PRRD PEACE RIVER REGIONAL DISTRICT

Brand
Standards
Guide

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Introduction

Brand Guidelines

If you have questions about the PRRD brand or
need more information, contact the Communications
Department at communications@prrd.bc.ca.

A strong brand should maintain visual cohesion by consistent application of the brand's elements—logo, colours, and typography.

We can accomplish this by following the standards outlined in this document.

Maintaining a strong and recognizable brand, and communicating in a consistent, coordinated and engaging way takes commitment from our entire organization.

THE IMPORTANCE OF MAINTAINING OUR BRAND

The PRRD brand communicates who we are, by supporting our sense of regional identity and building on our reputation as a diverse, vast and abundant region.

A consistent brand will:

- Ensure residents, businesses, stakeholders and rightsholders can easily identify, recognize and access our programs, services, facilities and information. This drives trust and value in our organization and positive attitudes towards our work.

- Provides clear direction on usage to help limit confusion on brand application.

- Benefits all staff within the PRRD through use of ready-made templates and/or understanding when a project requires additional support from the Communications Department.

WHY WE NEED BRAND STANDARDS

The purpose of this guide is to explain the components of the PRRD visual brand, to define graphic design standards, and to illustrate how these standards are applied.

Specific standards for the use of the logo and supporting brand elements are included in this guide. These standards reinforce intentional and consistent use of our brand.

WHO THIS BRAND GUIDE IS FOR

Every person within our organization contributes to shaping how our brand is experienced.

The information in this guide is a resource for anyone who uses the PRRD brand and its components in their work.

LOGO AND TAGLINE OVERVIEW

The logo depicts a dove at the top—a symbol of peace—encompassing the entire region, while the mighty Peace River runs through below. The logo and colours symbolize the diversity of the region's landscapes, rivers and wide open spaces.

DOVE AND OLIVE BRANCH

Represents peace and a united front.

This element pays tribute to the etymology of the Peace River. The river is named after Peace Point (originally Tsadu or Beaver Point), an area in northeastern Alberta where a truce agreement was established in the late 1700s between the Dane-zaa (Beaver) and Cree First Nations peoples.

PRAIRIE AND BLUE SKY

Represents the vast expanse of fertile prairie landscape and open skies that characterize the region.

PEACE RIVER

A mighty transportation waterway, the Peace River represents diversity as our shared connection point with surrounding areas and First Nations communities.

TAGLINE

The PRRD tagline "diverse. vast. abundant." epitomizes the character of the region; vast and diverse in people and landscapes, and abundant in resources.

diverse. vast. abundant.

Our visual brand identity
is made of a system of
elements—our logo, colours,
typography and graphic
element—all working
together to build the
PRRD brand.

Logo Variations and Usage

LOGO ANATOMY AND ORIENTATIONS

The PRRD logo has two components: a logo icon and logotype. The PRRD acronym is included within the logo icon, making it possible to use the icon alone when communicating with audiences that are very familiar with the organization (such as social media), or when lack of space limits the use of the full logo.

LOGO ICON   LOGOTYPE

PRIMARY HORIZONTAL LOGO

The horizontal logo, in full colour, is the primary version of the logo. Alternatives are provided for instances where the primary version does not work, such as limited space applications or over a background colour.

CONDENSED HORIZONTAL LOGO

A condensed horizontal logo is available for use where space prohibits the use of the primary logo.

LOGO ICON ONLY

The logo icon may be used alone for internal applications where the acronym is sufficient for understanding the full organization name. The logo icon may also be used in external brand applications where space is extremely limited and prohibits the use of the primary or condensed horizontal logo, such as social media posts.

LOGO COLOUR VARIATIONS

PRRD PEACE RIVER REGIONAL DISTRICT

FULL COLOUR

The full colour logo is the primary logo, and should be used whenever possible. The full colour logo is ideal for use on white or light backgrounds to maintain adequate contrast from the background.

PRRD PEACE RIVER REGIONAL DISTRICT

SEMI-REVERSE

The semi-reverse logo makes the white border of the logo icon visible and the logotype white. This version is ideal to maintain the full colour symbol, while increasing the contrast of the logotype when placed over a deep coloured or dark background.

PRRD PEACE RIVER REGIONAL DISTRICT

ONE COLOUR

The one colour logo is set in the PRRD Peace blue, or Pantone 3005. This logo is specifically for use in limited colour applications.

PRRD PEACE RIVER REGIONAL DISTRICT

ONE COLOUR REVERSE

The reverse logo is a one colour (white) logo that is intended for use over deep coloured or dark backgrounds, in limited colour applications. Note that the semi-reverse logo is preferred when the application permits full colour.

PRRD PEACE RIVER REGIONAL DISTRICT

BLACK

The black logo is for use in black-only or extremely limited colour applications.

LOGO MINIMUM SIZE

0.5 inch   PEACE RIVER REGIONAL DISTRICT

To preserve legibility, the logo should not be used smaller than 0.5 inch in height, regardless of logo orientation, at final viewable scale.

Note that extra consideration should be given to the final viewable size of social media images, which are likely to be viewed on a mobile device. If the final viewable scale is for mobile, the logo should to be 0.5 inch in height on the device screen.

