Sauble Beach Toolkit

spruce *the* bruce

The Brand

Retro Sauble Beach

Sauble hit its stride in the late 1940's when much of the commercial area was under development. Most of the resort development on the current beach area dates to 1948, including the still-surviving attractions like the Driftwood Café, Sauble Lodge Motel and the Crowd Inn hot-dog stand. The main street still reflects the atmosphere of the bygone days.

The identity for Sauble Beach should reflect a throwback atmosphere to the mid-20th century with art deco elements and retro-sleek design featuring exciting colours which portray an era and attitude of optimism and opportunity.

Sauble Beach brand promise is one of time spent at the beach reflecting on the good old days of summer. The Sauble Beach experience is one of summer family fun, old fashioned values, retro flashbacks all set on a beautiful beach.

OPEN

FIREWORKS

Keywords

Summer Family Fun
Old Fashioned Values
Retro Flashback
Beautiful Natural Beach
A Simpler Time

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

Bright Colours

Sleek Surfaces

Strong Lines

Chrome

Neon

Initiatives and new development in Sauble Beach should strive to capture the mid 20th century era with a flair for the resort development that took place at this time. The retro-sleek design should use bright colours, contrast, strong lines and glossy finishes highlighting waves and sunshine wherever possible.

Buildings should utilize strong horizontal lines and angular planes. Building materials including concrete, stone, wood, glass and chrome can be used to create beach architecture that captures the post war attitude of progress and prosperity.

Graphic elements such as banners, signage or advertising should pay careful attention to the retro theme, considering concentric circles, waves, sun bursts, and retro elements as suggested in this Toolkit while at the same time illustrating imagery related to the natural beauty of the area and the area's biggest asset - the beach.

Typography

Briquet - Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica - Compressed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica - Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica - Narrow
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Colour Palette

Retro Flashback

CMYK	50/100/15/10
RGB	135/33/117
PMS	512 C

Summer Family Fun

CMYK	0/95/100/0
RGB	238/49/36
PMS	485 C

Old Fashioned Values

CMYK	0/12/100/7
RGB	241/203/0
PMS	110 C

Natural Beach

CMYK	38/4/0/19
RGB	126/176/204
PMS	550 C

Simpler Time

CMYK	20/0/100/19
RGB	178/187/30
PMS	383 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.
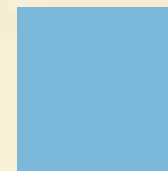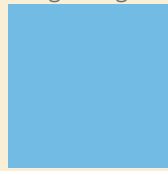
Mulberry

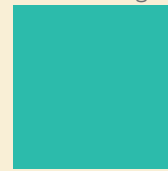**Tomato Red**

Lemon

Tidal Wave

Eccentric Lime

Twilight Magenta

Rumba Orange

Yellow Highlighter

Cayman Blue

Grape Green

Costa Rica Blue

Green Sponge

Turquoise Haze

Smouldering Red

Watercolour

Paradise Green

Yellow Rain Coat
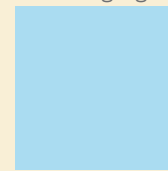
Citrus Green
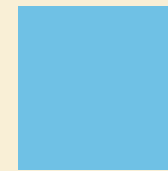
Mysterious

Butter

Logo Design

The Sauble Beach logo has been developed to highlight retro-sleek design while featuring exciting colours. The logo conveys the fun, classic character of Sauble Beach and quickly reiterates that Sauble Beach's Brand is Retro.
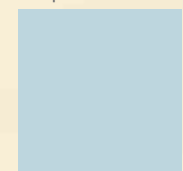
Please see the following rules that apply to the Sauble Beach logo.

