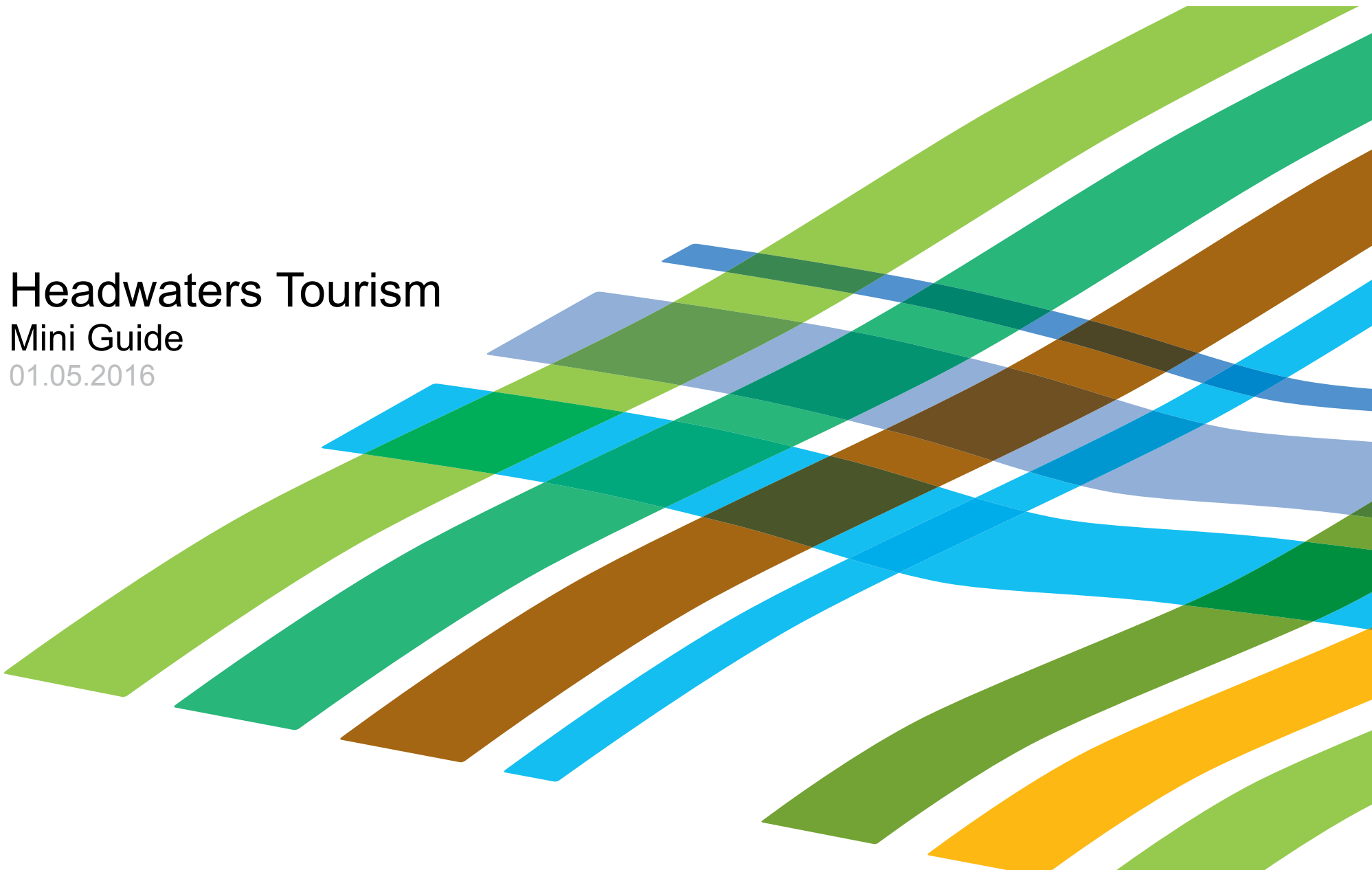


Headwaters Tourism
Mini Guide
01.05.2016



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Just 45 minutes north of Toronto sit the rural communities of Erin, Caledon, Dufferin County, Mono and Shelburne, collectively known as Headwaters, named for being the source of some of Ontario's biggest rivers.

