As a community, we’re not responsible for just delivering a logo or a communication strategy - or even putting out an ad campaign. We are in the business of delivering an experience.

This new identity and accompanying style guide will be the visual that represents that experience. It will represent the promise that we make to everyone that holds a special place in their hearts for Kenora and Lake of the Woods.

This brand will convey an emotion. It will tell a story.
BRAND PROMISE

In 2011-2012, the City of Kenora undertook a branding exercise with Roger Brooks of Destination Development International. A brand leadership team comprised of people from Kenora and the Lake of the Woods region worked with Roger to create a new brand for our city. The brand promise is as follows:

Kenora is North America’s Premier Boating Destination. We are the connection to Lake of the Woods and its 14,522 Islands.

Through our events and amenities we celebrate our history and build our future.

We love our lake; we are its stewards and we nurture its pristine environment.

This promise focuses on enjoying the lake, and protecting the lake - while paying tribute to the people who lived this land before us, and those that will live it after us.
BRAND PERSONALITY

THE NEW IDENTITY

When considering North America's Premiere Boating Destination, the first image that likely comes to mind, is that of a power boat, up on step, racing across Lake of the Woods and creating a large wake.

With the identity being made up of curved lines tracing a boat’s hull, and the fluid forms of the water which the boat sits on, it is important that the letterforms not be too geometric. The typography should roll like water does. There are swashes on the K, R and A that reference and mimic these organic shapes.

The visual identity is made up of 3 groups of colours - a mixture of natural earth tines, and nautical-themed colours. The red represent adventure, passion and excitement. The blues represent trustworthiness and confidence. Small amounts of brown represent the natural geography.

A closer look at the image above, reveals symbolism representing other popular forms of water travel - a paddle and a sailboat.
**THE PADDLE**

Forming the windshield and top rail of the power boat, is a paddle. The paddle represents all hand-powered transportation on the lake, including kayaks, canoes, and paddleboards. Eco-tourism and adventure seeking continue to grow in popularity, and Lake of the Woods is the perfect setting to explore with a paddle.

**THE SAILBOAT**

Rounding out the collage of images that make up the power boat, is the sailboat. A mainstay of leisure-seekers on Lake of the Woods, the sailboat provides an elegant and stylish way to experience all the lake has to offer.

**POSITIONING STATEMENT GRAPHIC**

The essence of the new brand statement, ‘North America’s Premiere Boating Destination’, this graphic - or ‘slug’ - should be placed on communication materials such as ads and brochures as a ‘sign-off’ to reinforce the core of the new brand’s message.
The Positioning Statement Graphic can be used in conjunction with the main logo as one piece, or it can be separated and used as a stand-alone element. When used as a stand-alone element, the main logo should still appear somewhere on the communication piece.

The Positioning Statement Graphic should always be sized to be 2/3rds of the size of the main logo - whether it is attached to the main logo, or used as a separate element. When using the Positioning Statement Graphic ‘attached’ to the logo, please use one of the files provided on the CD with this manual. There are 2 options - a horizontal layout, and a vertical one.
BLACK & WHITE / REVERSE

The new identity is effective in black & white or reverse. Although preferable to use in full colour, certain applications may call for a single colour treatment (shown on right.)

When the identity is used on a photograph with medium or darker tones, it is necessary to use the reverse, or knock-out, form (as shown below.)
**LOGO SAFE AREA**

The identity should always include a safe area of ‘white space’ around it, to ensure that no overlapping elements can interfere. The capital O in Kenora serves as the reference for the width of this safe area.

![Logo Safe Area Diagram]

**MINIMUM SIZE**

To ensure legibility, we recommend that you don’t use the logo at less than 1” wide. Exceptions can be made under certain circumstances where the logo has to appear smaller (such as a sponsor logo, or on a lapel pin), but for maximum clarity and readability, we recommend this minimum size.

![Minimum Size Diagram]
INCORRECT USES

To establish consistency with the new brand, it is important to follow the standards set out in this guide, and to refrain from the following:
**TYPOGRAPHY**

A key component to maintaining the consistency of communication materials using the new City of Kenora brand, is the treatment of the typography.

The identity utilizes 2 distinct typefaces. The main typeface, used for ‘Kenora’, is FM Bolyar, an elegant and ornate typeface that comes with a full set of swashes, alternates and ligatures.

The secondary typeface, used for ‘Lake of the Woods’ is Baka Too, an expressive hand drawn font. For any body copy and support text, FF Meta offers clean lines, readability, and maximum flexibility with several different weights - including a small caps. For internal use, Arial may be used as a substitute.

---

**FM BOLYAR**

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

**FM BOLYAR - SWASHES**

A G H K M N R  
T V X Y Z
**BAKA TOO**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**FF META**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**FF META - BOLD**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**FF META - SMALL CAPS**

ABCDEF
HIJKLMNOPQRSTUVWXYZ
COLOUR SCHEME

The visual identity is made up of 3 groups of colours - a mixture of natural earth tines, and nautical-themed colours. The red represent adventure, passion and excitement. The blues represent trustworthiness and confidence. Small amounts of brown represent the natural geography.

