



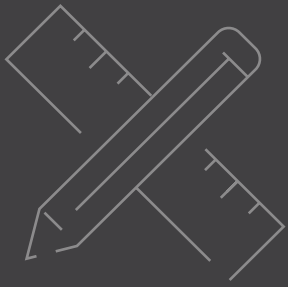
Brand Guidelines

Last Updated

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About Brand Guidelines

The purpose of the guidelines is to provide a framework that ensures a consistent brand identity. These guidelines cover all visual elements of the brand as well as instructions on how to use them correctly.

Creating a consistent and unified image is essential to creating a strong and lasting brand identity.

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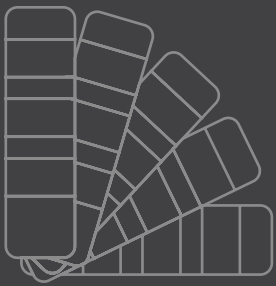
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Colour Palette

Presented on the following page are the primary and secondary colours of your colour palette. These colours should be used when creating any branded assets, such as collateral, documents, or materials. These may include but are not limited to stationery, advertising, signage, etc.

Colour Palette

Primary

Ocean

PANTONE COATED: 5483 C
PANTONE UNCOATED: 549 U
CMYK: 78/34/43/7
RGB: 58/130/135
HEX: #3A8287

Spruce

PANTONE COATED: 567 C
PANTONE UNCOATED: 330 U
CMYK: 85/51/70/54
RGB: 24/62/53
HEX: #183E35

Secondary

Ochre

PANTONE COATED: 125 C
PANTONE UNCOATED: 117 U
CMYK: 27/46/100/6
RGB: 181/134/45
HEX: #B5862D

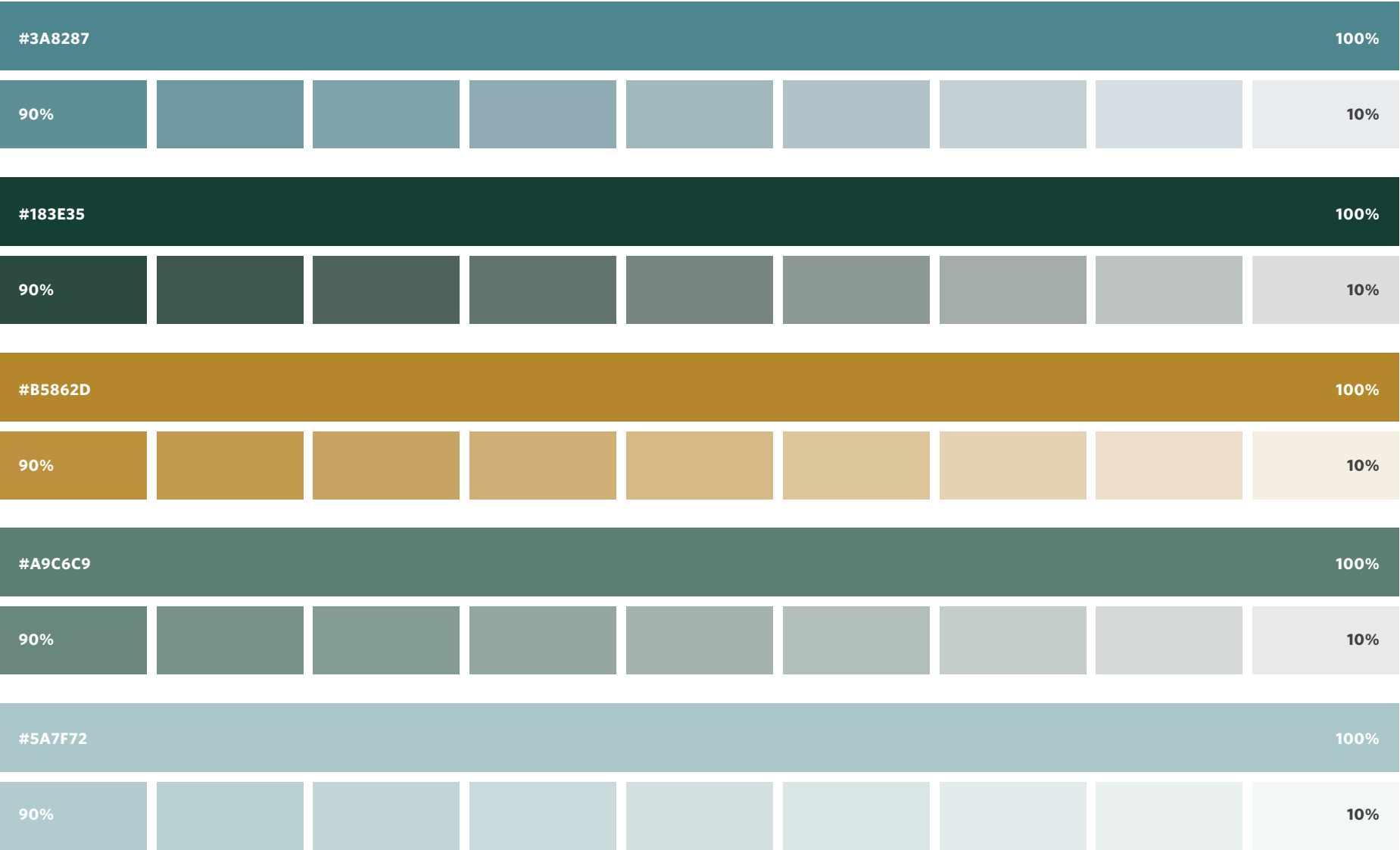
Fern

PANTONE COATED: 5555 C
PANTONE UNCOATED: 625 U
CMYK: 67/36/56/12
RGB: 90/127/114
HEX: #5A7F72

Fog

PANTONE COATED: 5513 C
PANTONE UNCOATED: 5513 U
CMYK: 34/12/18/0
RGB: 169/198/201
HEX: #A9C6C9

Colour Tint



Colour File Formats

HEX

A HEX colour code is used for web and digital design. The colour is represented by six numbers or letters or a combination of both. For example, the code for black is #000000, and the code for white is #ffffff.

RGB

RGB colour are also used for digital applications. This format combines red, green, and blue to create a spectrum of colors. The colour code is represented by three numbers, for example, black is 0,0,0 and white is 255, 255, 255.

CMYK

CMYK colour formats are used for print applications. The process involves using tiny dots of the colours cyan, magenta, yellow and black, when overlapped they blend to create a colour. This colour code is represented with four numbers, for example, the code for black is 0,0,0,100 and white is 0,0,0,0.

PMS

