The Township of Muskoka Lakes Brand Map

Brand Guidelines

We'd like to introduce you to our brand.

This is the brand book for the Township of Muskoka Lakes.

Think of it as a "how to" guide for our brand. It contains guidelines for just about everything you need to know about maintaining our brand identity. And if you meet a fork in the road or hit uncharted waters, simply use this brand book as a map to navigate.

Brand Map Contents

S1.1 Brand Story

S1.2 Brand Foundation

S1.3 Brand Positioning

S1.4 Brand Architecture

S2 Logo

S2.1 Introduction
S2.2 Logo Design
S2.3 Logo Clear Space
S2.4 Logo Colours
S2.5 Incorrect Logo Use
S2.6 Co-Branding
S2.7 Trademark Issues

S3 Tagline

S3.1 Tagline Explanation
S3.2 Tagline Introduction
S3.3 Tagline Vis-à-Vis
Muskoka Logo

S4 Colour Palette

S4.1 Primary Colours
S4.2 Secondary Colours

S5 Typography

S5.1 Showcase of Family Fonts
S5.2 Using Typography

S6 Brand-Speak

S6.1 Brand Language
S6.2 Brand Voice

S7 Imagery

S8 Signage

Township Entry
S8.1 Grand Entry
S8.2 Medium Entry
S8.3 Small Entry

Community Entry
S8.4 Large
S8.5 Medium
S8.6 Small

S8.7 Fire Halls
S8.8 Heritage Buildings
S8.9 Interpretive
S8.10 Parks
S8.11 Public Docks
S8.12 Recreational Facilities
S8.13 Cemeteries
S8.14 Trail Systems
S8.15 Wayfinding
S8.16 Public Washrooms
S8.17 Street Signs
S8.18 Events

S9 Applications

S9.1a,b Stationery

Staff and Retail Clothing
S9.2 Firefighter Badging
S9.3 Golf Shirts
S9.4 T-Shirts
S9.5 Ball Caps and Toques

Vehicles
S9.6a Service Vehicles
S9.6b Heavy Machinery

Promotional
S9.7 Mugs and Thermal Mugs
S9.8 Pens

S9.9 Multimedia - Web

Rowboat on dock: Port Carling

The brand story. The beginning.

Refreshing a brand's image creates a lot of excitement. And rightly so. This identity will be applied across all media and throughout all communications to create a single, distinctive voice. To this end, we are introducing a brand image that is warm and charming. (Think quilt.)

The starting point.

Everything in this book was designed with two things in mind.

To create one distinctive look and feel for our brand.

And to make things as easy as possible.

Many topics have been covered making it easy to stay true to the new brand identity. With that, we hope you enjoy your journey.

Tracking the brand positioning.

People are drawn to the Township of Muskoka Lakes to get spoiled by the unspoiled. We offer the best of nature and the best of life and we want to continue being a place in which the world wants to live. We'll even help them with the coordinates.

A solid footing on brand architecture.

Without the proper treatment of brand elements, our brand architecture weakens. This next section contains all the specifics of staying true to the brand. From colour options to font selection, we've covered many different subjects making it easy to follow the brand's footprint.

If you have any questions, please consult FLY Agency, Toronto.

Old wooden covered bridge: Bala cranberry farm

Logo. A look-see.

With the dawn of a new brand image, comes a new logo. Our new logo resembles two things: a Muskoka chair, as well as a jewel. The top three slats of the chair/logo represent Lakes Joseph, Rosseau and Muskoka. When seen as a unit, they form a jewel, as the lakes are often called.

The result is a look and feel that is distinct from any other – just like the area.

The logo comes in one orientation and is available electronically.

TOWNSHIP OF
MUSKOKA
Lakes™

A clear space for the Muskoka Lakes logo.

Like a cabin in the woods, a logo needs a proper amount of space around it to function.

Below you'll find the logo with the real estate it needs around it to stand out.

Minimum size = 0.75"w

X=height of "M"

Our true colours.