Headwaters' identity takes its cue from the region's unspoiled nature, simple food, beautiful land, diverse art, genuine people and authentic rural experiences. All of which interconnect and are woven into the fabric of this 2,534-square-kilometre quilt of genuine Ontario country.

Headwaters is where Ontario gets real.

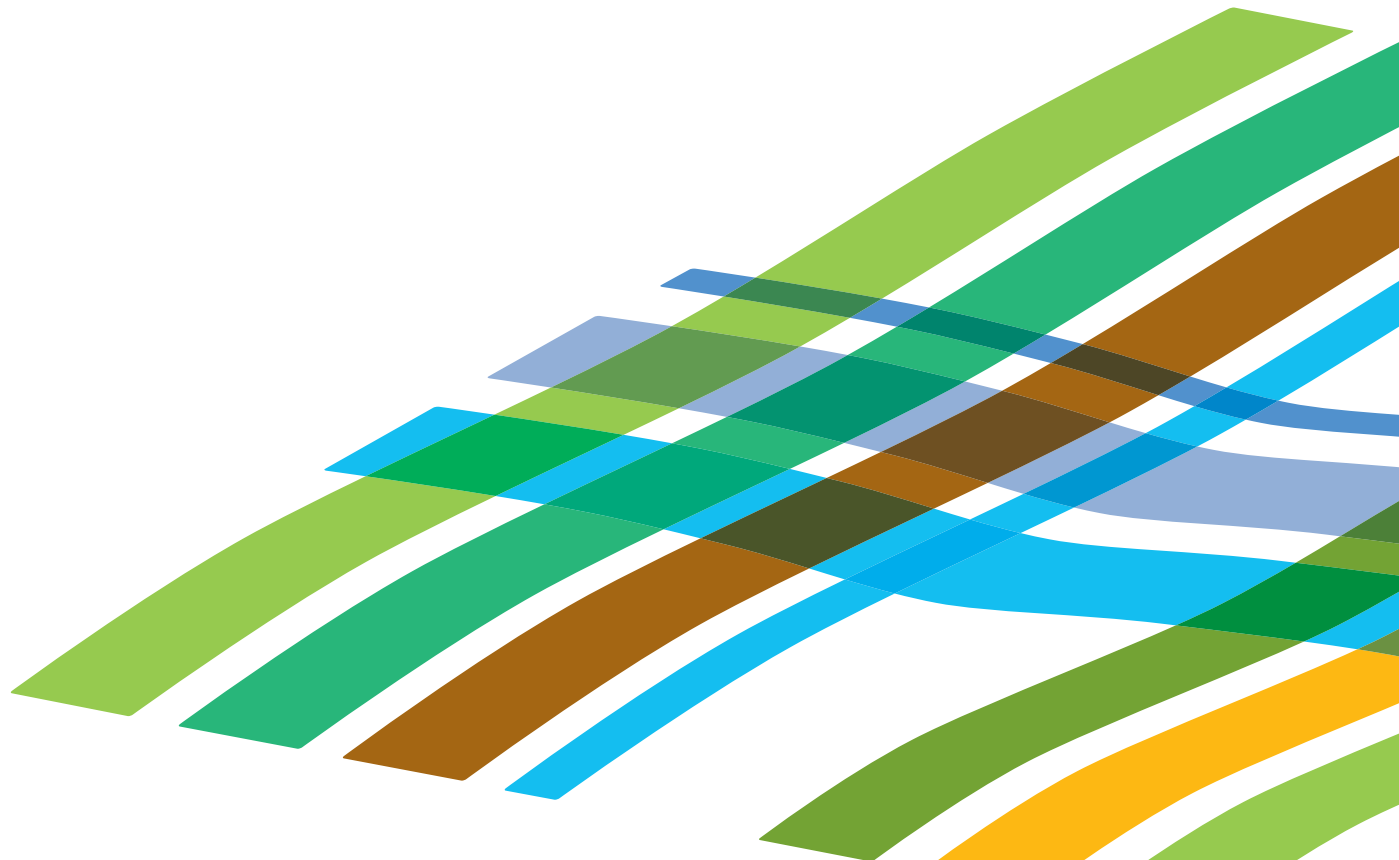


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The Brandmark

The brandmark includes the symbol and logotype and must always be reproduced in the correct proportions. All applications must follow the proportions presented in this document. These proportions help to control the proper usage of the Identity. Do not scan the brandmark from hard copy, or use a screen version in order to use it on printed materials.

The Logotype

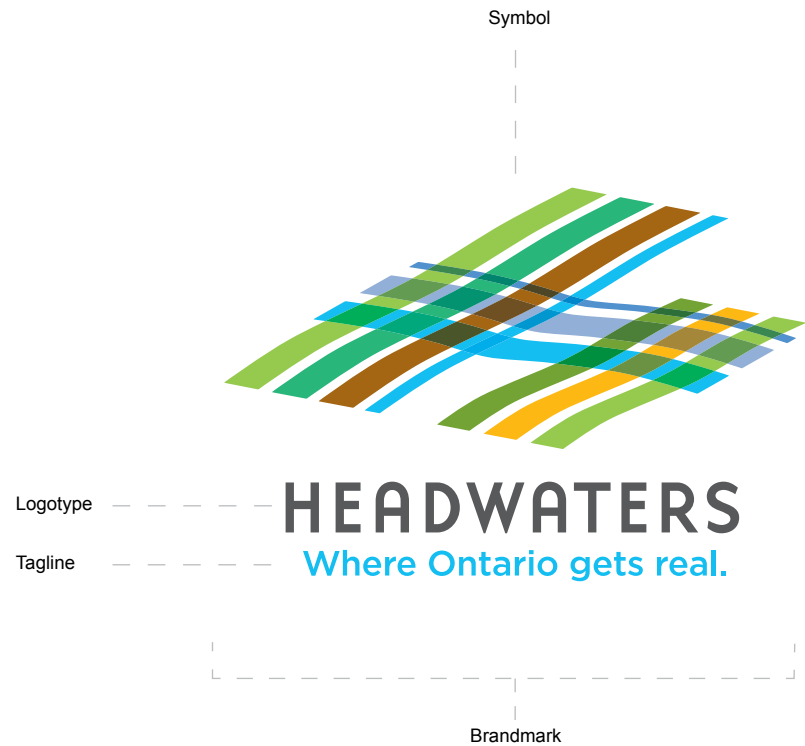
The logotype is an original piece of artwork and therefore cannot be typeset from any available typeface. The logotype should therefore only be reproduced from an original master version. The logotype has unique typographic details, which have been carefully crafted to make it distinctive and legible over a wide range of applications.

The Symbol

The symbol is a graphic representation of the topography of the Headwaters region capturing the rolling hills, fields and rivers that the area is known for. The stylized graphic is based on the letter “H” (for Headwaters) and can be interpreted in many ways; an aerial view of the land, a quilt, a piece of art, and the intersection of all the above comes to life forming this special place. The composition and placement of these elements can never be altered, stretched or moved in relationship to one another. The relationship between the symbol and the logotype must not be altered in any way while part of the brandmark. Outside of the brand mark the symbol can be used as a graphic element (see Logo as Graphic page 8).

The Tagline

The tagline must always be reproduced in the correct proportions and should not be typeset from any available typeface. The tagline should accompany the brandmark whenever possible.



Colour Usage

Colour plays a big role in establishing a brand identity. The Headwaters brandmark consists of nine colours. These colours must never be altered in any way. For one-colour reproduction the brandmark can be reproduced in grey scale or knockout.



black & white



knockout

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Colour Palette

Outside of the landmark these colours can be used in a variety of ways to enhance: diagrams and charts, promotional materials, posters and banners, flyers and website to name but a few. These nine colours should provide flexibility and interest in your communications, but remember to use them consistently and not add any other colours as they will impede brand recognition.

