

Brand Guidelines

VERSION 02

December 13, 2016

The logo for Quesnel, featuring the word "Quesnel" in a white, bold, sans-serif font. A teal-colored wave graphic is positioned beneath the letter "Q".

OUR BRAND

Our brand is who we are. It defines our reason for being and what we promise to offer as a city. Our core values act as a springboard for how we talk, think, look and act. They will help guide our decisions and ensure we're recognized as a naturally courageous city.

Who we are



Our Purpose

Our purpose is to enrich life through natural opportunity

Our Promise

We promise to enable opportunities for a thriving community

Our Spirit

Our spirit is to be naturally courageous

Our Attributes

We are Trailblazing
We are Sustainable
We are Accessible
We are Fun

BRAND CHECKLIST

We evaluate every action by questioning:

DOES IT FUEL OUR PURPOSE...

To enrich life through natural opportunity?



DOES IT DELIVER ON OUR PROMISE...

To enable opportunities for a thriving community?



IS THIS ACTION DELIVERED THROUGH THE SPIRIT OF...

Being naturally courageous?



WILL THIS ACTION RESULT IN THE CITY OF QUESNEL BEING DESCRIBED AS...

Trailblazing?
Sustainable?
Accessible?
Fun?



OUR IDENTITY

Our identity is more than just our logo. It is composed of several core elements to create a consistent voice, look, and feel for the City of Quesnel. Our guidelines are meant as a source of creative inspiration; they will assist you in designing and producing compelling communications with a high degree of flexibility.

OUR LOGO

Our logo represents what’s true to us—our river and land. There are three different versions, TAGLINE, SIMPLIFIED and CITY.

TAGLINE VERSION

This version includes our positioning tagline ‘It’s in our nature’. It’s our primary version and is to be used on marketing material, community signage, website, Visitor Guide and other marketing collateral.

SIMPLIFIED VERSION

As the name suggests, this is the simplest form of our logo and is effective for simple ownership of applications where the tagline may be inappropriate. This version may be used for projects or programs that are regional in nature, involving the northern areas of the Regional District. It could also be used for signage on City buildings that are not City Hall. Eg. Quesnel and District Leisure Service such as arenas, soccer facilities, rec centre, etc.)

CITY VERSION

This version will be mostly used for corporate documents such as reports to Council, invoices, tax notices and applications where it must be clear that it comes from the city hall.

TAGLINE VERSION

FULL COLOUR POSITIVE



FULL COLOUR REVERSED



ONE COLOUR POSITIVE



ONE COLOUR REVERSED



SIMPLIFIED VERSION

FULL COLOUR POSITIVE



FULL COLOUR REVERSED



ONE COLOUR POSITIVE

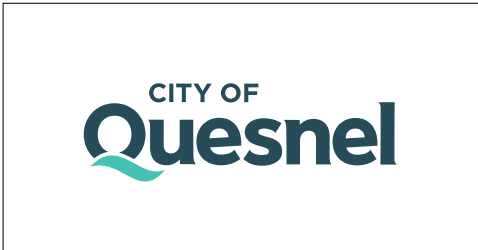


ONE COLOUR REVERSED



CITY VERSION

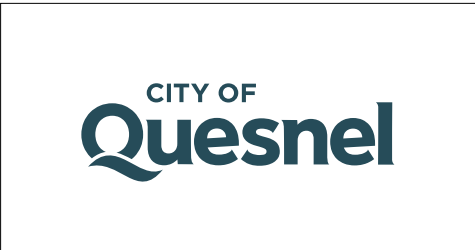
FULL COLOUR POSITIVE



FULL COLOUR REVERSED



ONE COLOUR POSITIVE



ONE COLOUR REVERSED



OUR LOGO

CLEAR SPACE

Always keep the appropriate clear space around the logo free of other visual elements. This space is equal to the size of the “e” in the wordmark and surrounds the entire logo.

