



## **Brand Identity / Application**

**Submitted by:** Town of Huntsville

### **Abstract:**

The Town of Huntsville, and community partners including the Downtown Huntsville BIA, Explore Huntsville, and the Huntsville/Lake of Bays Chamber of Commerce, worked alongside Marketing Agency TWG Communications to develop a community brand for the Town of Huntsville in 2023. The look, feel and colour block of the Huntsville Community brand is the direct result of extensive consultation. The Town and partners have worked together to implement and apply the brand to community projects and initiatives for strategic placemaking.

### **Purpose**

The brand was designed with a sense of placemaking in mind, including economic development, resident and investment attraction, tourism and wayfinding. Rather than four different organizations using their brands for various tourism events and initiatives, one cohesive brand helps to unify and strengthen Huntsville as a tourism destination. The anticipated outcome is that the town, tourism entity and community partners can build brand equity and recognition. Eventually both residents and visitors will soon recognize the logo and brand identity as uniquely Huntsville.

In order to implement the brand, additional revisions were made in 2024 to the brand guideline book with creative agency Collective Noun. This was so that the brand could be utilized in various formats and scenarios. See brand guideline book attached.

### **Tourism Partner Collaboration**

With Explore Huntsville selected as the Town's Destination Management Marketing Organization (DMMO), the branded guidelines and assets were provided for implementation by the tourism entity. While the Town utilizes the brand for economic development initiatives that align such as wayfinding, signage and resident attraction. Since the guideline has been created, there has been a soft roll out of the brand as the tourism entity worked behind the scenes to set up their website, social media and marketing assets. Therefore, the community brand was launched on July 12, 2025 to the public.

With branded guidelines, the Town and community partners have been able to incorporate a consistent look and feel into tourism and economic development initiatives.

The Town still retains its municipal logo for government communications and works with community partners on how to best implement the new brand as projects and initiatives come up.

**Brand Guidelines** – See attached.

**Logo** – See attached brand guideline for full suite of logo. Primary and Tertiary logo see below:

Primary logo:



Tertiary logo:



**Tagline** – Explore the spirit of Huntsville

## Brand Promise

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.

**Website** - [www.explorehuntsville.ca](http://www.explorehuntsville.ca)

## Social Media:

- <https://www.facebook.com/explorehuntsville>
- <https://www.instagram.com/explore.huntsville/>
- <https://www.youtube.com/@explorehuntsville>



<b>River</b> CMYK 97 / 99 / 37 / 45 RGB 31, 22, 70 WEB #1F1646 PMS 275	<b>Swing</b> CMYK 100 / 4 / 50 / 0 RGB 0, 164, 154 WEB #00A49A PMS 3272	<b>Sky</b> CMYK 100 / 46 / 2 / 0 RGB 0, 118, 188 WEB #0076BC PMS 3005	
<b>Crimson</b> CMYK 86 / 17 / 93 / 4 RGB 0, 147, 79 WEB #00934F	<b>Orange</b> CMYK 3 / 61 / 87 / 0 RGB 238, 128, 57 WEB #EE8039	<b>Yellow</b> CMYK 0 / 35 / 84 / 0 RGB 250, 175, 64 WEB #FAAF40	<b>Leaf Green</b> CMYK 69 / 42 / 90 / 34 RGB 71, 93, 51 WEB #475D33
<b>Grey</b> CMYK 5 / 3 / 3 / 0 RGB 239, 239, 239 WEB #EFEFEF	<b>Cool Grey</b> CMYK 21 / 9 / 7 / 0 RGB 199, 214, 224 WEB #C7D6E0		

## 2025 Brand Implementation Examples

**Community Brand Launch** - The community brand was officially launched to the public on **July 12, 2025** by Explore Huntsville during the Rotary Dockfest to align with the visitor tourist season and the launch of the updated tourism website [www.explorehuntsville.ca](http://www.explorehuntsville.ca). The goal was to build community awareness of the new brand and explore huntsville as the new tourism entity name. While also collecting email subscribers for the swag contest.

Items provided at the event were handed out by Explore Huntsville (the Town's tourism entity), Huntsville BIA and Huntsville/Lake of Bays Chamber of Commerce.

To align with the Dockfest water event theme, the free branded swag included waterproof key floaties, waterproof phone protectors, stress ball bass fishes, water bottles, hats and t-shirts.



**Community Brand Clothing Catalogue** – To build community pride and encourage community awareness with visitors, we have created a branded catalogue of clothing with Team Ltd. The catalogue is scheduled to launch for orders at the end of summer 2025 and we plan to open up to community retailers and partners to distribute in 2026. A few items were given away at the brand launch as a sneak peek.



Town of Huntsville – EDAC 2025 Award Application – Brand Identity



**Community Archway Sign** – The Town utilized the new community brand in the archway sign over centre street which many visitors frequent as they arrive from HWY 60. The sign was installed in May 2025.



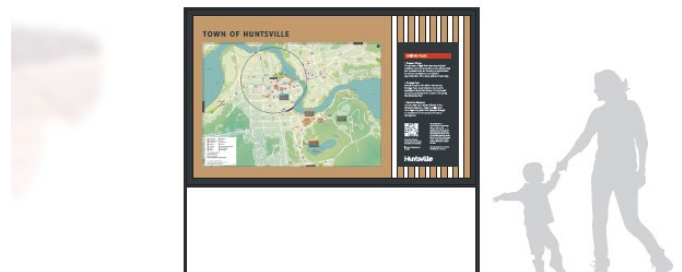
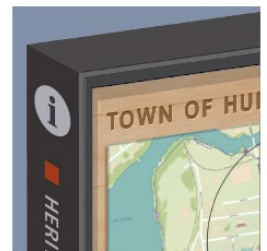
**Wayfinding and Pedestrian Signage** – The wayfinding project began in 2024 which incorporated the community brand into the design of the family of signs. In 2025 we are working on the parking PID sign installation and Pedestrian maps to install.



## Town of Huntsville – EDAC 2025 Award Application – Brand Identity



2025 parking and pedestrian signage in progress:



**Downtown Vibrancy Project** - Although the canoes were installed late 2024, they have begun to be an “Instagramable” moment in 2025 now that the snow has melted. This was a community led project that the Town helped support through MAT funds. The Downtown Huntsville BIA and Huntsville Festival of the Arts collaborated to create this canoe inspired fence downtown to enhance a vacant lot.

