Tourism
Burnaby

Brand Guidelines

Contents

This guide provides direction regarding use of the Tourism Burnaby brand logo family, various brands and sub-brands, and industry marks.
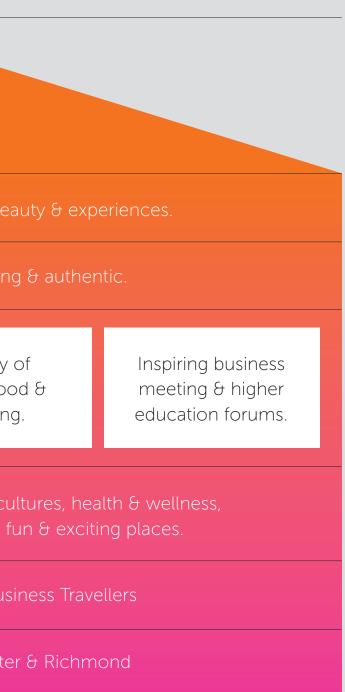
1.0
Strategy

Our brand blueprint serves as an at-a-glance guide that lays out our overall brand strategy; who we are, where we're headed and what drives us.

1.1

Brand Blueprint

PURPOSE

Burnaby celebrates diversity

DIFFERENTIATOR

A kaleidoscope of unique ideas, cultures, natural beauty & experiences.

CHARACTER

Refreshing, engaged, accepting, future-thinking & authentic.

PILLARS OF SUCCESS

| Abundance of parks, lakes & sporting venues. | Direct public transporation to the region. | Diversity of people, food & shopping. | Inspiring business meeting & higher education forums. |

AUDIENCE INSIGHTS

Attracted to natural beauty, unique local experiences & cultures, health & wellness, international culinary options, and forward-thinking, fun & exciting places.

AUDIENCE

Progressive Pleasure Travellers & Innovative Business Travellers

ALTERNATIVES

Vancouver, North Vancouver, New Westminster & Richmond

2.0
Visual
Language

Our visual language defines who we are and sets us apart. It not only enables our unique brand to come to life but creates a strong connection with our audiences – no matter who they are.

2.1 Colour Palette

Our kaleidoscope of brand colours reflect the optimism and inclusivity of our brand family.

C0 M68 Y100 K0	C4 M95 Y85 K0	C25 M100 Y0 K0	C0 M0 Y0 K100
C0 M10 Y100 K0	C0 M90 Y0 K0	C23 M100 Y50 K0	C50 M100 Y0 K0
C75 M0 Y75 K0	C85 M50 Y0 K0	C96 M22 Y0 K58	C0 M0 Y0 K0
C55 M0 Y99 K0	C70 M14 Y0 K0	C100 M41 Y3 K16	

2.1 Colour Palette

Colour gradients
Never blend more than 2 colours together in the same gradient, and only use those that are next to one another in the colour wheel. For example do not blend together pink and green.

TOURISM BURNABY

BURNABY DIVERSE CITY

EXPLORE BURNABY

The primary parent and tourism brand colours reflect and expand upon those used in the logo; pinks, reds and oranges. Additionally, the parent brands may embrace colours from the Sport and Meeting brands.

Colours may be blended together into gradients.

Black and white are used to compliment and contrast our bright colour family. **Be selective when using black in large amounts**; our other brand colours should typically play a larger role in marketing materials.

C0
M90
Y0
K0

C0
M68
Y100
K0

C23
M100
Y50
K0

C4
M95
Y85
K0

C0
M10
Y100
K0

SPORT & MEETING COLOURS

C0
M0
Y0
K100

C0
M0
Y0
K0

2.1 Colour Palette

C55
M0
Y99
K0

C85
M50
Y0
K0

C70
M14
Y0
K0

C75
M0
Y75
K0

C96
M22
Y0
K58

C0
M0
Y0
K100

C0
M0
Y0
K0

SPORT BURNABY

The sports brand colours reflect and expand upon those used in their logo; greens, and blues. Those colours may also be blended together into gradients.

