

Ontario Place

Graphic Standards

Ontario Place is a relaxing, inviting, and engaging recreational space.

Ontario Place was a popular Toronto amusement park that has been undergoing significant transformation over the years, becoming a unique spot of green space in an ever growing and modernizing city. The purpose of this new identity and visual strategy is to help revitalize interest in Ontario Place, as well as engage viewers with bright, bold and creative use of colour.

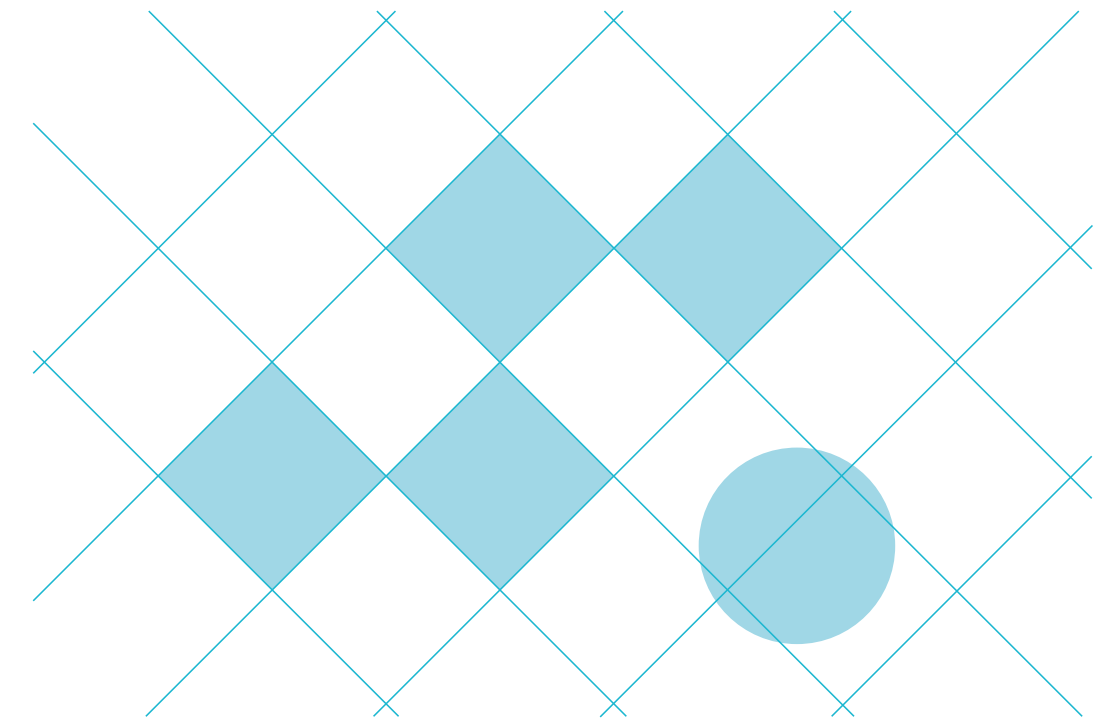
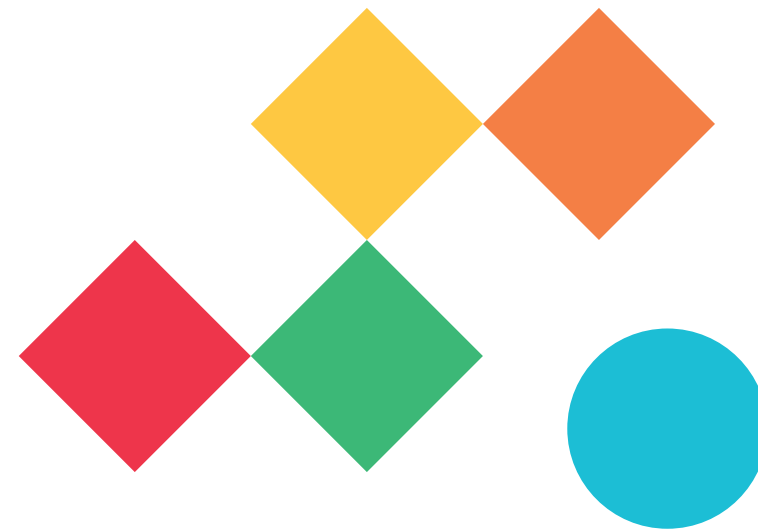
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The Logo

The Ontario Place Logo is a clear, bold design used across the marketing and corporate communications across the park. Once familiarity with the new brand is built, the log can be used by itself without the wordmark.

