



Paisley Community Toolkit

sprucethebruce.com



**Paisley, the
Artistic River
Village**



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Introduction

The Municipality of Arran-Elderslie in the interior of Bruce County is a community composed of the towns of Paisley, Chesley and Tara and a number of small villages and hamlets. Economically, the Municipality depends heavily on agriculture and construction industries for employment. As the second largest economic generator in Bruce County, Tourism is also economically prominent within the Municipality.

The experiences of tourists and our interactions with them are therefore essential to our economic well-being. Tourists and residents alike are attracted to places that offer unique and exciting experiences and are more likely to make return visits to places where they experience this first hand. Residents and visitors stay longer, spend more, return to, and speak well about places where they form strong, positive impressions. Paisley is well positioned, both geographically and culturally, to leverage their unique assets, expanding upon them in a thoughtfully planned way, to harness more tourism to the benefit of their community.

Paisley’s founders, Simon Orchard and Samuel T. Rowe, came to Walkerton in the spring of 1851, intending to settle there. Orchard however had a dream of rich lands where two rivers met and so constructed a raft of cedar logs (a maker tradition which has long continued) and with his family and household goods, floated down the Saugeen River, arriving in what is now Paisley. Rowe arrived by raft at the same location a few weeks later, and so began the Paisley story. Five years later the two obtained a patent from the Crown, the village was surveyed and named Paisley after a town in Renfrewshire, Scotland. In 1874, Paisley was incorporated as a Village.

Now days, visitors and residents alike enjoy the picturesque streets of historic downtown Paisley. The Saugeen and Teeswater rivers converge at the heart of the town, making for beautiful scenery among charming historical buildings along the main street. Shoppers and diners can browse for unique gifts while sampling the events and attractions. Ask anyone who’s been, there is a downright groovy vibe in Paisley.



Why Main Streets Matter

We all know where our main streets are, but do we know *what they are and why they matter?*

Whether they are named First Avenue or King Street, are a County Road or Provincial Highway, what they represent is universal. Main street is the economic engine, the big stage and the core of the community. Bruce County's downtowns represent 2/3rds of our commercial assessment value and are the main point of contact with tourism dollars - our second largest industry. Our main streets tell us who we are, who we were and how the past has shaped us. We do not go to our commercial strips to learn about our past, explore our culture or discover our identity. Our main streets are the places of collective memory and where people still come together.





& Salon
ily

Computer Service
Repair



FIREWORKS

FOODMART



The Approach

Purpose of a Community Toolkit

This Community Toolkit showcases Paisley and its unique identity and opportunities that, if applied consistently, will provide the community with the potential to enhance its downtown both economically and aesthetically. With some attractive heritage structures, unique artisans, gorgeous natural beauty and river scenery, this tight knit community takes great pride in living here. By focusing efforts and being strategic with both public and private undertakings, Paisley has the potential to create an atmosphere that attracts more visitors, businesses, and creates a vibrant, self-sustaining community for residents.

This Toolkit is intended to foster leadership and creativity while at the same time providing some guidance in terms of next steps and how to move forward in a consistent and coordinated manner. It provides a summary of the community's identity and brand, an Action Plan and some tools to help get started. In order to support a coordinated approach, it is recommended that all community partners from suppliers and community groups to Town Council and staff embrace this Toolkit and follow this guide as closely as possible, recognizing that it is a living document that will evolve with time.

While sweeping changes are not expected overnight, community wide participation and implementation through small incremental changes that use the tools outlined in this document will, over time, allow the vision for downtown Paisley to be realized!



Bruce County Approach

The Four Pillars

Through our experience delivering the Spruce the Bruce program, we know that community development needs to be supported by a clear and actionable vision and coordinated in a manner that engages all stakeholders, this is key to success. The Four Pillar approach is what we use to define this process.

The most important pillar is **Organization & Collaboration** as it is the Leaders in the community who can accomplish the goals and objectives set out by the program. It brings partners together and gets everyone working towards the same goal. **Business Development** strengthens a community's exciting economic assets while expanding and diversifying the economic base. **Community Development** is the how the design of buildings, roads, parks and neighbourhoods fit together. The **Marketing & Promotion** pillar is when communities start to market and they are able to deliver on their brand promise.



