

TOURISM HAMILTON

Brand Style Guide

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WHAT IS A BRAND STYLE GUIDE?

A brand style guide is an essential tool that clearly defines the elements of a brand and the rules that govern its usage.

It defines how stakeholders view Tourism Hamilton, and is the roadmap for instant brand recognition and continuity across media channels and materials.

03

Look deeper.
Listen closer.

CITY OF HAMILTON MISSION

To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

TOURISM HAMILTON'S VISION

Hamilton is a distinctive destination recognized for creativity, authentic experiences and people, and outstanding hosting capability.

05

CORPORATE PILLARS

VALUES

- 01 COLLECTIVE OWNERSHIP
- 02 STEADFAST INTEGRITY
- 03 COURAGEOUS CHANGE
- 04 SENSATIONAL SERVICE
- 05 ENGAGED EMPOWERED EMPLOYEES

06

BRAND VOICE & TONE

***The voice of Tourism
Hamilton is informative,
warm, and lively.***

Our language is playful, without erring on the side of being brash or unprofessional. Communications are well-crafted but not stiff, and are never negative or reflective of anyone's personal opinion.

INFORMATIVE

Enlightening. Descriptive. Educational.

It's essential that Tourism Hamilton provides information that informs, inspires, and influences audiences. This means all communications must be simple, straightforward and informative.

WARM

Friendly. Inviting. Kind.

As the first touch point for many of Hamilton's tourists, it's important we maintain an open and inviting demeanour, as well as a 'happy to help' service approach.

LIVELY

Spirited. Energetic. Outgoing.

Hamilton is a city of eclectic personalities and experiences, all of which are distinct and memorable. Whether an event, meeting, or conversation, we maintain a spirited tone to complement Hamilton's overarching vibe.

PLAYFUL

Cheerful. Perky. Lighthearted.

From sports to music, Hamilton is a city that likes to play. As such, we are committed to playful communications, knowing it presents the city as a fun, cheerful place to be.

LANGUAGE

The tourism industry is well-saturated with organizations, making communications vulnerable to language overlap and overuse. In an effort to maintain a distinct, vibrant presence in the market, avoid use of the words and phrases outlined below:

LANGUAGE DON'TS

- × Adventure awaits
- × Discover [city name]
- × Visit [city name]
- × Destination
- × Gateway
- × Explore
- × Urban

LANGUAGE DO'S

- ✓ Get to know us
- ✓ Get acquainted
- ✓ Immerse yourself
- ✓ Find your X

GENERAL RULES: CONTENT

*Partner, helper, guru,
or guide?*

- **All content should be written in first person** (ie: 'we' and 'our'), so long as each content piece/page first mentions Tourism Hamilton's formal name. (ie: Tourism Hamilton connects tourists with the City of Hamilton. We do this by...) This ensures readers are never confused about the authority of the content, while displaying the warmth we intend to impart.
- **When crafting content, consider this: is Tourism Hamilton a partner, helper, guru, or guide?** In most cases, we are the guide and content should be crafted to suit this purpose. On the occasion that we are playing another role, content should be crafted to suit that purpose.
- **Careful consideration should be given to sentence length to ensure readability.** Sentences that extend beyond two typed (standard 8x11, portrait) lines should be split or punctuated with a semicolon in place of a conjunction.
- **Exclamation marks can be used in content, but must be used sparingly.** In the event that a comment or thought requires animation, an emoji may be used. 😊
- **Mobilize big, bold, calls-to-action** to guide audiences toward a specific objective whenever possible.

- **Optimize blog titles** using an online tool such as CoSchedule's (free) headline analyzer.
- **Strike a balance between text, images, and video** (where applicable) in materials.
- **Utilize free tools like Grammarly** to proofread all content assets.
- **Remember that one size does not fit all** when it comes to content. Customize your content to suit the audience it intends to reach.
- **Stay positive:** we are eager to share information about Hamilton's distinct experiences and attractions, but we do not speak poorly of neighbouring cities as a mechanism to raise our profile.
- **Be responsive:** readily respond to suggestions, questions, feedback, and concerns in a polite and dignified way, knowing silence can be interpreted as apathy, and that our actions shape the public's perception of our brand.
- **Be concise.** If what you want to say can be said in fewer words...do that.

Our actions shape the public's perception of our brand.

10

GENERAL RULES: DESIGN

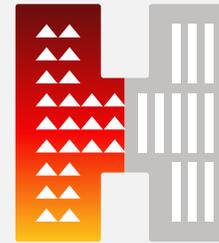
- **When creating marketing materials, you can use more than one of our primary colour sets.** However, please use the entire colour set rather than isolated colours or multiple colours from within each, and do not eyedrop a colour out of any of the gradient maps which will dilute our brand.

- **When using standalone photos in creative/marketing materials, full colour, greyscale, black and white, or gradient imagery is acceptable.** However, if photos are being paired (stacked, side by side, or otherwise), please ensure they contrast one another. For example: full colour image on left, grayscale image on right (or vice versa).
- **When integrating the written portion of our logo** (Tourism Hamilton) in creative materials, always place it at bottom right.
- **The line above the logo should appear in colour,** but a white or black line can be used when or if readability is an issue.
- **When integrating our tagline** into creative materials, always place it at bottom left.
- **In an ideal scenario, tagline copy should always be a uniform colour** (ie: black, white, or grey), based off the maximum amount of contrast possible with its background. However, please prioritize readability when choosing highlights and font colours.
- **A highlight may be placed on ‘character’ as well as on one of the words from our designated list (below - ‘Tagline Use’).** However, this highlight must match a colour within the H icon, and cannot use more than the three colours in the gradient.
- **Designated words to coincide with our tagline use must always be placed above** - never below - the tagline.