The logo is based on a stylized birds eye view of the iconic pod buildings in the center of Ontario Place, with artistic liberties taken with the placement of the circle, which represents the circular Cinesphere.

The use of colour in the logo is meant to be representative of the different sections of the park, giving each location it's own identity and helping bring attention to the variety of recreational activities.



Minimum Print Size **0.4 in** wide
Minimum Digital Size **30 px** wide

Logo & Wordmark


The logo and wordmark is the primary brand identifier for the new Ontario Place identity, and should be used across all marketing and communications material to help build familiarity with the brand.

The Ontario Place wordmark was created using a slightly modified version of Montserrat Alternates, with the kerning compressed horizontally and the tails of the lowercase T and L changed to line up visually with the lowercase A.

The roundness of the wordmark corresponds with the circular shape of the Cinesphere, and gives the identity a softer feeling.

Spacing between the logo and the wordmark should be the same as the space between Ontario and Place.



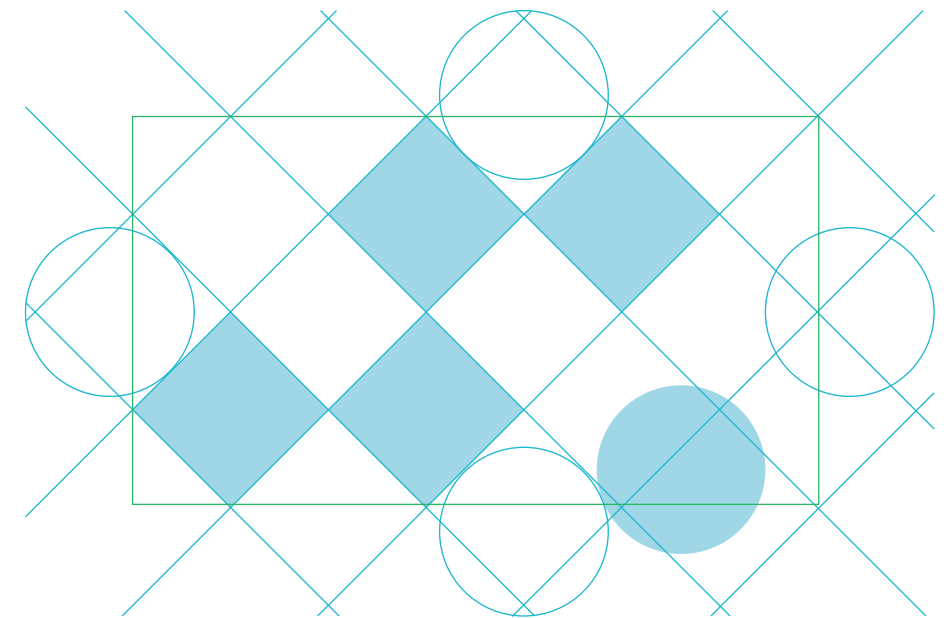
 Ontario Place Minimum Print Size **2.0 in** wide
Minimum Digital Size **150 px** wide

Clear Space

In order to not crowd the Logo or the Logotype, a minimum amount of clearance must be maintained.

For the logo, the minimum clearance should be equal to the size of two-thirds of the circle, lined up top, left, and bottom-most edges of the logo.

