

# Sauble Beach

A Community of South Bruce Peninsula



Community Design Toolkit



# Credits

## Acknowledgements

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# Introduction

The escarpment, rivers, and shorelines are defining features of the Town of South Bruce Peninsula that create an unparalleled sense of place and set the stage for a truly unique community. These local assets create an exceptional tourism product and contribute to a lifestyle and experience that allows South Bruce Peninsula to compete on the Ontario stage with many other tourism destinations.

Over the years, communities and features within the Town of South Bruce Peninsula have received recognition as being part of the broader Ontario Tourism product offering. For example:

- “Sauble Beach – One of Canada’s Top 10 Beaches”
- “Sauble Beach – Voted Best Beach in Ontario”
- “Warton – Home of Canada’s Foremost Weather Prognosticator, Warton Willie”
- “Warton – Gateway to the Bruce Peninsula”
- “Oliphant – One of the Best Kite Boarding Sites in Ontario”
- “Colpoys Bay – Home to the first Freeride Mountain Bike Park east of the Rockies”
- “Georgian Bay – Voted Canada’s # 1 Hidden Travel Gem”
- “Niagara Escarpment – A UNESCO World Biosphere Reserve”
- “The Bruce Trail – Canada’s Longest Footpath”



The Town of South Bruce Peninsula is comprised of the 2 main urban communities of Warton and Sauble Beach and the rural hamlets of Allenford, Hepworth, Oliphant, Colpoys Bay and Red Bay and Howdenvale. For the purpose of this Community Design Toolkit the communities of Warton, Sauble Beach, Allenford and Hepworth are explored. In the future, the scope of this Toolkit could be expanded to include other rural communities in the Town.

Each community possesses a unique character and history and although they are part of the amalgamated Corporation of the Town of South Bruce Peninsula, the goal of this Toolkit is to showcase each community’s unique brand image for the purpose of creating unique destinations. Each of the four Toolkits presented here are complementary to one another and contain consistent design elements to indicate that they are part of the broader Corporation.



## Purpose of this Community Design Toolkit

This Community Design Toolkit showcases South Bruce Peninsula and the unique identities within the Town that, if applied consistently, will create a distinctive destination within Bruce County.

By focusing efforts and being strategic with both public and private undertakings we have the potential to create an atmosphere that attracts more visitors, businesses, and creates a vibrant, self-sustaining community for our residents. This Toolkit is intended to foster creativity while at the same time providing some guidelines to ensure that this creativity is applied in a consistent manner. It provides design elements to be used in a range of applications from media opportunities to municipal infrastructure projects. In order to achieve 'brand' consistency throughout these communities, it is recommended that all community partners from suppliers and community groups to Town Council and staff embrace this Toolkit and follow this guide as closely as possible.

The intended users of this Toolkit are Town Council, staff, committees, developers and the community. While sweeping changes are not expected overnight, community-wide participation and implementation through small incremental changes that use the tools outlined in this document for each community will, over time, allow the vision to be realized.



## Establishing and Maintaining a Quality Brand

The use of a brand or common identity is key to developing a memorable, valuable, and appealing community character that will draw visitors to the area. As each community toolkit shows, the 'brand' can be applied to a number of community design elements. Ownership is the key to developing an authentic and believable brand identity for a community. The residents, community, businesses and municipality are the all involved in developing and delivering to create the recognition, feeling and sense of place that make a local brand successful.



## Role of the Community

- Be proud and take ownership of their community identity;
- Incorporate the community identity into their daily quality of life;
- Support the broader community, businesses and municipality to show case the identity; and
- Seize opportunities to promote the identity to friends, family and people from outside the area.

## Role of Businesses

- Be proud and take ownership of their community identity;
- Incorporate the community identity into their daily business life;
- Adapt and adopt the identity into their business (i.e. Façade alignment, business signage, themed sale days, etc.)
- Work with their local Chamber of Commerce and Business Improvement Areas to create special events themed around the brand identity; and
- Support municipal infrastructure upgrades that align with the community identity.

