

PREPARED BY PARTNERS & HAWES

03/04/2020



# Brand Guidelines

# Contents

1.0  
2.0  
3.0  
4.0

## Strategy

1.1 BRAND BLUEPRINT

## Visual Language

2.1 COLOUR PALETTE  
2.2 TYPOGRAPHY  
2.3 GRAPHIC DEVICES  
2.4 PHOTOGRAPHY


## Brand Expression

|                               |                 |
|-------------------------------|-----------------|
| 3.1 WEBSITE                   | 3.4 48 HR GUIDE |
| 3.2 BRAND VIDEO               | 3.5 VISITOR MAP |
| 3.3 SOCIAL MEDIA<br>PLATFORMS | 3.6 STICKERS    |

## Logo Family

4.1 BRAND FAMILY  
HIERARCHY  
4.2 COLOUR VARIATIONS  
4.3 LOGO ORIENTATION  
4.4 PLACING THE LOGO





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



# 1.0 Strategy

## 1.1 BRAND BLUEPRINT

4

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.



### 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

**2.1 COLOUR PALETTE**

**2.2 TYPOGRAPHY**

**2.3 GRAPHIC DEVICES**

**2.4 PHOTOGRAPHY**

6

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.





# 2.1

## Colour Palette

### 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.





# 2.1

## Colour Palette

### 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

### 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.





**PROSPECTUS**

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

Something  
for everyone.

MUSEO 900

**ABCDEFGHIJKLN  
OPQRSTUVWXYZ  
abcdefghijklnopq  
rstuvwxyz  
1234567890.!?**

MUSEO 300

ABCDEFGHIJKLN  
OPQRSTUVWXYZ  
abcdefghijklnopq  
rstuvwxyz  
1234567890.!?

MUSEO 100

ABCDEFGHIJKLN  
OPQRSTUVWXYZ  
abcdefghijklnopq  
rstuvwxyz  
1234567890.!?

**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.

# 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

VISUAL LANGUAGE 13



### THE GRADIENT

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



2.4

Photography

VISUAL LANGUAGE 14

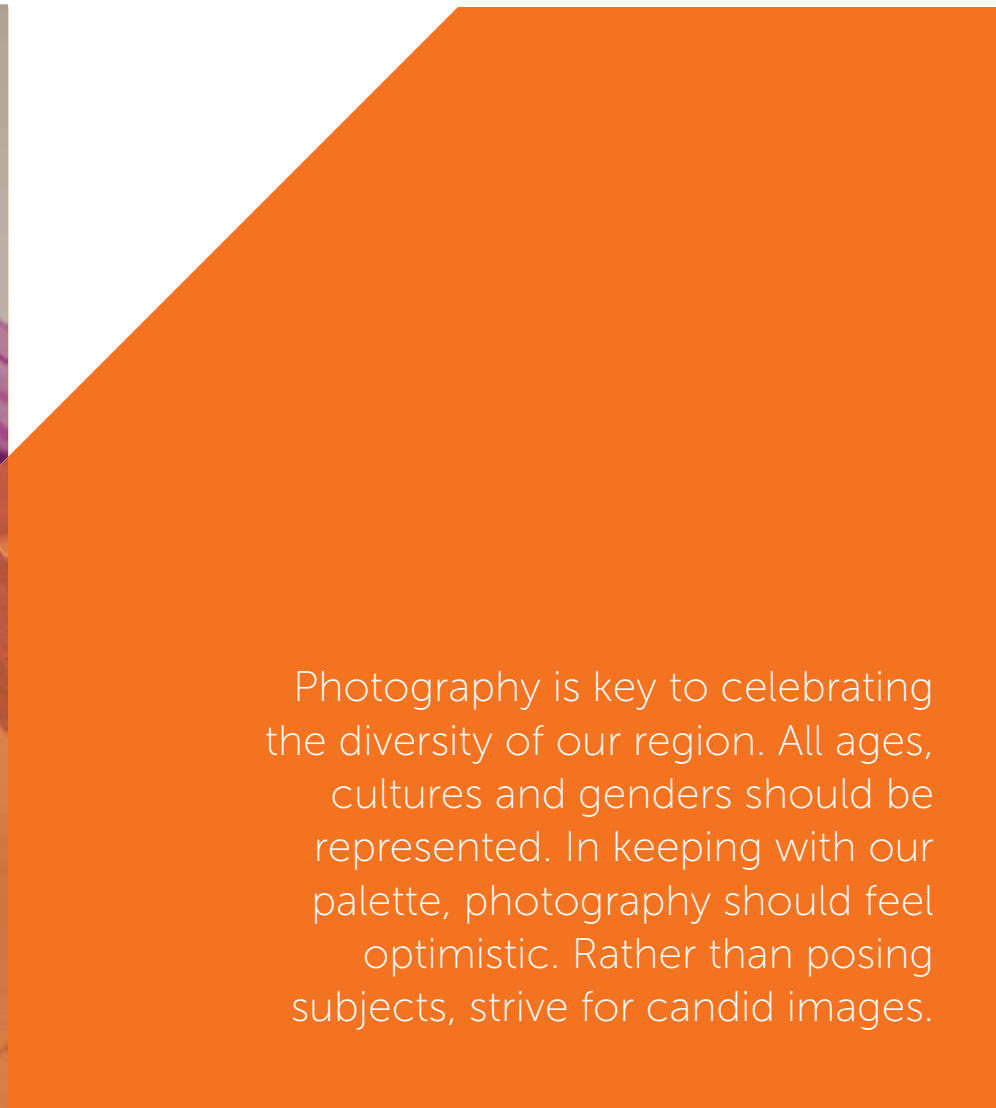
# Diverse City.