The colours shown throughout this guide are based on the latest PANTONE® colours. Consult the current PANTONE® Colour Formula Guide for accurate colour. PANTONE® is the property of Pantone, Inc.



PMS 375
C46 M0 Y90 K0
R150 G202 B79
HTML 97D700



PMS 298
C67 M2 Y0 K0
R21 G190 B240
HTML 41B6E6



PMS 7681
C42 M23 Y2 K0
R146 G175 B215
HTML 94A9CB



PMS 7480
C75 M0 Y71 K0
R40 G182 B122
HTML 00BF6F



PMS 377
C50 M1 Y100 K20
R116 G163 B51
HTML 7A9A01



PMS 279
C68 M34 Y0 K0
R80 G145 B205
HTML 418FDE



PMS 146
C7 M50 Y100 K34
R164 G103 B19
HTML A76D11



PMS 124
C0 M30 Y100 K0
R253 G185 B19
HTML EAAA00



PMS 424
C0 M0 Y0 K80
R88 G89 B91
HTML 707372

Safety Zone

A minimum space must be maintained around the brandmark to set it apart from partner logos and other graphic elements. This helps it stand out from all other visual elements and increases recognition. This space equals the width/height of the word 'HEAD' in the Headwaters logotype.

Minimum Size

The logo can never be smaller than 1.125" in width.



1.25 inches in width.

