



Mildmay

SOUTH BRUCE

COMMUNITY FAÇADE IMPROVEMENT GUIDELINE



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The facade of a town plan, also known as the architectural frontage or exterior facing, plays a crucial role in shaping the overall aesthetic and character of the town.

The following façade improvement guidelines have been developed to provide a clear identity, look, and feel for Mildmay’s downtown commercial buildings. The guidelines align with Mildmay’s overarching brand identity — and while they are not intended to be used as policies or by-laws — they are designed to create an **identifiable sense of belonging and community**, and can be mobilized as an evaluation framework for grants and incentives that support the visual goals of South Bruce.



Mildmay intersects German roots with rural countryside.

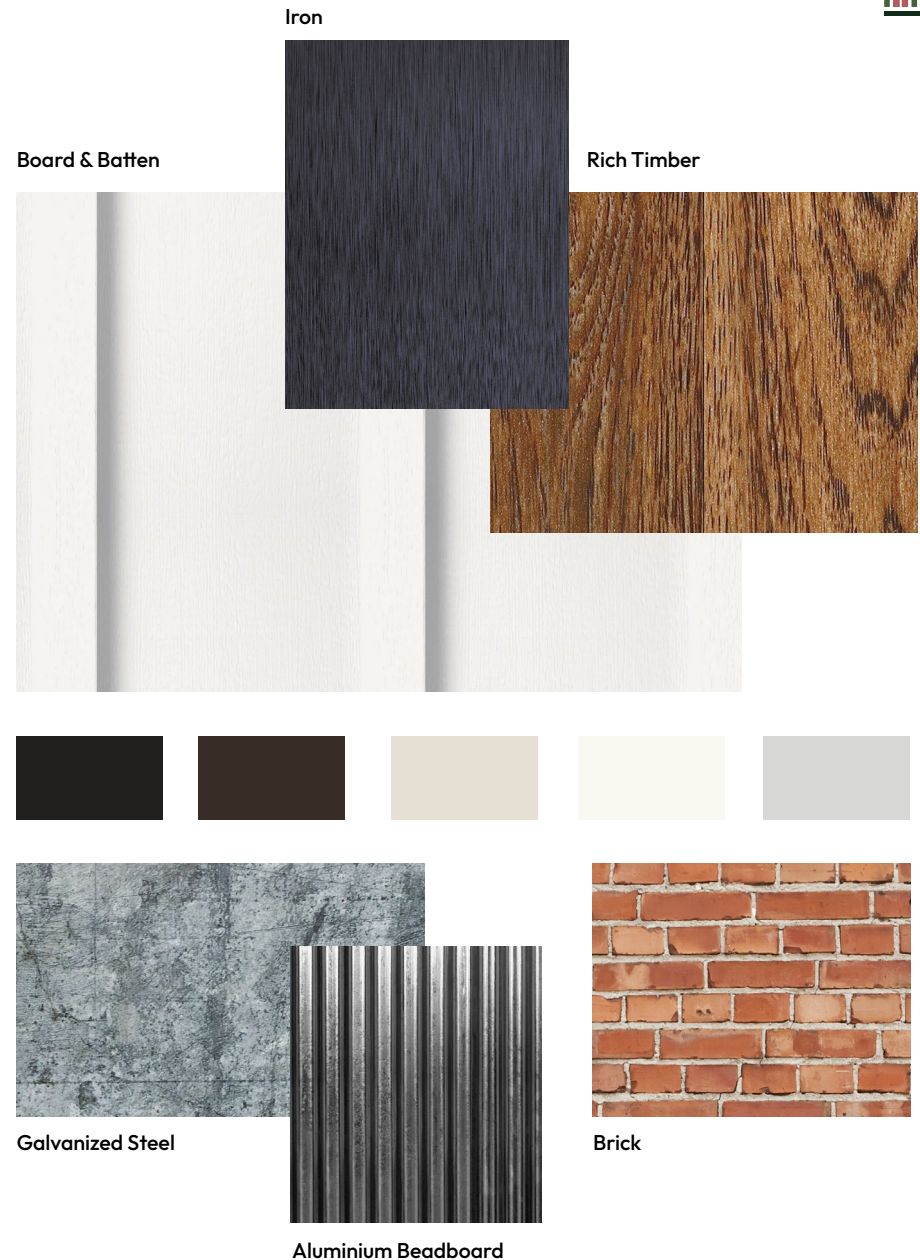
Its unique generational shops, rural charm, and artisan well lend themselves to an obvious pride in place upheld by born and raised locals who are ready to welcome newcomers with open arms.