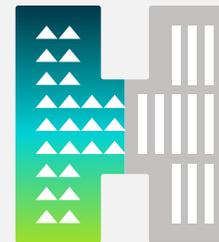
LOGO STORY

Hamilton is a city of distinct contrasts which range from pretty and gritty to historic and trendy; old and new to urban and rural; and big and small.

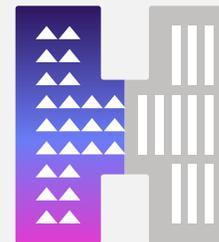
Our logo celebrates these contrasts, with the left half hinting the natural, more organic elements of the city, while the right hints the city's more urban elements. Its colour palette parallels this notion of contrast, utilizing vibrant colours on one side, and a neutral colour on the other.



TOURISM
HAMILTON



TOURISM
HAMILTON



TOURISM
HAMILTON

**It's always
been here**

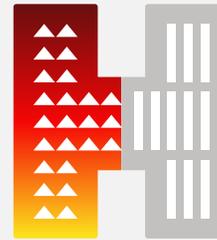
13

TAGLINE STORY

Hamilton is a city of diverse contrasts, many of which can be described as classically beautiful, while others err on the grittier side.

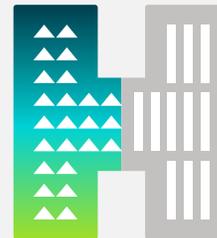
This collision of contrasts is the foundation of our character, and something we're unapologetic about.

14



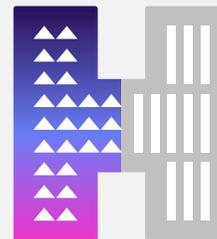
TOURISM
HAMILTON

It's in our character



TOURISM
HAMILTON

It's in our character



TOURISM
HAMILTON

It's in our character

TAGLINE USE

Our tagline was designed to be adaptable, meaning it can be used on its own or paired with a memorable word when used in promotional/sales materials for our tiers.

These tiers are outlined below, with a designated list of words that can be used above (never below) the 'It's in our character' tagline. These words are to be used creatively and interchangeably as Tourism Hamilton sees fit.

MEETINGS & CONVENTIONS

- Commitment
- Convenience
- Hospitality

SPORTS

- Tenacity
- Solidarity
- Pride
- Endurance
- Comradery

LEISURE

- Artistry
- Vibrancy
- Creativity
- Harmony

SALES

- Authenticity
- Versatility
- Vitality
- Audacity

GOOD EXAMPLE

A poster featuring a football player in a yellow and red uniform running with the ball. The background is a grayscale image of a stadium filled with spectators. The design is split into two vertical panels: a dark red panel on the left and a light gray panel on the right. A stylized graphic of a city skyline, composed of white and yellow geometric shapes, is positioned in the center. The text 'TENACITY SPIRIT' is written in large, bold, white letters across the middle. Below it, the slogan 'It's in our character' is displayed, with 'character' highlighted in a yellow box. At the bottom, the text 'TOURISM HAMILTON' is written in white. The footer includes the Hamilton logo, the text 'CALL TO ACTION IPSUM VERIB TOLAT STEL', and the website 'tourismhamilton.com'.

**TENACITY
SPIRIT**

It's in our **character**

TOURISM
HAMILTON

Hamilton CALL TO ACTION IPSUM VERIB TOLAT STEL tourismhamilton.com

× BAD EXAMPLE

A poster featuring a football player in a yellow and red uniform running with the ball. The background is a grayscale image of a stadium filled with spectators. The design is split into two vertical panels: a dark red panel on the left and a light gray panel on the right. A stylized graphic of a city skyline, composed of white and yellow geometric shapes, is positioned in the center. The text 'VISIT HAMILTON' is written in large, bold, white letters across the middle. Below it, the slogan 'It's in our character' is displayed, with 'character' highlighted in a red box. At the bottom, the text 'TOURISM HAMILTON' is written in white. The footer includes the Hamilton logo, the text 'CALL TO ACTION IPSUM VERIB TOLAT STEL', and the website 'tourismhamilton.com'.

It's in our **character**

**VISIT
HAMILTON**

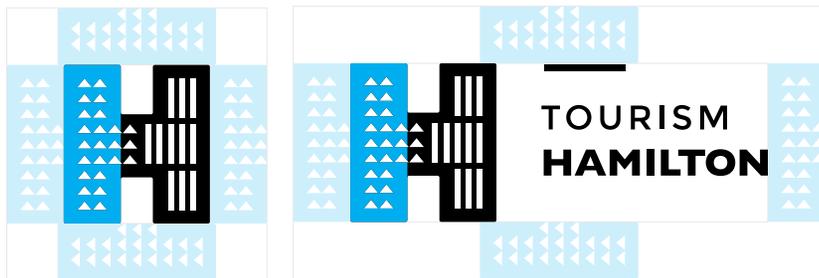
TOURISM
HAMILTON

Hamilton CALL TO ACTION IPSUM VERIB TOLAT STEL tourismhamilton.com

LOGO SIZING RESTRICTIONS

SPACE TO BREATHE

In order to maintain the visual integrity of our brand, we need to give it space to breathe. This space can be represented by the area highlighted in blue, or the equivalent of one rectangular panel within the 'H'. As the 'H' is scaled up or down this principle must be upheld, ensuring no other visual element (logos, text etc.) falls within this space.

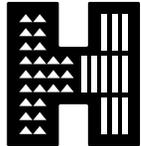
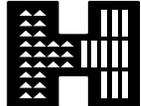


SIZING

Our logo should never appear smaller than specified.



