



OHIO & ERIE
CANALWAY

BRAND GUIDELINES

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A blue-tinted photograph of a park. In the foreground, there is a stream with a concrete railing on the left and a paved walkway on the right. In the middle ground, there is a playground with a slide and a swing set. In the background, there is a tall, multi-story building with a distinctive tower. The text "OUR COMPANY" is overlaid in the center in a white, serif font.

OUR COMPANY

OUR COMPANY



Introduction

The Ohio & Erie Canalway is built on a legacy of history and connection. Our brand reflects this purpose, capturing who we are, what we value, and how we communicate the significance of this National Heritage Area.

These guidelines provide the foundation for clear, consistent, and meaningful expression of the Canalway's identity. By using them, we strengthen our ability to honor the past, engage the present, and inspire the future.

OUR COMPANY



Ohio & Erie Canalway

Constructed in the early 1930's and designated in 1996, the Ohio & Erie Canalway is a National Heritage Area dedicated to preserving and promoting citizens and landmarks that grew up along the first 110 miles of the canal. We lead a collaborative regional effort to connect people and communities through the shared story of the canalway's legacy of innovation, transportation, and transformation.

Since receiving its National Heritage Area designation in 1996, the Ohio & Erie Canalway has leveraged upwards of \$350 million in federal, state, local and private investments throughout the region. The collaborative community spirit at the heart of every National Heritage Area remains the hallmark of Ohio & Erie Canalway programs and projects that continue to help Ohio grow.

Ohio & Erie Canalway Association

Our Ohio & Erie Canalway Association (OECA) is the 501(c)(3) non-profit designated by the U.S. Congress in the Ohio & Erie Canal National Heritage Corridor Act of 1996 as the management entity for the National Heritage Area. The Association operates as a regional extension of its two founding organizations: Canalway Partners, representing Cuyahoga County, and the Ohio & Erie Canalway Coalition, representing the southern three counties of Summit, Stark and Tuscarawas.

OUR COMPANY

Mission & Values

To stimulate public interest and support for the protection, preservation, development and enhancement of the historical, natural and recreational resources along the route of the Ohio & Erie Canal. Additionally encourage local, regional and nationwide recognition of the Ohio & Erie Canalway National Heritage Area.

Our work centers on stewardship, sustainability, and strategic partnerships. We develop and support projects that protect cultural and natural resources, expand access to outdoor recreation, and strengthen the region's economic vitality through heritage tourism.

Through education and community engagement, the Ohio & Erie Canalway advances its mission to inspire exploration, celebrate history, and ensure that this nationally significant landscape continues to benefit future generations.

The background is a dark blue, monochromatic photograph of a snowy forest path. The path is covered in snow and leads towards a small house in the distance. The trees are bare and their branches are visible against the sky. The overall mood is quiet and serene.

LOGO SYSTEMS



Revitalizing History At Every Detail

To ensure the mission and values of The Ohio & Erie Canalway, the past and present is reflected in the new brand and logo. The current logo consists of a deep navy blue which conveys water and the character of the canalway. The typeface supports tradition and heritage as a timeless serif, complementing the blue. What is missing is the now, the present.



The Logo Mark

The Canalway's mark first and foremost draws inspiration from the water of the canals. The design features two interlocking, curved shapes that evoke the form of a flowing stream. The darker blue shape reflects strength and the past, and the lighter blue represents the present and reflection. Together, they symbolize the dynamic balance between heritage and progress, the past and the present.

The mark as a whole represents an abstract "O", with the interlocking shapes further unifying history, and the ongoing journey of people, and nature along the Canalway.



OHIO & ERIE
CANALWAY



OHIO & ERIE
CANALWAY

Full Logo

Respecting the former logo, the serif typeface "Barteldes Small" acts as a striking display of classic American Letters, fit for the current times.

LOGO SYSTEMS

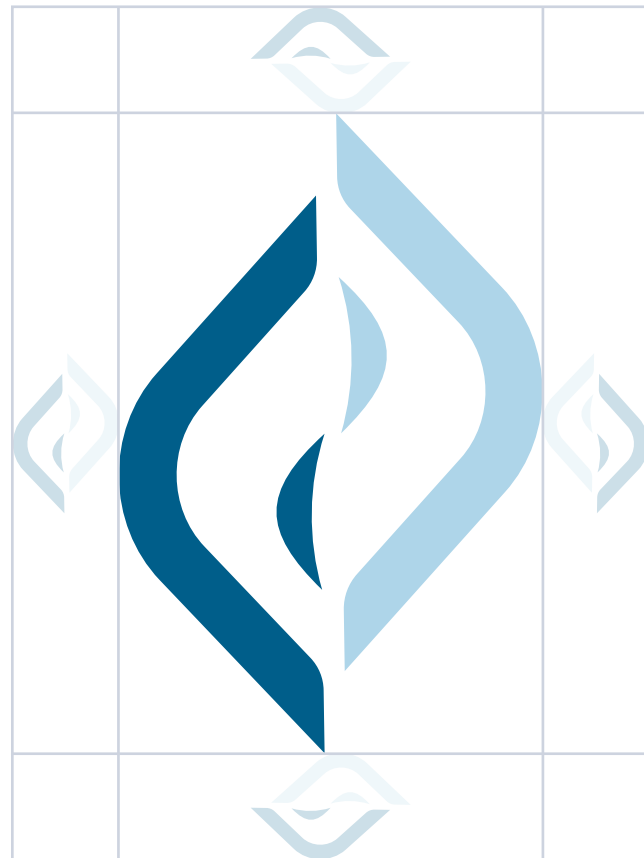


Color Variations

The color variations are determined by the background color that uses the same colors from the logo. Only the original logo coloration can exist on a white background. Any color that changes to exist with a darker background will resort to white for clarity and legibility.

* The gray background will not be used as regularly as the other color variations, but may be used within reason.

LOGO SYSTEMS



Spacing

Clear space around logos is a standard to be kept. For the logo mark, the space surrounding it is measured by the mark itself, reduced to 25% of the original size. Both the center aligned full logo, and left aligned full logo use the "I" in Erie at its full size to determine the space around it.

The logo mark's smallest size is 0.25in for print, 25px for web. The center aligned logo's smallest size is 0.75in for print, 120px for web and mobile. The left aligned logo's smallest size is 1in for print, 130px for web and mobile.

LOGO SYSTEMS



The logos should never use the middle blue color on top of a darker color. Opt for white instead.



The logos should never use the main colors on top of the middle blue color.

Misuses

Treating all visuals to the Canalway identity with proper care reflects the detail and professionalism of the Ohio & Erie Canalway. Any form of misuses to any of the logos will negatively impact the timeless perception and impact of the organization.



The logos should never be warped or stretched.



The logos should never reflect the logo mark on an axis.



The logos should never use colors that are not the brand colors.



The logos should never be offset or change alignment.



The logos should never be "recreated" by typing the font in.



VISUAL SYSTEMS

VISUAL SYSTEMS



Heritage Navy

Pantone 103-16 C

C:97 M:81 Y:0 K:51

R:5 G:36 B:96

#05235f

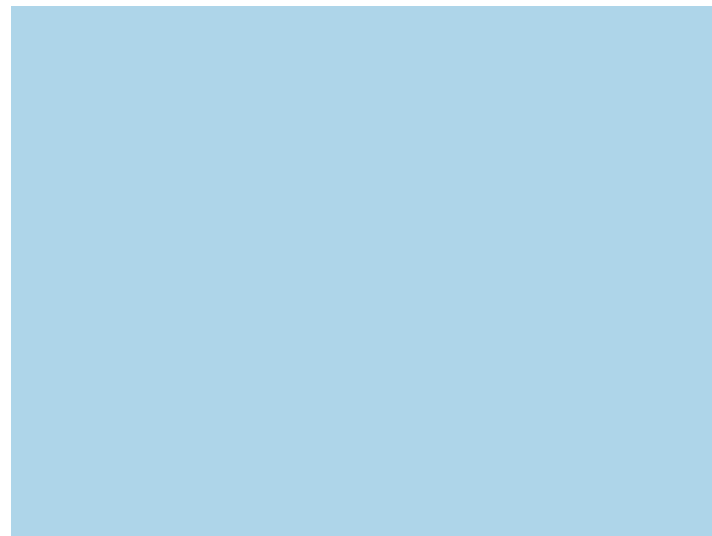


Canal Blue

C:100 M:18 Y:0 K:47

R:0 G:94 B:138

#005d89



Sky Blue

Pantone 116-9 C

C:24 M:0 Y:0 K:8

R:174 G:213 B:233

#aed5e9



Lock Gray

Pantone 173-14 C

C:62 M:53 Y:42 K:43

R:74 G:77 B:86

#4a4c55

VISUAL SYSTEMS

Barteldes Small Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 0 &

Used for large display separate of any text.

Barteldes Small Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 0 &

This is logotype only. This is here for reference.

Tablet Gothic Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 0 &

Used for display, headlines, subheaders, and important phrases to highlight.

Tablet Gothic Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 0 &

Used for interactive buttons on web and mobile, as well as secondary hierarchy type in advertisements.

