

Huntsville

MUSKOKA • CANADA

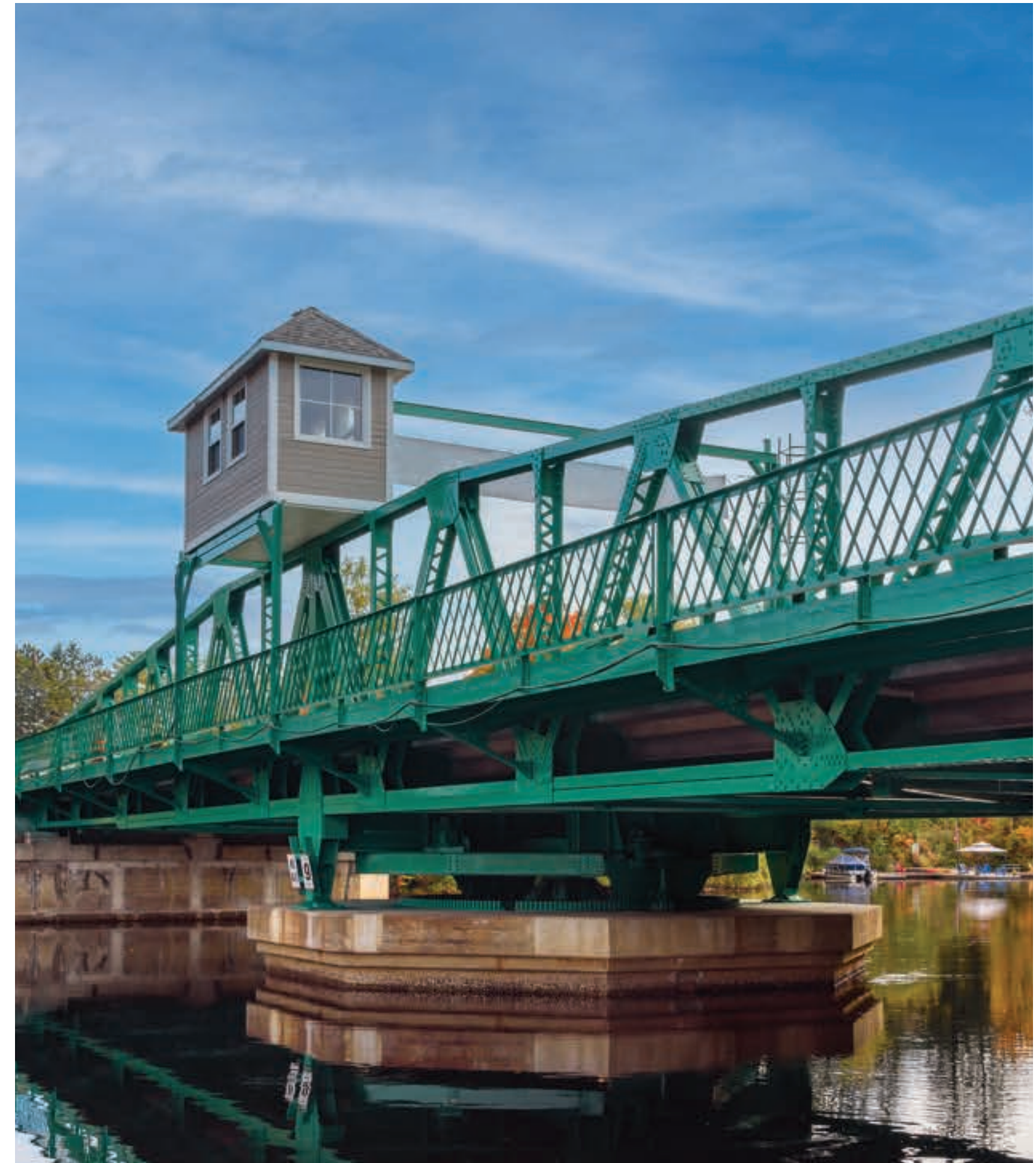
BRAND GUIDE

JANUARY 2024



Contents

- 3 Positioning
- 4 Logos
- 10 Colour
- 11 Graphics
- 13 Typography
- 15 Application



Our Brand

The Huntsville Community Brand embodies the vibrant, inviting, and playful essence of our town's unique environment and culture.

