



Brand Identity Guidelines



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About

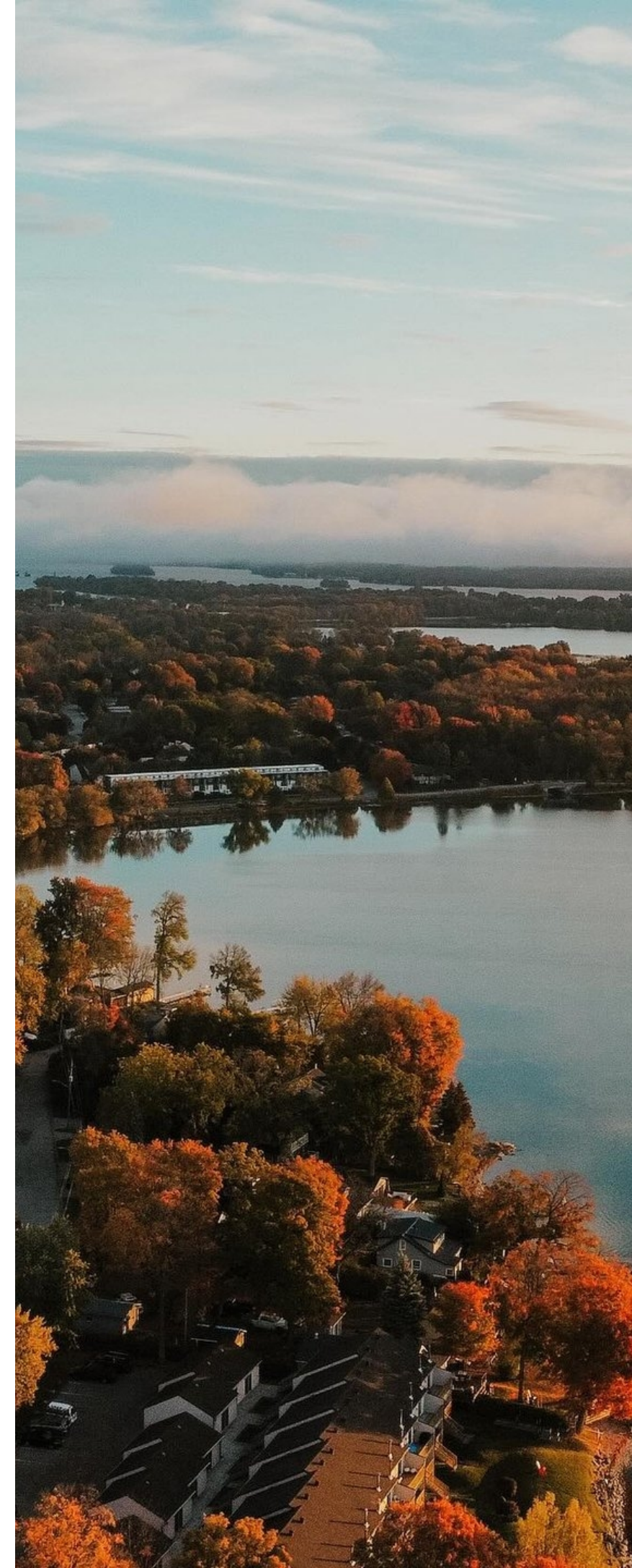
Orillia & Lake Country is a four-season destination offering memorable experiences across outdoor recreation, arts and culture, culinary tourism, festivals, and gaming. We serve as the primary tourism information source for Orillia, Rama First Nation, Oro-Medonte, and Severn.

For over 25 years, we have supported local businesses through targeted marketing, driving economic growth and strengthening the region's tourism industry.



Brand Voice

- Approachable
- Informative
- Colourful
- Local
- Natural
- Diverse
- Creative
- Excited
- Bold
- Warm
- Confident
- Welcoming
- Gentle
- Expressive



About Brand Guidelines

Brand guidelines are a set of rules and standards that define how a brand should be presented across various platforms and materials. They help maintain consistency in visual identity, tone of voice, and overall brand communication.

