



Branding Guidelines Chairs



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Introduction

The following manual illustrates how the Kitchener-Waterloo Oktoberfest brand operates. If you are creating materials associated with Kitchener-Waterloo Oktoberfest, please follow this guide closely. This brand strategy is in effect from the 2008 Kitchener-Waterloo Oktoberfest, until otherwise stated by K-W Oktoberfest Inc. Any questions or requests for copies of logos, icons, or any other Kitchener-Waterloo Oktoberfest graphics material should be directed to the K-W Oktoberfest Inc. office.

Festival Name Guidelines

The festival should always be referred to only as Kitchener-Waterloo Oktoberfest or K-W Oktoberfest Inc. in text. Under no circumstances should the festival be referred to as K-W Oktoberfest, KWO or Oktoberfest.

Kitchener-Waterloo Oktoberfest should be used when referring to the actual festival and its events. K-W Oktoberfest Inc. refers to the organizing body that governs festival operations, including the office staff, board and volunteers.

When using the festival name in signature blocks at the bottom of a letter, the title should be in all capitals, K-W OKTOBERFEST INC.

Please note that all correspondences must go out through your staff liaison at K-W Oktoberfest Inc.

K-W Oktoberfest Inc.

Kitchener-Waterloo Oktoberfest

~~**KWO**~~

~~**Oktoberfest**~~

~~**K-W Oktoberfest**~~

Additional Festival information that may be included:

Web Site Address - www.oktoberfest.ca

Toll Free Number - 1-888-294-HANS

Tag Line - **Canada's Greatest Bavarian Festival**

Email - info@oktoberfest.ca

Logo Versions

All Kitchener-Waterloo Oktoberfest logo versions are listed below, followed by a guide to applying the logos in different situations. Only the logos shown below should be used. No previous Kitchener-Waterloo Oktoberfest logos may be used in place of the following.

Standard Print Logo



Print Logo with Tag Line



Logo Applications

The version of the logo with the tagline should only be used in business correspondences, where the tagline can be included in the body of the text or the document footer. This logo may also be used when enclosed in the box for design purposes. (Fig. 2) The logo with the tagline below may be used for general promotional use and in stand-alone situations.

The only time the embroidery logo should be used is when the mark must be embroidered. When this is the case, this logo *must* be used. Embroidered items must also be submitted for approval by K-W Oktoberfest Inc.

Whenever applying any Kitchener-Waterloo Oktoberfest logo, always use the colour version if possible. If colour printing is not available, use the solid black logo (on light colours), or solid white logo (on dark colours).



When applying the Kitchener-Waterloo Oktoberfest logo to promotional material directly related to the festivities, it should be displayed at the top of the cover or at the top of a brochure, integrated into the title design. The logo should be enclosed in a rectangle with rounded corners (Fig. 2) and stroked with the appropriate colour of the promotional piece (for more information on promotional material design, see pages 8-9).

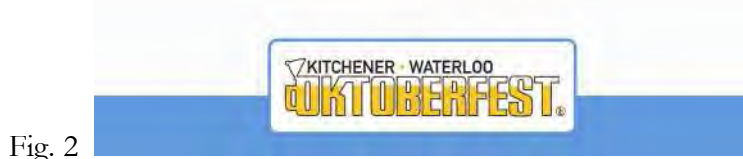


Fig. 2

When the logo is to be used as a sponsor, or on a piece not directly related to Kitchener-Waterloo Oktoberfest, the following guides should be followed:

Spacing: An easy way to establish how much breathing room should be given around the logo is to use the 'KT' ligature as a guide (Fig. 3).

Size: There is no maximum size the logo can be shown at, but it can not be displayed any smaller than 0.75" without losing legibility.