## Role of Municipality

- Be proud and take ownership of their community identity;
- Incorporate the community identity into daily municipal business life;
- Promote the individual identities in municipal marketing materials; and
- Use beautification and infrastructure projects such as streetscaping, signage, park development, municipal building facades, and urban design initiatives to enhance each community's identity.

## Role of County

- Be proud and support the local identities and brands of communities in The County;
- Promote the individual identities in County marketing materials;
- Use the individual identities to create a unique tourism product offering; and
- Assist municipalities with the delivery of projects to enhance their identity.



## Community Design Toolkit Development Process

The Community Design Toolkit development process began in the spring / summer of 2009. Due to the seasonal nature of our prime communities it was essential to undertake the development process during the peak summer months.

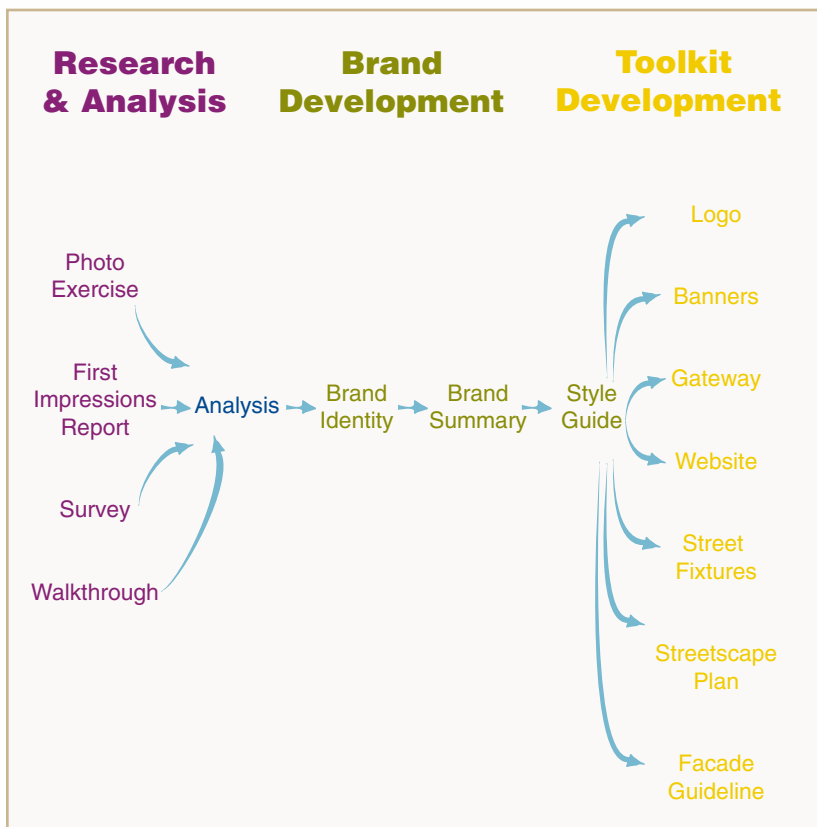


Figure: Process for Community Identity Toolkit Development illustrates the process of research and development.



Several data collection tools were utilized to be sure that the Toolkit for each community was based on an accurate “capture” of the community identity and vision.

- Members of the Economic Development Committee were provided with single-use cameras to give to community members, with instructions that photographers use them to ‘capture’ the elements that make each community unique and attractive. Images were sorted by theme.
- The results of the First Impressions Exchange were reviewed. In this program, organized by OMAFRA in 2008, visitors from Rockwood, Ontario reported on their experience as visitors to South Bruce Peninsula communities.
- Tourism Staff conducted walking visitor surveys in Wiarton and in Sauble Beach in summer 2009, asking travelers what brought them to the area and how they might describe it to others.
- Team members visited each community to assess local resources, amenities, and features that could contribute to the brand identity.

Data gained from these tools was analyzed to identify common themes and arrive at a brand identity for each community; photomontages (as illustrated in each Toolkit) were then assembled to graphically display this unique identity, and presented to the Town’s Economic Development Committee (EDC), Council, and various stakeholder groups. The response to these montages was very positive and with a few ‘tweaks’ we were able to move ahead with the development of the Community Design Toolkit that summarizes each community’s identity and provides illustrations of ways the identity could be implemented.