Following brand guidelines ensures that your brand looks and feels consistent, whether it appears on a website, social media, packaging, or printed materials. This uniformity strengthens brand recognition, builds trust, and conveys professionalism.



Brand Identity

Logomark

This logomark is designed to be playful and approachable while maintaining a clean, professional appearance.

The logo includes elements that represent the four municipalities.

It is paired with a font that has a slightly retro feel, adding warmth and approachability while remaining bold and attention-grabbing.



Icon

The icon represents a setting sun over the lake, paying homage to “the region’s natural landscape. The mark thoughtfully uses negative space, allowing the viewer’s eye to complete the image.



Sizing

The logo is thoughtfully designed to maintain its clarity and visual impact across a wide range of sizes, from large scale applications such as signage or print to smaller formats like mobile screens and website headers.

Minimum recommended size for the logo to remain legible and effective is 70 pixels in width. If the logo is getting too hard to read, use the icon instead.



Clear Space

Orillia & Lake Country’s logo is a key representation of the brand identity and should always be displayed with clarity and distinction. To uphold its visual strength, it must remain free from any visual distractions, overlapping elements, or competing graphics.

Ensuring ample clear space around the logo allows it to stand out and be instantly recognizable across all mediums, whether on digital platforms, printed materials, or merchandise.



Logo Variations

Multiple logo variations are available for Orillia & Lake Country to accommodate different usage requirements.



**Orillia & Lake
COUNTRY**

Oro • Medonte • Severn • Rama First Nation

-

Municipality Logo



**Orillia & Lake
COUNTRY**

TOURISM

Tourism Logo



**Orillia & Lake
COUNTRY**

TOURISM

Oro-Medonte • Severn • Rama First Nation

Municipality and
Tourism Logo

What to Avoid

To keep the integrity of the brand, do not stretch, warp, or alter the shape of the logo in any way.

Do not add additional space in between the letters of the logo or apply other colours besides the brand colours.