How Organization & Collaboration works...

STEP 1 - ORGANIZE

All stakeholders have a role to play in developing their community and a welcoming entrepreneurial culture.

STEP 2 - ENERGIZE

Thriving communities know that a strong, positive community brand identity instills community pride and encourages consumer and investor confidence in their community. Energize gets communities thinking about their unique and authentic community brand and helps to create alignment between stakeholders.

STEP 3 - STRATEGIZE

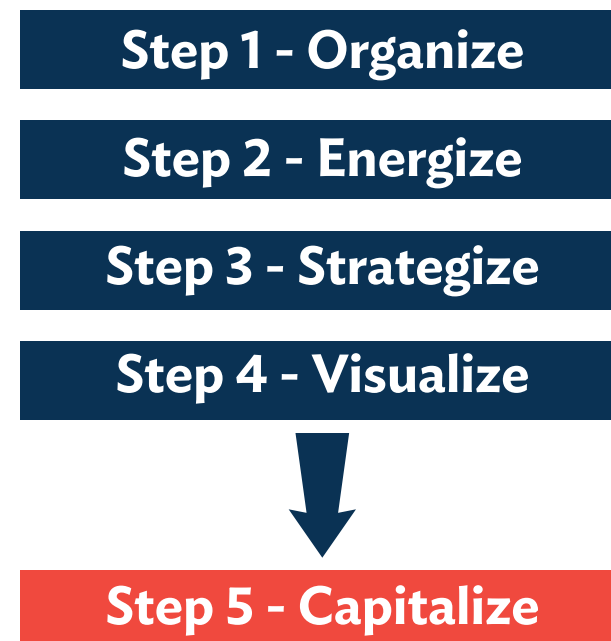
Strategize is about developing effective action plans that are designed to meet the goals and objectives set out by each community and to strengthen the community brand. Action plans identify gaps and opportunities as they relate to business development, community development and marketing/promotions

STEP 4 - VISUALIZE

Visualize is about seeing these goals and objectives come to life and pulling our thoughts and ideas together on what success looks like. It creates a Community Toolkit (which you're currently reading) that illustrates the vision and provides the tools to move forward. When the community is ready, Business Development and Marketing & Promotion Toolkits are also developed to advance specific attraction strategies.

STEP 5 - CAPITALIZE

Upon completion of Steps 1 - 4, each community will be able to capitalize their ideas by accessing Business to Bruce, Spruce the Bruce and Explore the Bruce grants.



The Macro Approach

For effective and positive outcomes, all gears need to be moving forward. To be successful, collaboration is needed between the County, Municipality and Local Leaders. There are no silver bullets and both private and public sector efforts are needed. Each participant has an equally essential role to play.



Bruce County

The role of the County is to cast a wide net, positioning the region, creating awareness at the broader level, facilitating outreach and filtering opportunities. Additionally, the County will act in a leadership capacity by administering the overall Strategy.

Municipality

The Municipalities are to work at ensuring the community is ready for business, selling their communities business brand, managing recruitment tools and supporting Local Leaders.

Local Leaders

Local Leaders need to work to foster a business culture with ambassadors on the ground, nurturing and guiding new and current business opportunities.

The Research

The Research

Over the years, numerous organizations including the Spruce the Bruce Committee, Paisley Chamber of Commerce & Grow Paisley, have utilized multiple methods to collect information from community stakeholders, business owners and individuals to assess the health and current pulse of downtown Paisley in an effort to use these findings to create a Downtown Development Strategy. The goal was to take an accurate assessment of the current status of downtown Paisley in order to make realistic recommendations and strategic plans to ensure long term growth of downtown Paisley.

The Paisley Spruce the Bruce team collected background information regarding the health of downtown Paisley from a variety of background studies, official plans and relevant tourism findings to develop a structured and focused revitalization program. A number of sources were utilized and this document represents a summary of those research findings. The sources included:

Research & Analysis

Background Research

Community Stakeholders

- Strength, Weaknesses, Opportunities, Threats (SWOT) Analysis

Business Stakeholders

- Business Retention & Expansion Survey 2011/2012
- Key Informant Interviews

Public Input

- Resident's Survey
- First Impressions



Identity Development

Assessment Tool

Analysis and Summary

Brand Identity Establishment

Plan Development



Toolkit Development

Action Plan Brand

Summary Style

Guide

The Tools & On the Ground Examples

Strength, Weaknesses, Opportunities, Threats (SWOT) Analysis

There were some significant discussion points that arose from each of the areas in the SWOT analysis, and they are highlighted below.

