

# Brand Guidelines



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# Positioning

# Introduction

Our positioning answers the question, why choose here, whether the audience is prospective employees, tourists, potential residents, or investors. Our brand pillars act as the foundation for our value proposition and all of our messaging. These pillars can then be adapted to suit specific audiences and segments.

# Brand Pillars

## All-Season Oceanfront Gem

City vibe, lively culture, timeless traditions, and four seasons of play all animate this oceanfront gem. Our central Vancouver Island location and iconic shoreline is blessed with the backdrop of spectacularly pristine, yet easy-to-access, wilderness.

### Visit

The ideal base for exploring Vancouver Island's eastern shore – vibrant local arts and indigenous culture; craft food scene; all-season recreation hub; your gateway to pristine, yet easy-to-access, wilderness adventure.

### Invest

Thriving central Vancouver Island hub for aquaculture, tech, tourism, hospitality and resource-based entrepreneurs. Our vibrant local arts and indigenous culture; plus all-season recreation are powerful talent attractors.

### Talent/Pride

The oceanfront gem of central Vancouver Island offers a live/work scene with diverse job options. Enjoy the best of oceanfront setting; city-on-the-move vibe; four seasons of outdoor play plus lively culture and timeless traditions, plus pristine, yet easy-to-access, wilderness.

# Brand Pillars

## Well Connected, By Design

Connections flow naturally here, starting with our central location's easy access by highways, air, and ferries. Campbell River's city-owned broadband give us great digital might. But connecting people and potential is our big edge!

### Visit

There's always more to explore from Campbell River's iconic oceanfront setting. It's so easy to access our four-season recreation options and the pristine wilderness close by via highways, air, and ferries.

### Invest

Our central location means easy access by highways, air, and ferries while CRadvantage, our city-owned broadband, gives businesses the digital might of enterprise-level internet. Connecting business builders with networks, capital and resources to grow – from co-working spaces to professional development – is all part of the CR edge.

### Talent/Pride

Connections flow naturally here for community builders and career shapers. The diverse work scene complements our rich lifestyle options for adventure and nature lovers in an inclusive community where it's easy to belong and thrive.

# Brand Pillars

## Inspiring Community Builders

This is a place that inspires people, passions, and possibilities. It's where community builders come to grow the things that matter... families, careers, businesses, and futures.

### Visit

Explore the new trails we're blazing in hospitality, retail, craft food and beverages, plus creative approaches to cultural, outdoor and wilderness experiences.

### Invest

Proactive and inventive, our resource-sector roots, First Nations connections, NGOs, education facilities, and savvy business environment inspire a culture of creative city building and entrepreneurship primed for sustainable growth.

### Talent/Pride

Join the new tide of community builders shaping an inclusive, ambitious place that's primed for fresh, creative approaches to growth. Oceanfront setting; city-on-the-move vibe; four seasons of outdoor play – this is Vancouver Island's most inspiring work scene with awesome, natural advantages – from arts and culture to the best of pristine wilderness.

# Brand Character

Our communications should support the experience attributes we want people to associate with Campbell River.

**We're naturally...**

## **Collaborative**

Connections flow naturally because we're supportive and welcoming.

## **Resourceful**

Connecting people and potential is our big edge. We want to inspire people, passions, and possibilities.

## **Well-Balanced**

Work/life balance isn't a goal here – it's an essential part of our DNA. We celebrate the value of play and connecting to our natural heritage.

## **Inclusive**

This is home for community builders of all types to grow the things that matter... families, careers, businesses, and futures.

## **Neighbourly**

Personal connections make this a place where everyone – from visitors to residents – feel it's possible to connect, belong, and thrive.

# Storyline Sample

Connections flow naturally in Campbell River, Vancouver Island's all-season oceanfront gem. People are naturally drawn to the city's upbeat vibe, robust economy, lively culture, timeless traditions, and four seasons of play. Well-connected by highways, air, and ferries, our stunning shoreline is blessed with the backdrop of spectacularly pristine, yet easy-to-access, wilderness. This is a one-of-a-kind place that inspires people, passions, and possibilities. It's where community builders of all types come to grow the things that matter... families, careers, businesses, and futures.

[Find your place here: 50.0331° N / 125.2733° W.](#)



# Choose Campbell River, BC

## Top 5 Reasons...

### 1. Location

Location is everything, and Campbell River is hard to beat. Perched on the beautiful eastern shoreline of central Vancouver Island, this oceanfront gem's city vibe, lively arts and indigenous culture, craft food and beverage scene, and four seasons of play make it a year-round regional hub.