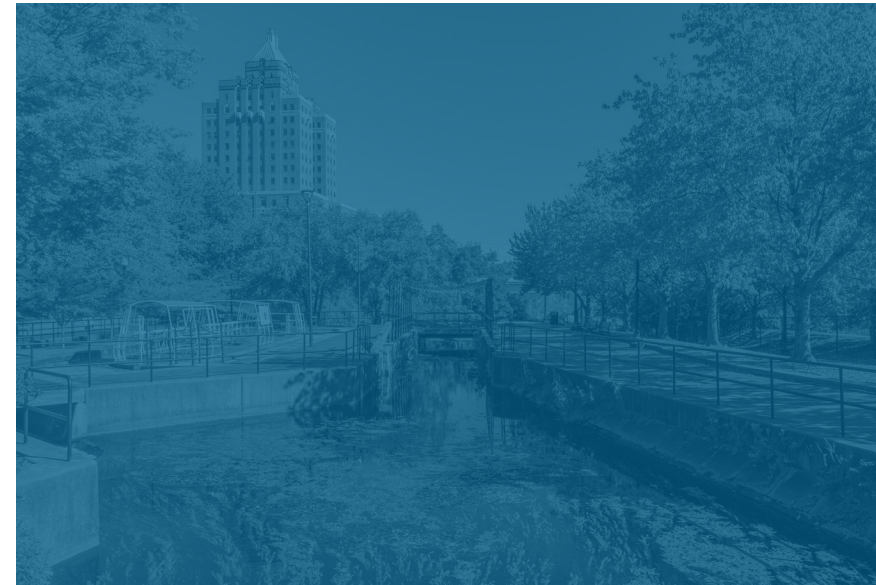
Tablet Gothic Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 0 &

Used for body copy and large subheadings.

VISUAL SYSTEMS



Photography

Official, high-quality images of the past and present history of the are used as an additional reflection of the standards of the Ohio & Erie Canalway. Photos are used with the following color overlay options: Gray scale, Heritage Navy, and Canal Blue at 75% opacity.



PHOTOGRAPHY



Textures

Background texture applies the past history of the canal with a worn paper texture. Texture colors include Heritage Navy, Canal Blue, Sky Blue, Lock Gray, and White.

Ripped paper textures and effects can be used in all applications minus merchandise, web, and mobile.

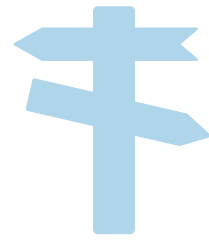
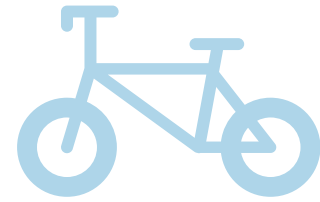


Pattern

The brand pattern takes the logo mark and rotates it 151.65 degrees on its axis. This is the only use where the logo mark can be rotated. The pattern backgrounds in use are Heritage Navy, Canal Blue, and Lock Gray.

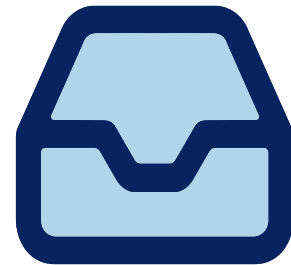
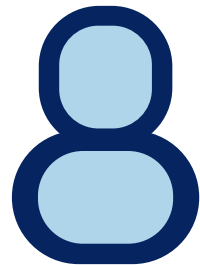
The pattern can additionally be reduced to 54%. The only other reduction in opacity is for the logo mark on the back of the letterhead and vertical business card in stationary.

VISUAL SYSTEMS



Icons

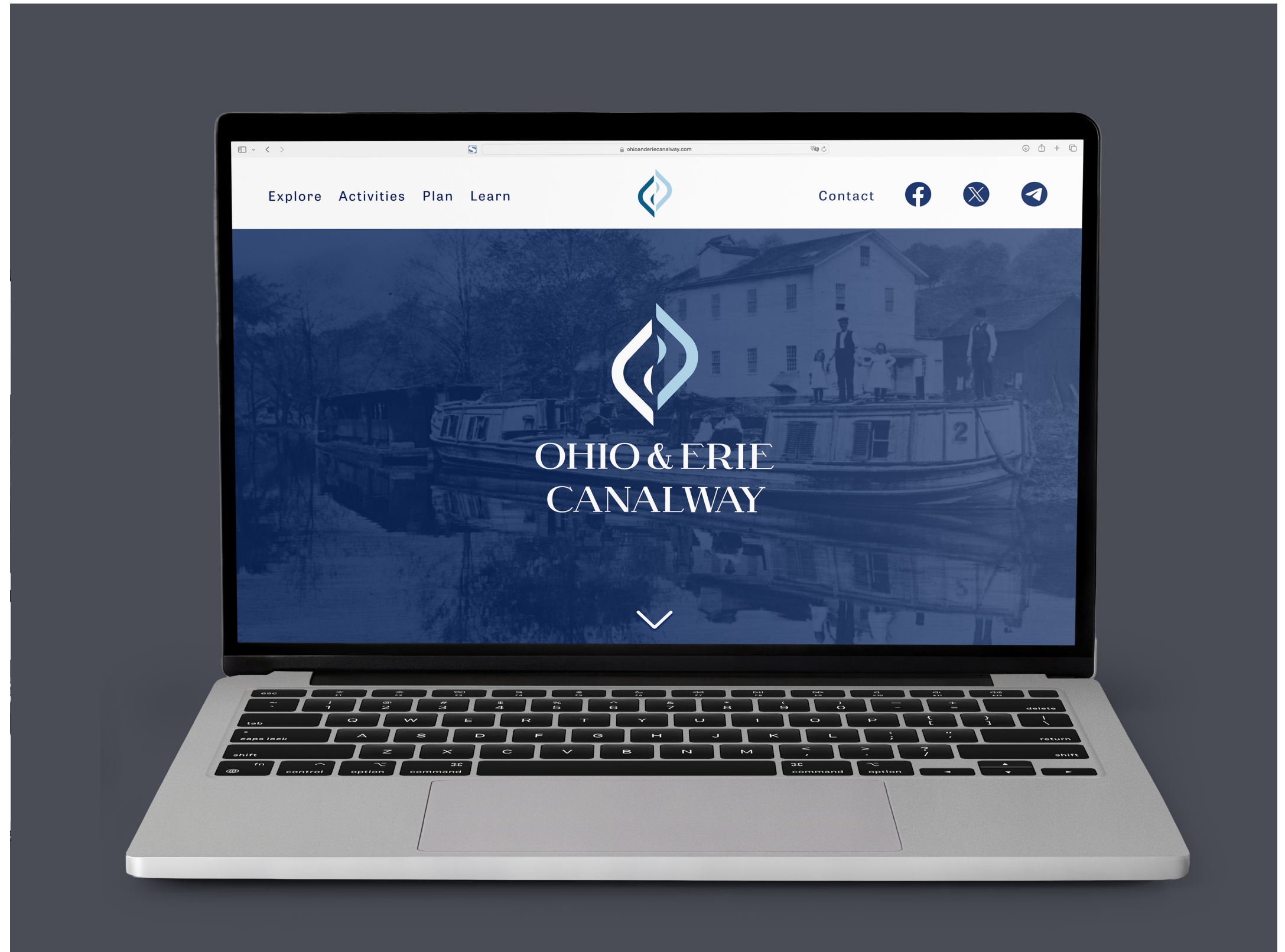
Icons are used for ads and supporting online media layouts such as website, mobile, and mobile app. Icons range from buttons to identifiable shapes based on the content of the Canalway.



A blue-tinted photograph of a train crossing a large stone arch bridge over a river. The word "APPLICATIONS" is overlaid in white serif font. The train is on the left, moving towards the right. The bridge is a large stone arch bridge with multiple arches. The river is in the foreground, and the background is a dense forest of trees. The overall scene is a landscape view of a railway crossing a bridge.

