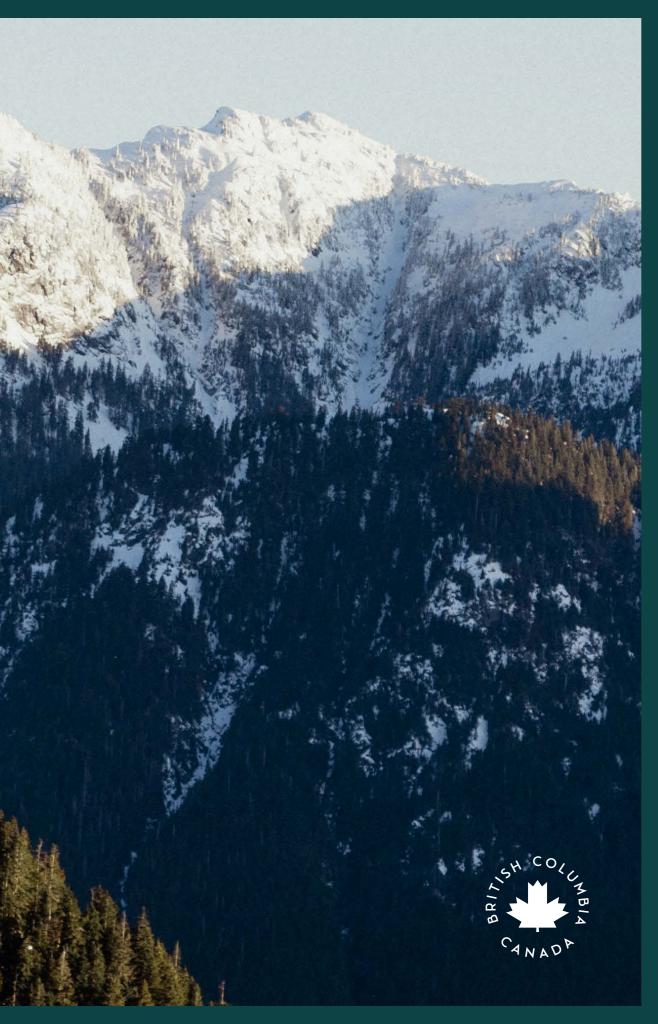
vancouver's Norder Shore

BRAND GUIDELINES 2020



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WELCOME

These guidelines are just that, a guide. Not rules in place to undermine or restrict creative ambition, but a guide to help create visual and tonal consistency across everything we do, and empower everyone that uses them.

These guides will be reviewed and will evolve over time to ensure that they are as easy to follow as possible for all stakeholders.

WHO WE ARE

The world is taking notice of Vancouver's North Shore. With the growth of tourism to British Columbia increasing, we are seeing more visitors to our destination and a greater awareness of the experiences we offer. Our outstanding natural beauty, world-class attractions, characterful communities, and outdoor recreation opportunities, that lie just on the edge of the province's biggest city are attracting visitors in ever higher numbers. To continue spreading the word and raising awareness we need our storytelling to be authentic, compelling and consistent.

The following are the building blocks of our brand, created in the reflection of the experiences of our locals and our visitors, this is what sets us apart, what we stand for, and how we show up in the landscape.

That feeling. That realization. That need to escape, even just for a while. It comes to us all. Which is why you should all come to us.



We're not far away, but far enough. Far enough to forget. Far enough to remember. To let your spirit run free. To feel alive and rejuvenated, but most of all, to feel that you belong.



This place is the past and the future, both at the same time. Analogue pleasures for the digital generation. Where the switched on come to switch off. From downtown to downtime in minutes.





Our beer is cold and our welcome is warm. This is life lived unstructured, unhurried and unsurpassed. Nowhere close-by comes near to what we have. Nowhere so quickly adjusts its rhythm to your beat.





This is Vancouver's North Shore. There's nowhere better natured.





Our diverse experience offering means that Vancouver's North Shore is many different things to many different people. While these pillars are not our only North Shore experiences, these are the reasons to believe, differentiating us, and helping us connect with our visitors.



Accessibilty and proximity to the city

VNS

Diverse Outdoor Recreation

Welcoming neighbourhoods and community culture

BEAUTY NATURAL

It's our majestic mountain backdrop that has our neighbour repeatedly crowned as one of the most beautiful cities in the world. Our massive peaks welcome visitors to our region and continue to be the constant in a dynamic and varied landscape as they travel the Lower Mainland. Our crystal waters and old-growth forests are steps away from our downtown settings. From our water's edge to our mountain peaks, it's here you'll find a fresh perspective with unparalleled and inspiring sights.



