

# Hepworth

A Community of South Bruce Peninsula



Community Design Toolkit



# Credits

## Acknowledgements

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# Table of Contents

Credits ..... page 2

Introduction..... page 4

Identity ..... page 9

Brand Summary..... page 11

Summary Direction ..... page 12

Common Usage Guidelines..... page 13

Summary ..... page 17



# 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.

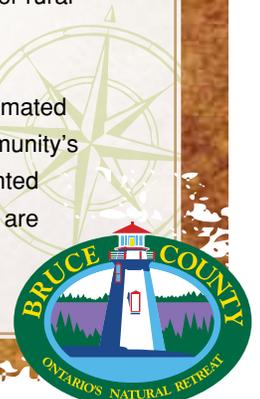
Over the years, communities and features within the Town of South Bruce Peninsula have received recognition as being part of the broader Ontario Tourism product offering. For example:

- “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 Howdensvale. 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

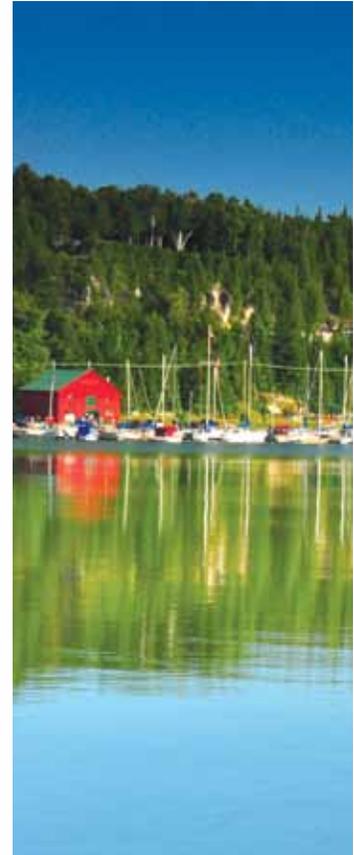
This Community Design Toolkit showcases South Bruce Peninsula and the unique identities within the Town that, if applied consistently, will create a distinctive destination within Bruce County.

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 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 Hepworth. Discover all the Community Design Toolkits for South Bruce Peninsula; Allenford; Sauble Beach and Wiarton.