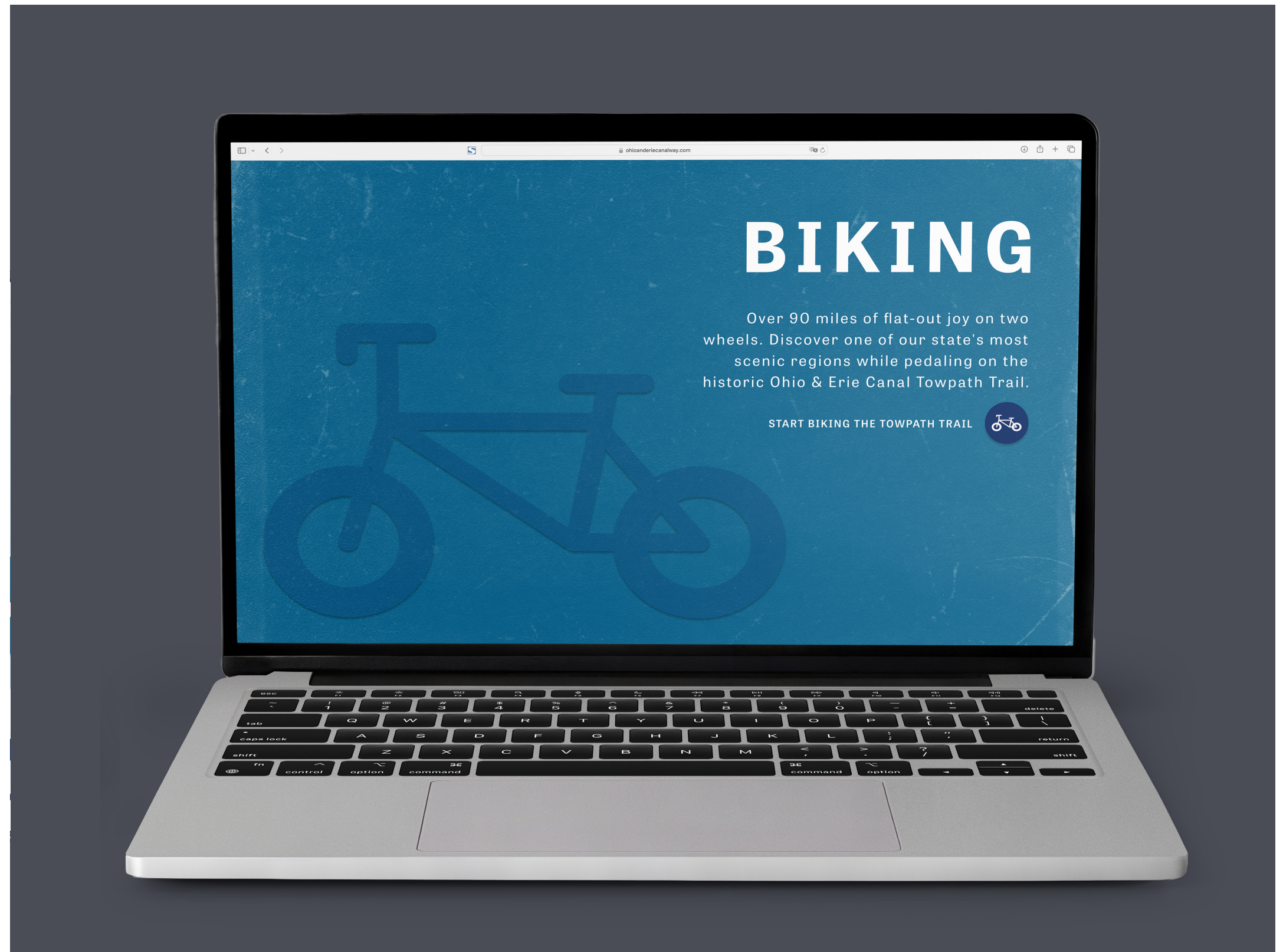
APPLICATIONS

APPLICATIONS




DESKTOP HOMEPAGE

APPLICATIONS



DESKTOP ACTIVITIES PAGE

APPLICATIONS




PUT YOUR DETECTIVE SKILLS
TO THE TEST

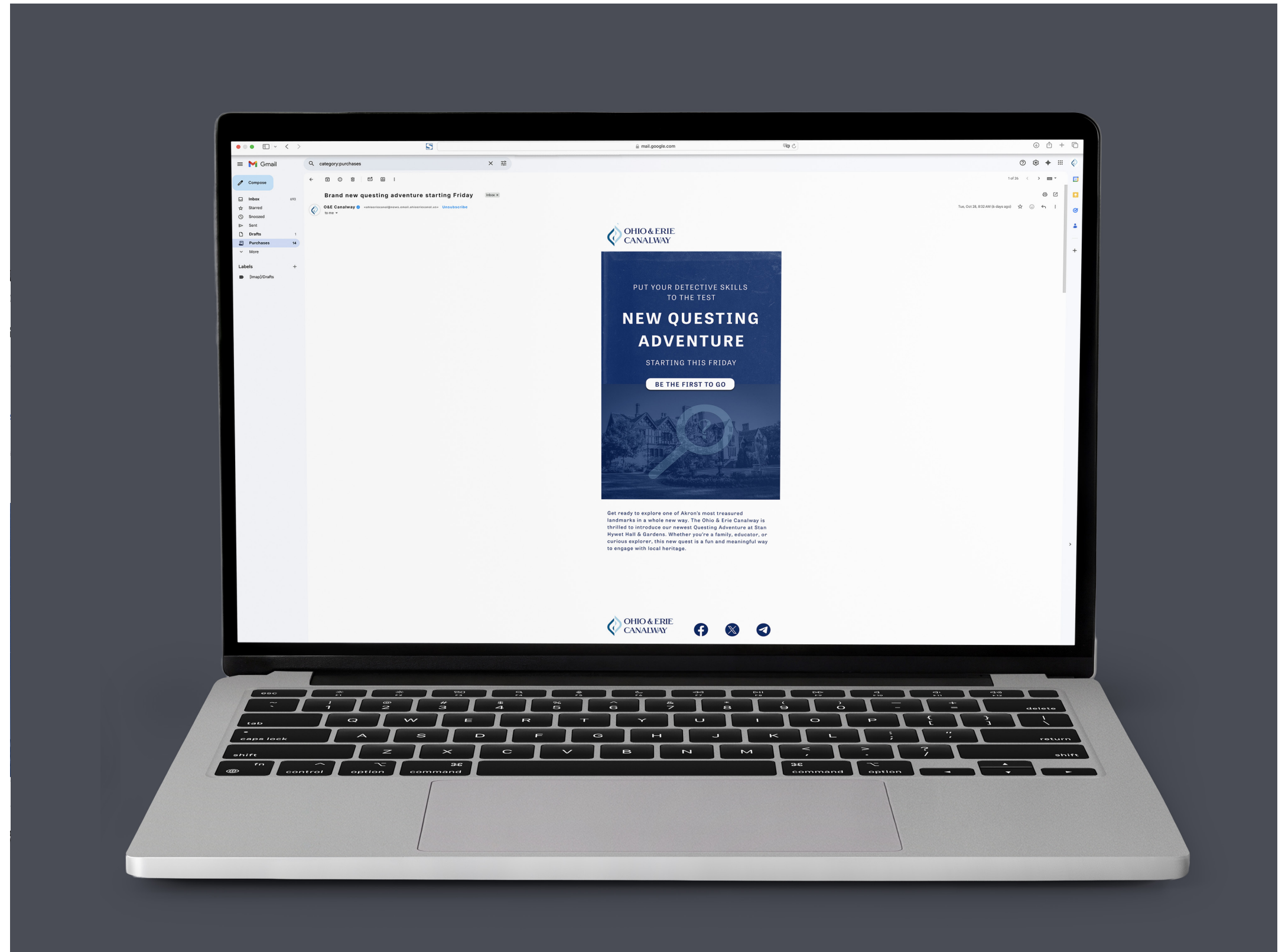




NEW QUESTING ADVENTURE

STARTING THIS FRIDAY

BE THE FIRST TO GO

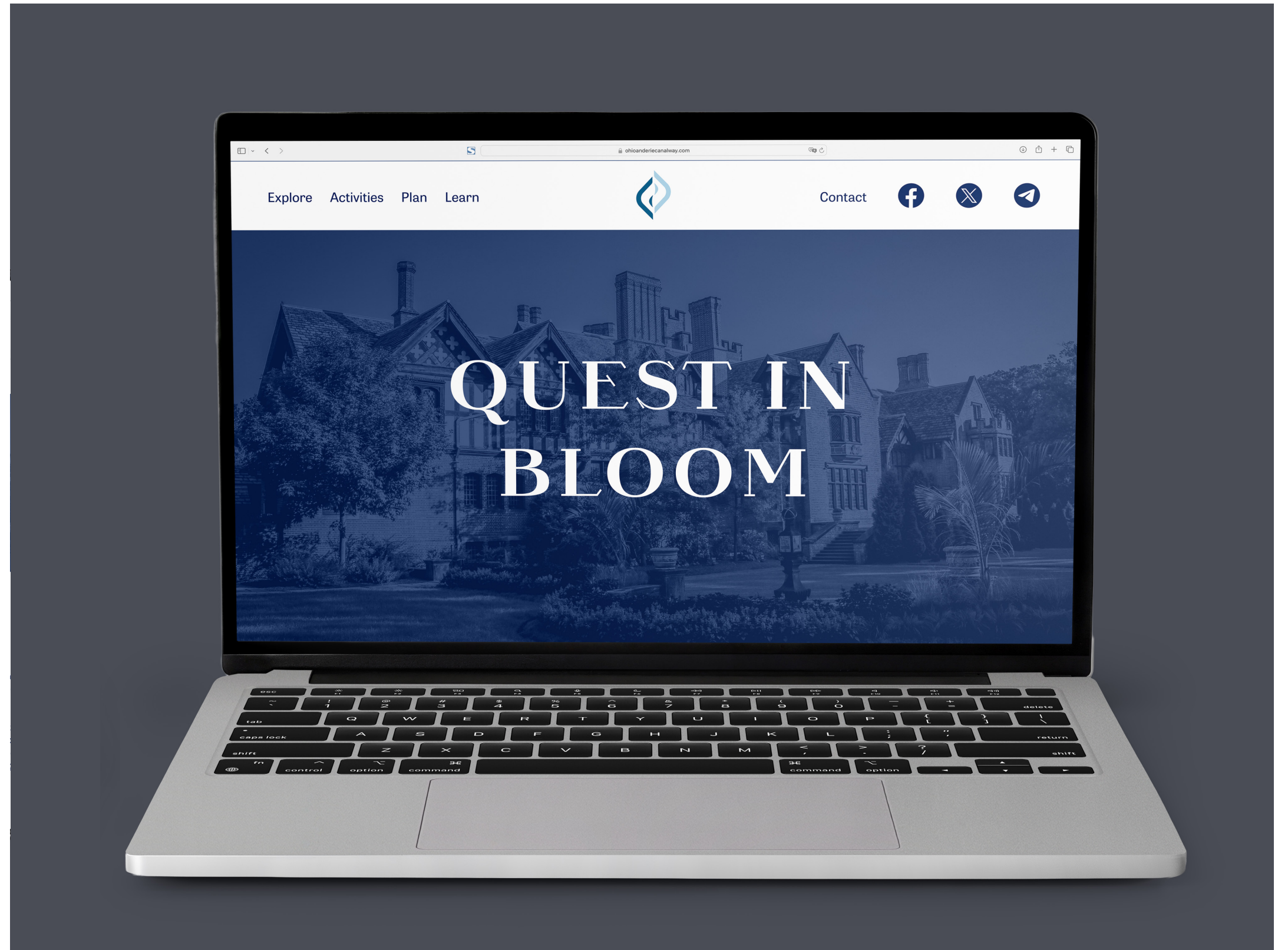


Get ready to explore one of Akron's most treasured landmarks in a whole new way. The Ohio & Erie Canalway is thrilled to introduce our newest Questing Adventure at Stan Hywet Hall & Gardens. Whether you're a family, educator, or curious explorer, this new quest is a fun and meaningful way to engage with local heritage.



