BRAND **GUIDELINES**

TOURISM
vaughan

This document is an essential tool that outlines how to mobilize the visual components of the City of Vaughan's tourism brand. It guides businesses, partners, and affiliates on how to appropriately use our marks, colours, and typefaces – and used correctly – will secure brand continuity across media channels and marketing materials.

For further clarification on this guide, or to access brand files, please contact:

Tourism, Arts & Cultural Development
tourism@vaughan.ca
905-832-8526

Introduction

Tourism Profile

Our Visitors Needs

Authenticity

Stimulation

Discovery

Freedom

WHO WE ARE...

A vibrant, energetic, and diverse destination offering year-round, family-friendly attractions, accomodations, and experiences.

WHO WE'RE SELLING TO...

Knowledge seekers and upcoming explorers who desire an authentic and stimulating tourism experience.

WHAT WE'RE SELLING...

Spirited adventure and constant momentum.

Our Destination's Attributes

Accessible

High-quality

Energetic

Welcoming

Logo Story

Full of vibrancy and movement, the City of Vaughan's tourism logo is meant to mirror constant, fast-paced – yet deeply purposeful – evolution. Its energetic colour palette celebrate continuous improvement, forward-thinking growth, and an ongoing commitment to attracting new and invigorating industries. Combined with sharp 'V' shaped icons, each logo complements the City's corporate brand and is a flexible solution for representing the municipality's vibrant energy.

TOURISM
vaughan

vaughan
ECONOMIC & CULTURAL
DEVELOPMENT

vaughan
ENTERPRISE ZONE

DOWNTOWN
vaughan
METROPOLITAN CENTRE

TOURISM

vaughan

TOURISM

vaughan

TOURISM

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vaughan

Sizing Restrictions

For sizing restrictions, I wonder if we broaden a touch? 'Our vertical logo should never appear smaller than 1.25 inches wide, while our horizontal variation should never be smaller than 2 inches wide.'

Space to Breath

In order to maintain the visual integrity of our brands, we need to give each logo space to breath. This space can be represented by the measurement 'X'. Each logo should have at least X amount of space surrounding it at all times, meaning no other visual element (other logos, text, etc.) should fall within this space.

Logo Dont's

X Please don't use new letters

X Please don't give it a makeover

X Please don't flip it upside down or position it diagonally

X Please don't squish or stretch it

X Please don't leave it somewhere congested

Special Use Cases

The 'V' icon of Tourism Vaughan's logo may be used on its own to accent designs or creative materials. However, it's important to note that if using the preferred variation with a gradient mapped image in the icon's background, the image should remain abstract – for example, showing off landscapes, building facades, etc. – rather than people. As well, please ensure the image in the icon's background is print-quality (300dpi or higher). If the application requires a vector format, the gradient version of the icon without an image background or the solid icon can be used. Some use case examples are outlined below:

ACCEPTABLE USES OF 'V' ICON

'V' icon cut off on left side

'V' icon cut off on right side

'V' icon cut off on top

'V' icon cut off on all sides

'V' icon not cut off

'V' icon cut off on top and side

TOURISM
TORONTO

TOURISM
vaughan

MARKHAM

TORONTO

Richmond Hill

tourism
richmond hill

Tourism
MARKHAM
905-475-4720

Co-branding and Sponsorship

If or when our logo is being partnered alongside others, it should be sized so that it's visually equal and spaced a comfortable, equal width apart from the others.
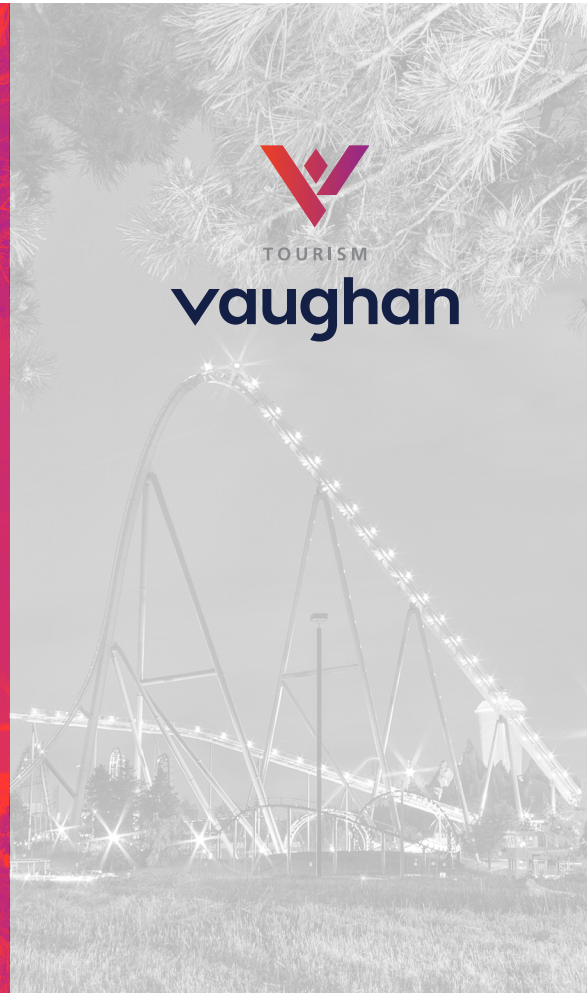
Integration with Imagery

