

A photograph of an older man with a white beard and glasses, wearing a grey shirt and a black apron, crouching in a brewery. He is holding a small amount of grain in his hands, inspecting it. In front of him is a large white sack. The background shows industrial brewing equipment, including large metal tanks and pipes. The word 'Grain' is written in large blue letters across the top of the image.

KINGSTON

Brand guidelines

Kingston Economic Development
March 2022

Table of contents

Brand

Brand pillars	3
Brand essence	4
Brand characteristics	5
Brand voice.....	6
Brand vision	8

Logos & graphics

Brand architecture	10
Destination	11
Destination alternative	12
Economic Development.....	13
Accommodation	14
Tourism	15
Film & Media.....	16
Clear space	17
Minimum size	18
URL usage.....	19
Social icons	20

Look & feel

Fonts.....	22
Fonts in use	23
Brand words	24
Type motif	25
Alternative fonts	26
Primary colours	27
Accent colours	28
Photography	29

Creative samples	30
-------------------------------	-----------

This is what makes us who we are.



Authentically hip


We're a destination that empowers investment – the home for impassioned entrepreneurs, business owners, innovators and global thinkers. We're a city that attracts energetic and sophisticated individuals – innovators thrive here.

Culturally vibrant

We're a smart and affluent population that inspires changemakers, embraces creativity and cultivates diversity. Our culture is inspired by the possibilities of our future: where old meets new, where community thrives and businesses grow.

Constantly evolving

We're an old city full of new ideas – fuelled by research and technology. We're at the forefront of the knowledge economy – an incubator community and innovation hub. We always look for new ways to attract and engage businesses and support the growth of our business community.

An aerial night photograph of Kingston City Hall, a large neoclassical building with a central dome. The building is illuminated with vibrant rainbow-colored lights, with the central entrance and dome glowing green, the left wing in pink, and the right wing in blue. A rainbow-striped staircase leads up to the entrance. In the foreground, a fountain is lit with colorful lights. The surrounding streets and buildings are visible in the background.

**Kingston is a youthful,
vibrant city that never
stops surprising.**

These traits should be visible in everything we do.

Youthful

If you want to feel young, energetic and hip at any lifestage, Kingston is your place.

Surprising

Historic location plus vibrant, creative energy means surprise and delight around every corner.

Sophisticated

Our culinary and arts scene compares to cities 10 times our size. Our population is diverse, affluent, and educated, and our city experiences are tailored to local passions and pursuits.

Authentic

We are a 300-year-old city filled with innovators and creators. We are one of a kind.



Always refer to the three Cs.

The lifeblood of our brand.

Tone and manner

We speak with the confidence of a 300-year-old city that has the ability to continually reinvent itself. We bring together new ideas in a historic environment that sparks creative energy. We embrace new and different ways of thinking. Our tone is confident and casual – we are comfortable in our own skin.

Clarity

Be simple and brief with your message.
Our audience is bombarded with messages
– simplicity wins.

Consistency

Use the tools and rules of the brand identity
as much as you can, and stay on message.
A common brand voice will tell our story
to more people more often.

Creativity

Speak the truth, find the joy, and always
be creative when you speak about Kingston.
We are a unique destination at the crossroads
of creativity and history.

These guidelines will keep us all on the same page.

Try to

- // Find the story that's good enough to tell
- // Use graphic elements consistently
- // Say one thing well, not many things poorly
- // Be creative in how you speak about Kingston

Never

- // Be untruthful or over-promise in your messaging
- // Use a different logo or adjust versions of the logo
- // Create messages that contradict the basic brand pillars

Always

- // Be respectful to our audience with sophisticated communications
- // Refer to guidelines to help you stay on brand
- // Remember that it takes 10 good impressions to negate one bad impression
- // Uncover the truth and tell it well

fresh

Fresh made daily

Where ingenuity and creativity are celebrated,
creators and entrepreneurs thrive, and new
ideas are born every day.

Logos & graphics

KINGSTON

KINGSTON

— *Economic Development* —

KINGSTON

— *Accommodation* —

— *Tourism* —

KINGSTON

KINGSTON

— *Film & Media* —

KINGSTON

KINGSTON

Domestic brand – This logo should be used in domestic and regional marketing for all brand segments.

KINGSTON
— *Ontario, Canada* —

KINGSTON
— *Ontario, Canada* —

International brand – This logo should be used in U.S. and international marketing for all brand segments.



Corporate brand – This logo should only be used in corporate and internal materials (stationery, annual report, etc.) and when marketing to businesses in Kingston.

