

BOWEN
 **ISLAND** 
Community Brand Guidelines

OCTOBER 2017

Contents

| | | |
|----------------|--------------------------------------|-----|
| INTRODUCTION | How to use these guidelines | 1.0 |
| | What's a Community Brand? | 1.1 |
| | What makes up a brand? | 1.2 |
| | The Bowen Story | 1.3 |
| | The core elements of the brand | 1.4 |
| BRAND ELEMENTS | Brand mascots | 2.0 |
| | Brand taglines | 2.1 |
| | Capitalization | 2.2 |
| | Colours | 2.3 |
| | Typefaces | 2.4 |
| BRAND MARK | Community brand mark - Vertical | 3.0 |
| | Community brand mark - Horizontal | 3.1 |
| | Community brand mark file formats | 3.2 |
| | Municipal brand mark - Vertical | 3.3 |
| | Municipal brand mark - Horizontal | 3.4 |
| | Municipal brand mark file formats | 3.5 |
| | Usage - Brand mark violations | 3.6 |
| | Usage - Clear space and minimum size | 3.7 |
| APPLICATIONS | Letterhead and business cards | 4.0 |
| | Island Page template | 4.1 |
| | T-shirts | 4.2 |
| | Bumper Stickers | 4.3 |
| | Buttons | 4.4 |
| | Postcards | 4.5 |
| | BIM website | 4.6 |
| | Posters | 4.7 |
| | Poster and postcard templates | 4.8 |
| | Ad template | 4.9 |

1.0

How to use these guidelines

The Bowen Island Community Brand Guidelines establish the design specifications and standards for the consistent application of the Bowen Island brand mark and its supporting elements. The brand mark and its elements should be reproduced only in formats shown in this toolkit. Situations may arise for which there are no precedents in this guide, but every effort should be made to adhere to the basic principles outlined herein; this will ensure that all materials maintain a consistent design aesthetic for a strong, unified brand identity.

If you are unsure of the reproduction methods outlined in this document, please contact:

Sophie Idsinga
Communications Coordinator
Bowen Island Municipality
sidsinga@bimbc.ca
(604) 947-4255

1.1

What's a Community Brand?

A Community Brand is the emotional connection people have with a place, expressed through words and visuals.

Bowen Island Municipality and Tourism Bowen Island currently use many different brand marks for various initiatives. A new brand, over time, will bring consistency to these efforts. A consistent brand can help reinforce our already strong sense of community. And it can also support Bowen businesses by attracting more visitors, especially during the less-busy shoulder seasons and winter months.

A Community Brand is a living thing that will change and grow over time, while keeping its essential core values. Certain core elements of the brand will remain constant, like the fonts and colours used, and the brand mascots. Taglines will change over time, to remain fresh and relevant. Community members will have a chance to participate in creating new taglines and brand content.

1.2

What makes up a brand?

A brand is more than visuals and logos— it's the very essence of a place and its people captured in a brand story.

Bowen Island's story was based on over 600 interviews with visitors, residents and business owners. It pinpoints what makes Bowen unique.

The story is the starting point for all of our brand efforts. If it's not covered in the Brand Story, it's probably not unique to Bowen.

We've boiled the brand story down into four core elements that act as simple touch-points: our brand attributes, brand essence, brand promise and our brand voice. These statements act as a simple checklist you can use against any communications developed for the brand.

Another part of the brand are four mascots representing different aspects of our diverse community. These mascots can be used together or separately depending on the situation. They can be used with our without taglines. We've provided four taglines for use with the mascots; these will be added to over time.



The Bowen Story



Just off the coast of Vancouver is a place where everything's...well...a little different. When you take the 20min ferry ride over, it feels as though you've crossed over to another world, a special place where life is a little simpler, a little less stressful.

The sights, the smells, the sounds, the people - all fill you with a calmness and an awareness; making you feel a little different. There's no hustle, no bustle, and certainly no rat race. The sense of community is so strong you can almost feel the hugs. In a modern world where everything's always moving faster and faster, it feels really, really good to hit pause. To reflect. To exhale. To take stock. To stop and smell the ocean. To connect with what really matters.