Often times, you will not be able to use a full colour logo. If this is the case, please pick from the logos found below based on your needs.

3 colour logo
PMS spot colours

1 colour logo
PMS 1807C

1 colour logo
black

3 colour logo
4C process

1 colour logo
PMS 5405C

1 colour logo
reverse on dark colours

1 colour logo
PMS 1605C

A map of incorrect logo usage.

Any cartographer worth his compass makes sure map-making tools are used properly. In kind, please use our logo resources properly. Do not change or alter logos in your communications. This helps maintain the integrity of the brand and keeps the brand headed in the right direction.

stretch horizontally

stretch vertically

rotate

change colours

screen

curve

place on similar/
dark backgrounds

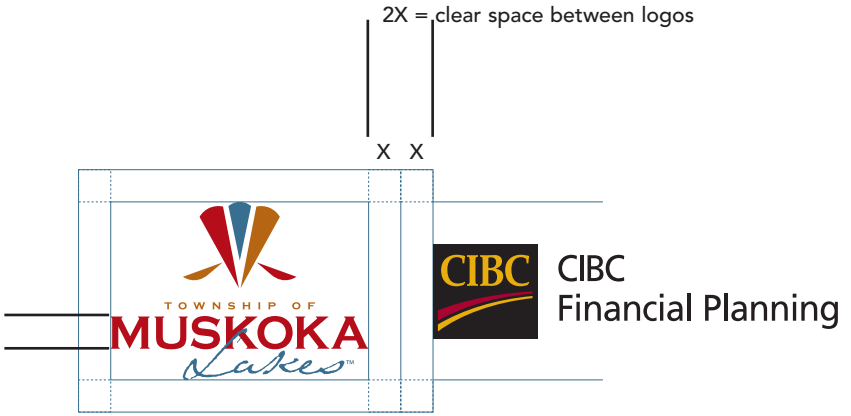
drop shadow

split the
logo/wordmark

re-arrange wordmark

Co-branding. A short guide.

In many cases, the Township of Muskoka Lakes logo will appear alongside another logo.
Like two loons on a lake, co-branded logos should live harmoniously with one another.
In these cases, please follow the guidelines shown below.



X=height of "M"

Height of partner logo should never exceed height of Muskoka Lakes logo and should be centred vertically.

Trademark Territory.

Three rules of thumb.

1. Never put the small TM symbol anywhere except in the upper right-hand corner of the wordmark.
2. Never forget to use the TM symbol after the first time you use the wordmark, or name in any communication, be it a document, ad, or in email text.
3. Never pick up yellow snow.

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Cranberry pressing drum

Let’s play taglines.

Whether at work, rest or play, the function of a tagline is to breathe personality into a brand.

It is a reflection of the brand and often times, it is the reader’s first impression of the brand.

The tagline of the Township of Muskoka Lakes.

The new tagline positions our brand as a place where nature and life are uncompromised.

It speaks to both residents and vacationers alike. Most importantly, its tone is inviting and aspirational.

Please use the tagline for any informational piece of communication targeted to the public. Be it a print ad or a direct mail piece, the tagline will add to the brand voice.

THIS IS THE LIFE.

Tagline, meet logo.

When the tagline and logo come together,
they must function as a unit.
Please follow the spacing rules
so this union is a blessed one.

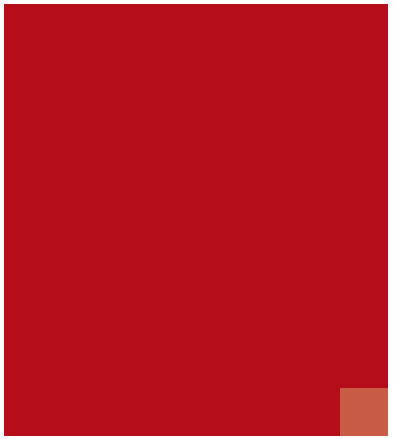
Do not separate tagline from logo.

