



Branding & Storytelling Guidelines



A photograph of a seagull standing on a sandy beach. In the background, there are people and colorful buckets (yellow and pink) near the water's edge. The sky is overcast.

Introduction

Welcome to Sauble Beach's Branding & Storytelling Guidelines.

This document is designed to serve as a comprehensive resource for communicating the Sauble Beach brand consistently and compellingly across all channels. These guidelines set the foundation for how we speak about and present Sauble Beach as a brand, meant to be interpreted and applied according to the various roles and responsibilities of all parties involved—including the Town of South Bruce Peninsula, MATA, Bruce County, and the Sauble Beach Chamber of Commerce, whether for tourism growth or broader economic development efforts.

This document allows us to curate a unified and cohesive brand experience that:

- resonates with our residents, visitors, business community and investors;
- strengthens our identity; and
- aligns efforts in how we communicate and share our stories.

Story



The Brand Story gets to the core of Sauble Beach, capturing the essence of our brand and what we represent, and setting the tone for brand and communications efforts.



Ask almost anyone in Sauble Beach why they love it here and, chances are, you'll be met with a happy story rooted in blissful nostalgia: An annual cottage rental at the same place with the same people, sharing meals and laughs at the same dinner table. Licking ice cream as it drips down their fingers while watching the sun set over Lake Huron. The weight of the world lifting off their shoulders as they crest the hill to see views of the water.

For residents and visitors alike, Sauble is a place to slow down and enjoy the simple pleasures, whether a book on the beach, a walk through the trails, or a cold beer on a downtown patio. It's a place to gather, connecting with others over classic cars, live music, or uninhibited play. It's a place where—despite how time changes most things—the natural beauty, the peace and quiet, and the sentimental value always stay the same.

So, it's no surprise that many who grew up visiting Sauble Beach have decided to lay roots here at some point in their adulthood, whether to raise a family or retire. They become friends and neighbours to a lucky few who have always called Sauble home, united in their desire to preserve the intangible essence that makes Sauble so special while being invested in its evolution, for the benefit of the generations to come.

It's because of this care and community that Sauble Beach always feels warm, regardless of the season, and why so many call it home—whether for a day, a week, or a lifetime.

Attributes

Brand Attributes are the characteristics that define Sauble Beach's identity, and this unique combination is what differentiates it from competitors.



We are **fun** and **playful**.

Perhaps it's the childlike nostalgia that so many connect to Sauble Beach, the natural playground that surrounds us, or the way people come together here—Sauble Beach is a fun and playful place to pass the time.

We are **outdoorsy**.

From the waters of Lake Huron and the shoreline sands to rivers and trails open for exploration throughout the seasons, Sauble Beach's natural assets are a core piece of our identity.

We are **relaxed**.

There is a quiet, easygoing pace in Sauble Beach that invites people to unplug and recharge. Even during peak tourism season, there's always a way to leave the stresses of everyday life behind to remind yourself of the things that really matter. In Sauble, you can restore, relax, and live well.

We embrace **simplicity**.

There is something about Sauble that harkens back to simpler times, before our days were defined by shared calendars and smartphones. Here, it's about living in the moment, going with the flow, and not taking anything too seriously.

We are **evolving**.

Even as we recognize the people and stories that shaped the Sauble Beach community, we are always moving forward with an open mind, eager to be the best we can be as a place to call home, to visit, or to do business.

Values

Brand Values are the core beliefs and principles that guide Sauble Beach’s actions and decisions, from how we engage the community and visitors to how we activate the community through governance and planning.

Connection.

Sauble Beach is a place where people come to connect with family and friends, and sometimes, even the part of themselves that gets lost in the hustle and bustle of everyday life.

It’s where residents and visitors alike connect with the land, water, and each other, and where the community connects with our neighbours at Saugeen First Nation.

How to live this out:

- Create opportunities for connection through placemaking efforts, as defined in Section 3: Experience, Placemaking & Wayfinding Guidance.
- Continually prioritize community engagement and community-informed practice in defining events and programming.
- Prioritize people and personal perspectives in storytelling in an effort to deepen the sense of community, foster understanding, and humanize Sauble Beach as much as possible.
- Continue to invest in building trust and friendship with Saugeen First Nation.

