

Hepworth

A Community of South Bruce Peninsula



Community Design Toolkit



Credits

Acknowledgements

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“Spruce the Bruce” program

Design Concepts:

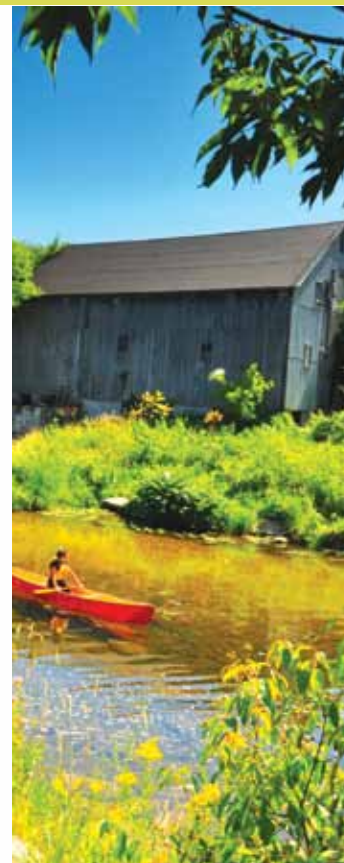
Canvas Studios
www.canvasstudios.ca
Port Elgin, Ontario

Client:

Town of South Bruce Peninsula

Photography:

Willy Waterton



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The Identity

The Crossroads

Hepworth is a major intersection and decision point for travelers, but there is far more to this community than meets the eye: Ski, bike and snowmobile trails, a campground, golf course, service station, outfitter, and community centre all yield opportunities for activity that complement other attractions in the area.

Hepworth, as the Crossroads, is a bustling hub of activity as it acts as a major service centre for weary travelers enroute to the Bruce Peninsula or Sauble Beach. There are a wide variety of amenities and recreational activities that signal to travelers that they are close to the action.



The images and colours shown are for illustration purposes only, and are intended to illustrate a desired style and effect, not to define a specific product or colour palette, and are not intended to serve as working drawings or templates for production.



Brand Summary

Keywords

Cross Roads

Hidden Gems

Meeting Place

Refuel

Rural Setting

Materials



Brick



Finished Wood



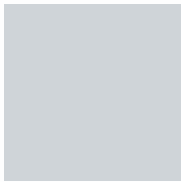
Brushed Steel

Initiatives in Hepworth should strive to carry on the adventure / crossroads theme. Materials should echo the yellow brick used in existing structures and styling should complement existing community features, with graphics and materials reflecting a clean, contemporary style and using wayfinding elements such as compasses, maps, and sign posts.



