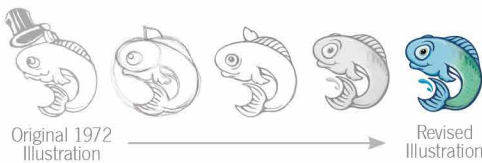
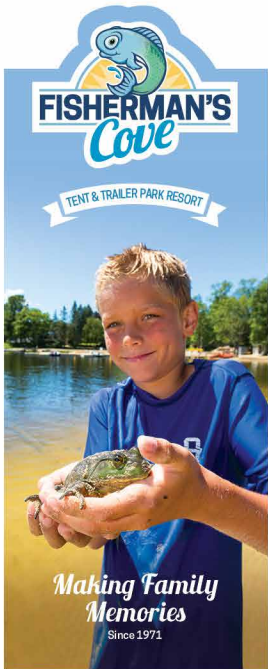





touristtown

Illustration Portfolio

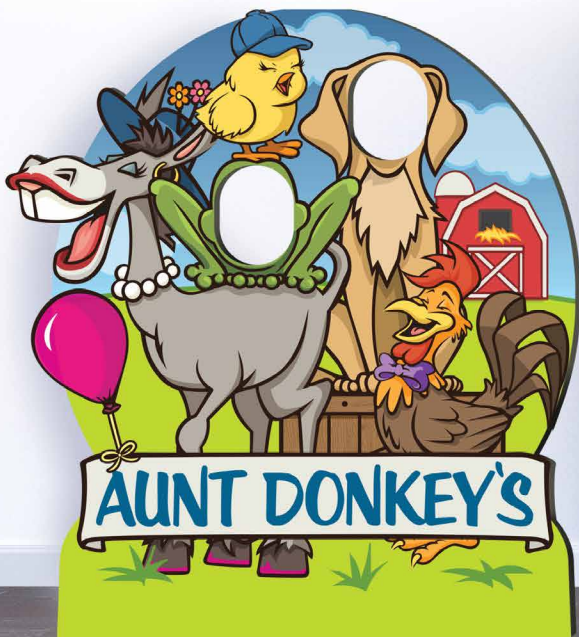
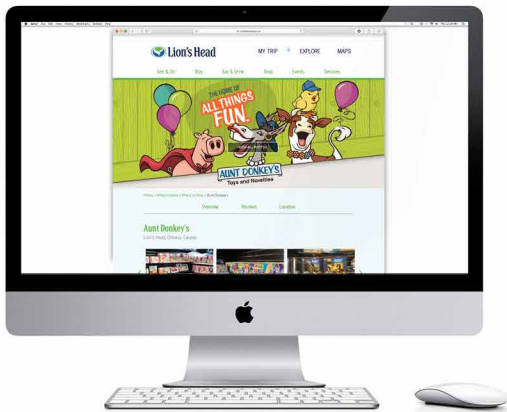
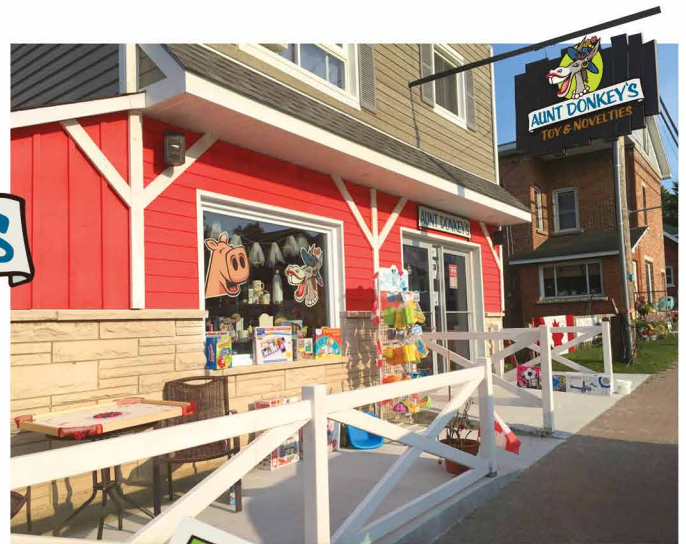
Brand Development, Print and Digital Media