Bleed: The logo must always be shown fully. It should never bleed off the edge of a page or into a gutter. Likewise, no graphic or type should run on top of it. It should not be used as a watermark. (See Fig. 4, Fig. 5 & Fig. 6)

Fig. 3



Fig. 4



Fig. 5



Fig. 6



When resizing the Kitchener-Waterloo Oktoberfest logo, never drag the corners in or out to change the size. This will distort the proportions of the logo. (See Fig. 7) To change the size of the logo right click on the logo and go to size and position. Making your adjustments by this method ensures the logo maintains its integrity.

Fig. 7



Icon Application

The Kitchener-Waterloo Oktoberfest icons (seen on the page 9) are used as a graphic identifier for each Kitchener-Waterloo Oktoberfest event and event category. The appropriate icon should be shown on material related to its event.

If the material in which the icon is displayed has the events title clearly shown, the icon should be shown as only the image, without the corresponding type beneath it (note the difference between Fig. 8 and Fig. 9). When there is no title anywhere else on the material, the icon should be printed fully with the graphic and the type (Fig. 8).



President's Lunch

Fig. 8



Fig. 9

There are colour and one-colour versions of each icon available.

If colour printing is not possible, *do not* convert the colour icon to grayscale.

List of Icons & Event Logos



Tour de Hans

Onkel Hans Illustration Information

The following depicts specific colours used in the illustrations of Onkel Hans. Nobody other than the official K-W Oktoberfest Inc. illustrator should illustrate Onkel Hans for material related to Kitchener-Waterloo Oktoberfest. Onkel Hans should only be illustrated in the style presented here.

The use of an Onkel Hans illustration to represent an event should always be secondary to the event's icon.

No previous versions of Onkel Hans should be used in place of the current illustrations.



If you require an Onkel Hans illustration for your marketing materials please contact Ana Golobic at anag@oktoberfest.ca or Laurie Davison at lauried@oktoberfest.ca.

Onkel Hans Illustration Colour Guide



021C	•Skin Tone	80% black	•Hat Band •Mustache •Shoes
485C	•Nose •Hat	109C	•Hat Feather
C0 M95 Y100 K34	•Nose Shadow •Hat Shadow	348C	•Bundhosen

Type Guidelines

All Kitchener-Waterloo Oktoberfest print material uses two specific typefaces: Garamond and **DINMittelschrift**. Garamond can appear regularly, and **bold**.

All titles and headlines should be in Garamond bold. Body copy should be in Garamond regular. Standard body copy size for brochures is 10/12. For posters and other oversized publications, text size should be appropriate for legibility (will vary depending on size of print).

DINMittelschrift is used for lists and captions, when separation is needed from the body copy. Standard list copy size for brochures is 10/11 with a hard space between each point (two hits of the spacebar). All points in lists should begin with a bullet. If a point in a list runs onto a second line, it should be indented to line up with the first line (Fig. 10).

Fig. 10 (list example)

- Acknowledgement in the Miss Oktoberfest Gala Ball Program.
- Your company logo profiled on the PowerPoint presentation throughout the evening.
- Knowing that numerous charitable organizations will benefit from your contribution.
- Visibility throughout the evening with Key Community and Business Leaders.
- Experience a sense of pride that you are contributing to the success of the festival.

Layout Guidelines

Many brochures are created for Kitchener-Waterloo Oktoberfest events. Following these guidelines is very important to keeping unity in the festival's brand. Figures 11 and 12 show the outside (Fig. 11) and inside (Fig. 12) of a template brochure. Brochures are usually 11" x 8.5", but if an event requires a larger or smaller brochure, the size can be altered.

Typefaces may only be Garamond and DINMittelschrift (unless K-W Oktoberfest Inc. allows otherwise in specific circumstances).

The first panel shown in figure 11 should always be the registration/contact form, if one is necessary. The second panel in figure 11 (which will be the back of the final product) has the full icon, including its title, at the top, followed by any necessary information about the event. The third panel in figure 11 (the cover of the final product), will have an enlarged icon, bleeding off the right side and bottom, and running onto the back of the brochure. The title is written in Garamond bold on a strip of colour (colour is taken directly from icon). The strip of colour has a dropshadow below it, and the logo in a bordered, white rectangle above it (see page 6, Logo Applications).

