

Kincardine Toolkit



A photograph of a drum band in Scottish kilts playing outdoors. The band consists of five members, three men and two women, all wearing traditional Scottish kilts, white shirts, and black sporrans. They are playing various sizes of drums, including snare drums and a large bass drum. The background shows a grassy area with trees and a building, suggesting a park or festival setting.

Ontario's Scottish Destination

Kincardine is proud of their Scottish roots and their connection to Lake Huron. From their Scottish themed festivals and pipe band parades to their sunset pipers, Kincardine is well positioned to be Ontario's Scottish Destination.

Kincardine's Scottish Brand Promise is to offer an original Scottish experience that embraces a historic downtown atmosphere and a waterfront location where the local tartan is proudly displayed and everyone can enjoy a little taste of Scotland.

Kincardine should marry its energetic, bustling and colourful downtown atmosphere with its peaceful shoreline location. Many communities trace their heritage back to Scotland but none has embraced it like Kincardine. Their festivals and events set the stage perfectly to develop Kincardine's unique asset and transform the community into a premier destination. A Brand is what you are known for and Kincardine is known as Ontario's Scottish Destination.

Keywords

Scottish
Shoreline
Energetic
Experience
Destination

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.

Materials



Cobble Stone



Brick



Dark Wood



Iron



Tartans

Initiatives and new development in Kincardine should strive to capture the Scottish heritage and European countryside architecture. The classic historical design of downtown should utilize muted saturated colours, contrast, strong lines, decorative mouldings, Celtic knots and matte finishes while highlighting local and Scottish tartans whenever possible.

Buildings should utilize strong vertical lines. Building materials including cobble stone, brick, dark wood, and iron can be used and layered to create an atmosphere of rural Scotland mixed with urban Scottish architecture and design.

It should be noted that the STB team reviewed the Façade Improvement Guidelines that were produced for the Municipality of Kincardine in September 2007 by SKA Stempski Kelly Associates Inc. The materials presented in these Streetscape Guidelines are consistent with the direction that the STB team recommends with regard to the Brand and Identity for Kincardine.

Typography

BLAIRMDITC TT MEDIUM

AABBCcDDEEFFGGHHIIJJKKLLMMNN

OoPPQqRRSsTTUUVvWwXxYYZz123456789

ITC Franklin Gothic - Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

ITC Franklin Gothic - Demi

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Colour Palette



Shoreline

CMYK 10/20/75/5
RGB 218/178/77



Engery

CMYK 22/100/100/15
RGB 175/30/35



Scottish Heritage

CMYK 90/35/100/50
RGB 0/77/36



Waterfront

CMYK 100/90/30/30
RGB 27/44/93



Bustling

CMYK 0/0/0/0
RGB 255/255/255

Build a Better Palette

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



Stewart Gold



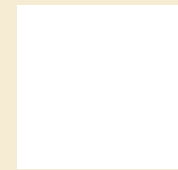
Million Dollar Red



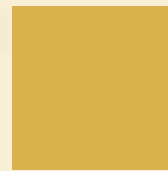
Absolute Green



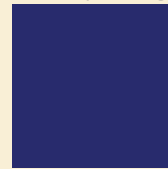
Old Navy



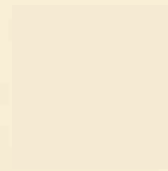
Cloud White



french quarter gold:



blue



seabring white



smouldering red



guacamole



dark celery



seaweed



tapestry gold



richmond gray



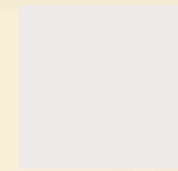
midnight navy



brilliant blue



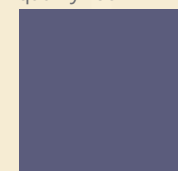
absolute green



pebble beach



quarry rock



blue gaspe

Logo Design

The logo conveys the character of Kincardine and its Scottish roots. The classic styled font and piper nod to Kincardine's Scottish history and are integrated into a contemporary design. Scottish traditions are the backbone of Kincardine, and much like the piper in the logo, Scottish is the pillar of Kincardine.



Logo Colour Variations



A black version of the logo should be used when the background of the application is light in colour or grayscale has been requested.



A reverse version of the logo should be used when the background of the application is a dark colour.



Coloured versions of the logo can also be used to enhance the application it is being used on.

Street Banners



Billboards/ Print/ Web Advertising

Merchandise



Web Banner



Rack Card



Print



Billboard

Signage/ Bike Racks

Waste Receptacles



Signage Headers

Bike Rack



Benches/ Planters/ Awnings



Decorative urn with winter faux topiary



Co-ordinated window boxes on upper levels and urns along street



Awning



Large heavy decorative urns placed between windows.



Benches

Public Art

The opportunity for the community of Kincardine to create public spaces and displays of art to reflect the local talent and industries.



Mural, Kincardine



Scottish Themed Wood Sculptures, Kincardine



Scottish Themed Wood Sculptures, Kincardine



Mural, Tiverton



Goldsworthy Arches



Stoney, England

Lighting

Light Wall



Street Lights



Gateway Entrance Signage



Façade Examples



Isle of Arran, Scotland



Classic brick architecture



Traditional stone residence, Scotland



Edinburgh Royal Mile High Street, UK



Rural Scotland suburban intersection



Classic gothic architecture

Local Facades



A young boy in traditional Scottish attire, including a black balmoral hat with a red pom-pom and a silver badge, a white shirt, a dark sporran, and a green and black plaid kilt, is sitting on stone steps and playing bagpipes. The background is a grassy field with some blurred figures in the distance.

Credits

Acknowledgements

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www.canvasstudios.ca

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Community of Kincardine