Care.

From residents and visitors to the natural environment, we are mindful of caring for the people and places that make Sauble Beach, Sauble Beach.

We look out for our neighbours, do what we can to leave no trace behind, and strive to create welcoming environments that foster a sense of belonging for all.

How to live this out:

- Promote community-led events rooted in care (e.g., community cleanups, food drives, fundraisers, etc.) on Sauble Beach channels.
- Consider “care” in all elements outlined within Section 3: Experience, Placemaking & Wayfinding Guidance, from accessible and inclusive streetscaping, to informational signage that encourages collective caretaking of shared spaces.

Sharing.

It means a lot to us to share the gift that is this community in different ways: We share the sands along Lake Huron with Saugeen First Nation and the visitors we welcome throughout the year. We share stories, spaces, and special moments with friends and families. And, we share a sense of duty to protect the natural environment so it can be enjoyed by all, for generations to come.

How to live this out:

- Embed storytelling in placemaking and wayfinding efforts, as recommended in Section 3: Experience, Placemaking & Wayfinding Guidance.
- As the relationship with Saugeen First Nation evolves, explore opportunities for sharing resources to enhance the overall visitor experience & appeal.



Tone & Voice

Brand Tone & Voice capture Sauble Beach’s brand personality and how it is expressed through storytelling.

Laid back and personal.

Sauble Beach is the type of host that invites guests to make themselves at home, and means it. We speak to our audience the way one would speak to friends and neighbours, with an unpretentious voice that emulates the ease and familiarity people find here.

To implement:

- Humanize the brand as much as possible, connecting information to people, places, and emotions.
- Prioritize clarity, understanding, and enthusiasm over information-dense approaches.
- Write in the first and second person (“we” and “you”) to create a direct, conversational connection.

Fun and engaging.

We capture the vibrancy of Sauble Beach through an energetic voice that makes people want to be a part of what’s happening here. Our love for our community is palpable in our storytelling and communications, and it is always clear that we’re excited to share updates, news, and local perspectives.

To implement:

- Use active language that piques people’s interests and invites engagement.
- Encourage audience participation through interactive elements or calls to action.
- Embrace subtle humour, clever wordplay, and a light-hearted manner that feels natural, sincere and approachable.

Open and inclusive.

We want Sauble Beach to be a place where everyone can show up as themselves. Our voice prioritizes human-to-human connection, and aims to foster a sense of belonging and comfort with every interaction.

To implement:

- Use inclusive, accessible language.
- Validate different travel styles, paces, and interests.
- Be culturally aware and consult local voices to inform content as needed (i.e., members of Saugeen First Nation, accessibility advocates, and the LGBTQIA+ community).

As a destination for people to live, work, or visit, knowing who we're meant for isn't about specific personas; it's about a mindset. With that in mind, in Sauble Beach, *we seek those who seek...*

...simple comforts.

We leave pretension at the door and embrace simple pleasures, valuing connection and comfort over glamour and luxury.

...meaningful time in nature.

From lakes and rivers to trees and trails, Sauble is an idyllic destination for people seeking meaningful time in nature, and particularly those who will care for our outdoor spaces as if they were their own.

...a balance of fun and relaxation.

Sometimes, you want to be part of the action, and other times, a quiet space away from it all is exactly what you need. Sauble is equal parts fun and relaxation, so you can find what's right for you in any given moment and as the mood strikes.

...an easy escape.

Sauble Beach makes for a relatively easy road trip from so many Ontario communities, so it's an ideal option when you're looking for a change of pace and scenery.

...a sense of community and connection.

Sauble is the type of place where strangers become friends and neighbours become family. The small town essence lends itself easily to community care, as we look out for one another and are invested in making our town a welcoming place for those who live here and those who visit.

Storytelling Guidelines

How can the Sauble story be best told, to best embody the local brand? Here are a few simple guidelines.



Connect to emotion.

