Walkerton Toolkit

spruce *the* bruce

Clean Water Living

Walkerton's connection with the river runs deep. In 1851, Joseph Walker settled steps away from the Saugeen River, and quickly developed it as an important mill site and service centre for the surrounding area. This would entrench Walkerton in its prominent regional role for developing a positive economic climate. Many years later, Walkerton's concentration on water and the river continues with the establishment of organizations attentive to environmental impacts and has developed the backbone of the community's identity: Clean Water Living.

The community is proud of their heritage as a county-town and celebrates its architectural assets as evidenced by the rejuvenation of the Victoria Jubilee Hall, certifiably one of the most historic and elegant seats of government and today, home to theatre, concerts, and dance performances. With over 150 years of history captured in 30 designated heritage buildings, and bordered by the beautiful Saugeen River, Walkerton delivers healthy surroundings for a robust business climate.

Combining small town heritage character with attention to modern day conservation issues, Walkerton will give rapid rise to a community unlike any other.

The Walkerton Clean Water Living brand promise is one of an atmosphere devoted to environmental leadership and designed to protect, embrace and enhance the Saugeen River. It is a promise of the future of our water sources and efforts spent on the delicate balance of industry, recreation and the natural world.

The Tools

Keywords

Water
Innovation
Refreshing
Sparkling
Resourceful

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

Stacked Stone   **Brick**   **Wood**   **Brushed Aluminum**   **Frosted Glass**

Initiatives and new brand development in Walkerton should strive to capture an innovative atmosphere with strong stone foundations. The classic historical ambience of downtown Walkerton should utilize cool muted tones and strong graceful lines, to contrast the strong Victorian design while highlighting flowing water whenever possible.

Buildings should utilize strong vertical lines and curving planes. Building materials including stacked stone, brick, wood, brushed aluminum and frosted glass can be used and layered to create a clean modern environment mixed with traditional architecture.

Logo Design

The contemporary styled font with clean but playful lines and a water drop materializes Walkerton's identity. It conveys Walkerton's emphasis on water stewardship and recreational enjoyment of the surrounding Saugeen River.   Water is the foundation of life and the backbone of Walkerton.

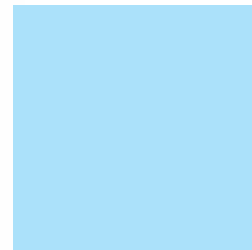# Colour Palette

Gray
CMYK   00/00/00/50
RGB   147/149/152

Dark Blue
CMYK   100/50/00/00
RGB   000/114/188

Medium Blue
CMYK   60/00/00/00
RGB   68/200/245

Light Blue
CMYK   30/00/00/00
RGB   171/225/250

White
CMYK   00/00/00/00
RGB   255/255/255

Typography

ALLER - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz123456789

Swiss721BT - Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Swiss721BT - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Build a Better Palette

The colour palettes have been selected to represent the spirit of Walkerton. They reflect the Walkerton focus on Clean Water Living – its fluidity, its rich history and rural landscape. These are colours that will help to reinforce the Walkerton 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.

Stormy Monday

Brilliant Blue
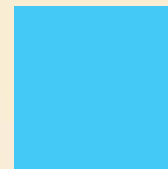
Wave Blue

Bashful Blue
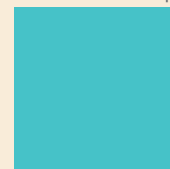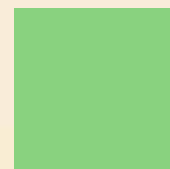
Ultra White

Honolulu Blue
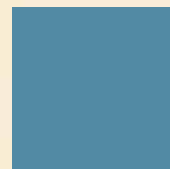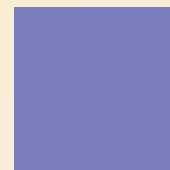
Crocus Petal Purple