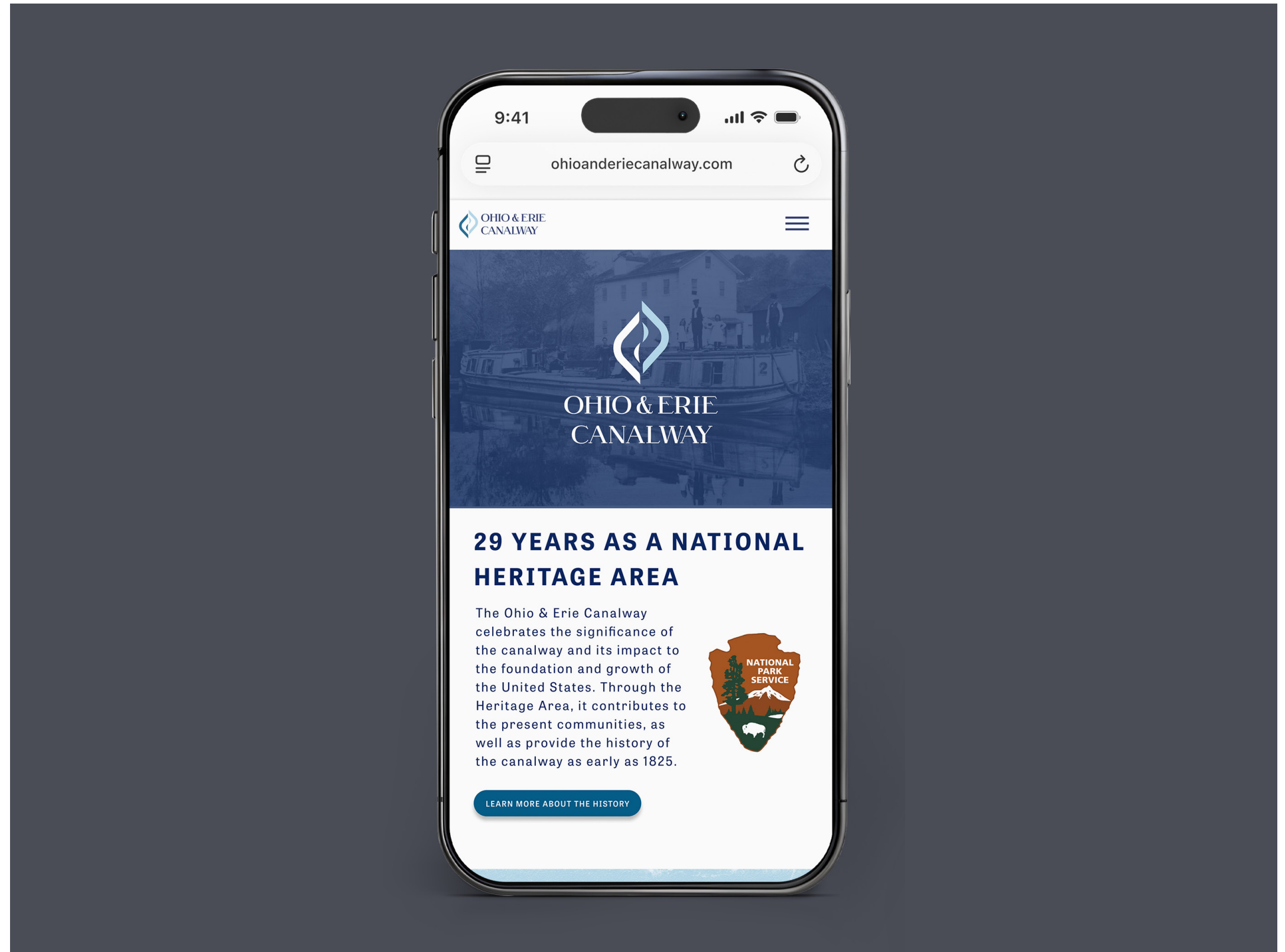
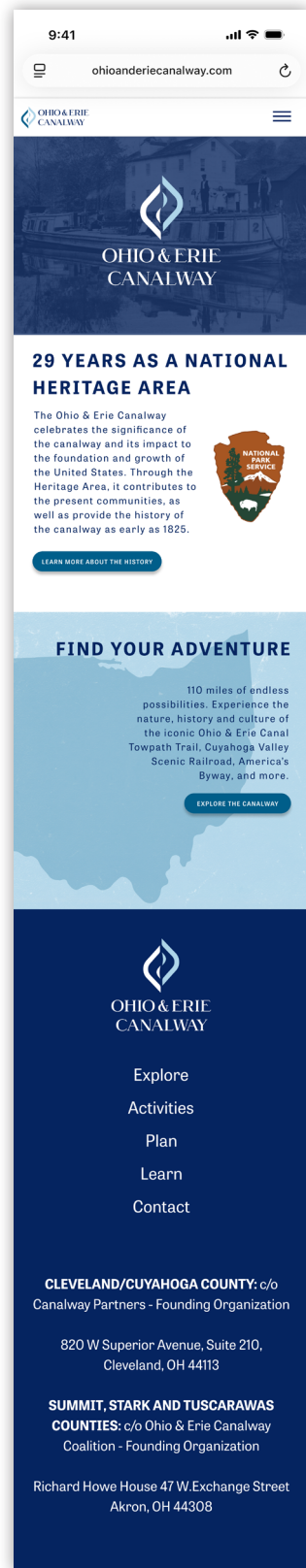
DESKTOP EMAIL BLAST

APPLICATIONS



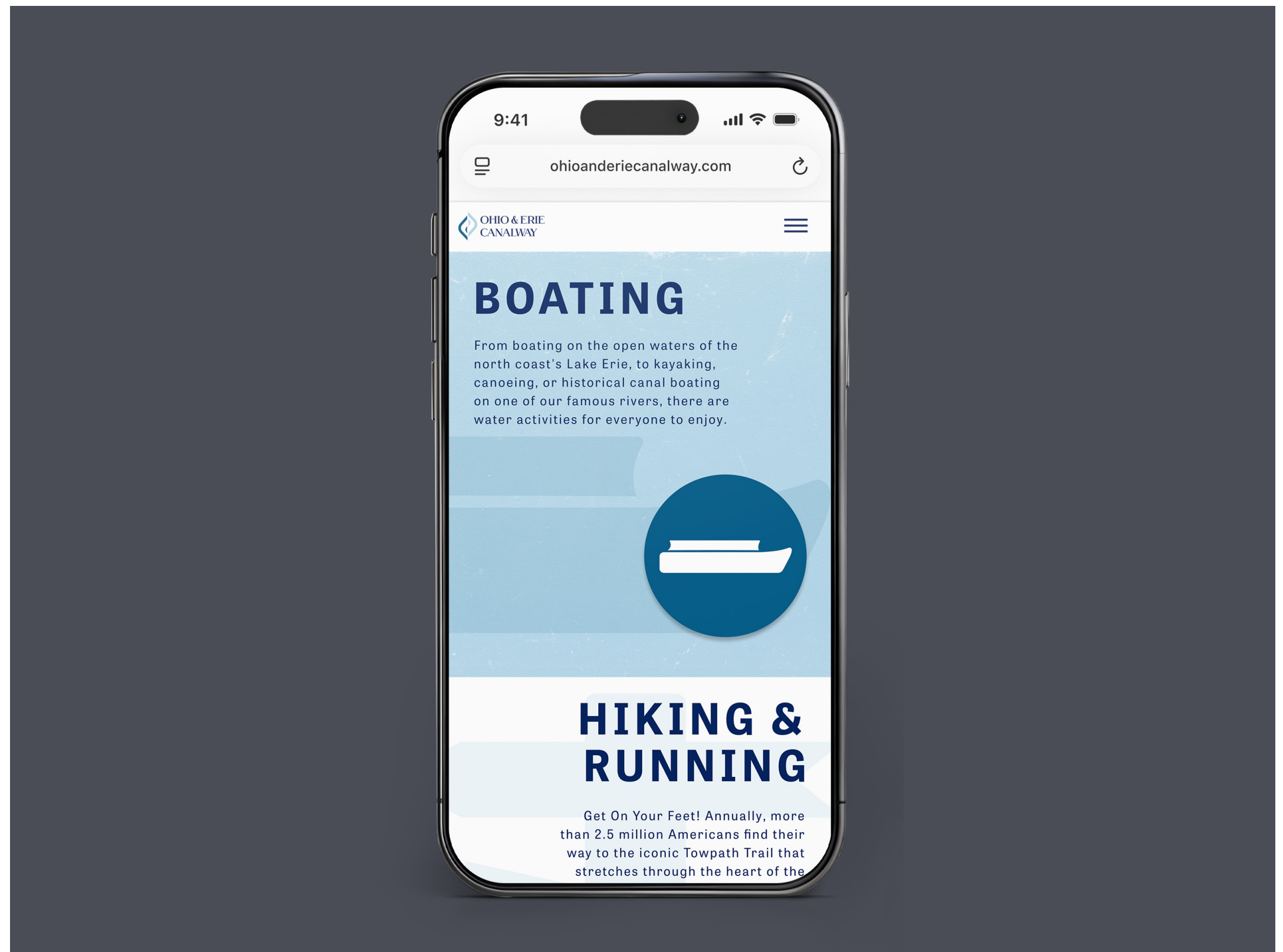
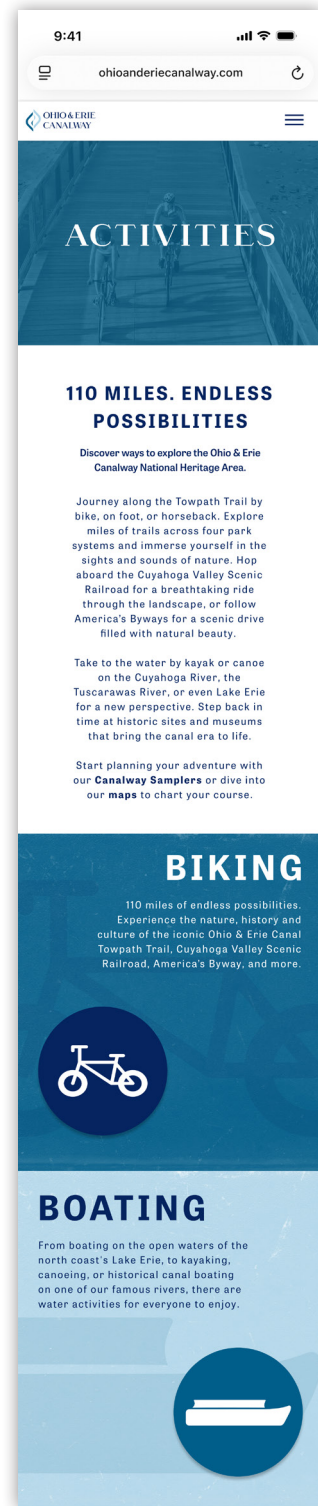
DESKTOP EMAIL LANDING PAGE

