



» Logo Usage & Identity Standards

# Style Guide

# 1.0 DESIGN BRIEF

Destination Northern Ontario

## Vision

*Northern Ontario will be a unique and distinctive tourism destination wherein high-quality products and experiences resonate with consumers, entrepreneurship is valued, and tourism provides local, regional, and global connections for the entire region.*

## Mission Statement

*Destination Northern Ontario will take a leadership role to strategically guide and champion growth in Northern Ontario's tourism industry, through strong communication, collaboration, and partnerships with industry.*

## Values

*Destination Northern Ontario's Board is committed to focusing on the vision in an "innovative, results-based, effective and fiscally responsible manner, with a foundation of strong governance and management leadership." Destination Northern Ontario's Board also recognizes the following values as important aspects of the strategic plan:*

- Accountability
- Leadership
- Collaboration
- Integrity
- Transparency
- Innovation
- Teamwork



## Logo

The maple leaf and colour red represent Canada, while the spruce trees represent Northern Ontario as they are an iconic tree of the north. The dark grey font colour represents the rugged rock formations of the Canadian Shield. The three trees represent the three regions that make up Regional Tourism Organization #13 (13a, 13b, 13c).

# 2.0 DESIGN STYLE

Destination Northern Ontario

---

## **FONTS:**

Clear, legible, with a Northern feel. Open sans is a clean, refined font which reflects the professionalism of the agency, paired with Roboto Slab, a more rugged style font that reflects the landscape of Northern Ontario.

## **PHOTOGRAPHY:**

Authentic photos that reflect what visitors will feel emotionally when they engage in Ontario experiences. The photos should persuade the audience to plan a visit to Ontario's great north.

## **COLOURS:**

Colours that represent the nature and geography of the region: red to represent Canada, green for lush foliage, blues that reflect the clear waters, and yellows that reflect the sunsets, fall colours and vibrant towns and cities within the region. Neutral accent tones reflect rock formations along the Canadian Shield.

## **SHAPE:**

The logo should fit proportionally in irregular, rectangular and square shaped designs. It should be easy to align the logo to the left, right, and centre of a document. The logo should be recognizable, and legible when reduced in size.

## **ICON:**

A portion of the logo should be usable as an icon to represent the brand where space is limited such as the navigation bar on a website:



<http://www.destinationnorthernontario.ca/>

## **GRAPHIC ELEMENTS:**

Vector graphics should be included in designs. There should always be a good balance of graphics/photography/typography to create visual interest. Infographics and icons should be used where appropriate. Always incorporate an appropriate amount of white space to maintain a clean and professional design.



STYLE GUIDE - Design Colours >



# 3.0 DESIGN COLOURS

Destination Northern Ontario

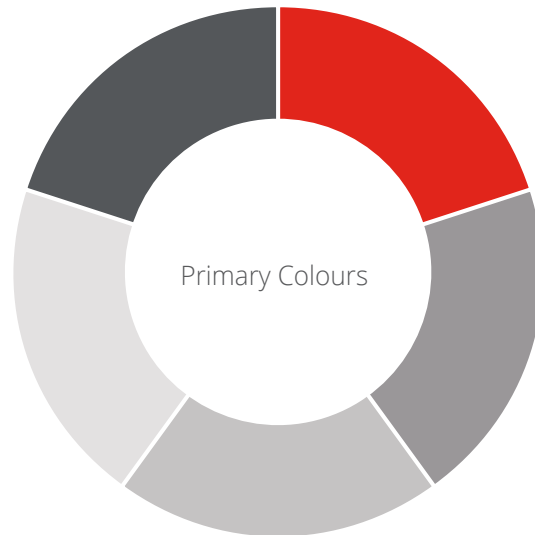


Primary colours



**COLOURS:**  
Colours that represent the nature and geography of the region: red to represent Canada, green for lush foliage, blues that reflect the clear waters, and yellows that reflect the sunsets, fall colours and vibrant towns and cities within the region. Neutral accent tones reflect rock formations along the Canadian Shield.

