

Warton Toolkit

The Brand

Basecamp to the Bruce Peninsula

As the provisioning headquarters to the beautiful Bruce Peninsula, Wiarton is the perfect central basecamp for any day hike, boat trip or camping adventure. Park your bags and explore the wilderness of the region and look forward to coming home to Wiarton. Nestled between the rugged limestone cliffs of the Niagara escarpment and the shores of Georgian Bay, you can't help notice the stunning landscape and opportunities to touch, climb and experience the outdoors right at your fingertips.

Combining a sense of outdoor adventure with the iconic Wiarton Willie—Canada's foremost weather prognosticator, Wiarton is a central basecamp throughout all seasons for your Bruce Peninsula adventures.

Keywords

Basecamp
Natural Environment
Wiarton Willie
Family Adventure
Provisioning

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



Wood (cedar)

rough timber & finished



Limestone



Aged Brick



Iron



Local Stone

Development in Wiarton should highlight the natural features of the surrounding escarpment and the plentiful outdoor opportunities that abound in and around the town. Developments should have a classic frontier feel and architecture that integrates the escarpment stone and natural timber into the streetscape and buildings is encouraged.

Local white cedar timber, posts, trim and flagstone in irregular sizes are materials that can easily adapt to exterior and interior finishes. Natural stone boulders in different sizes and colours can create naturally defined areas, sculptural elements and photo opportunities. Pine trims and siding are readily available in rough or planned and the flexible colour options make it an ideal product once coated.

Buildings should utilize natural materials available locally such as Wiarton limestone and white cedar for structural elements and highlights. Preservation of downtown architecture and existing brick structures is encouraged. Vinyl and metal siding is not appropriate for commercial areas that are visible from the mainstreets.

Warton stone is also known as Dolostone, Warton Black Dolostone, Ledgerrock, Eramosa and ranges in colour from beige to black and is a medium-hard limestone. Stone adds a natural aesthetic to building and landscape projects. By integrating surrounding natural elements into downtown Wiarton, Wiarton will highlight itself as an outdoor adventure basecamp.

Typography

Cambria - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Light up the World - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Helvetica Neue - Bold Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

Helvetica Neue - Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789



Colour Palette



Family Adventure

Pantone 511 C
CMYK 60/91/41/33
RGB 95/41/79
Web #5f294f



Provisioning

Pantone 280 C
CMYK 100/89/24/19
RGB 0/40/120
Web #002878



Bruce Peninsula

Pantone 574 C
CMYK 67/47/97/43
RGB 68/80/38
Web #445026



Basecamp

Pantone 462 C
CMYK 40/59/78/50
RGB 96/68/43
Web #60442b



Natural Environment

Pantone 466 C
CMYK 22/26/57/0
RGB 201/178/128
Web #c9b2805



Warton Willie

Pantone 672 C
CMYK 8/42/0/0
RGB 226/164/202
Web #e2a4ca

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.



Ferret Brown



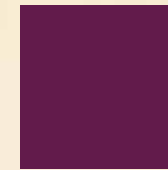
Grassy Field



Pearl Harbor



Passion Pink



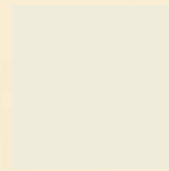
Mulberry



Big Country Blue



thicket



deep in thought



jute



thicket



schooner



chambourd



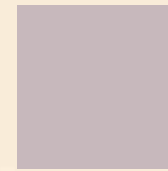
rattan



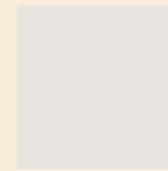
silhouette



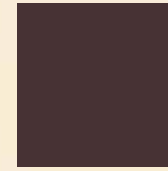
rustique



violetta



calm



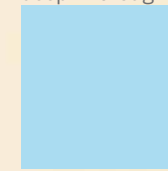
caponata



aplomb



deep in thought



turquoise haze



blue echo



flint



jute

Logo Design

Please see the following rules that apply to the use of the Wiarton Willie logo.



Logo Colour Variations

The distressed versions of the Wiarton logo is preferred and should be used whenever possible.



The coloured version of the logo can be used on a light or dark coloured background.



The grayscale version of the logo can be used on a light or dark coloured background.



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



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



Solid variations of the Wiarton logo can be used when the other versions are not applicable or if the application of the logo is small.