For the wordmark and logo, minimum clearance should be equal to the size of the capital letter O. W

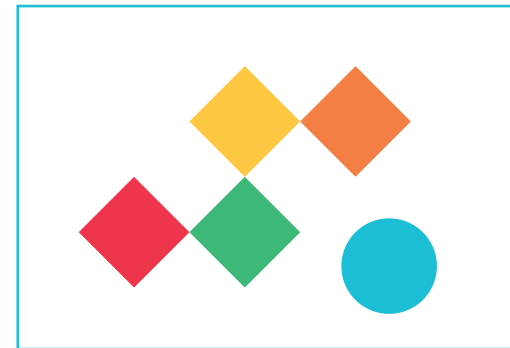


Treatments

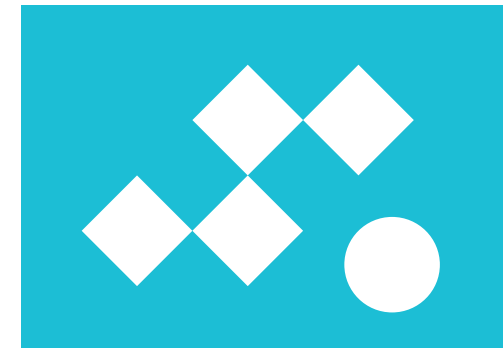
To help maintain and best reflect the new brand identity, whenever possible the full colour versions of the logo and wordmark should be used, with the main focus being on the logotype.

When using the logo or logotype in park specific zones, such as the Budweiser Stage or Trillium Park, a white alternative can be used on top of the colour used in that section of the park. This helps to reinforce each park locations individual colour identity.

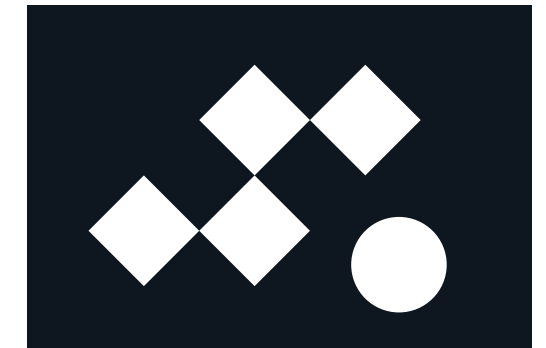
Black and White should only ever be used if it's impossible to produce the logotype in colour, and only knocked out of black.



COLOUR



WHITE ON
DARK BACKGROUND



B&W WHITE ON
DARK BACKGROUND



COLOUR



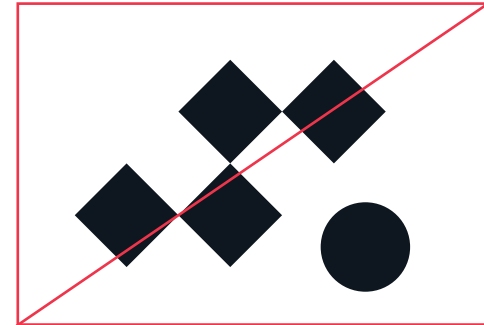
B&W White on Colour



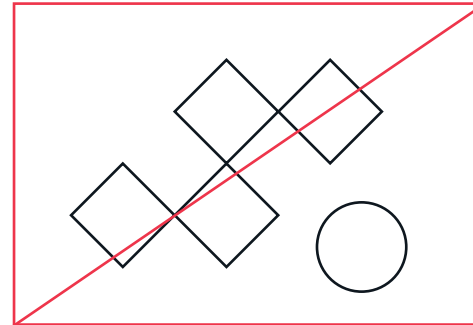
WHITE ON DARK BACKGROUND

Improper Use

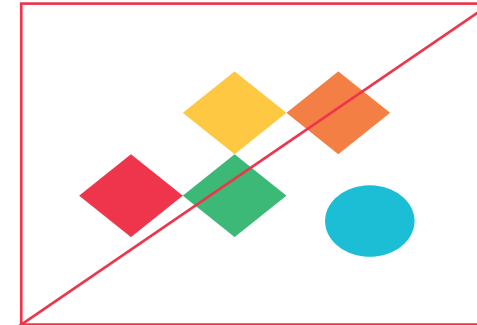
For the sake of maintaining the brand identity, it is important that the logo and wordmark appear consistent across all applications, therefore the only forms used should be the applications that have been provided.