The primary colours of the Township of Muskoka Lakes

The colour palette was chosen with careful consideration to reflect the life in Muskoka Lakes.

Please use these primary and secondary colours so we can conserve and build our brand image.

CRANBERRY



PMS 1807C

cmyk
0/100/96/28

rgb
141/32/25

hex
8D2019

LAKE

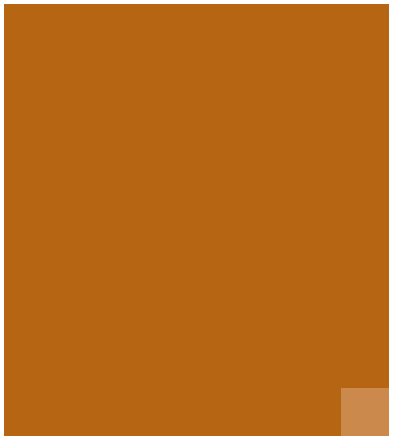
PMS 5405C

cmyk
58/17/0/46

rgb
71/97/123

hex
47617B

AUTUMN



PMS 1605C

cmyk
0/56/100/30

rgb
151/92/30

hex
975C1E

Secondary colours.

DARK CRANBERRY
cmyk
0/100/96/38
rgb
125/28/22
hex
7D1C16

DARK LAKE
cmyk
58/17/0/56
rgb
61/84/106
hex
3D546A

DARK AUTUMN
cmyk
0/67/100/38
rgb
133/72/25
hex
854819

MIDNIGHT
PANTONE DS 324-2C
cmyk
0/67/100/38
rgb
133/72/25
hex
854819

REDEARTH
PANTONE DS 89-1C
cmyk
0/100/90/40
rgb
122/27/27
hex
7A1B1B

MUSKOKA TAN
PANTONE DS 10-9C
cmyk
5/3/10/5
rgb
224/223/210
hex
E0DFD2

SNOW WHITE
cmyk
0/0/0/0
rgb
255/255/255
hex
FFFFFF

Meet our fonts. And their families.

Introducing Avenir and Univers. As you can see, there are many choices within the Avenir and Univers families. Though just fonts, they help maintain the overall brand personality.

Avenir used for Communications

UNIVERS BLACK SIGNAGE&ENVIRONMENTAL

MAC FONTS

Communications

Avenir Heavy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Signage & Environmental

UNIVERS BLACK
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Copy for Lengthy Documents

Minion
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PC FONTS

Headlines, Subheads, Sectionals & Categorical

Arial Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Copy for Lengthy Documents

Times New Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Reading the typography map.

There are many combinations within the Avenir and Univers font families.

Please do not introduce additional fonts as it will look cluttered.

“It is to be observed that ‘angling’ is the name given to fishing by people who can’t fish.”

Stephen Leacock

Log along water trail: Port Carling

Learning Muskoka Lakes-speak.

The Township of Muskoka Lakes is a community boasting of many things but we do not boast. We speak with quiet confidence and with charm. We are not stuffy or bureaucratic. And our language does not contain anything resembling legal jargon. (No offense, legal jargonites.)

Please use words and phrases accessible to all – which is what the Township of Muskoka Lakes is.