Highest Rated Strengths

- Access to Saugeen River
- Strong Chamber of Commerce (CoC)
- Strong Beautification Committee and execution
- Paisley Blues Festival
- Fall Fair
- Artists on the River
- Has one of two hose towers left in Ontario
- Historic business buildings

Biggest Challenges

- Inspiring and involving business owners
- Absentee property owners/landlords
- Lack of willingness to become involved in a concentrated revitalization effort on the part of business owners
- Empty stores
- Inconsistent business hours / seasonal businesses

Opportunities

- Leverage businesses locating in Paisley as part of the Bruce Power Re-Investment Plan
- Capability to develop downtown spaces to become a showcase for local art (leverage buildings, adorn new infrastructure with art, such as lamp posts)
- Creation of “elemental” products leveraging the 2 rivers positioning for mindfulness packages, yoga, music etc.

Threats

- Lack of a coordinated economic plan for the Municipality / community. Losing new potential residents to other communities
- Lack of dedicated resources to attract new high value creating businesses (Creative Economy) across the overall business community and its stakeholders
- Risk of school closing

Business, Retention & Expansion Study 2011/2012

An extensive Business, Retention & Expansion study was completed for the community of Paisley. The study was carried out to determine what is currently working and not working within the downtown and to identify changes that would help to improve the business environment. This research, and subsequent engagement with key informants, led to the following recommendations and implementation strategies:

-
1. Hire an experienced Economic Development Officer assigned to the Municipality of Arran-Elderslie that would serve as a single point of contact to drive the following economic development priorities that immediately impact the future economic success of Paisley:
 - i. Investigate funding opportunities for the repair or renovation of eyesore buildings as well as public infrastructure needs, such as public washrooms
 - ii. Develop a comprehensive Business Attraction / Recruitment strategy
 - iii. Develop a Tourism Strategy and Product Development Plan
 - iv. Ensure plans and proposals will integrate into an overall masterplan for the Municipality of Arran-Elderslie
 - v. Serve as the liaison to all County, Regional and Provincial industry development entities including Tourism organizations such as RTO 7, Bruce County Tourism, etc.
 - vi. Represent Paisley business interests and influence the integration of Arran-Elderslie's economic and tourism development plans with ongoing County, Regional and Provincial planning and development efforts
 1. Establish an economic development partner base made up of the Municipality, Chamber, Grow Paisley, Bruce Community Futures Development Corporation (CFDC), and other key stakeholders. This panel will:
 - i. Take part in regular progress reviews and planning sessions to keep the Downtown Development Strategy on target
 - ii. Lead collaborative and information exchange efforts
 - iii. Schedule regular information updates with the general business community, the public and associated stakeholders to report on progress, the latest developments and related issues

Residents Survey

Bruce County and the Municipality of Arran-Elderslie undertook a Community Identity and Downtown Branding exercise in relation to Paisley and its downtown. The resident survey was one part of that project and the surveys were available for completion during August of 2016.

Downtown Paisley is a quaint community with some attractive heritage structures, unique artisans, gorgeous natural beauty and river scenery. It was clear through the survey that residents take great pride in their community and enjoy the personalized service provided by the local merchants.

Most of the residents that responded to the survey were only vaguely aware of any visual elements representing the town and those that they could identify; they felt did not accurately reflect the town. Many of those surveyed attributed this to the lack of branding, marketing and focus. Residents also felt that the community might be perceived as old fashioned, behind the times and lacking in town pride based on storefront appearances.

Paisley is situated on a busy road where most of the visitors are just passing through on their journey to other destinations. This being one of the their biggest challenges, also presents their greatest opportunity, getting travellers to stop and enjoy the experiences that Paisley has to offer.

It was identified though the survey that this is a close-knit community that values a family friendly atmosphere. Many felt that having an attractive downtown with well-kept storefronts would encourage visitors to stop and explore the town. Promoting the river, family focused experiences, restaurants and local artisans would also help attract and encourage repeat visitors.

