

Kawartha Lakes

Jump In



Brand Book

Introduction

In 2021, we celebrate 20 years as a municipality. Our brand has evolved over the last two decades, shaped by the natural beauty around us and all who visit, live and work in Kawartha Lakes.

The Brand Book sets out the associations that are authentically “Kawartha Lakes”. These qualities pay homage to our roots while helping us to achieve our vision for the future. This Book includes the story, logo, theme, colours and images that are the blueprint of the Kawartha Lakes brand. It is designed to help communicate the Kawartha Lakes brand to our stakeholders and to set out clear design guidelines so that our branding builds consistency across all channels.

A place brand is created by those who call it home. It is the residents, municipal staff, businesses and tourists who bring our brand to life. Kawartha Lakes is your home, your favourite getaway, your family cottage, your outdoor adventureland. **This is where memories are made, where long term plans are born, where new adventures begin.**

Jump In!





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Kawartha Lakes Brand Book is a proud recipient of the **2021 APEX Award of Excellence for a Marketing and Public Relations Plan.**

Kawartha Lakes is committed to complying with the Accessibility for Ontarians with Disabilities Act (AODA) in order to create a barrier-free Ontario. We are committed to the four core principles of dignity, independence, integration and equal opportunity. We support the full inclusion of persons as set out in the Canadian Charter of Rights and Freedoms and the AODA. If this document is required in an alternate format, please contact accessibility@kawarthalakes.ca.