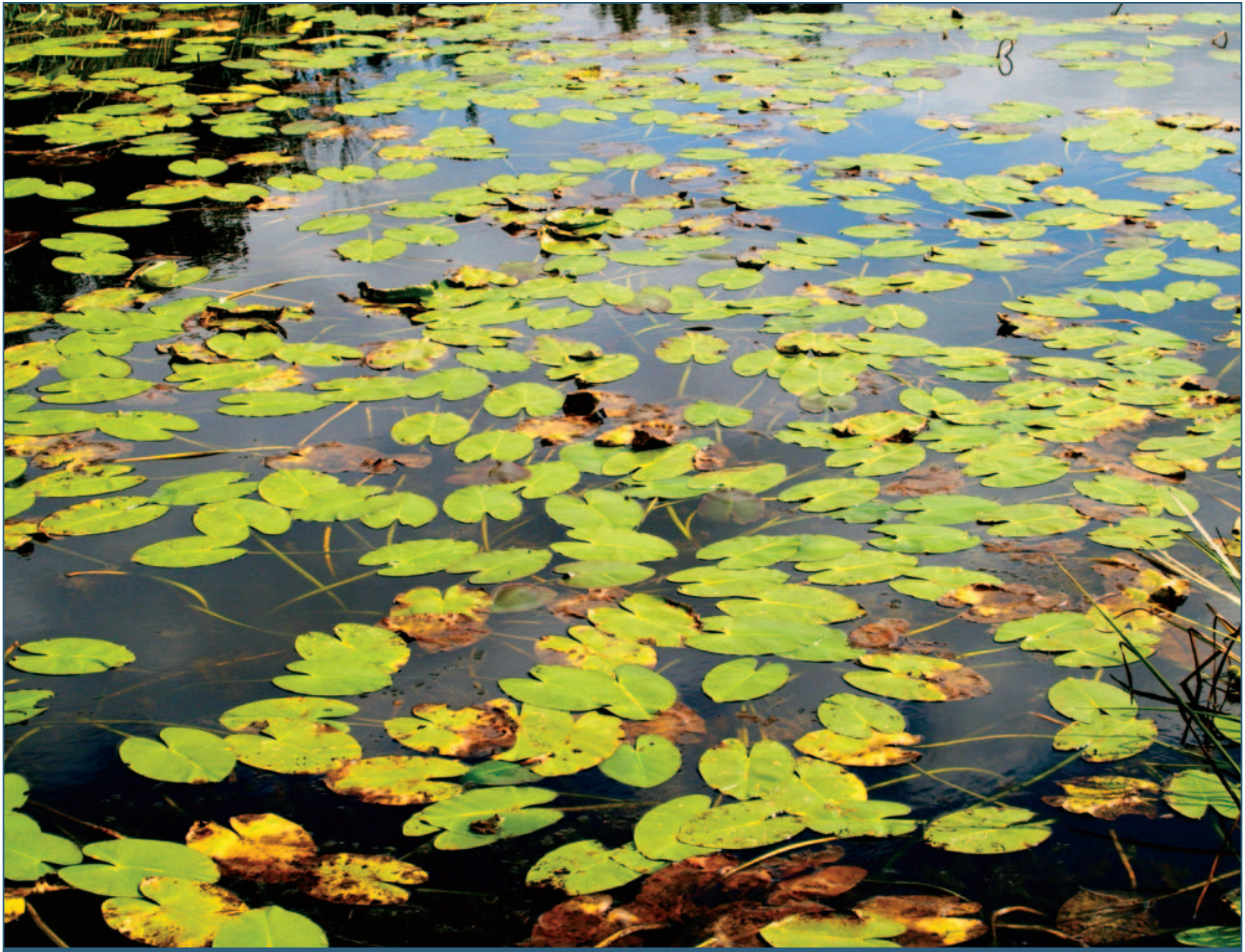
A resonate brand voice.

Even when heard from across a lake, familiar voices are very distinct. But once other voices are added, they become diluted and less easy to distinguish. Likewise, to remain clear and distinct, our brand should have one voice. For the Township of Muskoka Lakes, the brand voice is friendly, honest and disarming.

