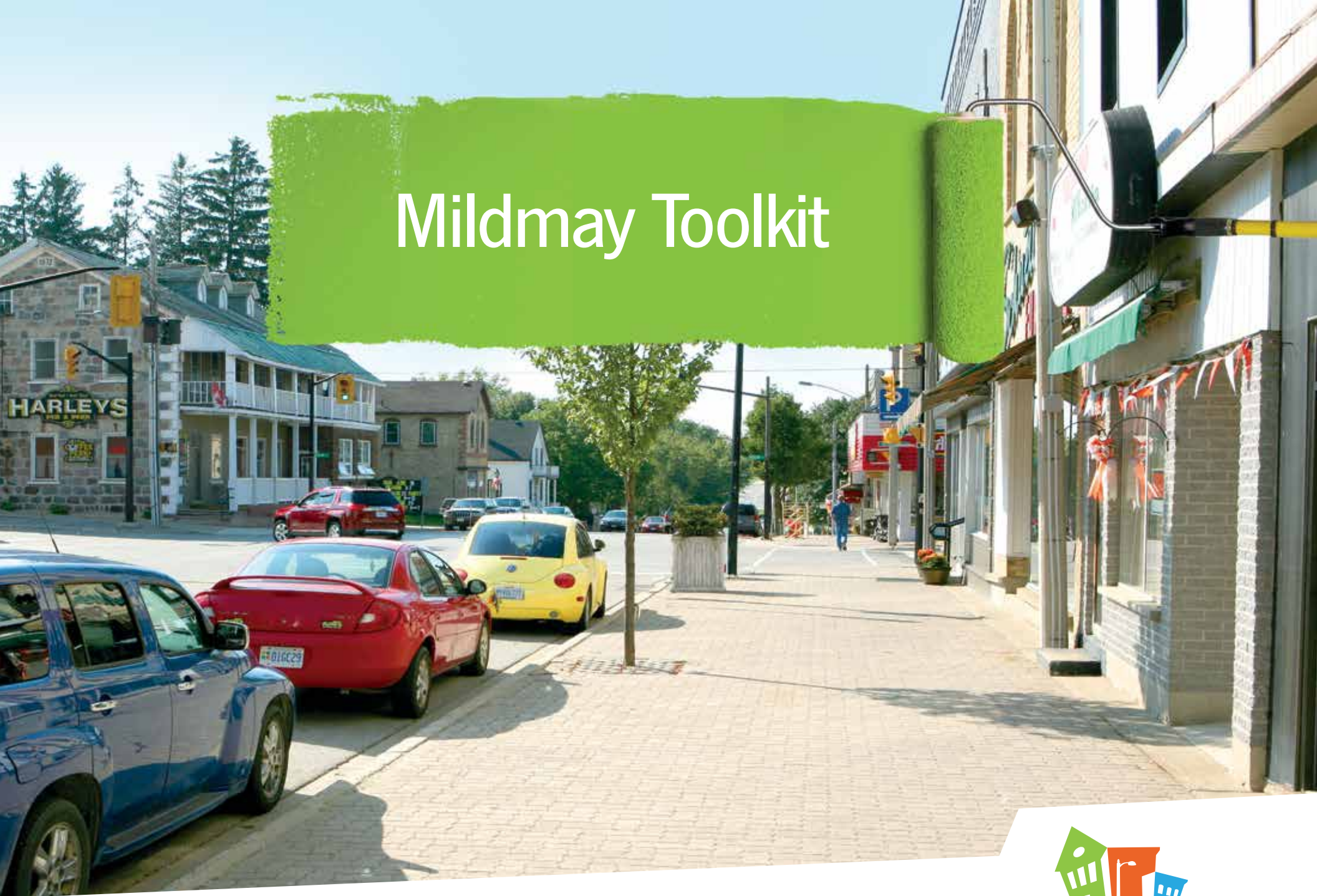


# Mildmay Toolkit





# The Brand

## Ontario's Bavarian Village



As you travel through Mildmay, you'll notice a distinct charm of a quaint village and feel the warm hospitality of its community members. Stroll the streets at dusk and the atmosphere from the lampposts will bring you back to a time of yesteryear

Mildmay is decidedly alpine, with its lit lampposts highlighting the wooden facades, cobblestone exteriors and Bavarian fondness for flowers and flags will make you think you've stopped in the heart of Bavaria, Ontario's Bavaria that is. Downtown Mildmay is the perfect location to take a pit stop before you continue onto your destination on the Bruce Peninsula.