The remainder of this document contains the Community Design Toolkit for Sauble Beach. Discover all the Community Design Toolkits for South Bruce Peninsula; Allenford; Hepworth and Wiarton.



# The Identity

## Retro Sauble

Sauble Beach was originally named by the French explorers for the sandy Sauble river that empties into the lake at Sauble Falls. The first settler to Sauble Beach is reported to have built a cottage 1877 and the tradition of cottage building in Sauble Beach has continued from that point forward as people discover the natural beauty of the area and the long, pristine beach.

Sauble hit its stride in the 1940's when much of the commercial area was developed. Most of the resort development of the current beach area dates from about 1948, including still-surviving attractions like the Driftwood Cafe, Sauble Lodge Motel and the Crowd Inn hot-dog stand. The main street still reflects the atmosphere of bygone days.

The identity for Sauble Beach should reflect a throwback atmosphere to the mid-20th century with retro-sleek design and exciting colours that portray an era and attitude of optimism and opportunity.



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.





# Brand Summary

## Keywords

*Summer Family Fun*  
*Old Fashioned Values*  
*Retro Flashback*  
*Beautiful Natural Beach*  
*A Simpler Time*

## Materials



Bright Colours



Sleek Surfaces



Strong Lines

Initiatives and new development in Sauble Beach should strive to capture the mid 20th century era with a flair for the resort development that took place at this time. The retro-sleek design should use bright colours, contrast, strong lines and glossy finishes highlighting waves and sunshine wherever possible.

Buildings should utilize strong horizontal lines and angular planes. Building materials including concrete, stone, wood, glass and chrome can be used to create beach architecture that captures the post war attitude of progress and prosperity.

Graphic elements such as banners, signage or advertising should pay careful attention to the retro theme, considering concentric circles, waves, sun bursts, and retro elements as suggested in this Toolkit while at the same time illustrating imagery related to the natural beauty of the area and the area's biggest asset - the beach.



## Summary Direction

### Typography

Below is a list of fonts to be used in all communication Sauble Beach to convey the Sauble Beach brand.

#### **Briquet - Regular**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKL MNOPQRSTUVWXYZ

#### **Helvetica - Compressed**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKL MNOPQRSTUVWXYZ

#### **Helvetica - Bold Condensed**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKL MNOPQRSTUVWXYZ

#### **Helvetica - Narrow**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKL MNOPQRSTUVWXYZ



## Colours

The colour palettes have been selected to represent the spirit of Sauble Beach. They reflect the Sauble Beach experience - its summer family fun, old fashioned values, retro flashback and a beautiful natural beach.

These are the colours that will reinforce the Sauble Beach brand.

## Colour Palettes



Pantone: 512 C  
CMYK: 50.100.15.10  
RGB: 135.33.117  
Web: #78256f



Pantone: 485 C  
CMYK: 0.95.100.0  
RGB: 238.49.36  
Web: #dc291e



Pantone: 110 C  
CMYK: 0.12.100.7  
RGB: 241.203.0  
Web: #d8aa00



Pantone: 550 C  
CMYK: 38.4.0.19  
RGB: 126.176.204  
Web: #8cb7c7

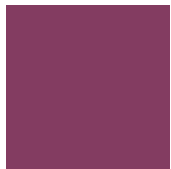


Pantone: 383 C  
CMYK: 20.0.100.19  
RGB: 178.187.30  
Web: #a2ad00



## Facade Colour Palette

The colour palette below is a summary of exterior paint swatches that can be utilized on facades and other applications to enhance the Toolkit brand. The colours shown are drawn from Benjamin Moore colour swatches for illustration purposes only. This Toolkit does not provide an endorsement of any specific product or brand and utilizes these palettes to illustrate a desired style and effect only.