APPLICATIONS

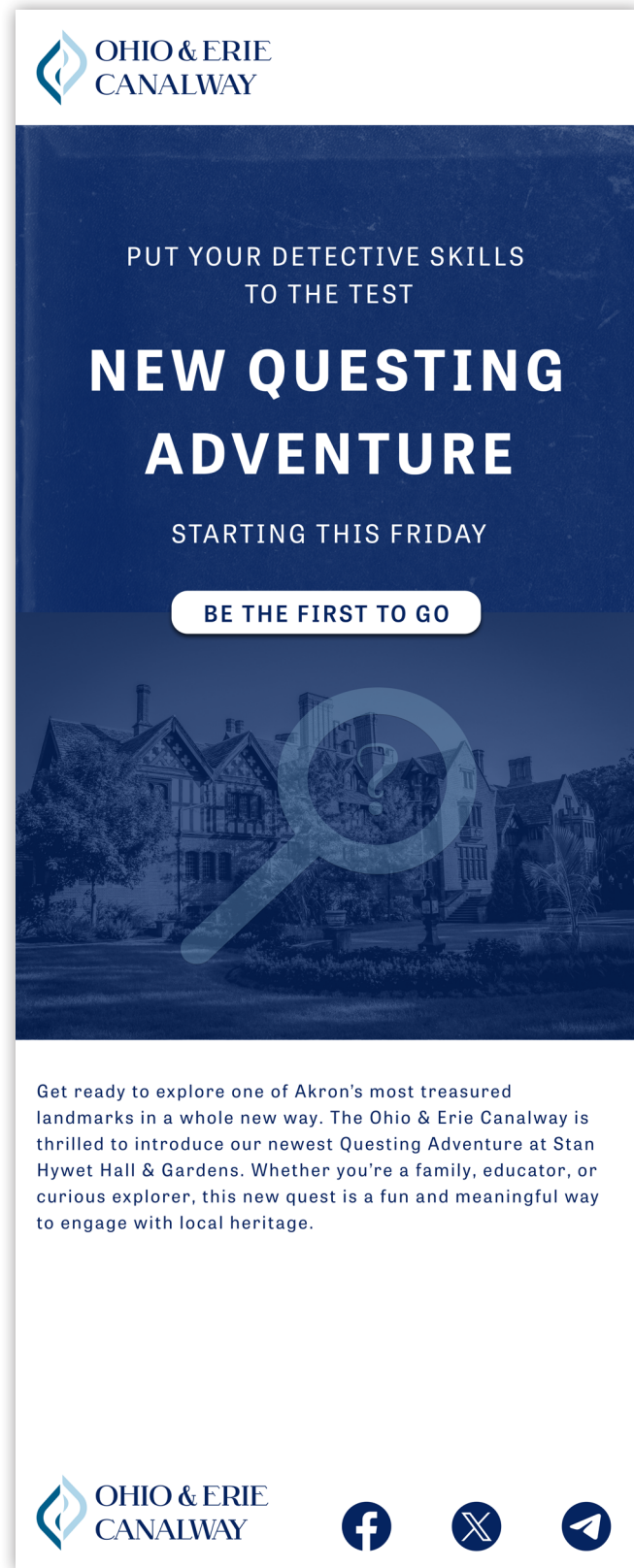


MOBILE HOMEPAGE

APPLICATIONS



APPLICATIONS



**OHIO & ERIE
CANALWAY**

PUT YOUR DETECTIVE SKILLS
TO THE TEST

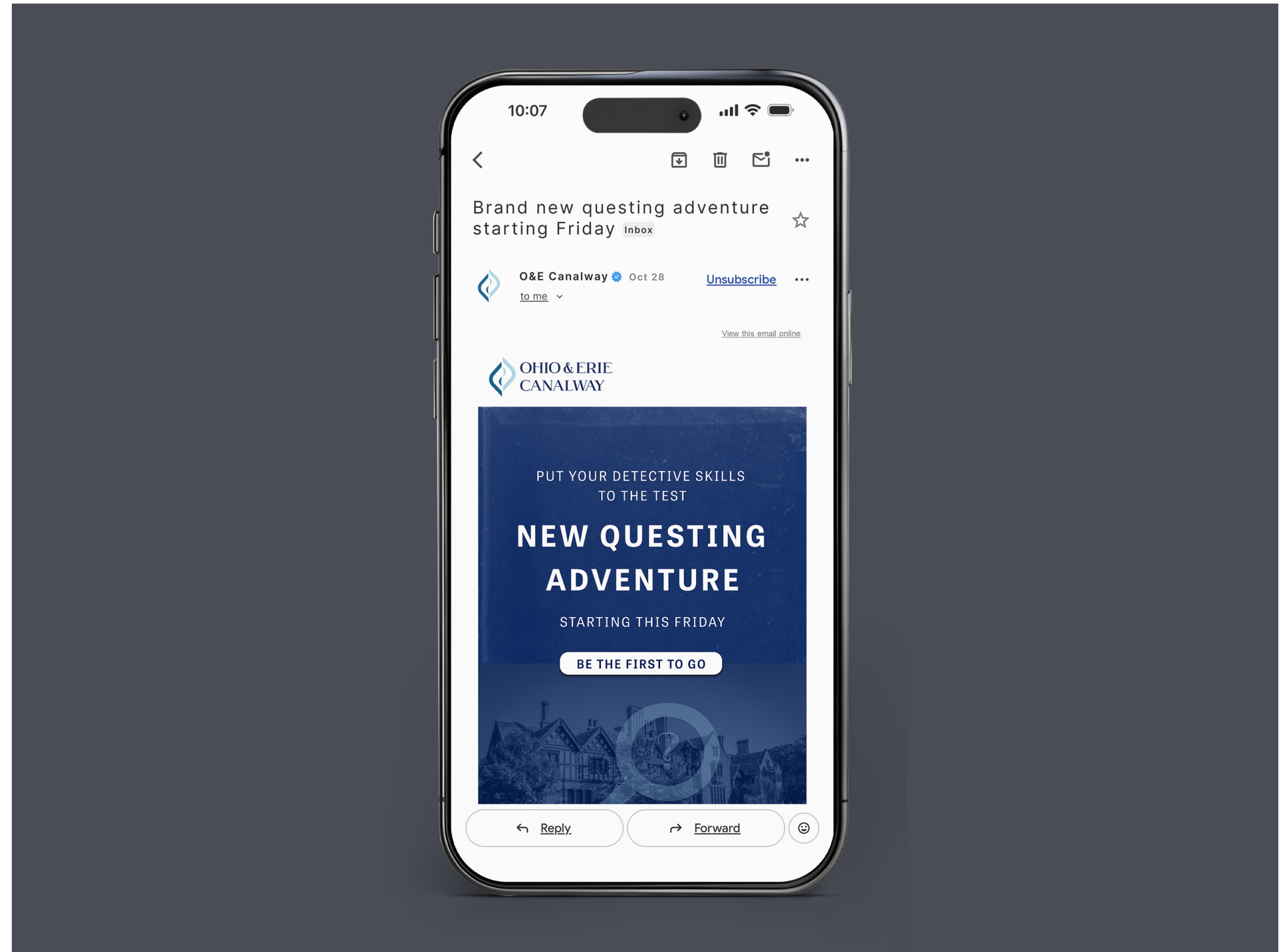



NEW QUESTING ADVENTURE

STARTING THIS FRIDAY

BE THE FIRST TO GO

Get ready to explore one of Akron's most treasured landmarks in a whole new way. The Ohio & Erie Canalway is thrilled to introduce our newest Questing Adventure at Stan Hywet Hall & Gardens. Whether you're a family, educator, or curious explorer, this new quest is a fun and meaningful way to engage with local heritage.

**OHIO & ERIE
CANALWAY**



10:07

< [Icons] ...

