

Ripley

A Community of Huron Kinloss



Community Toolkit



Credits

Acknowledgements

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www.canvasstudios.ca

Port Elgin, Ontario

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Port Elgin, Ontario

Client:

Township of Huron Kinloss

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Vision

At the public workshop in Ripley, we undertook a Visioning exercise which established the ground work for the following VISION that has been established for downtown Ripley:

Downtown Ripley has the Homemade and HandsOn artisan experience that is unparalleled. Ripley is blessed with an artisan community and strong agricultural history which presents the perfect opportunity to pass on traditional rural skills as well as the unique artisan trades in downtown. Ripley will become the heart of rural culture by providing a hand's on learning experience that strives to keep these many traditions alive.



The Tools

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

Traditional Rural Skills

Country Charm

Hands-On Artisans

Homemade Rural Culture

Experience

Materials



Heritage Brick



Stained Glass



Barn Board



Decorative Iron



Wrought Iron

New development in Ripley should strive to utilize the existing historic building stock with a flair for the creative in any new initiatives. Bringing the artist perspective in to building design will explore ways to personalize buildings and encourage variations that enhance the Homemade and Hands On theme. Bringing a presence to the street by including elements like large windows for displays and architectural features will animate the street.

Buildings should utilize strong horizontal lines and angular planes. Building materials are concrete, stone, wood, glass and wrought iron as appropriate that emphasizes the uniqueness of each building and the personality of its owner / proprietor.

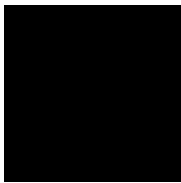
Materials: wood, rustic metal, clay, glass, and wrought iron

Graphic Elements such as banners, perpendicular signage or advertising should pay careful attention to the artisan theme. Street furniture and improvements should reference the local talent through public art displays, and focal features.



Summary Direction

Colour Palette



Black
Pantone: Black C



Orange
Pantone: 1385 C



Light Green
Pantone: 584 C



Dark Green
Pantone: 5763 C



Grey Blue
Pantone: 7546 C

Primary Font

Britannic Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Complimentary Font

Nimbus Sans P Light Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Nimbus Sans P Regular Condensed

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Nimbus Sans P Light

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Nimbus Sans P Regular

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Common Usage Guidelines

Gateway Entrance Signage



Street Banners





Signage Headers



Existing Streetlight



Benches



Bike Racks

This unique bike rack provides the service required with an artistic flair and community input.



Economic Development Boards



Façade

Existing buildings could enhance the store fronts with architectural features that highlight the artistian flavour of the community.



Gatlinburg, TN



Midland, ON



Minnesota



Example of Historic Mural



Chemainus, BC



Façade



Existing



Artists rendering



Public Art

The opportunity for the community of Ripley to create public spaces and displays of art, this will reflect the local talent and industries.



Kensington Market pole - Toronto, ON



Needle & button - NYC, NY



Edmonton, AB



Spools - Hamilton, ON



Corvallis, OR

