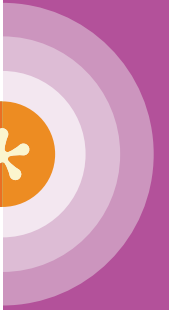




# Brand Toolkit

SUMMER 2024





# Gather Here – Our brand story

Guelph is a gathering place for friends, families, colleagues, and neighbours. Our people are warm and inviting. Guelph is a diverse community where everyone is welcome and belongs; a place where, together, we build connections and shared experiences.

The Gather in Guelph brand invites visitors to discover Guelph's rich culture, festivals and heritage; savour our local food, brews and spirits; explore unique shops and artists, and enjoy the vibrant energy of our historic downtown. Whether it's sport or game, art, or music, playing ignites our spirit, and when we need to take a deeper breath, the great, pure outdoors is always close and calling.

Join us in Guelph, where every visit is a chance to gather and make memories together.





# 7 things Tourism Operators can do to participate in the Gather in Guelph marketing campaign

## 1. Get to know Guelph's tourism industry and 'push guests forward'

It starts with building a stronger understanding of the many great opportunities we have for visitors. Spend some time on our new Gather in Guelph website. It's loaded with directories, stories and experiences that help visitors – and tourism operators – get a sense of all that we have to offer here.

Visitors often look to staff members in shops, restaurants, hotels and community spaces for recommendations about how they should spend their time here. Don't hesitate to recommend great experiences, shops, restaurants and destinations that you think will interest them.

By working together, we create a better visitor experience.

Visit [GatherinGuelph.com](https://gatheringuelfh.com)

## 2. Show brand unity

Display the *Guelph – Gather Here* logo on your website, social media and marketing materials. Link to [GatherinGuelph.com](https://gatheringuelfh.com). This demonstrates a united community tourism brand with a shared goal to help visitors have a great experience when they gather here.

Download a PNG of the logo with [white](#) or [teal](#) copy.

[Download our QR code](#) to use in social media and print materials to guide visitors to [GatherinGuelph.com](https://gatheringuelfh.com).



## 3. Add your content to our website.

We welcome receiving your content for our website or marketing campaigns:

- Visit [GatherinGuelph.com](https://gatheringuelfh.com) and submit your event or business listing by using the forms on the appropriate pages.
- Email [info@gatheringuelph.com](mailto:info@gatheringuelph.com) with details about your business, photos of people gathering together or stories. Include a short (50 words) paragraph that ties into the "gather" theme.
- Submit a guest blog. We welcome your submissions of relevant storytelling about great Guelph places, spaces, stories and experiences. Blogs should be 400 to 600 words and include a photo that includes people gathering in some form. Send your blog to [info@gatheringuelph.com](mailto:info@gatheringuelph.com)

*By providing your information you implicitly approve of its use in Destination Marketing Guelph marketing activities. Note that content may be edited or altered for clarity or space. Destination Marketing Guelph is not obligated to use any submitted content.*

#### 4. Engage with us on social media

- Follow us on Facebook and Instagram, and don't hesitate to share our posts whenever you'd like to.
- Tag our channels in your posts so that we're triggered to review and share your posts, too.
- Use the hashtag **#GatherinGuelph** whenever possible.

#### 5. Tell stories and show photos of gathering

The essence of our brand is that Guelph is a gathering place for friends, families, colleagues and neighbours. Guelph is a diverse community where everyone is welcome and where we build connections and shared experiences. Our brand isn't just about the places and spaces that make Guelph wonderful – it's about the *people* who enjoy them.

Explore how your marketing – social media posts, newsletters, website content, events, etc. – can tell the great stories of how people gather here.

#### 6. Use "Gather" in your messaging

Consider using 'gather' related messaging such as "Gather your People", "Gather your Courage" or "Foodies Gather Here".

#### 7. Use our ads and templates

Destination Marketing Guelph has created a series of 9 digital ads that are perfect for your website, social marketing, emails or advertising. Tourism operators are welcome to download and use any of this content provided it is not altered. See the following pages for a full contact sheet with download links to each creative asset.