MINIMUM SIZE

The logo should always be sized appropriately to ensure legibility and successful reproduction. The SIMPLIFIED, CITY and TAGLINE logo versions, each have their own minimum sizes that should be followed. Please also ensure the logo proportions are always retained when scaled.

CLEAR SPACE
TAGLINE VERSION



CLEAR SPACE
SIMPLIFIED LOGO



CLEAR SPACE
CITY VERSION



MINIMUM SIZE (PRINT AND DIGITAL)
TAGLINE VERSION



DIGITAL: 1.5 INCHES (1.9 INCHES)
PRINT: 1 INCH (1.3 INCHES)

MINIMUM SIZE
SIMPLIFIED VERSION



DIGITAL: 3/4 INCH (.95 INCHES)
PRINT: 3/4 INCH (.95 INCHES)

MINIMUM SIZE
CITY VERSION



DIGITAL: 1.5 INCHES (1.9 INCHES)
PRINT: 1 INCH (1.3 INCHES)

OUR LOGO

CONSIDERATIONS

Our logo is just as significant as the city it represents and how we represent it is very important. To ensure it is used properly, please follow these logo considerations to avoid misrepresentation of our logo and brand.

A standard and basic rule is to not alter any of the supplied logos in the kit. This, along with the examples shown, will lead to inconsistency and discredit our visual identity.



✗ AVOID STRETCHING ANY OF THE LOGO VERSIONS



✗ AVOID PLACING GRAPHIC ELEMENTS OR TEXT ELEMENTS WITHIN THE CLEAR SPACE AREA



✗ AVOID ALTERING THE SIZE OR POSITION OF ANY LOGO ELEMENTS



✗ AVOID CHANGING THE COLOUR OF THE TAGLINE



✗ AVOID CHANGING THE COLOUR OF ANY LOGO ELEMENTS



✗ DON'T PLACE OR MASK IMAGERY INSIDE ANY LOGO ELEMENTS



✗ AVOID PLACING THE LOGO ON COLOURS THAT ARE NOT IN THE BRAND PALETTE



✗ AVOID PLACING THE LOGO ON BUSY IMAGERY OR BACKGROUNDS THAT LACK SUFFICIENT CONTRAST

OUR MONOGRAM

Our monogram is our short-form visual identity for our brand in small size situations.

MONOGRAM USAGE

The monogram is ideal for:

- Social media profiles
- Digital avatars
- App/phone icons
- Promo items: buttons, pens, etc.
- Flags
- For situations where repeated brand recognition is needed but you don't want to repeat the logo

MONOGRAM

FULL COLOUR POSITIVE



FULL COLOUR REVERSED



ONE COLOUR POSITIVE



ONE COLOUR REVERSED



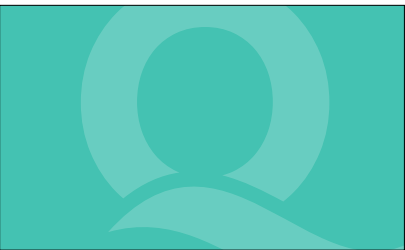
APPROPRIATE USAGE



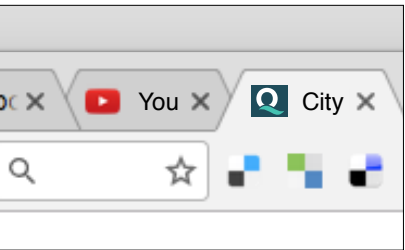
✓ USE LARGE SCALE ON TOP OF PHOTOGRAPHY



✓ USE CENTERED IN AVATARS AND PROFILE FRAMES



✓ CHANGE OPACITY & CROP IN FRAME (80% TINT SHOWN)



✓ USE FOR SMALL ICONS SUCH AS AVATARS

INAPPROPRIATE USAGE



✗ AVOID OUTLINING OR CHANGING THE COLOUR. ONLY USE THE SUPPLIED MONOGRAM FILES.