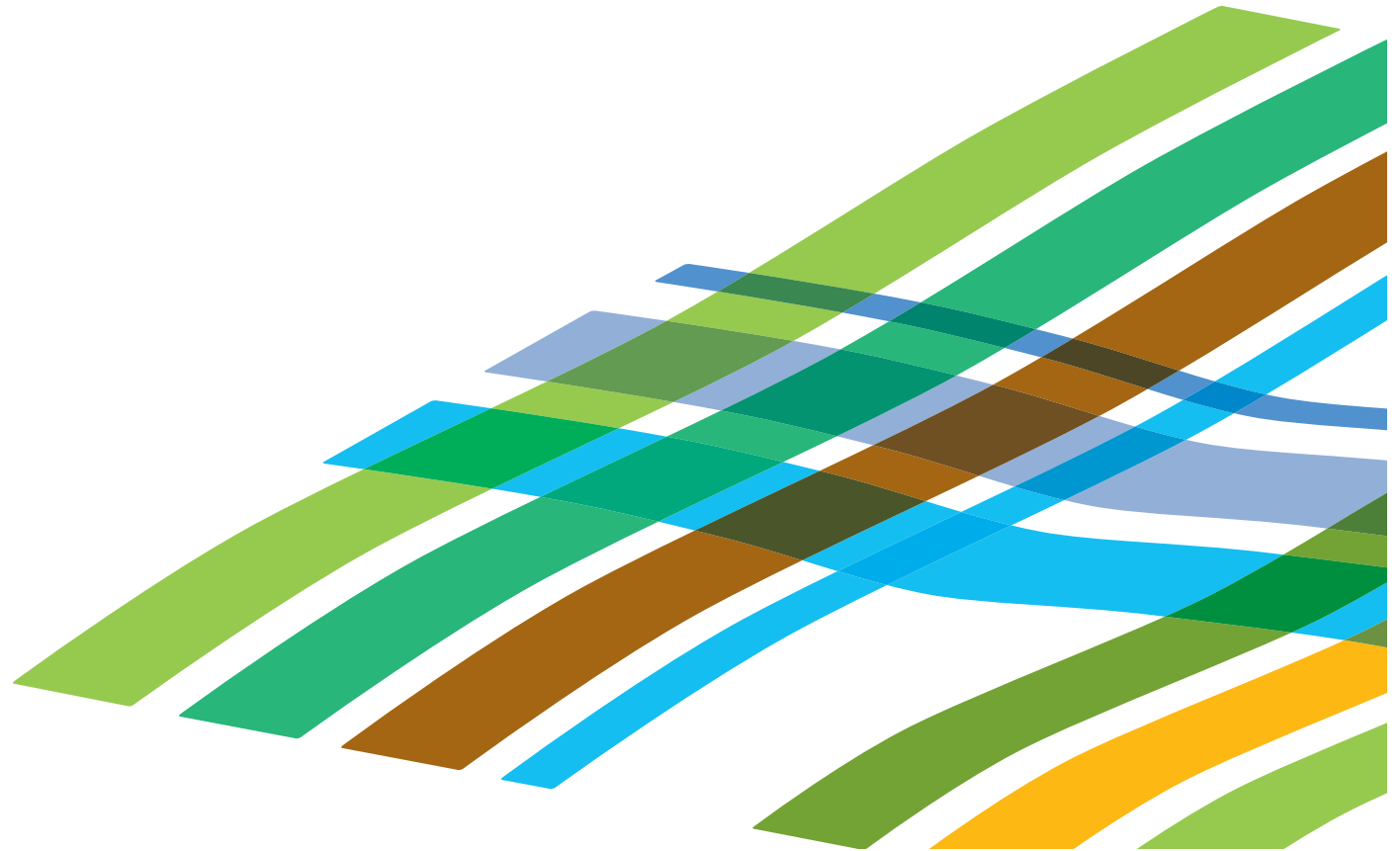


Safety zone

For more information on correct usage and/or additional materials please contact:
diane@headwaters.ca Marketing Manager Headwaters Tourism

Logo as Graphic

There will be times when a graphic or watermark may be required, or perhaps you'll want to use an interesting shape for a diagram, graph, image box or text box. For this purpose, the symbol — in part or in whole — can be used as a secondary graphic or geometric element. Be sure to use these tastefully and sparingly as to not overpower the content or message.



Typefaces

The primary and secondary corporate typefaces are Arial and Times New Roman. Arial is a sans serif typeface and ideally suited for headers, sub headers and copy points. Times New Roman, a serif typeface, is primarily used for body copy. These fonts can be used separately or together depending on the requirements. The original integrity of these fonts should not be altered by means of scaling or stretching.

Some general rules should be noted. Avoid using many different sizes and weights of type together. Italics may be used to emphasize a particular word or sentence. It is recommended that upper and lower case letters should be used consistently and that Arial and Times New Roman type families be used exclusively in all material and correspondence in order to maintain consistency.

Arial

G W

Times New Roman

G W

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Place of Origin Labels

As the place where Ontario gets real, Headwaters is home to all kinds of producers and merchants of authentic country foods and beverages, crafts and art, gifts, clothing, jewellery, experiences and more.

To help build the awareness and reputation of Headwaters and let potential customers know they're purchasing something made with respect for craft and tradition, we're inviting our Leading with the Best partners to include these new Headwaters Place of Origin Labels on their goods and packaging. As our Headwaters brand grows through our collective marketing efforts to signify genuine experiences and products, your business will only benefit from the increased brand recognition and reach.

In addition to using them on your goods and packaging, there are several other ways you can use these logos:

- You can use "Product of Headwaters" on products that are virtually completely sourced and manufactured or created in Headwaters
- You can use "Proudly made in Headwaters" on products that are mostly created or manufactured and/or assembled in Headwaters

For example:

- a cheese manufactured here using local ingredients: Product of Headwaters
- an apple beverage manufactured here using apples:
Proudly made in Headwaters

Minimum Size

The logo can never be smaller than 11/16" in width.

For more information on correct usage and/or additional materials please contact:
diane@headwaters.ca Marketing Manager Headwaters Tourism

PROUDLY MADE IN
HEADWATERS

PRODUCT OF
HEADWATERS

PROUDLY MADE IN
HEADWATERS

PRODUCT OF
HEADWATERS

.6875 inches in width.