

# Quesnel

Identity refinements  
Visual language development  
Tagline refinements

October 21, 2016

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# Today

## Refinements

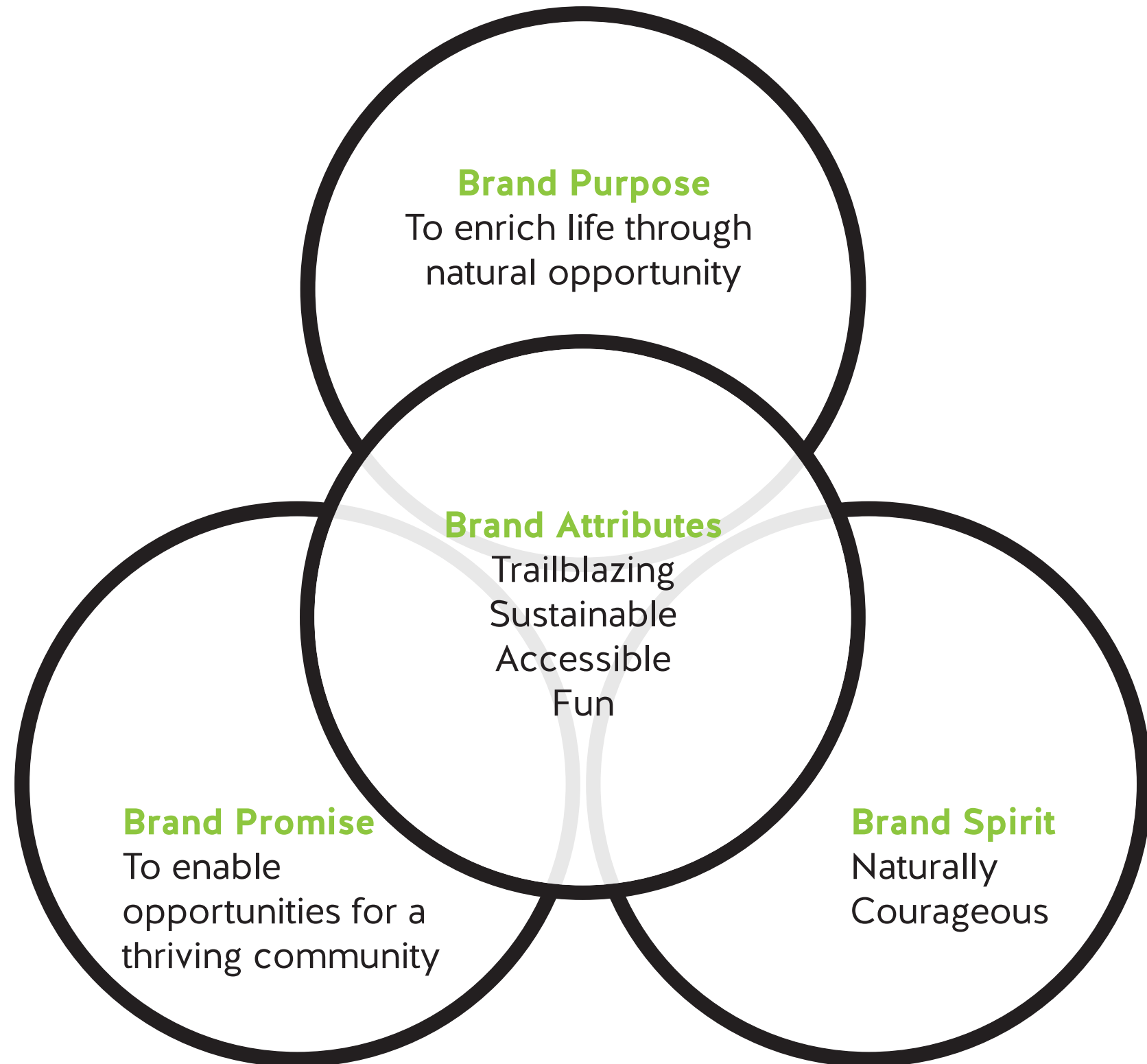
- Final logo
- Inclusion of tagline option 8: 'It's in our Nature'
- Updated typography recommendations
- Revised photography moodboard

## Visual language development

- Typography
- Colour palette
- Photography style
- Graphic devices
- Tone of voice
- Sample applications

# Strategic Messaging Recap

# City of Quesnel Brand Model



## Brand checklist

Evaluate every  
action by  
questioning:

Does it fuel our purpose  
**To enrich life through natural opportunity**

Does it deliver on our promise of  
**Enabling 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**