The inside of the brochure (Figure 12) should hold photos and information regarding the event. Photos can be placed in any appropriate area, as can the order of information. The top of the inside should have a band of colour, using the same colour and drop shadow as cover's title band. Any titles/categories lower on the page should have its own band with the same characteristics. Any contact information can be shown on the third panel of figure 12.

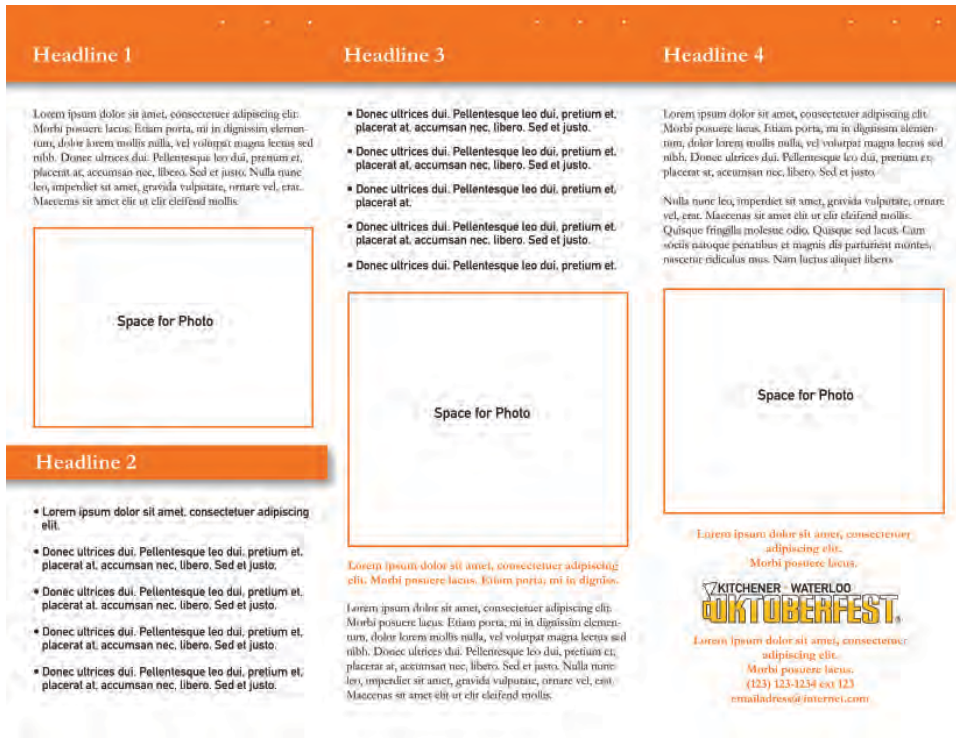
Event sponsor logos may be worked into available space on either side of the brochure, according to the level of sponsorship. Front Cover space should be reserved for the logos of the highest level of sponsorship. Additional sponsor logos can be included where space is available on the inside of the brochure. (See Samples – Golf Experience Brochure)

Layout Guidelines

Fig. 11



Fig. 12



Samples

Miss Oktoberfest Gala Ball – Brochure

Miss Oktoberfest
Young Women, Our Future's Finest

Gala Ball

Ticket Order Form (table seats 8)

Name: _____
Address: _____
Home Phone: _____
Business Phone: _____
*E-Mail: _____

*Please add your e-mail address to receive updates and newsletters from Miss Oktoberfest events.

