

ONTARIO BUSINESS IMPROVEMENT AREA ASSOCIATION

# SHOP MAIN STREET CANADA. SUPPORT LOCAL

## Toolkit



# Introduction

Empowering Communities, Strengthening Local Economies

The Ontario Business Improvement Area Association (OBIAA) is proud to launch Shop Main Street Canada, Support Local—a national campaign dedicated to celebrating and strengthening the businesses that form the heart of our communities. This initiative encourages Canadians to adopt a local-first mindset, recognizing the critical role that Main Street businesses play in driving economic growth, creating jobs, and fostering vibrant, resilient neighborhoods.

## Why Support Local?

At OBIAA, we believe that thriving local businesses are the foundation of strong communities. When you shop at independent retailers, dine at neighbourhood restaurants, and use local services, you contribute to:

**Economic Prosperity** – Every dollar spent locally generates more revenue for your community.

**Job Creation** – Small businesses are among the largest employers in Canada.

**Community Identity** – Main Streets bring character, culture, and uniqueness to our cities and towns.

**Sustainable Growth** – Local businesses often source goods and services within their regions, reducing environmental impact.

Together, we can create a lasting impact and ensure the success of businesses that make our communities unique. Join the movement. **Shop Main Street Canada. Support Local.**



# How to Get Involved:

You can support this movement in a few ways. We have created two Shop Main Street Canada. Support Local logos to assist.

1. Submit a Press Release using the [Press Release Template](#)
2. BIA & Business Logo – This customizable version allows BIAs, organizations, and businesses to add their branding to show their commitment to local economic development.
3. Social Media Frame – Designed for individuals to update their personal social media profiles, this frame is a simple yet powerful way to show solidarity with the campaign.
4. Share everywhere! Your BIA, Organization, Businesses, Community Members - Let's share our message across Canada!

## Hashtags & Mentions

#ShopMainStreetCanada

IG: @OBIAA\_

Facebook: @OntarioBIAAssociation

LinkedIn: @Ontario Business Improvement Area Association

## Quick Links

**[Press Release Template](#)**

**[Brand Guidelines](#)**

**[OBIAA](#)**



# BIA & Business Logo Guide

Shop Main Street Canada is a national initiative that unites Business Improvement Areas (BIAs) and local organizations to encourage shopping locally. The logo is designed to be adaptable, allowing BIAs and community organizations to place their logos at the center while maintaining a consistent national brand identity.

## Primary Logo (For Organization Use)



**File Format:** PNG with a transparent background

**Structure:** Circular emblem with "SHOP MAIN STREET CANADA" at the top and "SUPPORT LOCAL" at the bottom, featuring a red maple leaf accent. The center is intentionally left blank for BIAs and organizations to insert their logos.

**Recommended Use:** Digital and print materials, promotional assets, and signage.

Additional information on how to use the logo can be found in the **TOOLKIT DRIVE** here:  
[https://drive.google.com/drive/u/0/folders/1homic4t9cGthAm5Tv\\_Jp15si8wsG4bV-](https://drive.google.com/drive/u/0/folders/1homic4t9cGthAm5Tv_Jp15si8wsG4bV-)

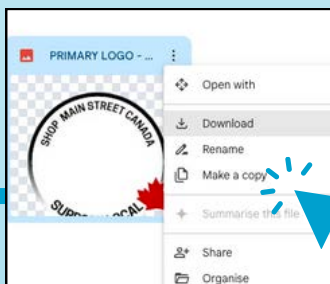
## How to use:

### 1. Download Primary Logo from Google Resource Drive



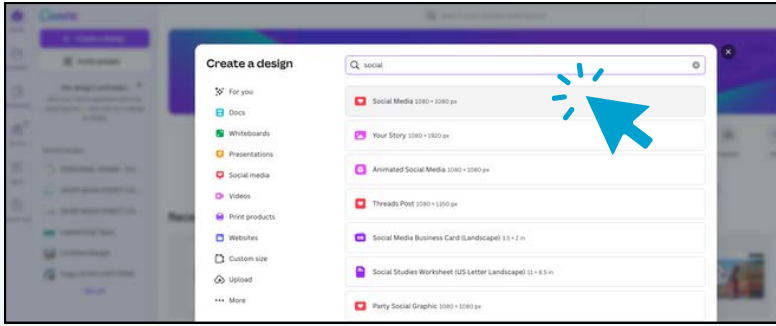
Navigate to the **TOOLKIT DRIVE**:

[https://drive.google.com/drive/u/0/folders/1homic4t9cGthAm5Tv\\_Jp15si8wsG4bV-](https://drive.google.com/drive/u/0/folders/1homic4t9cGthAm5Tv_Jp15si8wsG4bV-)



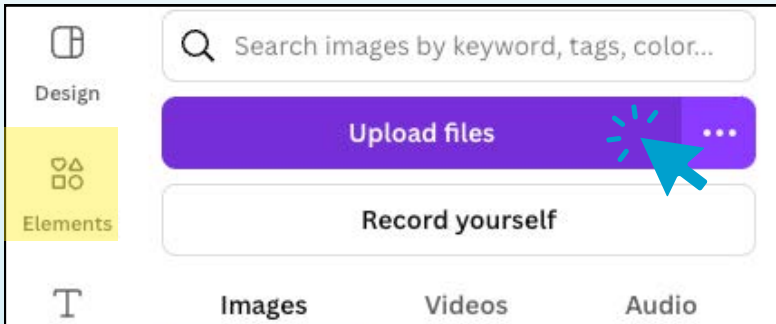
Right click and download the **PRIMARY LOGO** for organization use, and the **SECONDARY LOGO** for personal use as a .PNG

## 2. Create a SQUARE Canva File



For a shortcut click **Create a Design** and choose **SOCIAL MEDIA 1080 X 1080 px**

## 2. Upload as a LOGO .PNG into canva



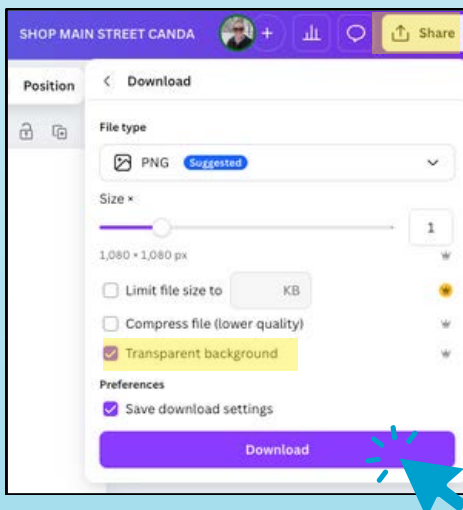
Click **Elements** in the left menu and then click **Upload Files** - navigate to the folder where you downloaded the **PRIMARY LOGO**

## 3. Insert your Organization's LOGO onto PRIMARY LOGO



- The **centre of the logo** is reserved for BIAs and organizations to insert their own logos.
- Logos should be centered and scaled appropriately without disrupting the readability of the surrounding text.
- The inserted logo should not extend beyond the blank space provided.


## 4. Save your file as a .PNG with a TRANSPARENT BACKGROUND



After your Organization's Logo has been added onto the PRIMARY LOGO, click **Share** in the top right corner, select **PNG**, and make sure to select **TRANSPARENT BACKGROUND**