Mistral

Light Pistachio

Labrador Blue

Buckland Blue

Poolside Blue

Utah Sky

BoothBay Gray

Marina Bay

old Claret

Citrus Green
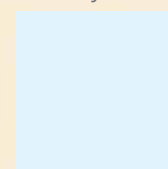
Light Blue
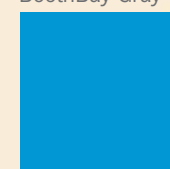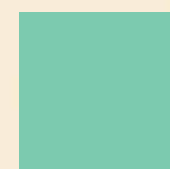
Rocky Mountain Sky
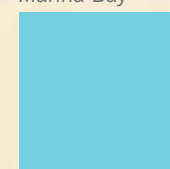
Pool Party

Logo Colour Variations

Walkerton
BRUCE COUNTY, ONTARIO
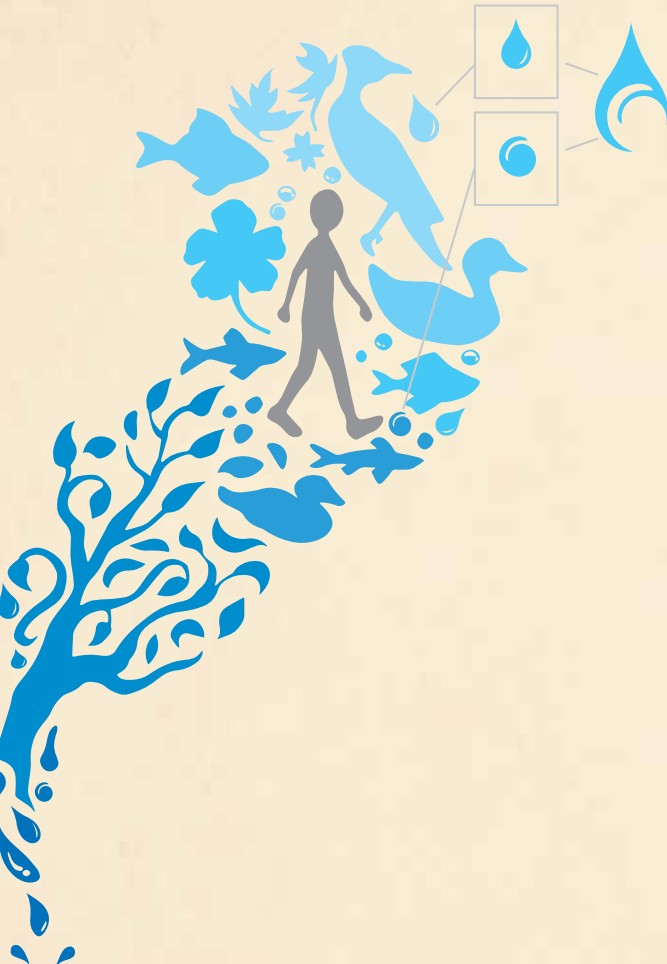
A colour version of the logo is the prefered version and should be used when the background of the application is light in colour.

Walkerton
BRUCE COUNTY, ONTARIO

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

Walkerton
BRUCE COUNTY, ONTARIO

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

Walkerton
BRUCE COUNTY, ONTARIO

A reverse grayscale version of the logo should be used when the background of the application is a dark colour and grayscale had been requested.
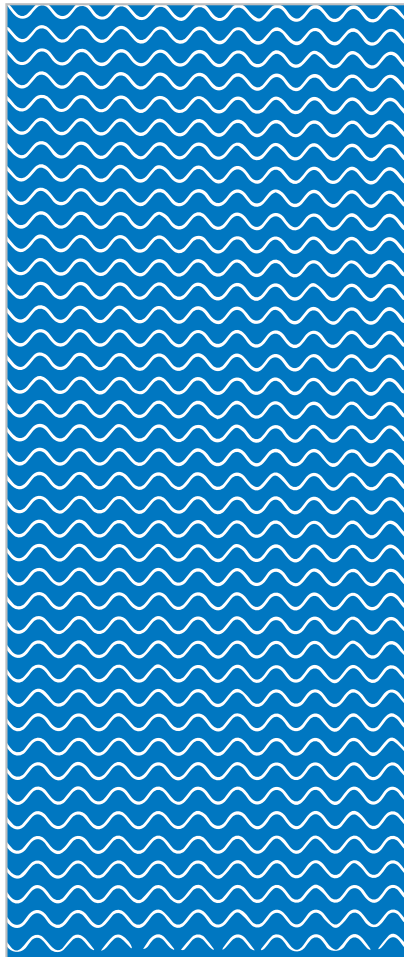
Walkerton
BRUCE COUNTY, ONTARIO