Respondents like:

- Unique artisans and shops
- Businesses are located on one long strip
- Proximity to the river and trails
- Proximity to large urban towns
- Town pride (willingness of residents to help out with community initiatives)

Respondents would like:

- Uniform store hours for shopping including throughout the winter season, with extended hours on Thursdays and Fridays
- Better care for the buildings and storefronts
- Fixed sidewalks to encourage pedestrian traffic and accessibility



Annual Assessment Tool

As Communities continue to evolve, we recommend an annual reflection on priorities, and the submission of a report on progress. The Spruce the Bruce Annual Assessment Tool provides an opportunity to engage our entire Bruce County community in working towards economic success.

Use the criteria below to rate your community out of a possible four points.

The points awarded for each of the dimensions are as follows:

- 4 POINTS** Community meets the criterion very strongly, and this is a major competitive advantage over other surrounding communities;
- 3 POINTS** Community meets the criterion reasonably well;
- 2 POINTS** Community meets the criterion moderately;
- 1 POINT** Community meets the criterion weakly; and,
- 0 POINTS** Community does not meet the criterion at all.

The total potential score available to a community that scores 4 points on all 25 dimensions is 100 points. Very few, if any, communities score this high a level. Here's a general assessment of scoring levels and suggested courses of action

- 80 - 100 POINTS** The community appears to be functioning very well, attracting visitors, residents and businesses - consider ways and means to maintain the current strong performance.
- 60 - 79 POINTS** The performance of your community is reasonable, but could likely benefit from targeted initiatives - the areas of weakness identified by this assessment should be used as the starting point for the development of a strategy.
- 40 - 59 POINTS** Your community is in significant need of a local economic development strategy - the areas of weakness identified by this diagnostic assessment should be used as the starting point for the development of a strategy.
- 20 - 39 POINTS** Your community is in significant danger of becoming largely irrelevant to visitors and investors - many of the most important functions of a community have disappeared - some sort of revitalization strategy is urgently needed.
- 0 - 19 POINTS** Your community is under threat of becoming nonexistent - consider community priorities and whether or not resources are appropriately directed.

Annual Assessment Tool

Organization: Preconditions	SCORE
1. A coordinating body and/or key contact is in place to move forward initiatives (EDO/EDAC)	
2. The Municipality supports development initiatives and an overall community brand / direction (community identity / vision)	
3. There is strong engagement and outreach with stakeholders, specifically the business community	
4. An Economic Development Action Plan in place AND it is being updated and actively worked on by all parties	
5. Your community has key individuals in the public and private sector who can act as problem solvers or providers of information	
TOTAL (20 POINTS MAX)	
Community Readiness	
Business Development	
1. An entrepreneurial climate exists and the municipality is liaising with the business community	
2. There is a community knowledge of public and private inventories and vacancies that is kept up-to-date	
3. Land use planning documents are up-to-date, including supportive language / policies for business development	
4. There is quick and easy access to technical information and relevant contacts related to available sites	
5. Are municipal contacts able to direct investment inquiries efficiently and appropriately?	
6. There is a track record of new investment and development in the community	
7. Is the number of workers in your community increasing and do you have a plan to increase it further?	
8. Does your community have a strategy to leverage the potential of the major industries for the area?	
TOTAL (32 POINTS MAX)	

Community Development

1. There is an overall positive image which reinforces the unique community brand
2. There is a range of retail and service activities to serve local and neighbouring population
3. There is a range and growth of residential options in the community
4. There are options to spend money after 6pm, on Sundays and in the off season
5. Coordinated special events and activities are being undertaken in the community that strengthen the brand
6. The community is well signed, clearly indicating amenities
7. There are green spaces, public squares and gathering spaces throughout the community

TOTAL (28 POINTS MAX)

Marketing And Promotions

1. Coordinated advertising takes place throughout the community that highlights & strengthens the brand
2. There is an outreach plan in place that speaks to the visitor, resident and the lifestyle of your community
3. Marketing materials and communications are consistent amongst all partners
4. There is continued enhancement of experiences and evolution of products
5. There is coordinated online and social media marketing efforts amongst all partners

TOTAL (20 POINTS MAX)

TOTAL SCORE OUT OF 100:

6/20

Organization & Collaboration

This indicates that criteria is met weakly. There are multiple groups including the Chamber, Grow Paisley and Spruce the Bruce currently collaborating. Improvements have been made by having more overlap and centralization between these committees. The Spruce the Bruce committee should investigate policies, programs and funding to leverage and coordinate downtown development. Business and community involvement will be essential in creating brand awareness.

