



# **Huron County Museum and Historic Gaol**

## Brand Guidelines

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# Building and Protecting the Huron County Museum and Historic Gaol Brand

A strong brand is the basis for powerful stakeholder communications and relationships. It represents a perception of quality, differentiation and leadership, which offer great value. It makes an emotional connection with key audiences that goes well beyond a mere product or service. It symbolizes the enduring values of an organization.

Presenting an effective and clear brand identity through every interaction requires discipline. However, by reinforcing our brand consistently over time, we can accrue psychological equity that will help sustain and strengthen the Huron County Museum & Historic Gaol brand, today and in the future.

The following provides an overview for the Huron County Museum & Historic Gaol brand identity and usage standards. The goal is to promote a consistency of look, tone and brand stewardship that validates the positive values of the Huron County Museum & Historic Gaol. Employees and partners should use these guidelines as a context to guide the consistent 'on-brand' development of internal and external communications.

The standards and usage guidelines have been designed to be flexible and allow creativity and innovation in your communications, while maintaining the integrity of the Huron County Museum & Historic Gaol brand. Our brand is one of our most precious assets and it is the responsibility of everyone who communicates on behalf of the Huron County Museum & Historic Gaol to protect the brand equity we have earned.

## Brand Framework

Huron County Museum & Historic Gaol has adopted the following vision, mission and diversity statements as guiding principles to delivering Museum services in Huron County.

### **Mission**

The Huron County Museum and Historic Gaol engage our community in preserving, sharing, and fostering Huron County culture.

### **Vision**

The vision of the Huron County Museum and Historic Gaol is to nurture and inspire heritage and culture.

### **Diversity Statement**

The Huron County Museum and Historic Gaol designs its exhibits, programs, events, and services through a lens that includes a wide range of ideas, voices and viewpoints that reflect and engage Huron County's diverse community.

# Huron County Museum & Historic Gaol Primary Logo

## Main Logo

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## Logo Orientations

The HCMHG logo comes in three orientations to allow for the best possible application for any design situation. The 'Main' logo is the primary logo for usage, while 'Landscape' and 'Portrait' logos have been provided for applications where an alternative orientation is required.

## Portrait Logo

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## Landscape Logo

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# Huron County Museum & Historic Gaol Primary Logo



## Logo Safety Area

To create a proper amount of space around the logo, use the letter 'H' from the logo as your visual guide. Once you have the logo sized, the height of the 'H' should be equal to the amount of whitespace around all four sides of the logo. It is extremely important not to crowd the logo.

## Minimum Logo Size

The minimum size that the logo can be printed measures 1.5 inch in height as shown. This is to ensure the legibility of the text in all print material.



## Alternative Logo Options

Where possible, for both print and web, it's strongly recommended that the Main Huron County Museum & Historic Gaol logo appear in its full colour version.

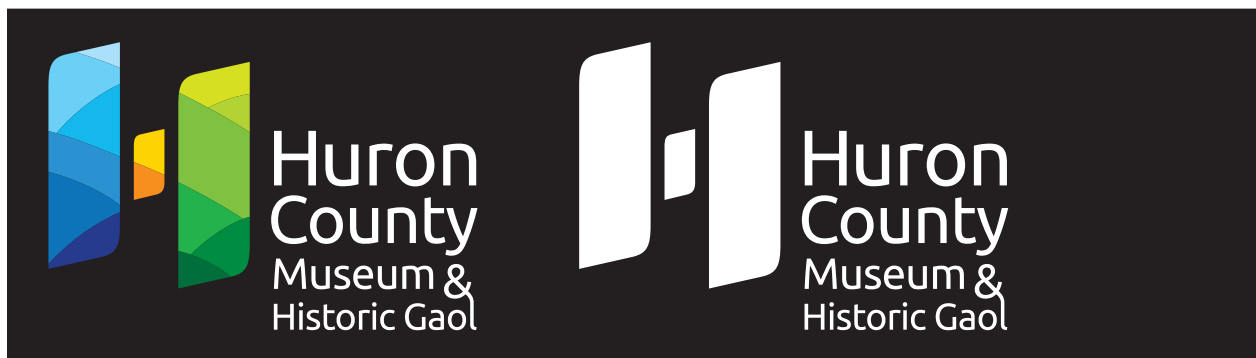
When the full colour logo cannot be used, as in a black and white newspaper ad, use the black and white logo. Use the knocked out version in application where the background colour is black or another dark colour.