You are also welcome to download our **template** as a Canva or Adobe Illustrator file and modify it to suit your specific marketing purposes. Users are not permitted to alter the mainframe but can add their own photo, headline and supporting text.

Click download the template(s):



1200 x 1200

[Adobe Illustrator template](#)  
[Canva template](#)



900 x 1600

[Adobe Illustrator template](#)  
[Canva template](#)



1200 x 628

[Adobe Illustrator template](#)  
[Canva template](#)



1200 x 1200 - [click here to download](#)



**Guelph**  
GATHER  
HERE

**Families Gather Here**  
In Guelph, there's no shortage of fun for all ages. **Gather in Guelph.**



**Guelph**  
GATHER  
HERE

**Friends Gather Here**  
Enjoy festivals, fairs, films, shops, clubs, food and drink. **Gather in Guelph.**



**Guelph**  
GATHER  
HERE

**Besties Gather Here**  
Park your worries, grab your pals and reconnect. **Gather in Guelph.**



**Guelph**  
GATHER  
HERE

**Neighbours Gather Here**  
Experience a rich, connected, and vibrant community. **Gather in Guelph.**



**Guelph**  
GATHER  
HERE

**Ideas Gather Here**  
Step outside your everyday to spark new thinking. **Gather in Guelph.**



**Guelph**  
GATHER  
HERE

**Foodies Gather Here**  
Our food & drink scene serves up the best culinary experiences. **Gather in Guelph.**



**Guelph**  
GATHER  
HERE

**Outdoorsies Gather Here**  
Stroll historic parks, hike lush trails, paddle the river. **Gather in Guelph.**



**Guelph**  
GATHER  
HERE

**Music Lovers Gather Here**  
Whatever your taste, the beat goes on in Guelph. **Gather in Guelph.**



**Guelph**  
GATHER  
HERE

**Sports Fans Gather Here**  
Whatever team you're a fan of, we've got game! **Gather in Guelph.**



900 x 1600 - [click here to download](#)



**Guelph**  
GATHER  
HERE



**Families  
Gather Here**

In Guelph, there's no shortage  
of fun for all ages.  
Gather in Guelph.



**Guelph**  
GATHER  
HERE



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Gather Here**

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shops, clubs, food and drink.  
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**Guelph**  
GATHER  
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pals and reconnect.  
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**Ideas  
Gather Here**

Step outside your everyday  
to spark new thinking.  
Gather in Guelph.



**Guelph**  
GATHER  
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Our food & drink scene serves up  
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**Guelph**  
GATHER  
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**Outdoorsies  
Gather Here**

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paddle the river.  
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GATHER  
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**Music Lovers  
Gather Here**

Whatever your taste,  
the beat goes on in Guelph.  
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**Guelph**  
GATHER  
HERE



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Gather Here**

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1200 x 628 - [click here to download](#)



**Guelph**  
GATHER  
HERE

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**Guelph**  
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HERE

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**Guelph**  
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# Brand Guidelines

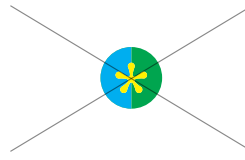
## Do's and don'ts – all images

When using the new Guelph Tourism brand elements, please consider the following directions:

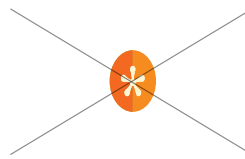
1. Use the logo in full colour whenever possible. However, black & white and reversed versions are acceptable.