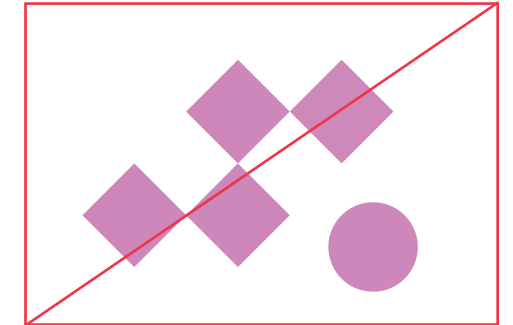
DON'T MAKE THE LOGO BLACK



DON'T OUTLINE THE LOGO



DON'T DISTORT THE LOGO



DON'T USE AN UNAPPROVED COLOUR



DON'T MAKE THE LOGOTYPE BLACK



DON'T MAKE THE LOGOTYPE BLACK



DON'T DISTORT THE LOGOTYPE



DON'T USE AN UNAPPROVED COLOUR



DON'T USE A DIFFERENT TYPEFACE



DON'T USE THE WORDMARK WITHOUT THE LOGO

Brand Family

To help draw attention to and identify the various unique attractions at Ontario Place, each location has its own brand identity and colour use.

Across these variations, the logo stays consistent, with the changes being the change in colour, a subtitle used beneath the logotype, or both. The subtitle is to be right-aligned to the center of the e, to prevent trailing past the wordmark.

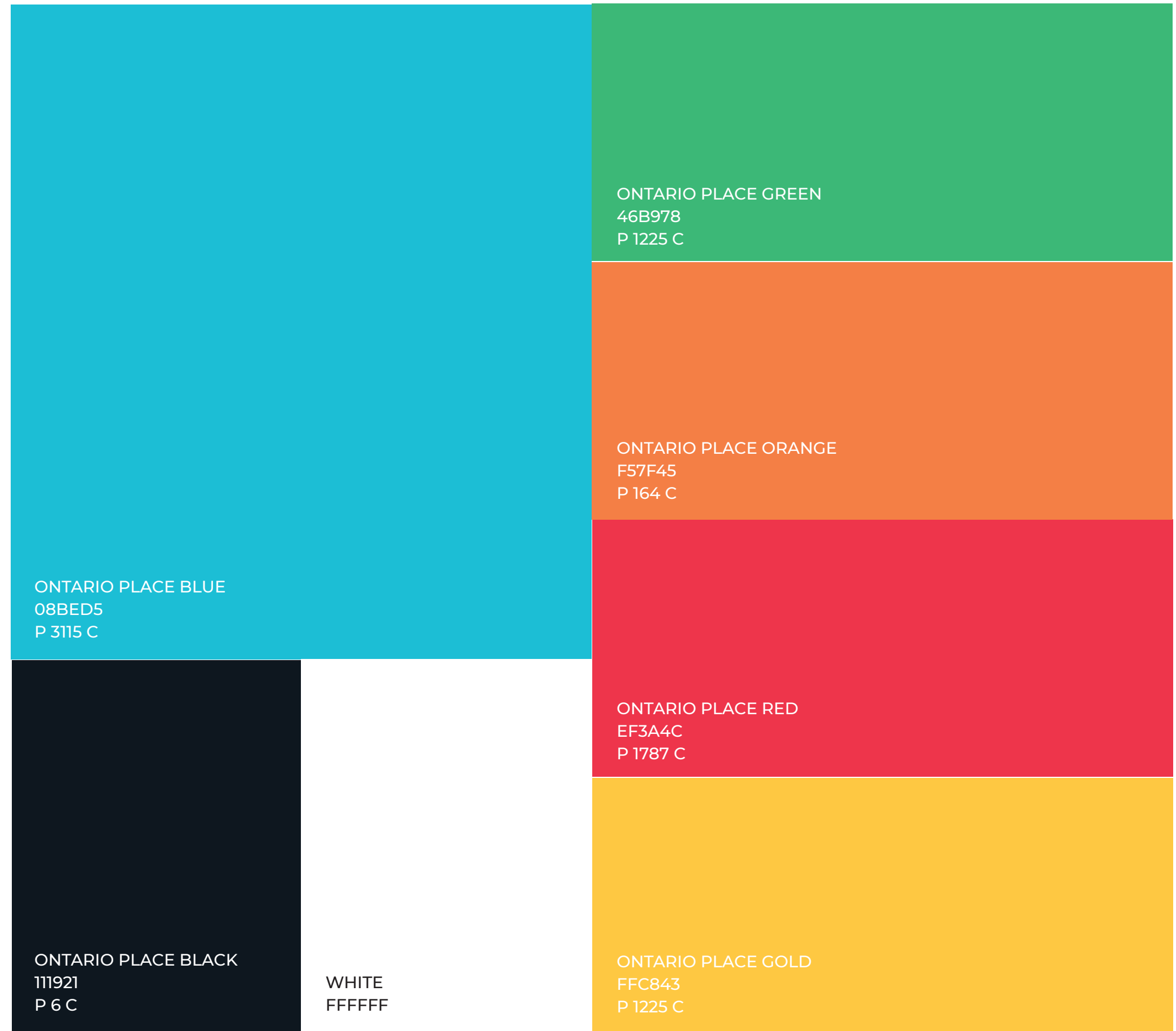
A verticle configuration of the logo and type can be used in situations where the full horizontal logotype doesn't fit.