Primary



Knockout: Colour

Knockout: White



Greyscale

Black & White



## Icons and Favicons

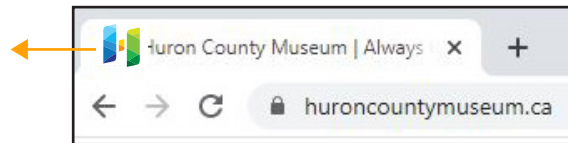
Where possible, for both print and web, it's strongly recommended that the Main Huron County Museum & Historic logo appear in its full colour version, but in some cases the required file size is so small that text would not be legible. In this case an icon, or favicon, may be used. An icon or favicon graphic is not a replacement for a logo.

An icon is a graphic symbol on a computer display screen that represents an app, an object (such as a file), or a function (such as the command to save).

A favicon is a small 16×16 pixel icon that serves as branding for your website.



A favicon provides a visual identification on a website's tab.





# Huron County Museum & Historic Gaol Typography

## Primary Font: Ubuntu

Ubuntu is an accessible sans serif font. Ubuntu is the Huron County Museum and Historic Gaol's primary font. For maximum accessibility, documents should be drafted using a single font and all typography should be mixed case, never all caps, including titles.

Regular: The quick brown fox jumps over the lazy dog.

*Italic: The quick brown fox jumps over the lazy dog.*

**Bold: The quick brown fox jumps over the lazy dog.**

***Bold Italic: The quick brown fox jumps over the lazy dog***

## Secondary Font: PT Serif

PT Serif is an accessible serif font. PT Serif is the Huron County Museum & Historic Gaol's secondary font. It is strongly recommended that the Huron County Museum & Historic Gaol's primary font, Ubuntu be used and that PT Serif be used sparingly when required for accent or emphasis.

Regular: The quick brown fox jumps over the lazy dog.

*Italic: The quick brown fox jumps over the lazy dog.*

**Bold: The quick brown fox jumps over the lazy dog.**

***Bold Italic: The quick brown fox jumps over the lazy dog.***

These fonts are also the primary fonts used by the County of Huron, Ontario's West Coast and the Huron County Library.

## Brand Accessibility

The Huron County Museum & Historic Gaol brand has been designed with accessibility in mind. Both Ubuntu and PT Serif are considered accessible fonts and the brand's colour palette offers a high contrast selection of hues.

It is a requirement that all content, documents, and media created and/or shared on any County of Huron website comply with Accessibility for Ontarians with Disabilities Act (AODA) standards. All designers working with the Huron County Museum & Historic Gaol brand will familiarize themselves with, and adhere to, AODA guidelines and regulations. Content that does not meet the requirements will not be placed on any Huron County web platforms. It is the responsibility of the creator to meet the requirements.

### **Here are a few key things to remember when drafting accessible documents and designs:**

- Use headers, titles, and paragraph styles.
- Give hyperlinks meaningful display names.
- Describe photos and graphics with alternative text.
- Use accessible fonts with high contrast colours and avoid using colour as the sole means of representing important information.
- Use the Accessibility Checker included in document and design software.

# Huron County Museum & Historic Gaol Colour Palette

The Huron County Museum & Historic Gaol colour system is comprised of 4 shades of each blue, green, and orange. This colour palette is shared by other County of Huron brands including Ontario's West Coast and the Huron County Library.

## Primary Brand Colours

	Colour	Pantone	C	M	Y	K	R	G	B	HEX
	Maitland River	660 C	84	56	0	0	42	110	187	2a6ebb
	Wildflower	137 C	0	43	100	0	255	161	0	ffa100
	Beach Glass Green	376 C	58	4	100	0	122	184	0	7ab800