## Primary colours

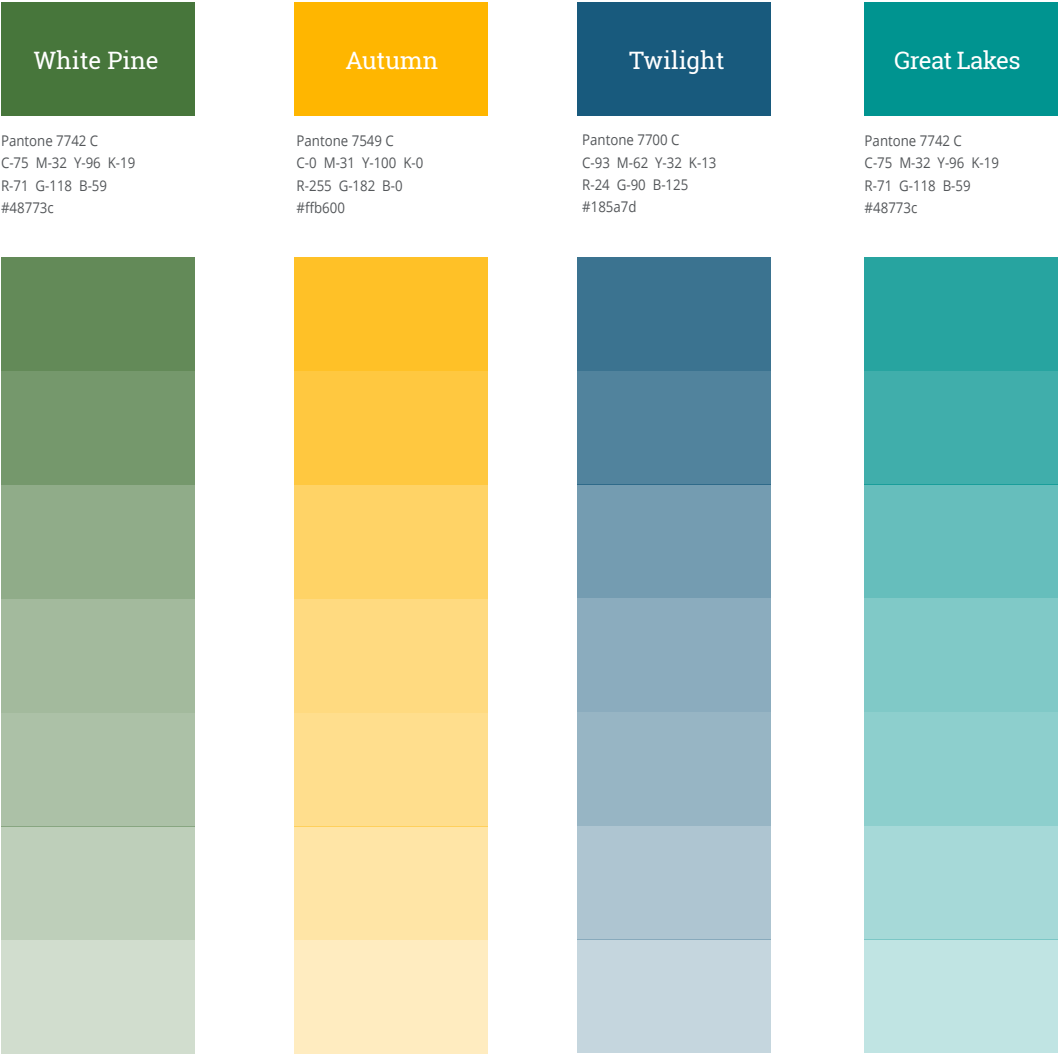


| Maple Leaf                                                        | Granite                                                           | Granite 50%                                                             | Granite 25%                                                                     | Granite 10%                                                                  |
|-------------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------------|---------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| Pantone 485 C<br>C-6 M-98 Y-100 K-1<br>R-225 G-37 B-27<br>#e0251b | Pantone 425 C<br>C-66 M-56 Y-53 K-29<br>R-83 G-87 B-90<br>#545759 | Pantone 425 C – 50%<br>C-66 M-56 Y-53 K-29<br>R-84 G-87 B-90<br>#545759 | Pantone 425 C – 25%<br>C-16 M-14 Y-13 K-7 (25%)<br>R-197 G-195 B-195<br>#c4c2c3 | Pantone 425 C – 10%<br>C-7 M-6 Y-5 K-3 (10%)<br>R-227 G-225 B-225<br>#e2e1e1 |

## Primary Colours | Tints & Shades

|     |     |
|-----|-----|
| 85% | 30% |
| 60% | 25% |
| 50% | 15% |
| 45% | 10% |

## Secondary colours



**USE OF SECONDARY COLOURS:**

Secondary colours can be used as accents to add emphasis and depth to a design.  
They also help to differentiate each pillar within the organization.