✗ AVOID CROPPING OFF ONLY THE TAIL OF THE 'Q'



✗ AVOID PLACING THE MONOGRAM ON COLOURS THAT ARE NOT IN THE BRAND PALETTE



✗ AVOID CROPPING THE MONOGRAM SO IT BECOMES UNRECOGNISABLE

OUR COLOUR

This colour palette is unique to the City of Quesnel and should not be altered or changed to stay true to the brand. The supplied colour values should always be used and respected when designing for print or digital communications.

PRIMARY PALETTE

Inspired by our environment, the primary colours are blues and greens with an orange accent. They are to be used prominently to create visual recognition for the Quesnel brand applications.

SECONDARY COLOURS

A supporting bedrock of neutrals help to balance and ground the vibrant primary palette.

COLOUR OVERLAY

Colours can be used as ‘multiplied’ overlays over the top of imagery.

PRIMARY PALETTE		
PANTONE 7477 C	CMYK 86, 29, 21, 67	RGB 36, 76, 90
PANTONE 3258 C	CMYK 59, 00, 30, 00	RGB 77, 193, 174
PANTONE 626 C	CMYK 80, 18, 56, 54	RGB 40, 92, 77
PANTONE 7487 C	CMYK 42, 00, 62, 00	RGB 142, 221, 101
PANTONE 1585 C	CMYK 00, 61, 97, 00	RGB 255, 106, 19

SECONDARY PALETTE			
PANTONE 427 C CMYK 07, 03, 05, 08 RGB 208, 211, 212	PANTONE Warm Gray 7 C CMYK 16, 23, 23, 44 RGB 150, 140, 131	PANTONE 7540 C CMYK 41, 28, 22, 70 RGB 75, 79, 84	PANTONE Black CMYK 00, 00, 00, 100 RGB 00, 00, 00

OUR TYPOGRAPHY

TENEZ

A traditional, yet contemporary, serif typeface that reminds us of our strong heritage.

Tenez is primarily used for headlines and to make big and bold statements.

GOTHAM

We balance Tenez with the hardworking Roboto. A friendly yet functional sans serif typeface that gets the job done.

Roboto is primarily used for subheads, text and body copy.

SERIF TYPEFACE
TENEZ

Tenez

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*(){}|<>?

Tenez Bold
**Quiditias ent quatiaecab et
elimet quiae rem inctatet.**

Tenez Black
**Quiditias ent quatiaecab
et elimet quiae rem inct.**

SANS SERIF TYPEFACE
ROBOTO

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*(){}|<>?

Roboto Light
Quiditias ent quatiaecab et elimet
quiae rem in.

Roboto Book
Quiditias ent quatieae cabet elimet
quiae rem inctatet in.

Roboto Medium
Quiditias ent quatiaecab et
elimet quiae rem inctatet in.

Roboto Bold
Quiditias ent quatieae cabet
elimet quiae rem inctatet in.

