



TOWNSHIP OF
Hornepayne

Brand Launch: Adventure Begins at the Centre

Welcome to the New Identity of the Township of Hornepayne

Tucked deep in the boreal beauty of Ontario's heartland, Hornepayne is proud to unveil a bold new brand that reflects our rich history, adventurous spirit, and vision for the future. Our new identity brings together the voices of residents, the strength of our landscape, and our promise to build a welcoming and opportunity-rich community for all.

Brand Framework

WHAT IS A BRAND FRAMEWORK?

Our brand framework acts as the 'Mama Bear' for all of Hornepayne's communications. It defines what we stand for, and guides the development of all touchpoints within the market to ensure they are consistently building our brand.

WHY DOES IT MATTER?

Without our brand framework, we are unable to achieve brand comprehension, consistency, and recognition within the market. Marketing activities become diluted or disjointed, and cannot contribute to an identifiable and distinct brand experience.

Logo

It's impossible to overlook the natural beauty that surrounds us. Our logo showcases Hornepayne for what it truly is: a *hidden gem*.

The scene of a mama bear and her young takes place, an illustration telling the story of our community's resilience, our dedication to future generations, and our passion for central Ontario's untouched wilderness.



The hexagonal design implies a “Hidden Gem.”

The scenery depicts the nature of central Ontario.



The sun acts as a guiding light.

The bear family, stylized to depict black bears, reflects care and growth.

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Tagline

Adventure Begins at the *Centre*

Our tagline frames Hornepayne as the starting point for your next great adventure. It is an inspiring call to visitors, residents, and investors to decide how they want to plot their own course in the geographical centre of Ontario.

Story

Tucked within the boreal forest's natural beauty in the Algoma region, Hornepayne – a little town in the geographical centre of Ontario – was founded in 1928 along the tracks of CN Rail's transcontinental line.

To this day, the town is surrounded by more nature than meets the eye, offering untapped opportunities for those looking to chart their own adventures and leave a legacy.

While the community is small, its size is contrasted by the measure of its heart. Hornepayne is a hard-working and neighbourly town where strangers quickly become family, and memories are made to share. Whether you're looking for adventure in the outdoors, a place to plant your roots amongst nature, or a site to tap into your business potential, Hornepayne is the place to be at the centre of it all.

Positioning Statement

Welcome to an *untapped, outdoor-loving community* located in the geographical centre of Ontario.

Surrounded by seemingly endless natural landscapes and along north-central Ontario's railway, we're the place where residents, visitors, and businesses can cut their own path, blaze trails with new friends, and leave their mark. You decide what happens in the Township of Hornepayne.

Mission & Vision

MISSION

To offer *meaningful and valuable* experiences to our residents, visitors, and investors.

VISION

To strive for *continuous improvement and a quality of life* that entices residency, tourism, and investment.

Promise

To welcome strangers as family, offer uncharted possibilities, and share *unforgettable adventures* in the great outdoors.

Values

ACCOUNTABLE

We will hold ourselves accountable for our commitments and our performance. As a public organization, we will conduct business in the open, with clarity, and we will report on our major activities. This will build trust within our organization and our community.

RESPECTFUL

We will be accepting of everyone regardless of any differences. We will be kind and courteous. We will listen attentively and respond with compassion.

RESIDENT FOCUSED

Our focus is our community. We will consider resident needs as we conduct our daily activities, and as we make decisions that positively impact our community.

HARD-WORKING

Diligence and consistency will be at the heart of all we do. We will find ways to work efficiently by leveraging smart technology and best practices. We will maintain high standards, work in earnest, and go above the call of duty as we deliver services.

INCLUSIVE

We will welcome all people. We will embrace diversity of all kinds. All people will receive access to our services and resources. We will strive to build a team founded on trust and respect regardless of our differences.

ADVENTUROUS

We are enamoured by the natural beauty and endless possibilities that surround us. We always look to discover uncharted opportunities, continuously asking ourselves, "What's next?"

HONEST

We will uphold virtuous principles in our daily activities. We will demonstrate our dependability and reliability. We will be truthful and authentic in the workplace. We will strive to make good judgements consistently by carefully weighing all reasonable options and assessing how our decisions may impact others.

Voice

Our voice embodies Hornepayne's essence. It signals who we are, what we stand for, and how we identify. Our brand voice makes our audiences say "That sounds like Hornepayne", and allows us to show up in the world as the friendly and ambitious town in the geographical centre of Ontario that we are.

We are friendly, inviting,
and community-minded.

Welcoming
Simple
Determined
Adventurous

We are straightforward,
direct, and easy to
understand.

We are ambitious,
confident, and
future-oriented.

We are curious,
hardy, and
outdoor-loving.



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Colours

Hornepayne's brand colours help our audiences recognize us. When or if using text on top of our colour palettes, ensure they align with the depicted images and their pairings.

Cloud #F0F0F0 RGB 240, 240, 240 CMYK 4, 3, 3, 0 Pantone 649 C		Rust #C48C59 RGB 196, 140, 89 CMYK 22, 47, 72, 3 Pantone 722 C	Warm #CFA88C RGB 207, 168, 140 CMYK 19, 34, 45, 0 Pantone 719 C	Warm Tint 20%
Outdoor #263329 RGB 38, 51, 41 CMYK 74, 56, 72, 63 Pantone 5535 C	Forest #45594A RGB 69, 89, 74 CMYK 70, 47, 68, 34 Pantone 5545 C	Nature #85A18C RGB 133, 161, 140 CMYK 51, 25, 48, 2 Pantone 5575 C	Grow #BAD1C2 RGB 186, 209, 194 CMYK 28, 8, 25, 0 Pantone 559 C	Grow Tint 20%
North #2E363B RGB 46, 54, 59 CMYK 76, 64, 57, 53 Pantone 7545 C	Lake #525E69 RGB 82, 94, 105 CMYK 70, 55, 45, 21 Pantone 2166 C	Sky #8A9EAD RGB 138, 158, 173 CMYK 49, 31, 24, 0 Pantone 2156 C	Ice #CFDBE3 RGB 207, 219, 227 CMYK 18, 7, 7, 0 Pantone 656 C	Ice Tint 20%