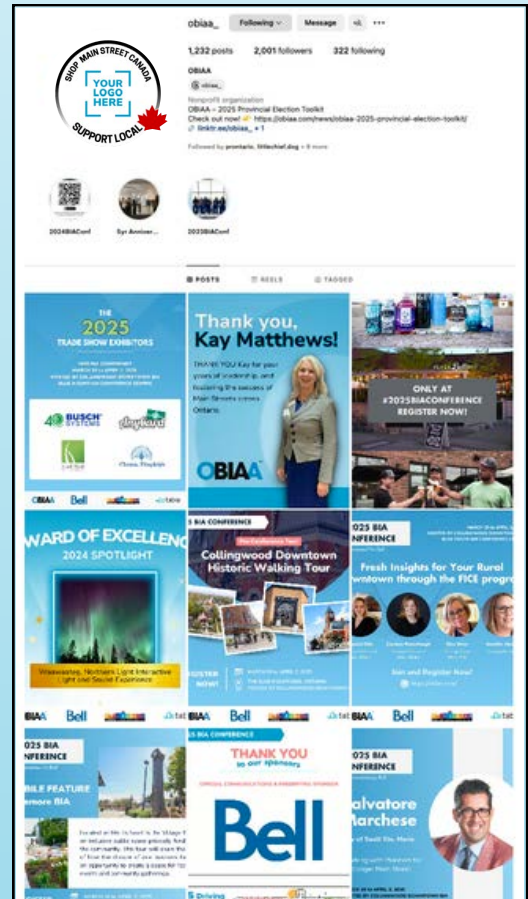
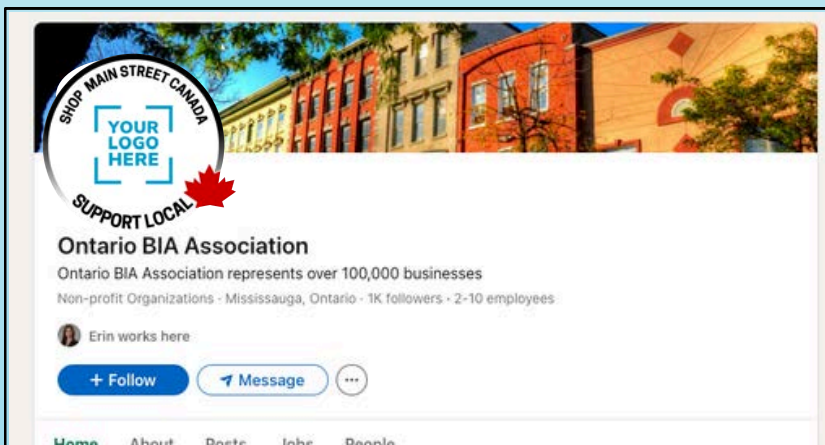
# Example Logos



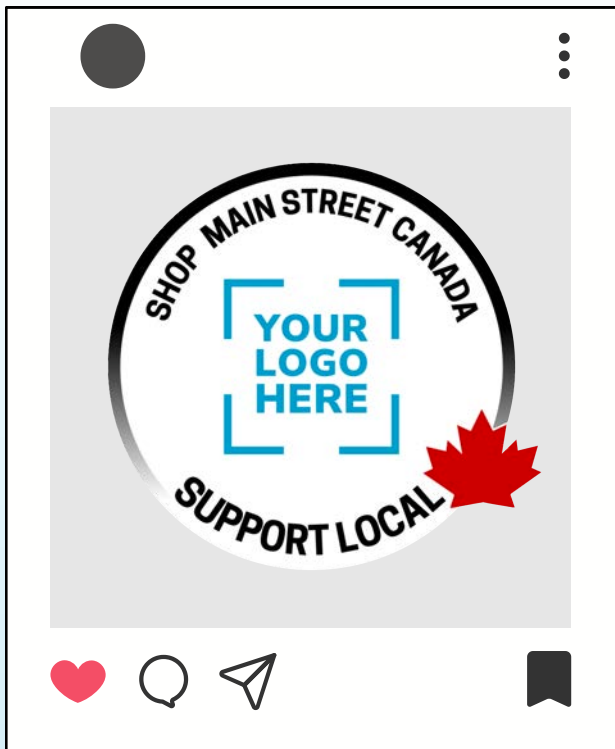
 If an organization does not have a logo, their name may be added in **black, bold, sans-serif text** centred in the space.

# Example Logo Usage

## Social Media:



## Sample Social Media Post:



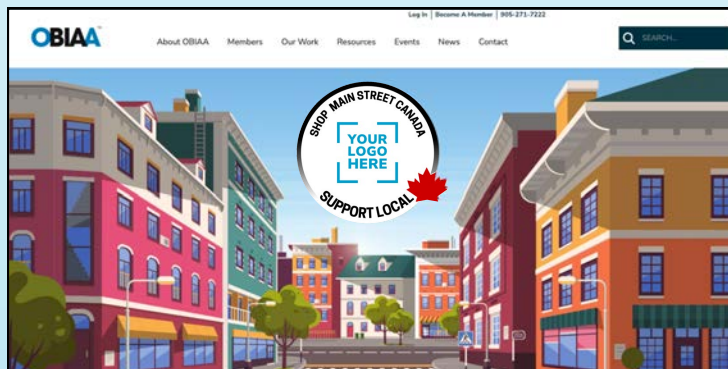
🛍️ We're proud to support the Shop Main Street Canada. Support Local campaign because we see firsthand how every dollar spent locally makes a difference in our local economies.