# The Identity

## The Crossroads

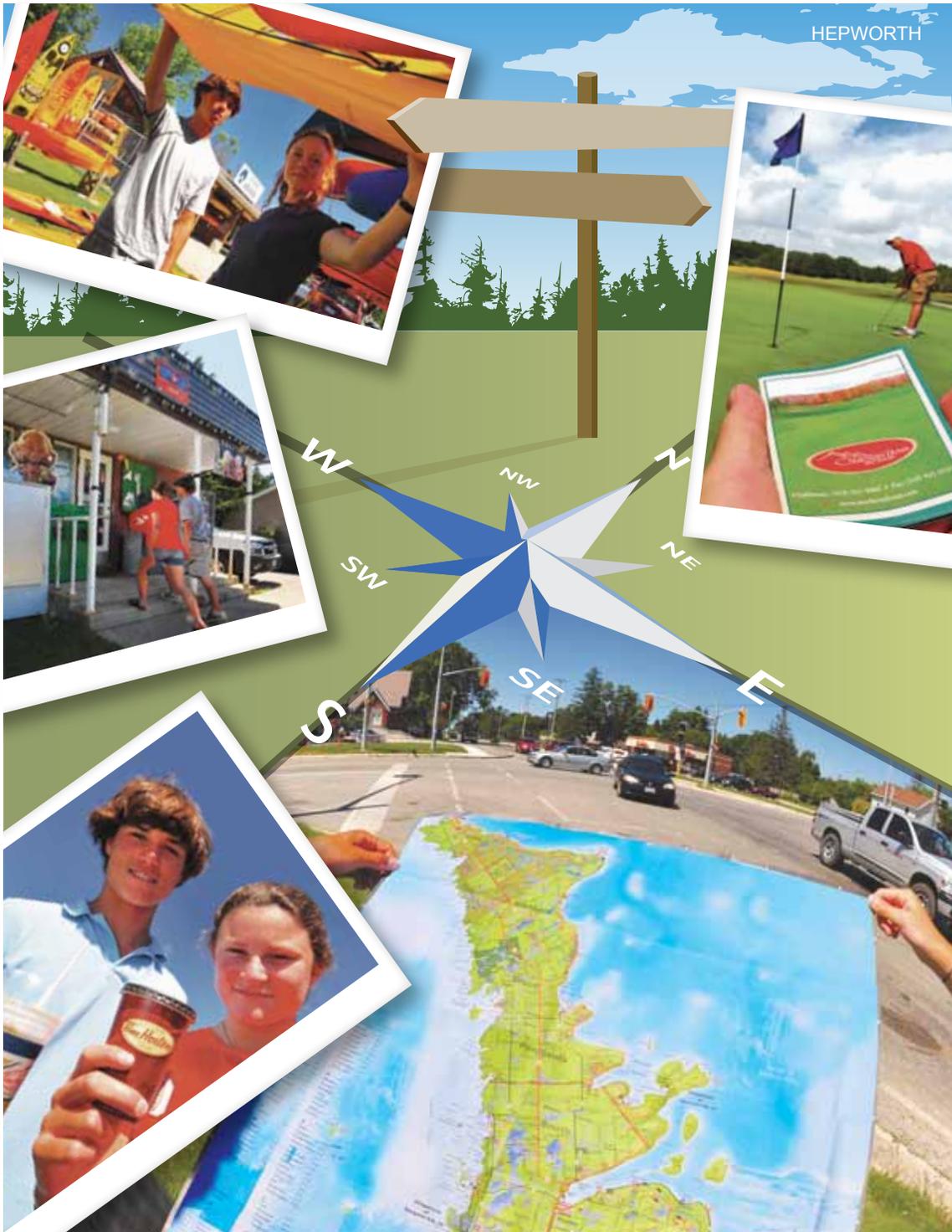
Hepworth is a major intersection and decision point for travelers, but there is far more to this community than meets the eye: Ski, bike and snowmobile trails, a campground, golf course, service station, outfitter, and community centre all yield opportunities for activity that complement other attractions in the area.

Hepworth, as the Crossroads, is a bustling hub of activity as it acts as a major service centre for weary travelers enroute to the Bruce Peninsula or Sauble Beach. There are a wide variety of amenities and recreational activities that signal to travelers that they are close to the action.



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

Cross Roads

Hidden Gems

Meeting Place

Refuel

Rural Setting

## Materials



**Brick**



**Finished Wood**



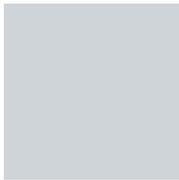
**Brushed Steel**

Initiatives in Hepworth should strive to carry on the adventure / crossroads theme. Materials should echo the yellow brick used in existing structures and styling should complement existing community features, with graphics and materials reflecting a clean, contemporary style and using wayfinding elements such as compasses, maps, and sign posts.