Downtown Mildmay's quaint village layout and handcrafted businesses makes for one of the most flavourful communities in the County. The community's historic German roots and heritage businesses, remind you of a time when care and craft were put into each piece of handmade furniture, delicious meal and celebratory drink.

Discover a promise of friendly hospitality and full-bodied flavor wrapped in the sound of oompah-pah music and the traditions of Germany. Mildmay is Ontario's Bavarian Village

Keywords

Pit Stop

Bavarian Village

Charming

Flavourful

“Gemütlichkeit” Warm hospitality

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



**Cobble Stone**



**Dark Timber**



**Detailed  
Moulding/Finials**



**Fabrics**



**Iron**

Initiatives and new development in Mildmay should strive to capture the Bavarian essence by utilizing traditional materials and authentic details in their design decisions.

Building materials such as cobblestone, dark weathered timbers, and wrought iron layered with scrolling and decorative finishes should be used to capture the essence of the community. Strong emphasis on bold geometry including triangular and diamond patterns should be considered in architectural design.

Graphic elements such as banners, perpendicular signage and advertising should pay careful attention to the Bavarian theme and street furniture improvements should take cues from German inspired architecture and design.

**Materials-** Cobble stone, dark timber, detailed moulding/ finials, fabrics, iron

# Typography

## Source Sans Pro - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

## Source Sans Pro - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

## Source Sans Pro - Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

## Kleist - Fraktur

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

## Kleist - Fraktur - Zierbuchstaben

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789





## Colour Palette



### Black Forest Cake

PMS 1405C  
CMYK 40/60/100/45  
RGB 103/72/24  
WEB #674718



### Flavourful

PMS 158C  
CMYK 00/66/100/00  
RGB 244/119/33  
WEB #f17622



### Bavarian Village

PMS 2925C  
CMYK 73/21/00/00  
RGB 33/160/219  
WEB #239fda



### Charming

PMS 7500C  
CMYK 09/15/39/00  
RGB 232/210/164  
WEB #e9d2a3



### Authentic

PMS 280C  
CMYK 100/97/20/08  
RGB 44/49/120  
WEB #2c3177

# 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.



**Autumn Bronze**



**Orange Juice**



**Toronto Blue**



**Philadelphia Cream**



**Admiral Blue**



autumn bronze



apple crisp



kelly green



orange juice



split pea



toasted chestnut



toronto blue



million dollar red



winding vines



philadelphia cream



antique bronze



burnt cinnamon



admiral blue



smouldering red



white dove

## Logo Design

Mildmay's logo conveys the character of a quaint Bavarian Village. The design has alpine features and echoes the small village feel. This Bavarian styled logo sets the tone for a rural village nestled among the hills of the rolling countryside and reinforces Mildmay's Brand as Ontario's Bavarian Village.

Please see the following guidelines that apply to Mildmay's 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.

**Colour  
Versions**



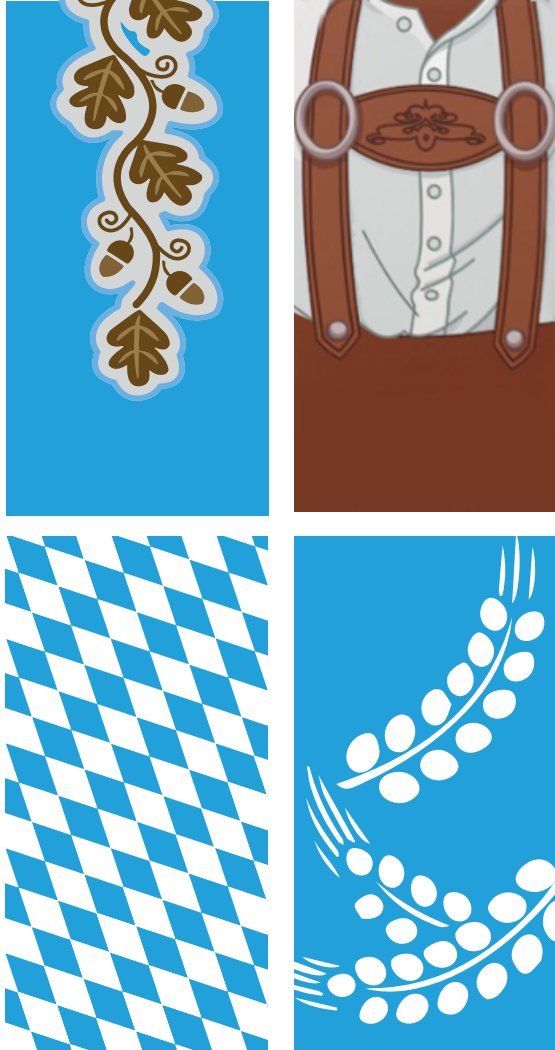
A logo version with a white background should be used when the background of the application is a dark colour.