The real beauty of Sauble Beach lies in the intangible: the emotions the community evokes for so many and the connections & memories born here. Use storytelling to **paint a picture** of how and why Sauble's appeal goes beyond the physical place by tapping into these emotions, featuring **real people** and **real stories**, including first-person perspectives from residents, local entrepreneurs, and visitors.

Show as you tell.

Use **images** and **videos** to give prospective guests a preview of the people, places and experiences they will encounter when in Sauble Beach.

Balance seasonal stories with year-round appeal.

Highlight **seasonal appeal** and experiences while also showcasing the attributes, stories and essence that are ever-present, **year-round**.

Photo & Video Guidelines

How can the Sauble Beach brand tone, voice and attributes be captured in photos and videos? Keep these principles in mind:

Keep it **real**.

Capture real people in the moments that matter: at the dinner table, on the beach, at local events, and on the trails, inviting residents and visitors to be part of photo & video shoots as they are planned. Prioritize candid shots over posed perfection to best capture authentic moments and emotions.

Go **beyond summer & beyond the beach**.

Showcase the breadth of businesses and experiences to be enjoyed throughout the year to help build brand awareness of Sauble beyond the beach. Include landscapes, streetscapes, and activities in the different seasons and at various times of day.

Celebrate **diversity**.

Ensure visuals reflect the evolving diversity of the Sauble Beach community and visitor base. Create a media library that allows everyone, regardless of identity, to visualize themselves in Sauble and be inspired to visit (for example, capturing someone in a wheelchair using an accessible space is a great way to promote the accessibility of a place!). Factors to consider include: skin colour, age, physical abilities, family makeup, gender expression, and body size.

Invest in **quality** content.

Commit to high-quality photos and videos, so to represent the quality of experience people can expect to find in Sauble Beach.

Check out the “mood board” on the next page, which illustrates the visual style and energy we’re going for.



Mood Board





Logo & Visual Identity

Primary Logo

The primary logo combines a modern sans serif typeface with vintage-inspired illustration that represents the four signature features of the Sauble Beach landscape: forest & grass dunes, sunset, water, and sand.

One-colour versions are included for black and white printing and other instances when the full colour version can't be used.



SAUBLE BEACH - LOGO - FULL COLOUR



SAUBLE BEACH - LOGO - WHITE

SAUBLE BEACH - LOGO - BLACK

Primary Logo

Acceptable Background Colours

The primary logo should only be placed on a white background, or these light colours from the brand palette.

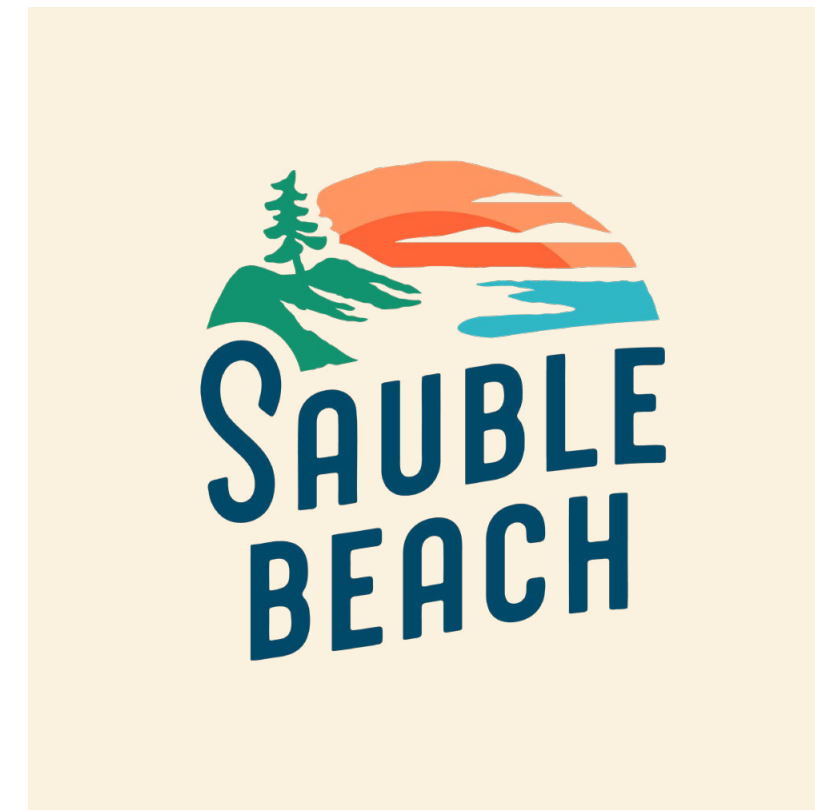
The logo can be placed on these selected dark colours from the brand palette: be sure to use the “WHITE TEXT - COLOUR” version supplied in this case.