2.1 Colour Palette

C70
M14
Y0
K0

C25
M100
Y0
K0

C100
M41
Y3
K16

C50
M100
Y0
K0

C0
M0
Y0
K100

C0
M0
Y0
K0

MEET IN BURNABY

The meeting brand colours reflect and expand upon those used in their logo; purples and blues. Those colours may also be blended together into gradients.

Typography

Something for everyone.

PROSPECTUS

Prospectus is used for headlines and other small amounts of copy that need high impact.

MUSEO

Use Museo Sans 900, set in sentence case or all uppercase, for subheads. Depending on type size and application, Museo Sans 100 or 300 may be used for body copy.

MUSEO 900

ABCDEFGHIJKLN OPQRSTUVWXYZ abcdefghijknopq rstuvwxyz 1234567890.!?

MUSEO 300

ABCDEFGHIJKLN OPQRSTUVWXYZ abcdefghijknopq rstuvwxyz 1234567890.!?

MUSEO 100

ABCDEFGHIJKLN OPQRSTUVWXYZ abcdefghijknopq rstuvwxyz 1234567890.!?

2.3

Graphic Devices

THE TRIANGLE

A triangle can be used to crop photography or as a background for copy. At a smaller size it can also be used as a visual cue to call attention to a block of text.
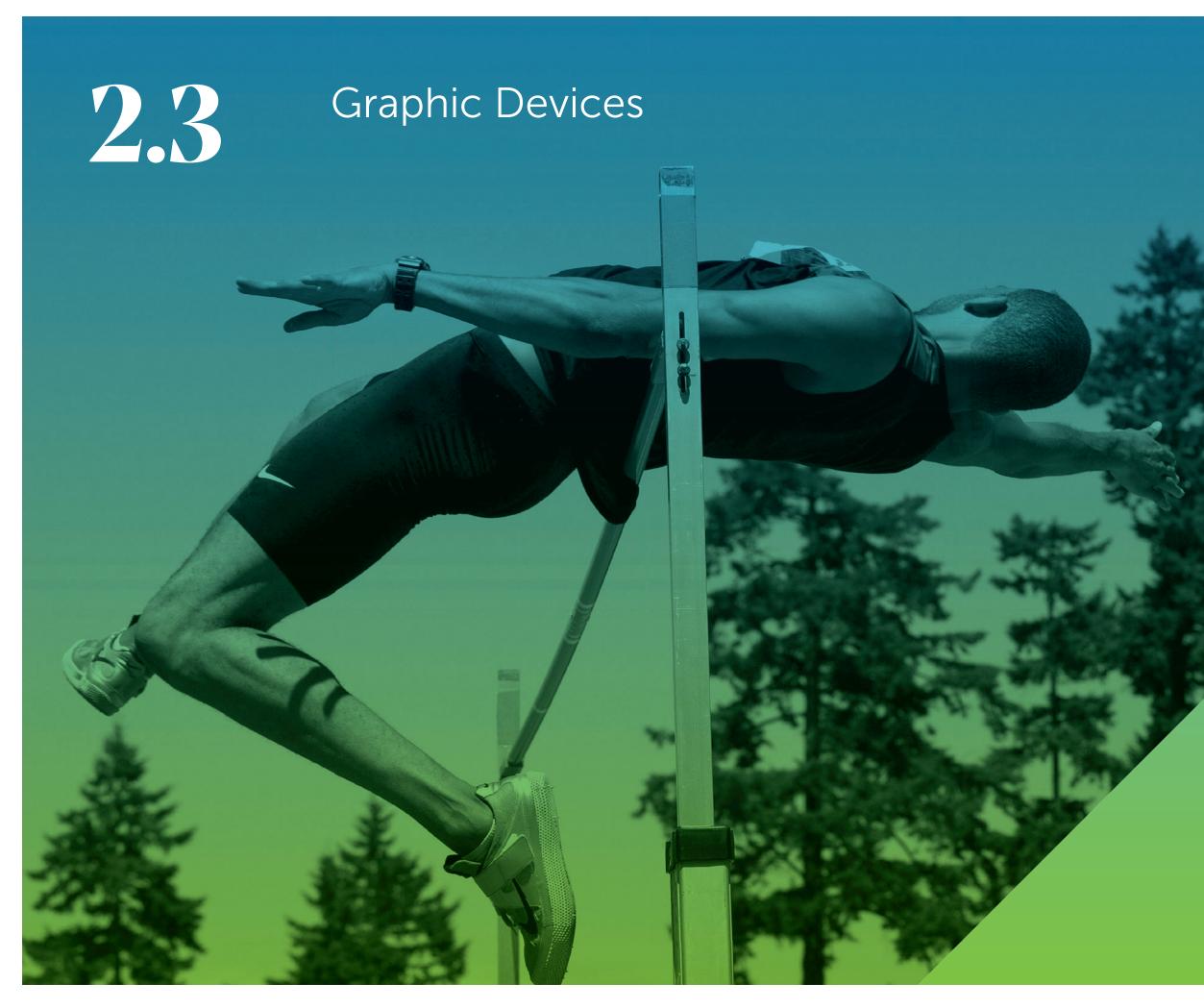
Angles