Trade Show Booth



Brand Development, Print Media and Digital Marketing



Logo Design and Print Media

WHERE THE Rivers Meet

- 1 Two Rivers Massage Therapy
- 2 Abrallex
- 3 Sau'Tees
- 4 McCullough's Tirecraft
- 5 AMES Tractor Rentals
- 6 Ed Karcher Construction
- 7 Prevost Contracting
- 8 Paisley Freshmart
- 9 The Dragonfly Spa
- 10 Quatre Directions
- 11 Treasure Chest Museum
- 12 Elite Roofing
- 13 Bud Rier Chevrolet Ltd
- 14 Road Runner Collectables
- 15 Bonfire on Queen
- 16 Happy Hive Bakery
- 17 Elora Soap Company
- 18 Prepped and Polished Cleaning Co.
- 19 LCBO
- 20 Village Thrift and Treats
- 21 Della Bella Boutique
- 22 Wild Flower Floral Design
- 23 Community Hub
- 24 RBC Royal Bank
- 25 Kelly & Kelly Barristers and Solicitors
- 26 Lily Oasis
- 27 The Paisley Common
- 28 Paisley Pharmacy
- 29 Pasttime Gold Mine
- 30 Saugie's Stop 'N Shop
- 31 Fire Hall
- 32 Hair Garage
- 33 Definition Fitness
- 34 Linda's Barber Shop & Salon
- 35 Rak Thai Kitchen
- 36 Mane Tamer
- 37 Paisley Architectural Millwork
- 38 Accellorondo
- 39 Saugie Suds Laundromat
- 40 CMR Insurance
- 41 Rankin Garage and Sales
- 42 Tomboi Artisan Ice Cream
- 43 Saugueen Siberians
- 44 Home & Away Movers & Cleaners
- 45 Paisley Veterinary Services
- 46 Hutton Transport
- 47 Allen's Home Hardware Building Centre
- 48 In Stitches
- 49 Orchard's Landing - Market
- 50 Coldwell Banker
- 51 Post Office
- 52 Live by Design Immigration Service
- 53

Scale: 1:10,000

VisitPaisley.ca

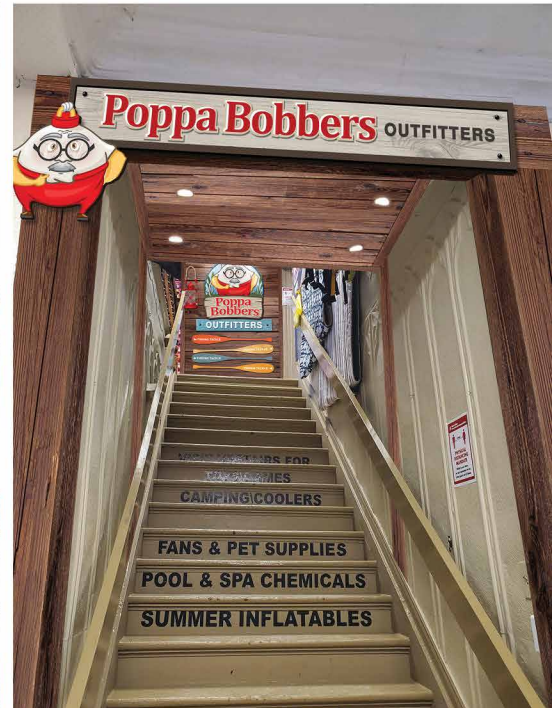
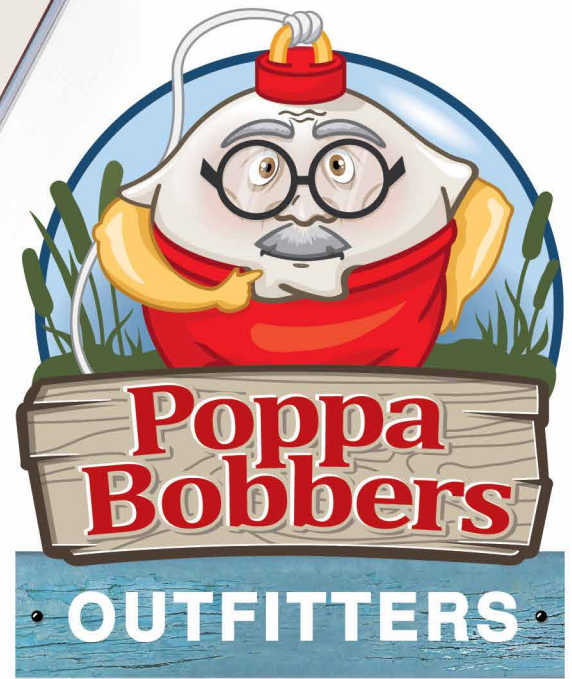


SCAN ME

- | | | | | |
|---------------|------------------|------------------|-----------------|--------------|
| Hiking Trails | Curling Rink | Tennis Court | Skateboard Park | River Access |
| Camping | Community Centre | Baseball Diamond | Tennis Court | Parks |
| Picnic Area | Washrooms | Playground | Medical Centre | Trails |
| Library | Ice Rink | Soccer Fields | School | |



Brand Development and Print Media



Digital Media Design



"These eyes!"