KINGSTON
— *Accommodation* —

KINGSTON
— *Accommodation* —

Corporate brand – This logo should only be used in corporate and internal materials (stationery, annual report, etc.)

– *Tourism* –
KINGSTON

– *Tourism* –
KINGSTON

Corporate brand – This logo should only be used in corporate and internal materials (stationery, annual report, etc.)

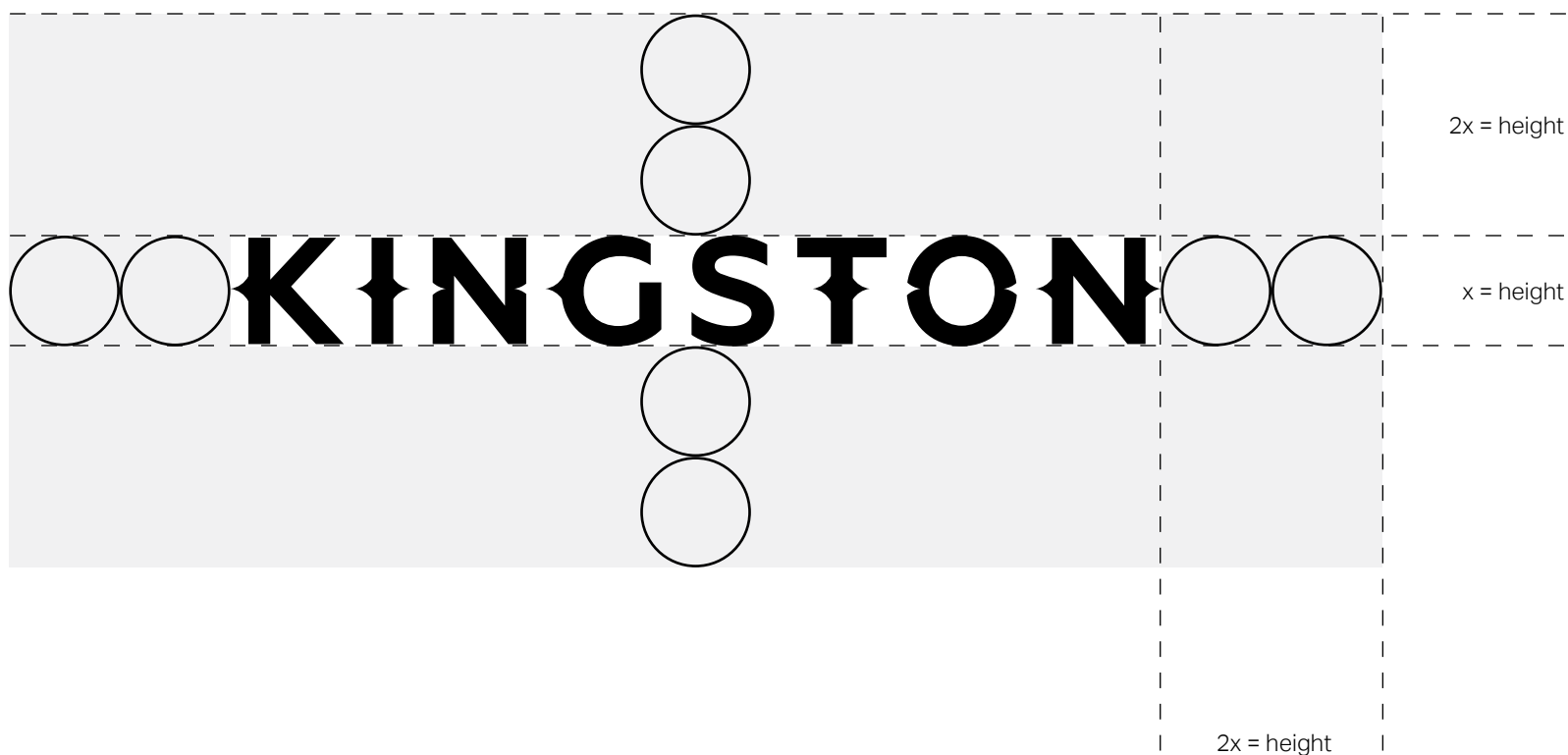
KINGSTON
— *Film & Media* —

KINGSTON
— *Film & Media* —

This logo should be used for trade-specific materials where showcasing that Kingston has a dedicated film office is essential. It should also be used in corporate and internal materials (business cards, letterhead, annual report, etc.).

Clear space must be observed at all times.

No text, graphic or images should be inside this space. Clear space is twice the x-height of the logo wordmark all around.



For readability when using any of the Kingston logos, always follow the minimum size guidelines.

When using the primary Kingston logo, the height should be no smaller than 2.5mm.

