

# Lucknow Toolkit





# The Identity



## The General Store

In the same way a general store would be run, Lucknow needs to run its downtown as a unified traditional retailer carrying a broad selection of merchandise packed into a relatively small area where travelers and people from the town and surrounding rural areas can come to purchase all their general goods. The bones of this concept exist today, with friendly personalities and essential products that range from fresh local food to all you need to build a house. People do travel out of town for some specialized items (i.e. electronics), the same way you had to order specialty items into the general store or from catalogues. However, there is plenty of opportunity for Lucknow to meet the community's everyday needs.

Additionally, Lucknow has the potential to cater to a growing consumer trend related to the small, localized shopping experience. People want to know where their products are coming from and build a relationship with those that are serving them. People want to buy their meat from the butcher, apples from the local orchard, and buttertarts from the bakery. Lucknow has all the makings of the local general store with unparalleled customer service. With some ingenuity and dedication to developing this identity and targeting the traveling visitor market, the downtown can return to a bustling commercial area.

Keywords

Countryside  
Traditional Customer Service  
General Supply and Goods  
Bustling Supply Town  
Localized Shopping Experience

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



**Wood**



**Antiques**



**Vintage Materials**



**Cast Iron**



**Leather**

---

Development in Lucknow should enhance the historic downtown buildings with additional architectural details such as canopies (covered sidewalks) and awnings that are a throwback to the turn of the century with a country feel. Enhancements to the streetscape should create street presence, and the feeling of an outdoor room that is reminiscent of the General Store identity.

Buildings should use natural materials like brick and wood; timber posts can add a structural flair. Retention of existing brick structures is encouraged along with restoration of original facades. Stucco, vinyl and metal siding are not appropriate for commercial areas that are visible from the mainstreets.

**Materials:** rough cut lumber, brick, wood, and cast iron

Graphic Elements such as banners, signage or advertising should reference the General Store theme while focusing on the rural cultural amenities that make this area unique. Street furniture and improvements should be inspired by historical objects like rocking chairs, barrels, and wagon wheels.

# Typography

## Primary Font

**ASHWOOD CONDENSED WF**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## Complimentary Font

**Georgia - Bold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Georgia - Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



## Colour Palette



### Supply Town

CMYK 00/95/100/00  
RGB 238/49/36/  
PMS 485 C



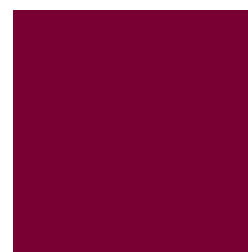
### General Supply

CMYK 00/06/14/31  
RGB 187/176/163  
PMS 402 C



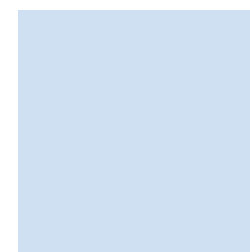
### Countryside

CMYK 00/28/100/18  
RGB 213/159/15  
PMS 1245 C



### Traditional

CMYK 00/100/30/61  
RGB 120/00/50/  
PMS 7421 C



### Shopping Experience

CMYK 17/06/00/00  
RGB 207/224/243  
PMS 2707 C

# 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.



**Ruby Red**



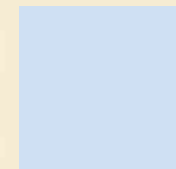
**Gray Horse**



**Buttercup**



**Cherokee Brick**



**Blue Flower**



**Ravishing Red**



**Cocoa Brown**



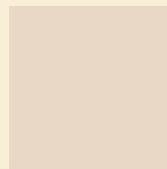
**Creamy Beige**



**Gull Wing Gray**



**Iron Mountain**



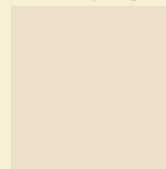
**October Sky**



**Tapestry Gold**



**Green Sponge**



**Vanilla Milkshake**



**Dark Burgundy**



**Brookside Moss**



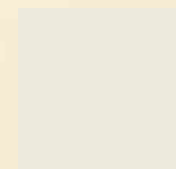
**Colorado Gray**



**Provence Blue**



**Freenwood Green**



**Patriotic White**

# Logo Design

The logo conveys the character of the rural traditional community. The style is of a rustic nature that has stood the test of time giving visitors the friendly relaxed feeling the second they enter the town. It is easily transferable to different mediums from stationary to signage. The earthy textures and colours refreshes the existing brand and expresses the “General Store” theme to stops travelers on their way through.

Please see the following rules that apply to the Lucknow 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.



Black and white version to be used on a light coloured background



Grayscale version to be used on a light coloured background



Reversed version to be used on a dark coloured background



# Signage Design

The purpose of this Signage section is to illustrate the parameters for each business's sign on the main street of Lucknow. The intent for the downtown signage is to create a unified theme that will translate into visitors experiencing the "General Store" theme when visiting.

The following pages outline the Lucknow "General Store" theme and logo and how to apply to each business looking to participate in the signage system. This applies to both single-sided and double-sided perpendicular signs.

Double Sided  
(Perpendicular)

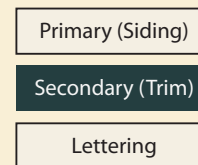
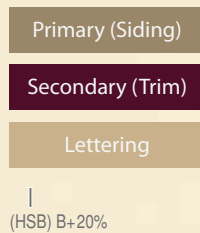


Single Sided



# Signage colours, font & material

**Colours** - The signage system should use the Primary (siding) and Secondary (trim) colours of their building. If there is not enough contrast between the primary and secondary colours, the primary colour (lettering) should be lightened or darkened to ensure the sign is legible. The below examples illustrate this system:



**Sign** - To capture the “General Store” theme, it is recommended the signs be constructed out of wood and the lettering be sandblasted.