Messaging:

THE MOTHER OF ALL NATURE Get close to nature and far from average REFRESHMENT SERVED DAILY NATURE'S ADVENTURE PLAYGROUND

Messaging:

Far from ordinary, but not far from you CITY TO GRITTY IN MINUTES DOWNTOWN TO DOWNTIME IN MINUTES



In a place like Beautiful British Columbia, our natural beauty alone doesn't make us unique - the accessibility and proximity to the city does. Not an hour down the highway, but mere minutes to Downtown Vancouver. We are the wilderness on the city's doorstep. Here you move from cosmopolitan neighbourhoods to wild adventure and back in an afternoon. We are the gateway to adventure.



AND PROXIMIT \geq



The adventure starts here. We are the playground that frees spirits and makes you feel alive. Home to worldclass outdoor recreation on our mountains and in our waters. We are known internationally as a mountain biking mecca, the birthplace of freeriding. Our outside is ingrained in how we live, work, and play. We welcome the chill-seekers and the thrill-seekers. Come play with us.

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WHERE THE SWITCHED ON, SWITCH OFF FILL UP YOUR BUCKET LIST ALL-IN OUTDOORS NATURAL BORN THRILLERS

Messaging:

Messaging:

a shorth stay here stays with you forever nice by nature good natured people. Great natured landscape our beer is cold and our welcome is warm

> Vancouver's North Shore is made up of distinctive and characterful neighbourhoods. Each with a unique vibe and experience but all full of small-town spirit and North Shore pride. We love the outdoors, but we also love art and culture, dining, shopping, and craft beer. We are nice by nature. We love where we live, know how to have fun, and want to show off how to explore like a local.

LOGO

Our visual identity holds hands with our neighbours but now looks to stand tall, defining our place in the landscape. Dynamic and memorable, modern and bold, but with a sense of nature and culture to give it warmth. Our elongated typography takes inspiration from indigenous carvings and nods to the mountainous landscape that towers over our buildings and forests.

It has a rhythm that projects the exhilaration and adventure our visitors and residents said the North Shore represents to them. Vancouver's North Shore is a place to do things, to go wild, connect with people, nature and yourself, our identity represents this energy with a unique feel and constant pulse.

VANCOUVER'S HORTH





VANCOUVER'S NORTH SHORE



VANCOUVER'S NORTH SHORE

VANCOUVER'S NORTH SHORE

NORTH SHORE

INTERNATIONAL LOGO





LOGO CONSTRUCTION

LOGO PARAMETERS

Area of noninterference

The logo is most powerful and effective when positioned away from distracting elements. Intruding graphics will tend to clutter and crowd the logo, making it harder to see and remember. Illustrated here is the minimum control space. However, the more space we give our logo, the greater the visibility.





Control space



Minimum Size

The VNS logo has been designed to reproduce at a minimum of .75" wide. On the web the minimum size of the logo is 54 pixels wide. There is no maximum reproduction size of the logo.



.75" and 54 pixels wide

MISUSE OF LOGO

It is important that the appearance of the logo remains consistent. The logo should not be modified or added to. The logo must never be redrawn or modified in any way. It should only be reproduced from the artwork provided. Never place the logo over a busy image. When using the logo over image areas, select a wide swathe of very dark or light colour. The monochrome versions will work best in conjunction with photos.

X

X



Unacceptable: Do not stretch, condense or skew.



Unacceptable: Incorrect colors. The VNS logo must be reproduced in the correct brand colours.

Unacceptable: Logo contained within a circle or shape that suggests it is part of the logo



Unacceptable: Altered size or arrangement of elements.



Unacceptable: No lines, text or art should be placed within the control space.



X

will obstruct visibility.