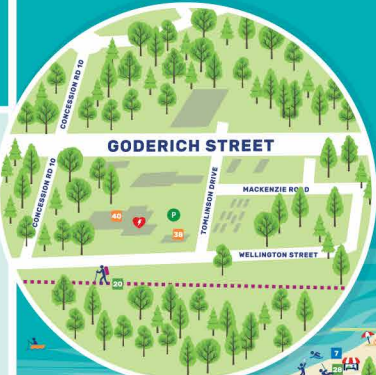


"Behind the mask."

Brand Development and Print Media

EXPLORE THE SHORES

A FEW THINGS TO DO IN PORT ELGIN



- ATTRACTIONS**
 - 1 Caulder Parkette
- BEACHES**
 - 4 North Shore Beach
 - 7 Port Elgin Main Beach
- PARKS & TRAILS**
 - 14 Biener's Bush Trails
 - 15 Centenary Park
 - 16 North Shore Trail
 - 17 North Shore Trail
 - 18 Port Elgin Lions Club Splash Pad
 - 19 Saugeen Rail Trail
 - 20 Woodland Trail
 - 21 Woodhill Park
 - 22 Police Parkette
 - 23 Boney Park
 - 24 Port Elgin Municipal Soccer Camp
 - 25 Eric Eastwood Neighbourhood Park
 - 26 Cameron Park and Playground
 - 27 Port Elgin Main Beach Playground
 - 28 Saugeen Shores Off-Leash Dog Park
 - 29 Woodhill Park
- FACILITIES & SERVICES**
 - 30 Automated External Defibrillator's
 - 31 Public Washrooms
 - 32 Parking
 - 33 Centennial Pool
 - 34 Port Elgin Public Library
 - 35 Port Elgin Tourist Information Centre
 - 36 Saugeen Shores Police Services
 - 37 Sunshin Laundrymat
 - 38 The Plex

- LEGEND**
- Trails
 - Parks
 - Playgrounds
 - Swimming
 - County Roads
 - Provincial Hwy
 - Building/Street & Downtown Core

This is a graphic representation of streets, building and amenities in Saugeen Shores. For a complete information regarding all Saugeen Shores has to offer, please visit the tourist information centre at 559 Goderich Street or visit www.ExploreTheShores.ca