# 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

- 3.1 WEBSITE**
- 3.2 BRAND VIDEO**
- 3.3 SOCIAL MEDIA CONTENT PLAN**
- 3.4 48HR GUIDE**
- 3.5 VISITOR MAP**
- 3.6 STICKERS**

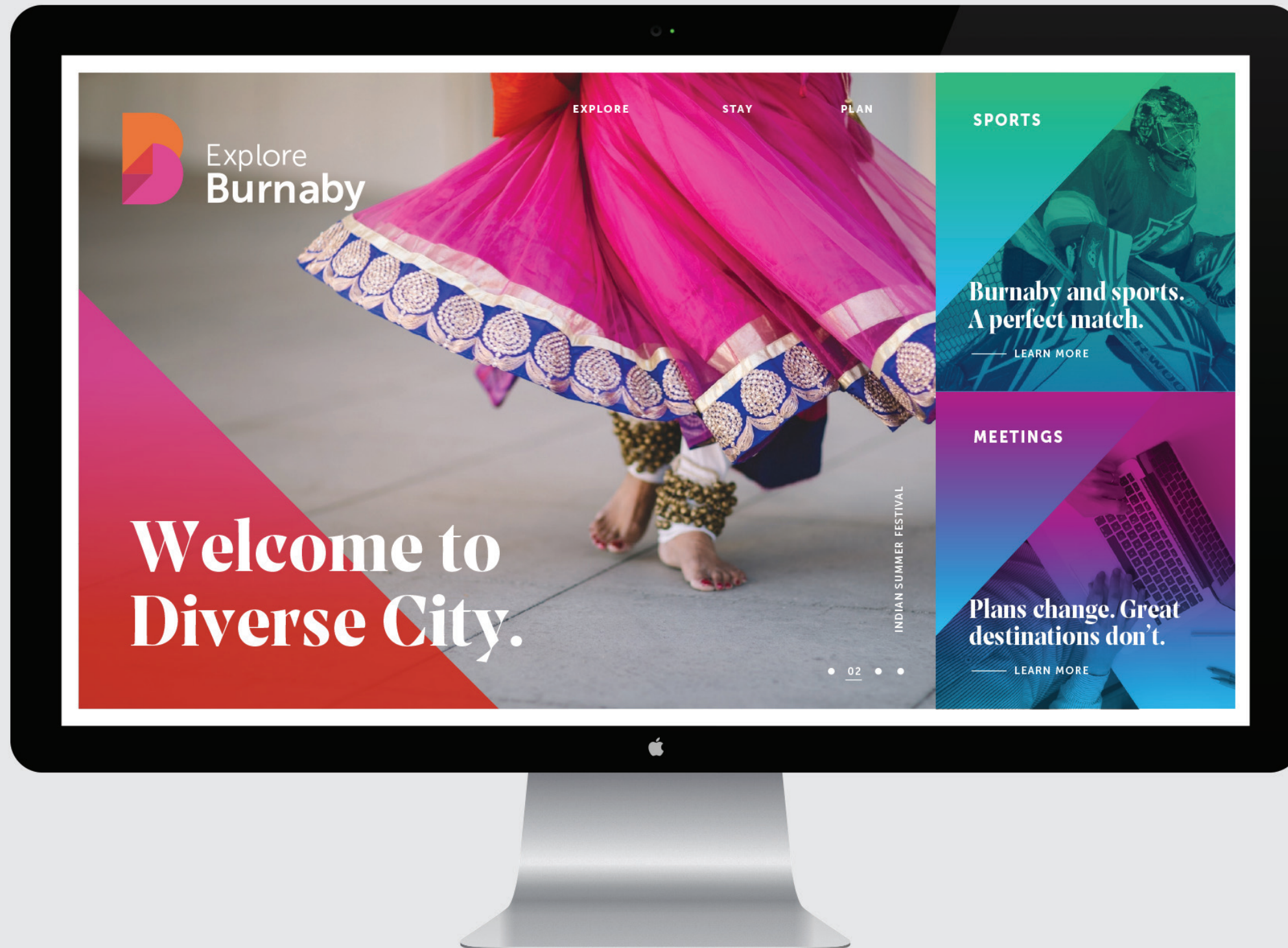