## LOGO CLEAR SPACE

PEACE RIVER REGIONAL DISTRICT
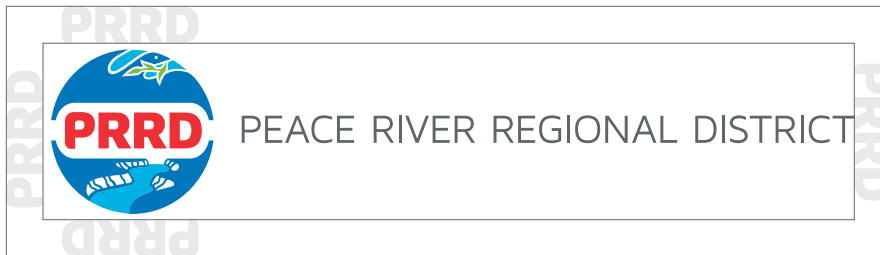
The minimum clear space (space free of text, graphic elements, etc.) around the logo is equivalent to the PRRD abbreviation within the logo icon, regardless of size.

A NOTE ON LOGO FILE TYPES AND RESOLUTION
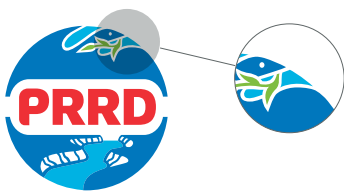
VECTOR (EPS or PDF)

Infinitely scalable without losing image quality. Whenever possible, a vector file should be used to ensure image quality. Used for printed materials, signage, apparel, and other print collateral.
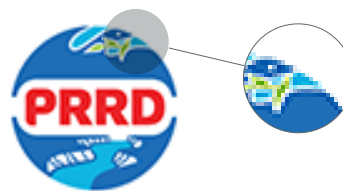
RASTER (PNG or JPG)

Raster images are fixed resolution images. For use on screens, such as websites, social media, Word documents and Powerpoint presentations.

A raster image can be reduced in size successfully; however if the image is increased in size, the image will degrade, losing detail and appearing blurry or pixelated. If a larger raster logo image is needed, seek assistance from the Communications department to provide a logo file built to the proper size and resolution.

LOGO PROHIBITED USES

Do not modify the logo artwork in any way—use the logo as provided. Please note, this is not an exhaustive list of prohibited uses, only a sample of errors. Use discretion when applying the logo, and seek clarification and recommendations from the Communications Coordinator when unsure. Prohibited uses apply to all orientations and colour variations of the logo.

Do not add a department or program name to the logo.

Moving forward, do not use any version of the retired logo.

Do not move or change the arrangement of the logo. Only use the provided orientations.

Do not stretch or condense the logo.

Do not remove or replace any portion of the logo icon. Leave the logo icon fully in tact without modification.

Do not put the logo in a box. Instead, source an appropriate colour variation of the logo to achieve contrast from the background.

Do not individually alter the proportions of the logo icon or logotype.

The PRRHD logo is an extension of the PRRD brand. The standards contained in this document apply to the PRRHD brand.

Due to the length of the name, only the condensed horizontal and logo icon only orientations of the PRRHD logo are available.

All logo colour variations apply.

Tagline

The PRRD tagline "diverse. vast. abundant." epitomizes the character of the region; vast and diverse in people and landscapes, and abundant in resources.

The tagline is a secondary component of the PRRD brand, and does not replace the use of the PRRD logo as the primary brand identity tool.
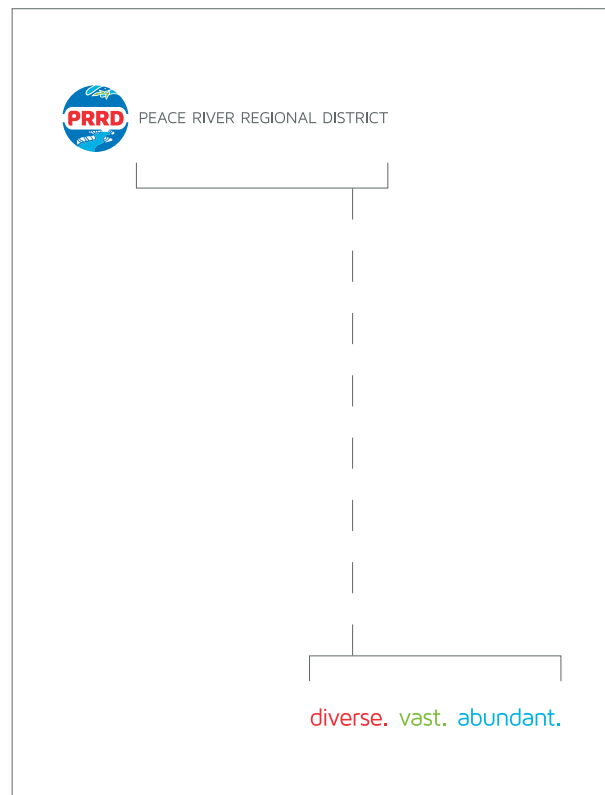
diverse. vast. abundant.