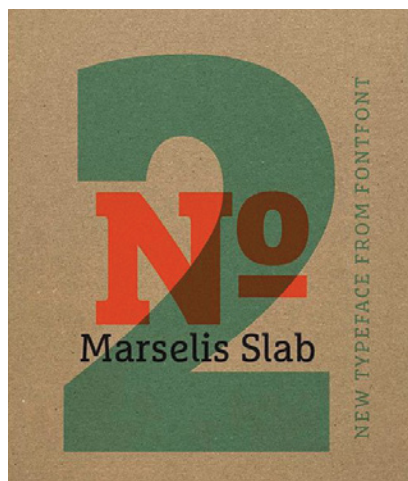
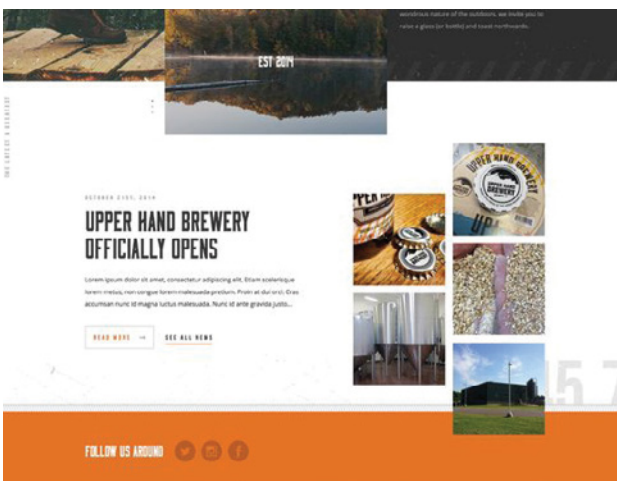
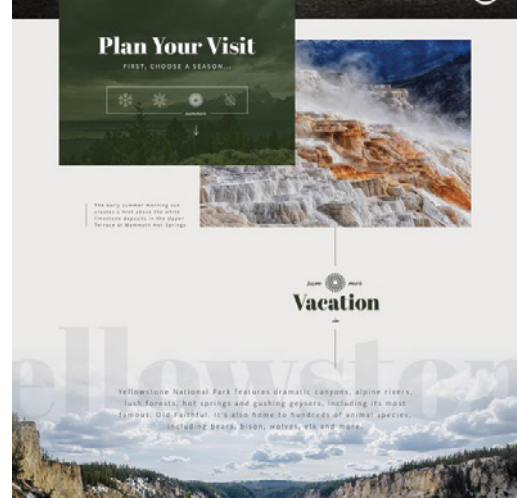
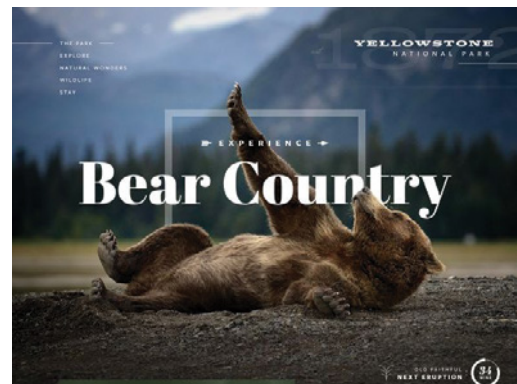
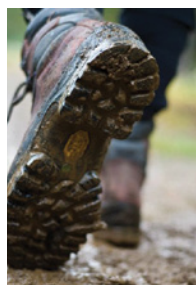
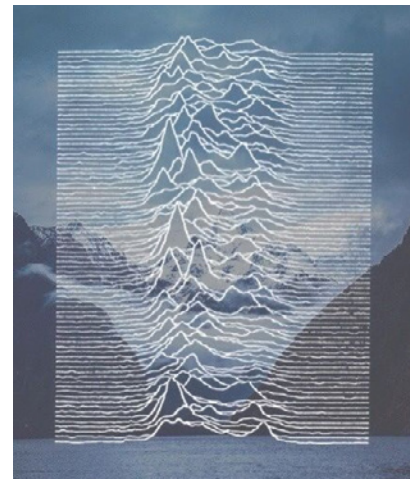
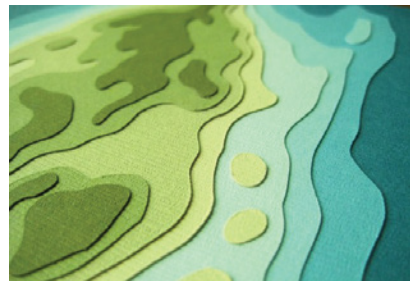
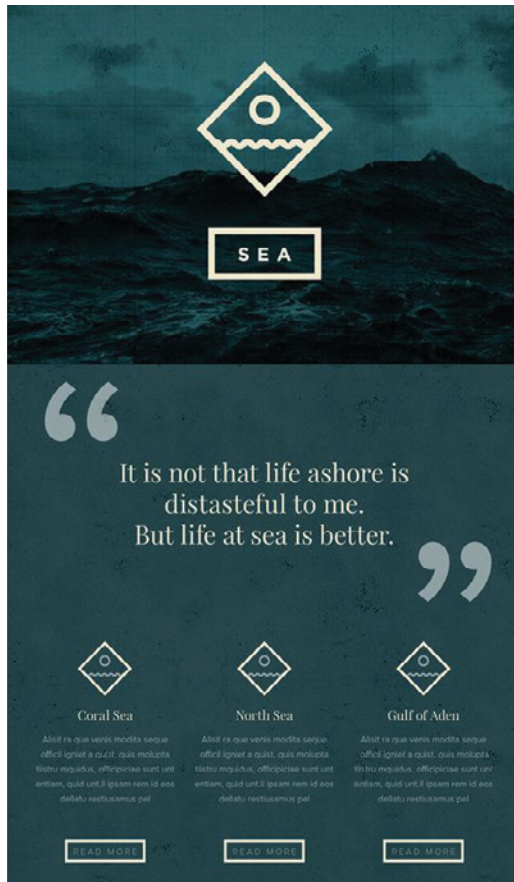
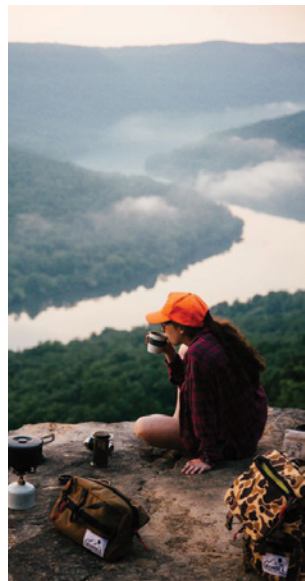
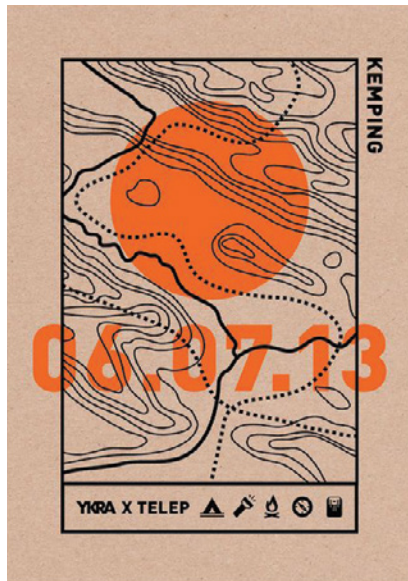
# Moodboard recap