Unacceptable: Do not place over a background that

CORRECT USE OF LOGO











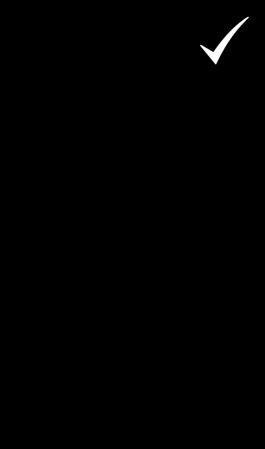
VANCOUVER'S NORTH SHORE



NORTH SHORE

CORRECT USE OF LOGO

It is important that the appearance of the logo remains consistent. The logo should not be modified or added to. The logo must never be redrawn or modified in any way. It should only be reproduced from the artwork provided. Never place the logo over a busy image. When using the logo over image areas, select a wide swathe of very dark or light colour. The monochrome versions will work best in conjunction with photos.





VANCOUVER'S NORTH SHORE

NORTH SHORE

CORRECT USE OF LOGO

It is preferred that the logo sits freely on its own, but If a background block or panel is needed behind the logo. Please adhere to the non interference guides on page 8 and below. Block panel colours should only consist of the brand colours - blue, white, cream or black. Block panels might be used on website, mobile or promotional materials if the background image is too busy.

x1

Control space











NORTH SHORE





INTERNATIONAL LOGO PARAMETERS





<section-header><text>



VANCOUVER'SNORTHNORTHNORTHSHOREBRITISH COLUMBIA



PRIMARY COLOUR PALETTE

The consistent use of colour is a critical factor in building the Vancouver's North Shore brand worldwide. Colours evoke a response that reaches beyond culture and language. The primary colours for our brand consist of Dark Green, Dark Blue, Orange and Light Blue. These combination of colours should be the principal selection in the creation of collateral materials. The primary colours are linked to each of our brand pillars. **PANTONE N/A** C 93 M 55 Y 60 K 45 R 1 G 67 B 75 Hex #014345

ACCESSIBILTY AND PROXIMITY TO THE CITY

NATURAL BEAUTY



Hex #221c35



PANTONE 144 U C 0 M 56 Y 85K 0 R 249 G 138 B 60 Hex#f98a3c

DIVERSE OUTDOOR RECREATION

PANTONE 124-4 C C 46 M 0 Y 19 K 0 R 132 G 208 B 211 Hex #84d0d3

SECONDARY COLOUR PALETTE

A range of secondary colours have been chosen to compliment and enhance our primary colours. All communications material should maintain a dominance toward the primary colours but can also utilize colours from the secondary palette.

COMOYOKO R 25 G 425 B 25 Hex #ffffff

C 63 M 37 Y 40 K 21 R 96 G 121 B 125 Hex #60797d

C0M0Y0K90 R 60 G 60 B 59 Hex #3c3c3b

C7 M7Y16K0 R 240 G 234 B 220 Hex #f0eadc

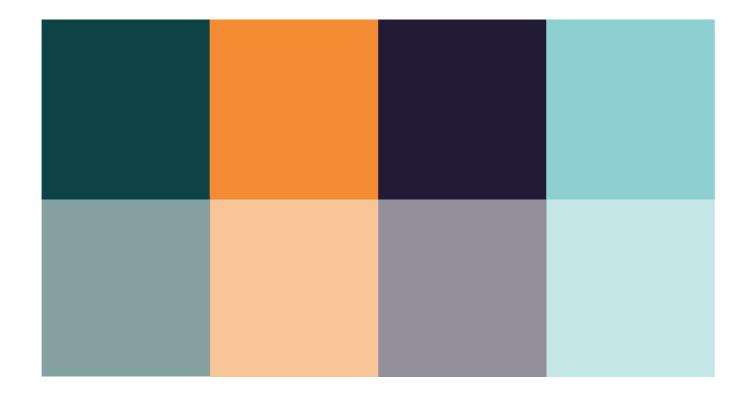
C 14 M6 Y6 K 0 R 224 G 231 B 236 Hex #e0e7ec

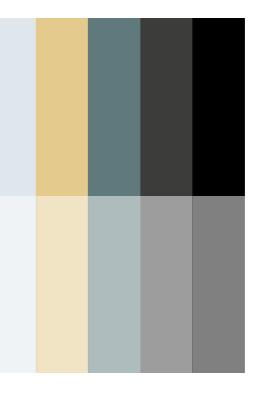
C 0 M 0 Y0 K 100 ROGOBO Hex #000000

C 16 M 11 Y 18 K 0 R 222 G 220 B 212 Hex #1dedcd4

C 12 M 19 Y 52 K 1 R 228 G 202 B 140 Hex #e4ca8c

FULL SPECTRUM





100%

50%

PRIMARY TYPOGRAPHY

Typography is a key visual signifier for any brand. In order to create a more identifiable and consistent look and feel we use Charoe Typeface as our primary font, a playful and quality looking sans serif typeface which will be used for all headlines in print and digital.