Bowen Islanders are fiercely proud of their island, and more than a little protective. Sometimes they're tempted to keep it to themselves. But if you're looking for a way to redefine play, work or life, this might be your place, too. You'll leave your ordinary self at the dock along with all your mainland baggage. Bowen will change you... for the better.

The core elements of the brand.

Our brand attributes.

Community, nature and crossing over water.

Our brand promise.

You'll be better for being here.

Our brand essence.

Connected with what matters most.

Our brand voice.

Casual, conversational, friendly, quirky, frank, honest, open, proud yet humble and sometimes ever-so-slightly defiant.

2.0

Brand mascots

There are four mascots that deliver different facets of the Bowen Island brand.



Deer

- Proud and protective of the people and place and our quirky culture.
- Confident and outgoing; a likeable curmudgeon.



Eagle

- The protector of nature and our natural balance.
- Always on the lookout for ways to enjoy our natural bounty, and keep it spectacular.
- Vigilant but still likeable.



Seal

- Proponent of the fun side of Bowen: Dive in and make new friends and enjoy new experiences. Make a splash!
- Quirky, up for anything and super friendly.



Slug

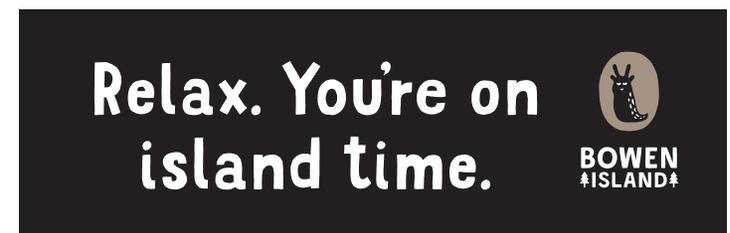
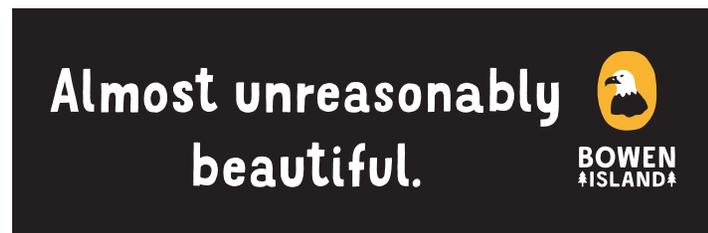
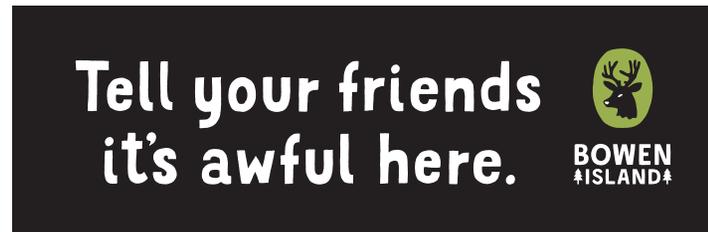
- Chief proponent of Island Time.
- Slow down and enjoy what matters most: Nature, connecting, being your best self.
- A bit New Agey but still grounded in what really matters.

Brand Elements

2.1

Brand taglines

These will be used on T-shirts, bumper stickers and more, and will change from year to year.



2.2

Capitalization

Headlines, subheadings and taglines should always be in upper/lower case, with only the first word capitalized and a period at the end of the headline or subheading (even if it's not a full sentence).

The only exceptions for capitalization are proper nouns or titles (i.e. Brand Standards, Community Brand, etc).

Headlines or subheadings should never be in ALL CAPS.

Even though BOWEN ISLAND appears in all caps in its brand mark form, it should be used as upper/lower "Bowen Island" in all headlines, subheadings and copy.

Bold or italicized body copy should be avoided.