It takes inspiration from our surroundings, including the iconic swing bridge and the natural elements around it. With an innovative and inviting spirit, our brand seamlessly complements both our lively community and the partner organizations that collaborate with us.

The logo for the Huntsville Community Brand is displayed against a background of a calm lake and distant mountains. The word "Huntsville" is written in a large, dark blue, rounded serif font. Below it, the words "MUSKOKA • CANADA" are written in a smaller, teal-colored, sans-serif font.

Huntsville
MUSKOKA • CANADA

Primary Logo

The primary logo serves as the cornerstone of our brand's visual identity, playing a vital role in brand recognition, maintaining consistency, and creating a memorable brand presence. It should be the go-to choice for most applications, except in cases where extreme size variations are required. For such instances, we have alternative logos available.



Huntsville
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PRIMARY LOGO

Secondary Logos

Large Lockup:

This version is specifically crafted for scenarios where the logo needs to be scaled down and “Muskoka Canada” needs to be legible. It is ideal for small placements or embroidery.

Wordmark:

The wordmark may be utilized in situations where the required size is smaller than the recommended dimensions for the primary logo and large lockup as seen with items like pens, pins, or documents.





TERTIARY LOGO

Tertiary Logos

These logos are intended for limited scenarios. They should be used solely on a solid background colour, either white or the brand colour River.

They must be used independently and should not be combined with other logos. Their usage is restricted to decorative purposes and should not be utilized for disclosing important data or information.



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TERTIARY LOGO - LARGE LOCKUP

Colour Variations

The choice of colour variation should always prioritize legibility and visual impact based on the context.

Dark: Intended for use on solid-coloured light backgrounds with high contrast.

Light: Intended for use on solid-coloured dark backgrounds with high contrast.

Single-Colour Dark: Intended for use on light photographic backgrounds.

Single-Colour White: Intended for use on dark photographic backgrounds.



Sizing

To maintain the integrity of the logo and prevent conflicts with other graphic elements, it's important to maintain a protective margin of clear space at all times. This clear space should be, at a minimum, equal to the size of the letter 'e' in the logo.

To ensure legibility in print, the primary logo should never be reduced to less than 2 inches wide. In situations where there isn't sufficient space for the full logo at the minimum size, you may use the wordmark or large lockup, however it's important to prioritize the use of the primary logo when possible.



PROTECTIVE MARGIN



PRIMARY LOGO AND TERTIARY LOGOS MUST BE > 2" WIDE (PRINT) OR 200PX (WEB)



WORDMARK AND LARGE LOCKUP MUST BE > 1" WIDE (PRINT) OR 150PX (WEB)



MINIMUM SIZING

Logo Hierarchy

Solo Usage:

When using the Community brand logo independently in a document, always position it on the right-hand side of the composition.

Community Brand with Sponsors:

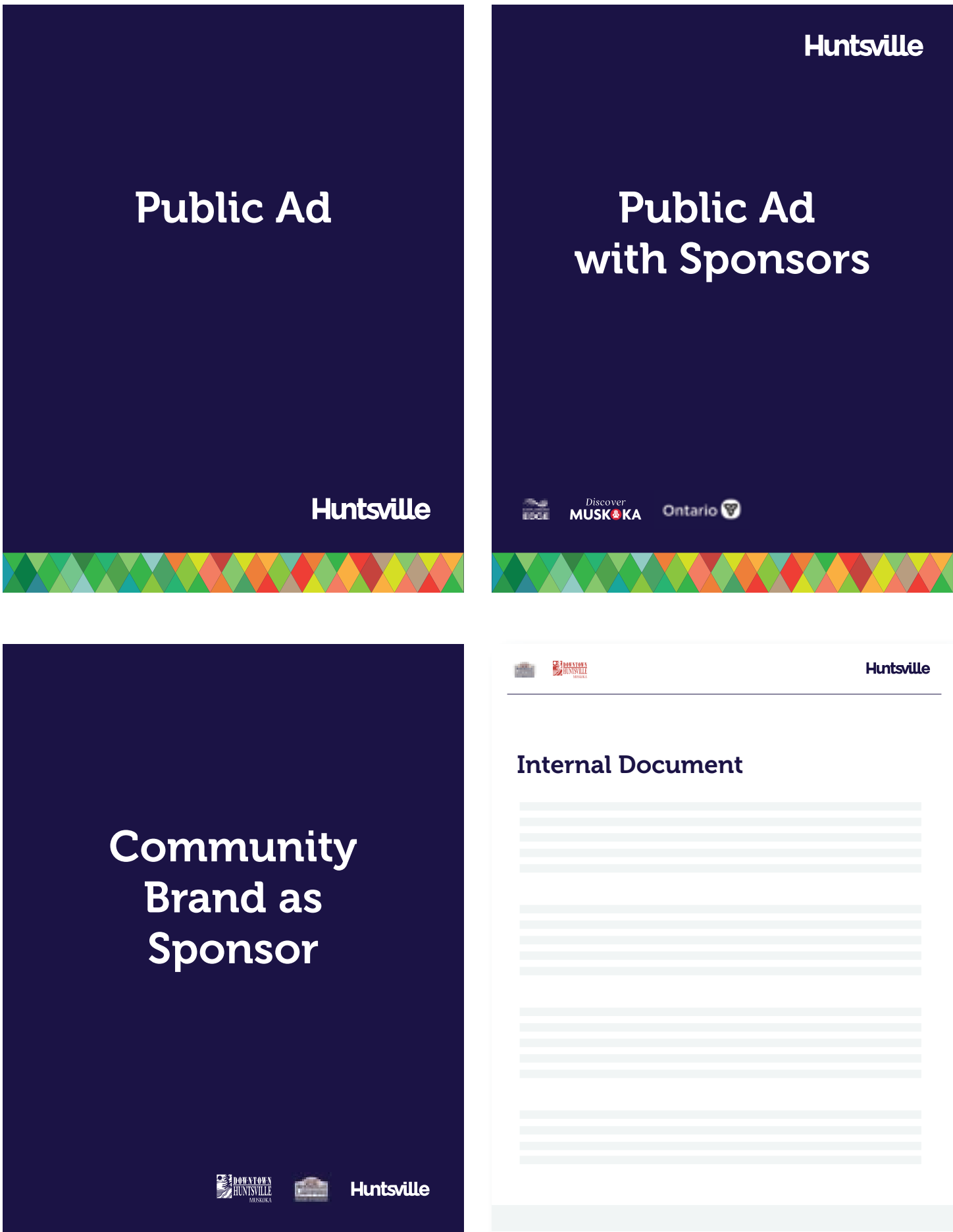
If the community brand takes the lead alongside sponsors, the logo can be placed at the top or bottom right corner, while supporting logos are positioned on the bottom left.

Community Brand as a Sponsor:

When the community brand serves as a supporting contributor, the logo should be placed on the right side of other logos if possible.

Internal Documents:

For internal documents like year-end reports or strategy documents, position the community brand logo on the top right-hand side, and any



Colour Use

The colour palette is inspired by the vibrant environment that surrounds us. The primary palette draws colours from the swing bridge, the river below it and the sky above it. Our supporting palette is inspired by the ever changing foliage around us.

Primary Palette:

River serves as the primary brand colour and can also be used for text of any size. Swing is suitable for graphic elements, including headline highlights and buttons.

Secondary Palette:

The secondary palette can be utilized in combination with their corresponding brand pattern and used in graphic elements.

Neutrals:

Grey and Cool Grey are useful for neutral backgrounds and elements but must not be overused.



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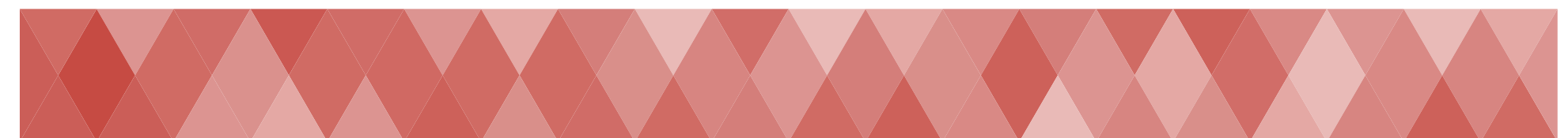


FULL COLOUR PATTERN

Pattern Border

This geometric pattern is inspired by the structure of downtown Huntsville's iconic and historical swing bridge. The full colour pattern may be used for general messaging. The single colour patterns can be used for sorting, labeling and identification, for example in document layouts or way finding.

