

BRANDING GUIDE

2019

Heart of
Georgian Bay
IN SIMCOE COUNTY

GEORGIAN BAY
by Benjamin
Moore

official colour

Pantone 5415U
RGB 91 126 150
CMYK 69 43 30 4
Hex 5b7e96

NOVEMBER
DUSK

303U
62 86 101
79 58 45 25
3e5665

SPRUCE
NEEDLE

N/A
13 75 44
88 42 90 47
0b4d2c

SUNRISE
PEAK

7549U
255 185 56
0 32 86 0
ffb938

MORNING
GLARE

Bright Orange
255 115 51
0 69 83 0
ff7333

HOPE
ISLAND

3242U
87 217 213
55 0 24 0
57d9d5

complimentary colours



WHO ARE WE?

North Simcoe Tourism or better known as Heart of Georgian Bay is the destination marketing organization (DMO) for the communities of Midland, Penetanguishene, Tay and Tiny.

We are a not for profit organization, devoted to attracting new visitors to the area, enticing them to stay longer and encouraging them to return with friends. We work with industry partners to develop new products and packages, and strategically market the unique regional offerings.

Our focus is to be the portal for tourism information; what to do, where to sleep, where to eat, where to shop, festivals and events, etc.

CONTACT US

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www.gbay.ca

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OUR TAGLINES & HASHTAGS

Our tagline "your next adventure starts here. should be used whenever appropriate. When displayed visually, it should be justified to the left and include a period at the end.

#heartofgbay is the official hashtag for the organization and should be included in all social media posts by the DMO. It can be used by tourism businesses to associate themselves with our brand.

#HEARTOFGBAY #GBAYLIFE #WEDOWINTERWELL #HISTORYLIVESHERE

YOUR NEXT ADVENTURE STARTS HERE.

OUR LOGO



Any business in the Heart of Georgian Bay may choose to display our logo as a sign of support of the organization and to identify themselves as within our borders.

Any business that participates in advertising programs offered by Heart of Georgian Bay must agree to display the logo on their website, with a link to gbay.ca

OFFICIAL LOGO

Colour: Georgian Bay by Benjamin Moore
Minimum Height: 11mm or 43px
Spacing: leave a minimum white space around the logo equal to the height of the "o" in the word "of"

ALTERNATIVE LOGOS

Colour: Georgian Bay by Benjamin Moore or November Dusk
Minimum Height: 13mm or 49px



how to use it

white logo on a dark background
blue logo on a light background
black logo only when necessary
a light shadow is permitted but only when necessary to



how not to use it

blue logo on a dark background
white logo on a light background
rainbow coloured logo or bright blue logo
any logos that includes GOgbay.ca



OUR FONTS

TITLES - JONZE AND JONZING

TITLES - KILN SANS

Subtitles or graphic text - Black Jack

SUBTITLES OR GRAPHIC TEXT - AMATIC

Text body - Myriad Pro Regular

OUR TONE OF VOICE

The voice of Heart of Georgian Bay is casual, fun and friendly. Language should be simple and relaxed. Content should be appropriate for all ages.

Avoid use of trendy words and slang, to keep content relevant and to engage with people of all ages. Avoid industry abbreviations. Avoid inappropriate behaviour such as excessive alcohol consumption, drug use of any kind, and recreational activities without proper protective gear.