PANTONE 1788   PANTONE 376   PANTONE 306

diverse. vast. abundant.

COLOUR VARIATIONS

The tagline utilizes three of the primary brand colours. Alternatively, the tagline can be reversed (white) to create adequate contrast from deep coloured or dark backgrounds.

PRRD PEACE RIVER REGIONAL DISTRICT

diverse. vast. abundant.

SCALE

Scale the width of the tagline to the width of the logotype for balanced proportion.

POSITIONING

When positioning the logo and tagline in brand applications, the logo should be considered the opening statement and the tagline the closing remark. In other words, position the logo in the top left and the tagline in the bottom right.

When both the logo and tagline cannot be accommodated, the logo takes precedence.

Brand Colours

These colours have been selected to convey the rich saturated colours of the PRRD, which is known for its pristine natural beauty. Adherence to these colour standards will serve to unify the image of the Regional District.

Colours will vary slightly depending on the method of use (print versus screen).

PRIMARY BRAND COLOURS

PEACE	SKY	BERRY	LEAF
Pantone 3005	Pantone 306	Pantone 1788	Pantone 376
CMYK 100 46 2 0	CMYK 81 4 5 0	CMYK 0 94 84 0	CMYK 55 3 100 0
RGB 34 115 186	RGB 0 181 227	RGB 238 52 53	RGB 128 188 66
HEX #2273BA	HEX #00B5E3	HEX #EB2629	HEX #80BC42

The primary brand colours are the colours that make up the PRRD logo icon.

This palette should be the primary source of colours for brand applications.

SECONDARY BRAND COLOURS

SLATE	RIVER	WAVE
Pantone 445	Pantone 7467	Pantone 325
CMYK 68 56 56 11	CMYK 100 7 36 0	CMYK 57 0 25 0
RGB 84 84 84	RGB 0 161 173	RGB 100 199 199
HEX #545454	HEX #00A1AD	HEX #63C7C7

OLIVE	SUNSET	PRAIRIE
Pantone 7496	Pantone 144	Pantone 1788
CMYK 57 31 100 11	CMYK 3 54 100 0	CMYK 3 26 100 0
RGB 118 136 56	RGB 239 139 34	RGB 246 189 23
HEX #758737	HEX #EE8B21	HEX #F5BD16

The secondary brand colours are supporting colours to build out a full range of colour that complements the primary palette. These colours can be used when the primary palette is represented and a brand application requires additional colours beyond those in the primary palette.

Brand Typography

Maven Pro should be used by default; only use the system standard typeface when Maven is not available.

Maven Pro is a sans-serif typeface, designed with unique curvature and flowing rhythm. Its forms make it very distinguishable and legible. Maven Pro is comprised of six weights, including numerals and glyphs, making it a comprehensive and diverse font family.

Maven Pro is a Google Font and is pre-installed on all PRRD computers for ease of use. To obtain the font for additional free downloads, visit **fonts.google.com/specimen/Maven+Pro.**

Aa

Maven Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maven Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maven Pro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maven Pro Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maven Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maven Pro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SYSTEM STANDARD TYPEFACE

Every effort should be made to use the corporate typeface, Maven Pro; however, there are rare circumstances where it may be necessary to use a widely available system standard typeface. For example, opening a Powerpoint presentation on a computer that does not have Maven Pro installed, would lead to indeterminate results. For these rare instances where a universal font is needed, Calibri is considered the most suitable alternative. Calibri comes installed as system standard on most machines and aligns well with the style of Maven Pro.

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Supporting Graphic Element

Building upon the brand's symbology of peace, a flowing ribbon is used as a supporting graphic element in PRRD brand applications.

While the ribbon element is featured in many PRRD brand applications, the use of the supporting graphic by staff is through approved templates only. The ribbons are available as a supporting graphic element and are almost always applied along with the logo in branded templates. Outside of templates, the use of the ribbon element is reserved for the Communications Department and professional design consultants. If staff members require the ribbons in alternative orientations or in one colour, please submit a request to the Communications Department.

The ribbon element most often appears as a full spectrum of the PRRD brand colours.

The ribbon can also be used as one colour in any of the primary or secondary brand colours. Use of the one colour ribbon is at the discretion of the Communications Department.

PEACE RIVER REGIONAL DISTRICT

POSITIONING

The ribbon can be flipped or rotated, but should remain horizontal.

The ribbon is primarily placed within the top half of a brand application.

When using the ribbon, make an effort to anchor the ribbon off the edge of the image or design. This helps anchor to visually anchor the ribbon so it does not appear to be floating.

Use of Templates

While it can be appealing to get creative and explore new ways to apply a brand, this often leads to inconsistent design results and misuse. Consistent and repeated application of the PRRD brand leads to better overall recognition and builds trust with our audiences.

ACCESSING TEMPLATES

Approved templates should always be the first place to start any brand application.

A series of approved templates are available through the Communications Hub on WINK; staff are to access this portal to download these resources. If you cannot find what you need via WINK, please contact the Communications Department for assistance.

If you have questions about the PRRD brand or
need more information, contact the Communications
Department at communications@prrd.bc.ca.

PEACE RIVER REGIONAL DISTRICT

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