Brand Colours

Colour is the most important part of Ontario Place's new brand identity, drawing attention to the rich and varied facilities around the recreational area, engaging the consumers and emphasizing how inviting the new Ontario Place can be.

The main colour used across the Ontario Place branding is the Ontario Place Blue. Other colours are used in specific facility based branding.



Brand Typography

The typographic styles used in the Ontario Place brand are made to further support the clean and modern aesthetic of the park. The most prominent typeface is Montserrat Alternates, used exclusively in the wordmark and logotype.

Source Sans Pro is used in business communications to help maintain a professional presence, and to aid in legibility.

Montserrat Alternates Medium

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v
w x y z

Montserrat SemiBold

**A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v
w x y z**

Montserrat Regular

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v
w x y z

Montserrat Medium

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v
w x y z

Source Sans Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X
Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Source Sans Pro Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y
Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Letterhead

The business communication packages for Ontario Place - including letterhead, an envelope and an employee business card - are professional and clean with ample 1.5 in margins on the left and right, and a 1.0 in margin on the top and bottom. This, combined with the light shades of blue and Source Sans Light as the body copy, provide a professional looking document with plenty of whitespace.

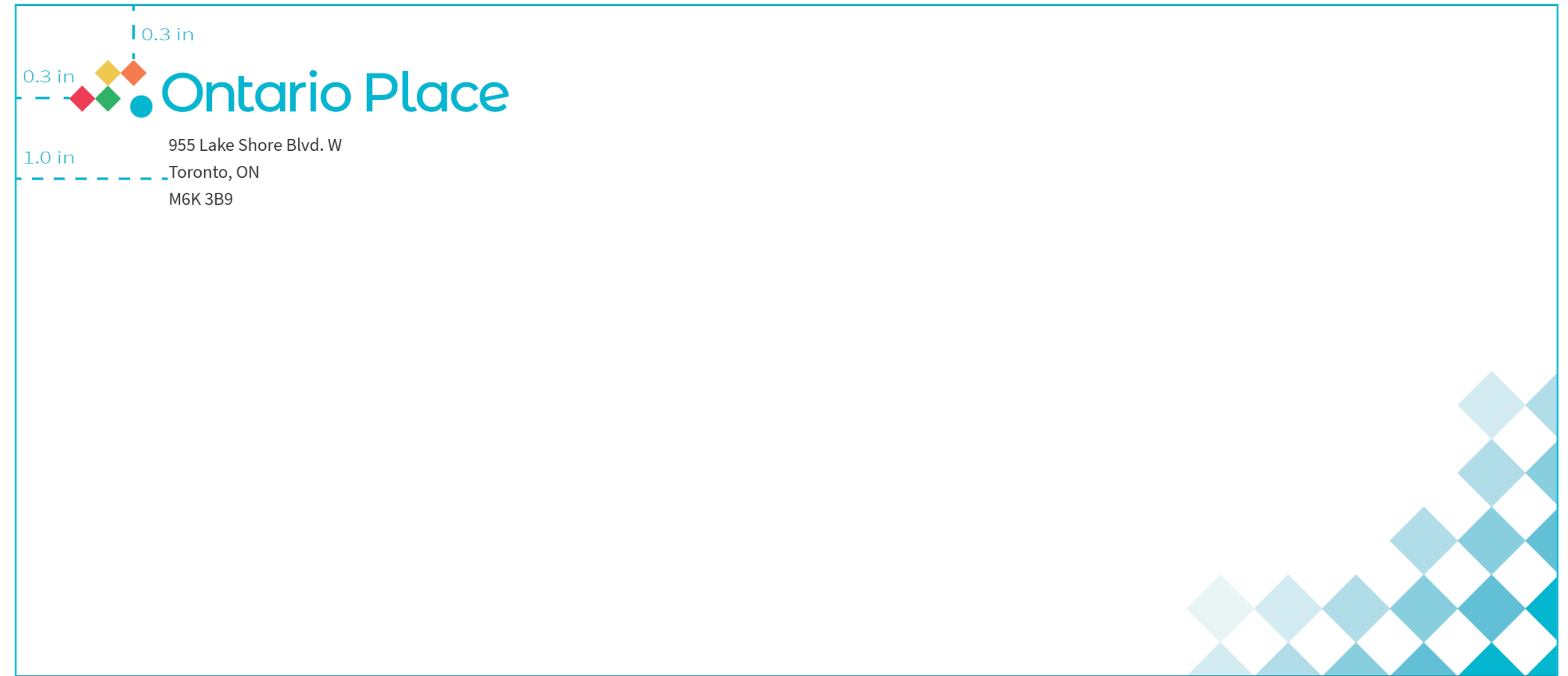
LETTERHEAD
8.5 in by 11 in



Envelope & Card

The envelope and business cards follow a similar design principle to the letterhead, employing the same pattern and a similar amount of generous whitespace.

ENVELOPE
9.5 in by 4 1/8 in



BUSINESS CARD BACK
3 in by 2.5 in



BUSINESS CARD FRONT
3 in by 2.5 in

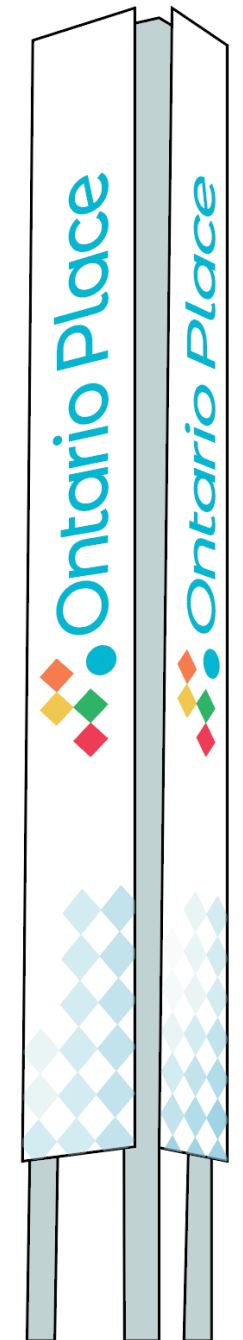
Car Decal

By seeing the new logo and word-mark featured so prominently on the vehicle, this will help grow the association between the new logo and the park, expediting the familiarity customers will have with the new re-branding.