## Pairing colours

---



Reverse white logos can *only* be used over grey, black, or red backgrounds.

## Pairing colours — misuse

---



Avoid use of gradients.



Do not place logo over secondary colours.

# 4.0 LOGO VARIATIONS



## Logo Variations

---



[destinationnorthernontario.ca](http://destinationnorthernontario.ca)

# 5.0 LOGO USAGE

---

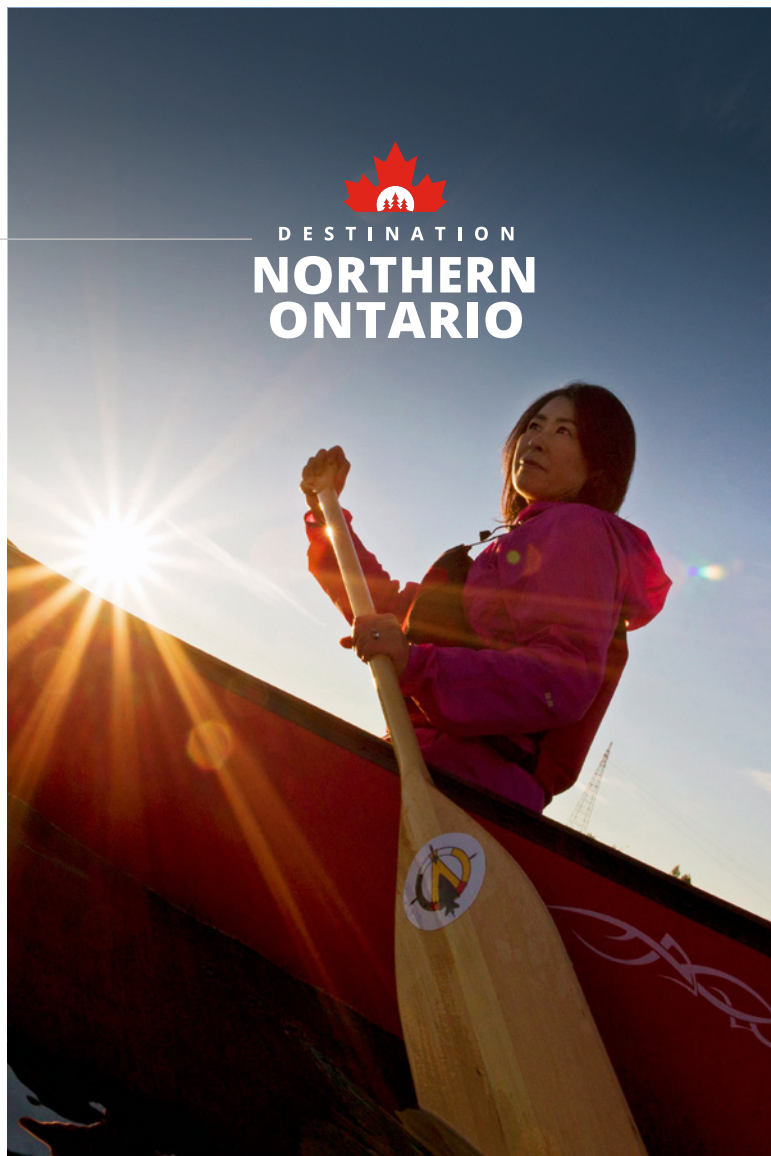
When placing the logo over images, please use the full colour reverse white version. Make sure to leave enough white space around the logo, and choose images with enough contrast to keep logos clear and legible.