**will**

City of Quesnel  
Visual Language

**Nourished  
by nature,**

**fuelled by  
courage**



# Logo

Logo:

The logo for the City of Quesnel features the word "Quesnel" in a bold, dark teal, sans-serif typeface. A light teal, wavy graphic element is positioned beneath the letter "Q", extending slightly to the right and curving upwards at its end.

Logo (reversed):

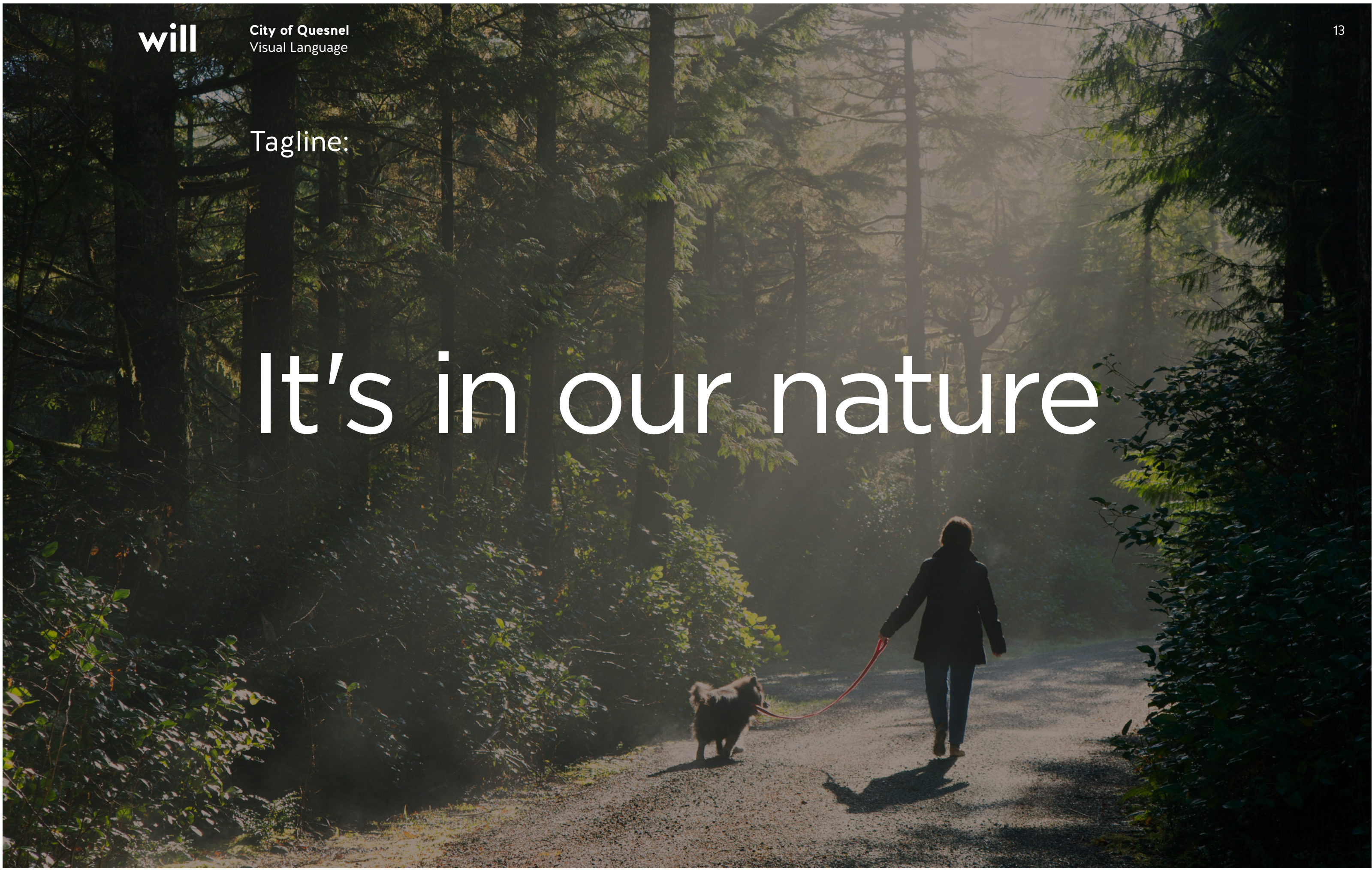
Quesnel

Monogram:



Tagline:

It's in our nature



**will**

City of Quesnel  
Visual Language

Tagline lock-up:

**Quesnel**  
It's in our nature



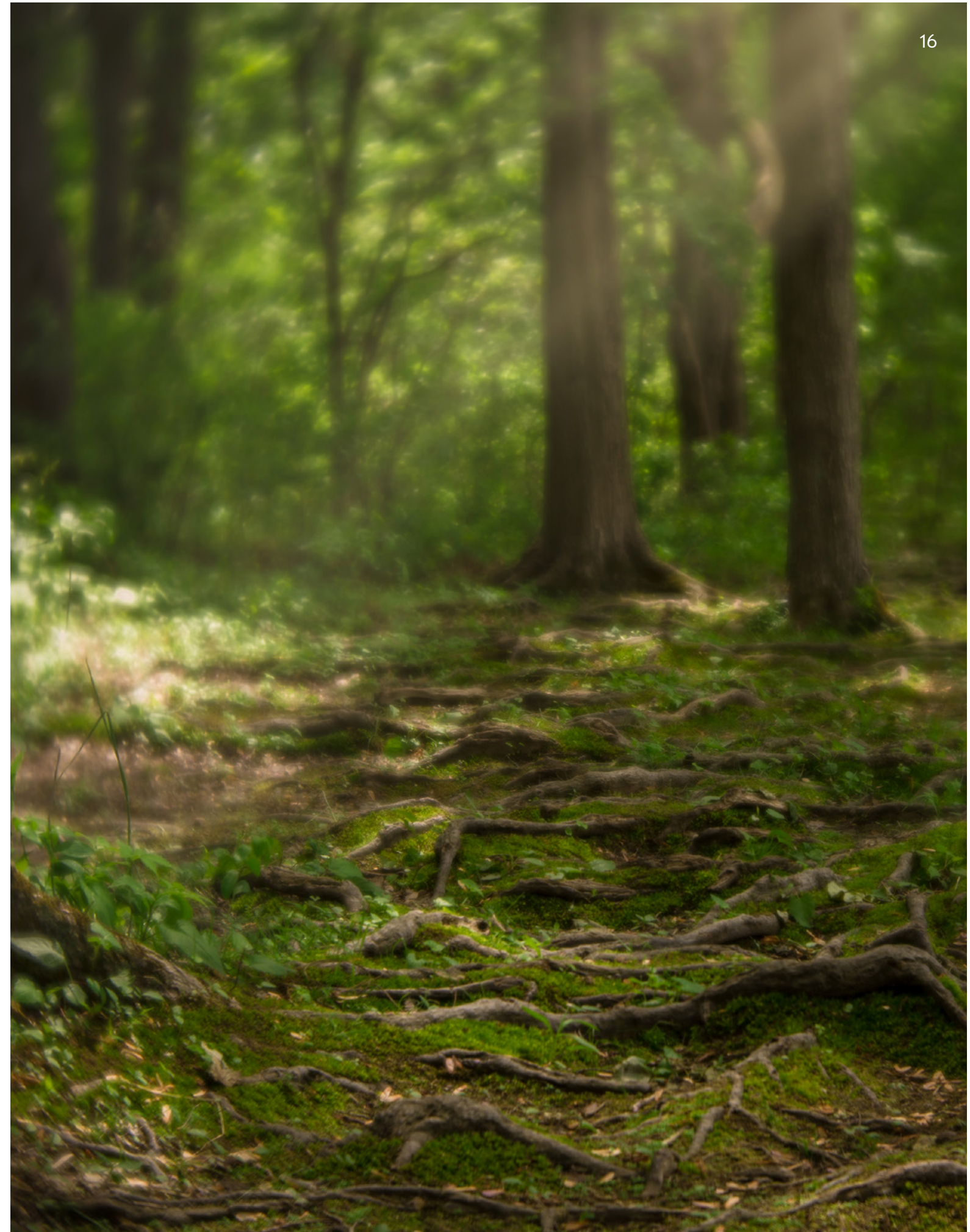
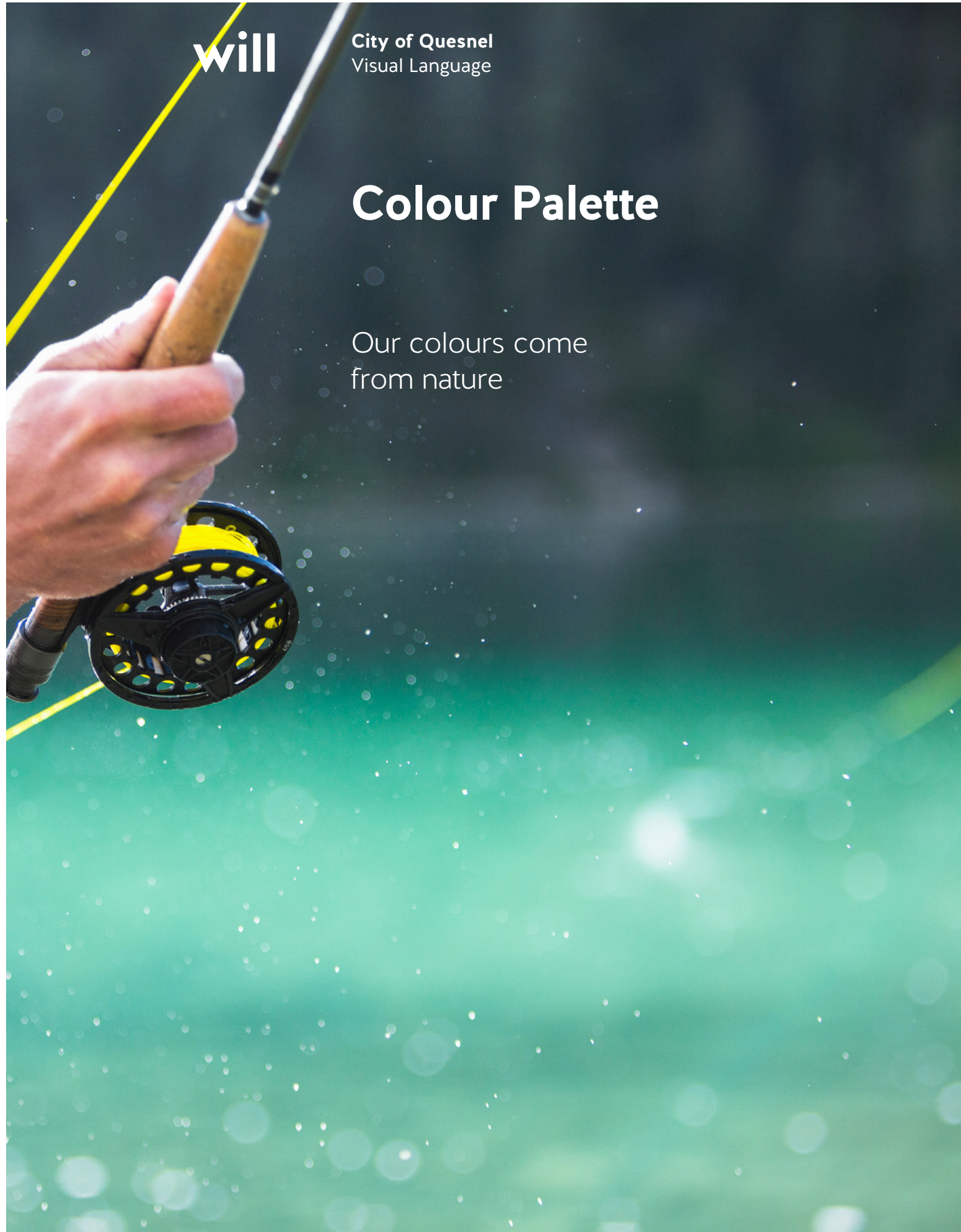
# Visual language