### 2. Connected

Staying connected is key when it comes to the ever-changing technology landscape. CRadvantage, our city-owned broadband network gives businesses the digital might of enterprise-level internet.

### 3. Growing

The local economy is diverse and growing steadily, incorporating traditional resource-based industry alongside new technology and innovation sectors. Connecting business builders with networks, capital and resources to grow – from co-working spaces to professional development – is all part of the CR edge.

### 4. Nature

Enjoy four seasons of an active and healthy lifestyle with outdoor recreation minutes away from anywhere in Campbell River. Hiking, walking, biking and kayaking are popular daily activities for residents. Visitors come from all over the globe to explore the pristine wilderness we think of as our "backyard."

### 5. People

It's the people who make Campbell River great. A supportive, innovative business community collaborates with the municipal government, local First Nations, non-profit organizations, education facilities and other community groups to make Campbell River a stellar place to live and work.

# Identity

## Primary Logo

The Campbell River logo is comprised of two parts: the symbol and the wordmark.

The primary logo is horizontal and should be used whenever possible.

The logo should also be on the left whenever possible to compliment the wordmark's left-alignment. However, the symbol can be used on the right.

Only use provided artwork and do not alter the logo in any way. See examples of incorrect usage on page 17.



# Colour Variations

Campbell River's logo has four variations including colour, white, blue, and black.

The colour and white logo should be used whenever possible.

Use the colour logo against white or light coloured backgrounds, or light coloured images. Use the white logo against black or dark coloured backgrounds, or dark coloured images. Use the blue or black logo only when there are colour limitations.

The river in the symbol should be transparent and take on the colour or image of the background.

Logos should be approved for use by the communications department.

Colour



White



Blue



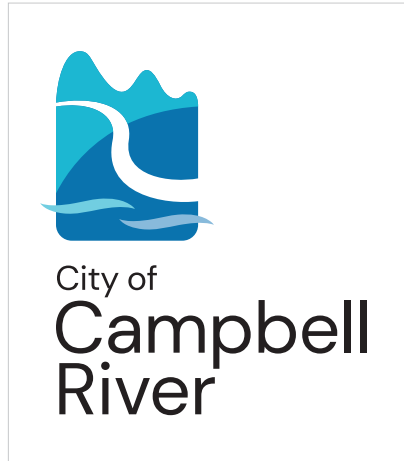
Black



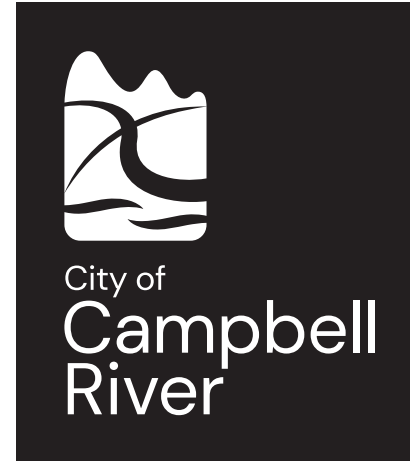
# Stacked Logo

In some instances, the kind of application or space requirements may necessitate the use of a stacked version of the logo.

Colour



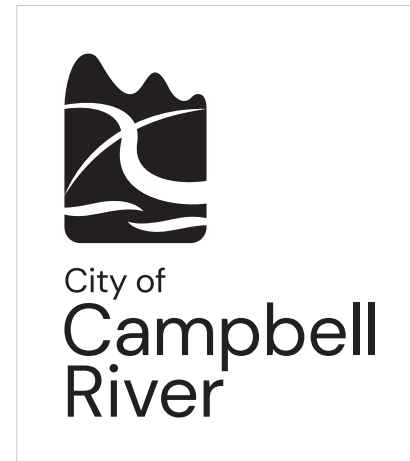
White



Blue



Black



# Reduced Logo

In some instances, the kind of application or space requirements may necessitate the use of a reduced version of the logo.

For certain applications, such as pens, where symbol legibility may be compromised, the reduced logo can be used. However, the primary logo is horizontal and should be used whenever possible.

The reduced logo replaces the symbol with two waves and has three variations including colour, white, and black.

Horizontal



Stacked



# Symbol

Campbell River's symbol can be used separate from the wordmark and used as a marker on materials.

Colour



White



Blue



Black



## Clear Space and Minimum Size

To determine the clear space at any given size, use the height of the C in “City”.

The C’s illustrates the minimum amount of clear space that should be included around the logo.

For legibility, the logo’s height should be no less than 0.25 inches for print or 18 pixels for digital materials.



Print: 0.25 in  
Digital: 18 px

# Incorrect Usage

This page illustrates incorrect usage of the logo. Only use provided artwork and do not alter the logo in any way.

