

Regional District of Central Okanagan

RDCO BRAND



Visual Identity Guidelines
July 2019

INTRODUCTION

Importance of Brand and Identity

To understand the function and value of the Regional District of Central Okanagan (RDCO) identity, it is important to recognize that every organization has a specific public identity—an identity partly formed by the look of its printed materials, website, communication channels etc. Each element of communication contributes to the overall impression people have of the organization.

When an organization's identification program is a coordinated one, it projects a unified character which works effectively to reinforce all of its activities. In many cases, it also helps the organization to be more cost-effective in its communication efforts by simplifying certain decision-making processes.

The purpose of this manual is to explain the components of the RDCO visual identity program, to define its graphic design standards and to illustrate how these standards are applied. It includes specific instructions for the use of the logo, fonts, corporate colours, as well as several rules governing their use.

Our visual identity is an essential part of a planned approach to building the RDCO's reputation and raising awareness about its facilities, services and programs. Everything the RDCO does, every service it provides, everything it owns should project a clear idea of what the RDCO and its goals are. The visual identity standards set specific rules that are meant to reinforce the projection of a consistently strong and distinguished image.

INTRODUCTION

Why we need a visual identity

Our visual identity and standards promote a uniform identity to the general public and support the organizations reputation as a service provider.

The visual identity program:

- Ensures citizens can easily identify, recognize and access all RDCO programs, services, facilities and information
- Assists citizens to recognize the value of the services they get for their tax dollar
- Helps the RDCO create a positive and approachable image of our organization
- Helps reinforce or support the RDCO's reputation (or brand as it's otherwise known)

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PART

1

OUR LOGO

In many ways, the RDCO's corporate identity has been formed by the work it does. The RDCO is increasingly known as an organization with a regional focus on fostering our economy and protecting our land, water and environment.

Our logo therefore suitably depicts Okanagan Lake at the centre, surrounded by forest and agriculture, with the Interior mountains rising above.

Corporate logo, colours, typeface - these are the pillars of the visual identity of our organization. Their characteristics ensure a consistent image. The logo must not be altered, cropped or reconfigured in any way.



PRIMARY LOGO - STACKED



SECONDARY LOGO - HORIZONTAL

LOGO ANATOMY



**Regional District of
Central Okanagan**

RDCO

Helvetica Neue Bold Condensed

LOGO FONT

MOUNTAIN

PANTONE 268
CMYK: 86/100/0/12
RGB: 79/45/127
HEX: #4F2D7F

ORCHARD

PANTONE 362
CMYK: 78/2/98/9
RGB: 63/156/53
HEX: #3F9C35

LAKE

PANTONE 299
CMYK: 86/8/0/0
RGB: 0/161/222
HEX: #00A1DE

LOGO COLOURS

PRIMARY LOGO



FULL COLOUR ON WHITE



ONE COLOUR ON WHITE



ONE COLOUR KNOCKOUT ON DARK BACKGROUND

SECONDARY LOGO



FULL COLOUR ON WHITE



ONE COLOUR ON WHITE



ONE COLOUR KNOCKOUT ON DARK BACKGROUND

PRIMARY LOGO USAGE

The primary logo stacked is the most important part of the brand identity. It should be used correctly across all materials for an accurate and consistent look and feel. This ensures that the brand's integrity and identity are protected.



GUIDE FOR WHITE SPACE AROUND LOGO



MINIMUM SIZE 0.5" HIGH

SECONDARY LOGO USAGE

The secondary horizontal logo is for use in special cases only. Use it for very small applications less than 0.5" high, or for long narrow formats when the stacked logo will not fit comfortably in the allotted space or cannot be clearly represented.



GUIDE FOR WHITE SPACE AROUND LOGO



MINIMUM SIZE 0.25" HIGH

LOGO MISUSE

In order to maintain a strong, consistent, and successful brand, please keep the logo in the original format in which it was designed. Do not add to or change anything about the logo. These usage guidelines apply to all versions of the logo.



X STRETCH



X ADD SHAPES



X CHANGE COLOURS



X USE KNOCKOUT LOGO ON LIGHT BACKGROUND



X USE PRIMARY LOGO ON DARK BACKGROUND



X ADD SHADOWS OR EFFECTS



X SKEW



X ROTATE



X ADD GRADIENTS

TYPOGRAPHY

Helvetica Neue is the primary typeface for body copy and contact information. It's a clean and sophisticated sans serif that can be used for most text applications.

Aleo is a contemporary serif typeface that has semi-rounded details and a sleek structure, giving it a strong personality while still keeping readability high. It can be used for headings, subheading, pull quotes and call to action items.

Helvetica Neue Bold

Helvetica Neue Bold Italic

Helvetica Neue Regular

Helvetica Neue Italic

PRIMARY FONT

Aleo Bold

Aleo Bold Italic

Aleo Regular

Aleo Italic

SECONDARY FONT

Arial Bold

Arial Bold Italic

Arial Regular

Arial Italic

USE ONLY IF HELVETICA NEUE
IS UNAVAILABLE

Sitka Bold

Sitka Bold Italic

Sitka Regular

Sitka Italic

USE ONLY IF ALEO
IS UNAVAILABLE

COLOURS

Consistent use of colour is a vital part of branding and marketing because it is what makes a brand recognizable and over time strengthens the identity. Furthermore colours convey emotions, feelings and experiences. Part of engaging the right emotions is making customers feel like they know the brand and more importantly that it can be trusted. The following colours have been chosen specifically to project the RDCO brand and are for use across all marketing materials