Wiarthon Willie Logo Design

Please see the following rules that apply to the use of the Wiarthon Willie 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.



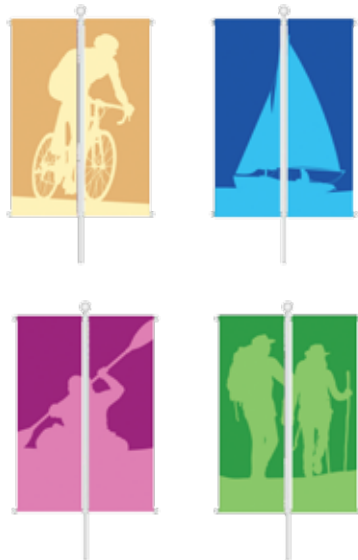
Streetscape Beautification



Planters



Banners



Banners



Street Furniture

Garbage Bin



Natural Seating

Bench



Bench



Community Signage & Bike Racks

Bike Rack



Bike Rack



Signage Header



Gateway Sign



Sandwich Board



Advertisements

Willie, the “guide” should be shown enjoying the town’s many features and amenities including in advertising opportunities. It is essential to highlight on the variety of experiences and adventures available within a short drive of Wiarton and is the key to Wiarton’s unique downtown positioning. Graphic elements such as banners, signage or advertising should reference both the many adventures you can take while calling Wiarton your basecamp home, and feature Wiarton Willie the “guide” along for the ride. By focusing on the outdoor adventure and natural amenities that make Wiarton unique, will further Wiarton’s Brand positioning.

Advertisement



We got it in Wiarton

Remember to stop and get:

- ☒ Tent
- ☒ Sleeping bag
- ☒ Air mattress
- ☒ Thermos
- ☒ Matches

VisitWarton.ca

Warton
ONTARIO

Basecamp to the Bruce Peninsula

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Rack Card



We got it in Wiarton

- ☒ Tent
- ☒ Sleeping bag
- ☒ Air mattress
- ☒ Thermos
- ☒ Matches

VisitWarton.ca

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Basecamp to the Bruce Peninsula

Web Banner



Basecamp
to Bruce Peninsula's Adventures



Warton Wednesdays

Kick-Off event on July 3rd

Live Music & Entertainment, Market Vendors, Special Promos, Demonstrations and more.

Every Wednesday in July & August Stores Open Late

The Cluttered Cupboard	563 Louisa Street
Great Canadian Dollar Store	564 Berford Street
Northern Confections	651 Berford Street
Unforgettable Petz	636 Berford Street
Cocoa Vanilla	627 Berford Street
Karen's Scrapbooking	632 Berford Street
Crabby Cabbie	676 Berford Street
Lloyd's Smoke Shop	570 Berford Street
Balloon Headquarters/The Painted Turtle	499 Berford Street
Home by Design	552 Berford Street
Bluewater Travel	566 Berford Street
The Green Door	563 Berford Street
Foodland	46 William Street
Josie's Fashions	618 Berford Street
Rankin River Trading Co.	559 Berford Street
Ram Trophies and Sportswear	676 Berford Street
Warton Home Building Centre	010189 Hwy 6
Warton Home Décor Centre	160 Berford Street
Warton Farmer's Market	Berford Street Parkette
The Warton Inn	666 Berford Street

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Public Art

Public art is an opportunity for downtown Wiarton to create dynamic public spaces and site specific works of art which reflects local creativity and the community's brand.



Mural, Wiarton



Warton Willie Themed Wood Sculptures, Wiarton



Warton Willie Themed Stone Sculptures, Wiarton



Robert McLaughlin Gallery, Oshawa



Beaver dam Canoe Landing park, Toronto



Lewiston, Idaho

Lighting

Street Lights



Light Wall



Façade Examples

Public art is an opportunity for downtown Wiarton to create dynamic public spaces and site specific works of art which reflects local creativity and the community's brand.



Banff, Alberta



Banff, Alberta



Warton, Ontario



Banff, Alberta



Collingwood, Ontario



Whistler, Alberta

Local Facades

Facade restoration and upgrades are be a great opportunity to implement the Basecamp Brand into visual design. These local examples illustrate how colour and materials transformed the appearance of an existing building to further Wiarton's brand identity.



Before



After



Before



After



Credits

Acknowledgements

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