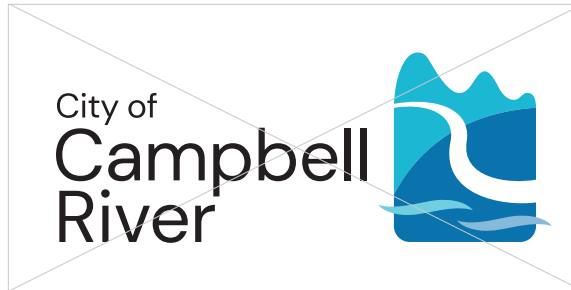
Do not skew or distort the logo.



Do not alter the size of the logo elements.



Do not reposition any elements of the logo.



Do not center the wordmark.



Do not change the colours of the logo.



Do not change the logo to one colour except the provided blue, white, or black.



# Colour Palette

Campbell River's primary colour palette includes four blues and black.

The secondary colour palette includes yellow, green, purple, pink, and red.

<b>Blue 1</b> CMYK: 90 50 10 0 RGB: 0 116 174 HEX: #0074AE PANTONE 7690 C	<b>Blue 2</b> CMYK: 70 5 15 0 RGB: 37 182 209 HEX: #25B6D1 PANTONE 3115 C			
<b>Blue 3</b> CMYK: 50 0 10 0 RGB: 116 206 226 HEX: #74CEE2 PANTONE 310 C	<b>Blue 4</b> CMYK: 45 15 5 0 RGB: 137 186 219 HEX: #89BADB PANTONE 278 C			
<b>Black</b> CMYK: 0 0 0 100 RGB: 0 0 0 HEX: #000000 PANTONE BLACK 6 C				
<b>Yellow</b> CMYK: 0 31 80 0 RGB: 253 184 77 HEX: #FDB84D PANTONE 1365 C	<b>Green</b> CMYK: 40 0 44 0 RGB: 156 209 166 HEX: #9CD1A6 PANTONE 345 C	<b>Purple</b> CMYK: 65 99 14 2 RGB: 119 43 127 HEX: #772B7F PANTONE 2612 C	<b>Pink</b> CMYK: 0 62 46 0 RGB: 242 128 119 HEX: #F28077 PANTONE 170 C	<b>Red</b> CMYK: 19 100 98 9 RGB: 186 32 39 HEX: #BA2027 PANTONE 7621 C

# Typography

Campbell River's brand typeface is DM Sans on Google Fonts.

DM Sans is available for free at: [fonts.google.com/specimen/DM+Sans](https://fonts.google.com/specimen/DM+Sans).

For certain applications, such as Microsoft Powerpoint presentations, that will be shared with others who may not have DM Sans, Trebuchet MS can be used as the cross-platform typeface.

DM Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

DM Sans Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789*

DM Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

DM Sans Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789*

DM Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

DM Sans Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789***

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Trebuchet MS Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Trebuchet MS Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789*

Trebuchet MS Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

Trebuchet MS Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789***

# Graphic Elements

Wave headers or footers can be used throughout Campbell River materials to help enhance the overall look and feel.

Solid



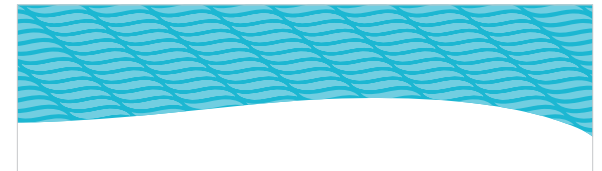
Gradient



Fade



Pattern



Thin Lines



Thick Line (Solid)



Thick Line (Fade)



Thick Line (Gradient)