## All Brand Colours

	Colour	Pantone	C	M	Y	K	R	G	B	HEX
	Lake Huron Blue	541 C	100	80	25	9	0	70	127	00467f
	Maitland River	660 C	84	56	0	0	42	110	187	2a6ebb
	Summer Sky	279 C	75	30	0	0	43	147	209	2b93d1
	Water's Edge	542 C	55	20	0	0	106	173	228	6aade4
	Sunflower Field	123 C	0	21	91	0	253	200	47	fdc82f
	Wildflower	137 C	0	43	100	0	255	161	0	ffa100
	Autumn Sunset	151 C	0	64	98	0	255	125	28	ff7c1c
	Farmers' Market Red	021 C	0	68	100	0	255	88	0	ff5800
	Spring Wheat	382 C	31	0	100	0	190	214	0	bed600
	Beach Glass Green	376 C	58	4	100	0	122	184	0	7ab800
	Morning Trail	362 C	76	22	100	7	69	143	60	458f3c
	Evergreen	342 C	89	31	96	22	0	111	61	006f3d

## Neutrals

	Colour	Pantone	C	M	Y	K	R	G	B	HEX
	Midnight Sky		0	0	0	98	5	5	5	050505
	Fossil Grey		0	0	0	78	55	55	55	373737
	Split Rail Fence		0	0	0	48	133	133	133	858585
	Barn Cat Grey		0	0	0	35	165	165	165	a5a5a5
	Country Road		0	0	0	22	200	200	200	c8c8c8
	Campfire Smoke		0	0	0	9	233	233	233	e9e9e9

## Parallelogram Graphic

The parallelogram graphics from the logo can also be used as design elements. These graphics are available in Blue, Green, and Orange.





# **Brand Usage**

## Design samples

## Stationary



## Presentations

### A fun, fascinating, and meaningful experience that depicts the unique heritage of Huron County

The Huron County Museum is home to a variety of permanent and cultural exhibitions, both temporary and permanent. Thousands of artifacts in the collection tell the history of both our rural and urban communities in a variety of themes and topics. Gra... continue to accept donations of historical items from members of the local and larger community, allowing our collection to grow.



### The Huron Historic Gaol is a unique octagonal building which served as the County Jail from 1841 to 1972.

Throughout its history the Gaol housed inmates registered for crimes from misdemeanors to criminal convictions, including three men who were hanged for crimes of murder. It also provided shelter as the House of Refuge for the ill, destitute and mentally ill. Men, women and children all spent time in the Gaol throughout its history.



### About the Huron County Museum and Historic Gaol.

Permanent exhibitions feature early settlement, agriculture, military, and main s... including a full-size steam locomotive in the building. A variety of temporary exhibitions throughout the year investigate topics of local significance.



## Presentation Title

Presented by:

Date:



## Brochures and Posters



### About the Huron County Museum and Historic Gaol.

Permanent exhibitions feature early settlement, agriculture, military, and main street galleries including a full-size steam locomotive central to the building. A variety of temporary exhibitions throughout the year investigate and explore topics of local significance.

Throughout its history the Gaol housed inmates for crimes from misdemeanors to criminal convictions including three men who were hanged for criminal murder. It also provided shelter as the House of Correction for the ill, destitute and mentally ill. Men, women and children all spent time in the Gaol throughout its history.

[www.HuronCountyMuseum.ca](http://www.HuronCountyMuseum.ca)



### About the Huron County Museum and Historic Gaol.

Permanent exhibitions feature early settlement, agriculture, military, and main street galleries including a full-size steam locomotive central to the building. A variety of temporary exhibitions throughout the year investigate and explore topics of local significance.

[www.HuronCountyMuseum.ca](http://www.HuronCountyMuseum.ca)






## Brochures and Posters

**Summer Day Camp**  
At the Huron County Museum

# Steam!



**ONLY \$135 PER WEEK!**  
(\$135 For Members)  
All aboard it's full steam ahead for the Huron County Museum and Historic Gaol's STEAM Power Camp!

Register now at the front desk, or save your child's spot by contacting us at: [members@huroncountymuseum.ca](mailto:members@huroncountymuseum.ca) or 519-524-2686

Campers drop off between 8:30-9:00  
Campers pick up between 4:00-4:30 pm

[www.HuronCountyMuseum.ca](http://www.HuronCountyMuseum.ca)

Discover the thrill about science, engineering, art

**July 13-17, 2020**  
**Tinkerer, Curator, Spy**  
Ages 9-10  
Make, build and go behind the scenes at the Huron County Museum. Create a mini-robot, design a disguise, invent a machine, solve a mystery, and check out the strangest, weirdest, most unbelievable artifacts from the museum's collection.