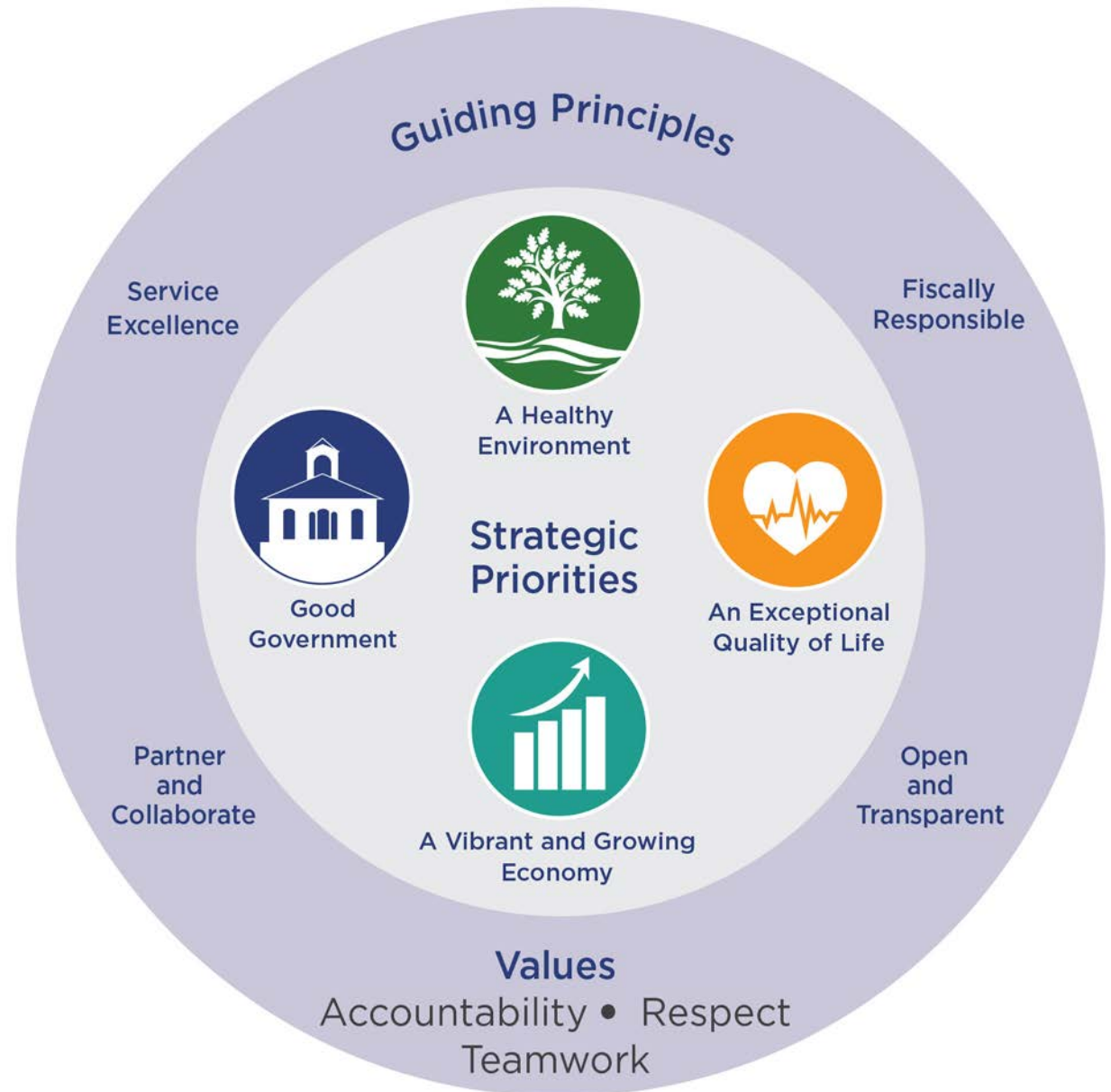
Strategic Plan Framework

Vision

Thriving and growing communities within a healthy and natural environment.

Mission

To deliver the highest standard of municipal services while creating a healthy and sustainable future for all Kawartha Lakes' residents and businesses.





Brand Goals

- Nurture community pride and engagement
- Support efforts to attract businesses, investors and the new workforce
- Build Kawartha Lakes' reputation locally and regionally as a preferred lifestyle choice
- Attract visitors for longer stays and increased spending

Stakeholders

- Residents
- Business and community organizations
- Post-secondary students
- Newcomers – people who have recently arrived or are transitioning here
- Investors and partners
- Visitors
- Municipal staff
- Media



Our Strengths

Research has shown that those who live, work and visit here consistently rate the following as our key strengths:

- Four seasons of scenic and active outdoor options
- Live or work within minutes of the water
- Affordability (home, cottage, business)
- Business-friendly (new, transported or expanding businesses)
- Agriculturally rich
- Vibrant cultural and entertainment amenities (live theatres, agricultural festivals, farmers markets, fairs, unique downtowns)
- Access to local food, clean air and water
- Naturally beautiful
- Easy access to the Greater Toronto Area

Research sources: 2014 branding consultation, 2017 Economic Development Strategy consultation, 2017 and 2018 Employee Engagement Survey, 2018 Brand Audit, Branding Roundtable, 2019 Strategic Plan – community and staff consultation



Brand Story

In the last 20 years, our communities have matured into Ontario's second largest single-tier municipality and home to some of the most vibrant downtowns, abundant green spaces and diverse opportunities.

We are made up of several communities, each with its own unique personality and together we offer a network of experiences unlike anywhere else. From the downtowns of Coboconk, Norland, Omemee, Lindsay, Fenelon Falls and Bobcaygeon to our strong agricultural heritage, here in Kawartha Lakes is where urban meets rural.

As our population continues to grow, we're evolving into something bigger—a place of opportunity. Attracted by the Kawartha Lakes Lifestyle and our recent innovations, more entrepreneurs and businesses are choosing here. Our culture complements our economy and today we're seeing more growth than ever before.

Defined by our natural environment, we remain committed to protecting the land that surrounds us. With over 250 lakes and rivers winding through our towns, trails and abundant farmland, there are endless opportunities for exploration all connected by water. It's no wonder we're called Kawartha Lakes.

Working together towards our vision of thriving and growing communities within a healthy and natural environment, there's no telling what the next 20 years will bring.

Opportunity. Community. Naturally.



Brand Promise

Opportunity

Located 90 minutes northeast of Toronto, we're connected to the big city when we want to be, while offering lifestyle and business opportunities distinctly our own.