LOGO DON'TS

- X   Please don't use new letters
- X   Please don't give me a makeover
- X   Please don't flip me upside down or position me diagonally
- X   Please don't squish or stretch me
- X   Please don't leave me somewhere congested
- X   Please don't reverse the direction of the 'H'

CO-BRANDING AND SPONSORSHIP

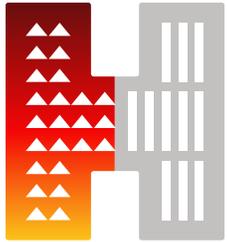
Co-branding refers to an opportunity where partners bring mutual benefit to an arrangement, whereas sponsorship indicates when a third party contributes something to an event that is hosted by Tourism Hamilton. If or when our logo is being partnered alongside others, it should be sized so that it's visually equal and spaced (at minimum) the equivalent of one rectangular panel within the 'H' apart. It should also be centered horizontally.



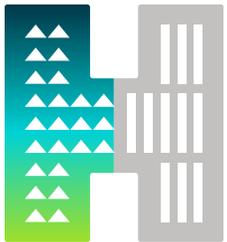
LOGO APPLICATIONS

19

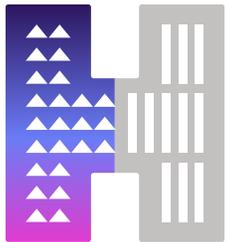
COLOUR



—
TOURISM
HAMILTON

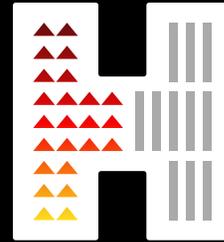


—
TOURISM
HAMILTON

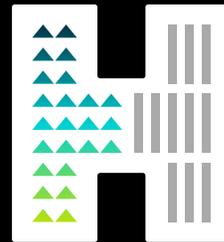


—
TOURISM
HAMILTON

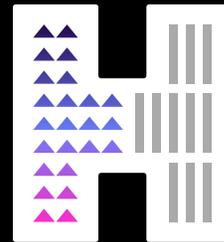
COLOUR REVERSED



—
TOURISM
HAMILTON



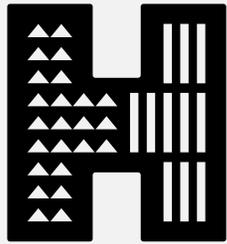
—
TOURISM
HAMILTON



—
TOURISM
HAMILTON

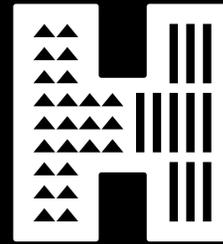
20

BLACK



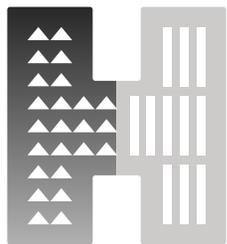
—
TOURISM
HAMILTON

WHITE



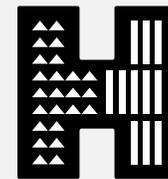
—
TOURISM
HAMILTON

GREYSCALE



—
TOURISM
HAMILTON

STACKED

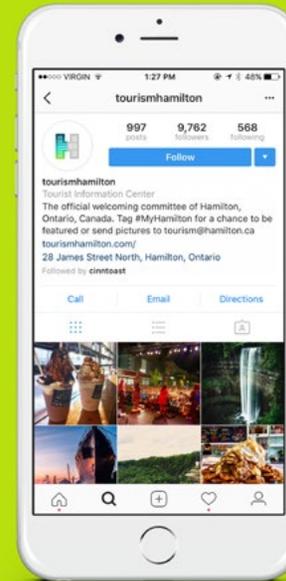


—
TOURISM
HAMILTON

SPECIAL USE CASES

On occasion, it will be appropriate to use the 'H' in Tourism Hamilton's logo on its own. Such occasions include:

- On social media profile photo images, and/or;
- On swag, where Tourism Hamilton is denoted elsewhere (ie: a t-shirt cuff, the backside of a mug). Otherwise, if the 'H' in Tourism Hamilton is being used on its own in imagery (see pg 19 as an example), Tourism Hamilton should be included in the bottom right corner.



TOURISM HAMILTON

INTEGRATION WITH IMAGERY

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The logo is designed to work with and within the imagery surrounding it.

Although images should stray from being too busy, they can be either:

- 01** Black and white
- 02** Full colour
- 03** Gradient mapped



04 Black and white paired with a full colour image*

05 Full colour paired with a gradient mapped image

06 Black and white paired with a gradient mapped image

***PLEASE NOTE:**

The coloured half of the 'H' icon must never be layered on top of a gradient mapped image, and the greyscale half of the 'H' icon must never be layered on top of a B&W image. The halves of the H must contrast the imagery behind it.

In the event a gradient mapped image is being used on the right side of a creative item, the small line above 'Tourism Hamilton' should be white (see bottom right for example). In all other cases, the small line should match the coloured half of the 'H' icon.



IMAGERY DON'TS

The integrity of our brand relies upon the proper usage of our logo. To help you visualize inappropriate use cases, please see the images and explanations at right.

×



Please don't place the coloured half of the 'H' icon on a gradient mapped image or the Greyscale half of the 'H' on a B&W image.

×



Please don't place a gradient behind the 'H' icon that doesn't correlate with the internal coloured half of the chosen 'H'.

×



Please don't place the full coloured logo on an image unless it is reversed.