**July 27-31, 2020**  
**World Famous**  
Ages 9-10  
Be a globe-trotter & travel the world (and through time) all from the Huron County Museum. Sometimes one way (day) imagine your own international travels, we hands-on play to explore cultures from around the globe, and discover what makes Huron County Famous around the world!

**Aug 10-14**  
**Eco Act**  
Ages 9-10  
Get active in our natural park, learn to defend it and interact about Huron County's gardens. Build, spritzed m...

# RIPPLE EFFECT

Draw, Play, Create & Explore

Dive into Huron's lakes and waterways in this fun and interactive exhibit for all ages



March 14, 2020 -

[www.huroncountymuseum.ca](http://www.huroncountymuseum.ca)

# HURON HISTORIC GAOL

**OPEN MAY - OCTOBER**


Immerse yourself in Canada's criminal justice past at this one-of-a-kind National Historic Site.

Discover true stories of crimes committed by men, women and children in Huron County between 1841-1911.

Learn about the Gaol's staff and their families who cared for petty criminals, murderers, vagrants, and the mentally ill, all while living under the same roof.

Historical Grounds Active, courtesy of the Huron County Museum & Historic Gaol, on June 10, 2017.

**Huron Historic Gaol**  
181 Victoria St., N. Goderich  
[www.HuronCountyMuseum.ca](http://www.HuronCountyMuseum.ca)



# Huron County Museum & Historic Gaol

[www.HuronCountyMuseum.ca](http://www.HuronCountyMuseum.ca)



**Huron County Museum**  
Open year round

The Huron County Museum features exhibits that depict Huron County history and culture.

Permanent exhibits feature early settlement, agriculture, military and main street galleries including a full-size steam locomotive central to the building.

110 North Street  
Goderich, On  
N7A 2T8  
519-524-2686  
[www.HuronCountyMuseum.ca](http://www.HuronCountyMuseum.ca)



**Huron Historic Gaol**  
Open From May - October

Within these walls murderers, children as young as 7 years old, debtors unable to make payment, those suffering the ravages of mental illness, petty thieves and drunkards would all sleep under the same roof. Visit the Huron Historic Gaol and discover true stories of the inmates and staff who lived at the Gaol between 1841 and 1972.

181 Victoria Street, N  
Goderich, On  
N7A 2S9  
519-524-6971



# Exhibit Panels

## County & Museum Stewardship

Stewardship – To take care of something entrusted to your care in a careful and responsible way.

*"Our waterways are essential to our everyday lives. In Huron County, we depend on water for drinking, agriculture, recreation, and many other uses. As the climate changes, our local waterways will be impacted. We could see more floods and droughts, more variable water levels, an increase in invasive species, and more water pollution."*

*Through the Water Protection Steering Committee and the Huron Clean Water Project, we recognize the importance of preserving the quantity and quality of water in Huron County. As a corporation, the County is taking action to prepare for future changes to ensure the protection of our community and the natural environment."*

Lily Morrow, Climate Change and Energy Specialist, County of Huron

The Huron County Museum strives to tell the stories of the people and places of Huron County. To this end the Museum has agreed to focus on sustainable exhibit management, focus on implementing environmentally sustainable practices for events and programs, and celebrate natural heritage.



## Find Out More

Looking for more information or want to learn more about local conservation efforts?

Groups listed below provided information and assistance for Ripple Effect.

**Huron Stewardship Council**  
www.huronstewardship.ca  
Facebook: @huronstewardship

**Ausable Bayfield Conservation Authority**  
www.abca.ca  
twitter: @AusableWaterNews  
Facebook: @WaterSoilLivingThings

**Maitland Valley Conservation Authority**  
www.mvca.on.ca  
twitter: @maitlandvalley  
Facebook: @maitlandconservation

**Lake Huron Centre for Coastal Conservation**  
www.lakehuron.ca  
Facebook: @coastalcentre

## Haunted Huron - Local Ghost Stories and Peculiarities

### The Albion Hotel: A Ghost Story

The Albion Hotel in Bayfield is home to a few ghostly personalities who like to make their presence felt and heard.