This useful shape echos those found within the construct of our logo icon. As such, it should always be a right tiangle, with an angle of 45 degrees, to match.

2.3 Graphic Devices

THE GRADIENT

The gradients outlined in our colour palettes in section 2.0 can be applied over black and white imagery.

2.4 Photography

Diverse City.

2.4 Photography

Photography is key to celebrating the diversity of our region. All ages, cultures and genders should be represented. In keeping with our palette, photography should feel optimistic. Rather than posing subjects, strive for candid images.
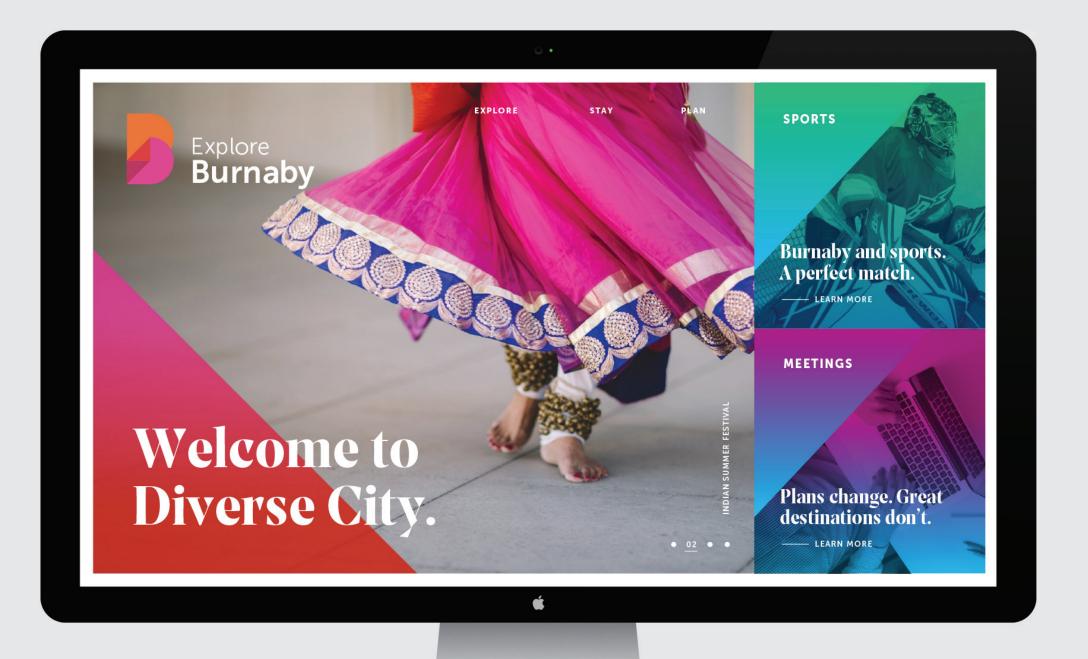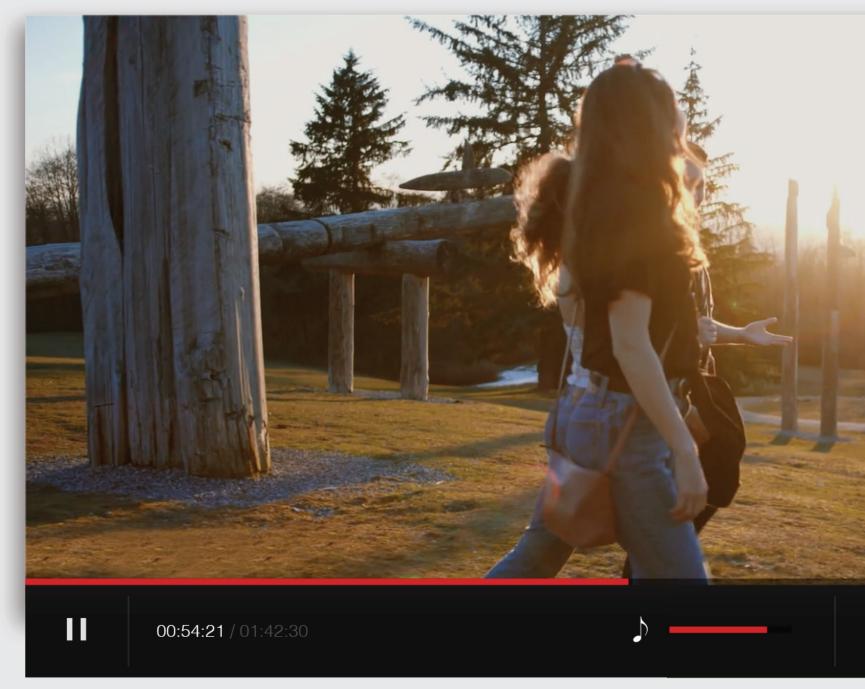
3.0 Brand Expression