Usage guidelines

Always ensure there is enough contrast between the logo and the background.

Do not place the logo on busy backgrounds, colours that are not included in the brand palette, or alter the colours of the logo in any way.

SAUBLE BEACH - LOGO
FULL COLOUR
ON “PALE SAND”



SAUBLE BEACH - LOGO
FULL COLOUR
ON “WARM SAND”



SAUBLE BEACH - LOGO
WHITE TEXT - COLOUR
ON “HURON TEAL”



SAUBLE BEACH - LOGO
WHITE TEXT - COLOUR
ON “NIGHT BLUE”



Primary Logo

Size & Clear Space

To allow the logo to stand out, clear space is recommended.

To estimate the amount of space needed, use the letter “B” from “Beach”. There should be about a “B” amount of space on all sides of the logo where there are no interfering or contrasting colours or graphics.

Size

The primary logo should not be smaller than 1.25 inches in print, or equivalent, and 120 px at 300 dpi for digital applications.



MINIMUM WIDTH: 1.25 INCHES
OR 120 PX AT 300 DPI

Typography

D-Din Condensed Bold and the Afacad family are both open-source fonts.

Follow the recommendations outlined to ensure brand consistency and readability in all use cases.

Accessible Type

Always make sure that typography is following best practices for accessibility.

Use the colour accessibility cheat sheet on page 19 of this document to ensure that text contrast is maintained.

Review accessibility guidelines such as Accessibility for Ontarians with Disabilities Act (AODA), Web Content Accessibility Guidelines (WCAG), and internal accessibility standards outlined in the Information and Communication Accessible Design Standards (ICADS) document.

Headings & Titles Style

D-Din Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.(?&\$)!

- D-Din Condensed Bold only
- Use this style for 5-10% of the design
- May be used for headings & titles that are 5-10 words or less.
- Minimum 40 pt. font size
- Use “&” (ampersand) for shorter title lines such as in social media graphics

Body and Paragraphs Style

Afacad

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.(?&\$)!

- Afacad Regular, Bold, Italic, or Bold Italic
- Use for 85-90% of the design such as in larger bodies of text and paragraphs
- Minimum 12 pt. font size
- Use regular weight as font gets smaller to improve legibility
- Use the word “and” in longer paragraphs

Colour Palette

The Sauble Beach brand colour palette is built on a set of four primary colours: Night Blue, Huron Teal, Pale Sand, and Warm Sand. These colours are meant to evoke the sandy shores of Lake Huron and should be used for the majority of communications.

A secondary colour palette of Trail Green, Bright Green, Sunset Orange, Sunrise Orange, Huron Turquoise, and Sky Blue can be used to augment and accent the primary colour palette.

Use the Colour Clusters guide on the next page to see how the colours can be grouped.

Primary Colour Palette

Night Blue #004969 RGB 0/73/105 CMYK 98/70/35/20
Huron Teal #017582 RGB 1/117/130 CMYK 88/40/42/10
Pale Sand #faf1df RGB 250/241/223 CMYK 2/4/12/0
Warm Sand #ffe2c7 RGB 255/226/199 CMYK 0/12/21/0

Secondary Colour Palette

Trail Green #11935e RGB 17/147/110 CMYK 83/18/70/3	Bright Green #16b386 RGB 22/179/134 CMYK 76/0/63/0
Sunset Orange #ff6437 RGB 255/100/55 CMYK 0/75/82/0	Sunrise Orange #ff9562 RGB 255/149/98 CMYK 0/51/63/0
Huron Turquoise #2fb7c4 RGB 47/183/196 CMYK 70/4/23/0	Sky Blue #7dd2d9 RGB 125/210/217 CMYK 47/0/16/0

Colour Clusters

You may use a combination Night Blue + a Secondary colour + either Pale Sand or Warm Sand to create a pleasing colour palette.