Community

Although our size offers plenty of space to enjoy the land and water with ease, it's the sense of community you'll feel within our towns and villages that makes Kawartha Lakes a place to call your own.

Naturally

With endless ways to enjoy the outdoors year-round, here residents and visitors feel a deep connection to nature and our environment.

Jump In to the Kawartha Lakes Lifestyle.



Brand Expression

The visual expression of the brand story is just as important as the words. A picture is worth a thousand words.

It's no coincidence the osprey is central to the Kawartha Lakes brand. Dubbed "Ontario's fishing hawk", it's always near water such as shorelines of large lakes, rivers and ponds. Osprey migrate, spending the winter months in the warmer south, much like many of our 'snowbird' residents.

It's a common sight to see an osprey soaring overhead, whether in your urban backyard or in the secluded Carden Alvar in the north portion of our municipality. Watch for their large nests perched atop trees or hydro poles, a sign of efforts made by the community decades ago to ensure the ospreys made a comeback from dangerously low numbers. Graceful in flight, powerful and resilient by nature, the osprey is a fitting symbol of Kawartha Lakes.

Kawartha Lakes



Logo



The Kawartha Lakes logo that was designed in 2001 (left) has been refreshed while maintaining key elements. The position and case of the font has been slightly altered for accessibility and visual appeal.

The logo reflects our connection to the natural environment:

- The warmth of the sun on a summer day; or the reflection of a full moon over the water.
- The beauty of an osprey soaring through the sky.

To improve accessibility and to modernize the logo, the following changes were made:

- The font has changed from all caps to sentence case. The new font is lighter, cleaner and easier to read.
- The multi-coloured 'sun' has become a solid circle. This represents our complete, connected community.
- The one colour offers an updated look and is more economical to reproduce.
- 'Kawartha Lakes' is no longer overlapping the sun, and the word "Lakes" is emphasized by the reverse colour in the sun.
- The osprey is moved fully inside the sun for a cleaner look.
- The water reflection under the osprey is removed to restore balance on the right side of the logo.

Logo Variations



KL logo may be used on white background or photo with a light background.



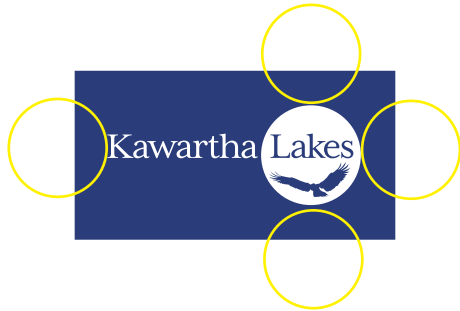
KL logo reverse may be used on any dark background or a photograph with a dark background. Visit this online contrast checking tool if you are unsure: <https://webaim.org/resources/contrastchecker/>



KL logo black and **KL logo black reverse** should be used when printing in black and white.



Logo Safe Area and Size



Include a safe area all around the logo equal to 1/3 of the circle/sun in the logo. No other graphics or text should be within the safe area.



Please ensure logo is no smaller than 1.25" wide.

Logo Misuse

No **KL logo** (lake blue) on dark background

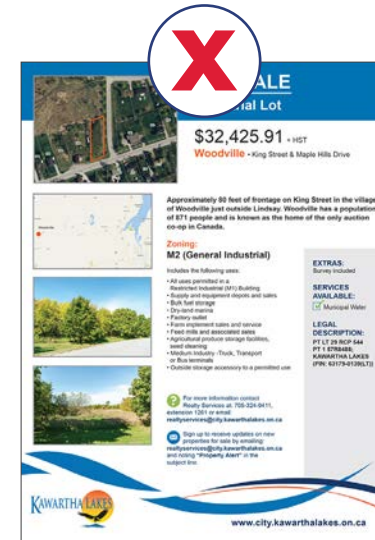


If you have a darker background please use the reverse logo. Visit this online contrast checking tool to ensure the contrast is strong enough: <https://webaim.org/resources/contrastchecker/>

No tilt or stretching of the logo



No use of the former "ribbons"



Kawartha Lakes

Jump In





Jump In

Jump In is a new theme for the Kawartha Lakes brand. It's an invitation to all audiences to explore the **Kawartha Lakes Lifestyle**. The play on words connects the importance of water to our place brand.

