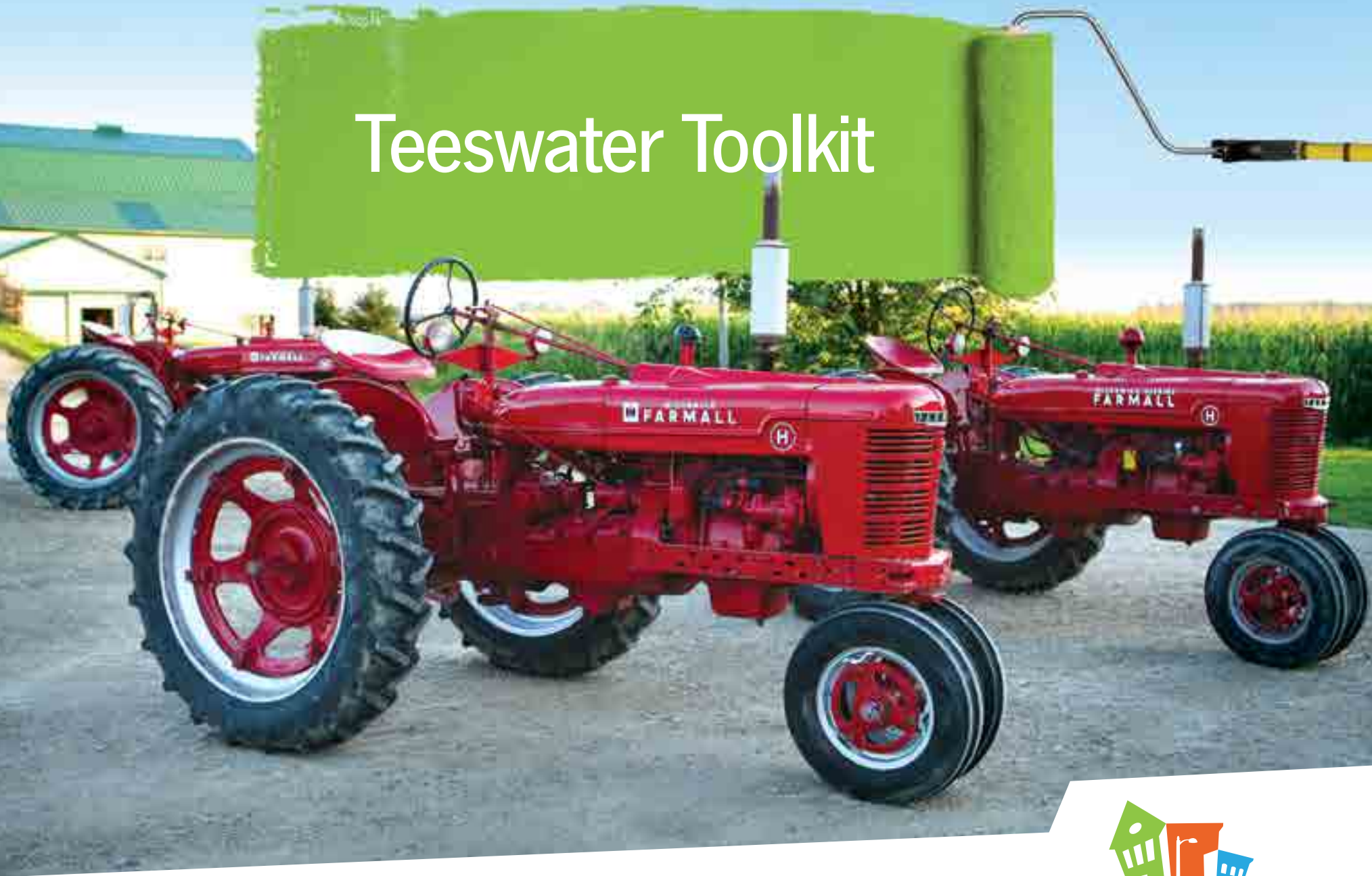


Teeswater Toolkit



Launched in 2010, the Spruce the Bruce Program supports the revitalization of Bruce County downtowns. Spruce the Bruce has taken its genesis from the Main Street USA Four Point Approach®, which emphasizes Organization, Physical Design, Economic Development, Marketing and Promotion as integral components to successful downtowns.