To ensure consistency, the pattern border should be placed along the bottom edge of print materials and should reach the edges of the composition. In digital applications, these patterns can be employed as page dividers or to enhance imagery.

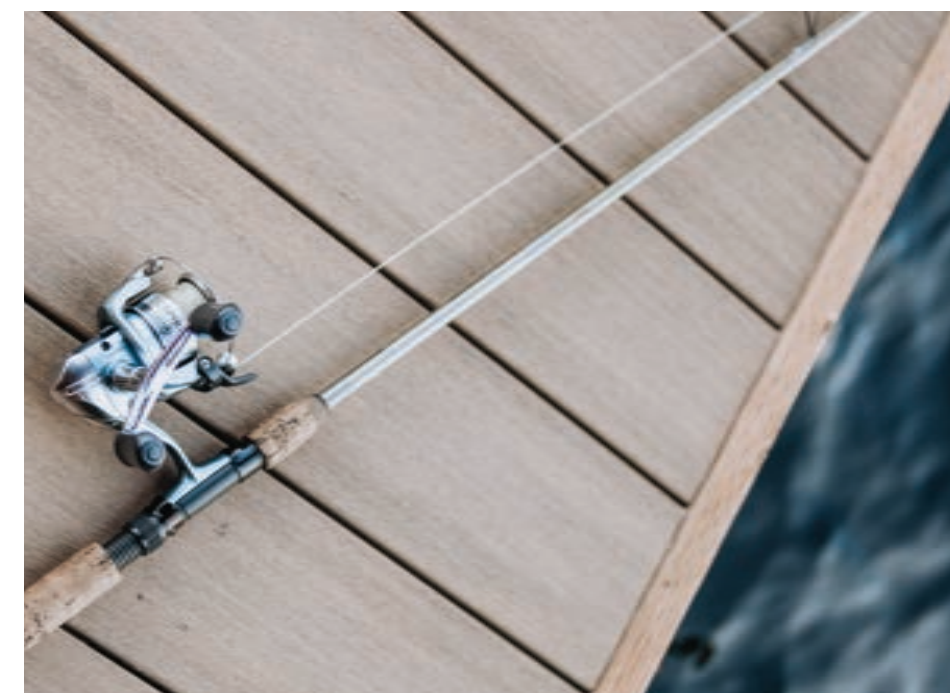


SINGLE COLOUR PATTERNS

Imagery Direction

Imagery should convey authenticity and relatability by showcasing people, places, and objects that represent the culture of Huntsville.

We place emphasis on the use of natural lighting and landscapes to capture the spirit of Huntsville, featuring recognizable landmarks and people enjoying the great outdoors.



Brand Font

Museo is a font renowned for its amiable and unconventional style, carrying a dynamic persona. With a wide array of weights and styles, it offers remarkable flexibility in design.

This brand employs two primary styles: Museo stands as the optimal choice for headlines, while Museo Sans is ideally suited for body text, subheadings, short titles, and captions. Both Museo and Museo Sans are readily available for purchase and download on Adobe Fonts. In instances where access to Museo or Museo Sans is unavailable, an alternative font is detailed on the following page.

Museo 700 is great for large headlines

Museo 500 for secondary headlines

Museo Sans 700 for Paragraph Subheadings

Museo Sans 300 is the ideal weight for body copy. It is also suitable for captions and small bodies of text. Each weight includes italics which should be used sparingly for emphasis and can also be used to allow titles or names to stand out from the surrounding sentence.

SHORT TITLES + CAPTIONS

For smaller titles and labels, use Museo Sans 500 or 700 set in all caps, with increased tracking (the space between letters).

Huntsville

Open Source Alternative

When the brand font isn't available, Asap serves as a free alternative. This font is available for download on Google Fonts and is a suitable option for those without a license. However, it's important to note that the brand font is preferred, and the alternative should be used sparingly.

Asap Semibold is great for large headlines

Medium for secondary headlines

Semibold for Paragraph Subheadings

Asap Regular is the ideal weight for body copy. It is also suitable for captions and small bodies of text. Each weight includes italics which should be used sparingly for emphasis and can also be used to allow titles or names to stand out from the surrounding sentence.

SHORT TITLES + CAPTIONS

For smaller titles and labels, use Asap Semibold set in all caps, with increased tracking (the space between letters).