Park Signage

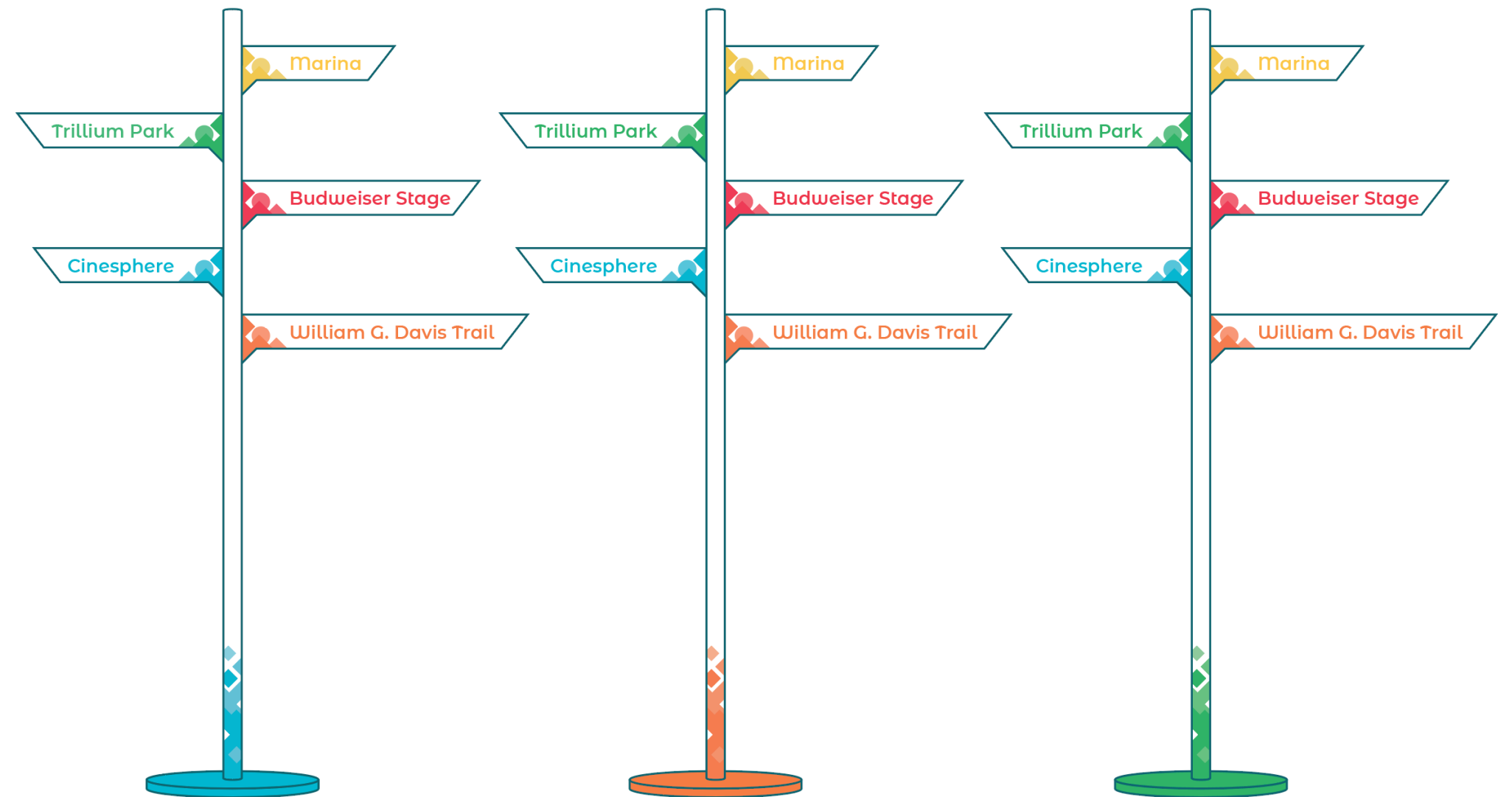
The prominent display of the new logo before entering the park will familiarize visitors with the five main colours in use, identifying sections of the park. Once entering the park they will encounter the much stronger and bolder internal colour usage, thereby beginning to associate the new colours with the park locations. Once that familiarity is formed, colours can be used more prominently in future branding.



Wayfinding

These wayfinding signs will be seen throughout the park, and colour-coded at the base to help indicate which section of Ontario Place the viewer is located in.