We have a variety of applications that bring our brand to life. They utilize our unique visual language in a variety of ways and through an array of channels. Their purpose is to connect with our audiences, entice them to experience our brand and keep them coming back for more.

3.1   Website

3.2

Brand Video

3.3 Social Media Platforms
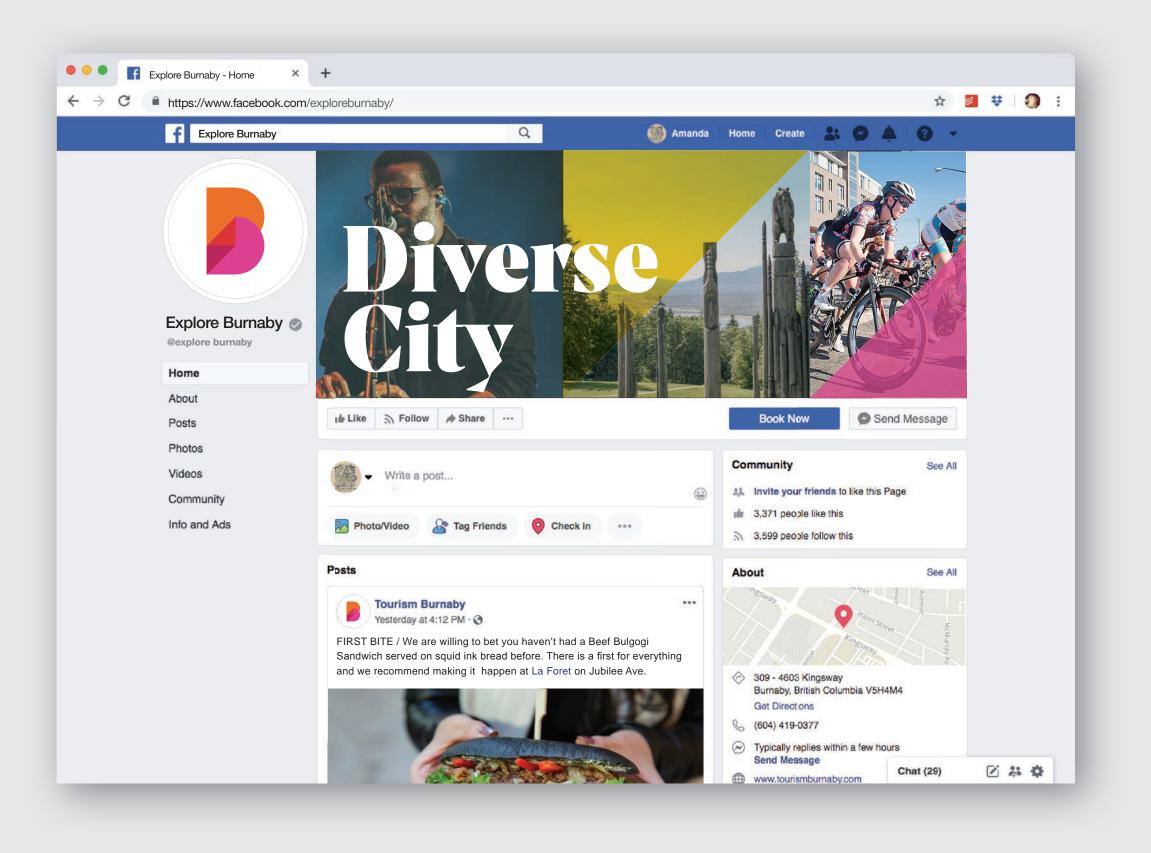
Photography preset
Before uploading content, photography should be run through this filter preset: https://philchesterpresets.com/x-series/
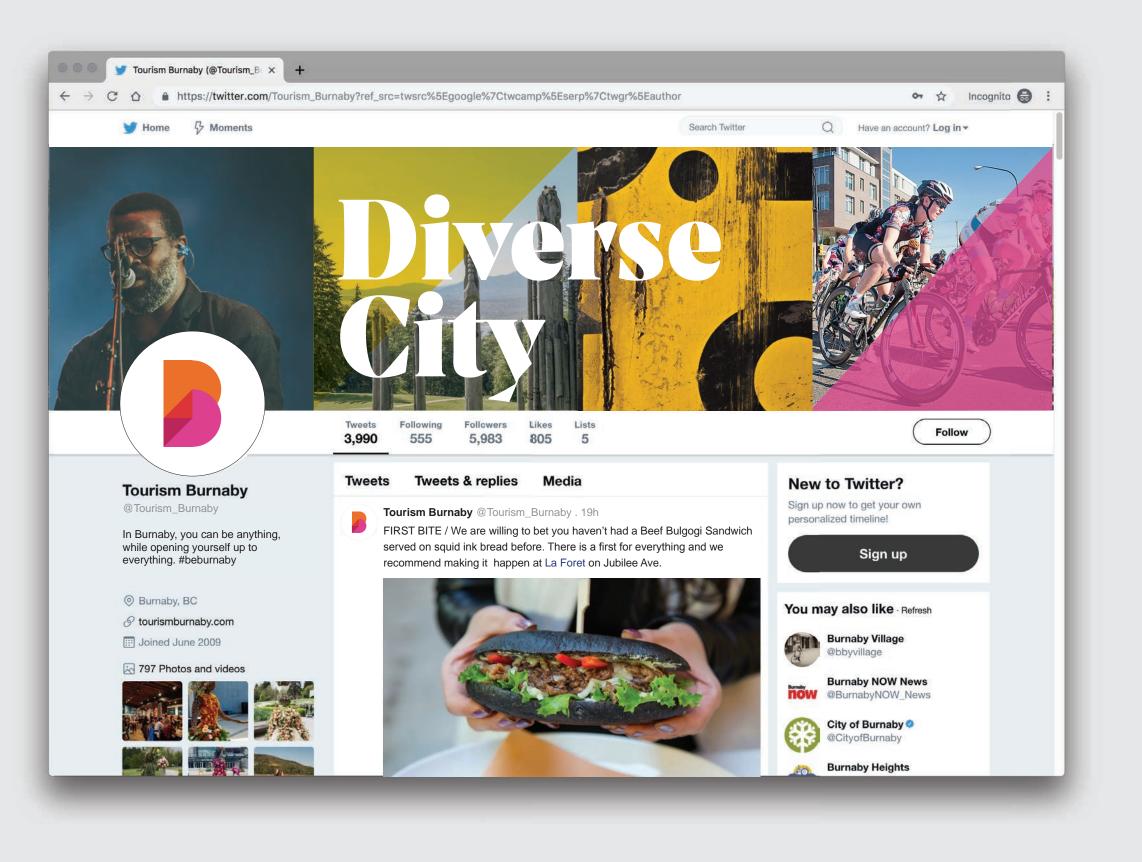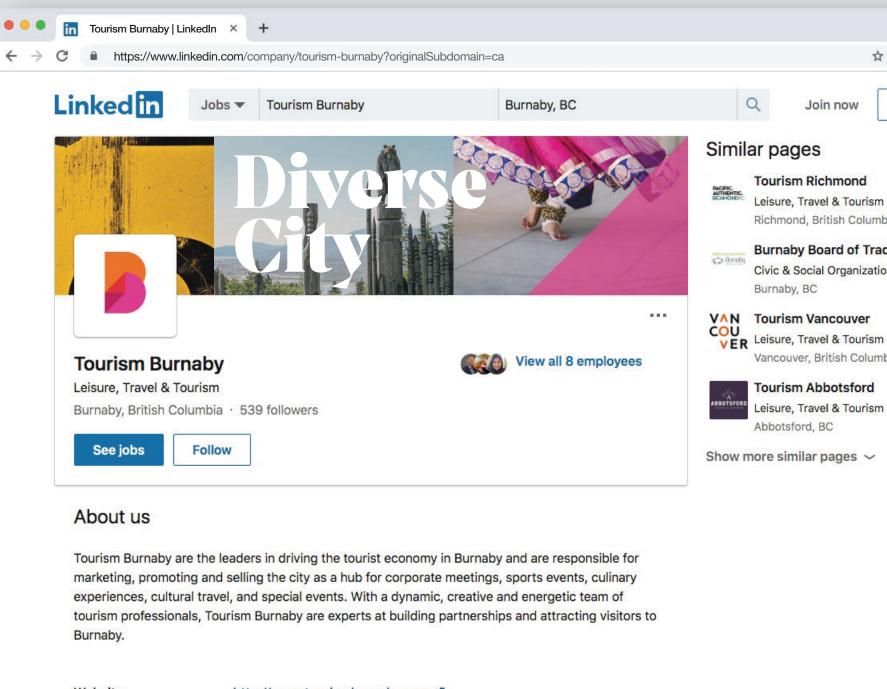
INSTAGRAM