mulberry



tomato red



lemon



tidal wave



eccentric lime



twilight magenta



rumba orange



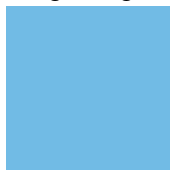
yellow highlighter



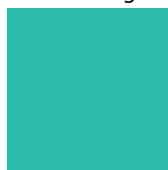
cayman blue



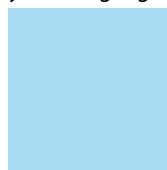
grape green



costa rica blue



green sponge



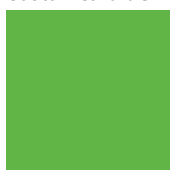
turquoise haze



smouldering red



watercolour



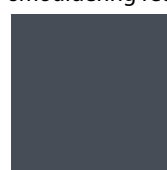
paradise green



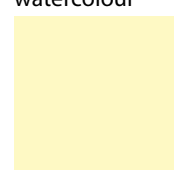
yellow rain coat



citrus green



mysterious



butter



# Logo Design

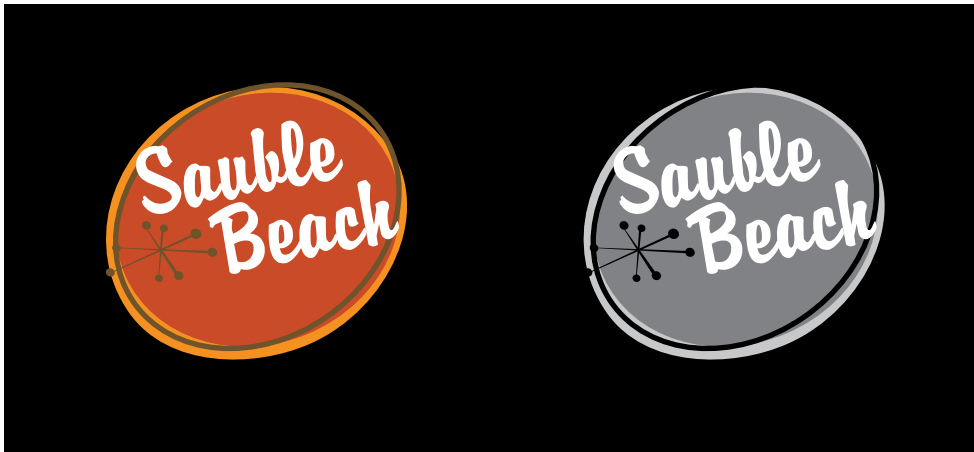
The Sauble Beach logo has been developed to capture retro-sleek design and exciting colours.

Please see the following rules that apply to the Sauble Beach logo.



## Logo Versions

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.



## Logo Minimum Size

To ensure the effectiveness of the logo in developing the brand of Sauble Beach, there is set minimum size standards for the logo use.

The minimum size that should be used in print applications is .75 inch.



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.75 inch

In web applications, the minimum size that should be used is 100 pixels.



