

Port Elgin Toolkit



The Boardwalk Vibe

Collect sunsets like you collect memories in Port Elgin: home to an exciting boardwalk vibe like no other. If you're looking for the perfect place to have a great time, look no further than Port Elgin - a vibrant, fun, and entertaining downtown with a casual atmosphere.

Located just a couple of blocks from the beach, downtown Port Elgin is the place people come with friends to celebrate the good things in life: sweet treats, casual food and brilliant shops.

Stroll from the boardwalk shops to one of the dozens of sunset vantage points along the shoreline. With expansive views of Lake Huron, it's hard to imagine a better location to have fun with your family by your side.

Après sunset return to downtown to complete your journey and enjoy a festival or event and be part of the entertainment and nightlife. Downtown is the place to be after work and on weekends.

Exciting boardwalk experiences begin in Port Elgin - where there is ALWAYS something going on.

PHYSICAL DESIGN	ACTION ITEM	WHEN
	Coulter Parkette redesign and development	ST
	Create demonstration block rendering of streetscape (façade, trees, signage)	ST
	Develop coordinated options for street furnishings	ST
	Update signage for parking - both short term and long term	ST
	Signage for public washrooms	ST
	Remove fencing around trees in downtown	ST
	Review outdoor patio bylaw- pilot with local businesses	ST
	Create empty storefront staging concept	MT
	Research and secure Streetscaping funding	MT
	Downtown Port Elgin Streetscaping advancement	LT
	Downtown Gateway entrance sign/ District Naming	LT

MARKETING AND PROMOTION	ACTION ITEM	WHEN
	Create Retail beautification pamphlets- did you know	ST
	Downtown coordinated business signage/ promotions	ST
	RED Destination Downtown Brand Development Project	MT
	Develop Activities/ entrainment ideas to animate the street	MT
	Coordinate downtown events with chamber, BIA, Tourism & other groups	MT

Short Term. (3-4 months) Medium Term. (6-12 months) Long Term. (1 year +)

Keywords

Vibrant Memories
Sunsets
Family-Friendly
Casual
Beach boardwalk

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 and Baton



**Colourful
Fabrics/ Canvas**



Yellow Brick



Horizontal Siding



Frosted Glass

Material guidelines help to articulate the design direction outlined by addressing key design considerations for the community and in doing so, promote a higher standard for development that is suited to the distinct identity of Port Elgin. Building materials should be scaled in a way that supports and maintains the historical pattern of building development and be appropriately placed on the building and engage with surroundings when possible. Careful attention to building details such as the placement and proportions of windows, doors and other architectural details can improve the coherence of a building and the street.

Downtown Port Elgin currently features a variety of mixed historical architecture including an abundance of yellow-brick buildings. Materials in local construction should try to reinforce a relaxed family -friendly beach atmosphere and are encouraged to use materials such as: board and baton, horizontal siding, beach stone, canvas fabrics, natural wood, frosted

glass, sand and a variety of layered architectural details such as moldings, pergolas, columns, cornices, shutters and canvas awnings. Buildings should use neutral colours as their base and highlight unique features with splashes of bold colour through the use of landscaping, grass plantings, awnings and signage.

In order for downtown to enhance its destination potential, it needs to move the Vision and Mission forward through a focused channel. The Toolkit has taken previous background research and studies and focused in on elements in an effort to create a cohesive, unique and authentic flavor in the downtown. In order for the Brand to be realized on the ground- a more focused approach to thematic elements and materials has been presented in this Toolkit.

Typography

Arno Pro - Caption

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz123456789

The Great Escape - Regular

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Myriad Pro - Bold

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Myriad Pro - Regular

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Verdana - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789



Colour Palette



Sunset Orange

CMYK 0/48/95/0
RGB 248/151/40
PMS 021 CV
HEX f89829



Beachball Red

CMYK 00/100/100/0
RGB 220/41/30
PMS 485 C
HEX dc291e



Fresh Breeze Blue

CMYK 58/13/0/0
RGB 88/180/229
PMS 2915 C
HEX 58b4e5



Wave Blue

CMYK 85/24/0/0
RGB 0/150/214
PMS Process Blue CVC
HEX 0096d6



Lifeguard White

CMYK 0/0/0/0
RGB 255/255/255
HEX ffffff

Build a Better Palette

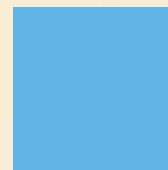
The colour palette selected is a summary of exterior paint swatches that can be utilized on facades and other application to enhance the Toolkit Brand. The colours shown are drawn from Benjamin Moore colour swatches and are intended for illustration purposes only. This Toolkit does not provide an endorsement of any specific product or paint brand and utilizes these palettes to illustrate a desired style and effect only.