See other side for a map of Saugeen Shores.
EXPLORETHESHORES.CA
Revised August

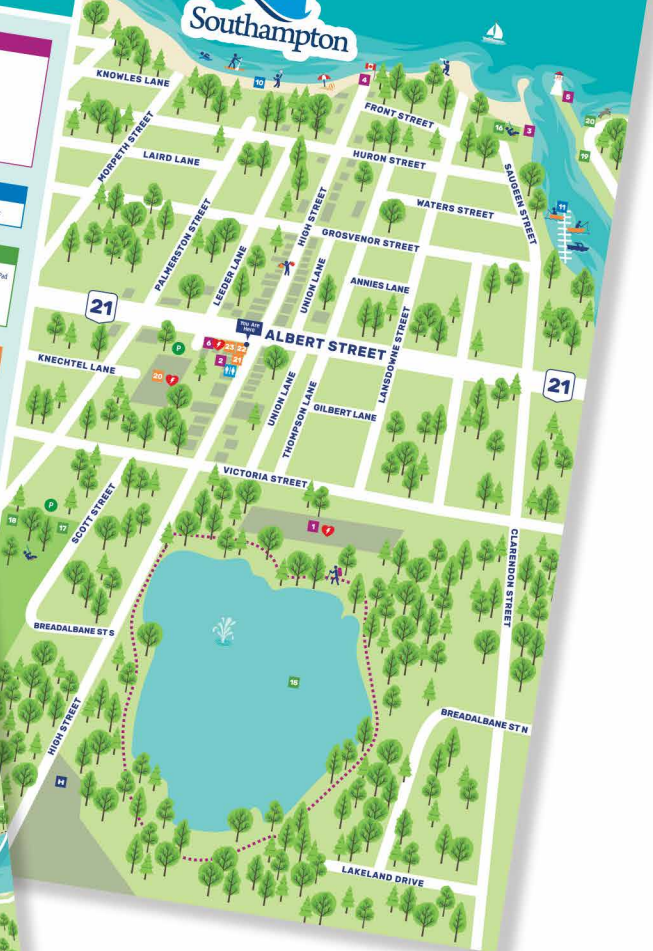
EXPLORE THE SHORES

A FEW THINGS TO DO IN SOUTHAMPTON



- ATTRACTIONS**
 - 1 Bruce County Museum & Cultural Centre
 - 2 Bruce County Playhouse
 - 3 Chantry Island Lighthouse & Tour
 - 4 Dominion Lookout
 - 5 Range Lights of Southampton
 - 6 Southampton Arts Centre & Gallery
- BEACHES**
 - 10 Southampton Main Beach
 - 11 Southampton Harbour
- PARKS & TRAILS**
 - 12 Fairy Lake
 - 13 Pioneer Park
 - 14 Rotary Accessible Playground and Bruce Power Sensory Gardens
 - 15 Rotary Park Splash Pad
 - 16 Scabby's Point Park
 - 17 The "Dog" Beach
- FACILITIES & SERVICES**
 - 18 Automated External Defibrillator's
 - 19 Public Washrooms
 - 20 Parking
 - 21 Southampton Hospital
 - 22 Southampton Coliseum
 - 23 Southampton Public Library
 - 24 Southampton Town Hall
 - 25 Southampton Information Centre
 - 26 Southampton Town Library
 - 27 Southampton Public Library
 - 28 Southampton Information Centre
 - 29 Sunshin Laundrymat
 - 30 The Plex

- LEGEND**
- Trails
 - Parks
 - Playgrounds
 - Swimming
 - County Roads
 - Provincial Hwy
 - Building/Street & Downtown Core



EXPLORE THE SHORES

Port Elgin Harbour and Beach

SAUGEEN SHORES

Lake Huron

Port Elgin

Southampton

Southampton Harbour

JUST A FEW THINGS TO DO IN SAUGEEN SHORES

- ATTRACTIONS**
 - 1 Bruce County Museum & Cultural Centre
 - 2 Bruce County Playhouse
 - 3 Chantry Island Lighthouse & Tour
 - 4 Caulder Parkette
 - 5 Dominion Lookout
 - 6 Range Lights of Southampton
 - 7 Southampton Arts Centre & Gallery
- BEACHES**
 - 10 Gids Grove
 - 11 Gables Grove Beach
 - 12 North Shore Park Beach
 - 13 Port Elgin Main Beach
 - 14 Port Elgin Harbour
 - 15 Southampton Main Beach
 - 16 Southampton Harbour
- PARKS & TRAILS**
 - 17 Biener's Bush Trails
 - 18 Scabby's Point Park
 - 19 Fairy Lake
 - 20 Rotary Park Splash Pad
 - 21 The "Dog" Beach
 - 22 Port Elgin Lions Club Splash Pad
 - 23 North Shore Park
 - 24 Gables Grove Park & Playground
 - 25 Rotary Accessible Playground & Bruce Power Sensory Gardens
 - 26 Saugeen Rail Trail
 - 27 Woodland Trail
 - 28 Waterloo Street Neighbourhood Park
 - 29 JH Robertson Park
 - 30 Pioneer Park
 - 31 Rotary Way Trail
- FACILITIES & SERVICES**
 - 32 Automated External Defibrillator's
 - 33 Public Washrooms
 - 34 Parking
 - 35 Southampton Hospital
 - 36 Centennial Pool
 - 37 Port Elgin Public Library
 - 38 Port Elgin Tourist Information Centre
 - 39 Saugeen Shores Off-Leash Dog Park
 - 40 Saugeen Shores Police Services
 - 41 Southampton Coliseum
 - 42 Southampton Town Library
 - 43 Southampton Town Hall
 - 44 Southampton Information Centre
 - 45 Sunshin Laundrymat
 - 46 The Plex

This is a graphic representation of streets, building and amenities in Saugeen Shores. For complete information regarding all Saugeen Shores has to offer, please visit the tourist information centre at 201 High Street or visit www.ExploreTheShores.ca