Be sure to follow contrast guidelines for accessibility when using text on a coloured background.

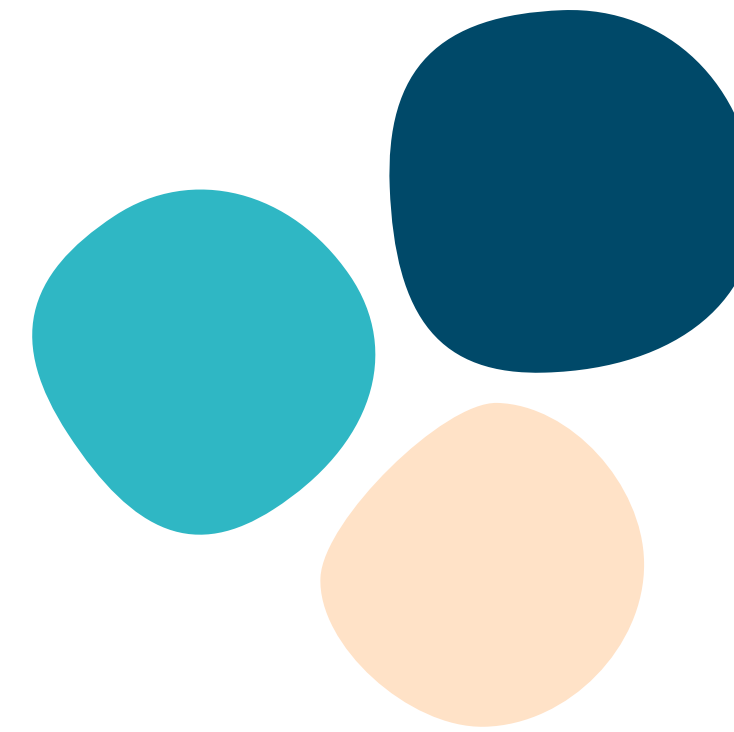
You may also use other combinations of three colours, but always be sure to include at least one Primary colour in your combination. Do not use all three Secondary colours at the same time.

Sunset Orange

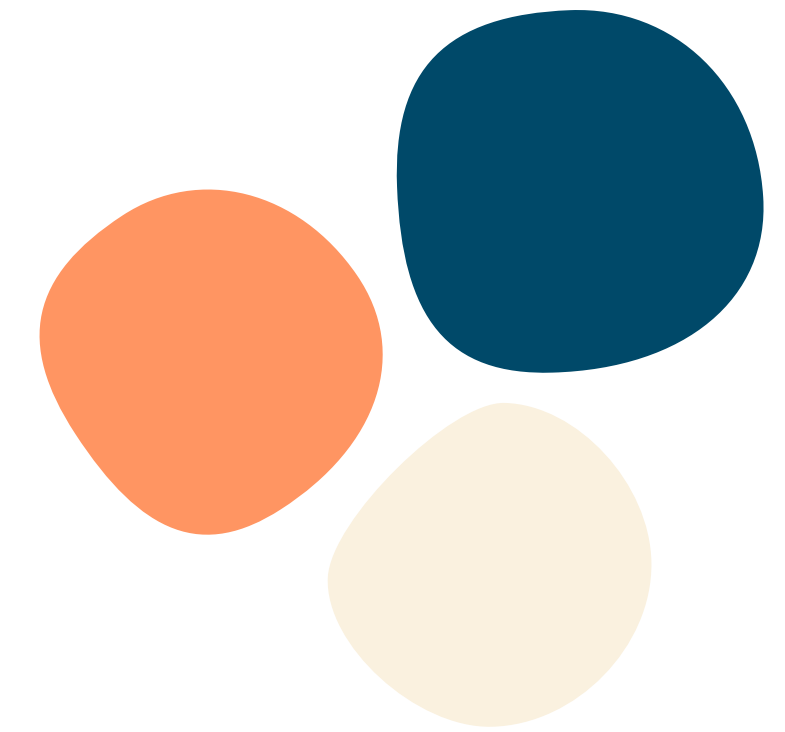
Sunset Orange should be used frequently across designs, but use it sparingly to highlight and emphasize important calls to action.