---

## WHAT NOT TO DO:



**DO NOT** use the logo over a busy background. The logo must be clear and legible when used over a photo.



## Logo Usage

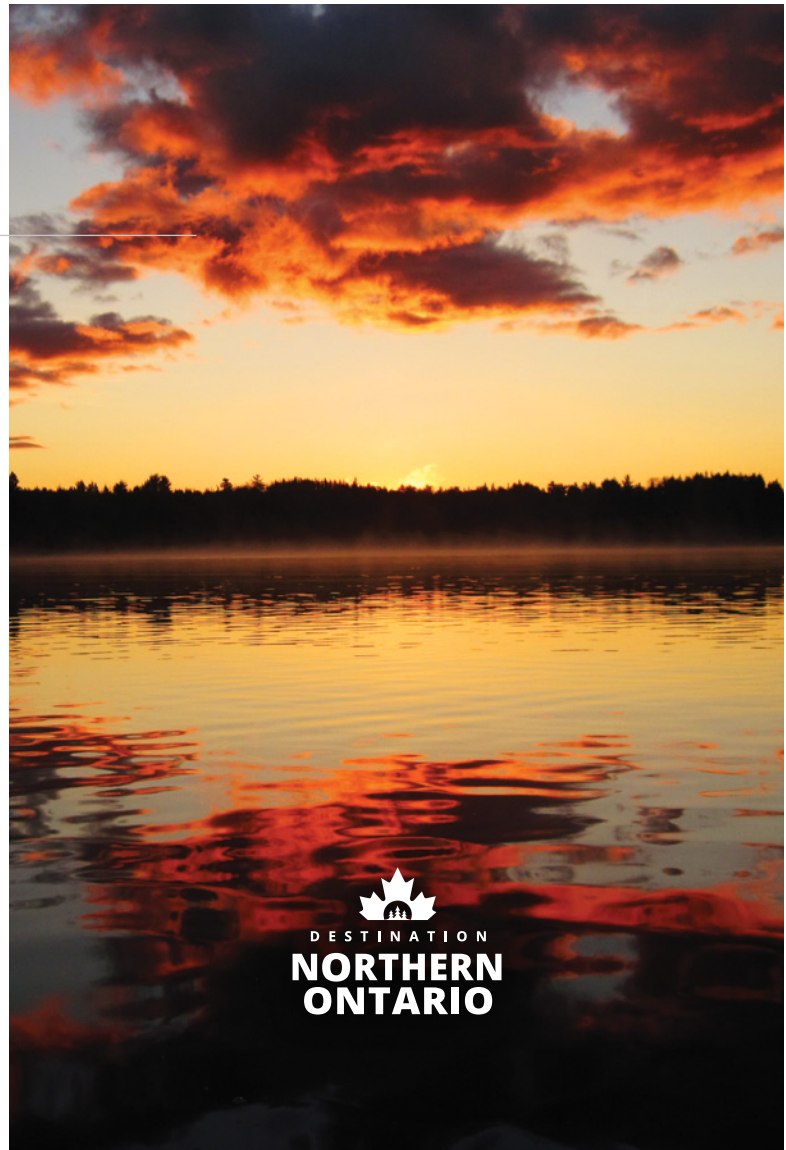
---

In some cases, the full colour logo may not be the best option. In this situation, the reverse white logo was used because the full colour logo did not stand out over the orange background.

### WHAT NOT TO DO:



**ALWAYS** make sure the logo is clear and recognizable when placing over photos or busy backgrounds. Either choose a different logo variation or adjust the placement of the logo to ensure the logo has enough contrast over the background.



# Logo Usage

When using logo on light backgrounds, the full colour logo with black type can be used.



## Logo Usage



Do not place text or graphics over logo.



Do not rotate logo.



Do not place on backgrounds that do not comply with logo standards.



Do not skew logo. Keep original logo portions.



Do not break apart logo elements



Do not add a stroke to the logo.



Do not recolour logo.



Do not enclose logo within a shape.



Do not add an outer glow to the logo.



Do not place the logo on a distracting background.



Do not add a heavy drop shadow.



Do not add graphic elements or text to the logo.

# Logo Usage

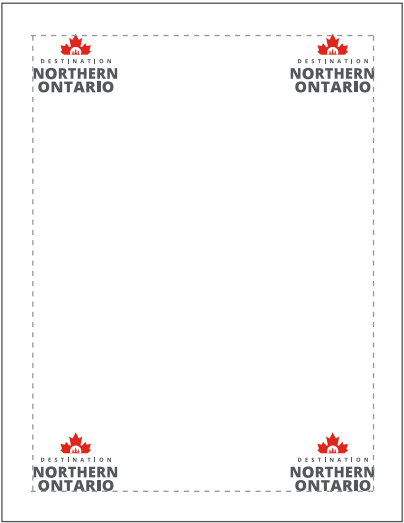
Always keep whitespace between logo and other design elements or page edges. Keep spacing proportional to the following guidelines.