4/20

Marketing & Promotions

This score suggests that the downtown does not meet the criteria well, especially related to event coordination / promotion and use of consistent graphics and imagery in marketing materials.

10/32

Business Development

This indicates that criteria is met weakly. A range of activities should be developed and implemented that would enhance economic development strategies with consideration for the brand.

8/28

Community Development

This indicates that criteria is met weakly and improvements are required. Community identity will be strengthened by dovetailing public and private infrastructure with the community brand.

Score

28/100

Your community is in significant need of a local economic development strategy – the areas of weakness identified by this diagnostic assessment, together with other research should be used as the starting point. To ensure Paisley's long-term sustainability a strategy must be developed that focuses on priority business development needs, including tourism product development, creating memorable experiences and developing brand awareness.





Summary & Recommendations

Each of these research tools and reports provides insights into achieving a continuous downtown revitalization in Paisley. As noted, downtown revitalization is focused around four key pillars: Organization & Collaboration; Community Development; Business Development; and Marketing & Promotion..

Organization is essential in the revitalization effort. It encourages consensus and cooperation by building partnerships among the various groups, including municipal government, entrepreneurs, and property owners among others, that have a stake in the downtown. By getting everyone working toward the same goals, the revitalization program will provide effective, ongoing management and advocacy for the downtown. Essential to the organization pillar is to structure the program in such a way that it clearly delineates responsibility, but also gets people excited about working together.

1. Involve residents, organizations, businesses and commercial property owners in revitalization efforts. We need to think outside the box to utilize the spaces we currently have to our advantage.
2. Plan family based events, leveraging the artistic community feel, which will bring people to our downtown during business hours and which will get them into our shops.
3. Tie together, both physically and through business practices, our spread out downtown businesses. Cooperative marketing, signage, decorating, and more consistent hours of operation can assist this.

Branding

Developing the Plan

Developing the plan starts with articulating common goals and objectives as well as outlining the steps necessary for achieving them. In short, it answers the question “what business are you in?” It is important to distinguish between a vision and a brand. The key distinction between a brand and vision is that a brand describes the image you want people to have of your downtown right now, while a vision describes what the future will look like if you live according to your brand.

Defining a vision or downtown Paisley is essential as it establishes the 15-20 year perspective for the community and looks beyond the current planning documents to the kind of place that the community aspires to become. It takes the community brand that conveys a sense of personality, character

and identity for the downtown. A vision is the description of a desired condition at some point in the future. That vision guides the mission, goals, objectives and actions of the revitalization plans and makes the connective link between the brand and the plan to move the community there.

What business are we in?

The Spruce the Bruce team has been working with local Municipalities in support of a destination development strategy for the entire County since 2010. Each town has a specific and equally important function to play.

Paisley's focus should be one of an Artistic River Village.

Paisley needs to attract those people looking to “zig” when told to “zag”, those looking to get away from the hustle and bustle of their everyday lives and get back to their dreams, to create their own games and play by their own rules. The person that thinks life is a grand adventure and every day is a gift, they belong in Paisley.

Downtown Paisley has the opportunity to leverage its two rivers, its artisan charm and rich history of makers, as well as its established community events. It is essential to develop destination infrastructure that communicates the groovy feeling that artists, artisans, and free spirits bring to Paisley. Bringing this eclectic mix of pure joy into the downtown experience will set Paisley apart as the **Artistic River Village.**

Vision

The two free flowing rivers converging in downtown Paisley create a unique energy. An energy that is free, independent, ever moving and emulated throughout the town. Downtown Paisley is where residents and visitors alike come to enjoy arts festivals and enlightening experiences while embracing the creative energy of the town.