Brand Elements

2.3

Whenever possible, always reproduce the brand mark using the Pantone colour reproduction method. For more information about the Pantone system, visit pantone.com.

When printing on coated paper where the ink is more likely to sit on the surface of the paper, the coated colour Pantone swatch or coated CMYK breakdown must be specified. On uncoated paper where ink absorption is greater, the uncoated Pantone swatch or uncoated CMYK breakdown must be specified.

The RGB colour breakdowns should only be used for websites or other on-screen applications.

The RGB colour breakdowns should never be used for a print application.

Colours

The primary colours for the brand mark and Bowen Island brand are night and forest with secondary colours sunset, water and earth



COATED PAPER
BLACK

UNCOATED PAPER
BLACK

4-COLOUR PROCESS

C 0
M 0
Y 0
K 100

ON-SCREEN RGB

R 0
G 0
B 0

HEX
000000

NEWSPRINT

C XX%
M XX%
Y XX%
K XX%



COATED PAPER
PANTONE 2304C

UNCOATED PAPER
PANTONE 2304U

4-COLOUR PROCESS

C 37
M 9
Y 83
K 11

ON-SCREEN RGB

R 160
G 171
B 77

HEX
A0AB4D

NEWSPRINT

C XX%
M XX%
Y XX%
K XX%



COATED PAPER
PANTONE 143C

UNCOATED PAPER
PANTONE 141U

4-COLOUR PROCESS

C 0
M 32
Y 87
K 0

ON-SCREEN RGB

R 241
G 180
B 52

HEX
F1B434

NEWSPRINT

C XX%
M XX%
Y XX%
K XX%



COATED PAPER
PANTONE 7458C

UNCOATED PAPER
PANTONE 2218U

4-COLOUR PROCESS

C 53
M 3
Y 8
K 9

ON-SCREEN RGB

R 113
G 178
B 201

HEX
71B2C9

NEWSPRINT

C XX%
M XX%
Y XX%
K XX%



COATED PAPER
PANTONE 7530C

UNCOATED PAPER
PANTONE 7530U

4-COLOUR PROCESS

C 10
M 18
Y 25
K 32

ON-SCREEN RGB

R 163
G 147
B 130

HEX
A39382

NEWSPRINT SCREENS

C XX%
M XX%
Y XX%
K XX%

2.4

Both the headline and body copy font can be purchased and licensed online from www.myfonts.com.

Typefaces

Usage & guidelines

The headline font for Bowen Island is Mr Dodo and is available in regular and medium.

MR DODO REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

MR DODO MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

The body copy font for Bowen Island is Larsseit and is available in regular and bold weights. If the content is being used for more serious issues, Larsseit can be used as a headline font.

LARSSEIT REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

LARSSEIT REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

3.0

Please refer to section 2.3 for brand mark colour specifics.

Community brand mark - Vertical

The primary brand mark version for Bowen Island uses black and green (PMS 1788C).

This brand mark should be used for all corporate communication, Bowen Island signage and Bowen Island branded materi-



BOWEN
ISLAND

The brand mark consists of the word "BOWEN" in a large, bold, black, sans-serif font. Below it, the word "ISLAND" is written in the same font, with a stylized green tree icon on either side of the word.

3.1

Please refer to section 2.3 for brand mark colour specifics.

Community brand mark - Horizontal

The primary brand mark version for Bowen Island uses black and green (PMS 1788C).

This brand mark should be used for all corporate communication, Bowen Island signage and Bowen Island branded materi-



BOWEN ISLAND



BOWEN ISLAND

Brand mark

3.2

The simple and consistent application of the Bowen Island brand mark is of the utmost importance. The brand mark is to be used as a premium branding device.

Community brand mark file formats



Bowen_Vertical_Logo_2304C.ai



Bowen_Vertical_Logo_4C.ai



Bowen_Vertical_Logo_2304C_rev.ai



Bowen_Vertical_Logo_4C_rev.ai



Bowen_Horizontal_Logo_2304C.ai



Bowen_Horizontal_Logo_4C.ai



Bowen_Horizontal_Logo_2304C_rev.ai



Bowen_Horizontal_Logo_4C_rev.ai

3.3

Please refer to section 2.3 for brand mark colour specifics.