×

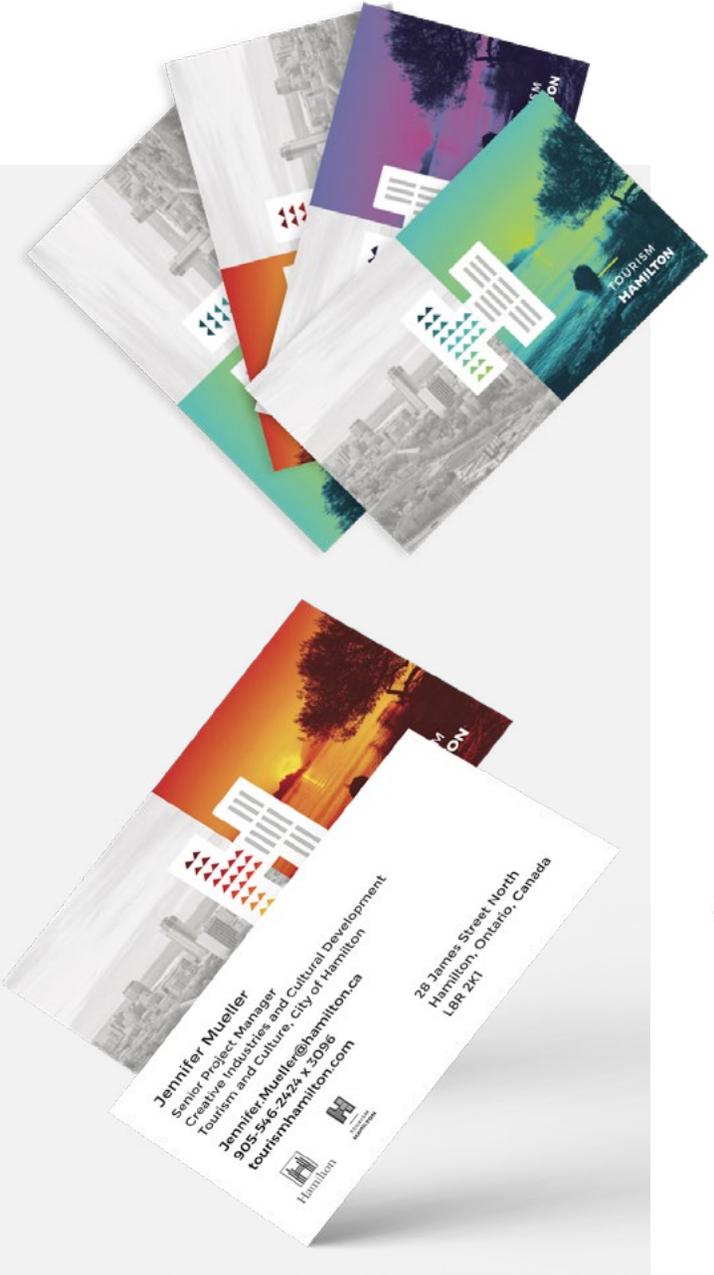


Please don't place two full-coloured images side-by-side. The halves of the imagery must always contrast.

STATIONERY: OVERVIEW

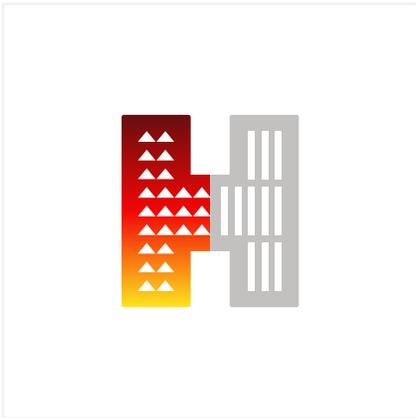
The following page shows examples of a business card, letterhead and envelope.

BUSINESS CARD, LETTERHEAD & ENVELOPE



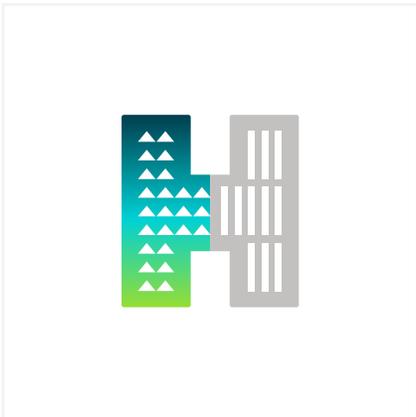
SOCIAL MEDIA: OVERVIEW

*The following pages show examples of
best practices for social media platforms.*



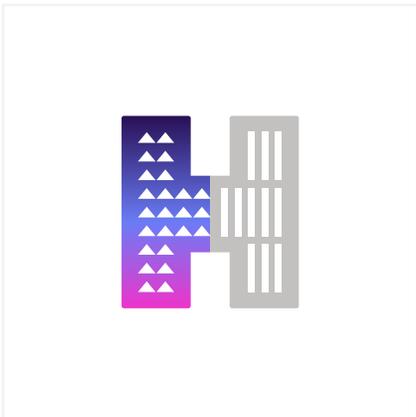
**FACEBOOK
OPTION ONE:**

Rotating gif profile
image and black and
white image



**FACEBOOK
OPTION TWO:**

Rotating gif profile
image and full
colour image



**FACEBOOK
OPTION THREE:**

Rotating gif profile
image and gradient
mapped image



**TWITTER
OPTION ONE:**

Redhill/Dandelion H
profile graphic and
b/w image/ full colour
image/gradient
mapped image



TIP:

When selecting an 'H' profile icon to complement a full colour header image, choose the icon that best reflects the most dominant colour in the header image.