Join the movement by:

- ✅ Shopping at local stores
  - 🍴 Dining at independent restaurants
  - 📦 Choosing Canadian-made products
- Show your support!

Tag your favorite businesses & use #ShopMainStreetCanada

## Website Banner:



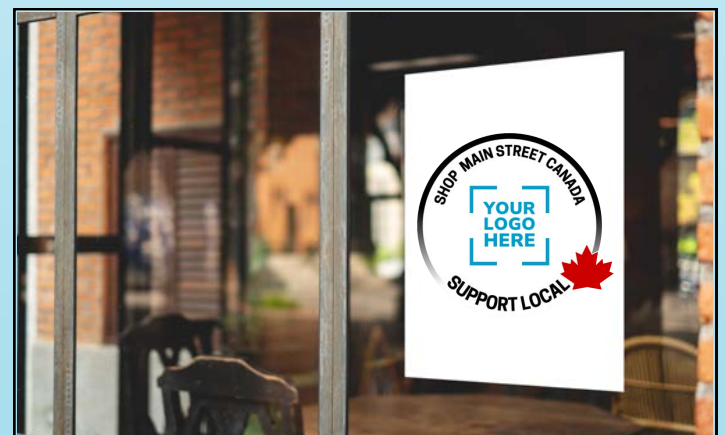
## Email Signature:



## Stickers:



## Poster:



# Secondary Logo (For Personal Use)



**File Format:** PNG with a transparent background

**Structure:** Circular emblem with "SHOP MAIN STREET CANADA" at the top and "SUPPORT LOCAL" at the bottom, featuring a red maple leaf accent. The centre is cut out with a transparent background to place on top of personal profile photo.

**Recommended Use:** Personal Social Media profile Frame.

Additional information on how to use the logo can be found in the **TOOLKIT DRIVE** here:

[https://drive.google.com/drive/u/0/folders/1homic4t9cGthAm5Tv\\_Jp15si8wsG4bV-](https://drive.google.com/drive/u/0/folders/1homic4t9cGthAm5Tv_Jp15si8wsG4bV-)

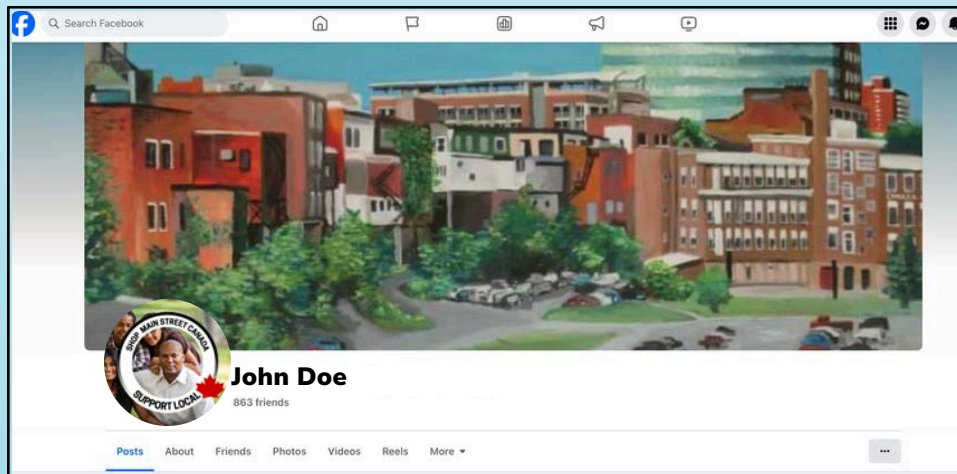
## How to use:

**Follow same instructions for PRIMARY LOGO - note that SECONDARY LOGO is designed with a transparent window for profile photo.**



- Upload your desired profile photo onto a SQUARE Canva panel, along with the SECONDARY LOGO .PNG.
- Position the SECONDARY LOGO .PNG over your photo and adjust as needed.
- Save in any photo format. Upload to preferred social media platform.