Jump In evokes an image of jumping into a lake, river or body of water. It also represents jumping into a new opportunity, new business, new career, new community or new lifestyle.

Jump In is **active, playful,** and **forward-thinking,** all qualities that match the Kawartha Lakes brand.

Jump In recognizes the contributions of all who have created a place that others are eager to 'jump in' to. We have the stability of multi-generation businesses, a thriving economy and strong volunteer organizations that make our communities complete. Those who were raised here are returning, and they're bringing their new family and friends with them to enjoy the Kawartha Lakes Lifestyle.

Current stakeholders are already 'jumping in' online to share their thoughts on a range of projects and issues across the municipality on our engagement platform at www.jumpinkawarthalakes.ca.

Logo Variations



KL Jump In logo may be used on white background or photo with a light background.



KL Jump In reverse logo may be used on any dark background or a photograph with a dark background. Visit this online contrast checking tool if you are unsure. <https://webaim.org/resources/contrastchecker/>



KL Jump In logo greyscale and KL Jump In logo black reverse should be used when printing in black and white.



Logo Safe Area and Size



Include a safe area all around the logo equal to 1/3 of the circle/sun in the logo. No other graphics or text should be within the safe area.



Please ensure logo is no smaller than 1.25" wide.

Logo Misuse

Same rules as the Kawartha Lakes logo: No **KL Jump In logo** on dark background (use reverse instead) • No tilt or stretching of the logo • No use of the former "ribbons"

Logo Application



When to use the Kawartha Lakes logo:

The Kawartha Lakes logo is for corporate use such as letterheads and memos, Council reports and other applications as needed on behalf of the corporation of the City of Kawartha Lakes.



When to use the Jump In logo:

The **Jump In** logo can be used to reach out to any audience with the brand promise of offering “opportunity, community, naturally”. For example, most Economic Development messaging will use **Jump In**. Corporate communication channels such as resident direct mail, social media, print advertising and signage will use the **Jump In** logo to build community pride in the identity of Kawartha Lakes as a wider geographic region.

Wave Graphic Element

The wave element is the identifying graphic that can be used alongside the logo on a variety of applications: corporate documents, in digital spaces, signage and more. The gentle wave reminds us of the prevalence of water in our geography. It ties into the invitation to **Jump In** to the Kawartha Lakes Lifestyle.

The logo should be positioned in the centre or right hand side of the margins when using the wave.



Sample logo use:



Sample logo use:




Never more than a minute away from what matters.

Jump into your next big business adventure in Kawartha Lakes. The 407 is just minutes away and high speed access is getting better by the day. Find your new business location closer to the water than you ever thought possible.



Sample logo use:



Staff Memo

From the CAO

Introduction

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Steps

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Conclusion

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Contact

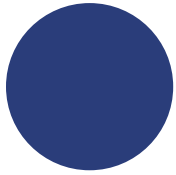
Donec ullamcorper finibus urna, ac posuere eros viverra sit amet.
Curabitur diam nibh, iac
705-XXX-XXXX or email@kawarthalakes.ca



P.O. Box 9000, 26 Francis Street • Lindsay, ON, K9V 5R8

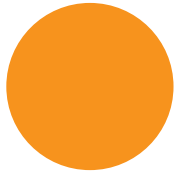
Colour Palette

Primary Colours



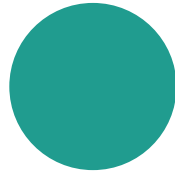
Lake Blue

CMYK: 100, 93, 30, 0
RGB: 44, 61, 122
#2c3d7a



Jump In Gold

CMYK: 0, 50, 100, 0
RGB: 247, 148, 29
#f7941d



River Teal

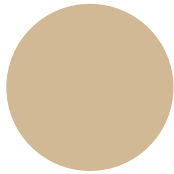
CMYK: 80, 19, 51, 0
RGB: 30, 156, 143
#1e9c8f