The mysterious turning on and off of beer taps and lights in the bar room has been attributed to Harvey Elliott who was shot in the trachea by his younger brother, Fredrick, during a late night quarrel in November, 1897. The cause of the tragic shooting was due to "liquor and evil passions" according to a local paper.

Maria Elliott ran the Albion with her two sons, Harvey and George and her daughter, Lily after her husband's death in 1896. November 1897, after the bar closed, Fred and Harvey got into an argument in front of the hotel, exchanging nasty words and challenges. Fred Elliott shot his brother when his brother rushed toward him. Maria & Lily Elliott and friends of the two men witnessed the shooting. When Harvey went down they brought him into the bar room where he died, the blood from his neck wound permanently staining the floor.

The sound of the Hotel's front door opening and footsteps coming towards the room are often heard. When the conversation stills to welcome those newly arriving, no one enters. Might it be Harvey returning for one last drink? Or maybe the spirit who plays tricks on the second floor: slamming doors that are not there, calling people's names, shoving books off shelves and turning radios off and on?

The spirit appears most active during renovations and centers around room four. This room's tale involves a woman named Nancy who married a local farmer named John. She never lived with John. She resided at the Albion Hotel in room 4 until she died. Her husband visited her at the hotel, not at his home.

The Albion Hotel is one of the many locations where ghosts walk in Huron County.  
By Jodi Jerome



## Threats to our Waters

### Settlement

Since the mid-1800s people have built permanent settlements throughout Huron County taking advantage of a fertile environment for agriculture, towns, businesses, and recreation. Unfortunately, clearing the land has left many sensitive areas along the riverbanks, shorelines, and wetlands with little cover leading to changes in water systems, and increased vulnerability to drought and erosion. New efforts exist to monitor where we build, enhance agriculture usage, and lessen human effects on beaches and shorelines. Many groups are working hard to protect the most sensitive of areas and promote the sustainability of creatures within.

### Micro and Macroplastics

Small pieces of plastics, less than 5 mm in length are known as microplastics. Examples include fragments from the breakdown of litter, fibres from cigarette butts, nurdles (production plastic), and microbeads. Plastic fragments larger than 5 mm are known as macroplastics. Examples include plastic bags, bottle lids, plastic bottles and food wrappers. Eventually the natural movement of the water and the heat of the sun break down the plastics into damaging microplastics. Currently sewage treatment plants are not equipped to remove the plastic bits from the water prior to returning the water system and once there, there is no technology to get it back out of the lakes. This is not just a beach & shoreline issue. Litter along our rivers and creeks and throughout wetlands will eventually also be carried to the lakes. All plastic fragments have the potential to damage lakes, rivers, fish and wildlife in the ecosystems.

Reuse what you can. Refuse what you don't need. Recycle & properly dispose of what you do use. Think of how long you will use an item versus how long it will be in our landfill or water!

### Ecosystem Threats

Threats to the lake ecosystem include climate change, pollution, habitat destruction and invasive species. Invasive species such as zebra and quagga mussels, round goby, spiny water flea, white perch, and sea lamprey threaten the numbers and diversity of native species. Many of these invasive species feed on the regular diet of fish typical of these waters, drive out natural creatures, and take over their breeding spaces. Once abundant species are no longer seen in such great numbers.



## Dumbells

The troupe organized its own professional touring variety show and undertook 12 cross-Canada tours up until 1932. Jack McLaren performed in a 1955 Dumbell revival at Massey Hall in Toronto. The Dumbells story was later recreated in a stage musical, *The Legend of the Dumbells*, at the Charlottetown Festival in 1977.

Top: Scene in "The Dumbells Entertainers" 1921. McLaren at far right.

Right: Jack McLaren (left) and Al Plunkett (right) singing a duet in a Dumbells' sketch.

Middle: Biff, Bing, Bang playbill

Far Right: Jack McLaren as Sir Joseph Porter in "H.M.S. Pinafire".

Photo: The Dumbells Entertainers



## Say it with Style

The Huron County Museum has a large and varied textile collection including quilting, hats, shoes, accessories, uniforms, quilts, blankets, and floor & window coverings from a variety of eras. The current exhibit is a sampling of the collection selected based on fashion and textile idioms.