Brand new questing adventure starting Friday **Inbox** ☆

O&E Canalway Oct 28 [Unsubscribe](#) ...
to me ▾

[View this email online](#)

**OHIO & ERIE
CANALWAY**

PUT YOUR DETECTIVE SKILLS
TO THE TEST

NEW QUESTING ADVENTURE

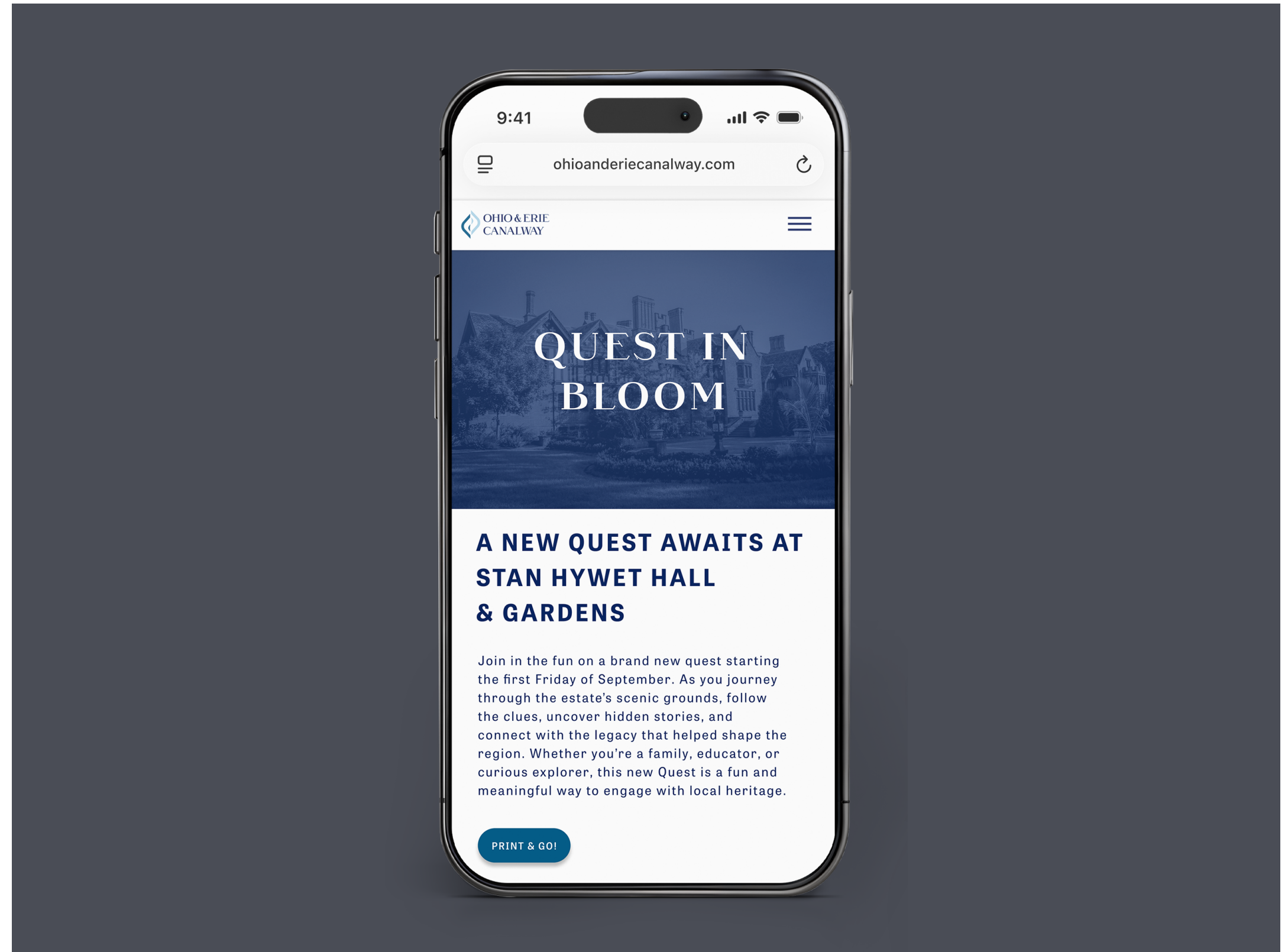
STARTING THIS FRIDAY

BE THE FIRST TO GO

← [Reply](#) → [Forward](#) 😊

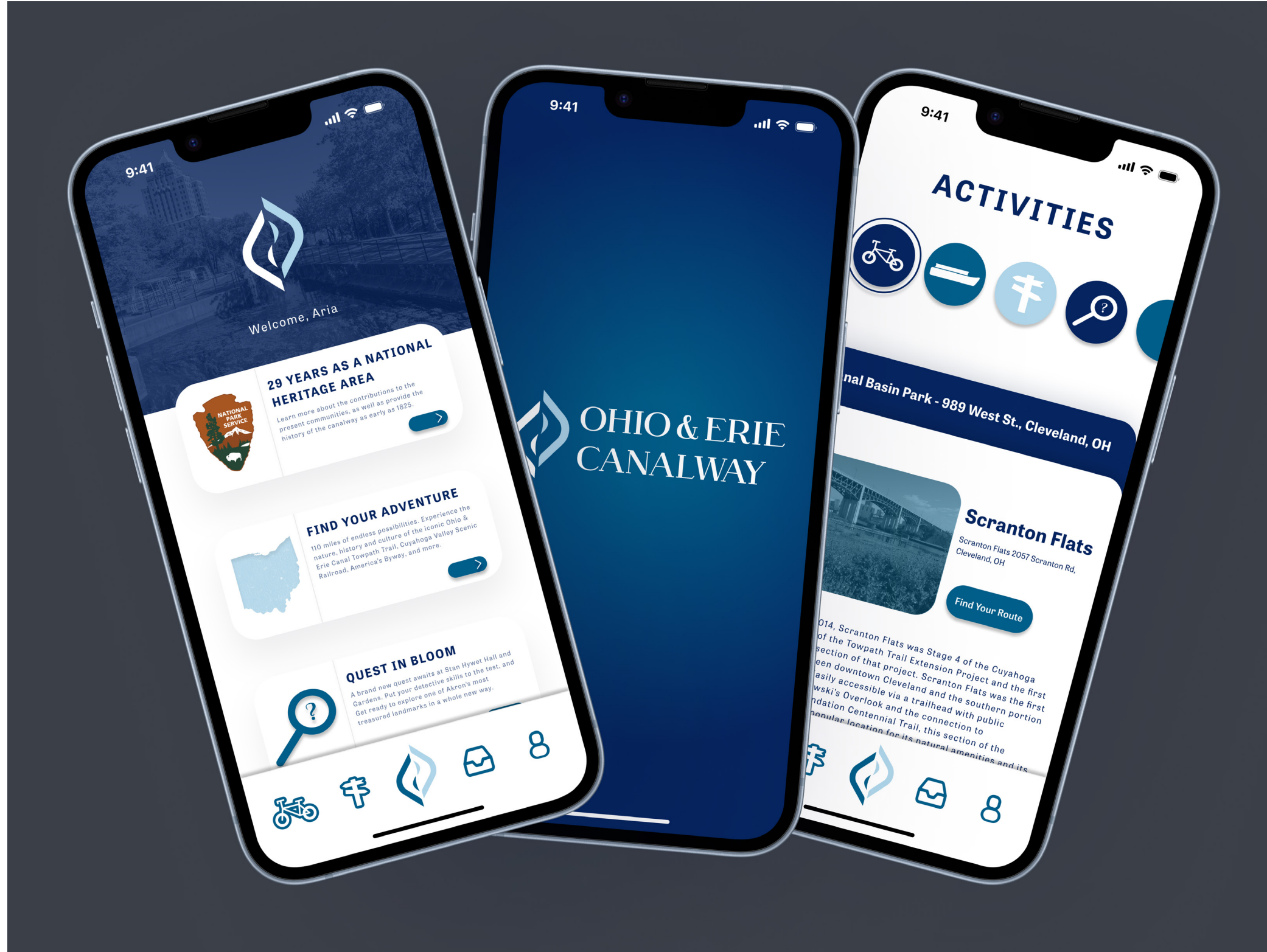
MOBILE EMAIL BLAST

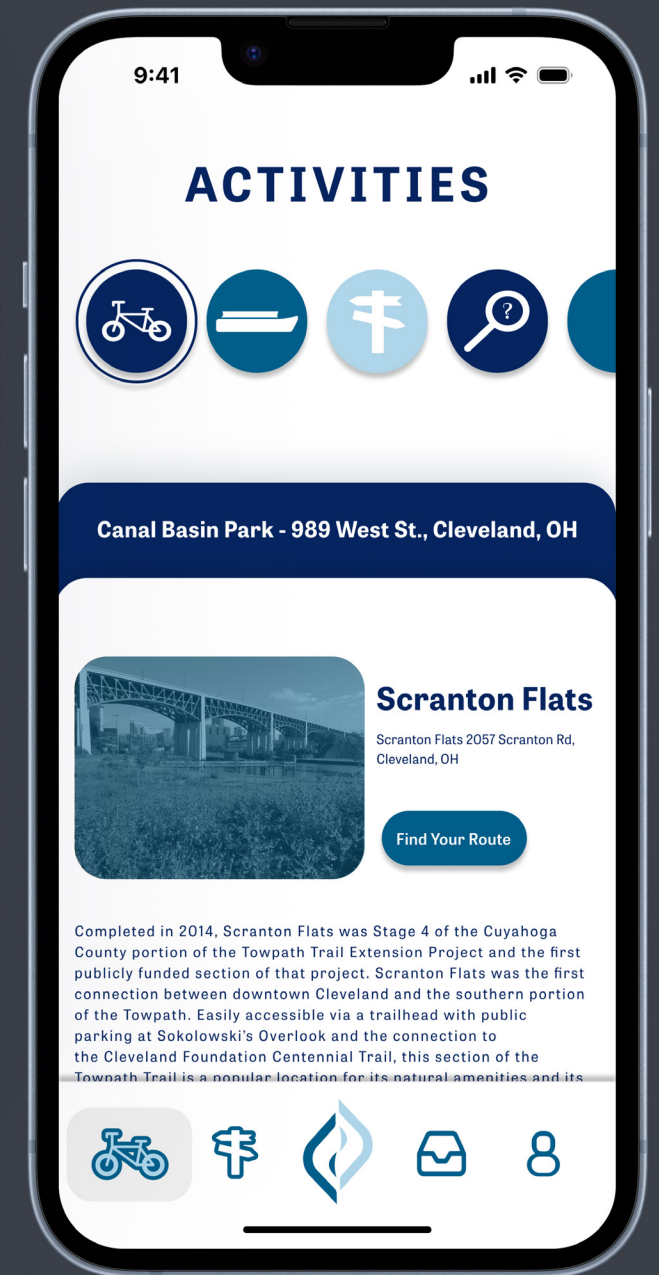
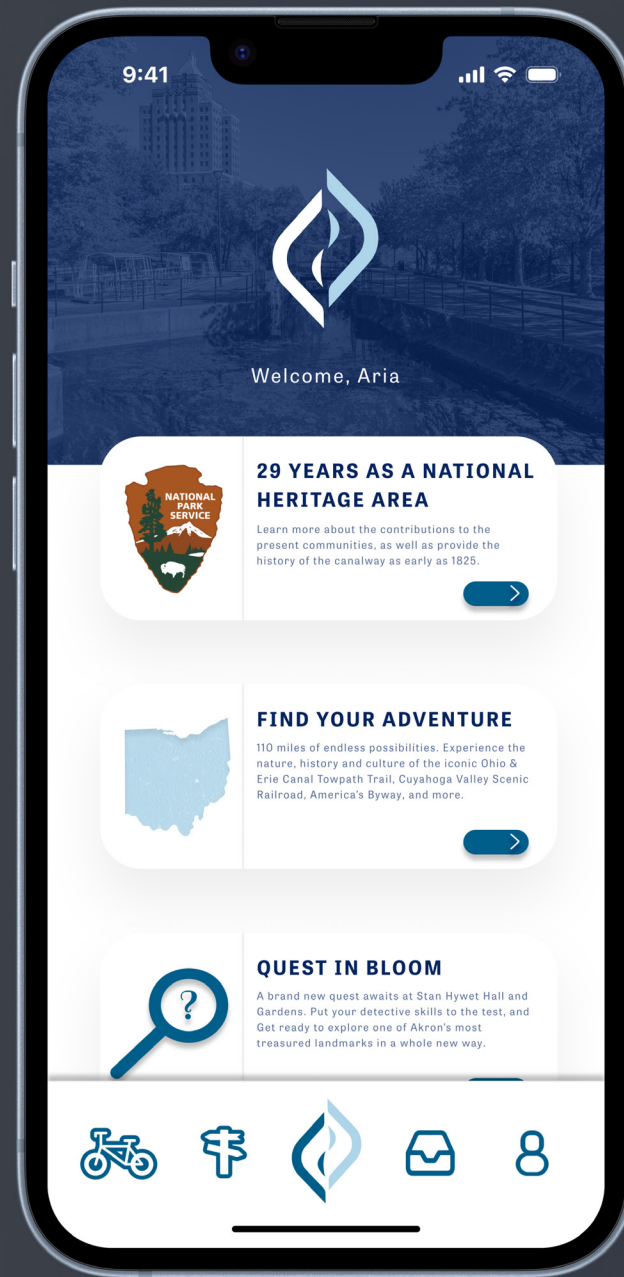
APPLICATIONS