OUR PHOTOGRAPHY

CHOOSING PHOTOGRAPHY

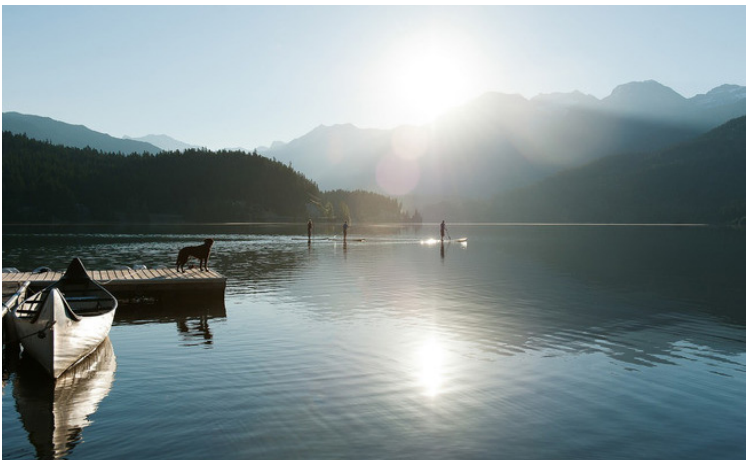
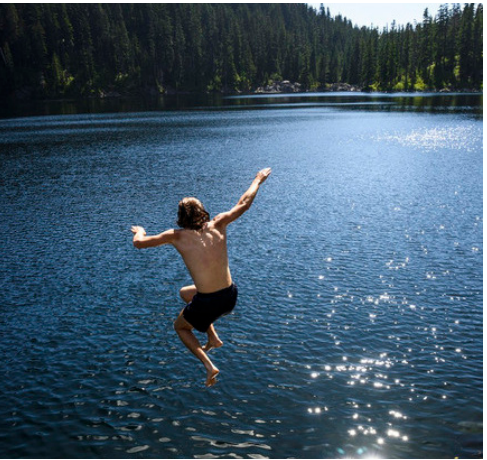
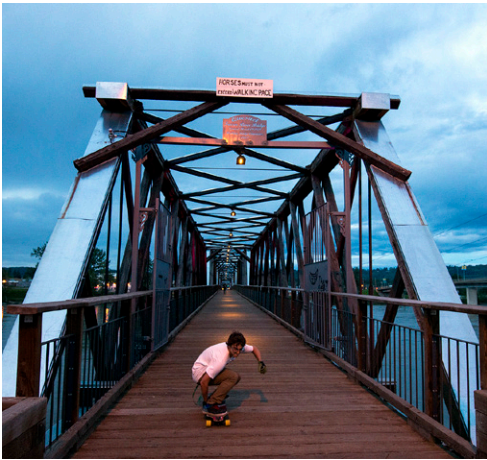
We believe a life without balance is not worth living. Therefore we make the most of the beautiful place where we live.

Images that are energetic and authentic, showing our deep connection with nature, and each other, should be used to express the essence of the City of Quesnel.

STYLE & CONTENT CONSIDERATIONS

- Authentic emotions
- Energetic moments
- A spirit of adventure
- Celebrating our sense of place
- Warm hues
- Orange accents