16

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

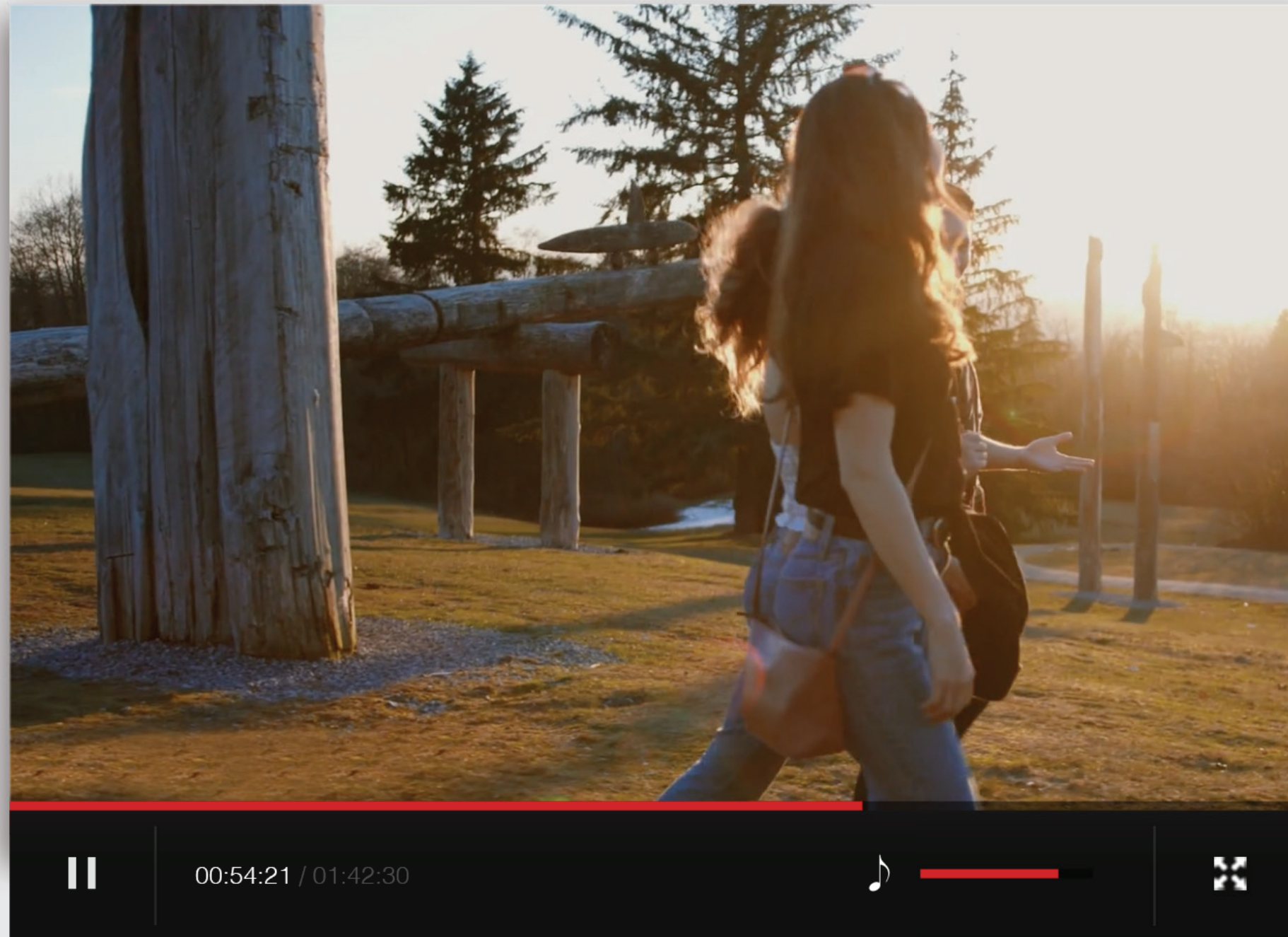
## Website

BRAND EXPRESSION **17**



# 3.2

## Brand Video





# 3.3

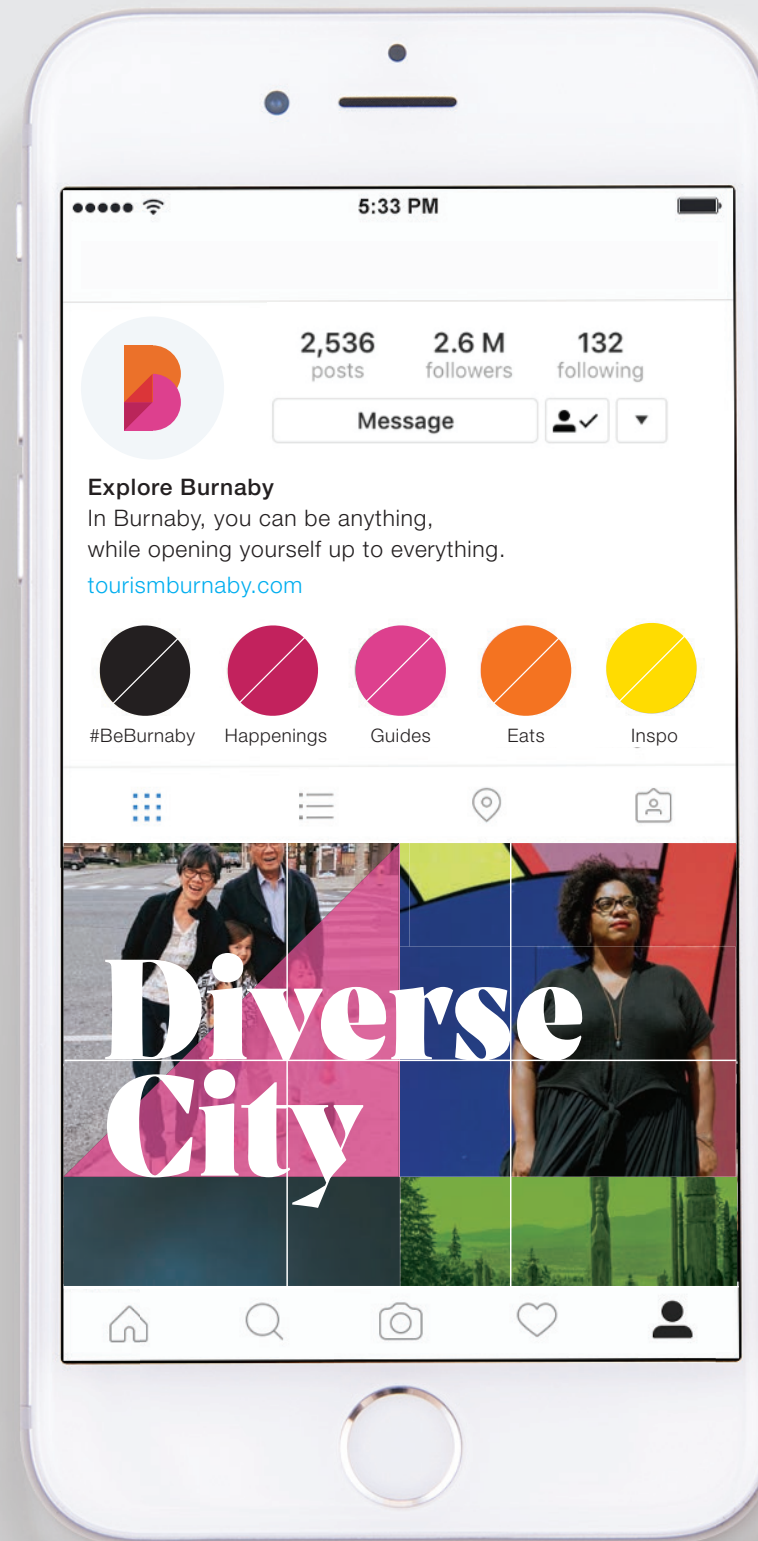
## Social Media Platforms



### Photography preset

Before uploading content, photography should be run through this filter preset:  
<https://philchesterpresets.com/x-series/>