2. Do not alter the colours, fonts, or icons.



3. Do not stretch the logo in any way.



4. Logo should never be placed over a busy background, or a colour without sufficient contrast.





## Minimum size and safe space

Logo should have the minimum size of 1" wide or 96 pixels and have a minimum clear space as shown:



## Colour palette



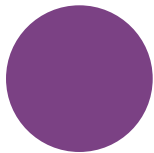
CMYK: 68, 14, 34, 32  
RGB: 54, 127, 128  
HEX: 367F80



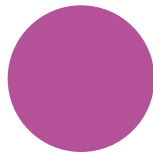
CMYK: 68, 4, 34, 0  
RGB: 65, 183, 179  
HEX: 41B7B3

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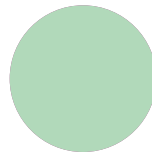
Colours below should never be used for text



CMYK: 61, 88, 17, 3  
RGB: 133, 65, 131  
HEX: 7B4183



CMYK: 30, 82, 6, 0  
RGB: 181, 81, 150  
HEX: B55196



CMYK: 31, 1, 33, 0  
RGB: 178, 217, 185  
HEX: B2D9B9



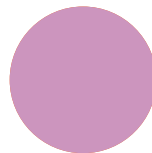
CMYK: 0, 3, 20, 0  
RGB: 255, 243, 209  
HEX: FFF3D1



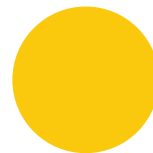
CMYK: 0, 73, 100, 0  
RGB: 242, 105, 33  
HEX: F26921



CMYK: 0, 55, 100, 0  
RGB: 246, 139, 31  
HEX: F68B1F



CMYK: 18, 47, 3, 0  
RGB: 204, 149, 189  
HEX: CC95BD



CMYK: 2, 20, 100, 0  
RGB: 250, 201, 14  
HEX: FAC90E



[CLICK TO DOWNLOAD LOGO PACKAGE](#)

## Typefaces

The font used in the logo and this guide is **Museo Sans**. It is available in any Adobe software.

Museo Sans 300 (regular weight)  
ABcdeFGHiJKLMnoPQrStuVWXYZ  
abcdefghijklmnopqrstuvwxy  
1234567890@\${}\*&

**Museo Sans 700 (bold weight)**  
**ABCDEFgHIJKIMNOPQRstUVWXYZ**  
**abcdefghijklmnopqrstuvwxy**  
**1234567890@\${}\*&**

Museo Sans 500 (semi-bold weight)  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
1234567890@\${}\*&

**Museo Sans 900 (black weight)**  
**ABCDEFgHIJKIMNOPQRstUVWXYZ**  
**abcdefghijklmnopqrstuvwxy**  
**1234567890@\${}\*&**

If Museo is unavailable **Avenir/Avenir Next** or **Myriad Pro** families can be used.

Avenir Book  
ABcdeFGHiJKLMnoPQrStuVWXYZ  
abcdefghijklmnopqrstuvwxy  
1234567890@\${}\*&

**Avenir Heavy**  
**ABCDEFgHIJKIMNOPQRstUVWXYZ**  
**abcdefghijklmnopqrstuvwxy**  
**1234567890@\${}\*&**

Avenir Medium  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
1234567890@\${}\*&

**Avenir Black**  
**ABCDEFgHIJKIMNOPQRstUVWXYZ**  
**abcdefghijklmnopqrstuvwxy**  
**1234567890@\${}\*&**

Myriad Pro Regular  
ABcdeFGHiJKLMnoPQrStuVWXYZ  
abcdefghijklmnopqrstuvwxy  
1234567890@\${}\*&

**Myriad Pro Bold**  
**ABCDEFgHIJKIMNOPQRstUVWXYZ**  
**abcdefghijklmnopqrstuvwxy**  
**1234567890@\${}\*&**

**Myriad Pro Semi-Bold**  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxy**  
**1234567890@\${}\*&**

**Myriad Pro Black**  
**ABCDEFgHIJKIMNOPQRstUVWXYZ**  
**abcdefghijklmnopqrstuvwxy**  
**1234567890@\${}\*&**

## Questions?

**Hilary McCann, Executive Director**

Destination Marketing Guelph  
Guelph Chamber of Commerce  
[hilary@guelphchamber.com](mailto:hilary@guelphchamber.com)