BUILDING MATERIALS



Initiatives and new developments in Mildmay should strive to embody the charm and quaintness of a small farming town while also reflecting the vibrancy of a **growing business community**, fostering a sense of unity, warmth, and an entrepreneurial spirit. Incorporating traditional materials and authentic details in design decisions is key to creating a cozy atmosphere that resonates with the town's agricultural roots. Consider using classic elements like aluminium beadboard, rich textured timbers, and wrought iron with smooth black finishes to evoke the rustic charm of the farming community.

Prioritize inviting design elements that incorporate earthy textures and sustainable materials. Street furniture enhancements should seamlessly embrace an urban rustic style, subtly acknowledging the town's farming identity. Prioritizing these elements will help Mildmay's small-town and farming community appeal, creating a welcoming environment that **seamlessly blends history, charm, and entrepreneurial spirit** for residents and visitors alike.








COLOUR PALETTES



Branded Colours

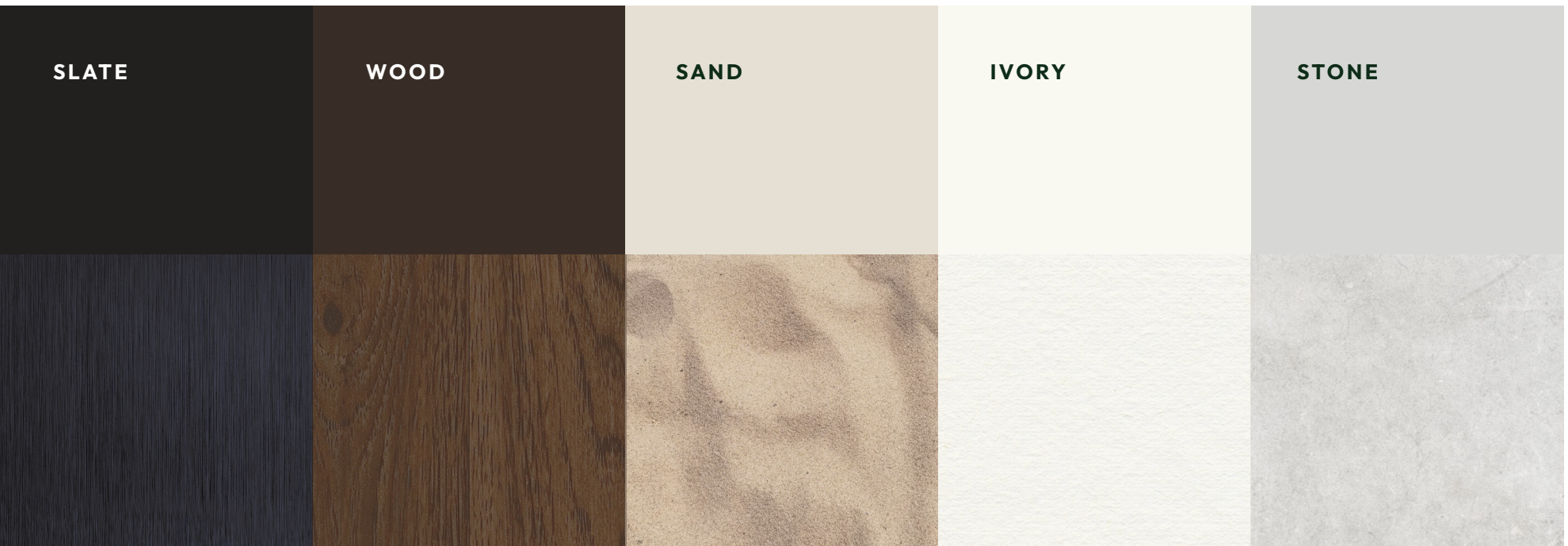
The specified colours are in harmony with Mildmay’s logo and have been assigned for the embellishment of various elements such as banners, floral arrangements, accent items’ paint colors, and overall aesthetics for the interconnected features throughout the community.

ROSE	EVERGREEN	MOSS	GRASS	SOLEIL
#AB5F5F	#0F2C18	#45613A	#80A459	#DCA74E
CMYK 524 / 75 / 57 / 7	CMYK 82 / 52 / 84 / 71	CMYK 68 / 36 / 83 / 36	CMYK 54 / 19 / 82 / 2	CMYK 14 / 35 / 81 / 0
RGB 171 / 95 / 95	RGB 15 / 44 / 24	RGB 69 / 97 / 58	RGB 128 / 164 / 89	RGB 220 / 167 / 78
Pantone 2342 C	Pantone 5535 C	Pantone 2266 C	Pantone 576 C	Pantone 2009 C
				



Building Façade Colours

The designated colours for Mildmay’s façade enhancements have been carefully chosen and maintain a consistent presence across the entirety of South Bruce. Enrich the town’s ambience with earth-inspired colour palettes, drawing inspiration from nature. Paint colours should be approved in advance and follow the palette highlighted below.





