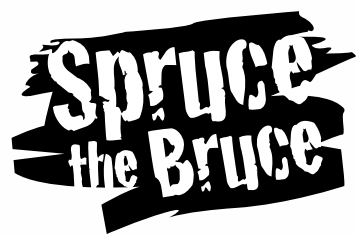


Allenford

A Community of South Bruce Peninsula



Community Design Toolkit



Credits

Acknowledgements

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Produced by:

Bruce County
Planning and Economic Development
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Design Concepts:

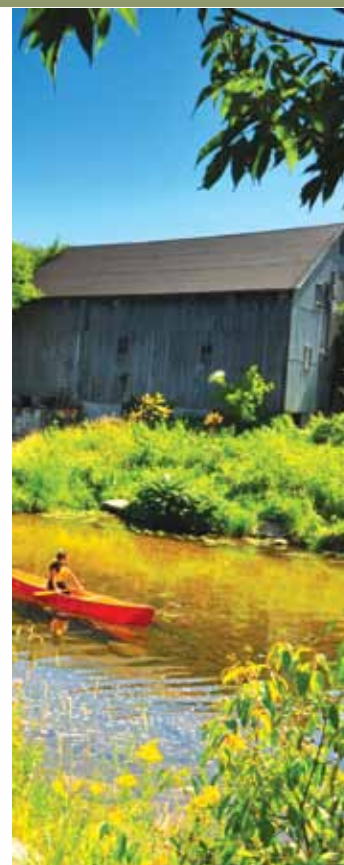
Canvas Studios
www.canvasstudios.ca
Port Elgin, Ontario

Client:

Town of South Bruce Peninsula

Photography:

Willy Waterton



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The Identity

River Lifestyle

The village of Allenford is situated on the bank of the Sauble River and was originally known as Driftwood Crossing. While Driftwood Crossing is a poetic name, the town's formal name recognizes its first settler, Allen, and the ease with which the river could be forded.

Allenford has since developed into a quiet riverfront community with excellent transportation access, making it ideal for people who want the to enjoy the peacefulness of the countryside without sacrificing access to the larger communities nearby.

Allenford represents small town rural charm, set in a peaceful river valley setting where residents retain solid family values and take pride in their community.



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

Simple Lifestyle
Natural Environment
Traditional Family Values
Relaxing Activities
Gentle Flowing River

Materials



Brick



Wood



Iron



River Stone

Initiatives in Allenford should strive to capture the tranquility of the area by using soft natural colours and themes that reflect the river and agricultural setting.

New buildings should use brick and/or wood materials that reflect the river setting and the community's agricultural heritage. Wherever possible, iron or similar material should be used to reference the historic iron bridge.



Summary Direction

Colour Palette



Dark Green

Pantone: 5753 C
CMYK: 61/43/90/30
RGB: 91/99/53
Web: #5b6335



Light Green

Pantone: 5773 C
CMYK: 46/30/66/5
RGB: 143/151/108
Web: #8f976c



Light Blue

Pantone: 297 C
CMYK: 52/3/4/0
RGB: 109/198/231
Web: #6dc6e7



Beige

Pantone: 467 C
CMYK: 17/20/45/0
RGB: 213/194/150
Web: #d5c296



Dark Brown

Pantone: 462 C
CMYK: 50/59/83/46
RGB: 89/69/42
Web: #59452a

Primary Font

ITC Giovanni Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

ITC Giovanni Book

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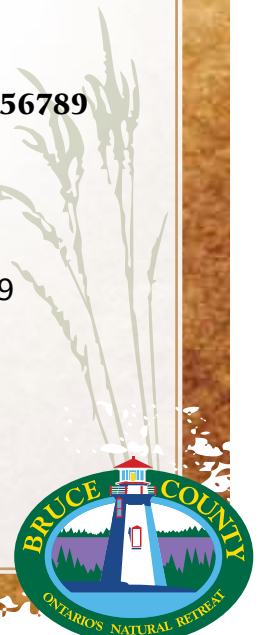
ITC Giovanni Black

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Complimentary Font

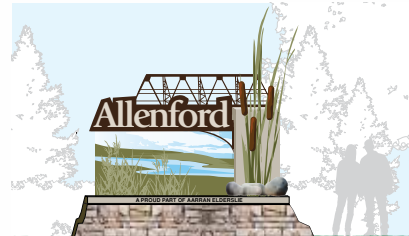
Lucida Sans Regular

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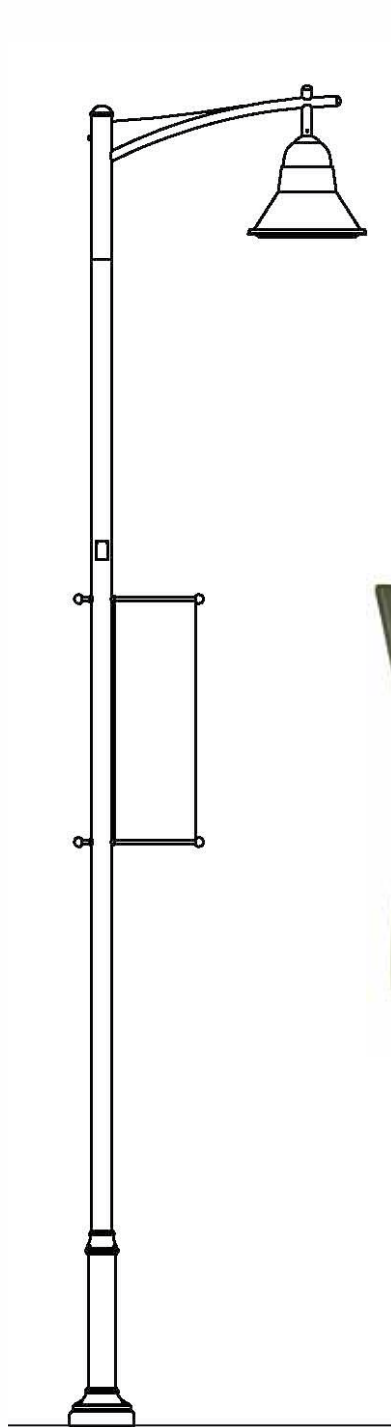
Common Usage Guidelines

Gateway Entrance Signage



Street Banners





Streetlight



Signage
Headers



Benches



Bike Rack



Build a Paint Palette

The below colour palette is a suggested usage for exterior paint for both facades and signage. 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.



eucalyptus leaf



split pea



toronto blue



acorn yellow



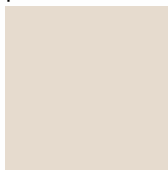
rockies brown



lapland



peanut shell



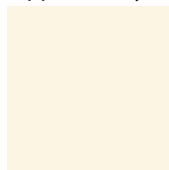
peau de soie



pale avocado



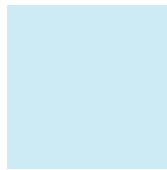
sapphireberry



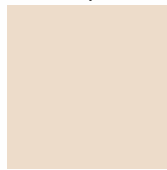
white cloud



lazy sunday



tear drop



latte



burlap



mellowed ivory



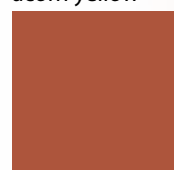
serengeti sand



rich clay brown



acorn yellow



salas dancing