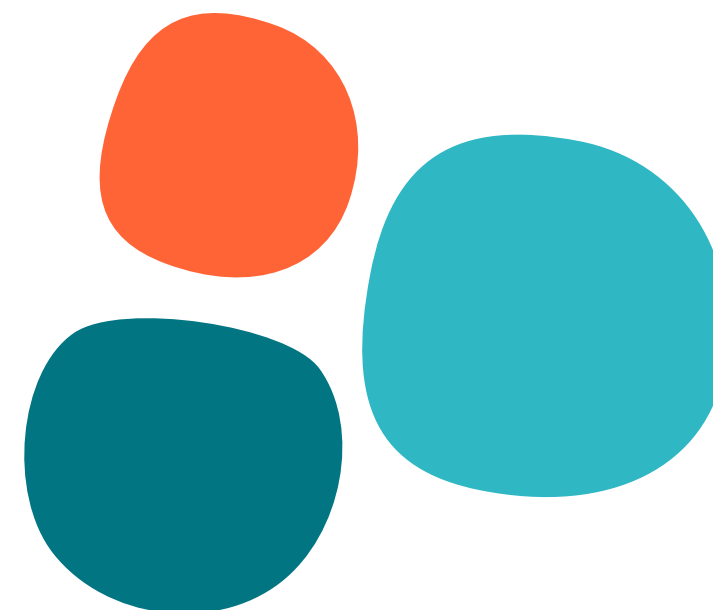
NIGHT BLUE + HURON TEAL +
PALE SAND



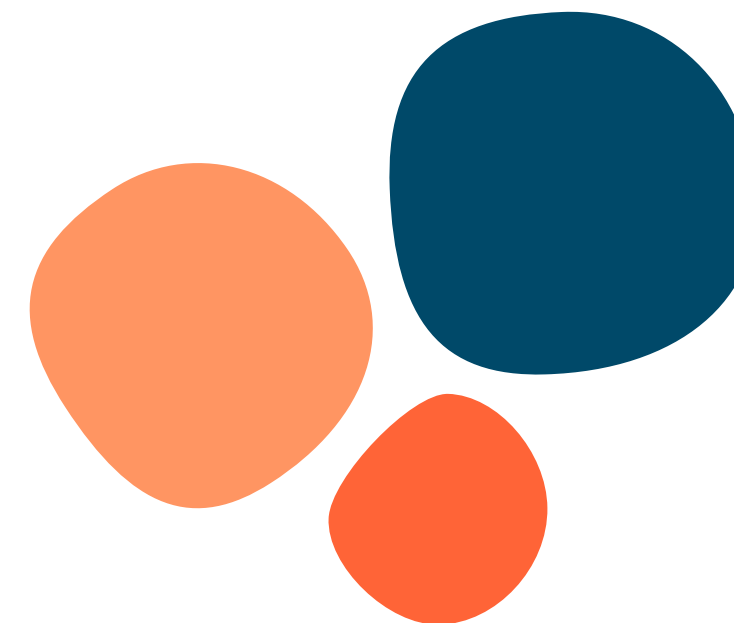
NIGHT BLUE + HURON TURQUOISE +
WARM SAND