Municipal brand mark – Vertical

The Bowen Island Municipal brand mark uses black and green (PMS 1788C).

This brand mark should be used for all municipal communication and branded materials.

BOWEN
ISLAND
Municipality

BOWEN
ISLAND
Municipality

3.4

Please refer to section 2.3 for brand mark colour specifics.

Municipal brand mark – Horizontal

The Bowen Island Municipal brand mark uses black and green (PMS 1788C).

This brand mark should be used for all municipal communication and branded materials.

BOWEN ISLAND
🌲 Municipality 🌲

BOWEN ISLAND
🌲 Municipality 🌲

Brand mark

3.5

The simple and consistent application of the Bowen Island brand mark is of the utmost importance. The brand mark is to be used as a premium branding device.

Municipal brand mark file formats

BOWEN
ISLAND
Municipality

Bowen_Municipality_Vertical_Logo_2304C.ai

BOWEN
ISLAND
Municipality

Bowen_Municipality_Vertical_Logo_4C.ai



Bowen_Municipality_Vertical_Logo_2304C_rev.ai



Bowen_Municipality_Vertical_Logo_4C_rev.ai

BOWEN ISLAND
Municipality

Bowen_Municipality_Horizontal_Logo_2304C.ai

BOWEN ISLAND
Municipality

Bowen_Municipality_Horizontal_Logo_4C.ai



Bowen_Municipality_Horizontal_Logo_rev.ai



Bowen_Municipality_Horizontal_Logo_4C_rev.ai

Brand mark

3.6

Please note that these usage guidelines apply to all versions of the brand mark.

Usage

Violations

No version of the Bowen Island brand mark should be adjusted, altered or redrawn in any way.



Do not reverse the colours of the brand mark.



Do not change the colours of the brand mark.



Do not add type to the brand mark.



Do not outline the brand mark.



Do not add drop-shadows to the brand mark.



Do not add elements or anything else that will change the brand mark.



Do not skew or distort the brand mark.



Do not change the font of the brand mark.



Do not stretch the brand mark.

Brand mark

3.7

Please note that these usage guidelines apply to all versions of the brand mark.

Usage

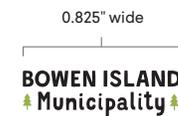
Clear space

When the Bowen Island brand mark appears with other brand marks or elements that are not from the Bowen Island brand, there must be an area around the brand mark that remains clear of any graphic elements. The space is equal to the height of the "B" from the Bowen Island brand mark.



Minimum size

The Bowen Island brand mark needs to be of a sufficient size to reproduce accurately and maintain clear legibility. Therefore, a minimum size for all print applications of the brand marks have been established.



