

Southampton Toolkit



A pair of flip-flops with dark brown straps and light-colored soles lies on a sandy beach. In the background, gentle waves with white foam are washing onto the shore under a warm, golden light, suggesting a sunset or sunrise. The overall scene is peaceful and evokes a sense of relaxation and vacation.

Southampton Ontario's Hamptons

Ontario's premier lakeside destination is relaxation at its finest. This quaint lakeside town has nautical roots as deep as the lake providing its backdrop. "Heading to the Hamptons", can easily refer to Southampton, Ontario: a coastal retreat with a distinctive northern flair. This destination is a treasure and features some of the finest collections of art, boutique shopping and shoreline properties in all of Canada.

Southampton is where you can enjoy a romantic getaway or permanent year round vacation. In this sophisticated, peaceful community you will find the Chantry Island Lighthouse standing tall as the village icon. Beaconing you to the stunning accommodations,

historic architecture and intimate eateries and shops of this quaint downtown. Southampton is a premier shopping district that provides a spectacular view. Unwind in Ontario's Hamptons – Southampton - an upscale destination whether you're here for a weekend or a lifetime.

Keywords

Nautical
Coastal cruising
Refined living
Relaxation
Sophistication

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 Batten



Rope



Glass



Wood



Iron

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 Southampton. Building materials should be scaled in a way that supports and maintains the historical pattern of building development and is appropriately placed on the building to engage with the 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.

Southampton's strength comes from its marine heritage and its timeless natural beauty. Materials in local construction should draw on this charm and reinforce a relaxed sophisticated atmosphere by using materials such as: board and batten, horizontal shiplap siding, natural wood, frosted glass, yellow brick, rounded riverstone and a variety of layered architectural details such as detailed moldings, cornices, cedar shakes, and crisp awnings. Windows should have grilles to divide the glass surface into smaller panes. Classic nautical themed colours should be utilized whenever possible on buildings, signage and public art as it is an

opportunity to tie directly into Southampton's Brand while adding splashes of colour into downtown.

Balance and proportion are particularly important design considerations to create a feeling of order, comfort, and refuge on the edge of water. Making connections with the waterfront throughout downtown will collectively enhance the best features of the downtown core.

Typography

Ashbury - Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz123456789

PT Sans - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz123456789

PT Sans - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz123456789

Arial - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

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Colour Palette



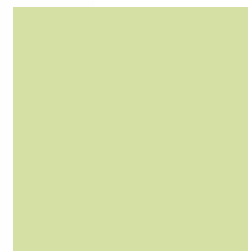
Nautical Blue

CMYK 100/72/00/18
RGB 00/73/144
HEX 004990



Blue Flag

CMYK 85/24/00/00
RGB 00/150/214
HEX 0096d7



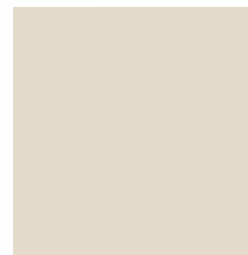
Dune Grass

CMYK 18/02/44/00
RGB 213/225/164
HEX D5E1A4



Bright Dune Grass

CMYK 42/00/80/00
RGB 158/206/99
HEX 9ece63



Soft Sand Beige

CMYK 10/11/20/00
RGB 228/218/201
HEX E3DAC9

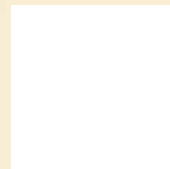


Crisp Linen White

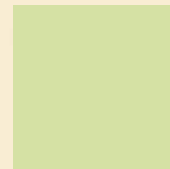
CMYK 0/0/0/0
RGB 255/255/255
HEX FFFFFFFF

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.



Crisp Linen White



Dune Grass



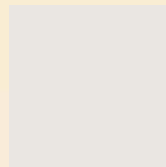
Soft Sand Beige



Blue Flag



Nautical Blue



Blue Viola



Queen's Wreath



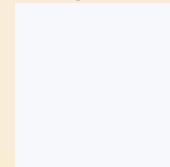
Scenic Drive



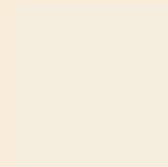
Heather Field



Tea Light



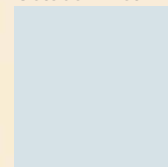
Cloud Cover



Dune White



October Mist



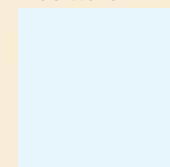
Ice Sculpture



Sweet Pea



Blue Wave



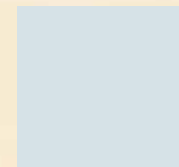
Bashful Blue



Sandy Brown



North Sea



Ice Sculpture

Logo Design

The logo conveys the character of Southampton and its close ties to nautical heritage. The classic styled font integrated with the iconic lighthouse imagery creates a timeliness reference to the water. Southampton's marine history is displayed in the colour palette and wave design- repeatedly calling you back to the shoreline.



Nautical Blue

CMYK 100/72/00/18

RGB 00/73/144



Blue Flag

CMYK 85/24/00/00

RGB 00/150/214



Sunset Magenta

CMYK 30/100/09/00

RGB 181/30/132

Logo Colour Variations

This is the preferred version of the logo.



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



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



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



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

Street Furnishings



Nautical themed flags



Planters



Seating



Advertisements

Rack Card



Print Ad



Signage & Bike Racks

Signage Headers



Bike Rack

Potential Gateway Sign



Benches & Waste Receptacles



Waste Receptacles



Benches



Public Art

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



Compass, Coruna, Spain



Ship in a bottle, United Kingdom



Pyerto Madryn, Argentina



Sculpture by the Sea, Bondi Australia



Shipping Mural, Boston



Sculpture by the Sea, Bondi Australia

Lighting & Banners

Light Wall



Street Lights

Other Infrastructure



Shipwreck Sculpture



Ship Playground



Herringbone Brick Pattern



Binoculars

Facade Examples



Historic properties, Halifax



Hyannis, Massachusetts



Nantucket Antique Shop



Storefront, East Hampton



Hermosa Beach



Storefront, East Hampton

Local Facades

Cook's Cupboard Before



After



Harrigan's Food Market Before



After



Paul Easelson's Furniture Before



After



A photograph of two young girls with blonde hair, wearing colorful swim goggles (one purple, one orange), smiling and floating in the water. The background is a soft, out-of-focus sunset over a body of water.

Credits

Acknowledgements

Authors:

Kara Van Myall

Alanna Young

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Canvas Studios

www.canvasstudios.ca

Port Elgin, Ontario

Photography:

ImagePort Photo Agency & Studio

Port Elgin, Ontario

Client:

Town of Saugeen Shores