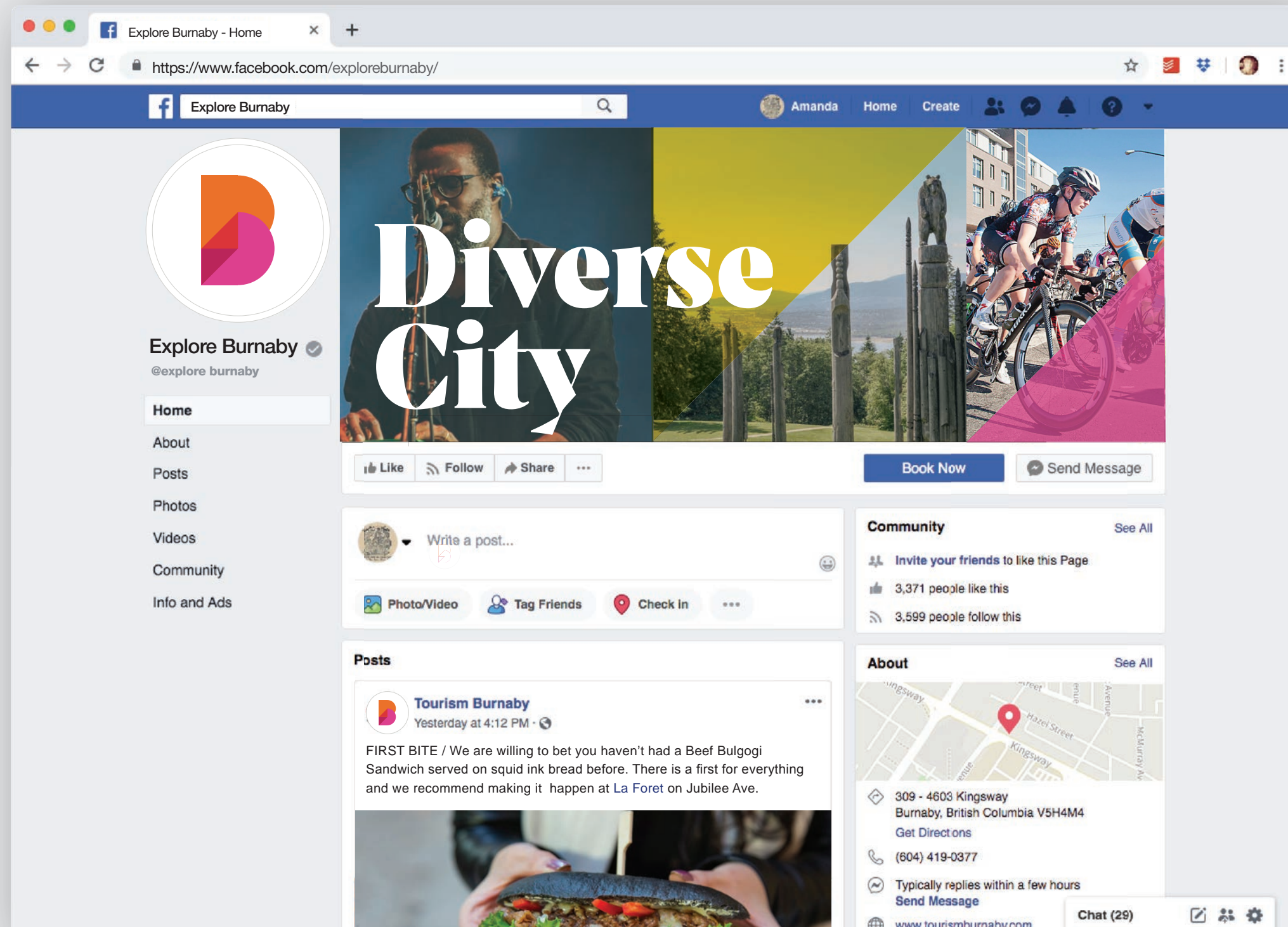
### INSTAGRAM



# 3.3

## Social Media Platforms

BRAND EXPRESSION 20

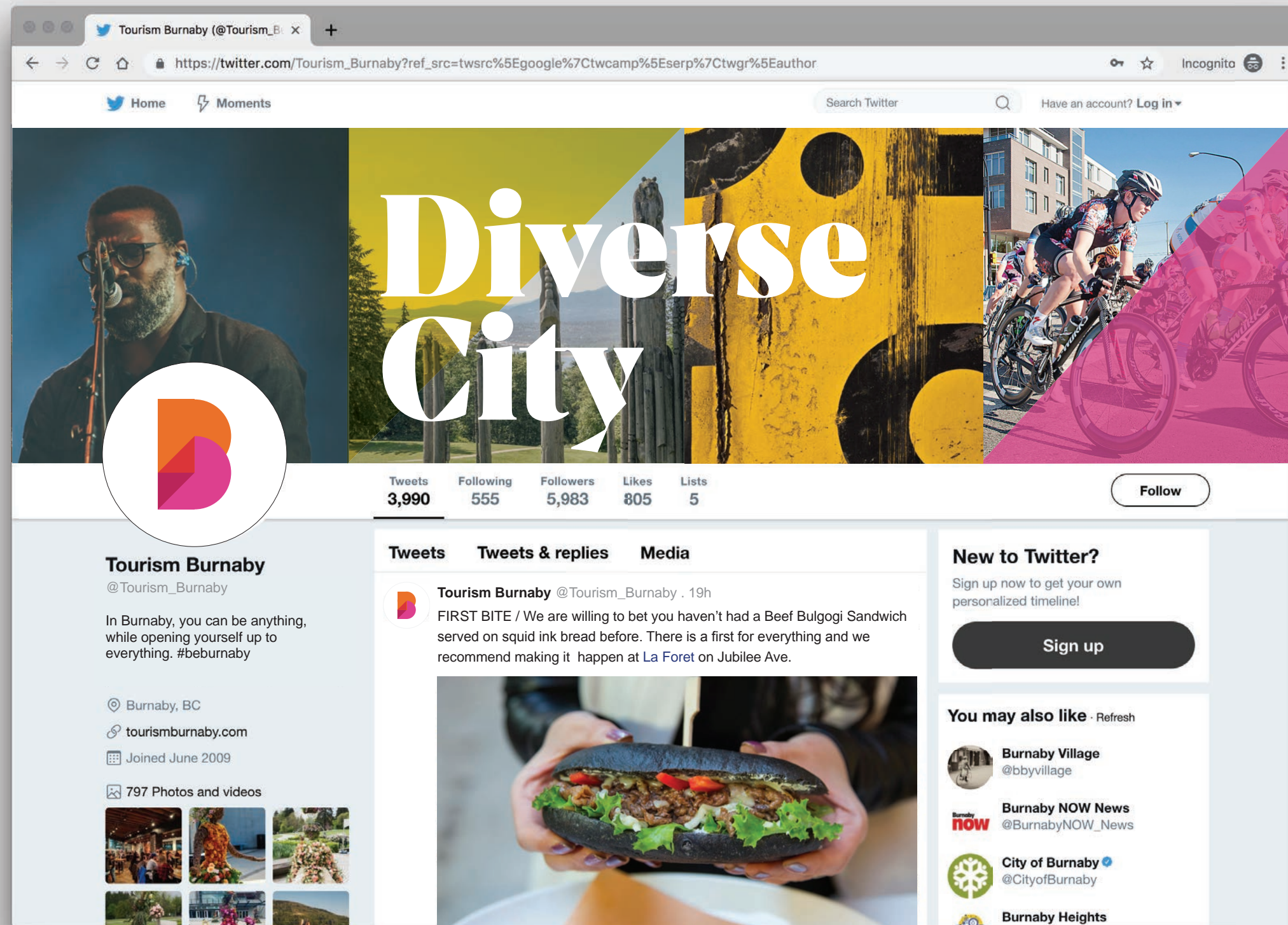


FACEBOOK



# 3.3

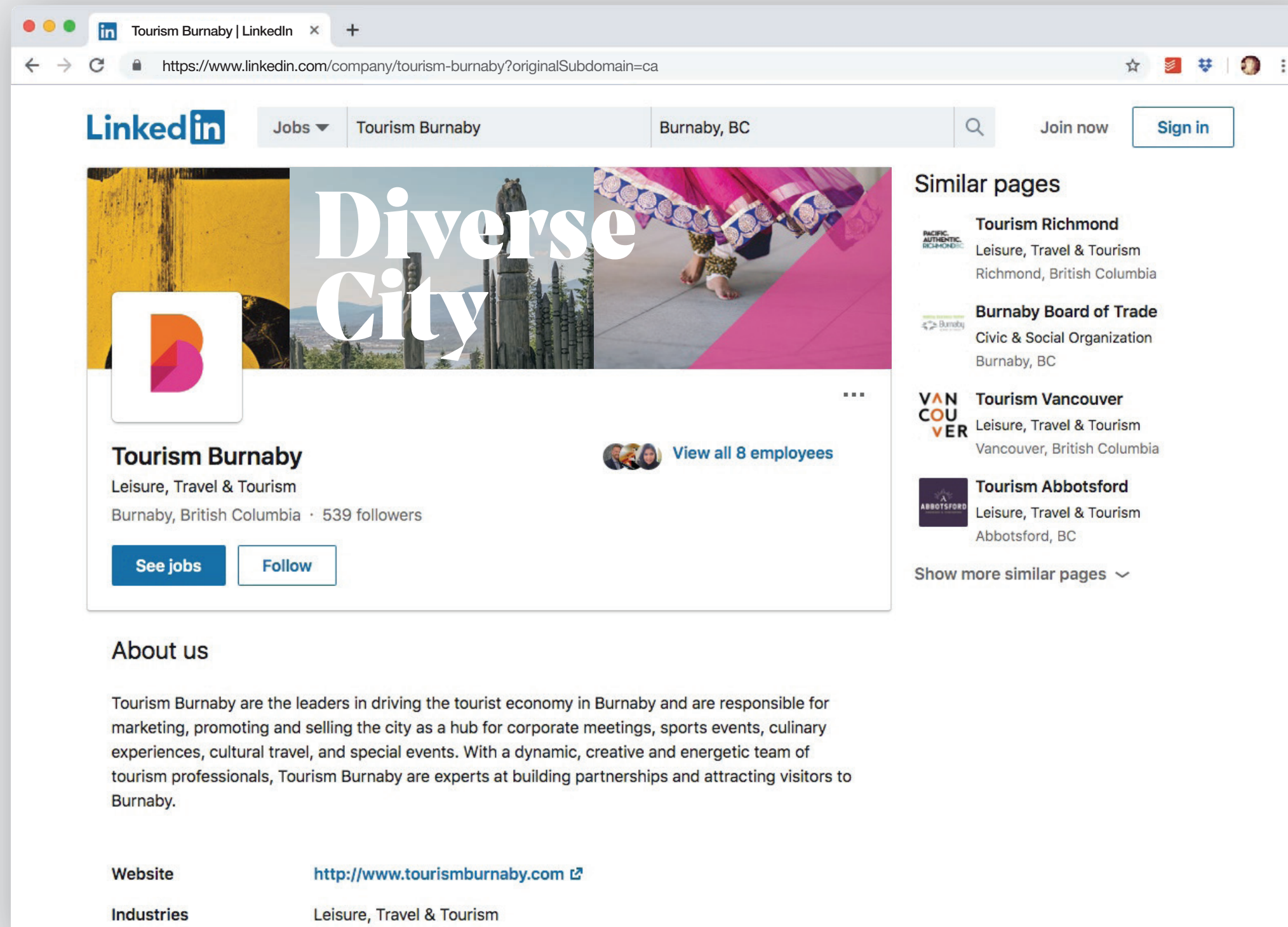
## Social Media Platforms



TWITTER

# 3.3

## Social Media Platforms





# 3.4

## 48 Hour Guide

BRAND EXPRESSION 23

### Northwest / Brentwood



**Brentwood** Experience the very best in the heart of Burnaby's Brentwood.

**Millenium Line** connects Burnaby's major hubs. Soak up Burnaby's beauty at Gilmore Station, Brentwood Town Centre, Holdern, Sperling/Burnaby Lake, Lake City Way, Production Way/ University and Lougheed.

#### Eat

Anton's Pasta is a local legend. Devour its Sicilian-style dishes including the Risotto Alla Creola. An unforgettable experience.

The Pear Tree restaurant is a place where culturally inspired foods top the charts. Try the gourmet pan-roasted Haida Gwaii Halibut.

The Glenburn Soda Fountain perfect for satisfying a sweet tooth. The menu is well known for its fizzy sodas made using a 1931 Walrus Soda Fountain.

#### Get Outside

Burnaby has parks galore. Try Confederation Park, Burnaby Central Railway, Scenic Park, and climb into the hidden tree house in Montrose Park. Yes, we're serious!