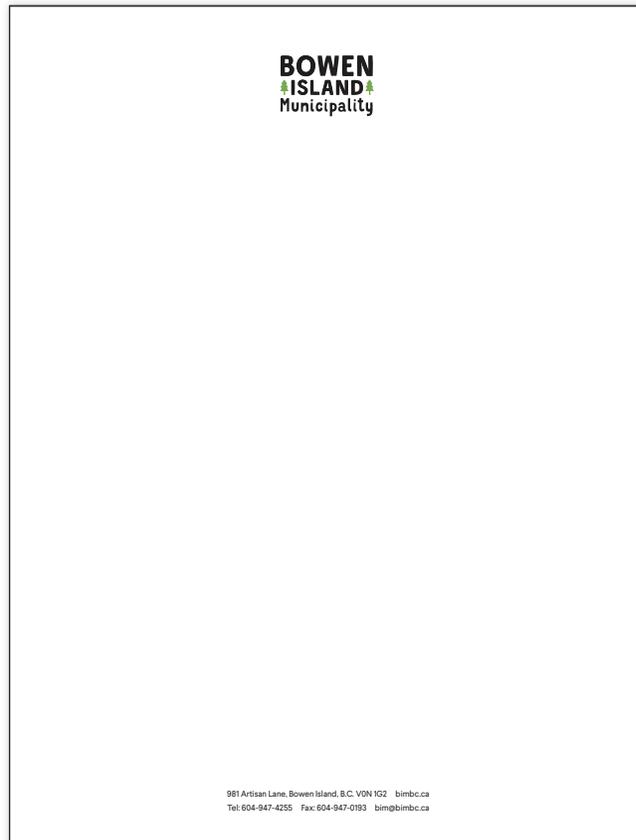
Applications

4.0

Paper recommendation:
Neenah Royal Sundance
110 lb Cover
Brilliant White

Letterhead and business cards

Business cards are printed with 2 pantone colours on the front and 4-colour process on the back.



Applications

4.1

Please refer to section 2.3 for colour specifics for printing on newsprint.

Island Page template

Colours for sidebar and footer should alternate each week between the brand colours.

Calendar of Events

November 30th 2015
6:00am-4:00pm
Event popcorn
Frenchies lablan
consecutur adipiscing elit.

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6:00am-4:00pm
Event popcorn
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Notice of Public Hearing

Council will be considering an application at its December 14, 2015 meeting for a Development Variance Permit for 431 Bowen Island Trunk Road. The Union Steamship Company has applied to reduce the required zoning setbacks from the front (north) and side (east) property lines to enable the construction for a building to be used for boat storage and maintenance, marina maintenance, coffee roasting facility, and coffee kiosk.

Please submit your comments and/or questions in writing to bim@bimbc.ca or by mail before 9:00 am on Monday, December 14, 2015.

All comments will form part of the public record and be considered by Council with regard to possible approval of this application. For more information, please visit www.bimbc.ca

Driveway runoff and culvert cleaning.

Dangerous road conditions can be created by the discharge of water, dirt and gravel from private property onto public roadways. Property owners are responsible for controlling/run-off onto roadways from their property.

Culverts under private driveways and adjacent to roadways often require maintenance at this time of the year. Property owners are responsible for keeping these culverts clear of debris in order to reduce the risk of flooding.

To ensure safe travel on Bowen Island's roadways this rainy season, the municipality asks all property owners to control runoff and to maintain their culverts. Failure to do so may result in fines under the Bowen Island Municipality Traffic and Use of Streets Bylaw, No. 133, 2005.

For more information, please contact Bylaw Services at 604-328-5499 or 604-947-4255 or email bim@bimbc.ca

Employment opportunity.

Bowen Island Municipality is seeking a Temporary Part-Time Payroll Clerk. For more details, please visit the bimbc.ca at www.bimbc.ca. This opportunity closes on December 10, 2015 at 4pm.

Reminder: ice patrol and snow clearing.

During winter road maintenance operations, trucks fitted with ploughs and salt/sand dispensers need to be able to manoeuvre freely throughout the island roads. Please ensure that vehicles or other items are not parked on or blocking roadways and/or cul-de-sacs.

When shovelling snow, please do NOT place it onto the Municipal roadways. When clearing your driveway, pile snow to the left side of your driveway (when facing your property) to improve visibility of approaching traffic and to reduce the possibility of snow being pushed across your driveway by plough trucks.

Snow and ice removal from sidewalks are the responsibility of the abutting property owner and must be cleared by 9 a.m.

Despite the best efforts of the crew, conditions can deteriorate and roads can become treacherous. In extreme conditions, residents are advised to stay home, use public transit or proceed with caution.

PLEASE HELP IN MAKING BOWEN ISLAND ROADS SAFER FOR ALL

Bowen Island municipality is seeking your input.

