

Lion's Head Toolkit



The Brand

Serenity on the Bruce Peninsula

The backdrop for the Lion's Head brand should feature its dramatic setting. The downtown is within one of the most dramatic landscape features in the County. Imagery that comes to mind are places like small coastal communities. Lion's Head echoes the experiences found in a quaint Newfoundland village hugging jagged cliffs on the Atlantic ocean. The rugged cliffs coupled with the warm hospitable local flavour define this community.

Lion's Head should embrace the contrast between the stunning escarpment and the turquoise waters of Georgian Bay. Lion's Head is intriguing and draws visitors to explore its coastlines, escarpment, trails,

marina and adventure sports. The community's dedication to maintaining a balance of development and natural environment through its dark skies initiative is a strong asset that enhances its distinct setting.

Lion's Head is a place to get away, relax, and enjoy the meeting of blue and green under the shadow of the majestic escarpment, an appealing place for both local residents and tourists alike. The calm, peaceful nature of the Town is in sharp contrast to those areas of the County that are high energy and oriented for day trippers. Lion's Head needs to promote its uniqueness, its tranquility and its vacation retreat potential.

Keywords

Dramatic Setting

Escarpment

Hospitable Local Flavour

Turquoise Waters

Environmental Awareness

Vacation Retreat

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



Board & Batten



Ship Lap Siding



Tongue & Grove



Glass



Brick

New development in Lion's Head should strive to use the historic buildings and develop vacant areas within the downtown that reflect a cozy, quiet 'seaside' town.

Building materials are board and batten, ship lap siding, tongue and grove, beach stone and lime stone as appropriate that capture the natural and serene environment.

Materials: board and batten, ship lap siding, tongue and grove, beach stone and limestone

Graphic Elements such as banners, perpendicular signage or advertising should pay careful attention to the theme. Street furniture and improvements should reference the natural resources and unique features through street furniture and public displays of art.

Typography

Primary Font

Cantina Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Complimentary Font

Avenir Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Avenir Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Jenna Sue Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789



Colour Palette



Navy

PMS 289
CMYK 100/60/0/70
RGB 0/38/73
HEX 002649



Lime

PMS 368
CMYK 65/0/100/0
RGB 91/191/33
HEX 5BBF21



Sky

PMS 293
CMYK 100/65/0/0
RGB 117/178/221
HEX 0051BA



Slate

PMS Cool Gray 7
CMYK 0/0/0/40
RGB 165/163/158
HEX A5A39E

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.



Marine Blue



Lizard Green



Brilliant Blue



Puritan Gray



Ol' Blue Eyes



Dark Celery



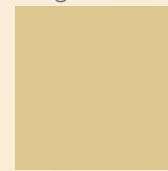
Rosemary Sprig



Cedar Green



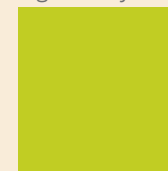
Twilight Blue



Limesickle



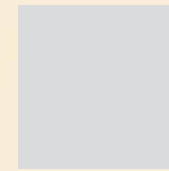
Big Country Blue



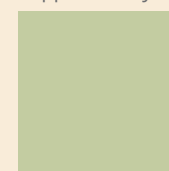
Eccentric Lime



Gray Sky



Sapphireberry



Wales Green



Icy Moon Drops

Logo Design

Please see the following rules that apply to the Lion's Head logo.



Lion's Head
ONTARIO

Serenity on the Bruce Peninsula

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.



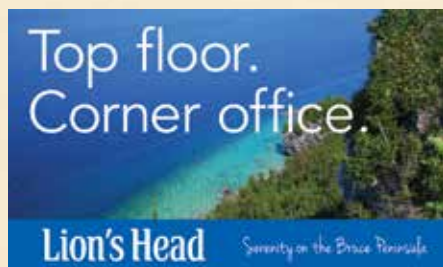
A reverse version of the logo should be used when the background of the application is a dark colour.



Street Banners



Billboards



Signage Headers



Bike Racks

Unique bike rack is made of iron sheets and is located in German. The opportunity to replicate the bike rack in Lion's Head that reflect the natural features.

Benches & Planters

The planter and bench combination creates a unified downtown element and can improve the use of public spaces.



Planters

Maintained planters create an inviting streetscape environment. The natural wood resource is concise with the bench and other selected planters.

Benches

Benches can offer comfort while visitors explore the downtown shops and harbour in Lion's Head.



Public Art

The opportunity for the community of Lion's Head to create public spaces and displays of art to reflect the local talent and industries.



Carved wood resource



Polished carved rock- rippled water



Detailed Rock, Scotland



Metallic shapes provide seating in Melbourne, Australia



Mural example



Current Feature

Lighting



Light Wall

Green Earth Lighting Impact Quarter Sphere HPS – wall mount luminary has a full cut off distribution of light and would provide adequate lighting to the exterior walls of buildings.

LUMCA IDA approved/ HPS Model CP6419



Light Bollard

Holophane H100 series Dome bollard, with a CFL bulb (option to select a warm yellow hue or use a low watt HPS)

Light Street



Gateway Entrance Signage



Facades





Credits

Acknowledgements

Authors:

Kara Van Myall

Kim McPhedran

Alanna Young

Produced By:

Planning & Economic Development

“Spruce the Bruce” Program

Design Concepts:

Canvas Studios

www.canvasstudios.ca

Port Elgin, Ontario

Photography:

ImagePort Photo Agency & Studio

Port Elgin, Ontario

Ethan Meleg Outdoor Photography

Tobermory, Ontario

Client:

Municipality of North Bruce Peninsula