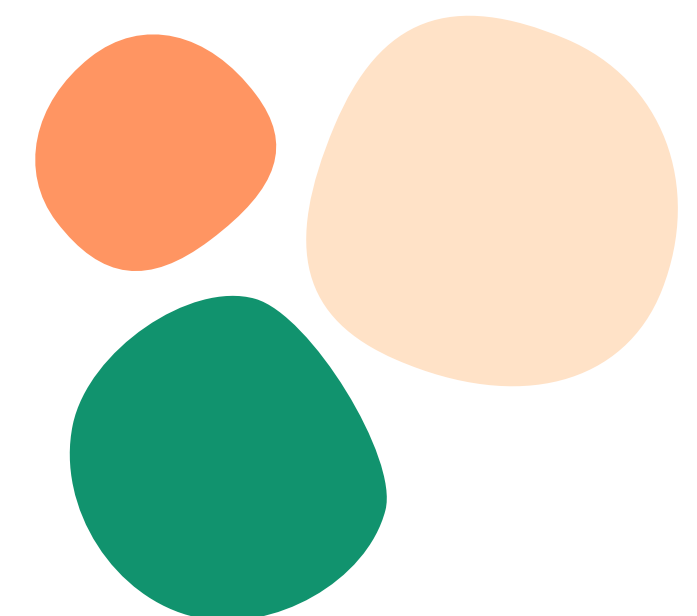
NIGHT BLUE + SUNRISE ORANGE +
PALE SAND



SUNSET ORANGE + HURON TURQUOISE
+ HURON TEAL



SUNSET ORANGE +
SUNRISE ORANGE + NIGHT BLUE



SUNRISE ORANGE + WARM SAND +
TRAIL GREEN

Accessible Colour Cheat Sheet

The following page shows all acceptable and recommended colour pairings for text and graphics.
The examples given are ratios assuming a regular weight, normal size font (14pt).

WAG AA	LARGE SIZE TEXT	ABOVE 3.0
WAG AA	NORMAL SIZE TEXT	ABOVE 4.5
WAG AAA	NORMAL SIZE TEXT	ABOVE 7.1

Night Blue #004969 RGB 0/73/105 CMYK 98/70/35/20 White Pale Sand Warm Sand Sky Blue Sunrise Orange 9.73 8.67 7.86 5.6 4.5	Trail Green #11935e RGB 17/147/110 CMYK 83/18/70/3 Black 5.35	Bright Green #16b386 RGB 22/179/134 CMYK 76/0/63/0 Black 7.82
Huron Teal #017582 RGB 1/117/130 CMYK 88/40/42/10 White Pale Sand 5.42 4.83	Sunset Orange #ff6437 RGB 255/100/55 CMYK 0/75/82/0 Black 7.13	Sunrise Orange #ff9562 RGB 255/149/98 CMYK 0/51/63/0 Black 9.72
Pale Sand #faf1df RGB 250/241/223 CMYK 2/4/12/0 Black Night Blue Huron Teal 18.71 8.67 4.83	Huron Turquoise #2fb7c4 RGB 47/183/196 CMYK 70/4/23/0 Black 8.69	Sky Blue #7dd2d9 RGB 125/210/217 CMYK 47/0/16/0 Black Night Blue 12.09 5.6
Warm Sand #ffe2c7 RGB 255/226/199 CMYK 0/12/21/0 Black Night Blue 16.95 7.86		

Graphics

Certain crops of the logo illustration can be used as decorative elements within the brand. Use only the cropped versions provided in the brand package; do not create new crops of the logo.

Also provided are examples of local species illustrations that could be used for signage, decoration, and education.