Nowhere else will you find as many buildings with impromptu murals, for visitors to discover. Historic buildings majestically line the downtown core and are respectfully hand decorated with bright, energetic colours and up-cycled materials. Paisley is a shining example of a rebirth of rural Ontario, where the past, present and future are part of everyday life.

Paisley's elemental connection with the water and its artistic free spirited inhabitants run directly into the downtown and create a unique, downright unconventional community.



Mission

A mission statement takes Paisley's vision and translates it into a stated purpose for the downtown revitalization effort; it can be viewed as the public statement for accomplishing the vision and the pathway in order to get you there. The mission statement for downtown Paisley is:

To develop a healthy business climate in downtown Paisley that will support local needs and act as an arts and entertainment hub for the broader community and visitors

Paisley is proud of their collective spirit and their refusal to accept the status quo. From their passion to grow the community to their dedication to events and recreation, they are a community that understands that they're better together.

Like the flow of their two rivers converging, this community is a current contrary to the mainstream. From their annual Blues Festival, to their Artists on the River market, in a society based on people conforming to the rules – following the formula and falling into line – Paisley breaks free from the everyday.

Paisley should channel its creativity and unconventional spirit into creating an energetic, bustling and colourful downtown atmosphere. Many communities have heritage structures and artistic ambitions but none can leverage the energy of rivers like Paisley. Their festivals and events lay the groundwork to develop eclectic, memorable experiences. A brand is what you are known for, and Paisley is known as the Artistic River Village.



Action Plan Summary (2018)

Goals transform the Mission statement into priority areas for downtown. The following Action Plan chart was established by the local Spruce the Bruce committee as areas of primary focus.

Organization & Collaboration

That volunteers and staff work together to investigate policies, practices, programs and funding to support and coordinate downtown development.

Prepare an Action Plan and communicate project plans for council review	ST
Promote and grow business engagement with the Chamber	ST
Obtain any Municipal sign by-laws that are in effect	ST
Target service clubs for partnership in specific projects	MT
Recruit Economic Development Officer	MT
Review vacant commercial and industrial building tax rebate	MT
Communicate / advocate with developers for of more residential building	LT
Assess past initiatives using analysis to prepare new Five-Year Action Plan for each of the Four Pillars	LT
Support regional collaboration related to economic development and learn from neighbouring communities	OG
Continue to recruit volunteers and highlight the benefits of volunteering	OG
Work with real estate to help position and sell opportunity locations	OG

Economic Development

That the resilience of the downtown be supported through a range of activities that enhance economic development strategies with consideration for the brand.

Attract 'Arts & Experience' Businesses	ST
Create inventory of building vacancy and opportunity locations	ST
Develop a targeted list of businesses to attract that supports the brand	ST
Support commercial/industrial inquiries	ST
Attract niche retail business and dining experiences for downtown	MT
Provide experience training workshops to business community	MT
Succession planning for businesses wanting to close or retire	MT
Create a business attraction strategy using the Business to Bruce program	MT
Investigate business incentive programs to encourage expansion or new business growth	MT
Keep business open until 5pm all season (And open late at least one/two days a week)	LT

Community Development

That the attractiveness of downtown be strengthened by dovetailing public and private infrastructure with the community brand.

Engage community to create artistic adornments for public lighting and building façade	ST/MT
Investigate public art surplus / reuse opportunities	ST/MT
Commission downtown murals leveraging local talent and grant funding	ST/MT
Street signs cleaned or repaired	MT
Relocate Bulletin board	MT
Claim and utilize public space	MT/LT

Marketing & Promotion

That the promotion of Paisley be strengthened and leveraged through specific and targeted brand enhancing marketing initiatives.

Maker workshops (tie dye, make soap)	ST
Engage local artists to investigate events and funding opportunities	ST
Promote local success stories	ST
Continue events similar to ‘Paddle Find’ to attract and engage visitors	ST
Encourage and promote collaborative marketing in the business community	ST
Product development – calendar of events	ST/MT
Coordinate marketing efforts between the Municipality, Chamber and external partners	MT
Develop marketing material using a consistent brand to become identifiable to residents and visitors	LT
Develop visitors guide to promote four seasons tourism	LT
Create Marketing & Promotion Toolkit	LT
Develop a four seasons attraction strategy	LT

Short Term (3-4 months) Medium Term (6-12 months) Long Term (1 year +) Ongoing

Brand Elements

The images and colours shown are for illustration purposes only, and are intended to illustrate a desired style and effect, not to define a specific product or colour palette, and are not intended to serve as working drawings or templates for production.