MOBILE EMAIL LANDING PAGE

APPLICATIONS





APPLICATIONS



STATIONARY



OHIO & ERIE
CANALWAY

price
Officer

OHIO & ERIE
CANALWAY

Daniel M. Price
President & Chief Executive Officer
(330) 374-5657

Daniel M.
President & Chief Executive Officer
(330) 374-5657

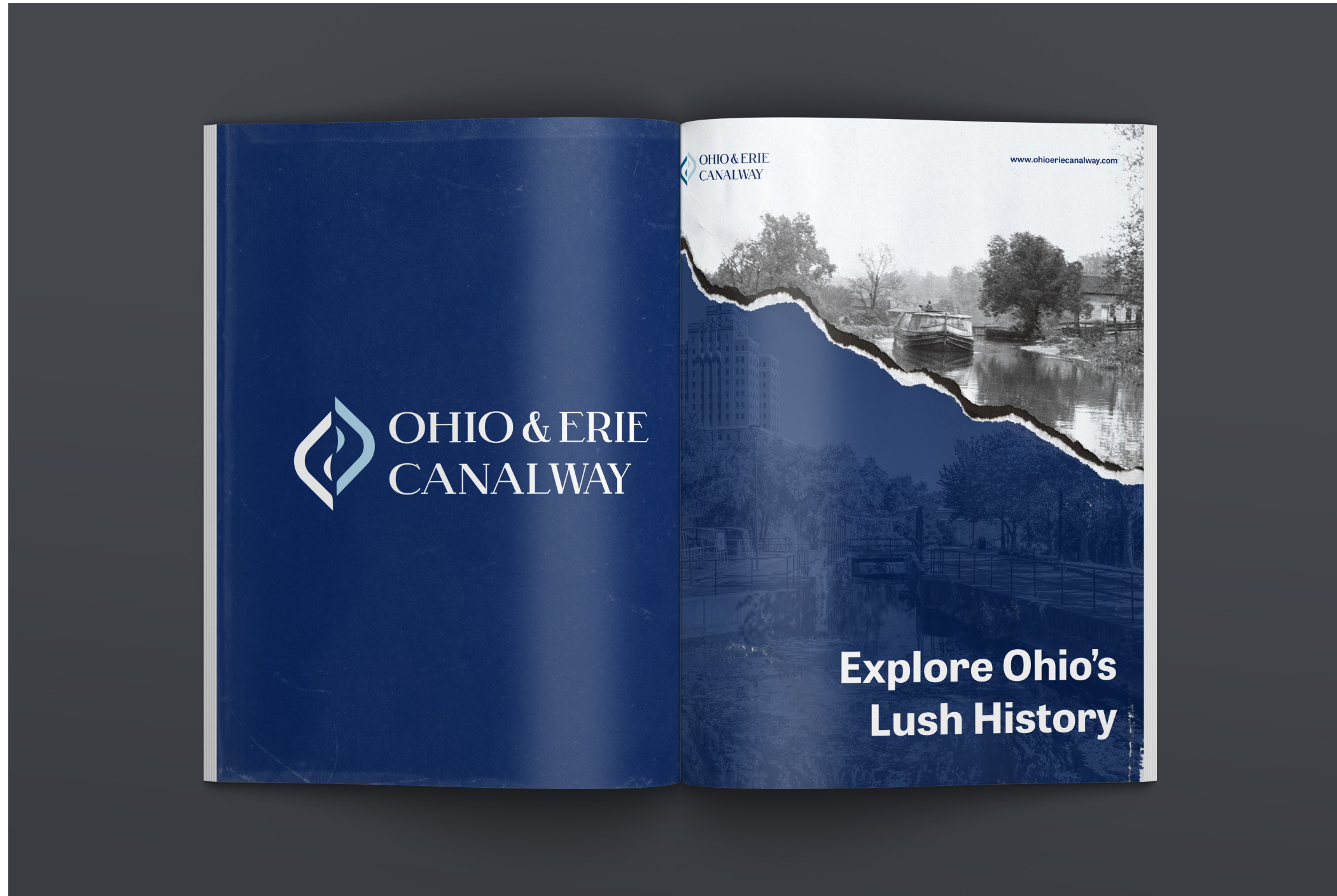


APPLICATIONS



PRINT AD CAMPAIGN

APPLICATIONS



APPLICATIONS



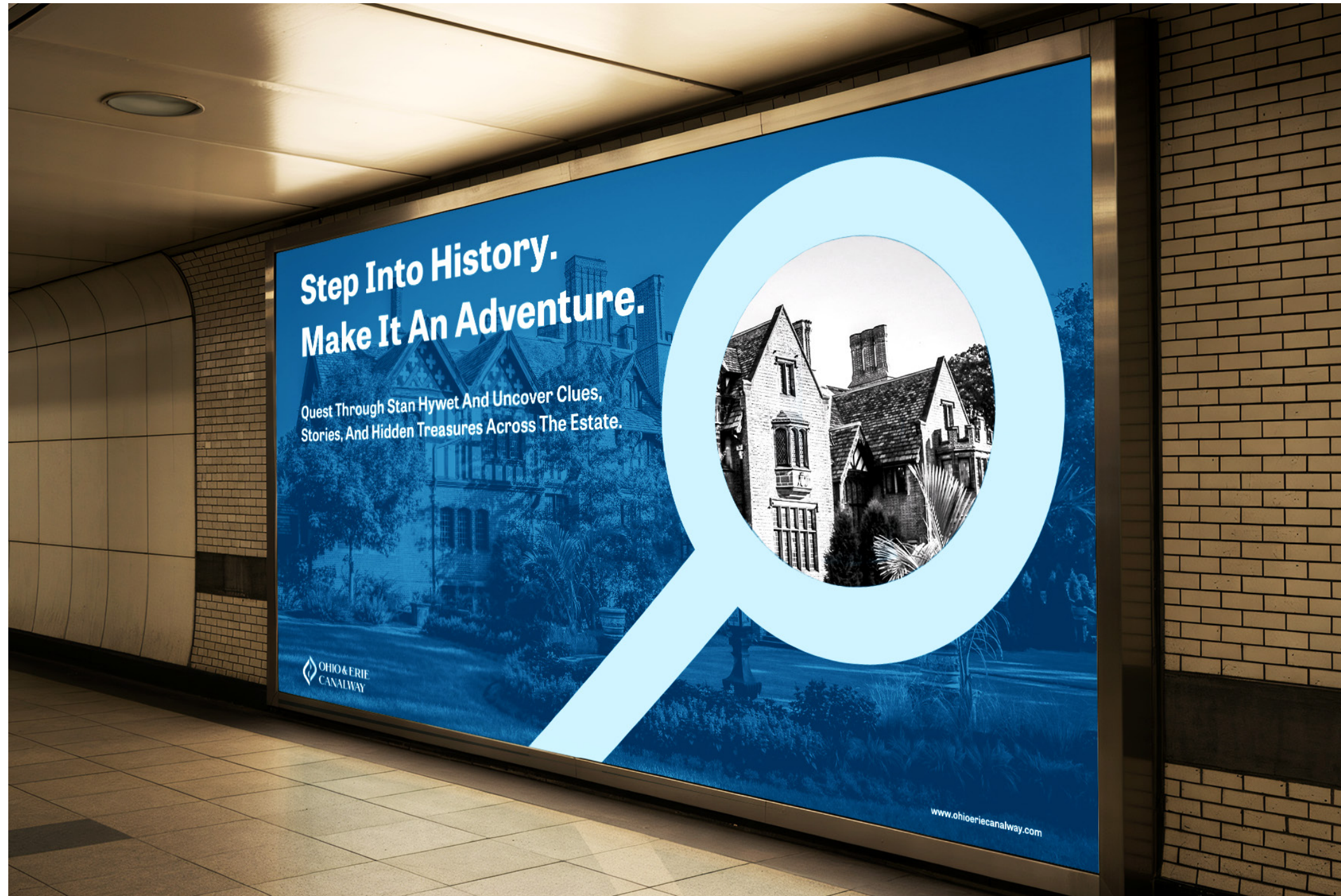
PRINT AD CAMPAIGN

APPLICATIONS



LARGE AD CAMPAIGN

APPLICATIONS



LARGE AD CAMPAIGN

APPLICATIONS



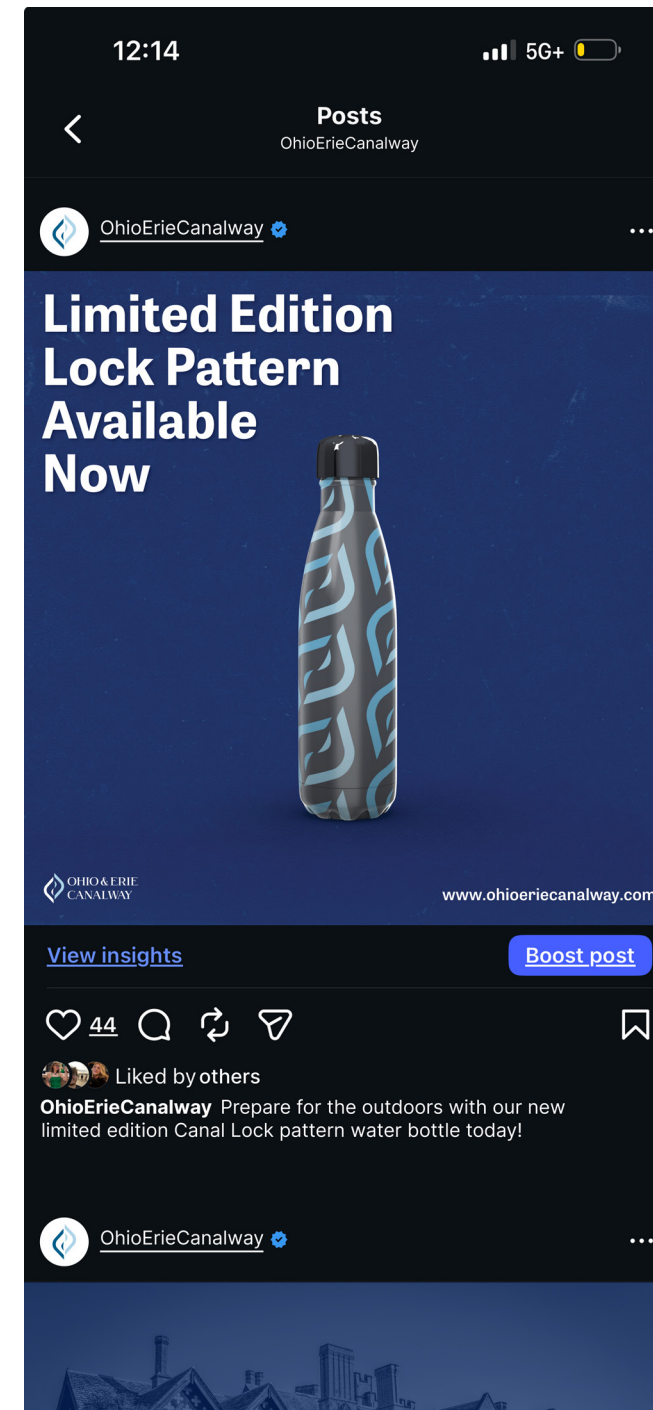