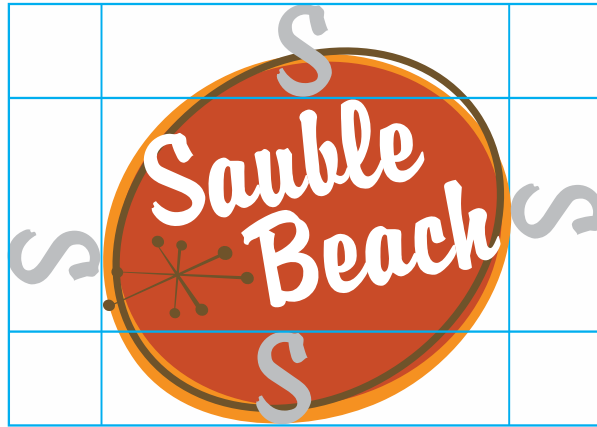
---

100 pixels online

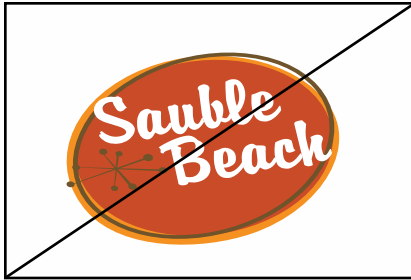


## Logo Distance From Other Graphics

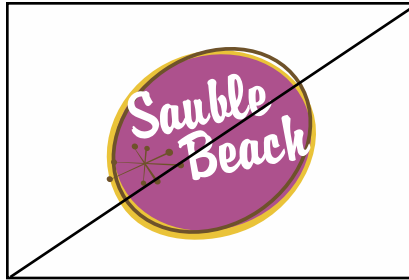
The logo should be surrounded by a minimum amount of clear space to allow for the optimal messaging. The clear space around all versions of the logo is equal to the height of the letter “S” in the word “on” (shown as grey in this illustration).