CORNER SUN - FULL COLOUR



CORNER SUN - SINGLE COLOUR



HALF SUN



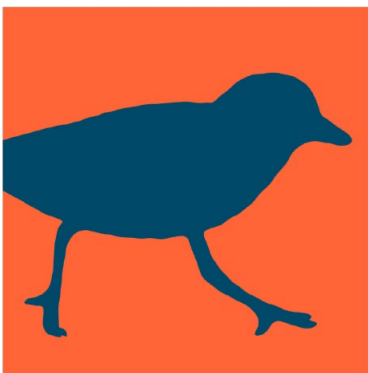
WORDMARK



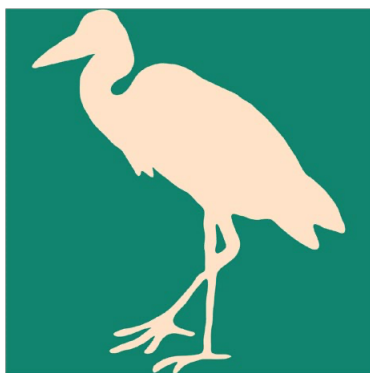
AVATAR



RED SPOTTED
NEWT



PIPING PLOVER



GREAT BLUE
HERON



EASTERN
MASSASAUGA
RATTLESNAKE



BLACK ASH

Usage

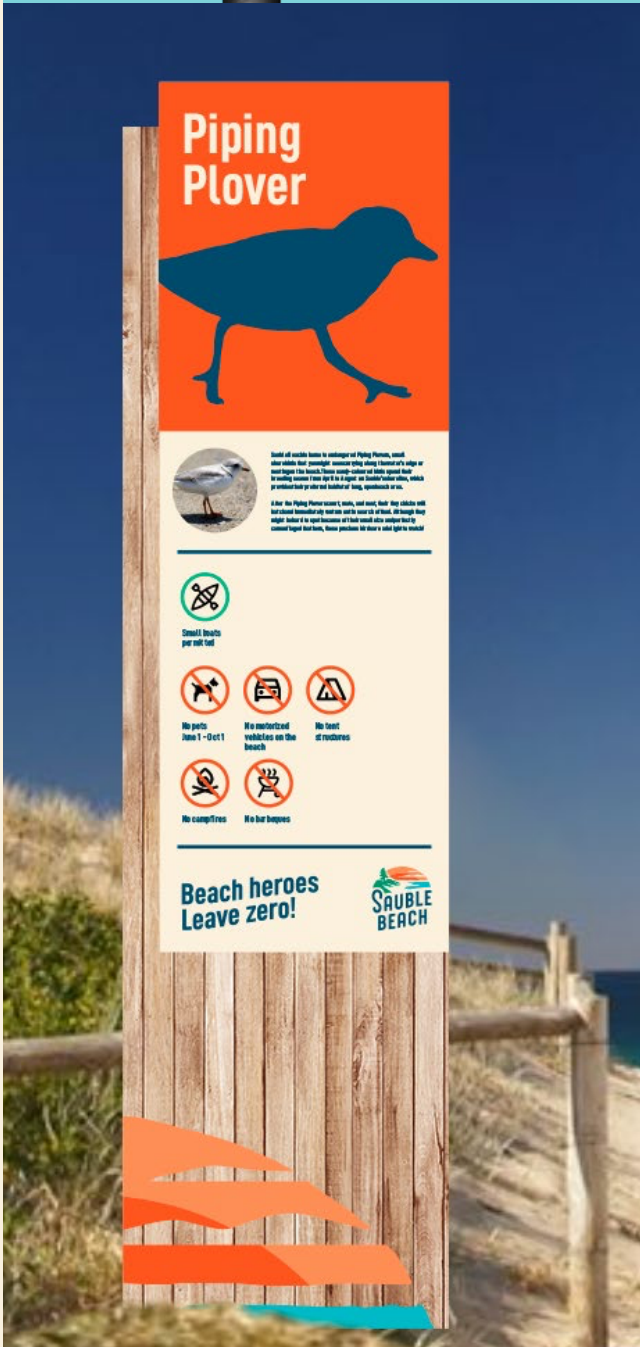
Signage and Merch Mockups

Examples of the brand in use: street banners, a gateway sign, beach entrance signage, merchandise, and activations in the town square.

In order to keep the brand consistent across street furniture and signage, mix wood with colour-blocked sections, leaving some of the natural texture visible.

Local species such as the piping plover, eastern massasauga rattlesnake, black ash, and red-spotted newt can be used for beach entrance signage, for wayfinding and for a chance to educate visitors.

Plants should be a mix of native flowering species and beach grasses.



Usage

Digital & Print Mockups

Some examples of how the brand can be used in printed materials such as posters, and digital materials such as ads and website.