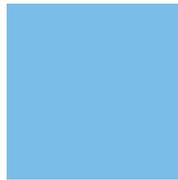
# Summary Direction

## Colour Palette



### Gray

Pantone: 428 C  
CMYK: 23/16/17/0  
RGB: 196/199/200  
Web: #c4c7c8



### Blue

Pantone: 292 C  
CMYK: 58/17/0/0  
RGB: 94/176/229  
Web: #5eb0e5



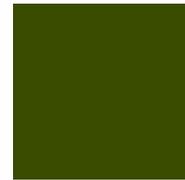
### Light Green

Pantone: 584 C  
CMYK: 12/0/79/6  
RGB: 217/218/85  
Web: #c5cd82



### Medium Green

Pantone: 582 C  
CMYK: 48/34/100/11  
RGB: 137/135/0  
Web: #898700



### Dark Green

Pantone: 5747 C  
CMYK: 65/51/100/51  
RGB: 63/69/25  
Web: #3f4519

## Primary Font

### Clearview

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

## Complimentary Font

### Helvetica

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789

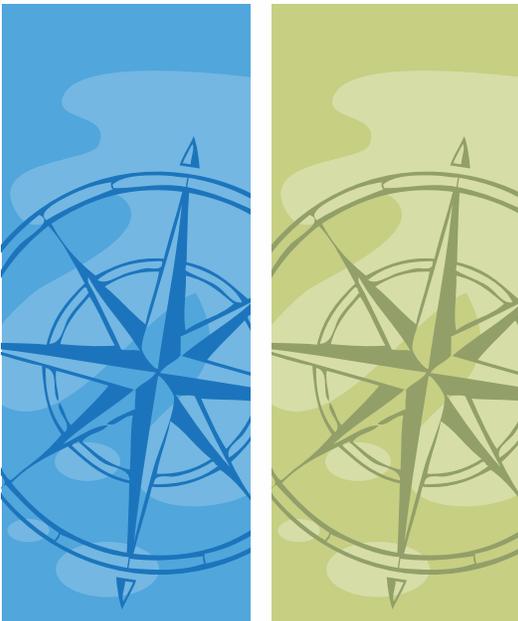


# Common Usage Guidelines

## Gateway Entrance Signage



## Street Banners



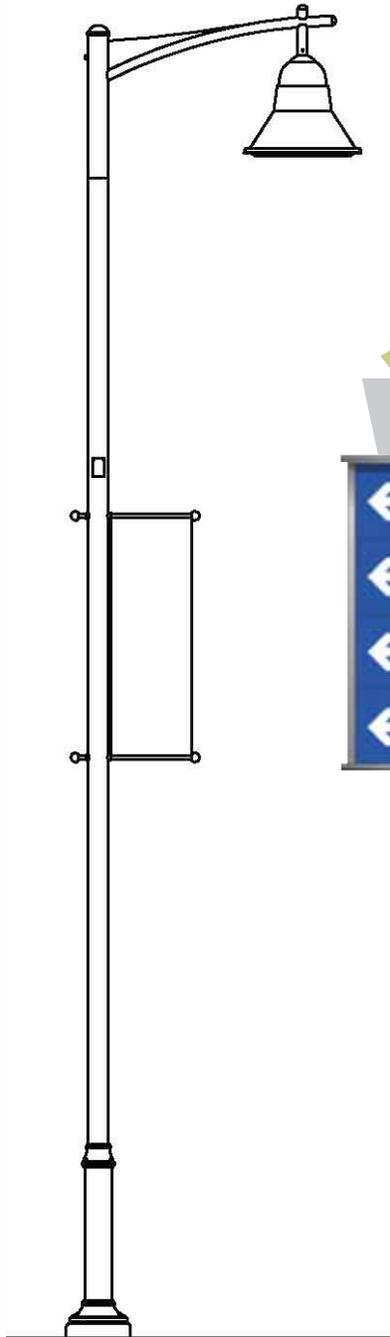
Benches



Hepworth



Signage Header



Streetlight



Bike Rack

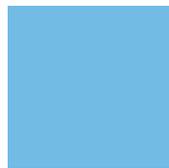


## Build a Paint Palette

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.



gull wing gray



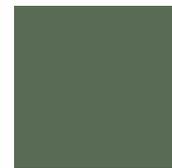
costa rica blue



apple green



foresty moss



peale green



thunder



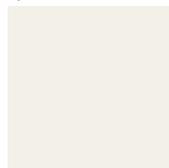
august morning



carob



fiji



steam



seedling



freshcut grass



tear drop



jasper yellow



wasabi



passion blue



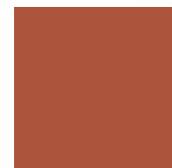
wolf gray



eucalyptus



citrine



salas dancing



## 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!