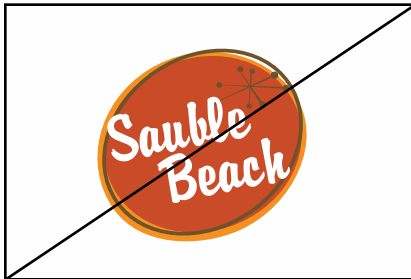
Please Do Not



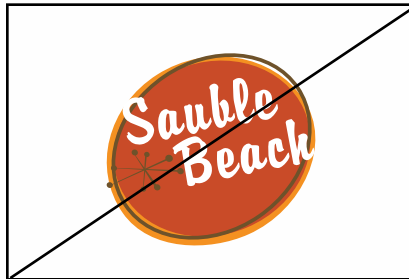
Do not skew



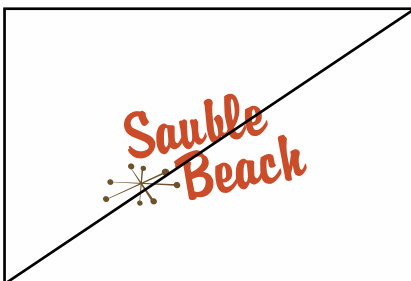
Do not change colours



Do not change positioning



Do not change spacing



Do not use parts of the logo on their own



# Common Usage Guidelines

## Logo Usage



Signage Header



Website



## Logo Usage



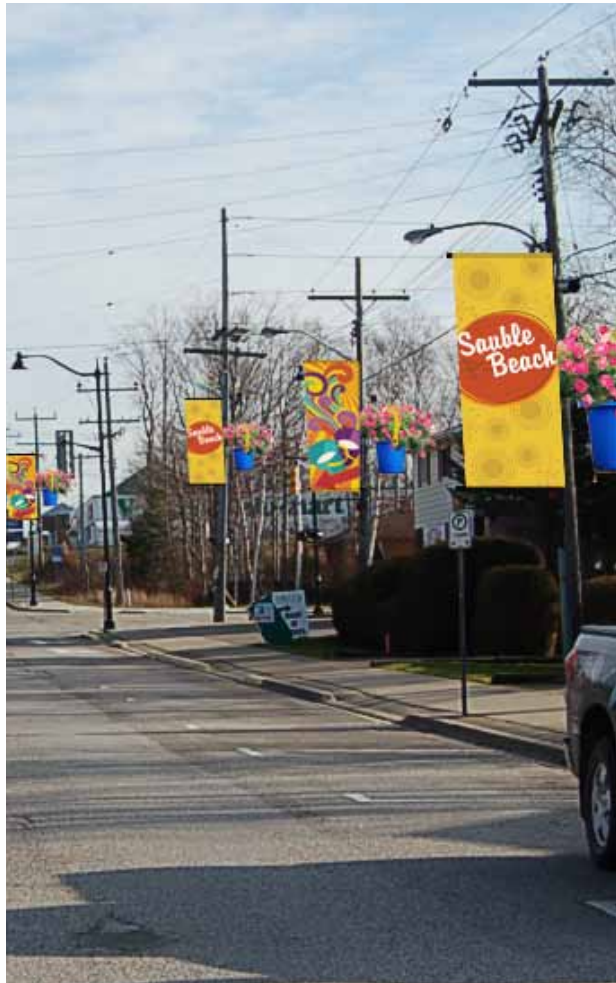
Advertisement



Advertisement



## Logo Usage



Street Banners

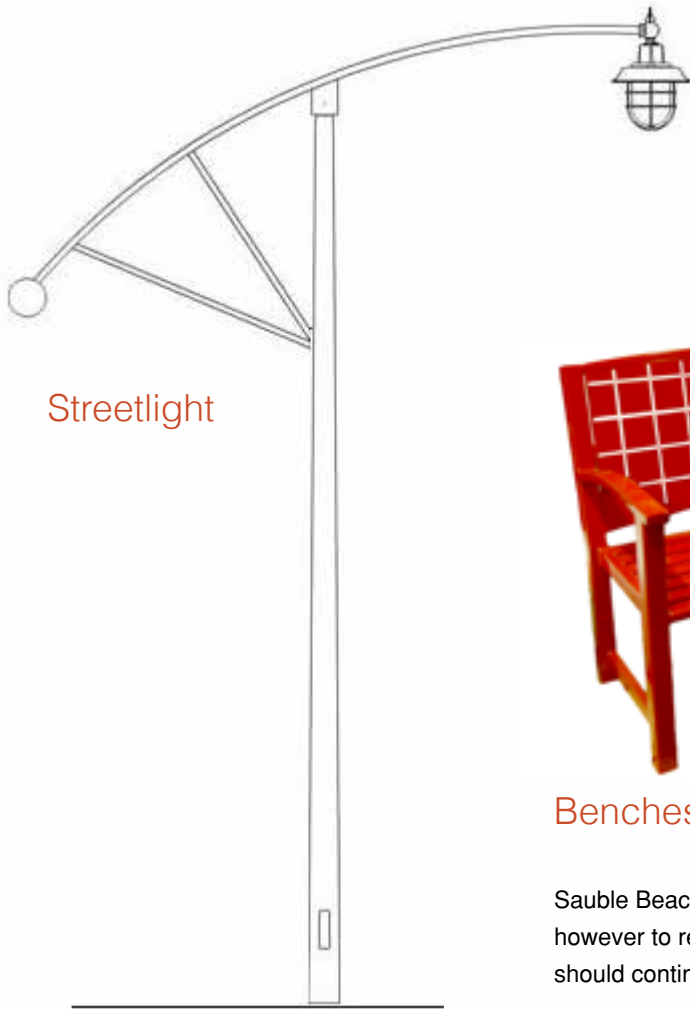


## Gateway Entrance Signage



“The Welcome to Sauble Beach” sign is the major icon for Sauble Beach and, while it serves as the centrepiece for the brand, further opportunities to tie this sign into the overall brand identity should be investigated.





Streetlight



Benches

Sauble Beach park benches should be fun and funky; however to reduce the risk of theft, benches along the beach should continue to be made of heavier concrete and wood.



Bike Rack



## Façade



Coney Island, NY



Miami, Florida



Safeway, Winnipeg



Crowd Inn, Sauble Beach



## Façade Rendering

Façade restoration / upgrades can be a great opportunity to implement the 'Retro Sauble' brand. This hypothetical example is intended to illustrate how colours and materials could transform the appearance of an existing building to further the brand identity.



Existing



Artists rendering



## Façade Rendering

Façade restoration / upgrades can be a great opportunity to implement the 'Retro Sauble' brand. This hypothetical example is intended to illustrate how colours and materials could transform the appearance of an existing building to further the brand identity.



Existing



Artists rendering



# Summary

Ownership is the key to developing an authentic and believable brand identity for a community. All members of the community have a role to play in developing and fostering the brand Identity. The methods employed to create the individual Toolkits coupled with positive community feedback ensures that these Toolkits are destined for success if applied consistently.

These Toolkits are a starting point and illustrate possibilities for applying the Identity to multiple facets of the individual communities. For more information or support with your local project please contact the Town of South Bruce Peninsula or the Bruce County Planning and Economic Development Department.

Thanks!