PMS is the format for Pantone or Spot colours and is used when sending to printers, not for in-house applications. Variations depend on the type of paper the project is being printed on — coated (Pantone C) or uncoated (Pantone U). This colour is represented as a number or name, followed by a C or a U. For example, black for printing on coated paper is Pantone Black C.



Logo & Usage

This one-of-a-kind custom mark is the official logo for Vancouver Island North Tourism. As the foundation of your brand, it should be used in all instances relating to Vancouver Island North Tourism to convey to customers who you are, what you do, and why you do it.

Logo

Clear Space & Minimum Size

Clear Space

Always maintain a clear space around the logo to ensure optimal legibility and clean aesthetic in layout. Minimal amount of clear space on all sides of the logo are equal to the height of the “N” in the logo.

Minimum Size

The logo should be sized appropriately for every communication and should never be less than 1.4” wide in print applications or less than 100.8 pixels wide in online applications.

When resizing, the logo should be scaled only proportionally larger or smaller and never stretched, skewed or cropped.

Primary Logo



Clear Space



Minimum Size



Print 1.4 inches wide
Online 100 pixels wide

Logo

Colour Variations

The samples on the right show the allowed colour variations of the logo.

01 Logo on white background

02 Logo on dark background

03 Black on white

04 All white

01



02



03



04



Logo

Incorrect Usage

The logo incorrect usage includes, but is not limited to, these examples.

- 01 DO NOT skew, squish, stretch or resize unproportionally
- 02 DO NOT place logo on busy or distracting background
- 03 DO NOT alter logo layout or remove letters from logo type
- 04 DO NOT rotate logo or place logo on an angle
- 05 DO NOT alter logo colours
- 06 DO NOT alter the logo type font
- 07 DO NOT add any elements to the logo or place the logo in any containment graphics
- 08 DO NOT outline any part of the logo

01



02



03



04



05



06



07



08



Logo

Alternative Layouts + Extras

We've created two alternative layouts for your logo that can be used depending on the application (ex. social media, sponsorship, etc.). The first option includes the word "Tourism" and the second option is the icon by itself.