**Grayscale  
Versions**



# Street Banners



# Print Material

## Rack Cards

**Stop & Shop**  
IN MILD MAY TO  
**WIN**

**Prizes Include**  
Dec 1<sup>st</sup> Early Bird prize!  
Win \$200 in Business Dollars!  
Dec 5<sup>th</sup> win \$100  
in Business Dollars!  
Dec 15<sup>th</sup> win \$200  
in Business Dollars!  
Dec 24<sup>th</sup> win \$300  
in Business Dollars!  
Enter as many times as you can!

Drop off completed shopping cards to:  
Surroundings, Wendt's,  
Ship 2 Shore  
or Harley's

  
Mildmay  
ONTARIO

 Sponsored by the  
Mildmay Chamber of Commerce & Mildmay  
Business Association and Spruce the Bruce

**MILDMAY**  
**Shopping**  
**PASSPORT**

Spend **\$20** at any participating  
business and receive a stamp.  
**Collect 8 stamps to enter!**

**PARTICIPATING BUSINESSES**

FREE	Balaklava Audio
	Bernie McGlynn Lumber
	Craig McDonald Reddon Insurance
FREE	Greg's Robert Funeral Home
	Harley's Pub & Perk
	Huron Bay Co-Op
	Liesemer's Home Hardware
	Mildmay Automotive
	Mildmay Cheese Haus
FREE	Mildmay Tent Rentals
	Mildmay Tirecraft
	Sandy's Family Restaurant
	Schuetz's Furniture
	Ship 2 Shore Holidays
	Stewart's Town & County Market
	Surroundings Custom Framing & Gift Shop
	Wendt's Jewellery & Gift Shop

We appreciate your support  
by shopping locally!

 Mildmay  
ONTARIO

Name \_\_\_\_\_  
Hometown \_\_\_\_\_  
Phone \_\_\_\_\_

## Billboard

**RELEASE YOUR  
INNER BAVARIAN**

  
Mildmay  
ONTARIO

**2hrs North West of Toronto**



# Signage Headers & Bike Racks

Careful attention to physical design and streetscaping details will create a positive environment for visitors, residents and businesses.

## Bike Racks

Bicycle racks which have a European flair should be utilized and can double as public art pieces.



Perpendicular Signage





# Benches, Flags & Planters

## Planters

Under window flower boxes and accent plantings should be used and incorporated into the streetscape where possible. Planters should use traditional materials such as reclaimed wood and decorative iron in their design.



## Benches

Park benches should feature strong graphic elements and scrolling wrought iron to give a sense of nostalgia and quaintness.



# Public Art & Lighting

Public art adds character, visual interest and helps to reinforce a community's Brand. By utilizing Bavarian clocks, wrought iron sculptures, water fountains and layered textures, the Bavarian flavor will be evident.

Lighting should flank sculptural pieces, flowers and clocks wherever possible. Hand carved wooden figurines should be considered and showcased.

Lampposts and standards should mimic the original posts lit by candlelight. Classic wrought iron sconces, lampposts and hanging fixtures should illuminate the street and provide a soft glow, adding to the atmosphere of the quaint Bavarian village.

**Lighting**



**Clock**



**Fountains**



**Glockenspiel Clock**





# Façade Examples

Bavarian-style architecture takes a cue from Alpine design and draws on classic heritage materials.



**Frankenmuth, Michigan**



**Frankenmuth, Michigan**



**Munich, Germany**



**Leavenworth, Washington**



**Rothenberg, Germany**



**Solvang, California**

# Local Facades

Harley's Pub & Perk After (Artist rendering)



Harley's Pub & Perk - before



Mildmay Cheese Haus



Wendt's Jewellery







# Credits

## Acknowledgements

### Authors:

Kara Van Myall

Alanna Young

### Produced By:

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### Design Concepts:

Canvas Studios

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

Port Elgin, Ontario

### Photography:

ImagePort Photo Agency & Studio

Port Elgin, Ontario

### Client:

Municipality of South Bruce, Mildmay Ontario