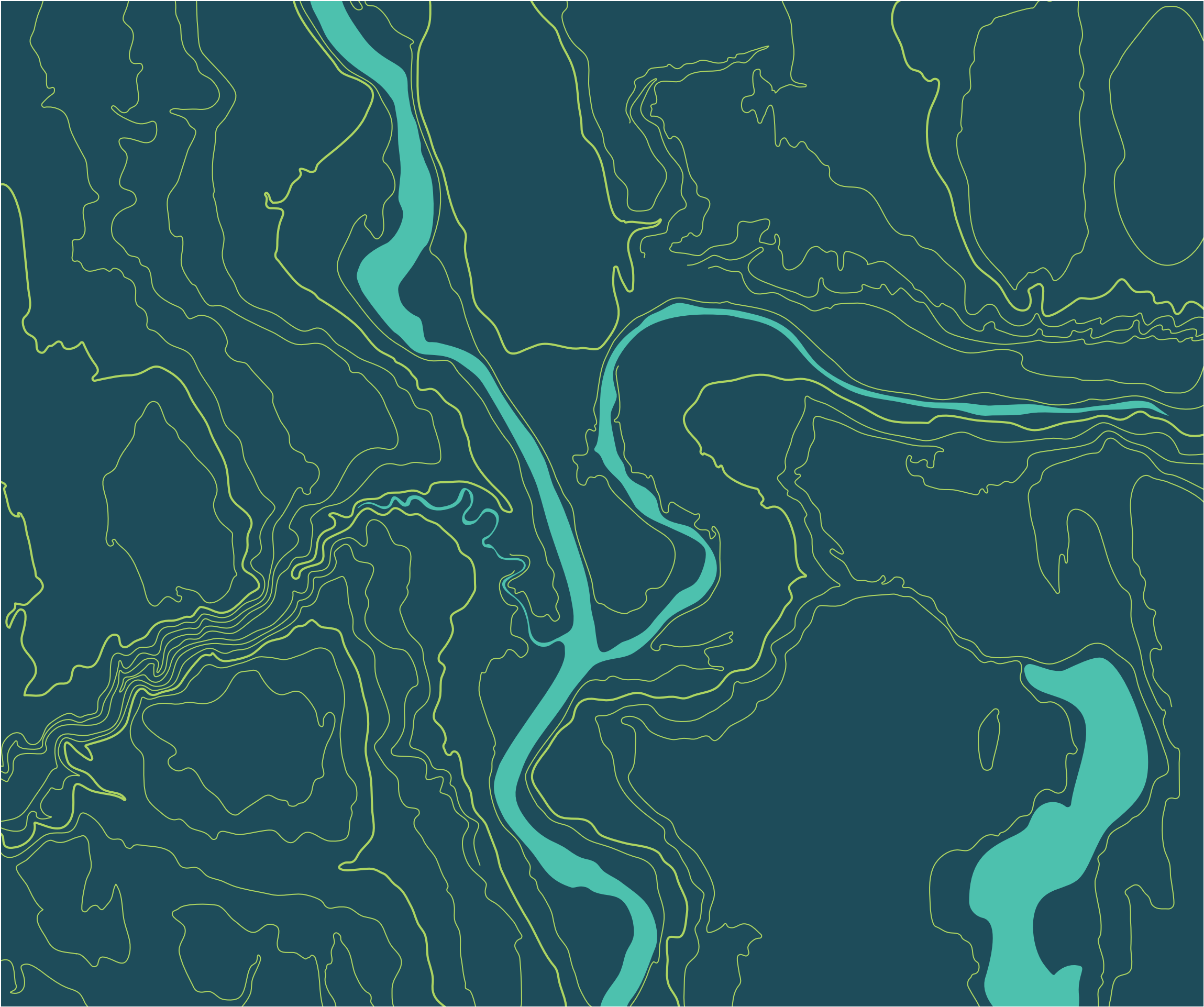
Examples shown are for reference only.



OUR GRAPHIC DEVICE

QUESNEL TOPOGRAPHY

The land that surrounds us is the foundation of all we do. It defines our identity, our community and our city. We use the topography of Quesnel as a pattern to create depth and texture.