A black version of the logo should be used when the background of the application is light in colour.
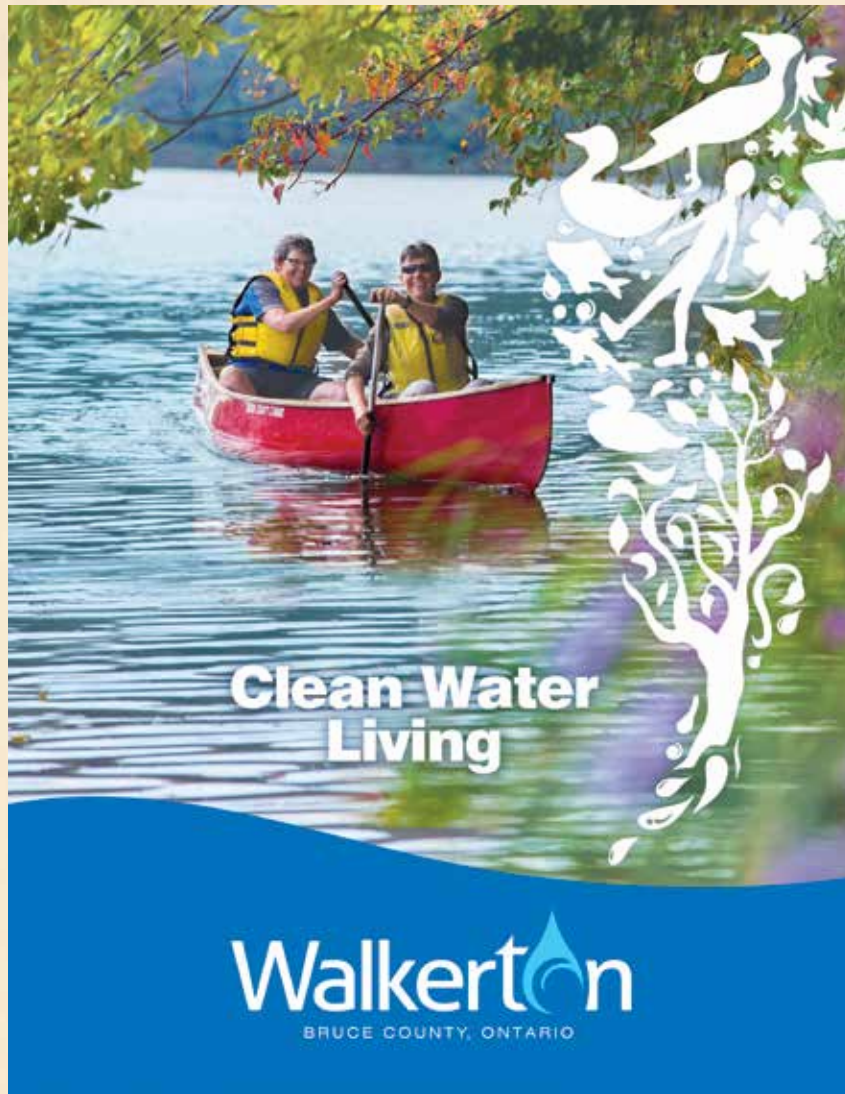
Walkerton
BRUCE COUNTY, ONTARIO