will

City of Quesnel  
Visual Language

## Colour Palette

Our colours come  
from nature



# Colour Palette

Inspired by our environment,  
plus a courageous orange accent  
and a foundation of neutrals



## Typography Headline

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

# Tenez

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

### Tenez Bold

Quiditias ent quatiaecab et elimet quiae rem inctatet et in nem illores vitinusae core dolut poreictet deni occus eveliqui ne officipsum eiumet.

### Tenez Black

**Quiditias ent quatiaecab et elimet quiae rem inctatet et in nem illores vitinusae core dolut poreictet deni occus eveliqui ne officipsum eiumet.**

# Typography

## Text

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



# Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

### Gotham Light

Quiditias ent quatiaecab et elimet quiae rem inctatet et in nem illores vitinusae core dolut poreictet deni occus eveliqui ne officipsum eiumet.

### Gotham Book

Quiditias ent quatiaecab et elimet quiae rem inctatet et in nem illores vitinusae core dolut poreictet deni occus eveliqui ne officipsum eiumet.

### Gotham Medium

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### Gotham Bold

Quiditias ent quatiaecab et elimet quiae rem inctatet et in nem illores vitinusae core dolut poreictet deni occus eveliqui ne officipsum eiumet.

## Pattern

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

# Pattern Usage

Using our pattern in different  
colour combinations and crops  
allows flexibility and diversity in  
application



## 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

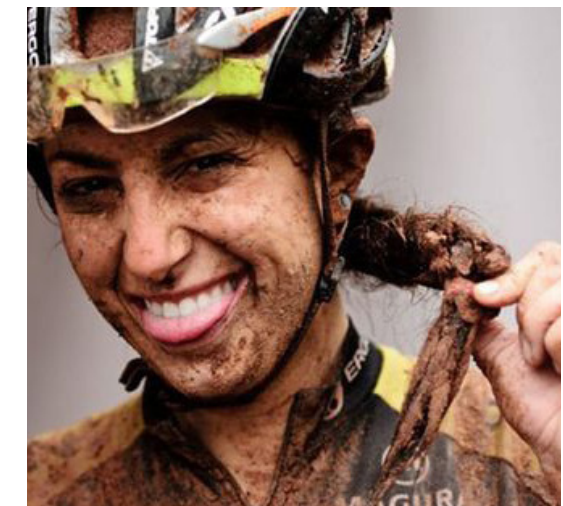
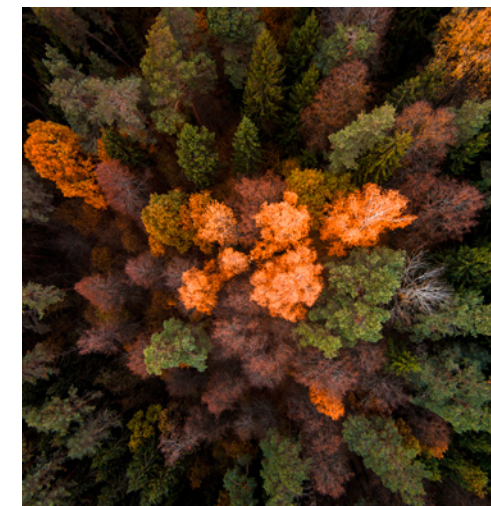
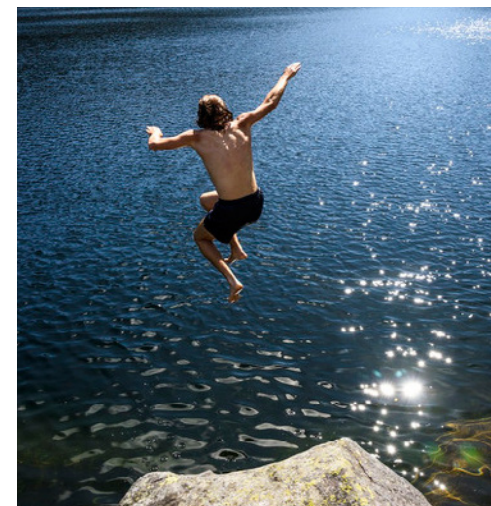
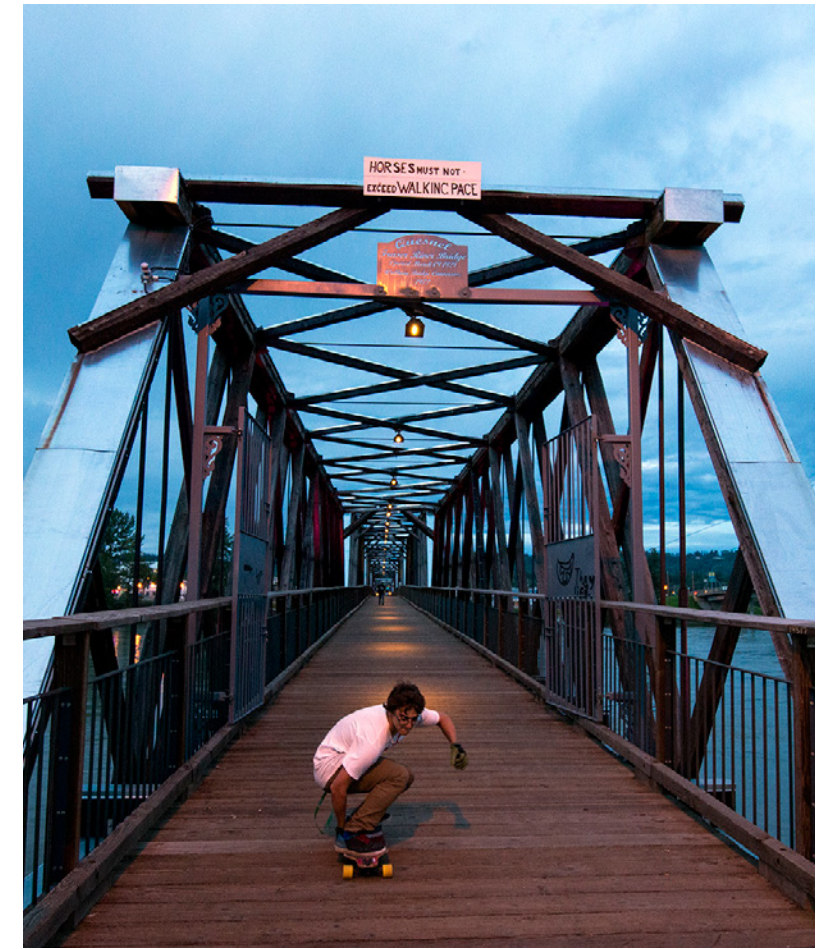