CHaroe THIN

abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnopqrstuvwxyz
0123456789 #@%€£\$¥?!%

CHaroe THIN

abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnopqrstuvwxyz
0123456789 #@%€£\$¥?!%

CHaroe medium

abcdefghijklmnopqrstuvwxyz Abcdefghijklmnopqrstuvwxyz 0123456789 #@%€£\$¥?!%

CHaroe semi Bold

abcdefghijklmnopQrstuvwxyz
AbcdefghijklmnopQrstuvwxyz
0123456789 #@%€£\$¥?!%

снагое тніп

abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnopqrstuvwxyz
0123456789 #@%€£\$¥?!%

SECONDARY TYPOGRAPHY

Grad is our secondary typeface Grad is only used for small text and paragraphs that support the primary typeface headlines. This includes everything on the web, in PowerPoint presentations, print materials and digital ad copy.

Grad Regular

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 #@%€£\$¥?!%

Grad Italic

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 #@%€£\$¥?!%

Grad Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 #@%€£\$¥?!%

BRAND ELEMENTS

Our brand graphic devices are linked strongly to our brand pillars. They signify community, nature, sense of place and travel. These are to be used as elements across all print and digital to support the main messaging. The small icons can be used in any of the full brand spectrum colours and the transparency can be decreased to any opcatity that works cohesively with the overall design. Please keep the larger rounded shapes fully opaque.









BRAND ELEMENTS

Our logo can be used as a

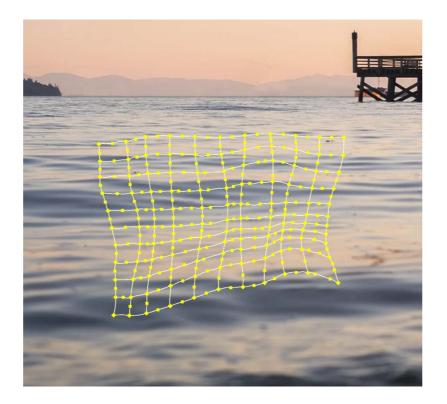
supporting graphic pattern. The opacity can be reduced to any level and the size of the logo can be increased to any size that fits well to the design.





INFINITE IDENTITY SYSTEM

Our infinite identity system sets us up for success. This system generates graphic messaging that we can utulize for print ads and digital assets.







+ MESSAGING

INFINITE IDENTITY SYSTEM

NATURAL BORN BORN ERS

We use Kapra Neue Semi Bold typeface in our infinite identity system.