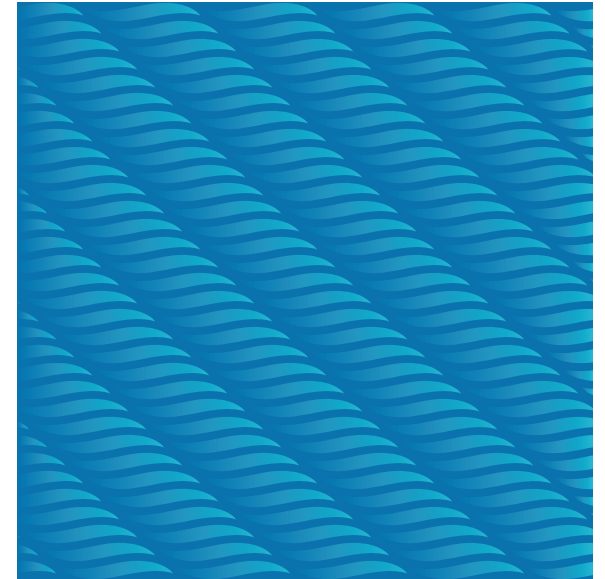
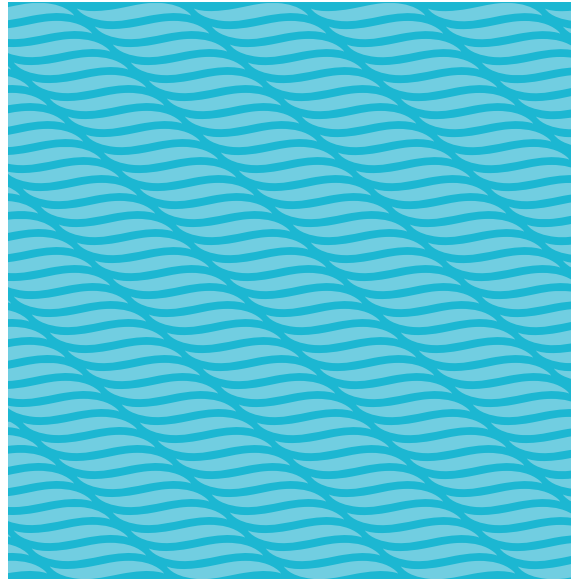
# Graphic Elements

Derived from the symbol, wave patterns and separate waves can be used throughout Campbell River materials to help enhance the overall look and feel.

The wave pattern can be used in the wave headers or footers and for backgrounds. They can be solid, gradient, or fade and should only be used in blues.

Two waves and individual waves can also be used on top of images or as watermarks. They should only be used in its original blues or white.

Wave Pattern (Sample)



Two Waves



Individual Wave

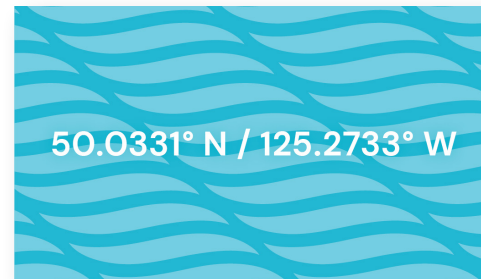
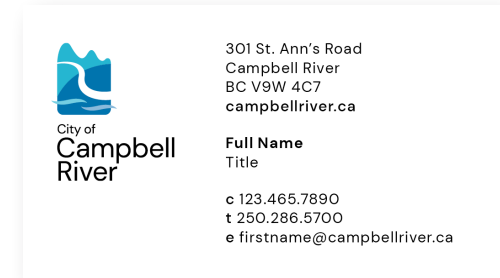
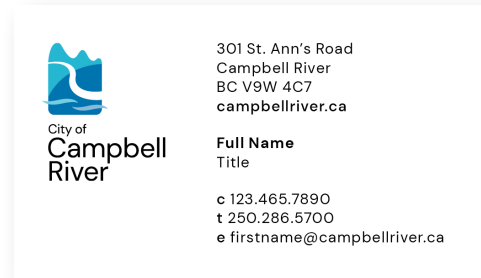


# Applications

# Business Cards

This page shows Campbell River's two business cards.

Business card variations include Campbell River's unique destination and symbol zoomed in.



# Letterheads

This page shows Campbell River’s three letterheads. Letterhead variations include with and without a wave header, and a straight header.

Letterheads can be set in DM Sans or Trebuchet MS with a recommended headline size of 18 pt and paragraph size of 10–12 pt.

Headlines can also be put in the header. They should be right-aligned and aligned to the top of the wordmark or “Campbell”.