Keywords

Energy

Artistic

Groovy

Eclectic

Unconventional

Free Spirited

Rivers

Materials

With the clear vision of preserving the historical design elements, whilst making way for the future, the material lists have been divided into 2 categories, Heritage Materials and Artistic Materials. The combination of these 2 material types can be seen on page 38 and 39.

Historical Materials

The majority of Paisley's downtown historic buildings have a general material list of brick and painted wood.

They are primarily multi-level with wood and glass on the ground level with brick and glass on the upper levels. It is suggested that façade renovations, or historical construction, continue with these materials.

Brick



Painted Wood



Artist Materials

There should not be restrictions on the materials that are used for new façades. Each piece can be individually looked at leveraging up-cycled materials wherever possible. The following are some options for materials:

Upcycled Material
(wherever possible)

Bright Painted Wood



Ceramics



Plastic



Rope / Yarn



Heritage Colour Palette

Paisley has a proud and strong history and it is paramount that it is respected and maintained.

This heritage colour palette is based on muted colours that work in harmony with historical materials such as brick and stonework.

When applying to a façade, consider the heritage materials (colours) as a foundation to contrast the bright “Artistic Colour Palette”.

Note: This palette is not limited to these sample swatches.

Heritage Palette



Artistic Colour Palette

To give Paisley a standardized palette (like we normally would) would be very “un-Paisley” of us. Instead, Paisley’s colour palette will be more conceptual and a state of mind.

The primary Paisley colour palette is based on many historical movements that represented freedom, art and independence.

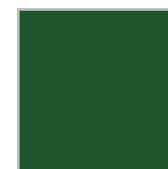
The secondary colour palette is essentially any colour that is bright with deep saturation levels. These colours are bright and bold and offer an opportunity to alert travellers that something special is going on in Paisley. The artistic palette is even more impactful when contrasting with the heritage palette.

Note: All colour swatches are for example only - the secondary palette is not limited to these sample swatches.

Primary Artistic Palette



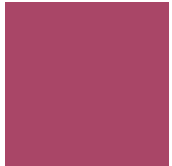
Secondary Artistic Palette



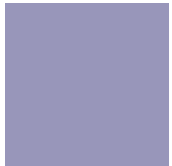
Façade Example

Artistic Swatches

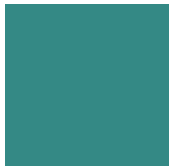
orchard purple



bright lavender



teal



Historical Swatches

tan



Façade Example

Artistic Swatches

royal purple



lavender indego



aqua



Historical Swatches

light brown



Typography

Athelas - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Swiss721BT - Roman Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Swiss721BT - Bold Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Logo Design

Paisley's logo stands out from the mainstream as it demonstrates the vibrant artistic nature of the community. A village that is truly inspired by the energy of the two converging rivers it pays tribute to its heritage, the rivers and the creative arts.



Logo Minimum Size

To ensure the effectiveness of the logo in developing Paisley's brand, there are minimum size standards for use. The minimum size for print applications should be 1 inches wide. In web applications, the minimum size is 90 pixels wide.



1 inches



90 pixels

Please Do Not

Do not skew or compromise the shape of the logo



Do not change colours



Do not add text



Do not change the font



Do not change the size of portions of the logo

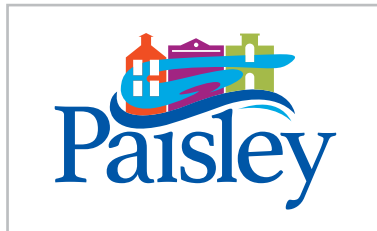


Do not use portions of the logo on their own



Logo Colour Variations

Colour Version



Colour version of the logo are the preferred application, and should be used when the background of the application is light in colour.

Grayscale Version



Grayscale version of the logo can also be used when grayscale has been requested and when the background of the application is light in colour.

Colour Reverse Version



Colour reversed version of the logo should be used when the background of the application is a dark colour.