ACCENT COLOURS

| | | | | |
|---|--|--|---|--|
| MOUNTAIN PANTONE 268 CMYK: 86/100/0/12 RGB: 79/45/127 HEX: #4F2D7F | ORCHARD PANTONE 362 CMYK: 78/2/98/9 RGB: 63/156/53 HEX: #3F9C35 | LAKE PANTONE 299 CMYK: 86/8/0/0 RGB: 0/161/222 HEX: #00A1DE | SUNFLOWER PANTONE 116 CMYK: 0/12/100/0 RGB: 254/203/0 HEX: #FECB00 | FOREST PANTONE 349 CMYK: 94/11/84/43 RGB: 0/105/60 HEX: #00693C |
|---|--|--|---|--|

BASE COLOURS

| | | | | |
|--|--|---|---|--|
| CREEK PANTONE 295 CMYK: 100/68/8/52 RGB: 0/47/95 HEX: #002F5F | KOKANEE PANTONE 427 CMYK: 7/3/4/8 RGB: 209/212/211 HEX: #D1D4D3 | STONE PANTONE: 430 CMYK: 33/18/13/37 RGB: 129/138/143 HEX: #818A8F | BLACK BEAR PANTONE Pro. Black CMYK: 0/0/0/100 RGB: 30/30/30 HEX: #1E1E1E | SNOW CMYK: 0/0/0/0 RGB: 255/255/255 HEX: #FFFFFF |
|--|--|---|---|--|

COLOUR FORMULAS

There are a variety of ways to achieve the brand colours based upon the application. The colour formulas and numbers help designers, printers and output devices ensure colour consistency. Most desktop publishing programs have an option to set and adjust colours as either CMYK or RGB.

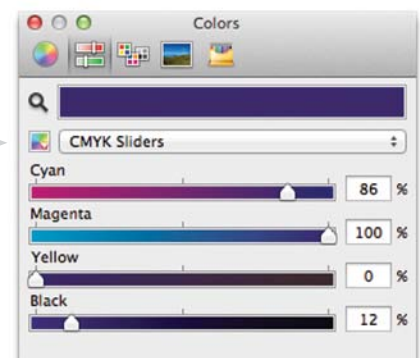
PMS - (which stands for Pantone Matching System) is a colour system based upon over one thousand standardized ink colours. Unlike the CMYK colour system, where cyan, magenta, yellow and black ink are mixed during the printing process, PMS inks are already mixed long before printing begins. That helps to ensure you'll always get the colour you're expecting and minimizes variation throughout the print run. Most often used for decals, signs and silk-screening.

CMYK - is a colour set up used for print material and it stands for C = Cyan, M = Magenta, Y = Yellow and K = Black. These 4 colours are combined to achieve "full colour" printed material. Used for brochures, posters, rack cards and most printed collateral.

RGB - is an additive colour system, it combines R = red, G = green, and B = blue light to create the colours we see on our TV screens, computer monitors, and smartphones.

HEX - The code is generally associated with HTML and websites, viewed on a screen, and as such the hex value refers to the RGB colour space.

MOUNTAIN
PANTONE 268
CMYK: 86/100/0/12
RGB: 79/45/127
HEX: #4F2D7F



FILE FORMATS

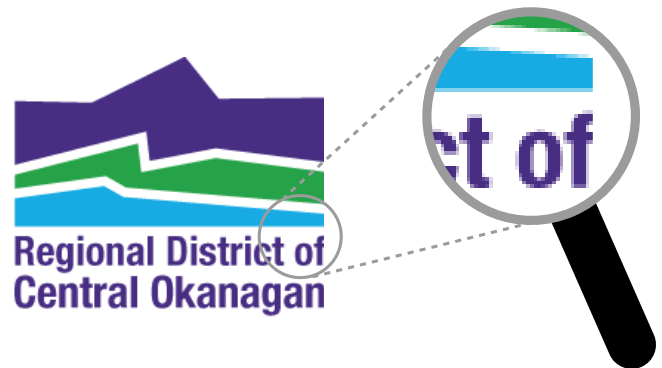
The logo has two main file types: bitmap and vector. For most in-house designs a jpeg or png (bitmap file) will be compatible with standard software. They are essentially the same format, however, the png has a transparent background.

There are two main types of image files: Bitmap and Vector.

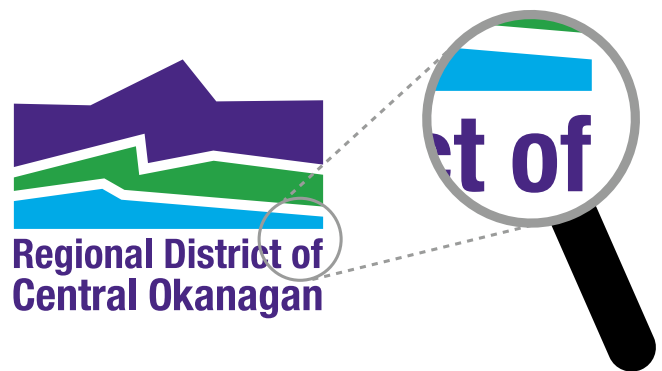
Bitmap images are exactly what their name implies: a collection of bits that form an image. The image consists of a matrix of individual dots (or pixels) that all have their own colour (described using bits, the smallest possible units of information for a computer). Bitmap data can be saved in a wide variety of file formats including; jpeg, gif and png.

Vector images are mathematical calculations from one point to another that form lines and shapes. When you enlarge a vector graphic, the math formulas stay the same, rendering the same visual graphic no matter the size. As such, vector graphics can be scaled to any size without losing quality. Vectors are usually either eps or ai files, and can only be opened with specific software (such as adobe illustrator).

Who needs what file? Bitmap files are best for in-house use and for web design (jpeg, gif or png). Graphic designers, printers and sign makers typically prefer a vector file (eps or ai).



BITMAP LOGO



VECTOR LOGO