×



×



×



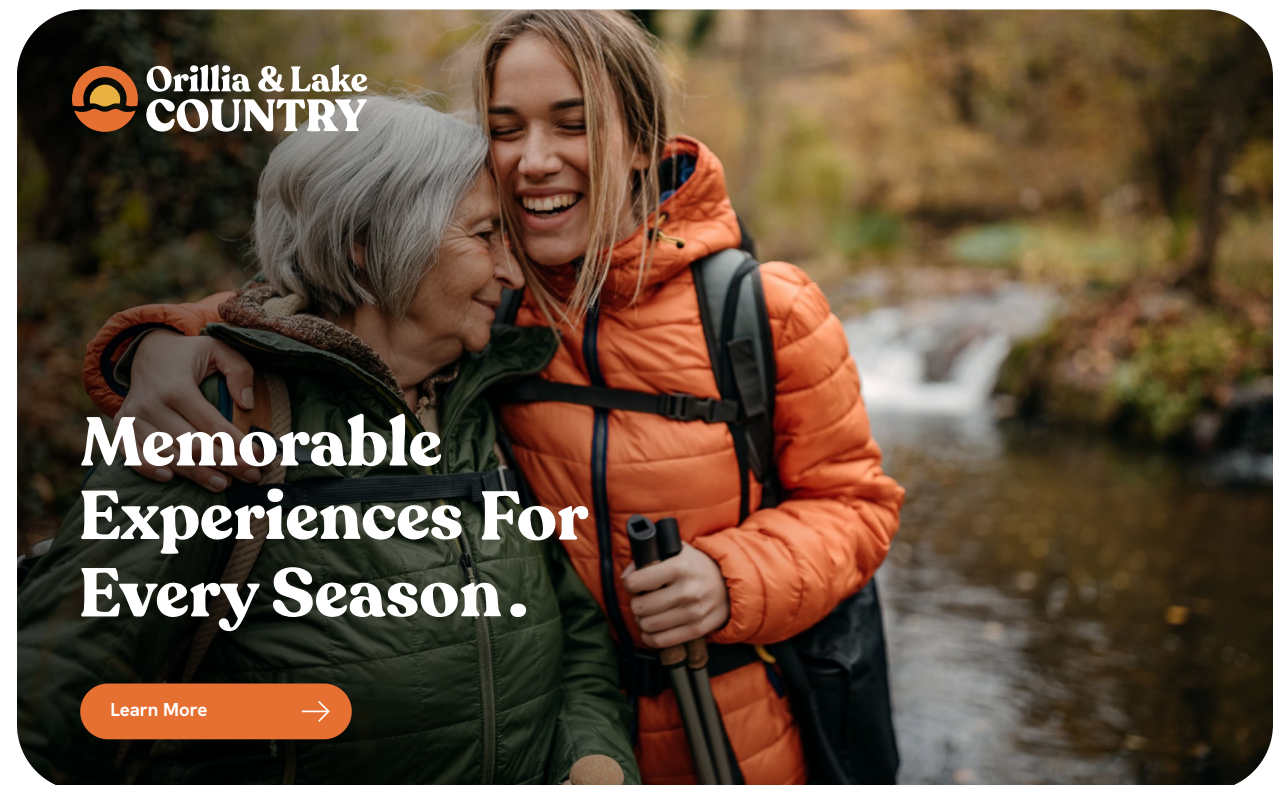
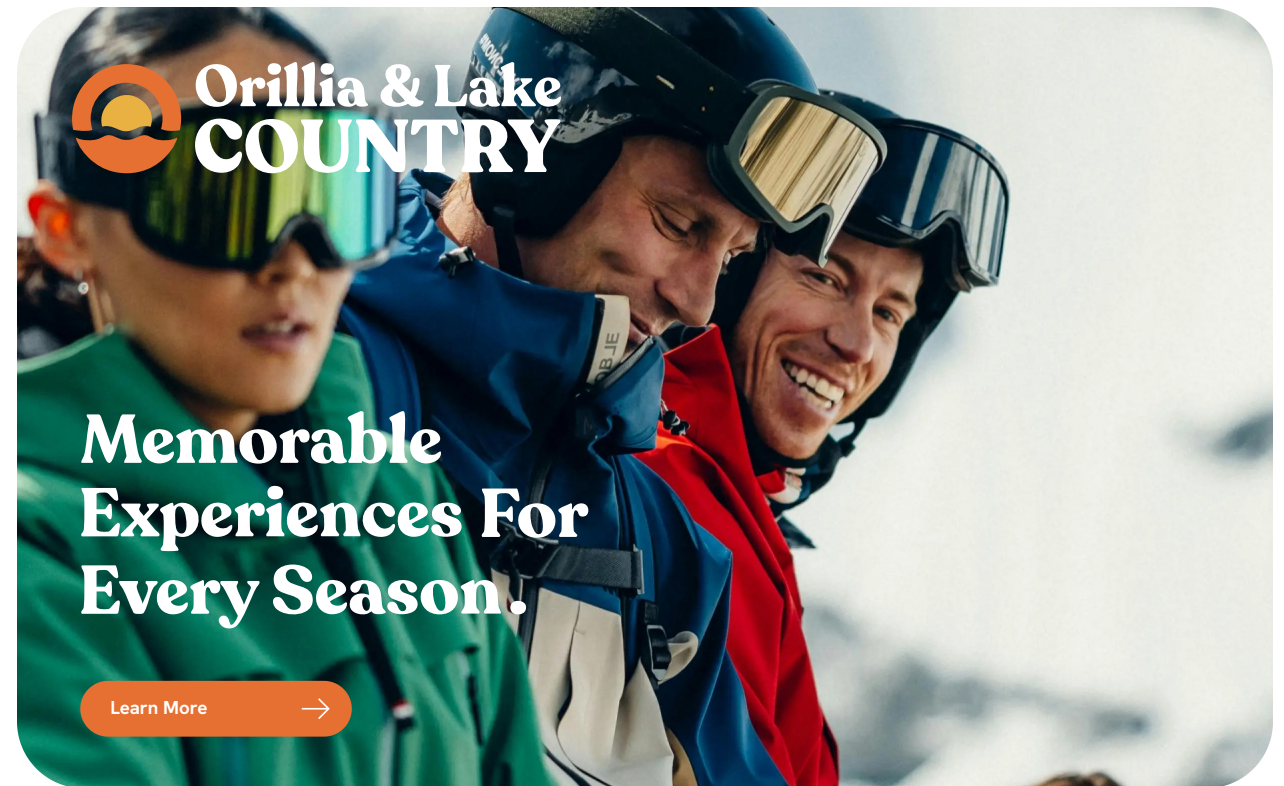
×