Calm relaxed • casual • sincere

Confident clear • honest • established

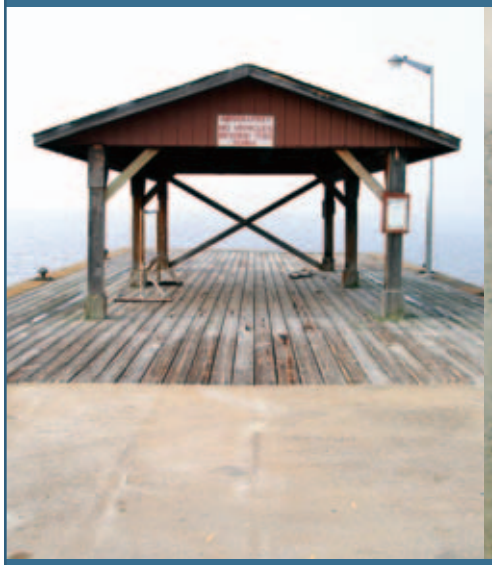
Warm friendly • inviting • charming

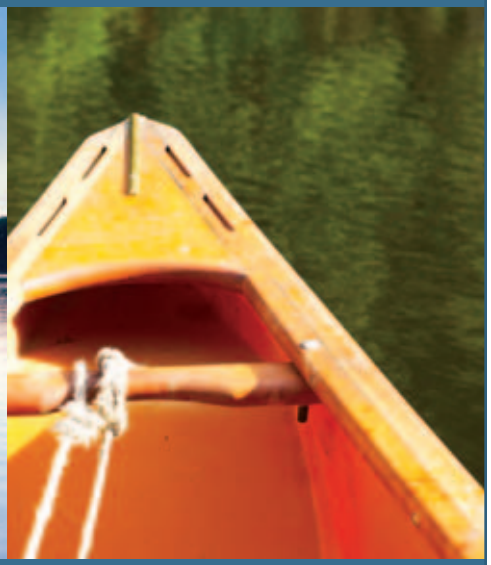


Lily pads in the cranberry bogs, Bala

Picturing Muskoka Lakes.

A brand's personality should not be left to the imagination.
The following images reflect the brand's tone. They are examples of photographs with a warm, sophisticated feel that make you want to think more about the Township of Muskoka Lakes.





Picturing Muskoka Lakes cont'd.

Picturing Muskoka Lakes cont'd.

Metal lettering on telephone pole: Bala

Finding your way around signage.

This section will deal with signage. From public docks to building signs, we plan to point you in the right direction.

Township Entry
S8.1 Grand Entry
S8.2 Medium Entry
S8.3 Small Entry

Community Entry
S8.4 Large
S8.5 Medium
S8.6 Small

S8.7 Fire Halls
S8.8 Heritage Buildings
S8.9 Interpretive
S8.10 Parks
S8.11 Public Docks
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S8.13 Cemeteries
S8.14 Trail Systems
S8.15 Wayfinding
S8.16 Public Washrooms
S8.17 Street Signs
S8.18 Events

TOWNSHIP OF
MUSKOKA
Lakes

TOWNSHIP OF
MUSKOKA
Lakes

TOWNSHIP OF
MUSKOKA
Lakes

TOWNSHIP OF
MUSKOKA
Lakes
WELCOME TO
BALA
CRANBERRY CAPITAL
OF ONTARIO
MUSKOKA LAKES

TOWNSHIP OF
MUSKOKA
Lakes
WELCOME TO
TORRANCE

TOWNSHIP OF
MUSKOKA
Lakes
WELCOME TO
PORT
SANDFIELD

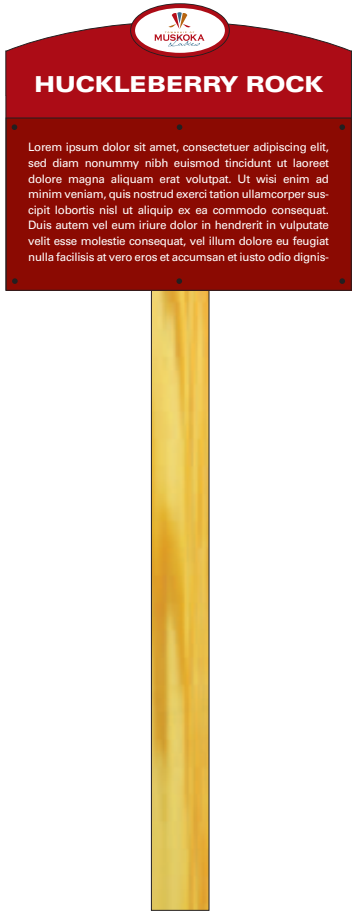
FIRE STATION No.1
TOWNSHIP OF
MUSKOKA
Lakes
PORT CARLING