OUR GRAPHIC DEVICE

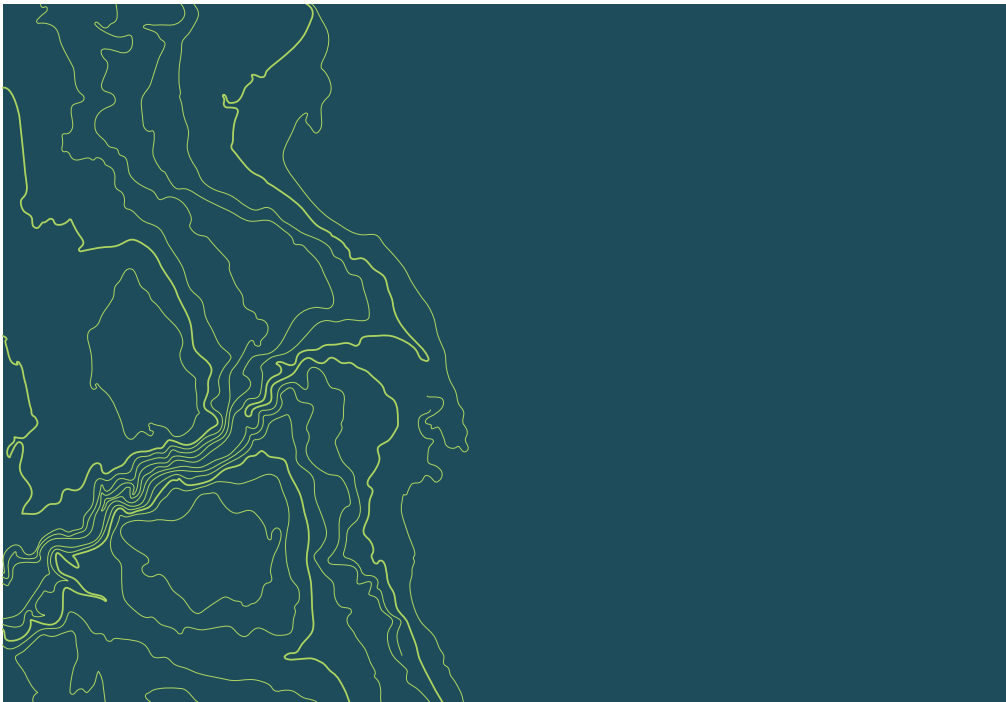
CROPPING & COLOUR

Our topography graphic device can be adapted to different colour combinations and cropped, allowing for ultimate flexibility and diversity in materials.

The cropping is easily created by scaling and rotating the supplied pattern designs within the application it is being used for.

CONSIDERATIONS

The endless options and variations of this graphic device could lead to misuse so please be sure to stick to the Quesnel colour palette and retain the line weight on the file supplied.



OUR TONE OF VOICE

It's in our nature.

It's our trees, our rivers, our roots.
It's our land, our soil, our foundation.
From our First Nations heritage,
to the days of the Gold Rush, to the
forestry industry of today, in Quesnel,
it's the natural world around us that has
nourished, inspired and shaped us into
who we are—a naturally courageous
community with a big heart, big dreams
and big opportunities.

The Quesnel Tone of Voice should reflect
our nature and all the characteristics
that make us, us. Our voice isn't one of
specific individuals in our city, it's the
unified voice of our entire community—
and with every word, we want to show
the world exactly who we are.

WE ARE NATURALLY...

WARM. We are not indifferent.

APPROACHABLE. We are not snobbish.

PROGRESSIVE. We are not stuck in the past.

FUN. We are not quiet or sleepy.

AMBITIOUS. We never settle.

TRAILBLAZERS. We are not followers.

CONNECTED. We are united with the land and each other.

COURAGEOUS. We never give up. We push onward with spirit.

INCLUSIVE. We do not discriminate.

OUR TONE OF VOICE

HOW TO CONVEY OUR TONE OF VOICE THROUGH WRITING

We want to write in an authentic, genuine voice that represents our community. These are guidelines to help us make sure that, no matter what we write, it's quintessentially Quesnel.

Be approachable

We write the way we speak. It's casual and conversational, using real, everyday words that people understand. We also use apostrophes because it's a great way to make everything sound less formal and serious.

Whether you're into art or the outdoors, we've got something for everyone.

Be progressive

We are progressive, and so is our language. This means that even though our writing is casual and conversational, we would never use folksy or dated jargon ex. "Our new roadway is just dandy". Let's keep it current.

Our new road is great.

Be friendly

A warm and welcoming tone is key. In Quesnel, there are no class systems. We're friendly with everyone, and this should carry into the way we write to everyone.

Whether you've come for a holiday, or come to stay, welcome.

Be confident

Our trailblazing spirit is part of our history. As such, we should speak from a position of strength and confidence. It's the difference between "we hope to" and "we are going to". It's a small detail, but can have a great impact.

We're going to build a new trail by 2019.

Be community spirited

Our strong community spirit is something we really value. So when referring to Quesnel and its citizens, use words like "we", "us" and "our" to promote this sense of unity. Ex. Instead of saying "The citizens of Quesnel really like to", say "We really like to".

We believe the only way to live life is with balance.

NOTIONAL APPLICATIONS

If ever in doubt when it comes to designing for our brand, refer to these notional applications for examples of use.