3.3

Social Media Platforms

FACEBOOK

3.3

Social Media Platforms

TWITTER

3.3   Social Media Platforms

LINKEDIN

3.4 48 Hour Guide

3.6 Stickers

You B you.

Meet in Burnaby
Come for the meeting, stay for the wow.

Sport Burnaby
Game on.

You B you.

4.0 Logo Family

Our logo family is made up of parent brands, an industry brand, and sub brands. The following standards provide guidelines for usage.
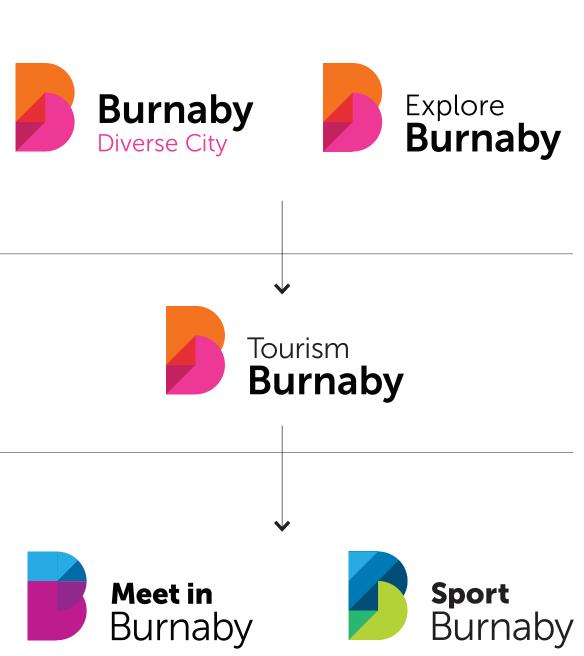
4.1 Brand family hierarchy

PARENT BRANDS

Burnaby Diverse City
This logo is used for out-of-market communication to explicity build awareness around our brand positioning.

Explore Burnaby
Once a visitor is in-market, this is used for communication, call to action or event activation. Regardless if the consumer is visiting for pleasure, business or sport, once on-site, this logo and associated colour palette should be used to have visitors Explore.

INDUSTRY BRAND

Tourism Burnaby
For use within business to business tourism communications. Ie: tourism partners, tourism bureaus, etc. This is to ensure corporate sign off is appropriate to the communication or sponsorship.

SUB BRANDS

Logo family usage is determined by audience. Therefore it is likely that a variety of logos will be used in the course of a communications campaign; as it moves from out-of-market or sub brand to in-market activations with strong calls-to-action.

Meet in Burnaby
Use to promote meetings related to business to business communications when you are targeting B2B audiences.

Sport Burnaby
Use to promote sport-related business to business communications.

4.1

Brand family usage examples

SPORT

HARRY JEROME TRACK CLASSIC

• Bid phase
• Securing the event
• Communications to event organizers and sport organizations

• Communicating to participants and spectators of the sport events

MEETING

RICS (ROYAL INSTITUTION OF CHARTERED SURVEYORS)

• Venue engagement communication

• Onsite activation
• Delegate packages

We have outlined how the different B2B marks work with the B2C family of logos

4.2 Colour variations

DIVERSE CITY LOGO

4 Colour
This is the primary and preferred version of our logo. Where possible, our logo should be positioned on a white background.

Greyscale
Use this logo in situations where it will sit on light backgrounds.

1 Colour
Use this logo in situations where it will sit on light backgrounds.

1 Colour Reversed
Use this logo in situations where it will sit on dark backgrounds.

If using the logo on a coloured background or photograph, ensure the contrast and legibility are maintained in both the icon and the word mark. If there is any question as to the logo's legibility please revert to one of the 1 colour versions.

4 COLOUR

GREYSCALE

4 COLOUR REVERSED

1 COLOUR

1 COLOUR REVERSED

4.2

Colour variations

EXPLORE LOGO

4 Colour
This is the primary and preferred version of our logo. Where possible, our logo should be positioned on a white background.

Greyscale
Use this logo in situations where it will sit on light backgrounds.

1 Colour
Use this logo in situations where it will sit on light backgrounds.

1 Colour Reversed
Use this logo in situations where it will sit on dark backgrounds.

If using the logo on a coloured background or photograph, ensure the contrast and legibility are maintained in both the icon and the word mark. If there is any question as to the logo's legibility please revert to one of the 1 colour versions.

4 COLOUR REVERSED

4 COLOUR

GREYSCALE

1 COLOUR

1 COLOUR REVERSED

4.2 Colour variations

TOURISM LOGO

4 Colour
This is the primary and preferred version of our logo. Where possible, our logo should be positioned on a white background.

Greyscale
Use this logo in situations where it will sit on light backgrounds.