Sunset Orange



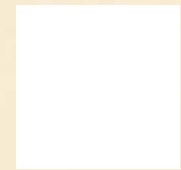
Beachball Red



Fresh Breeze Blue



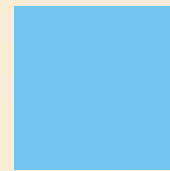
Wave Blue



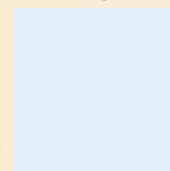
Lifeguard White



Racing Orange



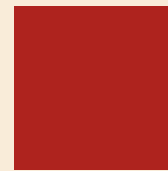
Blue Marguerite



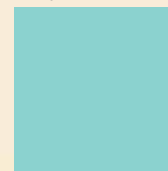
Cumulus Cotton



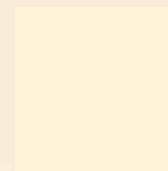
Semolina



Deep Rose



Spectra Blue



Mayonnaise



American Cheese



Patriot Blue



Peony



Blue Belle



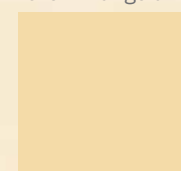
Hibiscus



poolside Blue



Yellow Marigold



Cream Yellow

Logo Design

The logo conveys the character of Port Elgin and its connection with the shoreline and spectacular sunsets. The relaxed styled font and flowing graphics are integrated into a contemporary design. Combining the sun, sand, flowing shoreline and fresh air help to reinforce the relaxed beach community atmosphere.



Sunset Orange

CMYK 0/48/95/0

RGB 248/151/40



Beachball Red

CMYK 00/100/100/0

RGB 220/41/30



Fresh Breeze Blue

CMYK 58/13/0/0

RGB 88/180/229



Wave Blue

CMYK 85/24/0/0

RGB 0/150/214

Logo Colour Variations

This is the preferred version of the logo



A coloured version of the logo should be used when the background of the application is light in colour.



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



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



A greyscale version with a white background should be used when the background of the application is any colour other than white and grayscale has been requested.

Street Furnishings & Banners



Planter

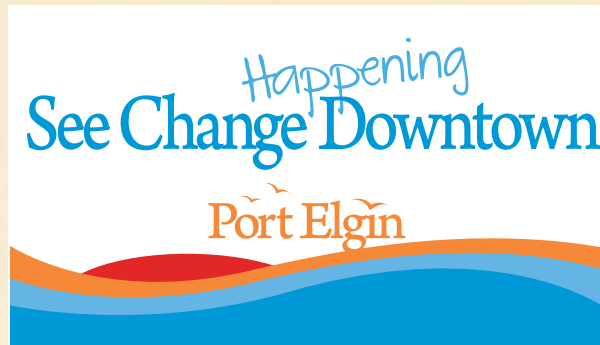


Street Banners



Advertising

Transition Stickers



Banner stand



Website



Sandwich Board



Signage & Bike Racks

Bike Racks



Signage Headers

Benches & Waste Receptacles

Benches



Waste Receptacles

Public Art

Public art is an opportunity for the community of Port Elgin to create public spaces and displays that reflect the local talents and the community Brand.