FIRE STATION No. 2
TOWNSHIP OF
MUSKOKA
Lakes
WALKER'S POINT

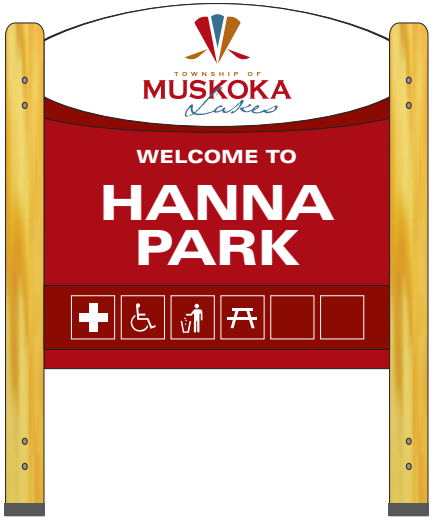
MUSKOKA LAKES HERITAGE BUILDING
WHITES ROAD
1890 SCHOOL HOUSE

MUSKOKA LAKES HERITAGE BUILDING
WHITES ROAD
1890 SCHOOL HOUSE

TOWNSHIP OF
MUSKOKA
Lakes
HUCKLEBERRY ROCK
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignis-


MUSKOKA
HUCKLEBERRY ROCK
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignis-

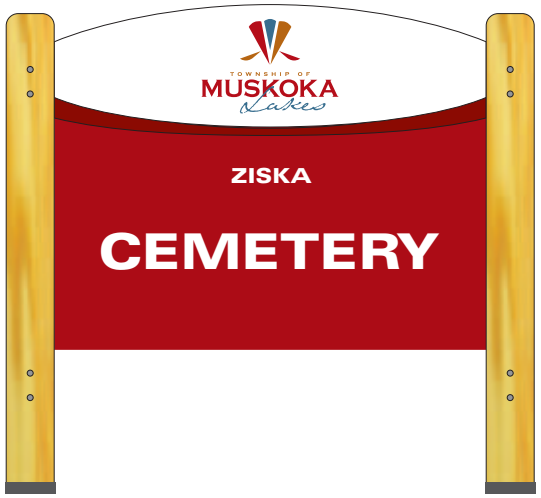
TOWNSHIP OF
MUSKOKA
Lakes
WELCOME TO
HANNA
PARK


TOWNSHIP OF
MUSKOKA
Lakes
WELCOME TO
HANNA
PARK

TOWNSHIP OF
MUSKOKA
Lakes
PUBLIC DOCK
4 HOUR LIMIT

TOWNSHIP OF
MUSKOKA
Lakes
PUBLIC DOCK
4 HOUR LIMIT

TOWNSHIP OF
MUSKOKA
Lakes
PORT CARLING
MILFORD BAY
COMMUNITY
CENTRE


TOWNSHIP OF
MUSKOKA
Lakes
ZISKA
CEMETERY

PMS 376

PMS 2587

PMS 1797

PMS 2738

PMS 123

PMS 1585

PMS 3135

PMS 3415

CATEGORY: COLOUR SYSTEM

PMS 1807	**PUBLIC SERVICE**	• Township Office • Public Works • Fire Halls etc.
PMS 5405	**RECREATIONAL FACILITIES**	• Arenas • Community Centres • Sports Fields
PMS 1545	**NON-TOWNSHIP SERVICES**	• Curling Clubs • Legion Halls • OPP • Churches etc.
PMS 131	**ATTRACTIONS**	• Port Carling Locks • Bala Falls • Heritage Museum etc.
PMS 5767	**COMMERCIAL**	• Hotels • Resorts • Retail Operations

MEN

WOMEN

TOWNSHIP OF
MUSKOKA
Lakes
BALA RD

BALA RD

TOWNSHIP OF
MUSKOKA
Lakes
JOIN US
BALA CRANBERRY FESTIVAL
balacranberryfestival.on.ca
TOWNSHIP OF
MUSKOKA
Lakes
JOIN US
PORT CARLING WINTER FESTIVAL
TOWNSHIP OF
MUSKOKA
Lakes
JOIN US
THE BIG ART THING STUDIO TOUR
www.thebigartthing.com

Marsh: Cranberry Bogs, Bala

A showcase of brand applications.