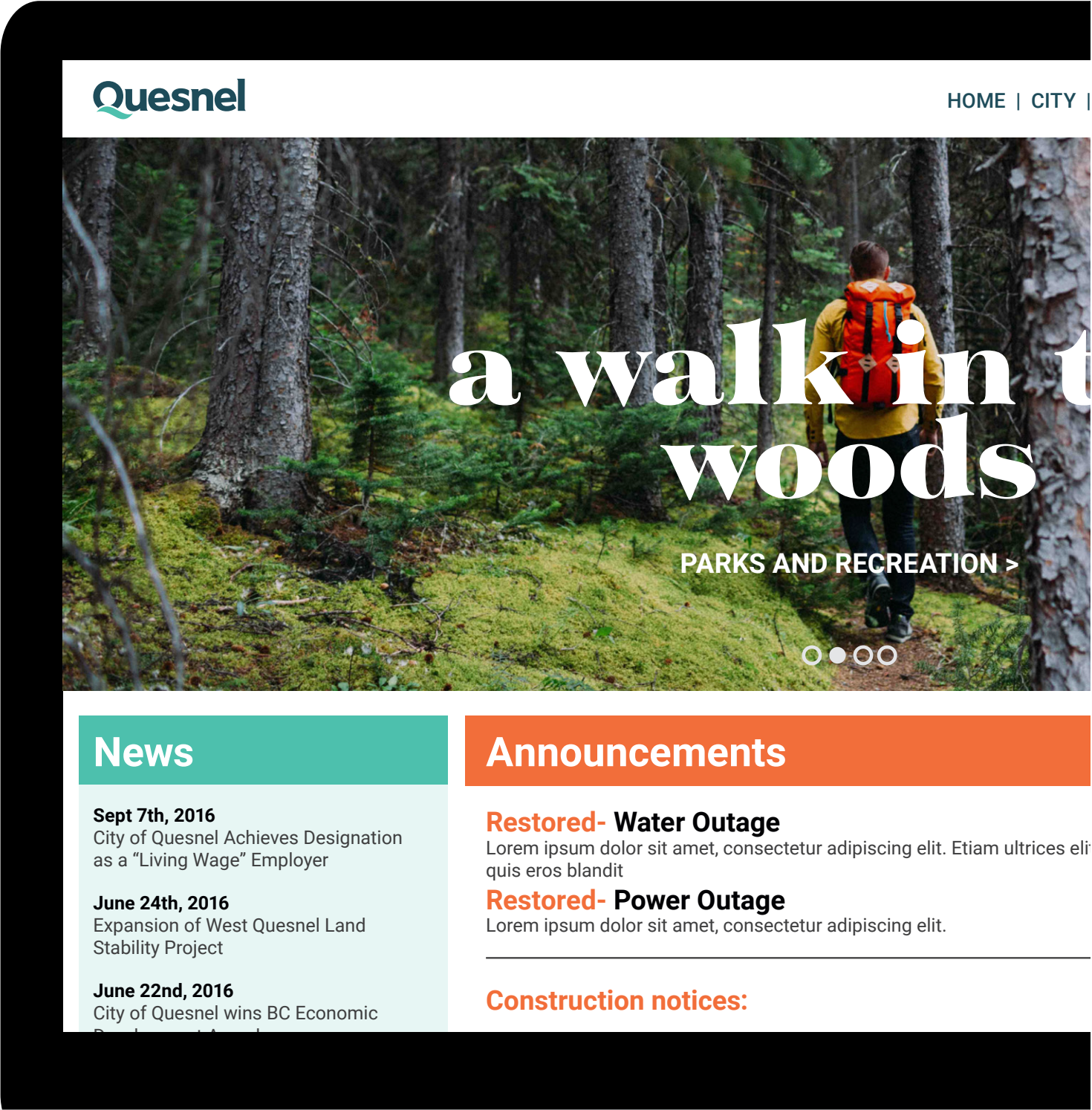
Quesnel

NOTIONAL APPLICATIONS



Address line 1, Quesnel, B.C., Canada XXX XXX | T: 1.123.456.7890 | quesnel.com

NOTIONAL APPLICATIONS





~~Summer~~ Winter trials are back!