# Website Headers

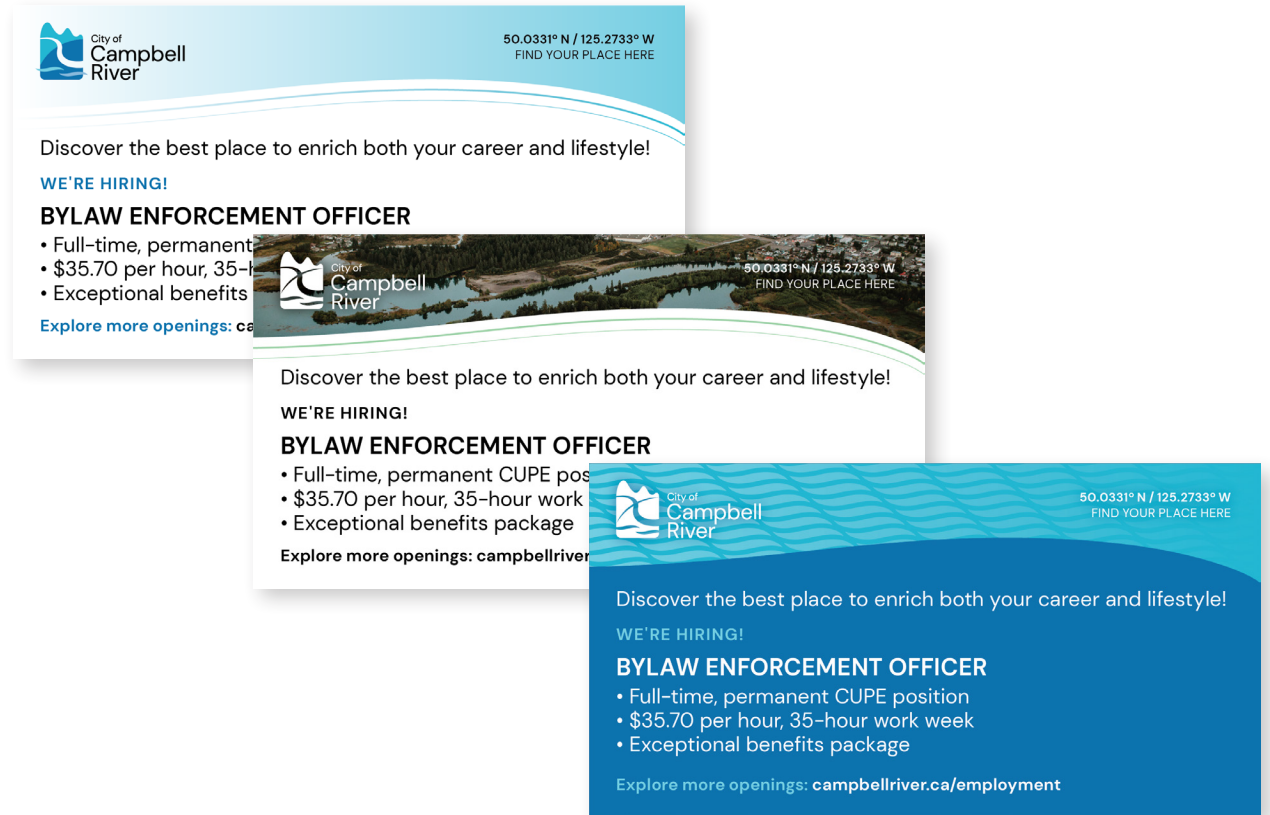
This page shows example website headers.



# Job Postings

This page shows example job postings sized for Facebook and LinkedIn.

One of the examples also illustrates potentially using an image in the wave header.



# Job Descriptions


This page shows example job descriptions.



# Job Descriptions

This page shows example job descriptions.

These examples also illustrate potentially using an image in the wave header.



50.0331° N / 125.2733° W  
**Career-builder Opportunities**

### Legislative Services Manager

**Be a part of what's next!**  
Oceanfront setting; city-on-the-move vibe; four seasons of outdoor play and wilderness adventure. But for passionate community-builders, we offer even more – the opportunity to join an inclusive, service-focused team where you can really make your mark and help grow a more equitable, resilient city for all.

This is central Vancouver Island's all-season oceanfront gem. Many people are attracted by our city-on-the-move vibe; easy access by air and ferry; plus a lifestyle enriched by four seasons of play and wilderness adventure. But for passionate community-builders, we offer even more – the opportunity to join an inclusive, service-focused team where you can really make your mark and help grow a more equitable, resilient city for all.

**Lorem Ipsum**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do labore et dolore magna aliqua. Ut enim ad minim veniam, quis ris nisi ut aliquip ex ea commodo consequat. Duis aute irure de velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint c sunt in culpa qui officia deserunt mollit anim id est laborum.

**Lorem Ipsum**

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50.0331° N / 125.2733° W  
**Career-builder Opportunities**

### Legislative Services Manager

**Be a part of what's next!**  
Oceanfront setting; city-on-the-move vibe; four seasons of outdoor play and wilderness adventure – Campbell River is a place that inspires people with a passion for community building.

This is central Vancouver Island's all-season oceanfront gem. Many people are attracted by our city-on-the-move vibe; easy access by air and ferry; plus a lifestyle enriched by four seasons of play and wilderness adventure. But for passionate community-builders, we offer even more – the opportunity to join an inclusive, service-focused team where you can really make your mark and help grow a more equitable, resilient city for all.

**Lorem Ipsum**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Lorem Ipsum**

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- Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
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# Social Media

This page shows example social media posts sized for Instagram.