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General Enquiries
Phone: 604-947-4255
Fax: 604-947-2993
Email: bim@bimbc.ca

Contact Us
Bowen Island Municipal Hall
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Hours: 9:30 am - 4:30 pm
Monday - Friday, excluding statutory holidays

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Monday - Friday, excluding statutory holidays

Find us on Facebook
 Bowen Island Municipality

Join our mailing list
 bimbc.ca

Half page

Full page

Applications

4.2

Crest designs are 2 Pantone colours for ease of printing.

T-shirts

These t-shirts have an alternate crest design that include taglines for each mascot. Although not an official brand mark, these graphics can be used on promotional materials. Taglines and mascots should always appear together.



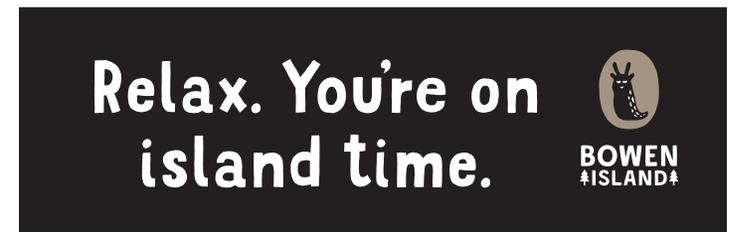
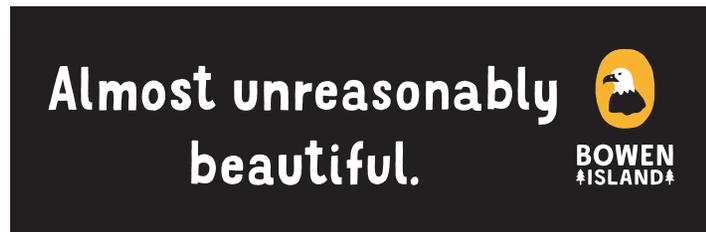
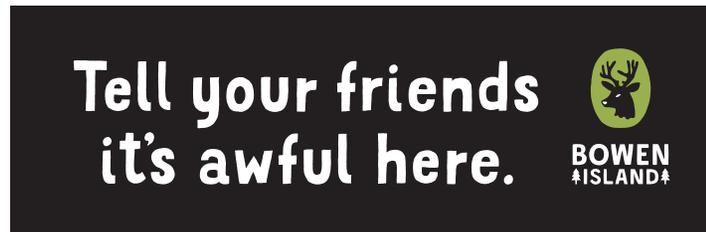
Applications

4.3

Crest designs are 2 Pantone colours for ease of printing.

Bumper stickers

The bumper stickers are designed to feature the mascot taglines. Although not an official brand mark, these graphics can be used on promotional materials.

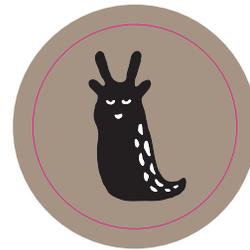


Applications

4.4

Crest designs are 2 Pantone colours for ease of printing.

Buttons



Applications

4.5

Please refer to section 2.3 for colour specifics.