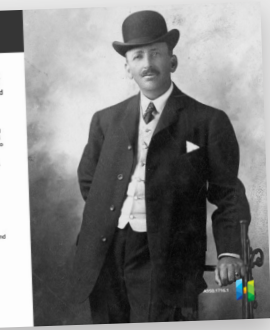
**What is an idiom?**  
An idiom is a phrase or expression whose meaning is difficult to understand from the meaning of the individual words. The expressions are figurative and could be considered "misinterpreted literally." This casual way of speaking is often known as a turn of phrase or idiom.

Have you ever been told to "hold your horses" when someone really means "wait"? Or "the picture" is "a good picture" "hold you up the picture just" as they made you believe something that was not true? Or how was the weather today - was it "raining cats and dogs"?

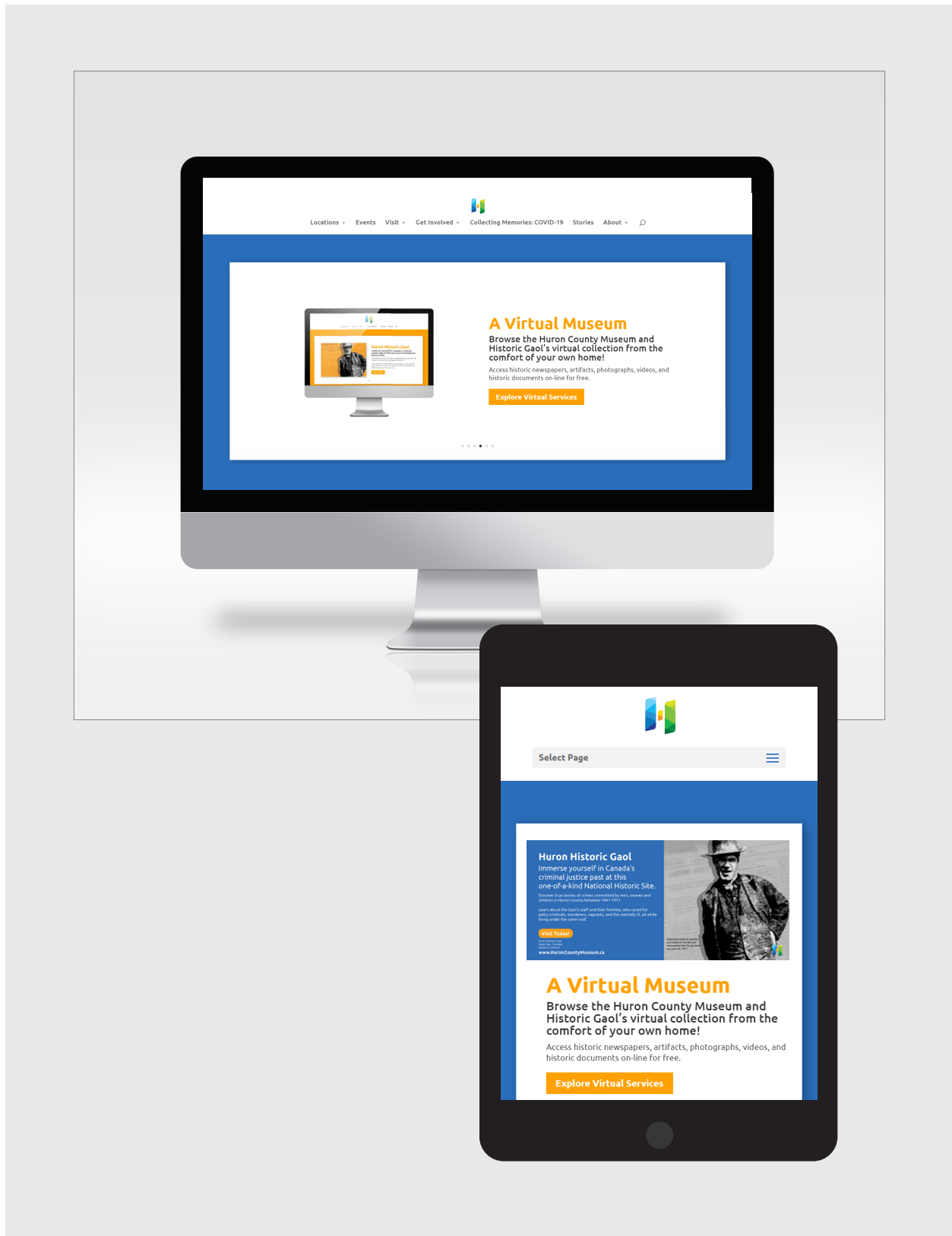
Every language has its own collection of these sayings. Many times the phrase may not be understood outside of its own cultural context. Continued use keeps these expressions part of general speech patterns through history.