Logo Placement

Avoid placing logo where it can be hard to notice, blends in with the background, or has clashing colours. Pick a spot where the logo doesn't clash with the colours and is legible.

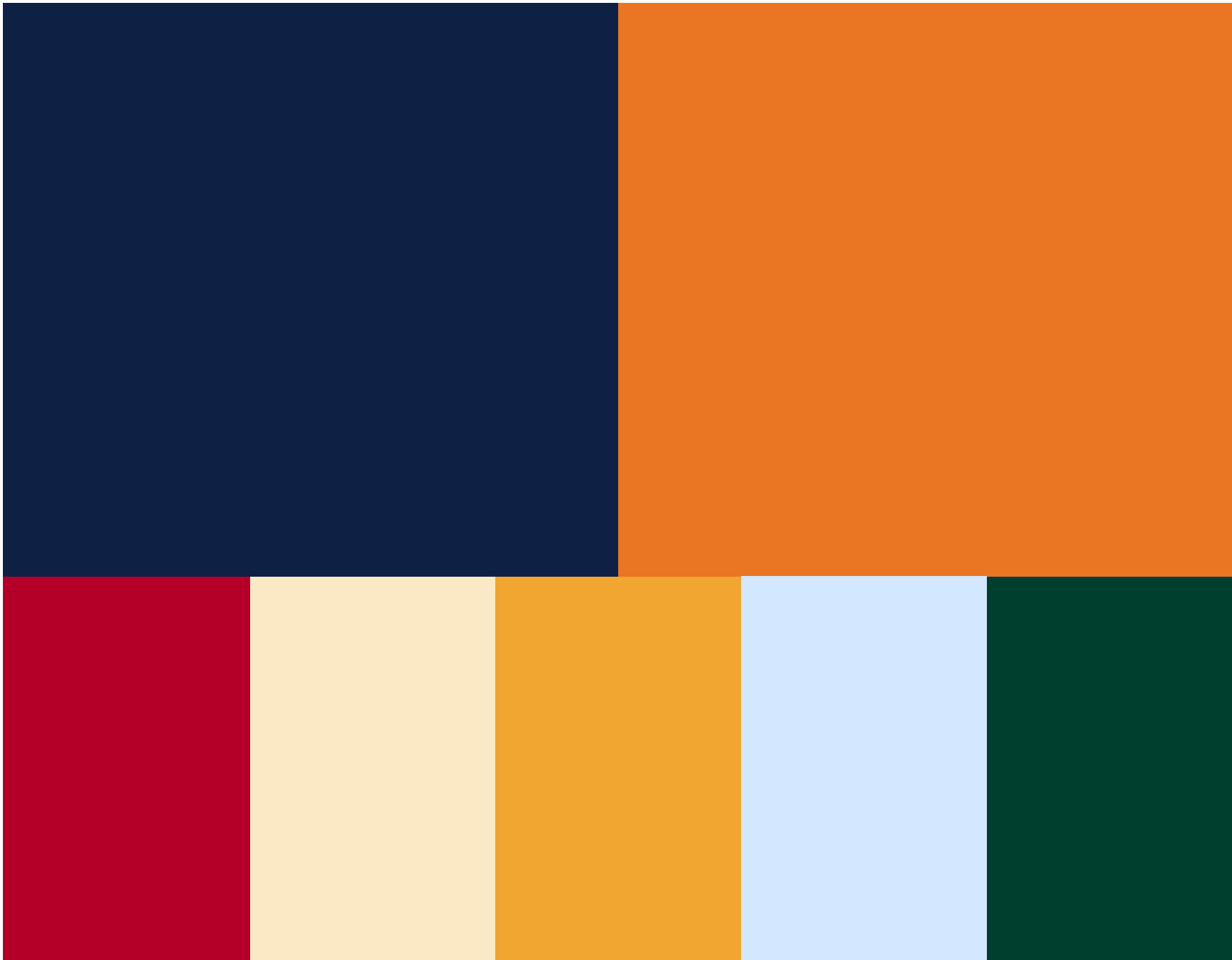
Avoid making logo too large as it can throw off the balance of the overall design. The logo should always be smaller compared to the surrounding copy unless it's the only thing on the design.



