



# EXPLORERS' EDGE

*Naturally Adventurous*

## Logo Guidelines

Developed by Haft2 Inc.  
**First Edition** | August 2011

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## About the Identity



### About the Name

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Raw, natural and wild, this region is a prime destination for adventure-seeking people who are looking to get away from the city. The Canadian Shield, where the towns, the wilderness and the lake reign supreme, ignites in its visitors an urge to explore.

The region composed of Muskoka, Algonquin Park, Georgian Bay, Parry Sound and Almaguin Highlands sits on the edge of wilderness and civilization, having seen many explorers past, present and future. Its new name, Explorers' Edge, refers to the sense of adventure one feels when in the region – being on the edge of adventure.

### About the Logo

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Our new logo was inspired by the very nature of the region – bold, raw and naturally adventurous. It comprises two distinct elements – the new name, Explorers' Edge, and the visual component.

The graphic used in the logo embodies the region's modern personality while still paying homage to its unique heritage. It uses fluid lines to reflect movement and the unpredictable path of an explorer, as they navigate the many adventures of the region.

Inspired by native culture and history, this logo brings together the region's natural elements – water, sun, land and air. Interpretation of what exactly is seen is left to the viewer – as everyone has a different path to adventure.

## Logo Variations

The Explorers' Edge logo may be reproduced in several ways.

### Colour Logos



#### Full-colour logo

Our preferred version is the full-colour logo, the logo is reproduced in Pantone® 7460 C and Black 5 C.



PMS 7460 C  
C100 M6 Y2 K10  
R0 G134 B191  
Hex 0097CF



PMS Black 5 C  
C42 M69 Y37 K85  
R62 G43 B46  
Hex 2C0E1D

#### One-colour logo

When printing is limited to one colour, the logo is reproduced in Pantone® 7460 C.

PANTONE® MATCHING SYSTEM is an international reference for selecting, specifying, matching and controlling ink colours.

CMYK, also known as four-colour process, is a print method that uses the colours cyan, magenta, yellow and black. The numeric values refer to the percentage of each colour used to create the final colour.

RGB and HEX are systems used to create colours that are to be viewed on-screen. The RGB numbers refer to the intensities of red, green and blue in a desired colour.

PANTONE is a registered trademark of Pantone, Inc. The colours shown are for information only and do not correspond to the Pantone standard. Consult the most recent version of the Pantone guide for precise colours.

## Logo Variations

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### Black and White Logos

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#### Logo in black

When limited to black and white printing, it is recommended to use the 100% black logo on white or light backgrounds.



#### Logo in white

When printing on black or dark backgrounds, it is recommended to use the white reversed logo.



## Minimum Logo Size

Due to limitations in reproduction, a minimum logo size is necessary to ensure the logo can be clearly read and recognized.

### Minimum Size - Print

#### Logo with tagline



0.80 inches

In printed applications the width of the logo with tagline may not be smaller than 0.80 inches in length.

### Minimum Size - Web



72 pixels

In web (digital) applications the width of the logo with tagline may not be smaller than 72 pixels in length.

#### Logo



0.65 inches

In printed applications the width of the logo may not be smaller than 0.65 inches in length.



60 pixels

In web (digital) applications the width of the logo may not be smaller than 60 pixels in length.

## Logo Clear Space

The safe area is the space around the Explorers' Edge logo where absolutely no text or other design elements can appear. Minimum space around the logo must be maintained to ensure greater impact and minimize visual clutter. The Explorers' Edge logo is sometimes used in conjunction with other sponsors' and organizations' identities and as such, we've tried to minimize the effective safe area to make this logo as flexible as possible.



The clear space around the logo is equal to the height of the letter 'X' in 'EXPLORERS', (shown in grey in this illustration).



## Logo Don'ts



Always make sure that the Explorers' Edge logo is scaled proportionately. The logo must maintain its proper proportions.



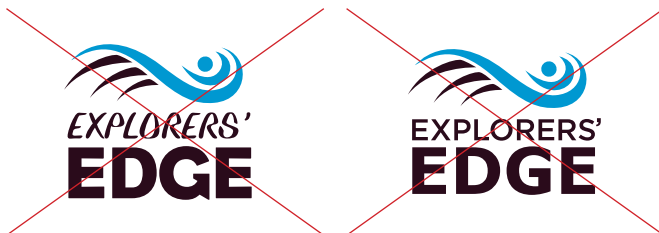
The colour schemes of the Explorers' Edge logo may not be altered or adjusted. Use the official art files in all cases.



Do not replicate the logo without both the graphic and the word mark.



The size relationship between the Explorers' Edge logo elements may not be altered or adjusted.



Always use the official digital file(s) when using the Explorers' Edge logo. Never recreate or retype any portion of the logo.



Do not place the logo within another shape or otherwise add elements to the logo. Always use the official digital file(s).

## Brand Architecture