No other elements should intrude within the space outlined in red.

The minimum size should be no less than .75" wide.



Always keep the logo proportional to the page size, leaving as much white space as possible.



# 6.0 DESIGN TYPOGRAPHY

---

**HEADLINE 1 – ROBOTO SLAB - BOLD**

**HEADLINE 2 – OPENS SANS - EXTRA BOLD**

**HEADLINE 3 – OPEN SANS - BOLD**

HEADLINE 4 – OPEN SANS – LIGHT

**HEADLINE CONTAINED  
WITHIN A RECTANGLE**

## WEB / MICROSOFT SUBSTITUTIONS:

In cases where only web-safe fonts are available, please use **Tahoma** for headlines, and Arial for body copy.  
In Powerpoint use Arial Black for headlines and Arial for body.

**HEADLINE 1 - TAHOMA BOLD**

**HEADLINE 2 - ARIAL BLACK**

Body copy - Arial Regular. Always try to add 4 pts of leading to body font size.

## OPEN SANS:

**Open Sans Extra Bold (headlines, pull-out graphics, typographic elements)**

**Open Sans Bold (headlines, subheads, emphasis)**

**Open Sans Semibold (subheads, emphasis)**

Open Sans Regular (body text)

Open Sans Light (headlines, body text, graphic elements)

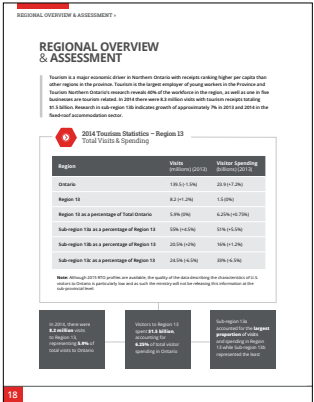
### Font Size Guidelines:

Open Sans regular should be used for general body copy. If 9 points is too small, font sizes up to 11 points will be acceptable. The leading should always be 4 points larger than the font size in body text. Other variations of Open Sans (i.e. bold, semi-bold, extra bold) can be used within the document to add emphasis where necessary.

If possible, body text should be broken down into two columns.

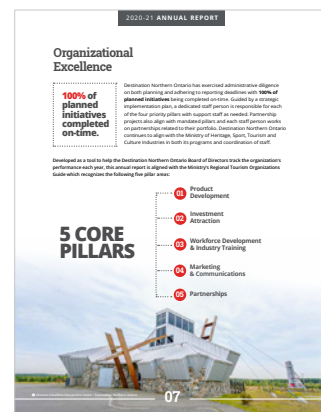
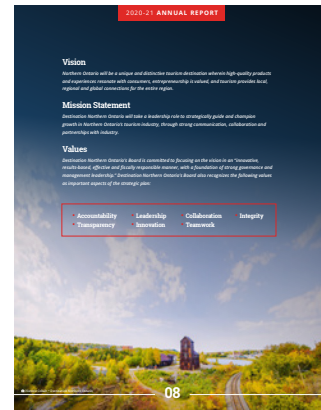
# 7.0 DESIGN EXAMPLES

## Business Plan



## Design Samples

## Annual Report





Pillar C

-Pagers



GOVERNMENT OF  
ONTARIO  
Procedural Development



**Destination Northern Ontario** / [destinationnorthernontario.ca](http://destinationnorthernontario.ca)

**Tourism Excellence North** / [tourismexcellencenorth.ca](http://tourismexcellencenorth.ca)

**Domestic Marketing** / [northernontario.travel](http://northernontario.travel)

**International Travel Trade** / [northernontarioitt.com](http://northernontarioitt.com)



**T:** 705.575.9779

**F:** 705.575.9780

**E:** [info@destinationnorthernontario.ca](mailto:info@destinationnorthernontario.ca)





111 Elgin Street, Suite 304, Sault Ste. Marie, ON, Canada P6A 6L6

**T** » 705.575.9779 | **F** » 705.575.9780 | **E** » [info@destinationnorthernontario.ca](mailto:info@destinationnorthernontario.ca) | **W** » [destinationnorthernontario.ca](http://destinationnorthernontario.ca)