Summary Direction

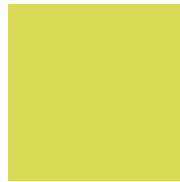
Colour Palette

**Gray**

Pantone: 428 C
CMYK: 23/16/17/0
RGB: 196/199/200
Web: #c4c7c8

**Blue**

Pantone: 292 C
CMYK: 58/17/0/0
RGB: 94/176/229
Web: #5eb0e5

**Light Green**

Pantone: 584 C
CMYK: 12/0/79/6
RGB: 217/218/85
Web: #c5cd82

**Medium Green**

Pantone: 582 C
CMYK: 48/34/100/11
RGB: 137/135/0
Web: #898700

**Dark Green**

Pantone: 5747 C
CMYK: 65/51/100/51
RGB: 63/69/25
Web: #3f4519

Primary Font

Clearview

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Complimentary Font

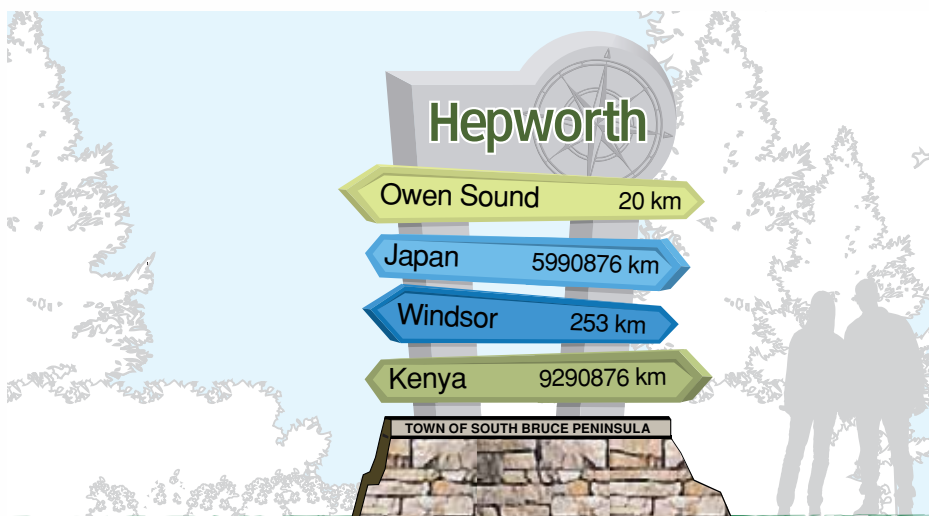
Helvetica

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789



Common Usage Guidelines

Gateway Entrance Signage



Street Banners



Benches

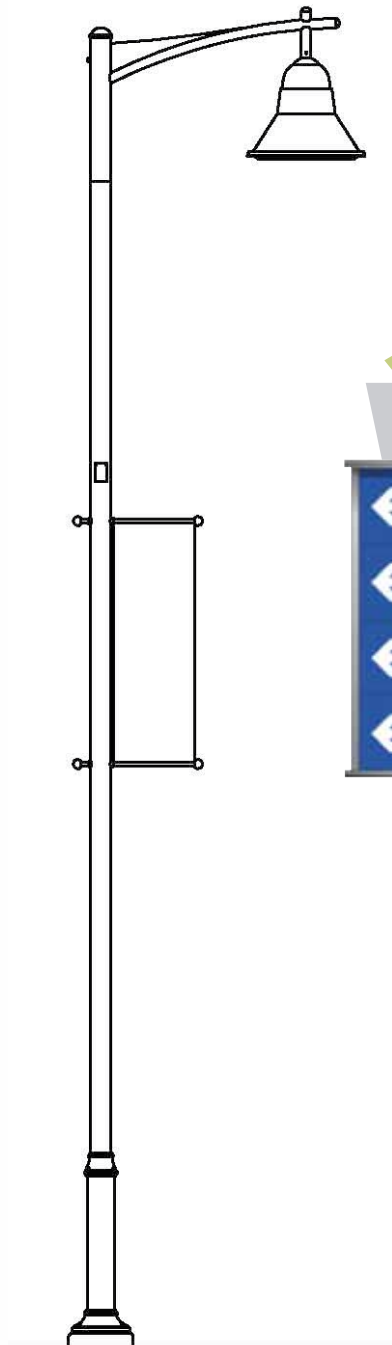


Hepworth



← Community Center
← Library
← Memorial Park
← Sports Complex

Signage Header



Streetlight



Bike Rack



Build a Paint Palette

The colour palette below is a summary of exterior paint swatches that can be utilized on facades and other applications to enhance the Toolkit brand. The colours shown are drawn from Benjamin Moore colour swatches for illustration purposes only. This Toolkit does not provide an endorsement of any specific product or brand and utilizes these palettes to illustrate a desired style and effect only.



gull wing gray



costa rica blue



apple green



foresty moss



peale green



thunder



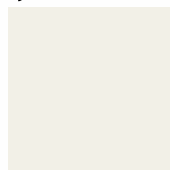
august morning



carob



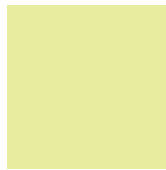
fiji



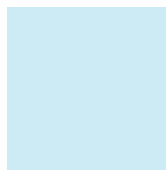
steam



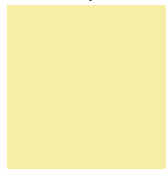
seedling



freshcut grass



tear drop



jasper yellow



wasabi



passion blue



wolf gray



eucalyptus



citrine



salas dancing