When using the logo with any supporting text, the x-height for the supporting text should be no smaller than 2mm. For smaller applications, consider using the primary logo.

KINGSTON

— *Ontario, Canada* —

minimum x-height is 2mm
for any supporting text

KINGSTON

minimum height is 2.5mm

For consistency when using our logo with a URL, always follow these placement and style guidelines.

When using the URL with the logo, place it at .5x the height of the logo, centred.
This is the only case where the guidelines on clear space can be broken.



URL should be Zahrah semibold,
all lowercase

Special Use

The URL with the logo should only be used in special cases where space is extremely limited and the URL cannot appear separately.

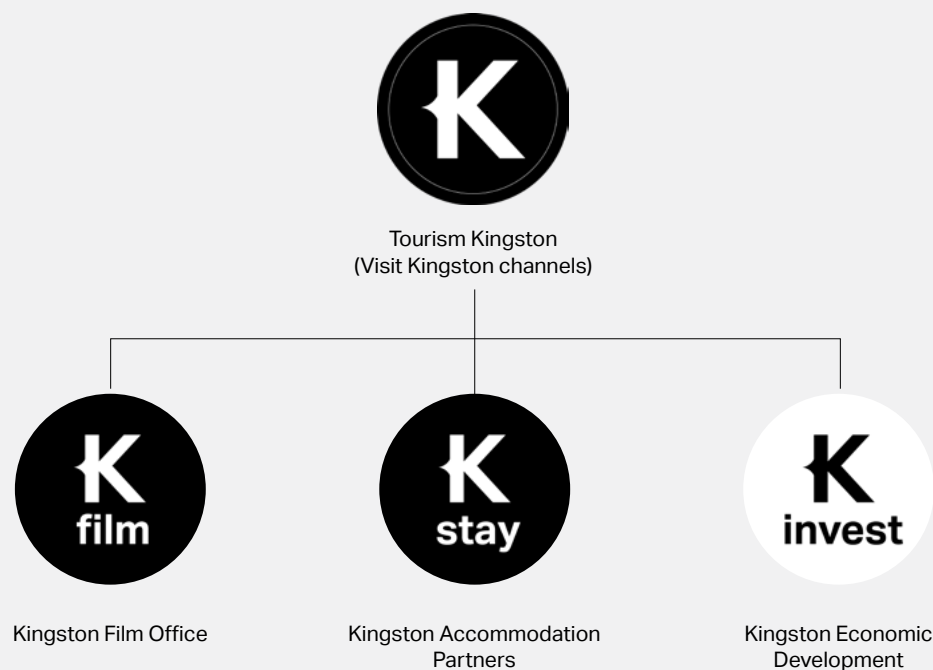
KINGSTON
investkingston.ca

KINGSTON
visitkingston.ca

KINGSTON
filminkingston.ca

We have a system for our social icons so that each is distinct but still reflective of our overall brand architecture.

All Tourism brand segments are white on black, while Economic Development brand segments are black on white.



Construction



Based on a size of 1080 x 1080.
Above shown at 10% size.

**Look
& feel**

Aa

Primary

**Aktiv
Grotesk**

Bold / Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&()

Aa

Secondary

*Zahrah
Semibold*

Semibold / *Italics*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&()



Titles – Aktiv Grotesk bold, sentence case

Dream big

Subtitles – Zahrah semibold italics, sentence case

*Kingston – a place where
innovation thrives.*

Heading – Aktiv Grotesk bold, sentence case

Small and mid-size enterprises

Body copy – Aktiv Grotesk regular

We're a smart and affluent population that inspires changemakers, embraces creativity, and cultivates diversity. Our culture is inspired by the possibilities of our future – where old meets new, where community thrives, and businesses grow.

empower

inspire

lead

grow

thrive

venture

innovate

sustain

integrity

**Our signature brand words are
inspired by our brand pillars.**

We use them with our type motif (page 25) to add vibrancy
and a sense of expression to our creative.

This list can grow and evolve to suit the needs of the creative
they're being applied to. Just remember – they should always
tie back to our brand pillars.

This is a textural motif where typography interacts with photography.

It's meant to be bold and visual, but not necessarily legible. Zahrah semibold – all lowercase – should be used for the type and should weave behind the focal point of the image. Colour should be pulled from our secondary palette and the 'linear light' effect should be applied at 90% opacity to create a vibrant contrast with the image. This motif can also be used without a photo – in which case no effect should be applied to the type. It should always be anchored somehow to the edge(s) of the page.

Always use this type motif for our signature brand words.

These are our substitute fonts.

They should only be used for
internal communications or in digital
applications where our primary
fonts are unavailable.