Our logo is designed to work with and within the imagery surrounding it. Although images should stray from being too busy, they can be either:
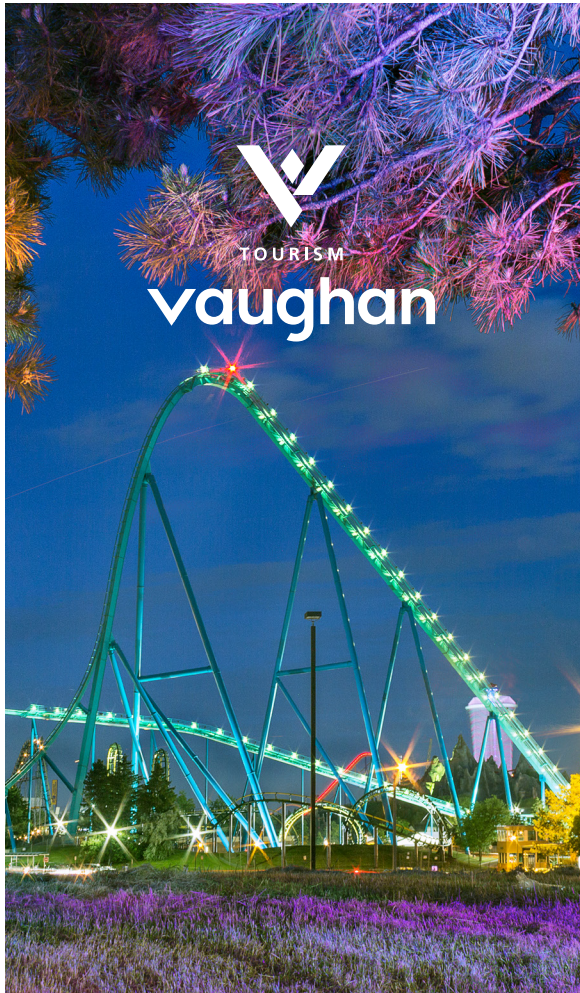
Full colour
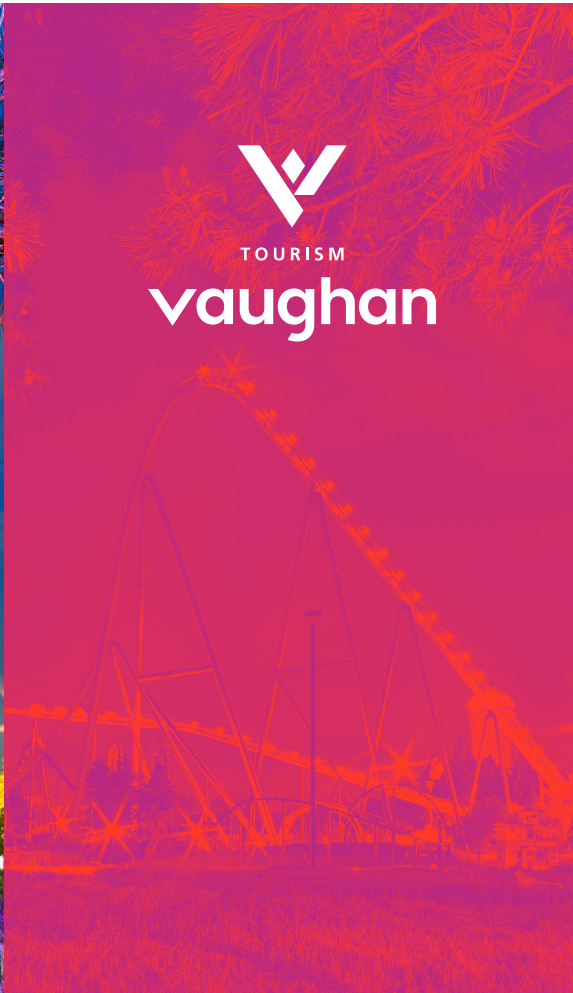
Gradient mapped

Black and white

Typography

Strong typography enhances the character of a brand and establishes a hierarchy of importance for information to be received by audiences.