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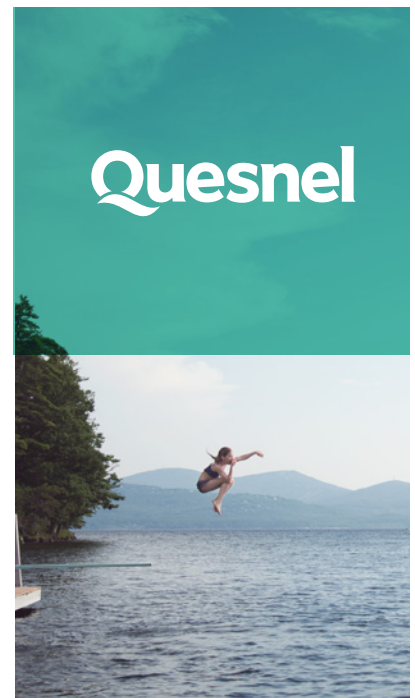
City of Quesnel  
Visual Language

# Photography

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



## All in combination...



## 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 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.



## Our Tone of Voice

# 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 a mighty spirit.



## 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 roadway 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.*

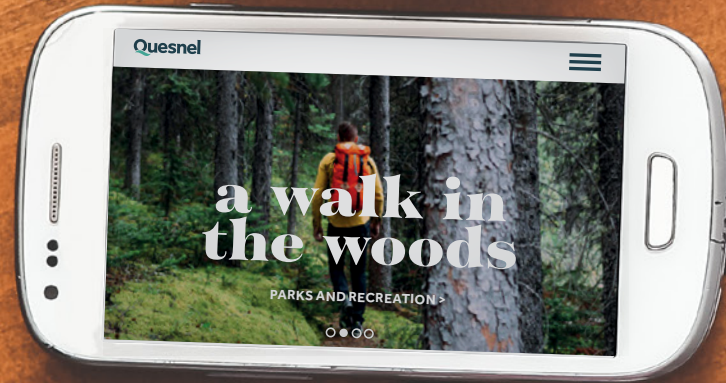
### Be Community Spirited.

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

Quesnel



**Quesnel**  
It's in our nature



## News

- Sept 7th, 2016**  
City of Quesnel Achieves Designation as a "Living Wage" Employer
- June 24th, 2016**  
Expansion of West Quesnel Land Stability Project
- June 22nd, 2016**  
City of Quesnel wins BC Economic Development Award

## Announcements

- Restored- Water Outage**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam ultrices elit quos eros blandit
- Restored- Power Outage**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

### Construction notices:

# ~~Summer~~ Winter trials are back!

October 4th -  
November 6th  
2016

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more info:  
[quesnel.ca/summersoccer](http://quesnel.ca/summersoccer)