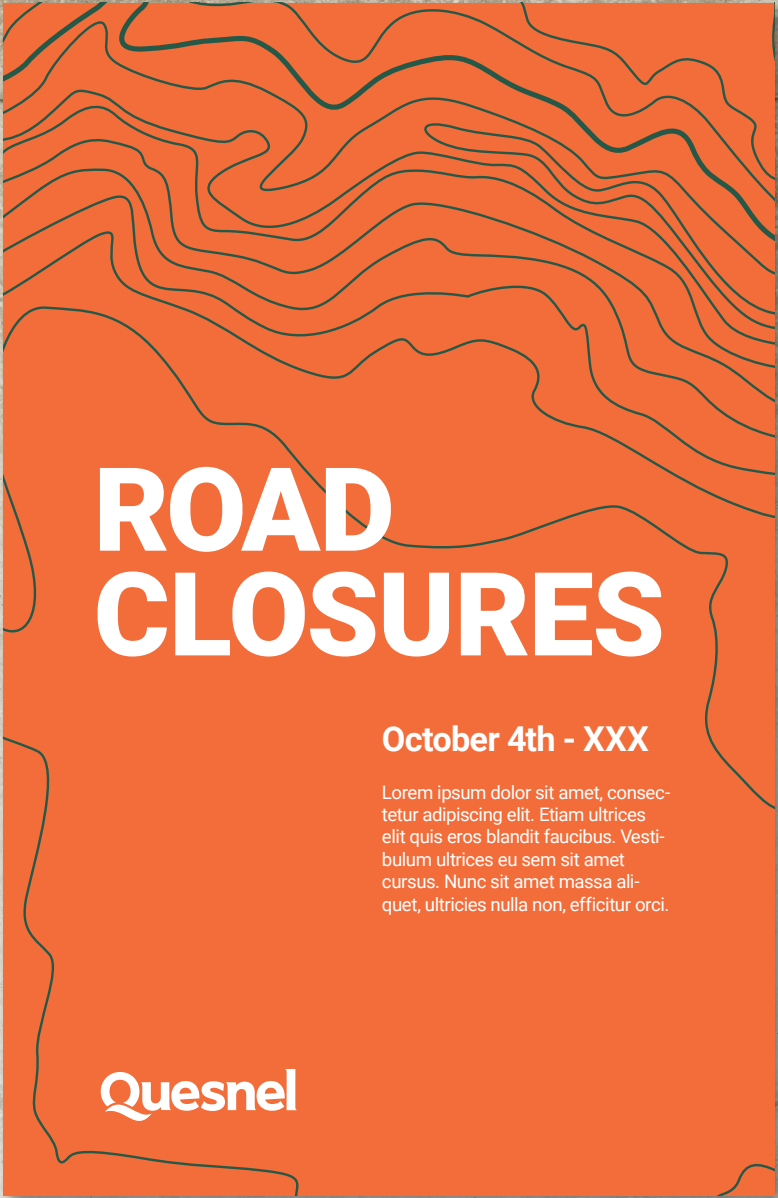
Quesnel

October 4th -
November 6th
2016

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Etiam
ultrices elit quis eros blandit
faucibus. Vestibulum ultrices eu sem
sit amet cursus. Nunc sit amet
massa aliquet, ultricies nulla non,
efficitur orci.

more info:
quesnel.ca/summersoccer





NOTIONAL APPLICATIONS



NOTIONAL APPLICATIONS



CITY OF QUESNEL BRAND GUIDELINES

For more information please contact:

XXXXX XXXXX XXXXX
XXXXX XXXXX XXXXX
XXXXX@quesnel.ca

VERSION 02

December 13, 2016

The logo for the City of Quesnel features the word "Quesnel" in a white, sans-serif font. A teal-colored wave graphic is positioned beneath the letter "Q".