VIN + Tourism Variation



Clear Space



Minimum Size



Print 1.7 inches wide
Online 163 pixels wide

Icon Only



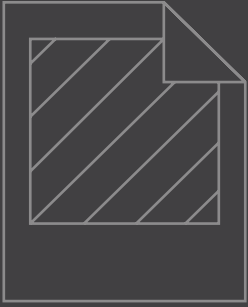
Clear Space



Minimum Size



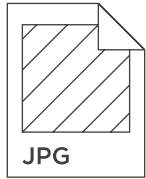
Print 0.5 inches wide
Online 36 pixels wide



File Formats

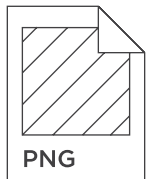
Understanding which file types to use in any scenario is valuable information when utilizing brand assets. In your logo package, we provide the following formats: JPG, PNG, PDF, and SVG. On the next page is a helpful guide to explain each of these formats and when to use them.

File Formats



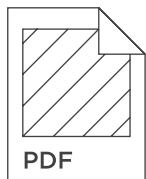
JPEG/JPG

JPEG files are the most commonly seen file format as they are optimized for compression and quick downloads. JPEGs are raster-based and cannot be scaled beyond their size without becoming pixelated. JPEGs do not have transparent backgrounds. If background transparency is required, a PNG file type should be utilized. The best usage for JPEGs is web and is not recommended for print. An example scenario is to use a JPEG when for using on your website.



PNG

PNG is a great format for digital use because it has transparent backgrounds and can be compressed, saving the file size without losing quality. PNGs are raster-based and cannot be scaled beyond their size without becoming pixelated. The best usage for PNGs is web and is not recommended for print. An example scenario is to use a PNG to overlay our logo on an image.



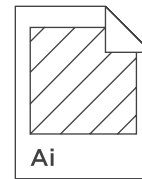
PDF

Typically used for documentation, PDFs are also useful for logos because this file type is universal, supports transparent backgrounds, and is a vector format that can be scaled infinitely. PDFs are most often used for collateral and submissions to a printer. An example scenario would be to send a PDF to a signage company.



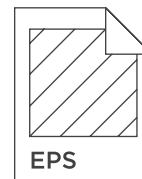
SVG

SVGs are vector-based files intended for online applications. SVGs are a great option for web because they are lighter to download compared to PNG or JPEG. SVG have the ability to be modified in size and color through code and can be animated if needed. The best usage for SVGs is online applications. EPS & PDF file formats do not display online. An example scenario would be to send a SVG to your web developer.



Ai

Ai or Adobe Illustrator files are the original working file the logo was created in and are editable vector files. Any of the previously noted file formats, such as JPEG, PNG, PDF, and SVG may be exported from this file type. Generally, you will not need access to this file format unless you are making changes to your logo. An example scenario would be to send an Ai file to a graphic designer/agency.



EPS

An EPS file is the industry's standard vector file format. When working with a printer, they will often ask for this format, and graphic designers can work with EPS files the same way they can with an Ai file. EPS files cannot support transparency and particularly more complex object types than Ai files can. An example scenario would be to send an EPS file to a printer who is producing collateral.



Typography

Type is a great tool to use in your brand that can create emphasis and hierarchy through font type, weight, size, and style. To maintain overall brand consistency, the following fonts should be used in all materials.

Primary Branded Typefaces

Red Hat Display – Medium and Regular, and Great Forest are the branded primary typefaces, these are used in web and print applications. Red Hat Display font is an open source google font and can be downloaded here <https://fonts.google.com/>

Example

Explore Vancouver Island North

Vancouver Island North is the first word and last stop in western Canada for relaxed and spontaneous ecoadventure. Where you can witness wildlife, such as whales, eagles, and black bears, while discovering our magical shorelines and inland wilderness.

LEARN MORE

Headings

Red Hat Display - Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Body Copy

Red Hat Display - Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Small Headings + Website Buttons

Great Forest

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%^&*[]