Secondary Colours



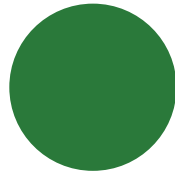
Barn Red

CMYK: 7, 100, 85, 1
RGB: 220, 30, 53
#dc1e35



Sand

CMYK: 18, 25, 43, 0
RGB: 210, 185, 150
#d2b996



Field Green

CMYK: 81, 29, 100, 17
RGB: 52, 122, 59
#347a3b

Colours for icons/graphics and infographics



Colours for headings/subheadings on a white background



Minimum font sizes:
Gotham Regular size 11pt
Tahoma Regular size 12pt



Minimum font sizes:
Gotham Bold size 14pt
Gotham Regular size 17pt
Tahoma Bold size 14pt
Tahoma Regular size 18pt

Colours for headings/subheadings on a lake blue background



Minimum font sizes:

Gotham Regular **and Bold** size 11pt
Gotham Bold size 14pt
Gotham Regular size 17pt
Tahoma Regular **and Bold** size 12pt
Tahoma Bold size 14pt
Tahoma Regular size 18pt

Fonts

Gotham

Please use Gotham font for all titles, headings and body text.

Tahoma

If Gotham is not available, please use Tahoma font for all titles, headings and body text.

Photography



Focuses on engaging the audience through the use of a mix of:

- Stunning landscapes and nature shots along with people enjoying the Kawartha Lakes Lifestyle (active, playful, forward-thinking)
- Actual Kawartha Lakes residents and business owners whenever possible
- Eye contact or faces visible where possible
- Unique features of Kawartha Lakes such as architecture, public art, locks, downtowns, lakes and rivers

Copy Options

It's no wonder that people of all ages are jumping into the Kawartha Lakes Lifestyle.

Less than 90 minutes from the CN Tower, we're a world away from the big city but we have the best of urban life embedded in our downtowns.

Finding local food, fine art and outdoor festivals is easy year-round in our vibrant downtowns.

We're famous for our fishing, but water sports of every kind are popular in our clear, clean lakes and winding rivers.

Explore miles of groomed trails for hiking and snowmobiling. Cycle on our paved shoulder roads throughout much of the countryside.

When it's time to slow down, you're never more than a few minutes from the water.

Watch the constellations appear one star at a time in Bobcaygeon, find films by the falls in Fenelon Falls and circumnavigate the world from Balsam Lake.

Fast-paced work-life on the cutting edge of your industry... paired with unplugged starry nights perfect for restoring your creativity.

Serial entrepreneurialism paired with serious socializing around the dock. My Kawartha Lakes Lifestyle.

That's why more and more people are jumping into the Kawartha Lakes Lifestyle.

Accessible Design

AODA is the Accessibility for Ontarians with Disabilities Act, passed in 2005. This Act is meant to create accessibility for all Ontarians with disabilities by January 1, 2025. Please follow these guidelines to ensure the readability of any materials you produce.

For online or digital use:

If your document is to be used online through our website or emailed, it must be an accessible PDF that is able to be read by Assistive Technology. Please refer to www.kawarthalakes.ca/accessibility for more information.

Readability guidelines for all documents:

Font

- Use Gotham 11pt and Tahoma 12pt font or higher (Note: Arial is an acceptable substitute for Tahoma for internal use)
- Use sans serif fonts such as Gotham and Tahoma (avoid complicated, decorative or handwritten fonts)
- Avoid underline unless for links (such as websites), “all caps” or italics (use bold for emphasis)

Clarity

- Use plain language (middle school level, grades 6, 7, 8)
- Use contrasting colours
- Use a table of contents for large documents
- Printed material should have a matte finish, not glossy
- Do not place text over cluttered backgrounds

Formatting

- Align text to the left margin
- Use similar headings and subheadings
- Set adequate margins (minimum 0.5 inches)
- Use larger line spacing and leave larger spaces between sections than between paragraphs
- Use bullet point summaries, rather than dense text
- Avoid tables but if using keep them simple
- Avoid floating images