See other side for downtown core map.
EXPLORETHESHORES.CA

Brand Development and Print Media



CAMPING Next Right



Bruce Peninsula - Miller Lake

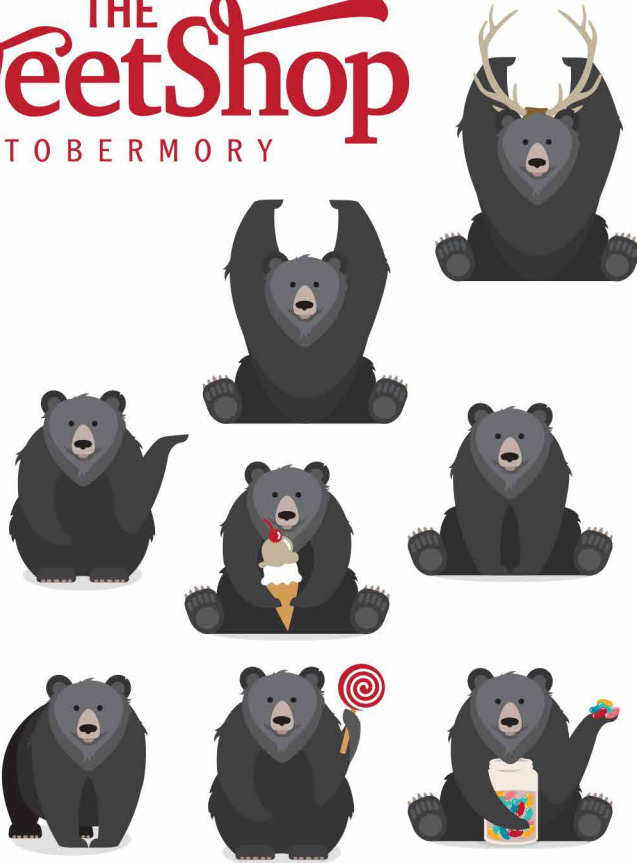


6km Ahead - Miller Lake



Print Media, Character and Brand Development

**THE
SweetShop**
TOBERMORY



Oh Fudge!

**THE
SweetShop**
TOBERMORY



Life is like a box
of chocolates.

**THE
SweetShop**
TOBERMORY



SCREAM
for Ice Cream.

**THE
SweetShop**
TOBERMORY



Losing Weight?
Fight Back!

**THE
SweetShop**
TOBERMORY



Lollipop
Lollipop.

**THE
SweetShop**
TOBERMORY



Sweeeeeet!

**THE
SweetShop**
TOBERMORY



Brand Development and Print Media



ATTENTION CAMPERS

Show Your Mom How Awesome This Place Is.

@whitesandscampground
Tag us #whitesandscampground

Remember to share all your awesome pics from the weekend.

@whitesandscampground
#whitesandscampground

For images taken from inside here use #ishitinthewoods

WELCOME TO

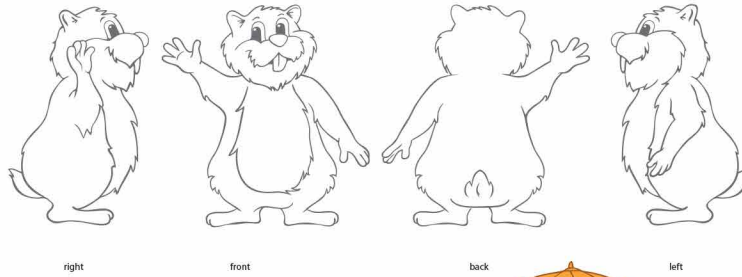
Your Sauble Vacay Starts Now.

- ✔ Step 1: Check in here.
- ✔ Step 2: Ensure you have no glass bevys.
- ✔ Step 3: Confirm you left your fireworks at home.
- ✔ Step 4: Promise us, you'll have the bestest time ever.

@whitesandscampground Tag us #whitesandscampground



Character and Brand Development



Character and Brand Development



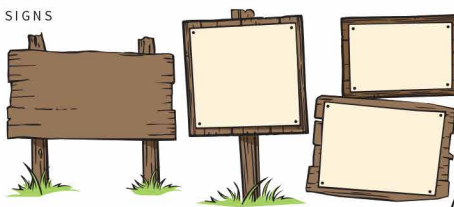
CHARACTERS



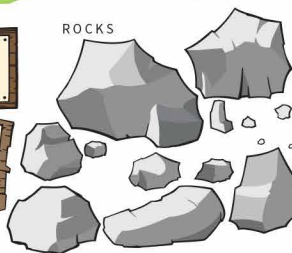
TREES



SIGNS



ROCKS



FONTS

Chaparral Pro ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Source Sans Pro ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

COLOURS



Make sure you are on it
 VISITBRUCEPENINSULA.CA

isting Includes:
 about Us, Photo/Video Gallery,
 Google Map, Search Engine
 Optimization, Monthly Statistics,
 Social Media links,
 Mobile optimized...and more!

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 SAVE \$15
 Signed up by December 1st, 2016





For more information, contact Tourist Town:
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