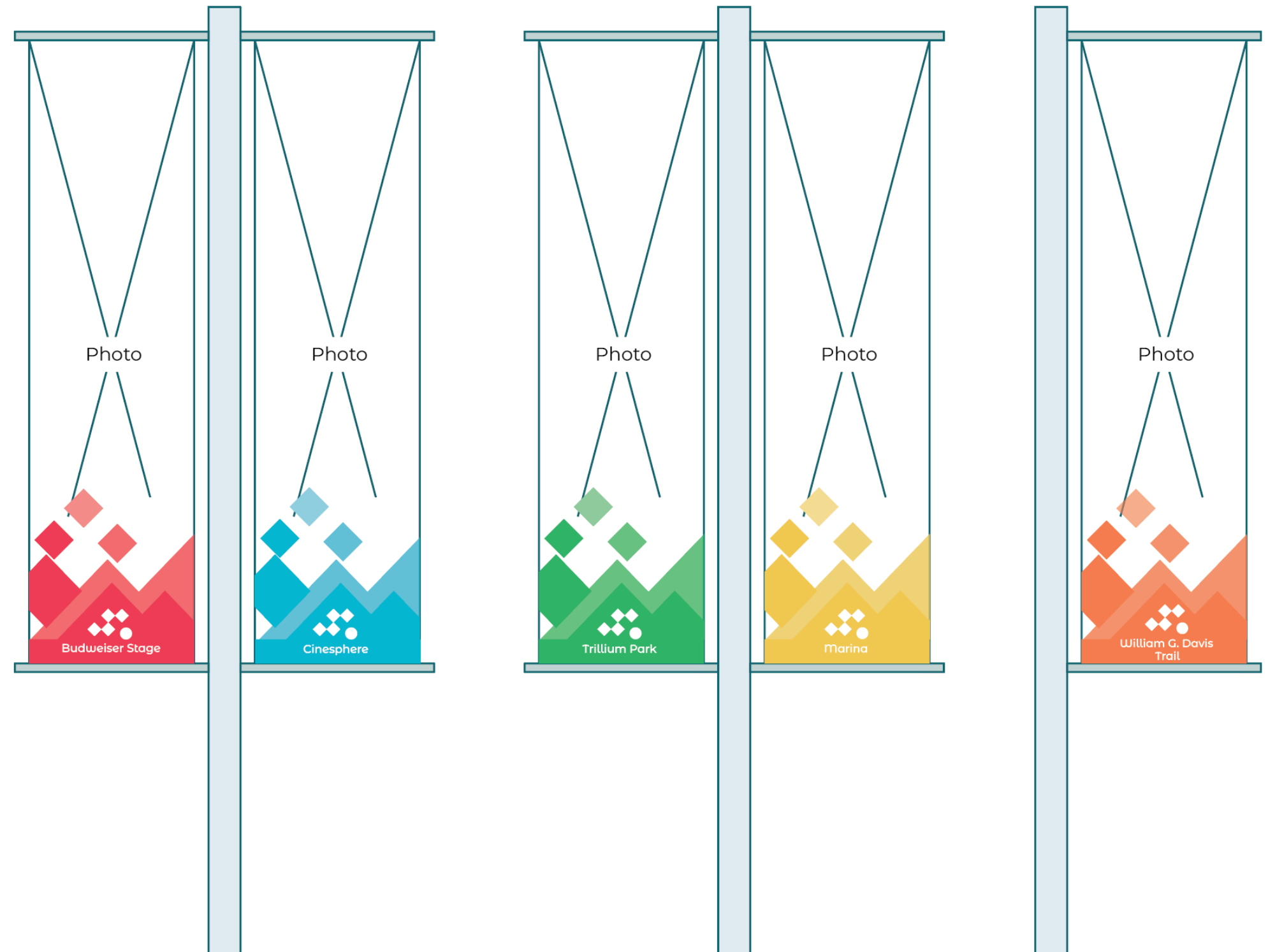
The typeface used on the signs is Montserrat Alternates Semibold.



Park Banners

These banners must be placed around the park in order to help assist customers who may be wondering where they are located, as well as provide visually engaging material for the customers to look at.

The logotype used must use the variants specified in the Brand Family section.



Contact

For more information about the brand and how to properly implement it and use it, please contact **Jaeden Theriault** with any of your questions or inquiries at design.jaeden@gmail.com