Explore the exhibit and discover (or rediscover) idioms based on fashion and textiles.

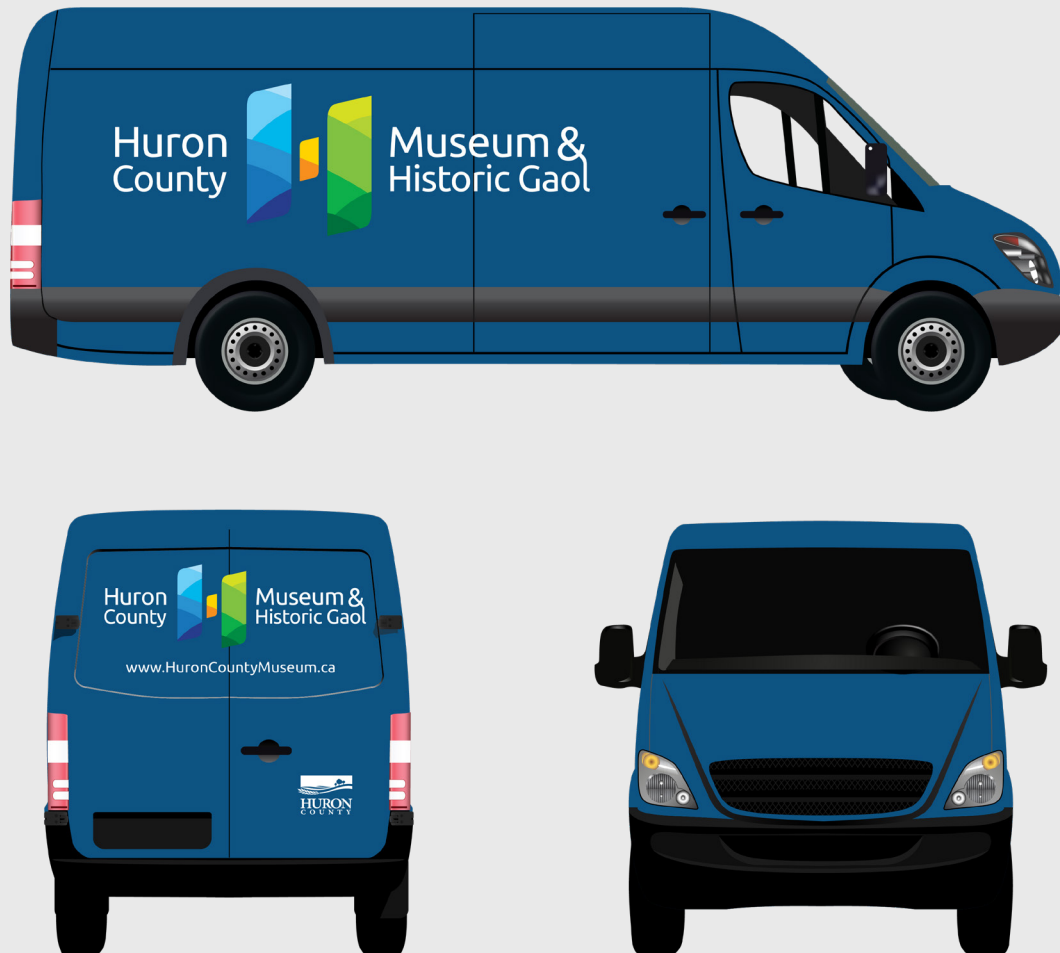
**Acknowledging Credits:**  
Huron County Museum  
Angie Bagnall  
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Olivia Neill, Curatorial Student (2020)  
St. Mary's Museum



## Online



## Vehicles





# Banners and Wayfinding