No. of Tickets: _____ at \$125.00 _____ +HST(13%)
Total Cost: _____

Method of Payment (payable to K-W Oktoberfest Inc):

Bill to my credit card: M/C AMEX VISA
 CHEQUE

Name on Credit Card: _____
Credit Card #: _____
Expiry Date: _____
Signature: _____

Corporate Table & Sponsorship
(\$1,250 +HST (13%) per table, seats 8)

Company Name: _____
Contact Person: _____
Business Phone: _____
Fax: _____

KITCHENER - WATERLOO
OKTOBERFEST
Canada's Greatest Bavarian Festival

Please send ticket order to contact information listed below:

17 Benton Street, Kitchener, ON N2G 3G9
Phone: 519 – 570 – HANS (4267) ext 227
1 – 888 – 294 – HANS (4267)
Fax: 519 – 742 – 3072
www.oktoberfest.ca
info@oktoberfest.ca



Gala Ball

Friday, October 1, 2010
6:00 pm - 1:00 am
Bingemans Ballroom, Kitchener
Cocktail Reception & Silent Auction at 6:00 pm
Gourmet Dinner and Dancing to the
Kenny Munshaw Band at 9:30 pm
Crowning of Miss Oktoberfest 2010!

KITCHENER - WATERLOO
OKTOBERFEST

Miss Oktoberfest
Young Women, Our Future's Finest

Gala Ball



What it's All About
Over 40 Years of Pride
Corporate Table Benefits

The Miss Oktoberfest Gala Ball and Silent Auction is the premier event of Kitchener-Waterloo Oktoberfest. Miss Oktoberfest 2010 will be announced and will begin her reign effective that evening. This is a black-tie event filled with exquisite dining, dancing, and great music. This memorable evening shares in the Spirit of Gemuetlichkeit with good fun and good cheer!



How You Can Participate

- Be our guest! Organize a group or attend the Gala Ball on your own: either way, you will have a memorable evening.
- Sponsor a Miss Oktoberfest participant.
- Make a financial donation to the Miss Oktoberfest Scholarship Fund supporting the top 3 Finalists.
- Donation of gifts or products for complimentary Gift Baskets for Miss Oktoberfest, the top three finalists, or all participants.
- Donation of Silent Auction or Balloon Burst items.

2010 is the eighth year that a talented young lady from the Kitchener-Waterloo area will be chosen as Miss Oktoberfest and will go on to be our community's Ambassador during this year's Kitchener-Waterloo Oktoberfest festival and throughout the coming year.

We are proud of the fact that through our assistance, we have inspired many young women to become successful role models. They contribute back to our community as model citizens through mentoring and volunteer opportunities.



Miss Oktoberfest is our second most requested VIP, surpassed only by Onkel Hans, our Festival mascot.

Miss Oktoberfest is a favourite among the thousands of school children she comes in contact with during the festival, through the Schools Program and Family Events. Making over 125 appearances each year, including the Thanksgiving Day Parade, she is an ambassador promoting this area's unique German heritage; while increasing national and international interest in our community.

- Acknowledgement in the Miss Oktoberfest Gala Ball Program.
- Your company logo profiled on the PowerPoint presentation throughout the evening.
- Knowing that numerous charitable organizations will benefit from your contribution.
- Visibility throughout the evening with Key Community and Business Leaders.
- Experience a sense of pride that you are contributing to the success of the festival.



We look forward to welcoming you to the Miss Oktoberfest Gala Ball, an evening celebrating Young Women, Our Future's Finest!

Miss Oktoberfest
Young Women, Our Future's Finest

Gala Ball

For tickets and to make your contribution, please contact:
info@oktoberfest.ca
519-570-4267 ext 227

Samples

Miss Oktoberfest Gala Ball – Email Blast



The email blast graphic features a blue header with the Kitchener-Waterloo Oktoberfest logo and the text "Miss Oktoberfest | Gala Ball" and "Young Women, Our Future's Finest". Below the header, it lists major sponsors: Libro Financial Group, Forbes Automotive Family (Toyota, GM, Mazda), and Waterloo Region Record Community Partnerships Program. The main text invites attendees to the Gala Ball on Friday, October 1, 2010, at the Bingemans Ballroom, and provides contact information for ticket booking. It also mentions the application deadline for Miss Oktoberfest on Monday, September 13, 2010. The signature is from Mike Stranz, Chair of the Miss Oktoberfest Gala Ball Committee.