Black Version



Black colour version of the logo is to be used when only one colour of the logo can be used in the application.



Let's turn Public Assets into Public Art

As part of the strategy to position Paisley as an authentic destination, it is important, that we view the public assets as public art and let the brand story come to life. This is normally the part of the toolkit where examples of public assets (street furniture, public fixtures, etc.) are shown and standardized to create a theme for a community.

But Paisley isn't a standard community.

Instead Paisley will live its brand story and begin the process of building a destination. In essence, Paisleys standard will be not to have a standard.

Public Art (Benches)

Paisley has the opportunity to treat all of its public assets as pieces of art. The template for this should be to have no template - no standardised benches.

The only direction that should be followed is that each piece is remarkable and serves people's needs to lead them to spending more time in Paisley.



Public Art (Murals)

Murals are a way to transform a standard building into something extraordinary. These examples show that a variety of styles can work together to create a traffic stopping experience.

Paisley has a high number of available walls for murals to create an authentic destination.





Public Art (Trash Cans)

Trash cans are often seen as a necessary evil and not much attention is paid to their presentation. Paisley has the opportunity to create art from even the most mundane public assets to create an interesting streetscape.



Public Lighting (Let's Spotlight Paisley)

Lighting can be used to quickly turn the mundane into an exciting canvas that will get the attention of visitor travelling through town.





Summary

Spruce The Bruce, with the community of Paisley, has developed a Toolkit that creates the basis for a successful revitalization program for downtown. Ownership is the key to developing an authentic and believable brand identity for a community. All members of the community have a role to play in developing and fostering the brand identity and in moving the Action Plan forward. The methods employed to create this Toolkit combined with positive community feedback ensures that this Toolkit is destined for success if applied consistently. Roger Brooks from Destination Development Incorporated has coined the phrase “Jettison the Generic”. Too many times downtown redevelopments buy the same historic coach lamp as the community next door, which dilutes the authenticity of the place. Be known for something different and make your community stand apart from the crowd! In closing, we offer the following inspiration:

1. Creating successful downtowns is about more than planning. Many great plans get bogged down because they are too big, too expensive and simply take too long to happen. **Short-term actions** like planting flowers can be a way of not only testing ideas, but also giving people the confidence that change is occurring and that their ideas matter. Short-term actions need to occur at the outset and then be evaluated while longer-term planning is in progress.
2. **Money is not the issue.** All too often money is used as an excuse for doing nothing, which is why you hear people say “it can’t be done!” In fact, too much money or money spent on consultants actually discourages the inventiveness and creativity required to create a great street or downtown. When money becomes an issue, it is generally an indication that the wrong concept is at work. So don’t worry about the money, just get started!
3. **You are never finished.** Creating a great place is not about developing a plan or a design. It is based on community passion, vision and an evolving Action Plan. Part of any plan has to be the management of the downtown. No matter how good the buildings look or how many hanging baskets are hung, the downtown will never be successful unless it is well managed by the Paisley Spruce the Bruce local committee.

This Toolkit is a starting point and illustrates possibilities. For more information or support with your local project please contact the Paisley Spruce the Bruce Committee or the Spruce the Bruce program at info@sprucethebruce.com

Credits

Acknowledgements

Produced By:
Planning & Economic Development
“Spruce the Bruce” Program

Client:
Community of Paisley

Contact

For more information, further instructions for use or digital copies of this toolkit and its associated elements please contact:

Department of Planning and

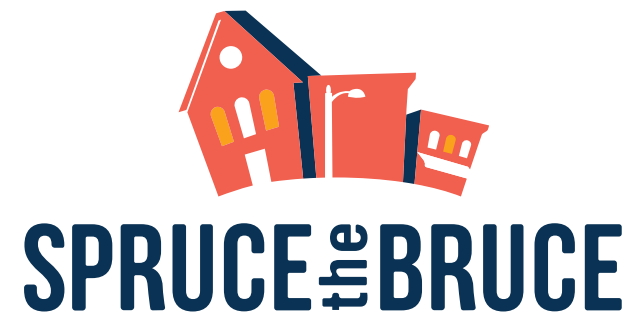
Development

County of Bruce

info@sprucethebruce.com

1-800-268-3838





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Printing Date: 2018