Postcards

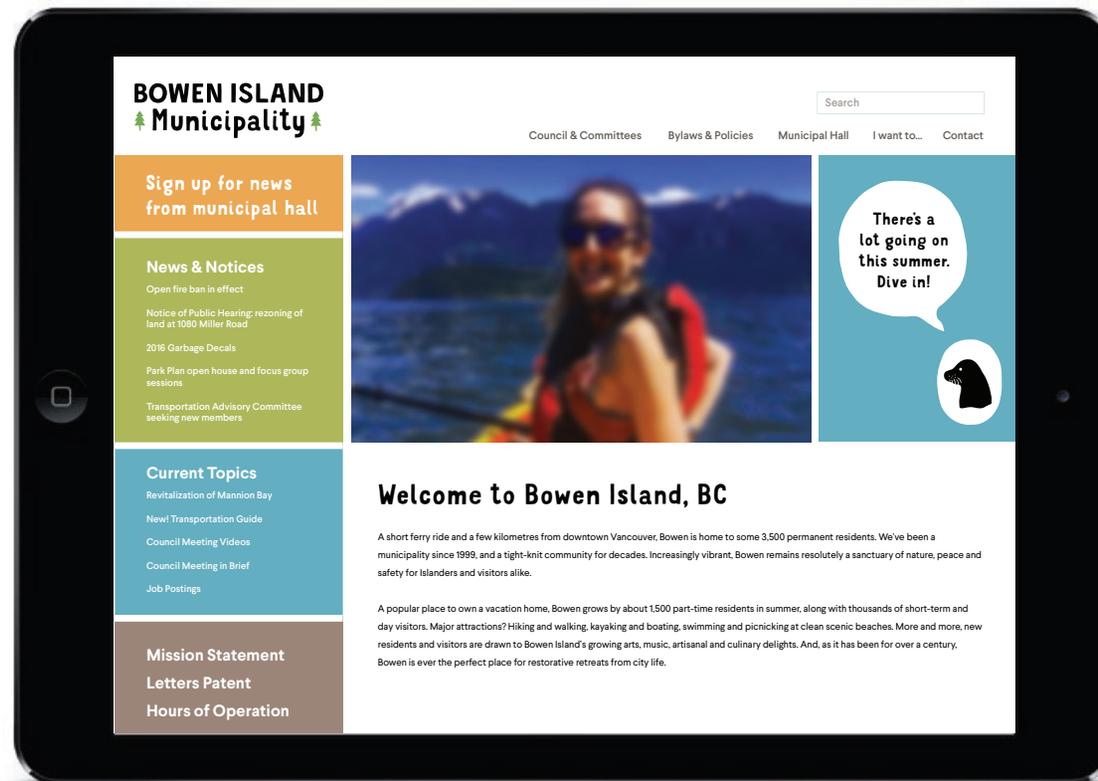


Applications

4.6

BIM website

Please refer to section 2.3 for colour specifics.



Applications

4.7

Please refer to section 2.3
for colour specifics.

Posters



Lots of great dining options.
And not a drive-thru in sight.

BOWEN
ISLAND



Proudly resisting change
since 1874.

BOWEN
ISLAND

Poster and postcard templates

4.8

The background for posters and postcards should always be black.

Headline should always be white, centered, and always typeset using Mr. Dodo regular font upper and lower case.

The reverse brand mark version should always be used for posters and postcards and always centered. Refer to section 3.7 to ensure minimum size and usage of the brand mark is correct.

Build your own posters and postcards

Horizontal



Vertical



Ad templates

4.9

The background for ads should always be white.

Typeset the headline using Mr. Dodo regular font upper and lower case.

The margin space always be the same on both sides of the ad.

The body copy for ads should always be typeset in Larsseit regular, flush left with a minimum of 3 points leading.

The positive brand mark version should always be used for ads and always placed on the right for horizontal ads flush with the last line of copy. Refer to section 3.7 to ensure minimum size and usage of the brand mark is correct.

Build your own ad

Horizontal



A headline goes here. A headline goes here. A headline.

Ovidunt ut ilit vent eum fuga. Nequistrum sinture, que volliqu odicaecerum hit, volest dit laborro evellaut atem. Ut audit qui dolupta musaped adipsunt laut quiam, temsita digniam remUr aborion sequati umquiaevelluptius ni rerspiet pe et andes. Uga. Luptatas vendand itempos simporeius, sim et quam, suntota tendamus volore sit qui sus nonsers peremoluptas as. Vit expliquibus sed ut ut volutatet es volupta turitibust, senim exped qui volorepe des nihil magnis volupta esectiustium

**BOWEN
ISLAND**

Vertical



A headline goes here.

Ovidunt ut ilit vent eum fuga. Nequistrum sinture, que volliqu odecaecerum hit, volest dit laborro evellaut atem. Ut audit qui dolupta musaped adipsunt laut quiam, temsita digniam remPedit ea sum quod molestibus pa quiaequia voluptatum qui to dolupta ti

**BOWEN
ISLAND**