Colour Palette

Colour Palette

Orillia & Lake Country is an inviting brand, and its colour scheme is intentionally designed to reflect the surrounding nature and seasons.



Primary Colours

The primary colour palette draws inspiration from the surrounding lakes and the warm orange hues of the setting sun. These natural elements reflect the beauty of the region and help create a strong visual connection to Orillia & Lake Country’s landscape.

Together, these colours form the foundation of the logo palette, reinforcing the brand’s welcoming, vibrant identity.

PRUSSIAN BLUE HEX #0E2145 CMYK 80 52 0 73 RGB 14 33 69 PANTONE 282 C	PUMPKIN SPICE HEX #EA7523 CMYK 0 50 85 8 RGB 234 117 35 PANTONE 1585 C
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Secondary Colours

These secondary colours serve as a supporting palette that enhances and complements the primary colours.

They should be used strategically across social media, print, and other brand materials to add depth and versatility to the visual identity.

RUBY RED HEX #B40029 CMYK 0 100 77 29 RGB 180 0 41 PANTONE 201 C	GOLDEN ORANGE HEX #FOA631 CMYK 0 31 79 6 RGB 240 166 49 PANTONE 1235 C	EVERGREEN HEX #003E2D CMYK 100 0 27 76 RGB 0 62 45 PANTONE 3435 C
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Secondary Colours

Pearl Beige and Pale Sky are the lightest colours in the palette. Using a combination of light and darker tones creates better balance within the design; however, these two colours are not recommended to be used together, as they lack sufficient depth when paired. Use them as supporting elements when necessary.

PEARL BEIGE HEX #FAE9C4 CMYK 0 7 22 2 RGB 250 233 196 PANTONE 499 C	PALE SKY HEX #D3E7FF CMYK 17 9 0 0 RGB 211 231 255 PANTONE 290 C
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Tints

Each colour in the palette, except for Pearl Beige and Pale Sky, can be paired with its tinted variation.

This approach adds versatility to the colour system while ensuring consistency within the brand guidelines.

100%	100%
80%	80%
60%	60%
40%	40%
20%	20%
10%	10%

Colour Combinations

An example of colour combinations that work well together and could be used to display the logo and the icon.



Colour Rules

There are certain combinations that don't work well together. Avoid using clashing colour combinations such as the ones indicated here.



White Logo Variations

On darker backgrounds, use the variation shown in the example provided.

Avoid using Prussian Blue for the lake element of the logo icon on dark backgrounds, as it may lose contrast and blend into the background.



Winter Season Colour Palette

For winter seasonal applications, use Prussian Blue or Pale Sky colours across social media and advertising assets.

PALE SKY

HEX #D3E7FF
CMYK 17 9 0 0
RGB 211 231 255

PANTONE 290 C

PRUSSIAN BLUE

HEX #0E2145
CMYK 80 52 0 73
RGB 14 33 69

PANTONE 282 C

Autumn Season Colour Palette

For autumn seasonal applications, use Evergreen, Pumpkin Spice, Pearl Beige or Golden Orange colours across social media and advertising assets.