Using insights from tourism destination development, Spruce the Bruce supports local community efforts to bring stakeholders together through Brand development that will build successful destinations. The program supports communities through strategic policy and capital investment.

This Community Toolkit tells a story about downtown Teeswater – what it has and where the community wants to go.

Let's Get Spruced!

The Brand

Tractor Town

The Teeswater Tractor Town Brand promise is one of all things authentic to the farm. It boasts of hard working industrial machinery, strong agricultural colours and farm fresh ideals. Teeswater evokes a memory of a simpler time- where food was homegrown and cooked with care, rolling hills expanded over the countryside and rich history was unearthed with every season. The pride of agriculture is felt at the heart of the community- Teeswater is Tractor Town.



Keywords

Tractors

Rolling Hills

A Simpler Time

Farm Fresh

Hands On

Roots

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



Reclaimed Wood



Barn Board



Rubber



Aluminum



Stone

Initiatives and new development in Teeswater should strive to capture the Agricultural flare and farming history of Teeswater by directly utilizing farming equipment, materials and implements in their design decisions in a effort to create an authentic “Tractor Town” community.

Building materials such as reclaimed wood, barn board, rubber, aluminum and stone should be used to capture the essence of Tractor Town and the pride of agriculture.

Graphic elements such as banners, perpendicular signage or advertising should pay careful attention to the theme. Street furniture, improvements and public art should directly reference the agricultural industry through design, layout and material choices.

Classic Tractor themed colours should be utilized whenever possible on buildings, signage and public art as it is an opportunity to tie directly into Teeswater’s Brand while adding splashes of colour into downtown.

Typography

Nimbus Sans D - Bold Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

Nimbus Sans D - Bold Extended

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Nimbus Sans D - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Nimbus Sans D - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789



Colour Palette



Massy Ferguson Red

CMYK 0/100/100/30

RGB 177/17/22



Corn Stalk Yellow

CMYK 0/15/94/0

RGB 255/213/32



John Deere Green

CMYK 70/0/100/24

RGB 61/149/58



Tire Black

CMYK 0/0/0/100

RGB 35/31/32



Open Skies Tractor Blue

CMYK 70/16/0/0

RGB 42/169/224

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.



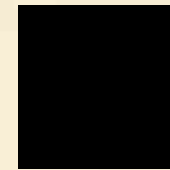
Million Dollar Red



Yellow



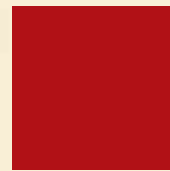
Traffic Light Green



Jet Black



Sailor's Sea Blue



Ruby Red



Avocado



Barren Plain



Yellow Flash



Durango



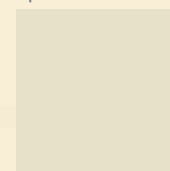
Deep Rose



Fresh Lime



Split Pea



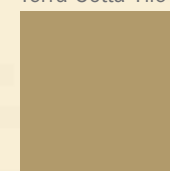
Stone White



Black Iron



Terra Cotta Tile



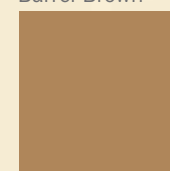
Rosemary Sprig



Blue Dragon



Barrel Brown



Taupetone

Logo Design

Teeswater's logo conveys the character of a rural farming community. The design encompasses rolling hills, classic red hip barn architecture and tough rustic tire inspired fonts. Pulling colours from both nature and classic farm machinery, the vivid and bold colours create a sense of freshness while tying into the farm. The logo expresses and ties into the Tractor Town Brand for Teeswater.