Primary alternative

Arial

Bold / Regular

Secondary alternative

Cambria

Bold Italics

BLACK
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX 000000

WHITE
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX FFFFFFFF

We use these as accent colours.

They are mainly used for the type motif, though can be used in other instances if done so sparingly.

When using colour with photography, be sure to choose a colour that complements the photo. We use cool tones as primary colours, when possible. Warm tones should be used as secondary colours only.

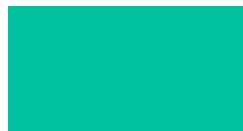
Primary accents



PMS 2728
CMYK 90 / 68 / 0 / 0
RGB 61 / 46 / 232
HEX 3D2EE8



PMS 319
CMYK 59 / 0 / 22 / 0
RGB 45 / 204 / 211
HEX 2DCCD3



PMS 2240
CMYK 74 / 0 / 49 / 0
RGB 0 / 193 / 159
HEX 00C19F



PMS 2105
CMYK 100 / 100 / 0 / 3
RGB 57 / 32 / 124
HEX 39207C

Secondary accents



PMS 240
CMYK 20 / 89 / 0 / 0
RGB 197 / 41 / 155
HEX C5299B



PMS 1797
CMYK 2 / 97 / 85 / 7
RGB 203 / 51 / 59
HEX CB333B



PMS 152
CMYK 0 / 60 / 100 / 0
RGB 255 / 130 / 0
HEX FF8200



PMS 123
CMYK 0 / 19 / 89 / 0
RGB 255 / 199 / 44
HEX FFC72C

Real businesses, real lives happen here. Imagery should be real, authentic, and as natural as possible.

Here are a few examples of the type of photography we strive to use in all communications. Our photos should be relatable and candid, capture authenticity and action but should not feel forced or staged. They should convey trust, innovation, and empathy.

It's a priority for Kingston to showcase our brand in a way that's representative of our diverse business owners, partners, and community. Whenever possible, subjects should be representative of our diverse audiences in age, gender, and ethnicity.



Creative samples



2021 Annual report

Lorem ipsum dolor sit amet

OUR COMMUNITY

A place to grow and prosper

SMBs

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean varius viverra odio sed pharetra. Etiam pharetra nibh a turpis vivitque, et hendrerit orci condimentum. Integer non vehicula nulla. Aliquam quis erat neque. Pellentesque vestibulum risus quis dolor ultrices luctus. Sed at diam vel ipsum lacina inciidunt vel et quam. Vestibulum faucibus placerat dictum. Nunc porta sit amet velit et ornare. Mauris placerat arcu sed nisi fauciat porta. Phasellus ac velit fringilla, cursus est vel, ultrices tortor.

Donec sed ex risi. Pellentesque pulvinar mi lobortis, viverra sapien quis, tristique lorem. Ut vitae neque vel felis fringilla imperdiet. Aenean interdum ligula eget viverra luctus. Etiam veneratis laoreet ultrices. In odio velit, fringilla at eros ut, pharetra congue metus. Sed lectus mi, dignissim eget velit nec, lobortis gravida urna. Cras nec veneratis est. Suspendisse pulvinar bibendum rhoncus. Pellentesque eget libero quis neque convallis bibendum vel at erat. Suspendisse congue eget tortor viverra consequat.

Suspendisse mattis, sem sed molestie vestibulum, quam lectus vestibulum ante, a faucibus ipsum du ut metus. Aenean a sapien in libero fermentum fauciat. Sed vitae est et sapien faucibus fribus. Duis laoreet nibh diam, sit amet laculis tortor consequat accumsan. Cras ut neque sed tortor fermentum dignissim in eu enim. Ut posuere vel velit non trincidunt. Curabitur eximendi, metus et pharetra ornare, tortor urna condimentum du, vitae rutrum orci sapien in tellus.

Ut posuere aliquet arcu, at commodo lorem rhoncus vel. Morbi congue fribus leo, laculis blandit magna laoreet vitae. Nullam sodales efficitur libero. Pellentesque id tellus ut diam varius pulvinar. Vivamus a risus posuere, lacinia augue id, vehicula tortor. Suspendisse cursus du nisi, nec congue mauris consectetur eu. Phasellus et sollicitudin mi. Fusce sit venenatis enim. Nunc trincidunt vehicula lobortis. Fusce porttitor, purus vel interdum semper, quam nulla ultrices purus, id dictum lorem maximus nisi. Interdum et malesuada fames ac ante ipsum primis in faucibus. Sed mollis du ut leo pretium fribus.



*Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Aenean varius viverra odio
sed pharetra.*

Use the arrow in cases where you need to draw the eye to the call-to-action.