1 Colour
Use this logo in situations where it will sit on light backgrounds.

1 Colour Reversed
Use this logo in situations where it will sit on dark backgrounds.

If using the logo on a coloured background or photograph, ensure the contrast and legibility are maintained in both the icon and the word mark. If there is any question as to the logo's legibility please revert to one of the 1 colour versions.

4 COLOUR

Tourism **Burnaby**

GREYSCALE

Tourism **Burnaby**

4 COLOUR REVERSED

Tourism **Burnaby**

1 COLOUR

Tourism **Burnaby**

1 COLOUR REVERSED

Tourism **Burnaby**

4.2 Colour variations

MEETINGS LOGO

4 Colour
This is the primary and preferred version of our logo. Where possible, our logo should be positioned on a white background.

Greyscale
Use this logo in situations where it will sit on light backgrounds.

1 Colour
Use this logo in situations where it will sit on light backgrounds.

1 Colour Reversed
Use this logo in situations where it will sit on dark backgrounds.

If using the logo on a coloured background or photograph, ensure the contrast and legibiltiy are maintained in both the icon and the word mark. If there is any question as to the logo's legibility please revert to one of the 1 colour versions.

4 COLOUR

GREYSCALE

4 COLOUR REVERSED

1 COLOUR

1 COLOUR REVERSED

4.2

Colour variations

SPORTS LOGO

4 Colour
This is the primary and preferred version of our logo. Where possible, our logo should be positioned on a white background.

Greyscale
Use this logo in situations where it will sit on light backgrounds.

1 Colour
Use this logo in situations where it will sit on light backgrounds.

1 Colour Reversed
Use this logo in situations where it will sit on dark backgrounds.

If using the logo on a coloured background or photograph, ensure the contrast and legibiltiy are maintained in both the icon and the word mark. If there is any question as to the logo's legibility please revert to one of the 1 colour versions.
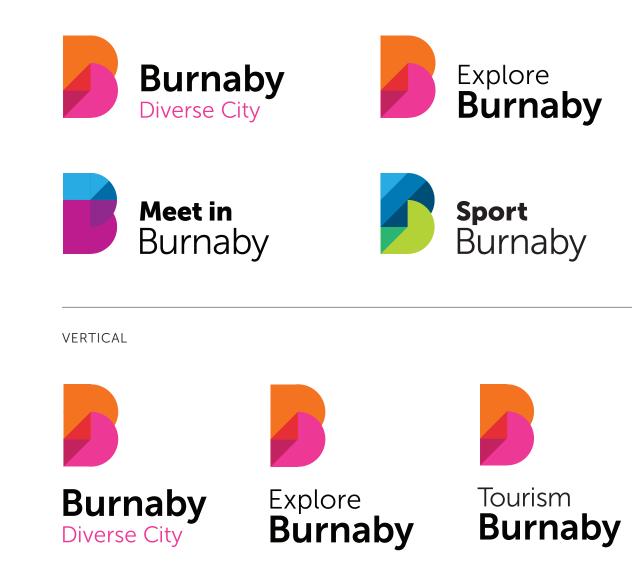
4 COLOUR

GREYSCALE

4 COLOUR REVERSED

1 COLOUR

1 COLOUR REVERSED

4.3

Logo orientation

Depending on the layout or available space in placing the logo on materials, you may choose between a horizontal or vertical format. Regardless of orientation, the safe area rules (section 4.4) still apply.

HORIZONTAL

Burnaby
Diverse City

Explore **Burnaby**

Tourism **Burnaby**

Meet in
Burnaby

Sport
Burnaby

VERTICAL

Burnaby
Diverse City

Explore **Burnaby**

Tourism **Burnaby**

Meet in
Burnaby

Sport
Burnaby

4.4

SAFE AREA

The minimum protective space around the logo should be "x", where "x" is equal to the height of the triangle within the logo icon. When placing the logo near margins, text or other graphic elements, ensure this safe area is maintained.

x =

**Tourism
Burnaby**

Have a logo application
you're still not sure about?
We're here to help.

Ravina Sidhu
T 604.419.0377
E rsidhu@tourismburnaby.com