**Brackets** - It is recommended that each sign in the system use the exact same bracket.

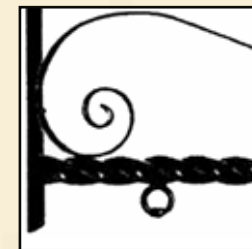
Selected bracket is: Decorative Scroll Bracket 24” (Deco24)

**Sign Maker** - To ensure consistency across all the signage, it is recommended that a preferred supplier be appointed to this project. By having a preferred supplier, the quality and pricing will be consistent for all signs.

**Installation** - At a minimum the bottom of the sign should be 10 feet (3 meters) above the sidewalk.



**Sandblasted Wood**



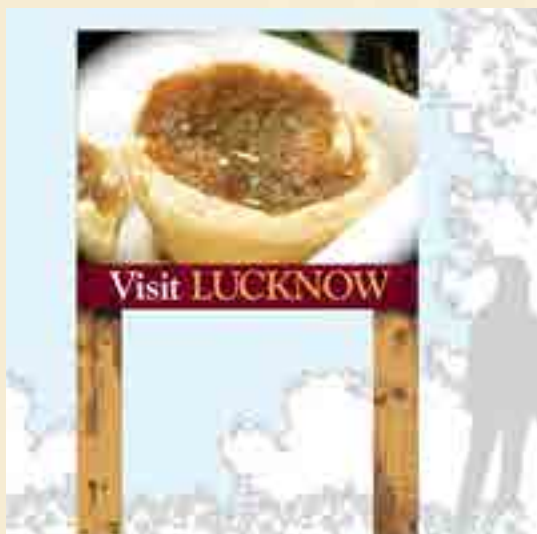
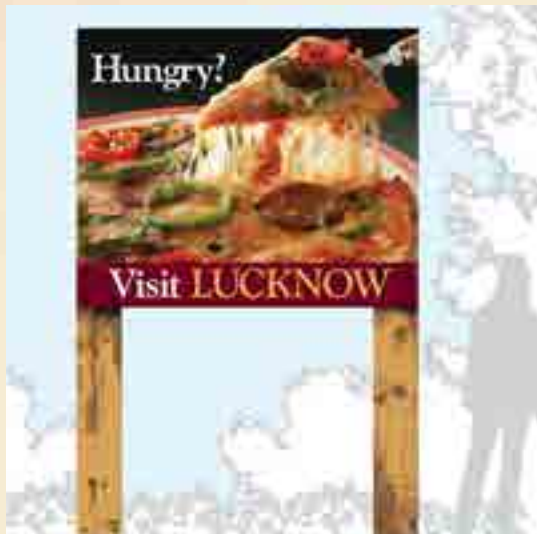
**Metal Bracket**

# Street Banners

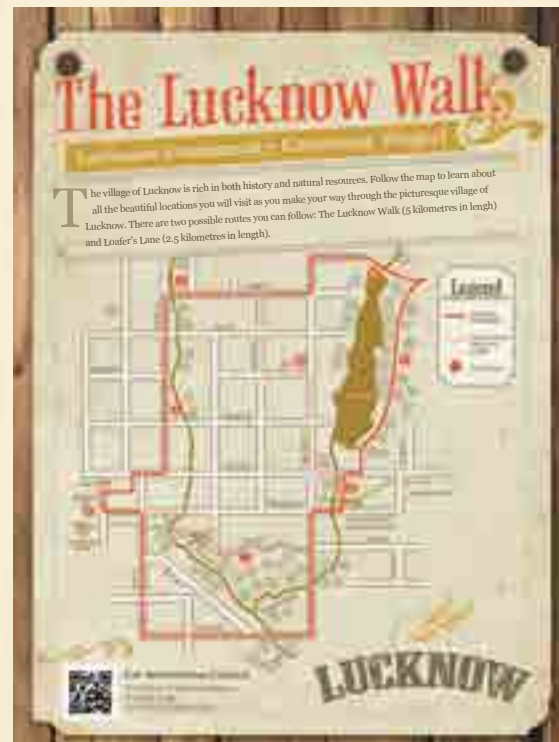




# Economic Development Boards



Postcard



Interpretive Signage



Downtown Poster



Interpretive Signage

## Wayfinding signs



## Bike Racks



## Benches, Planters & Recycling





# Public Art



**Wind sculptures, Azorina**



**Copper Sculpture, Calgary**



**Stone pathway, England**



**Store Mural, Oregon**



**Life-size Checkers Game, Camden USA**



**Wagon Wheel Sculpture**



# Lighting



wall sconce and mounted lights



Street Lights



## Gateway Entrance Signage



# Façade Examples

Existing buildings could enhance the store fronts with covered sidewalks with architectural features that highlight rustic posts and side brace.



**Jerome, Arizona**



**Wisconsin, USA**



**Virginia City, Nevada**



**highlights porch with post, side brace and exposed beams**



**Tuscan, Arizona**



**Dallas, Texas**

## Local Façade



Before



After





# Credits

## Acknowledgements

Authors:

Kara Van Myall

Kim Clarke

Aly Thompson

Updated By:

Alanna Young

Produced By:

Bruce County Economic Development Program

“Spruce the Bruce”

[www.sprucethebruce.com](http://www.sprucethebruce.com)

Design Concepts:

Canvas Studios, Port Elgin

[www.canvasstudios.ca](http://www.canvasstudios.ca)

Client:

Township of Huron Kinloss