Quesnel





# RUN CLUB

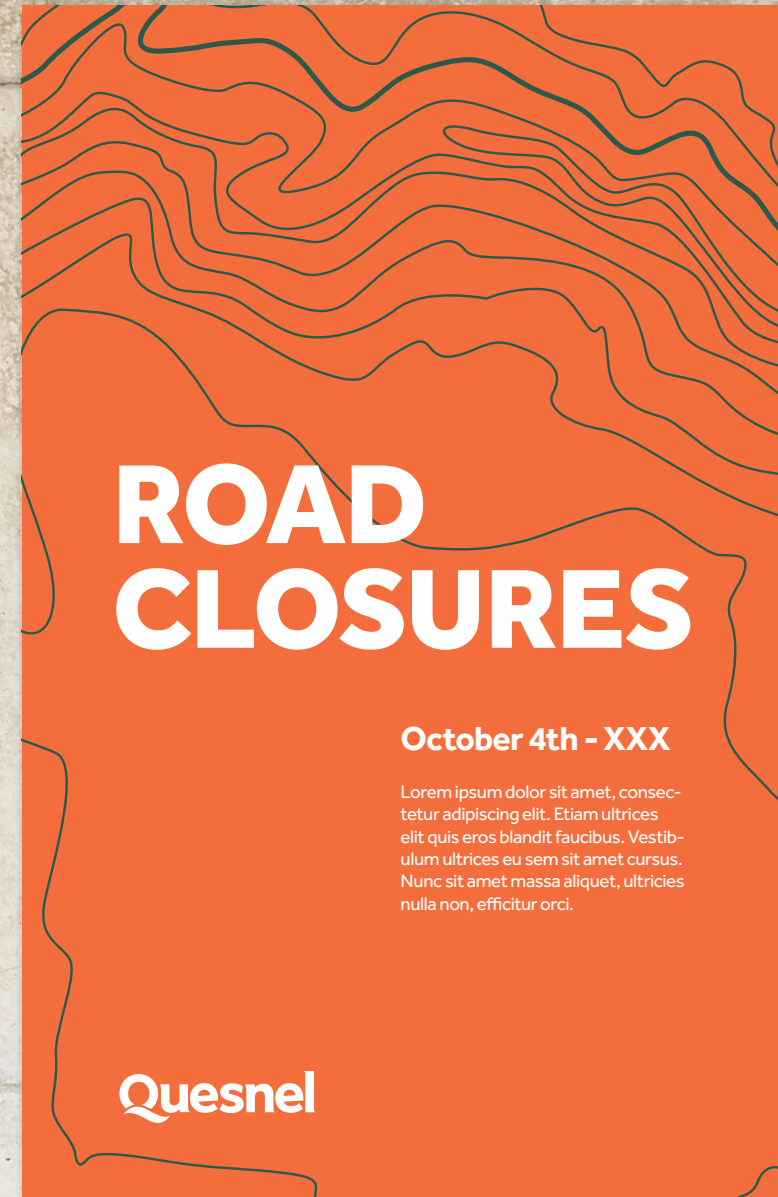
facebook.com/  
quesnelrunclub

**Quesnel**



**Quesnel**  
It's in our nature

**A well-balanced  
life is one  
worth living**



# ROAD CLOSURES

**October 4th - XXX**

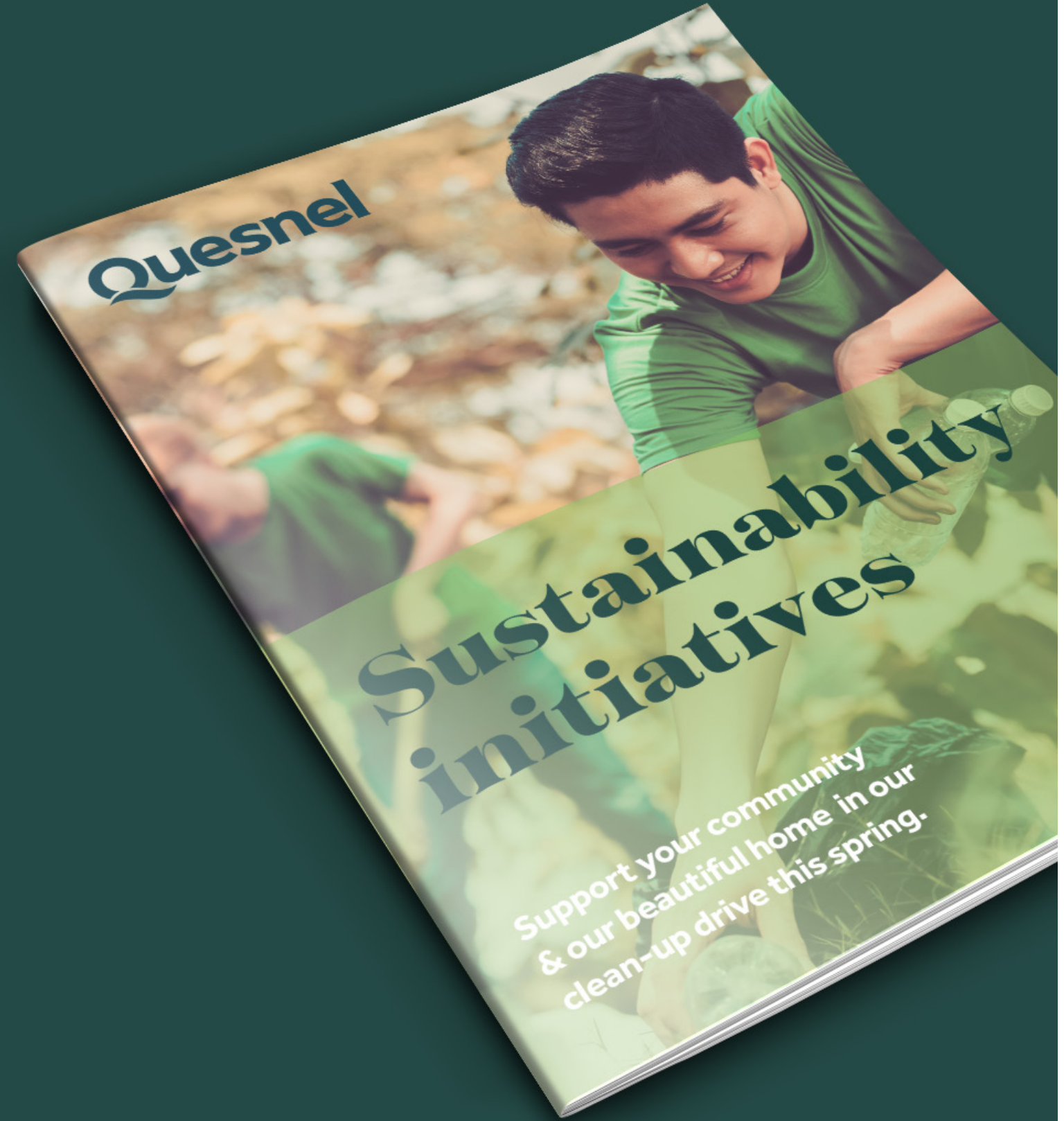
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**Quesnel**



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City of Quesnel  
Visual Language





# Next Steps

- Brand guidelines: **Oct 24th - Dec 6th**  
*\*Working to complete guidelines by Nov 15th - TBC*
- Logo 'City of Quesnel' artwork: **Oct 24th - Nov 15th**

## Upcoming Projects

- Brand Templates
  - Will awaiting final quote approval
  - \*To complete in parallel with brand guidelines, if approved*

Thank you

HORSES MUST NOT  
EXCEED WALKING PACE

Quesnel  
Fraser River Bridge  
Grand March 19 1929  
Walking Bridge Conversion  
1977