Complimentary Colours

Whenever feasible, embellishments within the community should adhere to both the **branded and building façade colours** previously outlined. In instances where these colours are unavailable, consider utilizing the following complementary colours.

ROSE	EVERGREEN	MOSS	GRASS	SOLEIL
SLATE	WOOD	SAND	IVORY	STONE

MIST #56737B CMYK 70 / 44 / 43 / 12 RGB 86 / 115 / 123 Pantone 5415 C	WINTER #87AAAA CMYK 53 / 20 / 32 / 0 RGB 135 / 170 / 170 Pantone 5493 C	PEACH #D18365 CMYK 10 / 60 / 66 / 0 RGB 209 / 131 / 101 Pantone 2024 C	BLUSH #EFD5D4 CMYK 4 / 17 / 10 / 0 RGB 239 / 213 / 212 Pantone 698 C	CREAM #DCA74E CMYK 14 / 35 / 81 / 0 RGB 220 / 167 / 78 Pantone 7499 C
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Exterior Accent Colours

Although the building materials and façade colours should remain earthy and rustic in nature, accent paints, and colours can be used to brighten the downtown core. These colours should be applied to **accent items only**, like doors, awnings or decorative elements, and should **not** be used for entire buildings.



FASCIA SIGNAGE STYLES



Consider



Flat Panel Signs:

Simple, flat signs directly mounted on the building's fascia.



Channel Letter Signs:

3D letters or shapes mounted on the fascia.



Wooden Signs:

Rustic or traditional wooden signs which may be carved, painted, or stained.



Metal Signs:

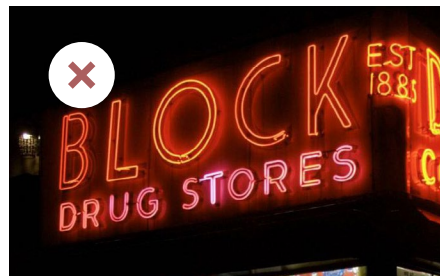
Aluminum, stainless steel, or other metals offer durability.

Please Avoid



Backlit Signs:

These signs are designed to be illuminated from behind.



Digital Signs:

LED or electronic signs that can display dynamic content.



Vinyl Graphics:

Adhesive vinyl graphics are applied directly to the fascia.



Awning Signs:

Signs incorporated into or attached to awnings.

PERPENDICULAR SIGNAGE STYLES



Consider

- **Rustic Materials:** Opt for wood, wrought iron, and/or galvanized metal.
- **Appropriate Sizing:** Choose sizes that are readable and proportionate to the surrounding environment.
- **Legibility:** Prioritize clear and legible typography.

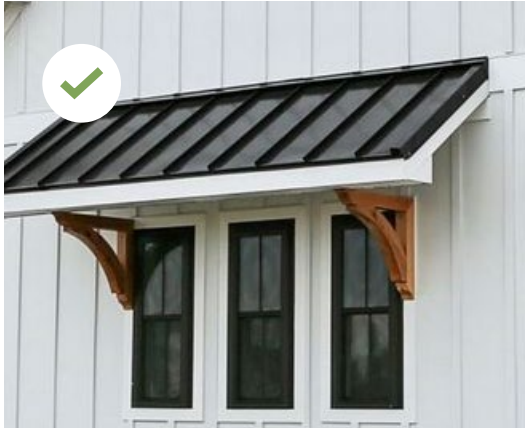


Please Avoid

- **Clutter:** Avoid clutter by limiting the number of signs and ensuring each serves a distinct purpose.
- **Busy Branding:** Avoid overly busy graphics or excessive logos.
- **Highly Manufactured Materials:** Avoid the use of plastics or vinyl.



In charming rural communities, businesses often adopt a rustic charm for their awnings, featuring traditional slope and gable awnings.



Consider

- **Colour Coordination:** Adhere to the prescribed colour scheme detailed on [page 6](#).
- **Simplified Designs:** Minimize the look of clutter and keep to solid or minimal graphics.



