

KITIMAT

A Marvel of Nature and Industry

Brand Guidelines



INTRODUCTION

Kitimat is a Pacific Rim gateway community in British Columbia, located about 650 km (1,400 km drive) northwest of Vancouver and 110 kilometres (205 km by car) southeast of Prince Rupert. The community sits at the head of Douglas Channel. The surrounding coastal mountains create a sheltered harbour 140 km (90 miles) from open ocean and a wide, flat valley connects Kitimat to Terrace just 60 km to the north.

The District of Kitimat was incorporated on March 31, 1953 and has a land area of 320 square km. In 2016, Statistics Canada confirmed District of Kitimat's population to be 8,131.

Kitimat has a rich history, extending back long before European settlers moved to the Kitimat Valley. The Haisla Nation established summer and winter villages on the east shore of the Kitimat Arm before first contact. They built a strong economy based primarily on salmon and oolichan fishing.

In the early 1900s, many settlers moved to the area after Kitimat was a candidate site chosen for Canada's Grand Trunk Railway western terminus. Later, the development of a major industrial aluminum smelter in 1950 and the building of a Nechako River dam led to more progress in the area. Kitimat remains today a city closely in tune with both industry and natural beauty. Its opportunities for lasting careers, outdoor adventure and the chance to see majestic wildlife keep residents and visitors coming back to explore Kitimat's countless possibilities.

To heighten the District's profile and to maintain consistency within branding documents, online profiles and communication methods, the District has endeavoured to create a set of visual identity standards associated with its brand materials.

The purpose of this document is to provide consistent guidelines to all stakeholders when using brand materials, and to provide a cohesive image of the District to its audiences.

This document is intended for use by:

District Staff

District staff will use these guidelines in the development of all marketing and communications activities from the District, both internally and externally. Staff can receive direction and instruction on logo usage templates from this document.

District Partners

When partnering with other organizations, the District must have its branding materials represented properly across all marketing and communications methods, as outlined in this document, to achieve consistency.

Design Agencies

Any organization contracted to create new and unique marketing and communications materials involving the District's branding materials must review and adhere to the guidelines in this document. Where possible, design elements will be integrated into all materials created and work in partnership with the District's policies.

Any variations from these guidelines must be developed in consultation with the District of Kitimat. The corporate image (logo) and the related graphic materials are the property of the District of Kitimat; unauthorized use of this image is prohibited.

Exceptions to the branding guidelines may be acceptable under certain circumstances with permissions from the Business and Communications Manager, Director of Economic Development, or the Chief Administrative Officer.

LOGO USAGE

Logo Description

Strong, singular and intricate, the District of Kitimat's corporate logo depicts a single snowflake. This symbol has come to represent many unique and distinct attributes for Kitimat. First and foremost, the snowflake icon represents the 'Kitimaat' – a Tsimshian term meaning 'people of the snow'. With a distinctly temperate climate, Kitimat receives some of the highest snowfall levels in all of B.C.

The snowflake also represents the high number of outdoor recreational activities that residents enjoy, as well as the beautiful and majestic scenery, wildlife and views that surround the area.

The bold blue colour scheme signifies the amazing natural world that encompasses Kitimat, such as its skies and water channels.

The form of the logo's geometric shapes and its many separate, but unified pieces represent the different communities, neighbourhoods and sects of people all living in the same place.

Traditionally, the colour blue has also come to signify depth and stability – an important connection to the District's corporate values. Blue is considered a trustworthy and powerful colour – reflecting both the long history of the area and the people's and District's knowledge and authority over the land. The Haisla Nation often use a dominant blue on team uniforms, such as basketball.

The colour blue also represents a harmonious body and mind, produces a calming effect and symbolizes loyalty, wisdom, confidence, power, integrity, logic, intelligence, faith and truth.

General Guidelines

The District's logo is an important communications tool that contributes to the City's overall image and identity. It appears in multiple forms and media, including stationary, advertising, brochures, application forms, website applications, District signage and more.

The logo and wordmark typeface is TW Century MT.

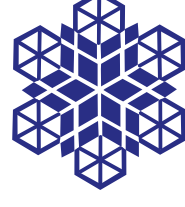
The Twentieth Century font family is a geometric sans serif, created in 1937 by American typeface designer Sol Hess as a competitive response to popular typefaces like the Futura font family. The Twentieth Century font is based on the formal geometry and simplicity of the German modernist aesthetic.

Logo Specifications and Colour Palettes

Specification:

The District of Kitimat logo should appear in its single colour blue version whenever possible. Black is permitted on a white background, and white is permitted on a dark background. No other brand colour is permitted.

Printing limitations will exercise the need for grayscale (or black) options. Use the white colour option only on solid, dark backgrounds.