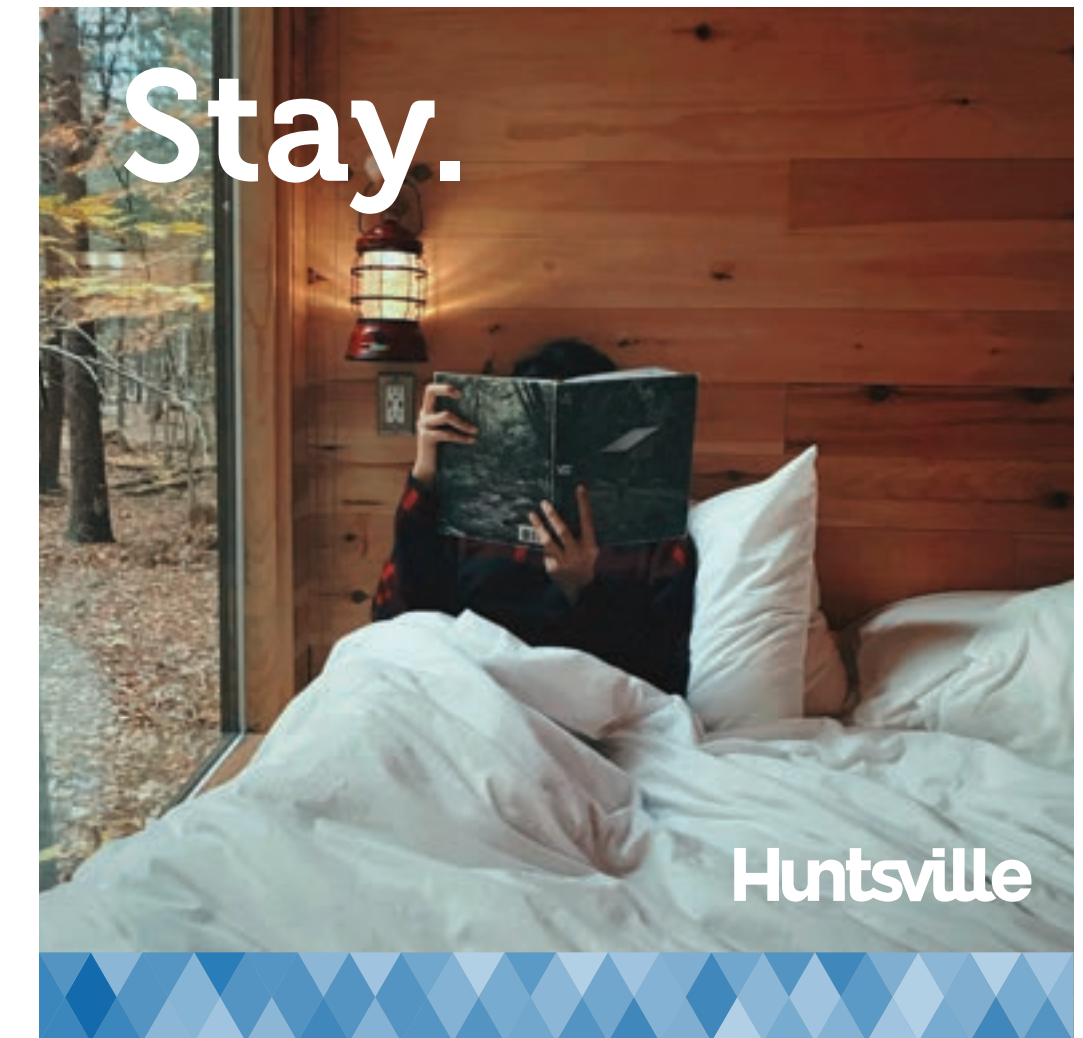
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Composition

This is an example of how the visual elements work together in a composition. While it's recommended to left-align the headline for clarity when feasible, this is a suggestion rather than a strict rule. The high-quality photograph, illuminated by natural light, along with the intentional use of a full-colour pattern, bolsters the communication of top-level messaging.



FULL COLOUR PATTERN IN USE



Pattern Usage

Using single-colour patterns is an effective strategy to provide sorting and labeling when needed. Assigning different colours to categories can help users quickly identify and understand the purpose of specific areas or elements.



BUSINESS CARD



SOCIAL MEDIA POST

Huntsville

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