Logo Colour Variations

Below are examples of the logo used in colour and grey scale. Colour versions of the logos are the preferred version, and should be used whenever possible.The logo can be used when the background of the application is a dark colour.
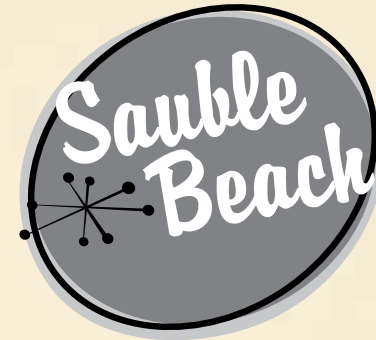
Street Furnishings

Interactive Retro Art

Sand Bucket Planters

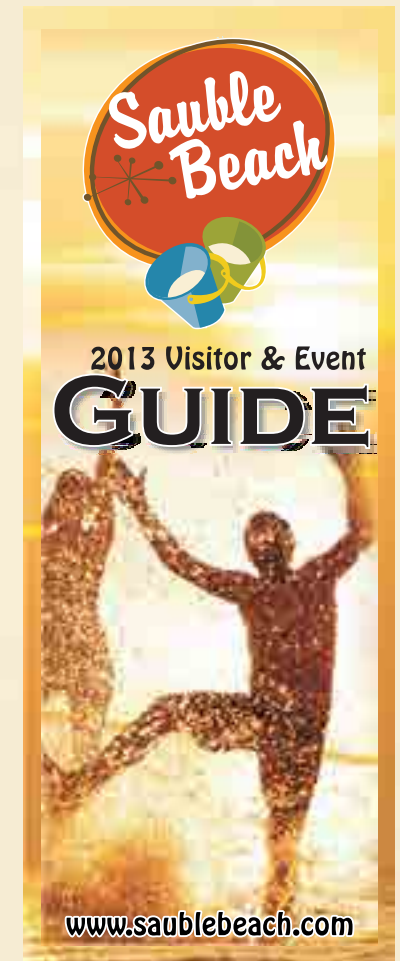**Street Banners**

Advertisements

Website

Visitor & Event Guide 2013

Print Advertising

11 km of gold sand along the clear waters of Lake Huron. **The second-largest freshwater beach in the world**

7 Years of Blue Flag Designation

Sauble Beach

www.saublebeach.com

Sauble Beach

Ontario's #1 Beach Destination

Just a few of the upcoming
Festivals & Events

Canada Day
July 1st

Car Shows
Tuesday Nights
June 26th - September 18th

Family Movie Nights
Wednesday Nights
July 4th - August 29th

Lobster & Laughs
August 9th

Sandfest
August 10th - 12th

Keep up to date at www.saublebeach.com

Sauble Beach

Ontario's #1 Beach Destination

Just a few of the upcoming
Festivals & Events

Canada Day July 1st

Sunset Beach Volleyball
July 16th - 17th

Lobster & Laughs Aug. 4th

Sauble Sandfest Aug. 5th - 7th

Kite Jam Sept. 17th - 18th

Thanksavings Festival Oct.8th

All July & August

Classic Car Show & Dance
every Tuesday Night

Family Movie Nights
every Wednesday Night

for more information
please call 519-422-2457
or check out our website

www.saublebeach.com

Sauble Beach

2013 Visitor & Event GUIDE

www.saublebeach.com

Signage & Bike Racks

Bike Racks

Sauble Beach

← Community Center
← Library
← Memorial Park
← Sports Complex

Signage Headers

Gateway Signs

Benches & Waste Receptacles

Sauble Beach park benches should be fun and funky; however to reduce the risk of theft, benches along the beach should continue to be made of heavier concrete and wood.

Benches

Waste Receptacles

Public Art

Public art is an opportunity for the community of Sauble Beach to enhance public spaces through pieces that reflect the local talent and retro vibe of downtown Sauble Beach.

Water Sculpture, Perth Australia

Bandshell, New York

Mural in downtown Sauble Beach

Oversized animated sculptures, Spain

Wave Sculpture

Sleek surfboard inspired sculptures, Imperial Beach California

Lighting

Wall Light

Street Light

Other Infrastructure

Shade Shelters

Picnic Shelters

Public Green Spaces

Bandshells

Façade Examples

Coney Island, NY

Miami, Florida

Safeway, Winnipeg

Crowd Inn, Sauble Beach

Local Façades

Façade Restoration/ upgrades can be a great opportunity to implement the retro Sauble Beach brand. These examples are intended to illustrate how colours and materials could transform the appearance of an existing building to further the brand identity.

After

After

Before

Before

Credits

Acknowledgements