C	100
M	98
Y	6
K	7
R	43
G	47
B	132

PMS 7687 C
Hex# 2B2F84

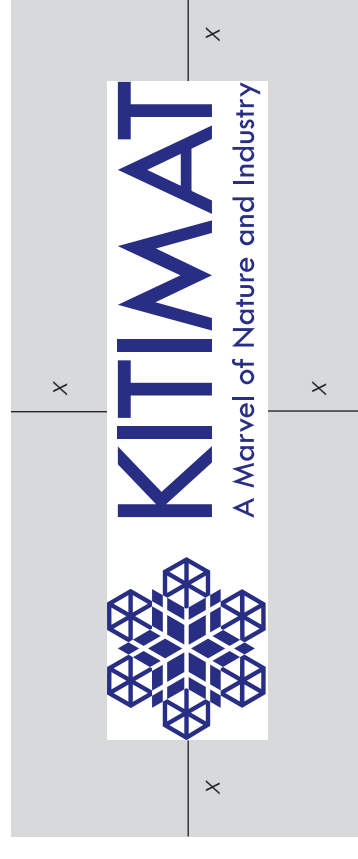


While these colours make up the recommended palette for District of Kitimat branding materials, it is understood and encouraged that staff use the most optimal option in the creation of their materials based on their project needs and budget.

Protection Space

To ensure the District of Kitimat's logo has optimal readability in every instance of use, staff must use proper protection space around the logo to distinguish it from its surrounding environment. This space must be free from any graphic or typographic elements.

This is achieved by placing the letter 'K' in the logo's surrounding corners to maintain proper protection space.



Recommended Backgrounds

For optimal visibility, the District of Kitimat logo must always be printed on a white background. The logo may also be reversed out of a Blue Pantone 7687C and black. The white logo on black background is recommended for newspaper ads and low resolution printing options.

Improper Use

To successfully reinforce the corporate brand and identity, it is important that the District of Kitimat logo is presented accurately.



The snowflake icon cannot be used as a standalone image.



Do not place the logo on background colours, or any colour with insufficient contrast.



Do not place the logo over photographic images.



Do not use the watermark on its own.

Temporary watermarks may be placed on documents with the logo.

Under no circumstance should any component of the logo be redrawn, modified or altered in any way.

To ensure its legibility, do not reproduce the logo where the width of the logo is less than one inch (1”). For website applications, the minimum logo width is 137 pixels at 72 dpi.



Do not stretch, distort, skew or rotate the logo.



Do not frame the logo, or enclose it in a box.



Do not place the logo on textured backgrounds.



Do not add outlines around the logo's features.

Logo Terms of Use

1. The District of Kitimat logo can only be reproduced with the expressed written consent of the District of Kitimat.
2. Accredited print and electronic media can reproduce the District of Kitimat logo for news items and articles without prior permission.
3. Media or publishers cannot reproduce the District of Kitimat logo in a special feature or “advertorial” supported by third-party advertising without the expressed written consent of the District of Kitimat.
4. The official colour of the District of Kitimat logo is Blue Pantone # 7687C.
5. The District of Kitimat logo can be reproduced in black, knock-out white or grayscale.
6. When placing the District's logo with a partner's logo, the District's logo must be placed side-by-side with the other logo(s) at an equivalent size.

Additional Usages of Logo

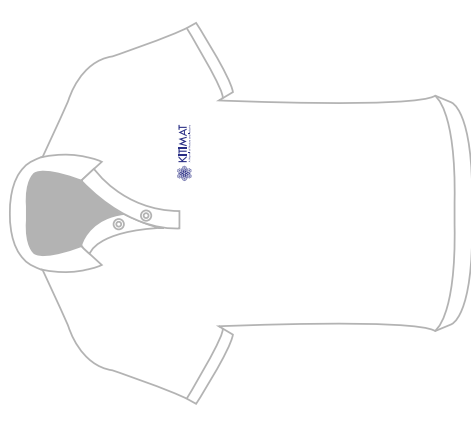
Logo in combination with Fire and Ambulance Services

When used in combination with the Kitimat Fire and Ambulance Services logo, the District of Kitimat logo shall appear alongside it, and in a similar size, except when displayed on firefighting equipment and in instances where the CAO decides otherwise.



Logo on uniforms/clothing

The District of Kitimat's full colour flat logo is recommended to be used on golf shirts. Embroidery is designed to be used on thicker materials, such as sweatshirts and jackets. Do not use embroidery on T-shirts, as the material is too thin.



Logos reproduced as uniform patches will be sized appropriately to fit the available standardized patches, with appropriate protection space around the logo.