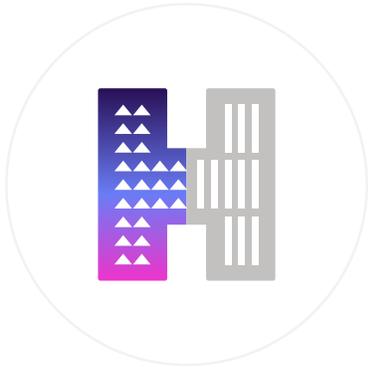




**TWITTER
OPTION TWO:**

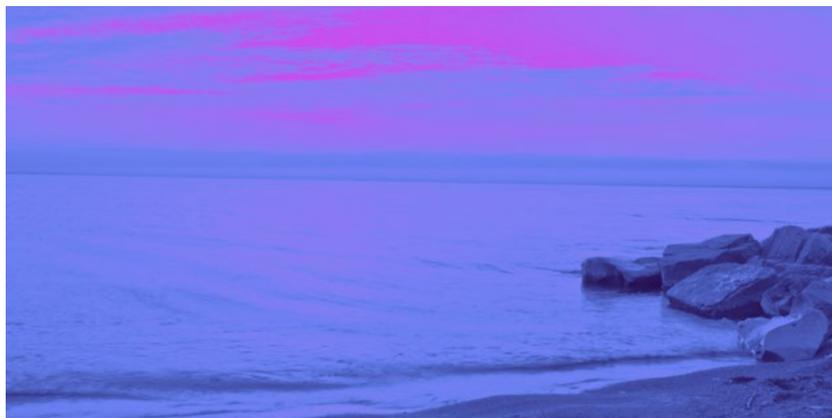
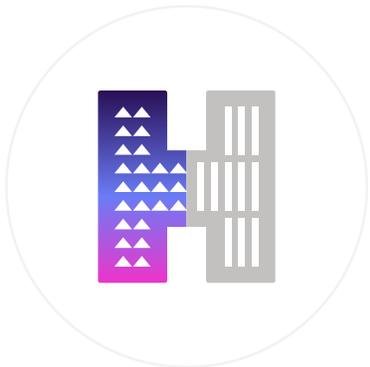
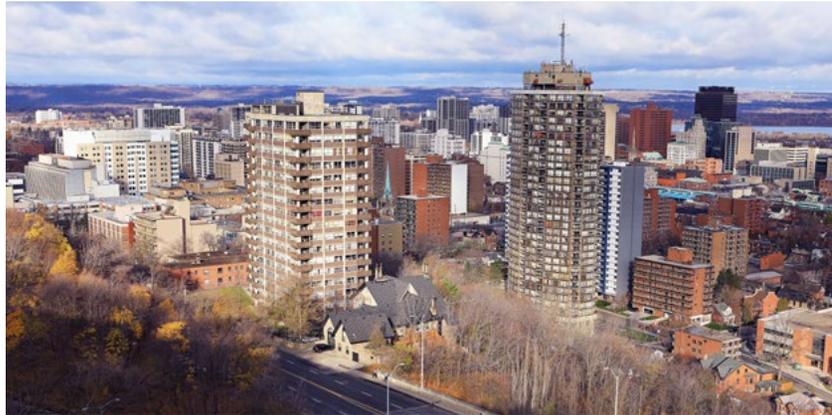
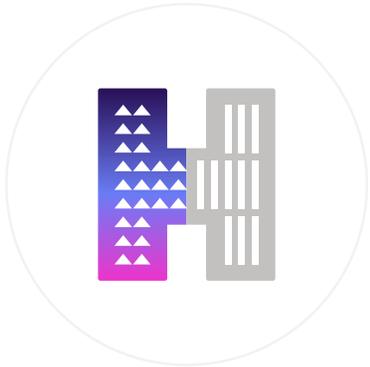
Limeridge/Robinson
H profile graphic and
b/w image/ full colour
image/gradient
mapped image





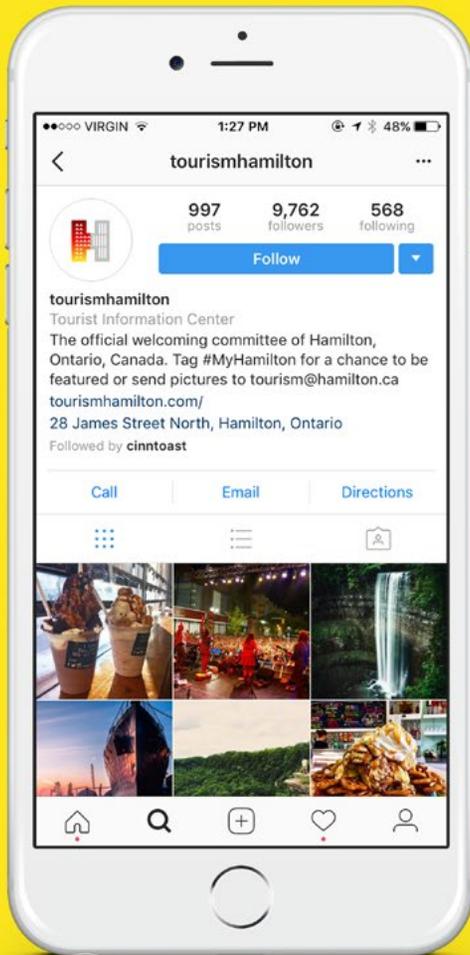
**TWITTER
OPTION THREE:**

Hess/Periwinkle profile
graphic and b/w image/
full colour image/
gradient mapped image