#### Get Cultured

Visit Brentwood's epic mall, ride mini trains in the Heights and tour the Grand Villa Casino.

### Northeast / Lougheed



**Lougheed Town Centre** Unravel this world of countless shops, restaurants and acres of illustrious parks.

#### Eat

Take a break from walking and enjoy craft beer at the Dageread Brewery. From an Abbey-style dubbel with Montmorency cherries beer from a Belgian-style pale ale brewed with American hops, you're guaranteed to find something eclectic here. The unique brewery offers a 50-seat tasting room, so it's a great way to meet other tourists and even locals.

#### Get Outside

Get your adrenaline fix. Bike down Burnaby Mountain's slope or perfect your swing at its golf course. Walk and unwind through Stoney Creek and Barnet Marine Park.

#### Get Cultured

Visit Little Korea, SFU Museum of Archaeology and Ethnology and of course, Playground of the Gods.

### Southwest / Metrotown



**Metrotown** Sedisum Welcome to Metrotown, Burnaby's bustling shopping district where there's something for everyone.

**Expo Line** All aboard! You can always count on the Expo Line taking you through these Burnaby SkyTrain stops: Patterson, Metrotown, Royal Oak, Edmonds, Lougheed and Production Way/University.

#### Eat

Treat yourself to brunch at Café La Foret with a sweet waffle and try English-inspired treats at Camellia Tea & Coffee.

Taste authentic fresh macaroons at Mon Paris Bakery and go from there.

The authentic Japanese restaurant Sushi Oyama serves fresh rolls. Try a bento box to maximize your options. Next, order Jinya's ramen, famous for its broth that takes you from Burnaby to Japan.

#### Get Outside

Watch rugby or soccer at Swanguard Stadium. Belly laugh at Central Park's Pitch and Putt. Visit Central Park's trails or Burnaby Fraser Foreshore Park's riverfront.

#### Get Cultured

Immerse yourself in Asian culture at the Crystal Mall or Metropolis at Metrotown, BC's largest shopping centre.

### Southeast / Deer Lake



**Deer Lake Park** As Burnaby's epicentre of elevated concerts and sports, the magic happens here!

#### Get Cultured

Deer Lake's art and music is inspired diverse cultures. See it for yourself at the Burnaby and Deer Lake Galleries. While you're there, enjoy performance at the Shadbolt Centre and Michael J Fox Theatre. Savour the Deer Lake Concert in the Park series and the Burnaby Blues and Roots Festival. Visit the Nikkei Cultural Centre for Japanese history along with the Burnaby Village Museum.

