Aktiv Grotesk for body copy.  
Bold use of brand words.



## A

## Economic Development

Aktiv Grotesk for headlines + body copy. Generous  
whitespace when it can be accommodated.



Additional creative examples/executions will be included in the full articulated brand guide.



# For More Information Contact

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