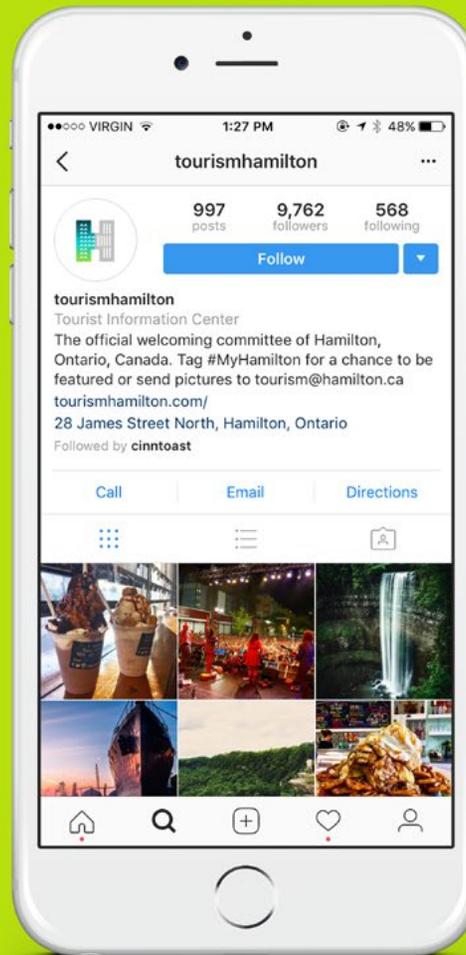
**INSTAGRAM
OPTION ONE:**

Redhill/Dandelion H
profile graphic



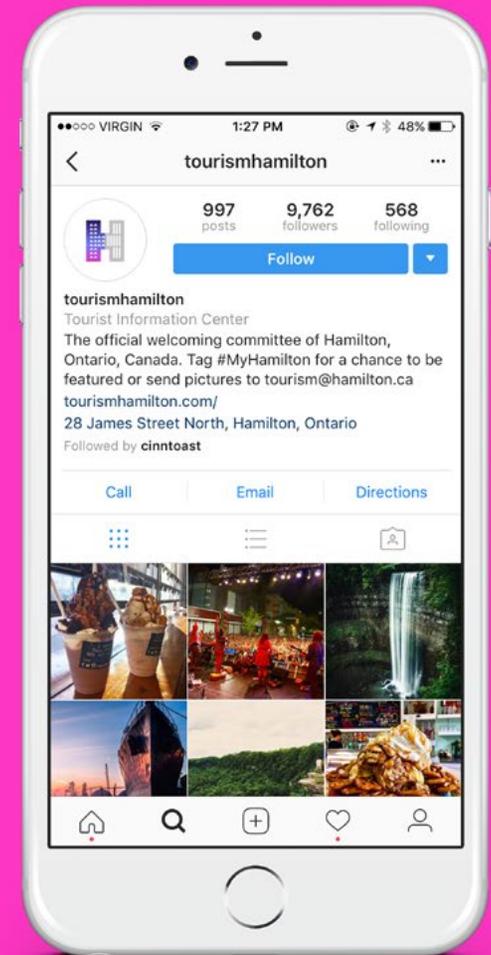
**INSTAGRAM
OPTION TWO:**

Limeridge/Robinson H
profile graphic



**INSTAGRAM
OPTION THREE:**

Hess/Periwinkle H
profile graphic



CREATIVE SAMPLES & MESSAGING

To demonstrate how messaging would work for each of Tourism Hamilton's 'tiers' (ie: meetings & conventions, sports, leisure, sales) - and using best practices - we've created a series of sample social posts and advertisements.

MEETINGS & CONVENTIONS

Social Post

 **Tourism Hamilton**
Sponsored Like Page

Planning your next Big Fat Climate Conference? There's a venue for that! Centrally located in downtown #HamOnt, our spaces are eager to accommodate. <https://tourismhamilton.com/meeting-planner>



20 562 Comments 311 Shares

Like Comment Share

SPORTS

Social Post

 **Tourism Hamilton**
Sponsored Like Page

In this city, we eat 'em raw! Watch the Ticats take on the Stamps at Tim Horton's Field this Sunday. Tickets: <http://ticats.ca/tickets/>



20 562 Comments 311 Shares

Like Comment Share

SALE

Digital Ad



Whether you're planning a small event or large gathering, Hamilton's versatile spaces can accommodate you. Learn more: <https://tourismhamilton.com/meeting-planner>

LEISURE

Digital Ad



Uncover the creativity of Hamilton's arts and music scene during this year's Supercrawl! <http://supercrawl.ca/>

TIP: The 'Tourism Hamilton' text, (including the line above the text), should be able to fit vertically within the 'H' logo exactly three times, which is equivalent to a 3:1 ratio.

COLOURS

Below you will find Tourism Hamilton's colour sets. Please remember that while you may use more than one of our primary colour sets, you must use the entire colour set rather than isolated colours or multiple colours from within each. Additionally, please do not eyedrop a colour out of any of the gradient maps which will dilute our brand.

PRIMARY A

DANDELION

CMYK 4 / 4 / 97 / 0
RGB 252 / 230 / 29
HEX #FCE61D
PMS 107 C

REDHILL

CMYK 0 / 100 / 100 / 0
RGB 252 / 230 / 29
HEX #F40606
PMS 485 C

MOMAC

CMYK 35 / 96 / 90 / 56
RGB 94 / 15 / 15
HEX #5E0F0F
PMS 1815 C

PRIMARY B

LIMERIDGE

CMYK 33 / 0 / 100 / 0
RGB 184 / 224 / 14
HEX #B8E00E
PMS 380 C

ROBINSON

CMYK 65 / 0 / 24 / 0
RGB 0 / 209 / 212
HEX #00D1D4
PMS 319 C

ALBION

CMYK 98 / 72 / 51 / 53
RGB 0 / 45 / 63
HEX #002D3F
PMS 303 C

PRIMARY C

HESS

CMYK 10 / 85 / 0 / 0
RGB 255 / 42 / 196
HEX #FF2AC4
PMS 224 C

PERIWINKLE

CMYK 64 / 54 / 0 / 0
RGB 106 / 124 / 245
HEX #6A7CF5
PMS 7456 C

ROYAL CONNAUGHT

CMYK 94 / 100 / 30 / 49
RGB 33 / 3 / 68
HEX #210344
PMS 2695 C

SHADES

Below you will find Tourism Hamilton's shades. Dark Grey and Black can be used for body copy, and Light Grey can be used as a shadowbox colour or as a stylistic element in a design.