Please see the following rules that apply to the Teeswater logo.



Logo Colour Variations



Colour versions of the logo are the preferred application, and should be used when the background of the application is light in colour.

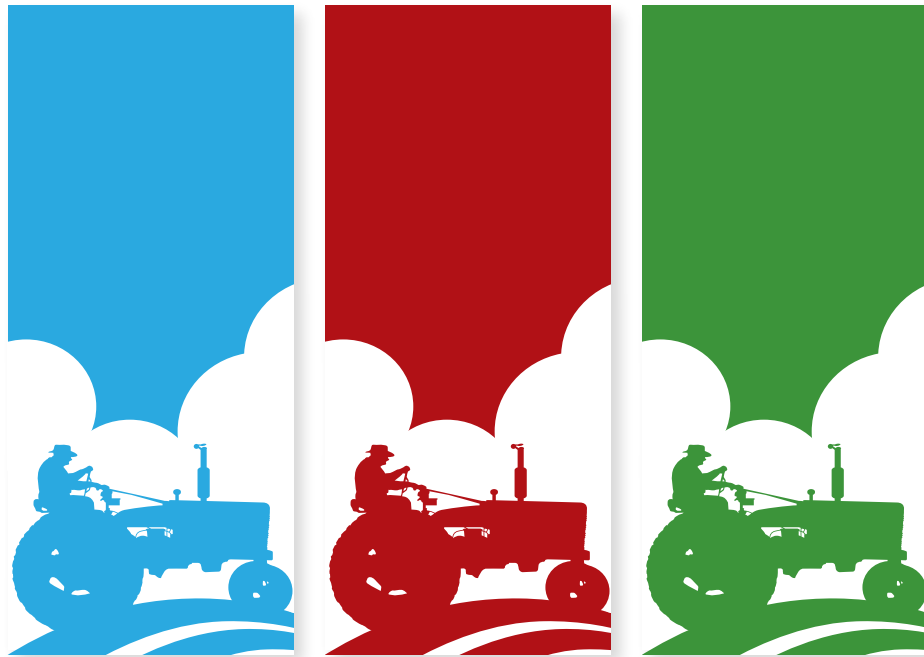


A black version of the logo should be used when the background of the application is light in colour and grayscale.



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

Street Banners



Billboards



Signage Headers



Bike Racks

Bicycle racks which all have an agricultural flair should be utilized and can double as public art pieces.



Planters

In Teeswater, flower pots and accent plantings can be done with plants like corn, hay, canola, sunflowers, etc or other natively occurring plant species that are harvested in the area. Physical planters should mimic these same plant shapes in their design.



Benches

Park benches should have an agricultural flair and potential ideas include: reclaimed barn board benches, barn board strung between two milk canisters or recycled tractor seats as single bench seats.



Public Art

Public art creates character and adds visual interest to a mainstreet. By utilizing tractor pieces and farming references-outdoor sculptures will directly lend themselves to the development of the Tractor Town Brand in Teeswater.



1) Recycled tractors



Corn sculptures, Waterloo ON



Maple key sculpture, Cambridge ON



Tractor playground equipment



Tractor playground equipment



Tires as playground equipment

Lighting

Agricultural themed light standards should be unique and mimic the lighting that one would see around the farm. Examples of light fixtures are included below. Playful downtown business gooseneck lighting made from a bucket, echoes the agricultural theme, creates a sense of whimsy and adds to those unique, authentic elements that visitors to the town will remark upon.



Gateway Entrance Signage



Current



Façade Examples



Brentwood County Market, California



Barn house, Washington DC



Blue Slip, Knoxville Tennessee



Stew Leonards, New York



Farm Market, Meaford, ON



Farm Market, Meaford, ON

Facades



After

Credits

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Authors:

Kara Van Myall

Alanna Young

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