PUMPKIN SPICE HEX #EA7523 CMYK 0 50 85 8 RGB 234 117 35 PANTONE 1585 C	PEARL BEIGE HEX #FAE9C4 CMYK 0 7 22 2 RGB 250 233 196 PANTONE 499 C	GOLDEN ORANGE HEX #FOA631 CMYK 0 31 79 6 RGB 240 166 49 PANTONE 1235 C
EVERGREEN HEX #003E2D CMYK 100 0 27 76 RGB 0 62 45 PANTONE 3435 C		

Spring Season Colour Palette

For spring seasonal applications, use Evergreen, Ruby Red, Pearl Beige or Golden Orange colours across social media and advertising assets.

EVERGREEN HEX #003E2D CMYK 100 0 27 76 RGB 0 62 45 PANTONE 3435 C	PEARL BEIGE HEX #FAE9C4 CMYK 0 7 22 2 RGB 250 233 196 PANTONE 499 C	GOLDEN ORANGE HEX #FOA631 CMYK 0 31 79 6 RGB 240 166 49 PANTONE 1235 C
RUBY RED HEX #B40029 CMYK 0 100 77 29 RGB 180 0 41 PANTONE 201 C		

Summer Season Colour Palette

For summer seasonal applications, use Prussian Blue, Pumpkin Spice, Pearl Beige or Golden Orange colours across social media and advertising assets.

PUMPKIN SPICE HEX #EA7523 CMYK 0 50 85 8 RGB 234 117 35 PANTONE 1585 C	PEARL BEIGE HEX #FAE9C4 CMYK 0 7 22 2 RGB 250 233 196 PANTONE 499 C	GOLDEN ORANGE HEX #FOA631 CMYK 0 31 79 6 RGB 240 166 49 PANTONE 1235 C
PRUSSIAN BLUE HEX #0E2145 CMYK 80 52 0 73 RGB 14 33 69 PANTONE 282 C		

Typography

Typography

The typography chosen for Orillia & Lake Country reflects the brand’s personality.

Recoleta, the primary headline typeface, is bold and expressive, making it ideal for headings and subheadings.

DM Sans is a clean, modern sans-serif that complements Recoleta offering balance and clarity in body text and supporting content.

Aa

RECOLETA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

RECOLETA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

DM SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Headline Rules

Headlines should never be excessively long. In most cases, keep headlines under 4-Lines, with no more than five words per line.

**Headlines
Should Not
Exceed
Four Lines.**

Sub-Headline Rules

Sub-Headline copy should be limited to a short paragraph or one-line callout. Never write body copy in Sub-Headline type style.

Sub-Headline copy
should be limited to
a short paragraph.

Example of Font Uses

Memorable Experiences For Every Season.

Recoleta Bold
84pt – 75pt Line Spacing

Welcome to Orillia & Lake Country! Our region is one of Ontario's most picturesque area's with radiant lakes and rivers and an array of activities for all to enjoy year round. Whether you're after an outdoor adventure on the waters or by bike, a relaxing getaway at a spa or eco-retreat, or fun for the whole family, Orillia & Lake Country is ready to welcome you.

DM Sans Regular
16pt – 24pt Line Spacing

[Learn More](#)

DM Sans Bold



**Memorable
Experiences For
Every Season.**

Learn More



Visual Style

Photographic Style

Photography should reflect this sense of warmth and authenticity by incorporating lifestyle imagery in earthy, natural tones. Images should feature happy, relatable individuals who embody the brand's core audience.

Avoid overly stylized, artificial, or sterile visuals, as they do not align with the brand's genuine and compassionate tone.



Orillia & Lake Country Brand Identity Guidelines



Social Media

Ensure there is ample spacing around all design elements to prevent the layout from appearing cluttered. Thoughtful use of white space enhances clarity, balance, and overall visual appeal. Make sure elements are neither too close together nor spaced too far apart.

Prioritize a strong visual hierarchy by emphasizing key messages and maintaining harmonious, brand-consistent colour combinations throughout the design.

If there is too much information within a single frame, consider breaking it into multiple slides or carousel posts to preserve readability and keep the audience engaged.



Example of a balanced design

Orillia & Lake Country Brand Identity Guidelines