These following pages are dedicated to branding examples. You will see how to brand everything from a building and a pen, to a mug and a deer. (Just seeing if you were still paying attention.)

S9.1a,b Stationery

Staff and Retail Clothing
S9.2 Firefighter Badging
S9.3 Golf Shirts
S9.4 T-Shirts
S9.5 Ball Caps and Toques

Vehicles
S9.6a Service Vehicles
S9.6b Heavy Machinery

Promotional
S9.7 Mugs and Thermal Mugs
S9.8 Pens

S9.9 Multimedia - Web

P.O. Box 129, 1 Bailey Street, Port Carling, Ontario, P0B 1J0
tel: 705-765-3156 fax: 705-765-6755 web: www.township.muskokalakes.on.ca
P.O. Box 129, 1 Bailey Street,
Port Carling, Ontario, P0B 1J0
John A. Cosgrove
Chief Administrative Officer
P.O. Box 129, 1 Bailey Street,
Port Carling, Ontario, P0B 1J0
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FIRE
TOWNSHIP OF
MUSKOKA
Lakes
RESCUE

TOWNSHIP OF
MUSKOKA
Lakes

MUSKOKA

STAFF

TOWNSHIP OF
MUSKOKA
Lakes

TOWNSHIP OF
MUSKOKA
Lakes

TOWNSHIP OF
MUSKOKA
Lakes

TOWNSHIP OF
MUSKOKA
Lakes

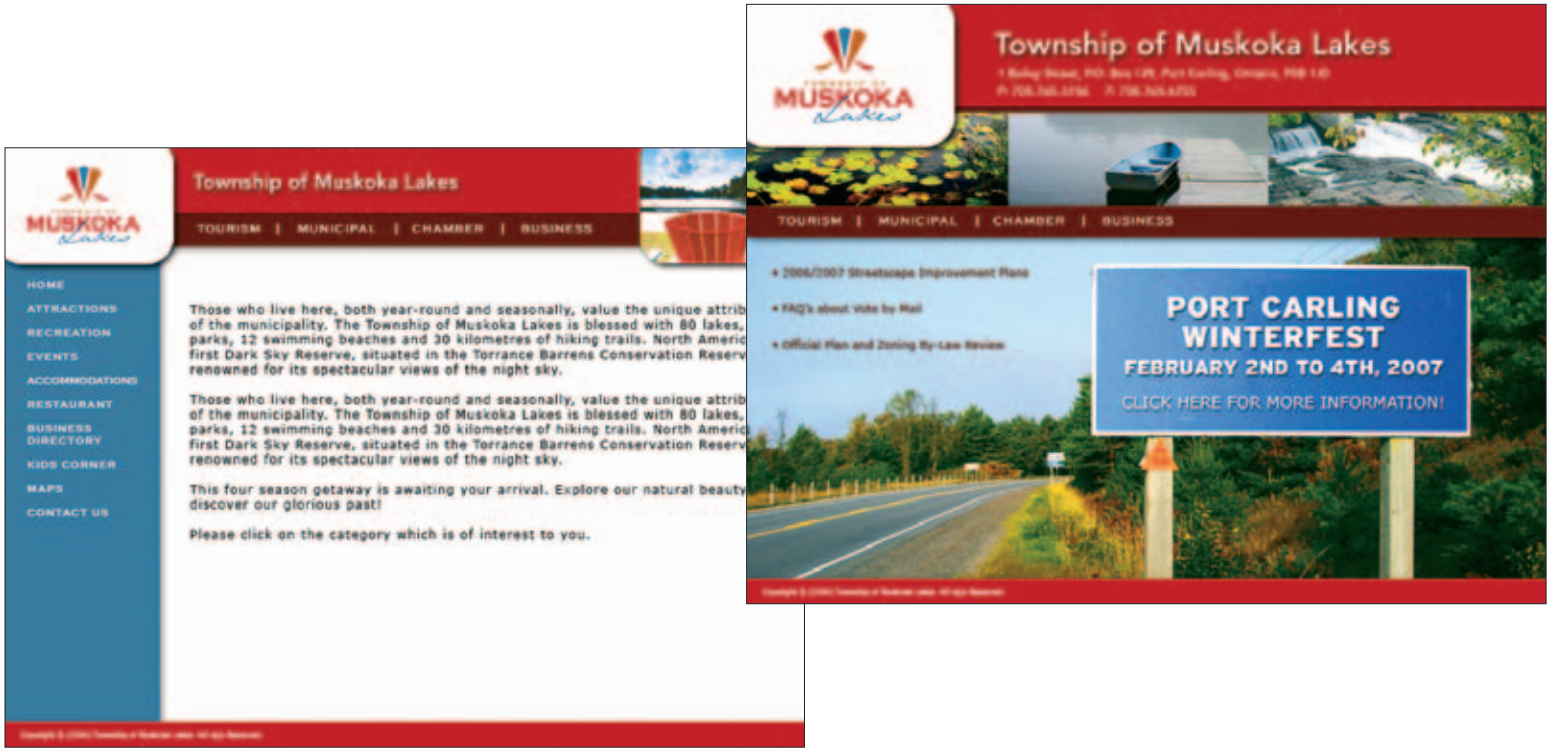
MUSKOKA
Lakes

VOLVO
MUSKOKA
Lakes
49
A30D
strongco
TOWNSHIP OF
MUSKOKA
Lakes

TOWNSHIP OF
MUSKOKA
Lakes

TOWNSHIP OF
MUSKOKA
Lakes

TOWNSHIP OF
MUSKOKA
Lakes


Township of Muskoka Lakes
TOURISM | MUNICIPAL | CHAMBER | BUSINESS
HOME
ATTRACTIONS
RECREATION
EVENTS
ACCOMMODATIONS
RESTAURANT
BUSINESS DIRECTORY
KIDS CORNER
MAPS
CONTACT US