Please Avoid

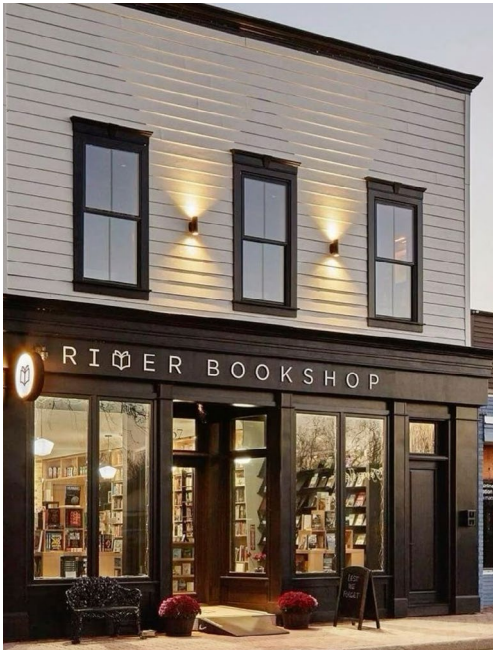
- **Busy Branding:** Avoid overly busy graphics or excessive logos.
- **Random Colours:** Avoid colours outside the suggested colour scheme detailed on [page 6](#).
- **Overstated Patterns:** Best served by avoiding intricate patterns, with a preference for simple and tasteful stripes.

To maintain a professional aesthetic, awnings should be regularly cleaned, and any fading or tearing instances should prompt immediate removal.

LIGHTING STYLE



Street lighting often creates a traditional and cozy ambience, enhancing the small-town charm. Utilizing classic wrought iron sconces, lampposts, and hanging fixtures can illuminate the street with a soft glow, contributing to the quaint and inviting atmosphere of the town.





Embrace the opportunity to enhance with additional lighting.

The gentle glow of twinkle lights nestled in trees and the inviting warmth of bistro lights can transform an outdoor space.

PATIOS



Relaxed and casual-chic outdoor spaces feature wooden furniture, including picnic-style tables and benches, alongside wrought iron or eclectic pieces that exude rustic charm with an antique touch. Enliven the atmosphere with vibrant greenery using potted plants, flower boxes, or hanging baskets adorned with colourful flowers. Incorporate soft and ambient lighting through lanterns and other carefully chosen decorative light fixtures to enhance the ambience.

Floral colour suggestions can be found on [Downtown Centre Floral Landscaping on page 18.](#)



Seasonal florals in Mildmay’s downtown are vital in enhancing the small town’s charm, offering aesthetic appeal and contributing to its unique character with a changing identity throughout the seasons.

This connection to nature enhances walkability, fostering harmony in the urban environment and creating an inviting atmosphere. Additionally, these florals play a role in event enhancement, adding a festive atmosphere to town events and festivals.



Flowers enrich the welcoming atmosphere of any space.

Whether in planter boxes, hanging planters, or under-window baskets, they offer a canvas for imaginative design and opportunities to enhance the pedestrian experience.





Consider



Seasonal Displays: Plan for seasonal rotations to keep the display fresh and relevant.



Colour Coordination: Coordinate the floral arrangement with the colour schemes outlined above. Consider the colour of buildings, street furniture, and other urban elements.



Low Maintenance: Choose resilient plants that can thrive in the busy environment of a downtown area with minimal care requirements.

PUBLIC ART



Elevate the charm of Mildmay with a vibrant tapestry of art and design initiatives. Engage with local artists and the community to transform the urban landscape into an inviting canvas that reflects our culture, history, and creativity.

- Commission local artists for dynamic murals celebrating the community's culture, history, and natural surroundings.
- Encourage community participation through painting sessions for benches, planters, functional elements, bike racks, and garbage cans.
- Add artistic elements to crosswalks through colourful patterns or designs, contributing to both safety and aesthetics.



OTHER CATEGORIES



Street Banners

Install decorative street banners that showcase local events, festivals, or seasonal themes, adding a festive and welcoming touch.

Community Bulletin Boards

Install community bulletin boards for posting local events, announcements, and information, fostering a sense of community engagement.



Historical Signage

Incorporate historical signage that provides information about significant landmarks, buildings, or events, enriching the town's cultural narrative.



Festive Seasonal Decorations

Embrace seasonal decorations such as themed banners, lights, or window displays to add a festive and celebratory atmosphere.





Street Fixtures

Strive to ensure that garbage cans, benches, and other street fixtures maintain consistency and align with the overall brand aesthetic, incorporating elements like rustic wood, iron, and a cohesive colour palette that harmonizes with the brand's accents.