LARGE AD CAMPAIGN

APPLICATIONS



DIGITAL AD CAMPAIGN

APPLICATIONS



DIGITAL AD CAMPAIGN

APPLICATIONS



DIGITAL AD CAMPAIGN

APPLICATIONS



SIGNAGE

APPLICATIONS



APPLICATIONS



PACKAGING

APPLICATIONS



PACKAGING

APPLICATIONS



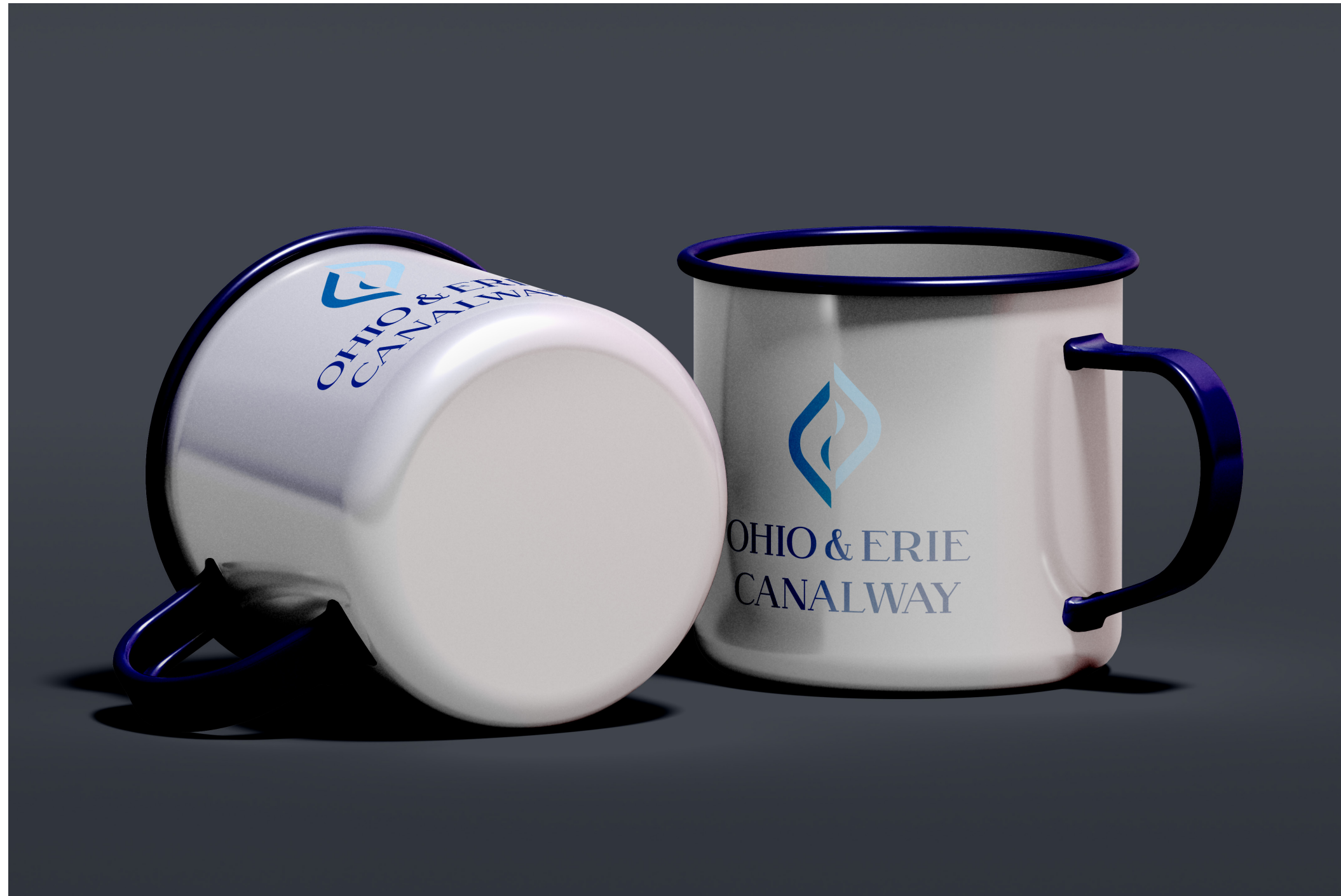
MERCHANDISE

APPLICATIONS



MERCHANDISE

APPLICATIONS



MERCHANDISE

APPLICATIONS



MERCHANDISE

APPLICATIONS



MERCHANDISE

APPLICATIONS



MERCHANDISE

APPLICATIONS



MERCHANDISE

APPLICATIONS



STICKERS

APPLICATIONS



PAPER WEIGHTS



OHIO & ERIE
CANALWAY

BRAND GUIDELINES