KITCHENER - WATERLOO
OKTOBERFEST

Miss **Oktoberfest** | *Gala Ball*
Young Women, Our Future's Finest

Join our Major Sponsors in welcoming Miss Oktoberfest 2010!

Mark your calendar for Friday, October 1, 2010 at
Bingemans Ballroom and join us to kick off the
42nd celebration of Kitchener-Waterloo Oktoberfest!

Pick up the phone right now and call the K-W Oktoberfest Inc. office
(519) 570-4267 x227 or contact us at info@oktoberfest.ca to book your tickets!
I can't wait to see you there!

Anyone interested, or who knows someone who may be interested,
in becoming the next Miss Oktoberfest; the application deadline
is this Monday, September 13, 2010!

Mike Stranz
Chair, Miss Oktoberfest Gala Ball Committee

Assorted Posters

KITCHENER - WATERLOO OKTOBERFEST

Car Show

Saturday, October 16, 2010
11 am - 4 pm
 Willkommen Platz, Downtown Kitchener

Proudly Sponsored By:

For more information call (519) 570-4267 ext.315 or visit www.oktoberfest.ca

KITCHENER - WATERLOO OKTOBERFEST

The Search For Miss Oktoberfest 2010

You could be an Ambassador for Canada's Greatest Bavarian Festival!
 Scholarships and prizes to be won!

The Kitchener-Waterloo Community is looking for enthusiastic, actively involved, young women between the ages of 18-21, residing within an 80 km radius of Kitchener-Waterloo to participate in the search for Miss Oktoberfest.

The Coronation of Miss Oktoberfest takes place at the Miss Oktoberfest Gala Ball on October 1, 2010. Get ticket information at oktoberfest.ca. Entry forms are available at the office of K-W Oktoberfest Inc. 17 Beaver Lane, Kitchener, ON N2Y 5G9 Tel: 519 751-1185 Fax: 519 751-5870

Entry Deadline: September 15, 2010

Visit www.oktoberfest.ca for information

KITCHENER - WATERLOO OKTOBERFEST

A BLOOMING AFFAIR FASHION SHOW

Wednesday, October 6, 2010
 Bingemans Ballroom
 6:30 PM - Doors Open for Boulevard of Boutiques 7:30 PM - Fashion Show

PURCHASE YOUR TICKETS NOW!
 Tickets \$35.00 (tax included)
www.oktoberfest.ca (519) 751-1185

The Fashion Show

- Bella Boutique
- Carroll's Closet
- Finans and Suits
- La Femme
- TRUS Operatives de Opédies
- Impression Clothing
- Mark's Store
- Clare's Lounge
- OKW Spinn
- SPANNELL
- Trends by Mia
- Unique Boutique
- Vicini's Fine Linens & Lingerie

Over \$15,000 in Prizes
 Including a trip to Germany worth \$6,500!

Other Participants

- Fashion Show Production - L'AMBI Model
- Emcee - Tami Stone and The Music Company
- Hair - Shara Henson Image Salon
- Shoe Service - International Entry
- Tanquer - Fashion Forward Wear

Annual Graphics & Special Logos

Each year K-W Oktoberfest Inc. prepares a special annual graphic to represent the festival and any special anniversaries. This logo is for **office & merchandise use only and should not be included on regular committee marketing materials** unless permission is given from the office. This applies to all committees, Family & Cultural Events, Festhallen and Community Partners.

In addition to the annual graphic, the “O” Brand (also known as PROST Brand), and the “OktoberFEST” logo are also strictly for K-W Oktoberfest Inc. merchandise use. This applies to all committees, Family & Cultural Events, Festhallen and Community Partners.