### Example:

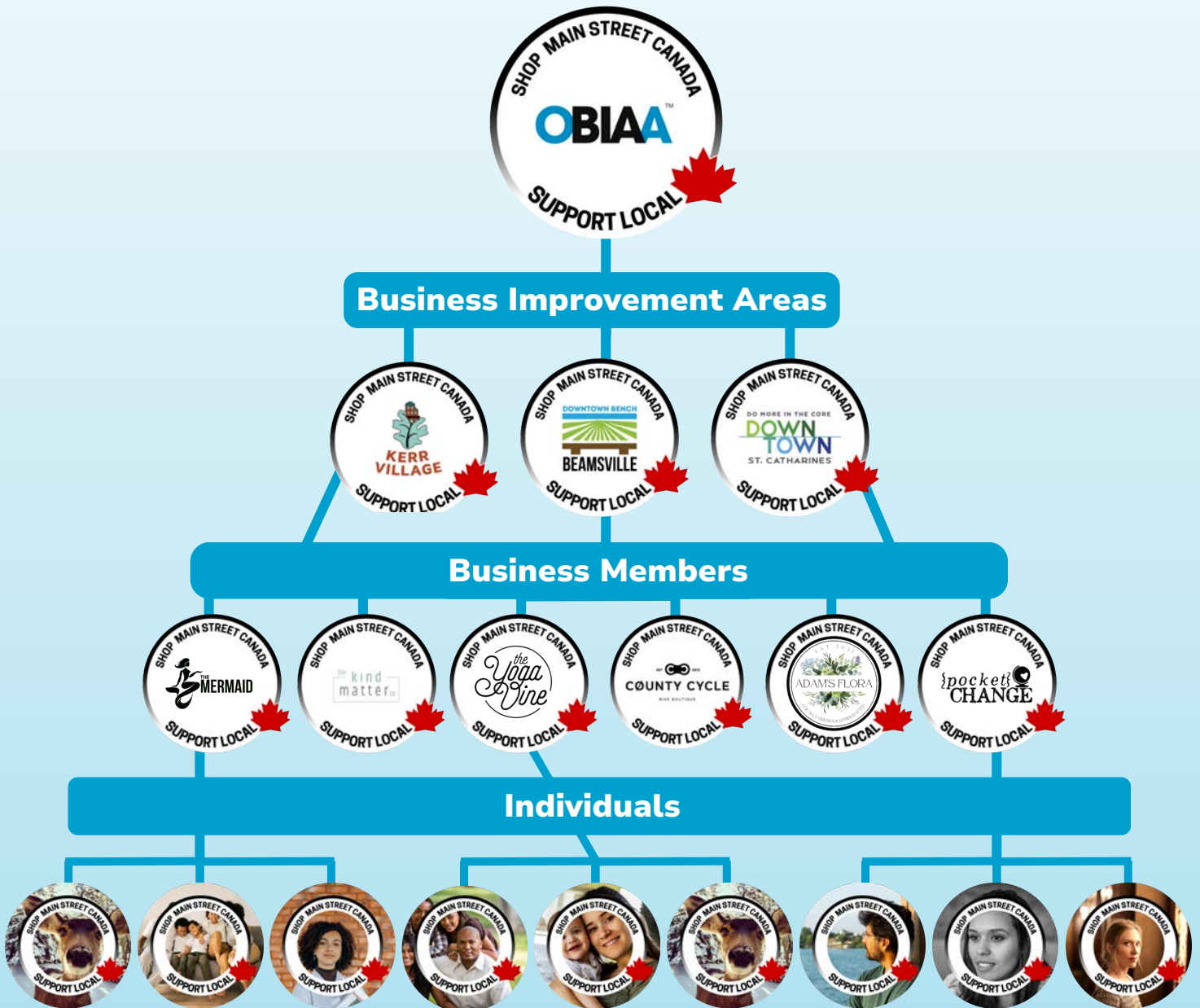




# SHARE EVERYWHERE!

“This campaign is more than just a call to shop locally—it’s about making a conscious choice to strengthen our communities. By supporting Main Street businesses, we ensure that they continue to thrive and that our local economies remain vibrant for generations to come.”

- Kay Matthews, Executive Director, OBIAA



# OBIAA™

For questions about logo usage or branding compliance, please contact:  
Ontario Business Improvement Area Association  
[marketing@obiaa.com](mailto:marketing@obiaa.com) | [obiaa.com](http://obiaa.com)