CIT TO GRITT GRITT GRITT SI AUES

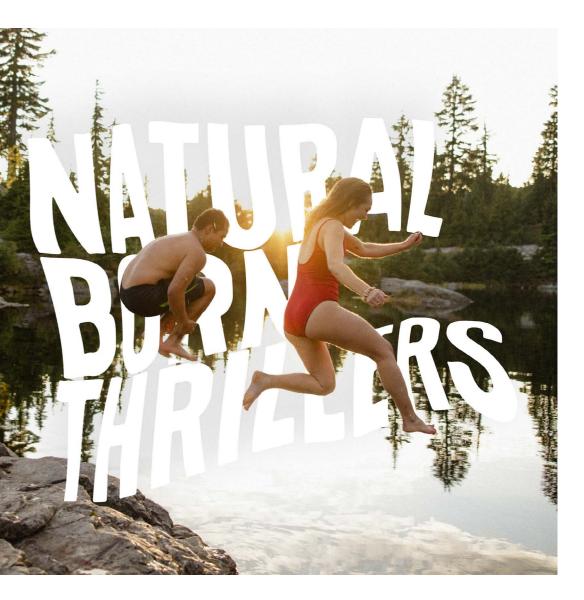
NDWHERE BETTER BETTER BETTER



INFINITE IDENTITY SYSTEM

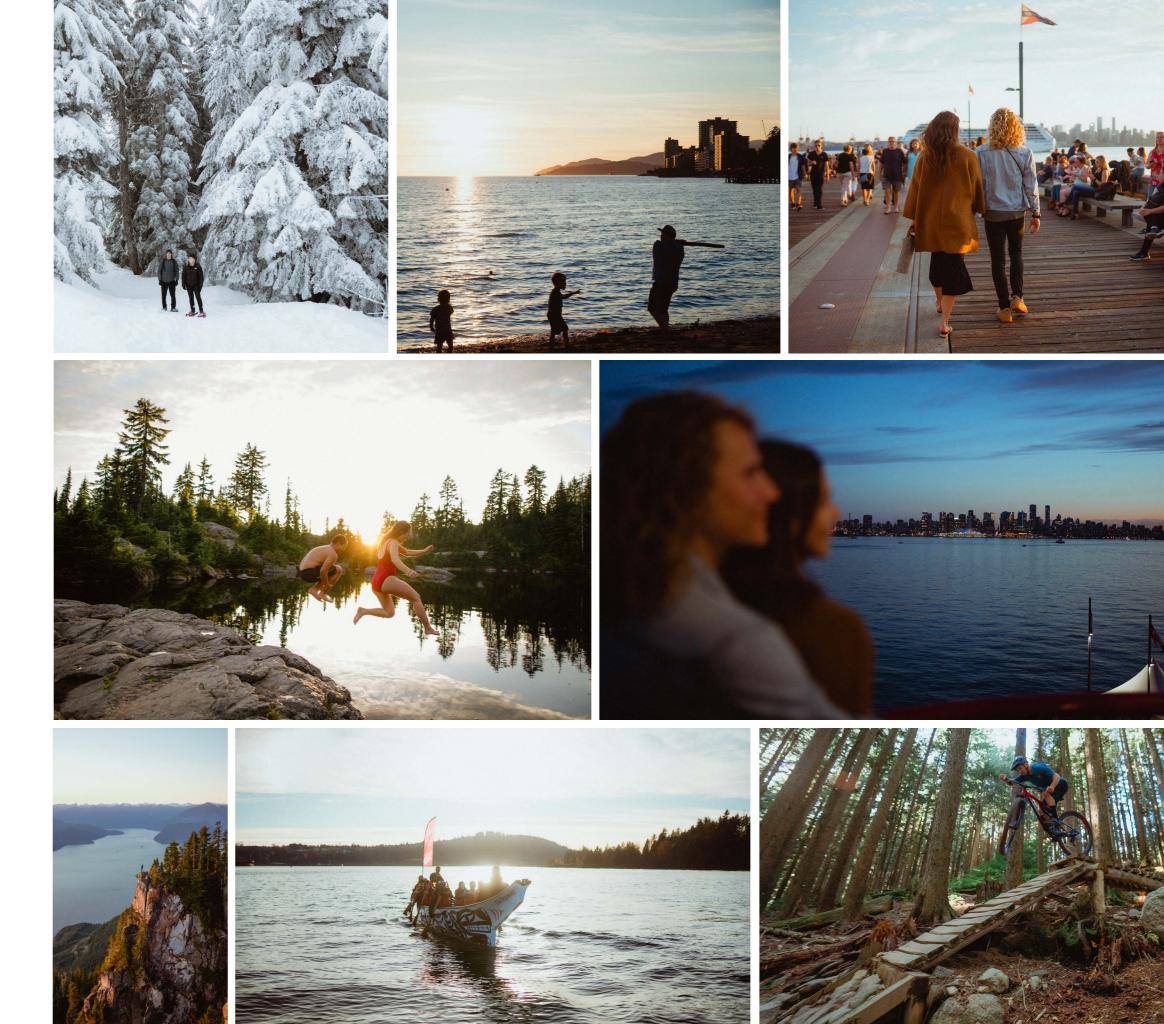
Once graphic message has been created. Combine with photograph subject and mask elements. Result is a message that is radiating from the subject.





PHOTOGRAPHY

Our images should be shot in a way that captures the warmth and beauty of the region. Where possible we should also leave a generous amount of negative space in the frame to create room for visual elements such as logo lock-ups, graphic devices and headline copy.



TAGLINE

Our preferred format is using the primary brand font Charoe set at full caps or lower case on one line or stacked as below. However, in some cases it can be used with the secondary font or used in the infinite identity system.





nowhere better natured nowhere Better natured NOWHERE BETTER NATURED

nowhere Better natured



vancouver's NORTH SHORE

nowhere Better natured



VANCOUVER'S NORTH SHORE

BRAND GUIDELINES

This guidelines document & design of the Vancouver's North Shore brand was created by Loki Creative | weareloki.com