![Red](c: 10 m: 85 y: 100 k: 20)

![Brown](c: 50 m: 50 y: 60 k: 25)

![Blue](c: 62.5 m: 0 y: 25 k: 0)

![Yellow](c: 0 m: 0 y: 30 k: 16)

![Blue](c: 58 m: 7 y: 0 k: 20)

![Blue](c: 96 m: 73 y: 38 k: 24)
PHOTOGRAPHY

Photography is a vital element of our brand, and should be the focal point of any communication piece. The photos should be specific to the geography of the area, and feature activities and events that take place in Kenora and on Lake of the Woods. Any photo used in official communication pieces should be of a professional quality. Stock photos, if necessary, can be used sparingly, but should only be used to depict generic Boreal Forest scenery. Any photography that could be recognized as a location different from Lake of the Woods, should not be used under any circumstances. If in doubt, please check with Kenora Tourism about your proposed photo.
BRAND EXAMPLES

The following pages show some examples of how the new brand can be applied over different communication materials.

Want to work where you play?

We have the land, the infrastructure, and the people you need to move your business to the lake!

Kenora is your connection to Lake of the Woods, North America's premier boating destination. We are stewards of the Lake and live the Lake life year round.

It’s better @ the Lake.

To make your move to the Lake, contact Jennifer Findlay, Economic Development Officer

807.467.2127
jfindlay@kenora.ca
MESSAGE FROM DENNIS WALLACE
CHAIRMAN, LAKE OF THE WOODS DEVELOPMENT COMMISSION

I am very pleased with progress achieved by the Lake of the Woods Economic Development Commission over the past year. While difficult economic events continue to affect the Kenora area, as they have every region of Ontario, we can take pride in gains as well.

The Big Spruce is both a business and tourism boost for our City. With this initiative and important partnering between all parties involved in tourism, the Tourism Committee of the Lake of the Woods Economic Development Commission is ready to launch its strategic plan. It will help to set new direction in attracting tourists to our area and it will be done on a team-based approach. We have already begun marketing Kenora attractions in the Winnipeg region with the Kenora Hospitality Alliance. Shortly, we will engage senior levels of government in broader marketing plans. We should be a tourist destination like Jasper or Niagara on the Lake.

The Business Attraction Committee has worked hard to find alternate uses for the Abitibi Bowater property. We are optimistic about next steps. Investment prospecting is taking two forms with positive effect. First we have contracted a firm to undertake a study of businesses who might invest in our region and, second, we are working with firms who are signaling an interest in investing here. Our feeling is that there will be new investment and opportunities for small business growth by existing and budding entrepreneurs. Work has taken place with mining companies in the area who are aiming to capitalize startups. This has included First Nation partners and Sioux Narrows/Nestor Falls.

A key objective of the Commission is increasing the assessment base of the City of Kenora. In this regard, we see property developments moving ahead that should regain much of the lost tax revenue with the closure of the Abitibi Consolidated mill. The Lake of the Woods and Kenora, with higher end accommodation, will attract new citizens who will bring spending power with them. We cannot miss the Baby Boomers who are retiring and looking for an attractive place to live -- it is Kenora and area.

Diversifying and advancing a regional economy takes much time, effort and partnerships. Results are beginning to show. It is our feeling that greater ground will be achieved in the current year.

The adage "in unity there is strength" truly applies to our work.

Dennis Wallace
Chairman, Lake of the Woods Development Commission
BRAND EXAMPLES - VERTICAL BANNERS

Sample designs for lamp post banners.
BRAND EXAMPLES - WEBSITE

Main page and sample sub page for new kenora.ca website.
BRAND EXAMPLES - GATEWAY SIGN
**WHITECAP PAVILION IDENTITY**

The Whitecap Pavilion was named in reference and tribute to the whitecap waves that often race across Lake of the Woods.

In addition to the colour similarities, the shape of the Pavilion resembles that of a wave. The new identity plays on those similarities and substitutes a rolling whitecap wave for the canvas of the tent.

The architectural structure of the Whitecap Pavilion is very unique, and casts a striking form on an already beautiful harbourfront and skyline. As the Whitecap Pavilion becomes more established and visited, the shapes and forms of the identity will be synonymous with the architectural design of the venue.

The typography matches the main Kenora logo, and the colour scheme is complementary with that logo as well. They have been designed to work in tandem with one another – and wherever possible the Kenora logo should appear alongside the Whitecap Pavilion.
The logo can appear as one-colour in instances where it is technologically impossible, or cost-prohibitive to print the full colour version.

Often the logo will need to appear on a dark background – whether it's a solid colour, or a photograph. When using it in reverse, the whole logo is white and 'knocked out' of the background.

For larger tourism related events at the Whitecap Pavilion, such as Canada Day, Harbourfest and Winter Carnival, it is necessary and advantageous to use both logos together. When using the logos equal in hierarchy, ensure that the main text (WHITECAP and KENORA) is the same size in both.
This style guide, and the brand contained herein, were designed by Mike Newton Design and the Brand Leadership Team at the City of Kenora.

This brand guidelines and standards manual contains the intellectual property of The City of Kenora, and is copyright 2012. Information included here is for the reference of The City of Kenora and its agents. It may not be shared with a third party without permission by The City of Kenora.

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