## Your Guide to Diverse City

### 48 HOURS



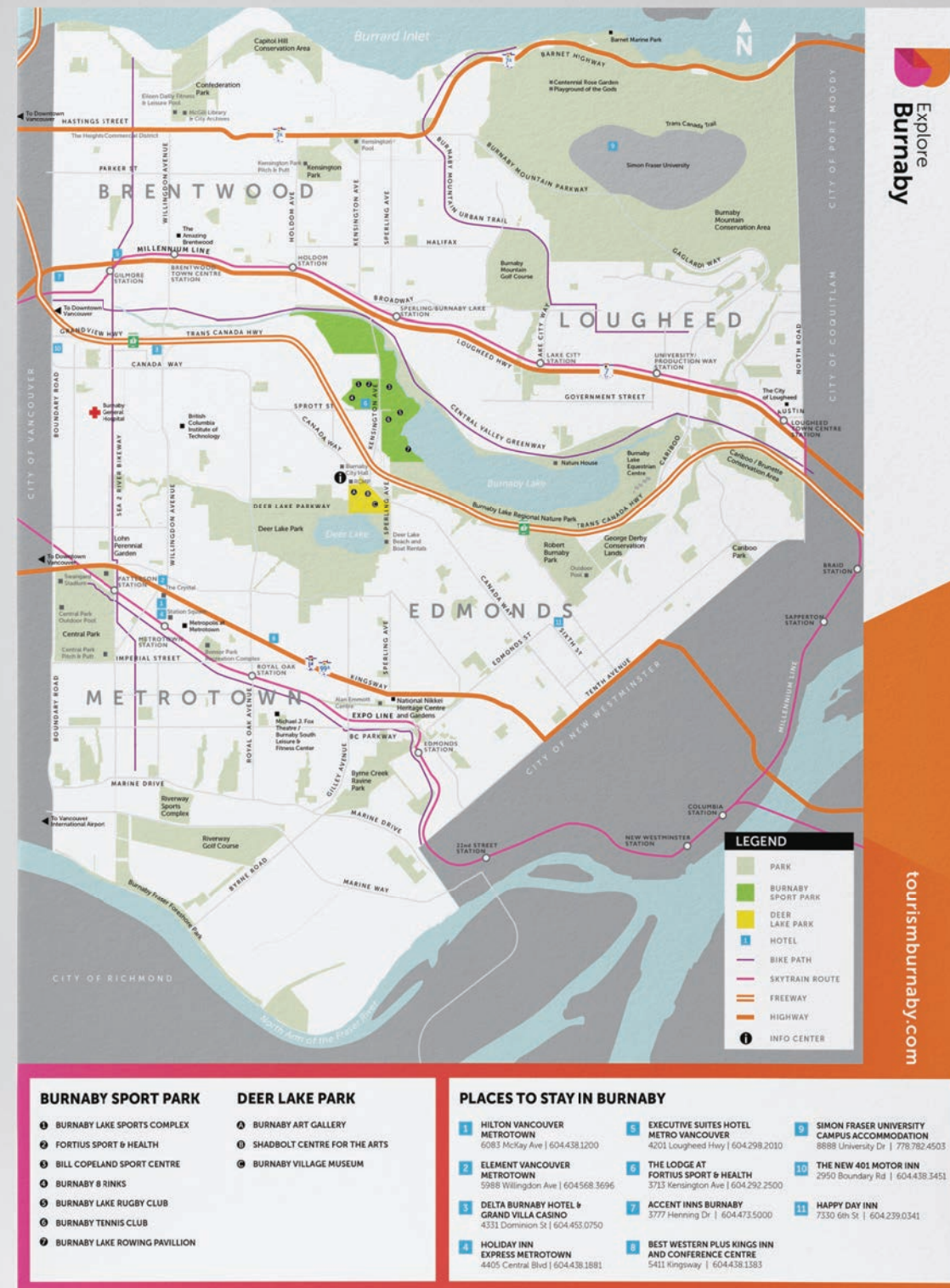
**Explore Burnaby**

YOUR EXPERIENCE GUIDE 2019

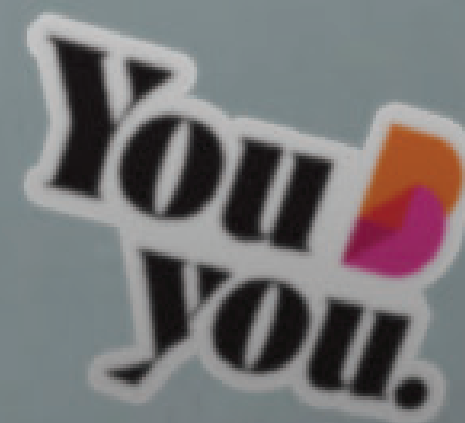


# 3.5

## Visitor Map



# 3.6 Stickers



# 4.0 Logo Family

**4.1 BRAND FAMILY HIERARCHY**

**4.2 COLOUR VARIATIONS**

**4.3 LOGO ORIENTATION**

**4.4 PLACING THE LOGO**

26

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 explicitly 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. I.e: tourism partners, tourism bureaus, etc. This is to ensure corporate sign off is appropriate to the communication or sponsorship.



### SUB BRANDS

#### **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.



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.

# 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



GREYSCALE



4 COLOUR REVERSED



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



GREYSCALE



4 COLOUR REVERSED



1 COLOUR



1 COLOUR REVERSED





# 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 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

### 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 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





# 4.3

## Logo orientation

### HORIZONTAL



### VERTICAL



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.

# 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.







**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](mailto:rsidhu@tourismburnaby.com)