Frutiger

45 Light

55 Roman

56 *Italic*

65 **Bold**

75 **Black**

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 ! @ # $ % ^ & *

Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

Typography

Bold 20pt

BOLD 14PT

Bold 14pt

Bold 11pt

Bold 20pt/30pt

Bold 14pt/30pt,
Space After Paragraph 6pt

Regular 12pt/18pt

Bold 14pt/30pt,
Space After Paragraph 6pt

Regular 10pt/14pt

Heading 1

HEADING 2

Heading 3

Heading 4

Section Title

SUBSECTION TITLE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla

SUBSECTION TITLE

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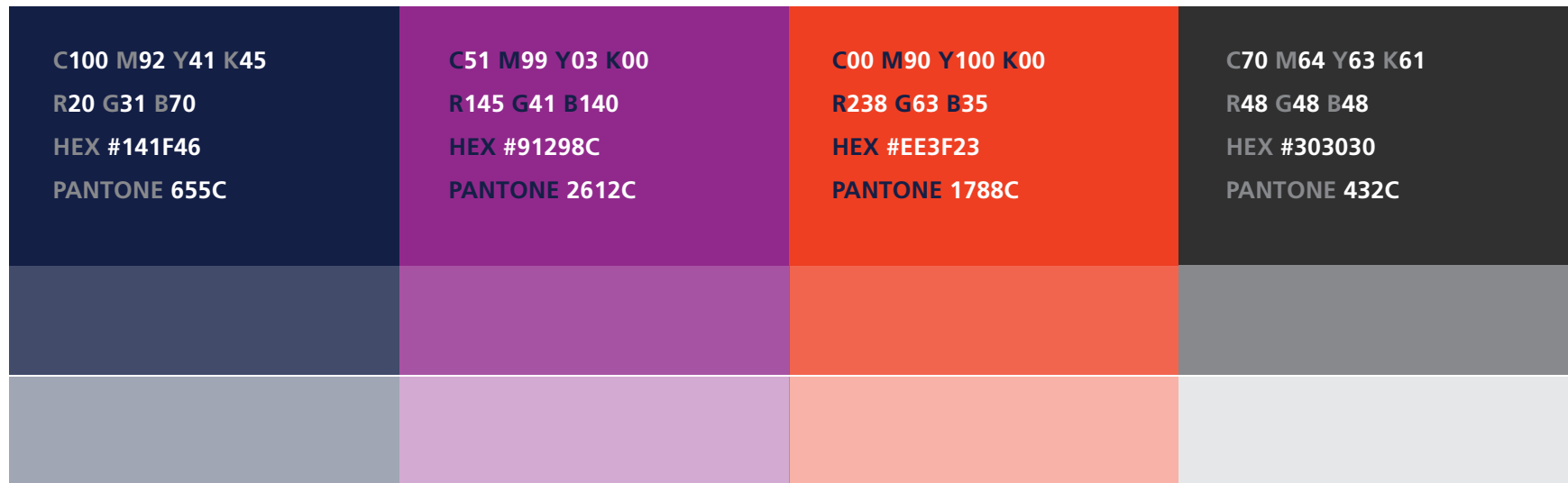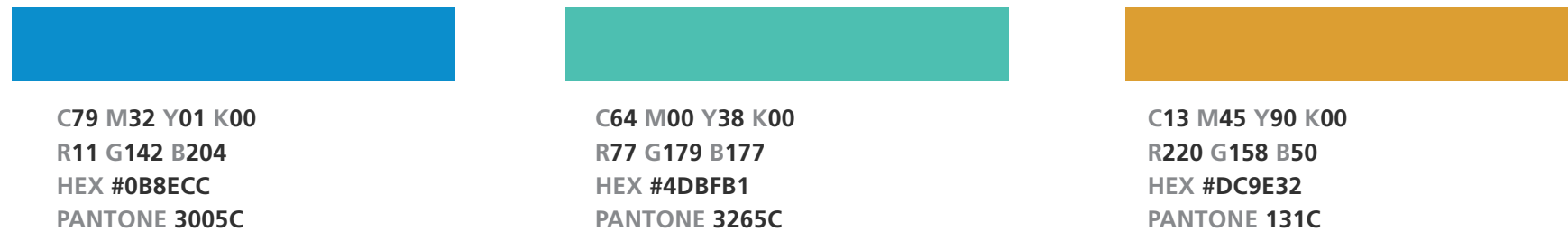
Colour Systems

A carefully chosen set of colours plays a critical role in a brand's identity. It helps define the emotional response audiences will have with the brand, and triggers instant recognition. For Vaughan's tourism brand, the following colour palettes have been established:

PRIMARY PALETTE

C100 M92 Y41 K45 R20 G31 B70 HEX #141F46 PANTONE 655C	C51 M99 Y03 K00 R145 G41 B140 HEX #91298C PANTONE 2612C	C00 M90 Y100 K00 R238 G63 B35 HEX #EE3F23 PANTONE 1788C	C70 M64 Y63 K61 R48 G48 B48 HEX #303030 PANTONE 432C

SECONDAY PALETTE

'The below colours may be used as accent colours across tourism-related creative materials.'

C79 M32 Y01 K00 R11 G142 B204 HEX #0B8ECC PANTONE 3005C	C64 M00 Y38 K00 R77 G179 B177 HEX #4DBFB1 PANTONE 3265C	C13 M45 Y90 K00 R220 G158 B50 HEX #DC9E32 PANTONE 131C

Please note: These colour palettes should be used in both print and digital assets, as well as on your website for the display of various charts and data