LIGHT GREY

CMYK 4 / 2 / 2 / 0
RGB 242 / 242 / 242
HEX #F2F2F2
PMS 7541 C

DARK GREY

CMYK 67 / 60 / 58 / 43
RGB 69 / 69 / 69
HEX #454545
PMS 446 C

BLACK

CMYK 75 / 68 / 67 / 90
RGB 0 / 0 / 0
HEX #000000
PMS BLACK 6 C

SHADOWBOXES

The following pages show examples of best practices when using shadowboxes.

TAGLINE

ON WHITE

It's in our **character**

PRIMARY A

Shadowbox in Dandelion must be at 20% opacity.

It's in our **character**

PRIMARY B

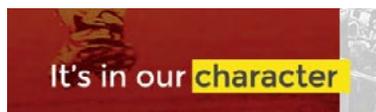
Shadowbox in Limeridge must be at 20% opacity.

It's in our **character**

PRIMARY C

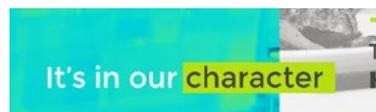
Shadowbox in Periwinkle must be at 20% opacity.

ON AN IMAGE



PRIMARY A

Shadowbox in Dandelion must be at 100% opacity behind dark grey text.



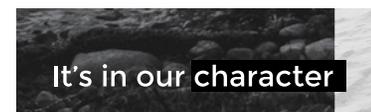
PRIMARY B

Shadowbox in Limeridge must be at 100% opacity behind dark grey text.



PRIMARY C

Shadowbox in Periwinkle must be at 100% opacity behind white text.



BLACK & WHITE

Shadowbox in Black must be at 100% opacity behind white text.

KEY WORDS



PRIMARY A

Shadowbox must be in Primary A Gradient at 100% opacity behind white text.



PRIMARY B

Shadowbox must be in Primary B Gradient at 100% opacity behind white text.



PRIMARY C

Shadowbox must be in Primary C Gradient at 100% opacity behind white text.

PLEASE NOTE:

When using multiple key words at a time on one design, all key words used must have a shadowbox.

TITLES & CALLOUTS

(Please see note regarding shadowbox offset ratio on page 43)

ON A GRADIENT



PRIMARY A

Shadowbox must be in Momac at 30% opacity when used on Gradient A.



PRIMARY B

Shadowbox must be in Albion at 30% opacity when used on Gradient B.



PRIMARY C

Shadowbox must be in Royal Connaught at 30% opacity when used on Gradient C.



ON BLACK

Shadowbox must be in Dark Grey at 100% opacity when used on black.



ON WHITE

Shadowbox must be in Light Grey at 100% opacity behind Dark Grey text when used on white.

TITLES & CALLOUTS CONT'D

ON A GRADIENT IMAGE



PRIMARY A

Shadowbox must be in Momac at 100% opacity behind white text.



PRIMARY B

Shadowbox must be in Limeridge at 100% opacity behind Albion coloured text.



PRIMARY C

Shadowbox must be in Royal Connaught at 100% opacity behind white text.

PLEASE NOTE:

For titles and callouts, shadowboxes must be offset by roughly 1/3 of the height of the text that it sits behind.

TOURISM HAMILTON URL

tourismhamilton.com

PRIMARY A

Shadowbox in Dandelion must be at 100% opacity behind dark grey bold lowercase text.

tourismhamilton.com

PRIMARY B

Shadowbox in Limeridge must be at 100% opacity behind dark grey bold lowercase text.

tourismhamilton.com

PRIMARY C

Shadowbox in Periwinkle must be at 100% opacity behind white bold lowercase text.

TYPOGRAPHY

Typography speaks volumes about Tourism Hamilton, which is why strong, bold, easy to read typefaces have been selected for use.



MONTSERRAT

Inspired by the old posters and signage that punctuate the traditional neighbourhood of Montserrat in Buenos Aires, this font denotes contrast, light and life, which perfectly complements Hamilton's central qualities. This type shouldn't be used at any size below 9 points, as it will start to lose its impact and legibility.

GILL SANS

An exceptionally flexible font, Gill Sans offers a warmth and humanity found in few other sans serif typefaces. Each weight in the family retains a distinct character of its own, reflecting the distinct character that can be found within Hamilton. This type shouldn't be used at any size below 9 points, as it will start to lose its impact and legibility.

PRIMARY TYPEFACE

aAbBcCdD

eEfFgGhH **nNoOpPqQ** 01234
iljJkKlLmM **rRsStTuUvV** 56789

SECONDARY TYPEFACE

aAbBcCdD

eEfFgGhH **nNoOpPqQ** 01234
iljJkKlLmM **rRsStTuUvV** 56789

BLACK & WHITE

SA = Space After

LARGEST HEADING (H1)

Montserrat Bold · 50pt* · SA 74pt

Tracking: 30 em · Colour: Dark Grey

**Size may need to change based on design*

INTRODUCTION / STAND OUT

Montserrat SemiBold Italic · 20pt

Tracking: 0 em · Colour: Black

PRIMARY SUBHEAD (H2)

Montserrat SemiBold · 20pt · SA 25pt

Tracking: 100 em · Colour: Black

BODY

Montserrat Regular · 12pt

Tracking: 0 em · Colour: Dark Grey

SECONDARY SUBHEAD (H3)

Montserrat SemiBold · 10pt · SA 21pt

Tracking: 100 em · Colour: Black

BULLETS

Montserrat Bold · 11pt · Colour: Dark Grey

MAURIS LIBERO

Nulla tempor vulputate lacus, nec ullamcorper est tempus non.