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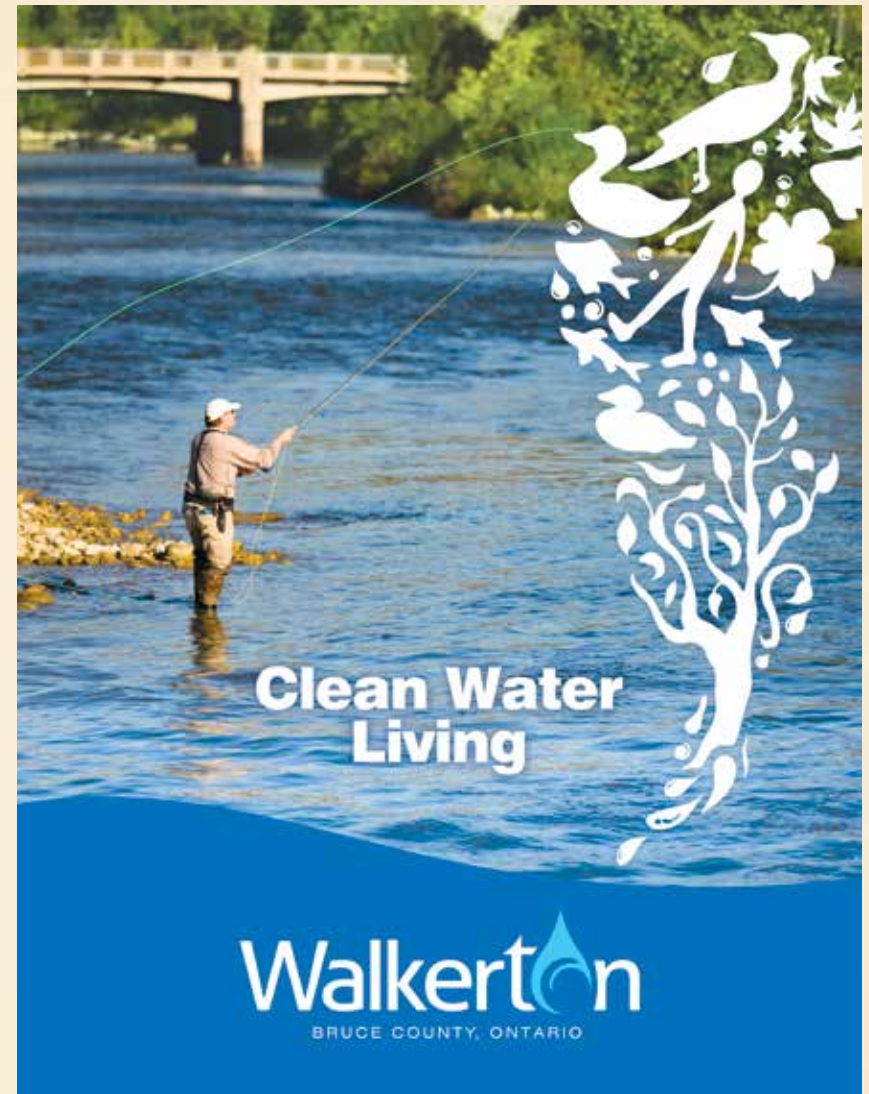
Street Banners

Print Advertising

Print

Benches/ Planters

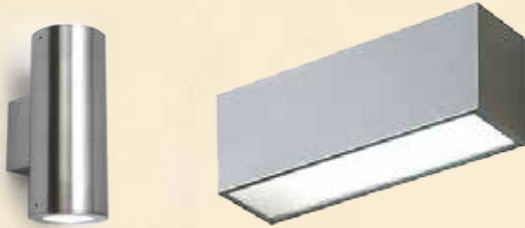**Planters**

Benches

Waste Receptacles & Signage

Waste Receptacles

Signage Headers

Lighting

Light Wall

Street Lights

Awnings

Gateway Entrance Signage

Façade Examples

Rippling Water Facade
Barcelona, Spain

Roca London Gallery
London, UK

Kapper Nessiv Beauty Salon
Eindhoven, Netherlands

Walkerton Clean Water Centre, Walkerton

Columbus, Ohio

ITM School of Business, India

Public Art

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

Bicentennial Park, Columbus, Ohio

Walkerton Mural

Walkerton Bench and Fish Art

Water feature in modern Bangkok garden

White Center Park, Seattle

Pavilion installations in Bedford Square, London, England

Credits

Acknowledgements

Authors:
Kara Van Myall
Lisa Brocklebank
Walkerton Community Improvement Committee

Produced By:
Planning & Development "Spruce the Bruce" Program

Design Concepts:
Canvas Studios

Photography:
ImagePort Photo Agency & Studio

Client:
Municipality of Brockton