Bournemouth Beach, United Kingdom



Queensland, Australia



Melbourne, Australia



Oversized art beachball, Pier Park



Boardwalk Design



Water feature, Darling Harbour

Lighting



Light Wall



Street Lights

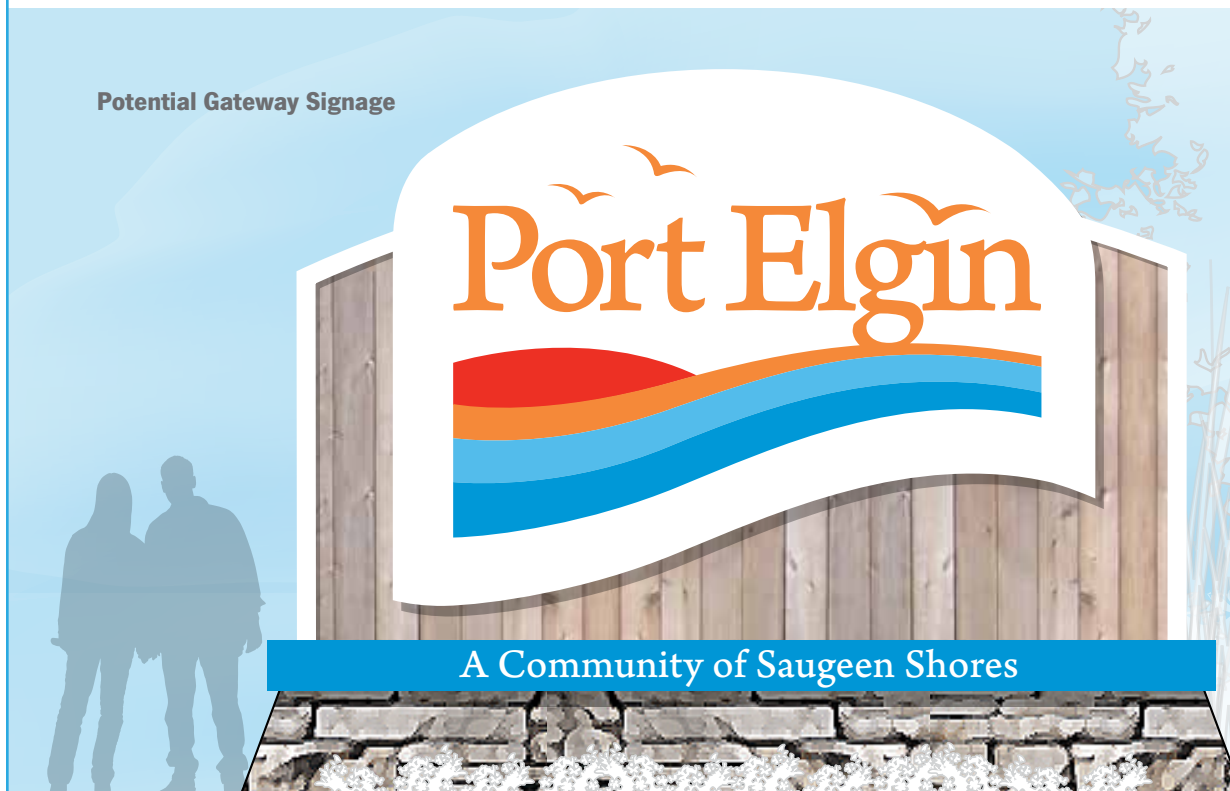


Other Infrastructure

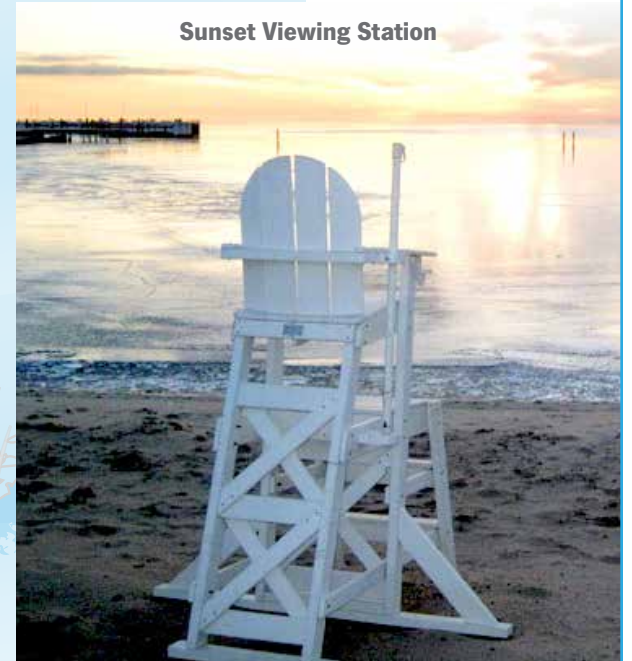
Splash Pad



Potential Gateway Signage



Sunset Viewing Station



Facade Examples



Boardwalk Bakery, Florida



Chicago Navy Pier



Disney boardwalk, Florida



Ron Jon Surf Shop, Pier Park USA



Pier Park, USA



Atlantic City New Jersey

Local Facades

Beachin' Before



After



Downtown businesses Before



After



Belle Abode Before



After





Credits

Acknowledgements

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Bruce County Planning and Economic Development
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Design Concepts:

Canvas Studios

www.canvasstudios.ca

Port Elgin, Ontario

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Port Elgin, Ontario

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