



Shop • Dine • Play • Stay

Lovin' it Local

Kawartha Lakes & Haliburton County

PARTICIPANT TOOLKIT

Thanks for downloading the Lovin' Local Toolkit! We have various assets for you to access and use to promote the campaign.



THE BRAND GUIDE

We recommend that you first download and familiarize yourself with the Lovin' it Local brand guide, and ensure that proper colours, logos and fonts are being used when possible.

[CLICK HERE TO ACCESS](#)

COMMUNITY BADGES

Each community has their own specific badge! It will note your town name and region and can be used to promote all things local in your area.

[CLICK HERE TO ACCESS](#)



SOCIAL MEDIA

The Lovin' it Local Campaign has a Facebook and Instagram account it will be using to promote the initiative. Feel free to like, follow and share the content that is being put out on these platforms.

FACEBOOK: www.facebook.com/Lovin-it-Local

INSTAGRAM: @lovinitlocal

Hashtags: #lovinitlocal #lovinitlocalkawarthas

For a personal hashtag for the campaign simply add your own town name: #lovinitlocal(insert town) i.e. #lovinitlocalfenelonfalls #lovinitlocalbobcaygeon

FACEBOOK & INSTAGRAM TEMPLATES

Templates have been created for you to access and add your own wording and imagery. These can be edited at the link below in Canva.

[CLICK HERE TO ACCESS](#)



Please ensure when using the pre-made templates that the imagery you are adding is a good viewing resolution to avoid pixelation. Should you require a specific template or design, please feel free to ask and we would be happy to create for you!

Email any imagery requests to: info@lovinitlocal.ca

GENERAL LOGOS



The general logos for the campaign can be accessed at the link below. These can be used to promote the campaign as a whole. You can find the main logo, secondary logo and icon variations at the link below.

[CLICK HERE TO ACCESS](#)

WEB BANNERS

Web banners to add to your website can be accessed at the link below. We recommend adding a banner to your site, and linking it to the main Keepin' it Local website - www.lovinitlocal.ca.

[CLICK HERE TO ACCESS](#)



Should you require any custom designs or specific sizing for any of the provided items, please feel free to reach out, and we can have them created on your behalf.

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