KINGSTON

Helping innovators succeed

A place where small businesses dream big

Lorem ipsum dolor sit amet, adipiscing elit. Morbi iaculis tellus eu massa tempus molestie aenean.

—> investkingston.ca



KINGSTON

Investing in growth and innovation

Presented
February 21, 2022

inve

Empowering entrepreneurs

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam hendrerit tellus a massa mollis rutrum.

KINGSTON

Small businesses dream big

Subtitle style

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam hendrerit tellus a massa mollis rutrum. In porttitor, risus vel finibus gravida, enim leo mattis odio, eu egetas eros velit nec leo. Cras iaculis nulla. Praesent convallis libero odio.

Subtitle style

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam hendrerit tellus a massa mollis rutrum. In porttitor, risus vel finibus gravida, enim leo mattis odio, eu egetas eros velit nec leo. Cras iaculis nulla. Praesent convallis libero odio.

Subtitle style

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam hendrerit tellus a massa mollis rutrum. In porttitor, risus vel finibus gravida, enim leo mattis odio, eu egetas eros velit nec leo. Cras iaculis nulla. Praesent convallis libero odio.

KINGSTON

Widgets, music, history. We make it all here.

innov

KINGSTON

**A place
to grow and
prosper**

investkingston.ca

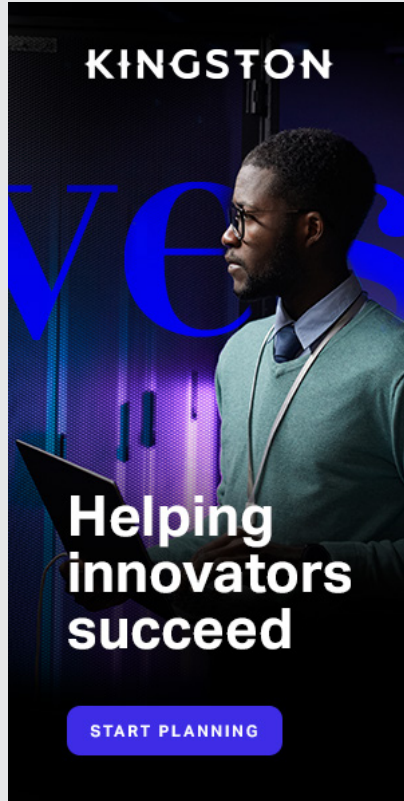


KINGSTON
— Economic Development —

**Here to help
you grow your
business**

investkingston.ca



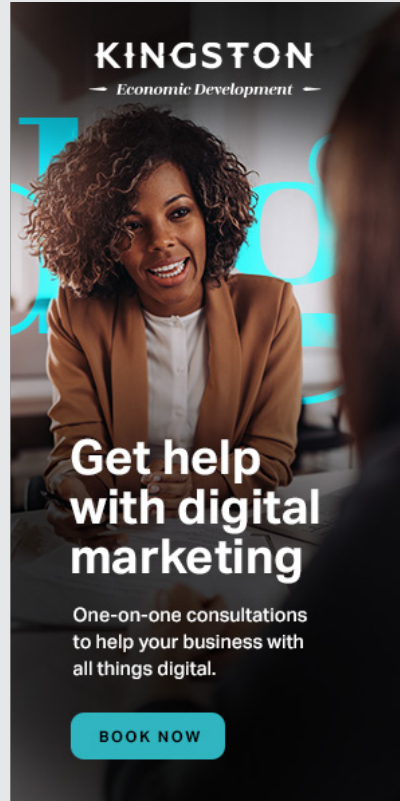


KINGSTON

Helping innovators succeed

START PLANNING

This vertical ad features a man in a green sweater and glasses looking at a laptop. The background is dark with blue light effects and large, faint letters 've' and 's'.



KINGSTON
— Economic Development —

Get help with digital marketing

One-on-one consultations to help your business with all things digital.

BOOK NOW

This vertical ad features a woman with curly hair smiling. The background is dark with blue light effects and large, faint letters 'd' and 'o'.



KINGSTON

A place to grow and prosper

START PLANNING

This vertical ad features a woman with red hair smiling and holding a basket of tomatoes. The background is green and slightly blurred, with large, faint letters 'a' and 'g'.



KINGSTON

Have questions?

The Kingston destination brand is managed by:

Alison Migneault

Director of Marketing & Communications

Tourism Kingston

alison@tourismkingston.com

For questions specific to Kingston Economic Development,
please contact:

Nour Mazloun

Marketing & Communications Officer

Kingston Economic Development

mazloun@kingstoncanada.com