Those who live here, both year-round and seasonally, value the unique attrib
of the municipality. The Township of Muskoka Lakes is blessed with 80 lakes,
parks, 12 swimming beaches and 30 kilometres of hiking trails. North Americ
first Dark Sky Reserve, situated in the Torrance Barrens Conservation Reserv
renowned for its spectacular views of the night sky.
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of the municipality. The Township of Muskoka Lakes is blessed with 80 lakes,
parks, 12 swimming beaches and 30 kilometres of hiking trails. North Americ
first Dark Sky Reserve, situated in the Torrance Barrens Conservation Reserv
renowned for its spectacular views of the night sky.
This four season getaway is awaiting your arrival. Explore our natural beauty
discover our glorious past!
Please click on the category which is of interest to you.
Township of Muskoka Lakes
TOURISM | MUNICIPAL | CHAMBER | BUSINESS
• 2006/2007 Streetscape Improvement Plans
• FAQ's about Vote by Mail
• Official Plan and Zoning By-Law Review
PORT CARLING WINTERFEST
FEBRUARY 2ND TO 4TH, 2007
CLICK HERE FOR MORE INFORMATION!

The Township Of Muskoka Lakes Brand Map

Brand Guidelines

Township of Muskoka Lakes
P.O. Box 129, 1 Bailey Street, Port Carling, Ontario, Canada P0B 1J0

Tel: (705) 765-3156 Fax: (705) 765-6755

Brand Design by FLY Agency, Toronto, Canada (416) 848-3340