LOREM IPSUM DOLOR SIT

Sed sollicitudin metus ac ex ultricies, a dictum massa posuere. Sed dapibus justo ex, vitae pellentesque velit vulputate et. Class aptent taciti sociosqu ad litora torquent per conubia nostra.

LOREM IPSUM DOLOR SIT

- Morbi at finibus diam, at sollicitudin felis. Donec eu vestibulum nisi, at lobortis ipsum.
- Aliquam vulputate eros quis velit tempor placerat. Praesent sed sagittis ante.

PRIMARY A

SA = Space After

LARGEST HEADING (H1)

Montserrat Bold · 50pt* · SA 74pt

Tracking: 30 em · Colour: Momac

**Size may need to change based on design*

INTRODUCTION / STAND OUT

Montserrat SemiBold Italic · 20pt

Tracking: 0 em · Colour: Redhill

PRIMARY SUBHEAD (H2)

Montserrat SemiBold · 20pt · SA 25pt

Tracking: 100 em · Colour: Momac

BODY

Montserrat Regular · 12pt

Tracking: 0 em · Colour: Dark Grey

SECONDARY SUBHEAD (H3)

Montserrat SemiBold · 10pt · SA 21pt

Tracking: 100 em · Colour: Black

BULLETS

Montserrat Bold · 11pt · Colour: Redhill

MAURIS LIBERO

Nulla tempor vulputate lacus, nec ullamcorper est tempus non.

LOREM IPSUM DOLOR SIT

Sed sollicitudin metus ac ex ultricies, a dictum massa posuere. Sed dapibus justo ex, vitae pellentesque velit vulputate et. Class aptent taciti sociosqu ad litora torquent per conubia nostra.

LOREM IPSUM DOLOR SIT

- Morbi at finibus diam, at sollicitudin felis. Donec eu vestibulum nisi, at lobortis ipsum.
- Aliquam vulputate eros quis velit tempor placerat. Praesent sed sagittis ante.

PRIMARY B

SA = Space After

LARGEST HEADING (H1)

Montserrat Bold · 50pt* · SA 74pt

Tracking: 30 em · Colour: Albion

**Size may need to change based on design*

INTRODUCTION / STAND OUT

Montserrat SemiBold Italic · 20pt

Tracking: 0 em · Colour: Robinson

PRIMARY SUBHEAD (H2)

Montserrat SemiBold · 20pt · SA 25pt

Tracking: 100 em · Colour: Albion

BODY

Montserrat Regular · 12pt

Tracking: 0 em · Colour: Dark Grey

SECONDARY SUBHEAD (H3)

Montserrat SemiBold · 10pt · SA 21pt

Tracking: 100 em · Colour: Black

BULLETS

Montserrat Bold · 11pt · Colour: Robinson

MAURIS LIBERO

Nulla tempor vulputate lacus, nec ullamcorper est tempus non.

LOREM IPSUM DOLOR SIT

Sed sollicitudin metus ac ex ultricies, a dictum massa posuere. Sed dapibus justo ex, vitae pellentesque velit vulputate et. Class aptent taciti sociosqu ad litora torquent per conubia nostra.

LOREM IPSUM DOLOR SIT

- Morbi at finibus diam, at sollicitudin felis. Donec eu vestibulum nisi, at lobortis ipsum.
- Aliquam vulputate eros quis velit tempor placerat. Praesent sed sagittis ante.

PRIMARY C

SA = Space After

LARGEST HEADING (H1)

Montserrat Bold · 50pt* · SA 74pt

Tracking: 30 em · Colour: Royal Connaught

**Size may need to change based on design*

INTRODUCTION / STAND OUT

Montserrat SemiBold Italic · 20pt

Tracking: 0 em · Colour: Periwinkle

PRIMARY SUBHEAD (H2)

Montserrat SemiBold · 20pt · SA 25pt

Tracking: 100 em · Colour: Royal Connaught

BODY

Montserrat Regular · 12pt

Tracking: 0 em · Colour: Dark Grey

SECONDARY SUBHEAD (H3)

Montserrat SemiBold · 10pt · SA 21pt

Tracking: 100 em · Colour: Black

BULLETS

Montserrat Bold · 11pt · Colour: Periwinkle

MAURIS LIBERO

Nulla tempor vulputate lacus, nec ullamcorper est tempus non.

LOREM IPSUM DOLOR SIT

Sed sollicitudin metus ac ex ultricies, a dictum massa posuere. Sed dapibus justo ex, vitae pellentesque velit vulputate et. Class aptent taciti sociosqu ad litora torquent per conubia nostra.

LOREM IPSUM DOLOR SIT

- Morbi at finibus diam, at sollicitudin felis. Donec eu vestibulum nisi, at lobortis ipsum.
- Aliquam vulputate eros quis velit tempor placerat. Praesent sed sagittis ante.

AODA COMPLIANCE

***It is important that all
Tourism Hamilton creative
materials are available
in accessible formats for
persons with disabilities.***

In the case of print communications, two parameters dictate their compliance:

Legibility, which is determined by the specific typographic traits affecting recognition of letters and words (ie. colour, shape, scale, and style), and;

Readability, which is influenced by design and layout decisions (ie. dimension, spacing and alignment).

With this in mind, and prior to finalization, Tourism Hamilton's logo and tagline endured formal accessibility testing which determined both to be 100 per cent legible and readable.

a good secret
is hard to keep.

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CONTACT

If you have any questions about this guide, or how to appropriately use our logo and brand elements, please contact:

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