



ONTARIO TOURISM

BRAND GUIDE



1. PURPOSE

2. BRANDING

3. LOGO DESIGN

5. COLOUR STUDY

7. TYPOGRAPHY

8. CONTACT



TABLE OF CONTENTS



PURPOSE

TRAVEL TO ONTARIO

Find Yourself at Home.

Ontario is Canada's most populated province and is located in east-central Canada. It borders the United States and the Great Lakes. Home to the tallest tower in the western hemisphere and one of the seven natural wonders of the world, Ontario is the perfect destination for those who love exploring. Ontario Tourism's purpose is to raise awareness and promote tourism to the short season of about 75 days (June to August) to Ontario.

POSITIVE

Ontario Tourism aims to share with the world just how beautiful Ontario is! We are constantly finding new things to love about Ontario.

EXCITING

There are always new and exciting activities taking place in Ontario that we would love to share! There is no time like the present to come and find excitement!

INVITING

Ontario is one of the most inclusive places as everyone is welcome! The door is always open for new and returning residents and visitors.

BRANDING



LOGO DESIGN



HORIZONTAL AND VERTICAL FORMATS



ONTARIO TOURISM
FIND YOURSELF AT HOME



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COLOUR STUDY

INTERNAL LOGOS AND COLOURS



ONTARIO
SUMMER



ONTARIO
FALL



ONTARIO
WINTER



ONTARIO
SPRING



ONTARIO TOURISM

HEX
CMYK
RGB

Light

93CA11
C47 M0 Y100 K0
R147 G202 B17

Dark

1A974C
C84 M16 Y96 K3
R26 G151 B76



ONTARIO SUMMER

HEX
CMYK
RGB

46B5C2
C67 M7 Y25 K0
R70 G181 B194

2E79BF
C81 M48 Y0 K0
R46 G121 B191



ONTARIO FALL

HEX
CMYK
RGB

E58F00
C9 M50 Y100 K0
R229 G143 B0

F26132
C0 M77 Y90 K0
R242 G97 B50

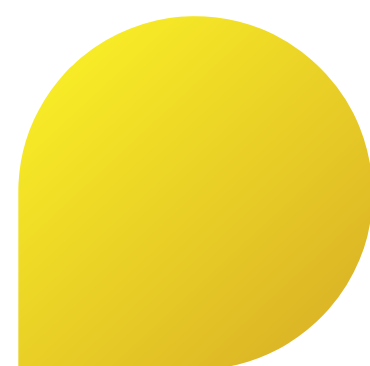


ONTARIO WINTER

HEX
CMYK
RGB

8EA9B5
C47 M25 Y23 K0
R142 G169 B181

3C6061
C80 M53 Y42 K18
R60 G96 B113



ONTARIO SPRING

HEX
CMYK
RGB

F9EE26
C6 M0 Y92 K0
R249 G238 B38

D8AE26
C17 M29 Y100 K0
R216 G174 B38





TYPOGRAPHY

BODY

Roboto
Bold

Roboto
Regular

Roboto
Light

HEADERS

MONTSERRAT
BOLD

MONTSERRAT
MEDIUM

MONTSERRAT
LIGHT

ALL QUESTIONS AND COMMENTS
REGARDING BRANDING, COPYRIGHT,
ETC. ARE TO BE SHARED WITH:

CONTACT

JACLYN FLOMEN
PROJECT MANAGER
jflomen@ontariotravel.ca

BLAKE HAUSE
BACK-END DEVELOPER
bhause@ontariotravel.ca

JORDAN PRIESTMAN
GRAPHIC DESIGNER
jpriestman@ontariotravel.ca

ALLISON PAO
VIDEO PRODUCER
apao@ontariotravel.ca

SORAYA PITTIS
FRONT-END DEVELOPER
spittis@ontariotravel.ca