Logo as vehicle decals

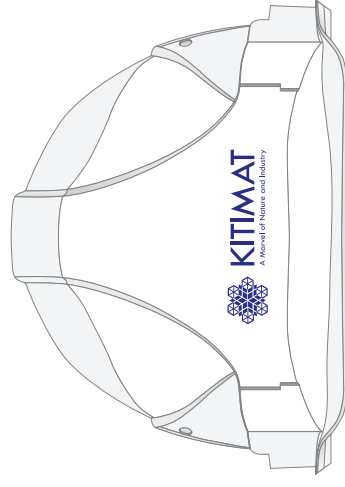
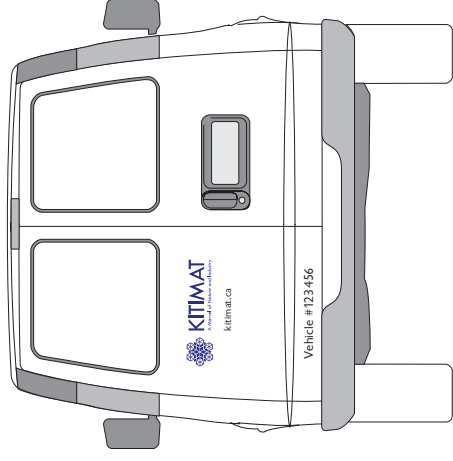
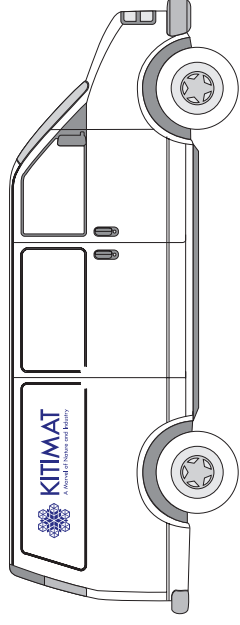
The following components should be used when placing District decals on vehicles (vehicles must be painted white or blue):

- District logo can be sized appropriately according to the size and design of the vehicle, and positioned on the front, sides or back of the vehicle.
- Corporate website – kitimat.ca. The www.kitimat.ca must not be included in the URL. The website may be included on the sides or back of the vehicle with the logo, and positioned outside the protected space required for the logo.
- Vehicle number, positioned on the front, sides or back of the vehicle.

The positioning of these components is determined based on the type of vehicle and in consultation with the District of Kitimat.

Logo as hardhat decals

The District of Kitimat logo must be sized to fit the width of the name plaque area on workers' hard hats.



KITIMAT LEISURE SERVICES

The District of Kitimat's Leisure Services logo can be used in direct tandem with the District of Kitimat corporate logo in any instances where District communications are related with Leisure Services activities. In printed and online material, the Leisure Services logo shall appear alongside the corporate logo, and in a size no larger than the corporate logo.

The Kitimat Leisure Services logo shall never appear on its own in communications material without the corporate logo.



Kitimat Leisure Services logo specifications:



C	5	C	30	C	40
M	90	M	0	M	45
Y	75	Y	95	Y	50
K	0	K	0	K	5
R	228	R	190	R	154
G	64	G	214	G	131
B	69	B	55	B	120
PMS	710 C	PMS	584 C	PMS	Warm Gray 7 C
Hex#	9A8378	Hex#	BED637	Hex#	E44045

Black is permitted on a white background and white is permitted on a black background. No other brand colour is permitted. Printing limitations will exercise the need for grayscale (or black) options.



WEB AND PRINT APPLICATIONS

Web Logo Application

The District recognizes the web as a powerful and important tool to deliver important messages, notices and advertisements to the viewing public, in our region and abroad. The following are tips and examples to help deliver a consistent message on the web and other electronic media.

Home page banners

Banner content should draw attention to the corporate look and feel of the District of Kitimat brand. It should follow the corporate look and feel and include a call-to-action. Avoid using too much copy.

The approved colour for use is RGB 43, 47, 132.

In order to effectively create awareness using a web banner placement, it should be promoted for at least two weeks.

Web logo placement

DO NOT:

- Scale the logo smaller than 137 pixels in width.
- Distort, skew, stretch or apply effects to the District's logo on a website, email or multimedia presentation.
- Place the logo on an external website or email without consultation of the District of Kitimat.

Typography

The following are a list of typefaces that can be used for branding purposes in advertising, print and corporate documentation. Avoid complicated or decorative fonts.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Bold Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garrison Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garrison Sans Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garrison Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garrison Sans Bold Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Use Arial font for all web applications. In order to meet accessibility requirements, website copy should use Arial font.

Font Files and Point Size

All font files are in the Open Type file format. The fonts are compatible in both PC and Mac environments.

- Larger font is easier to read. Text should be between 12-18 points.
- Consider your audience when choosing point size.
- When emphasizing a word or passage, use a bold or heavy font.
- Italics or all-caps are not recommended.

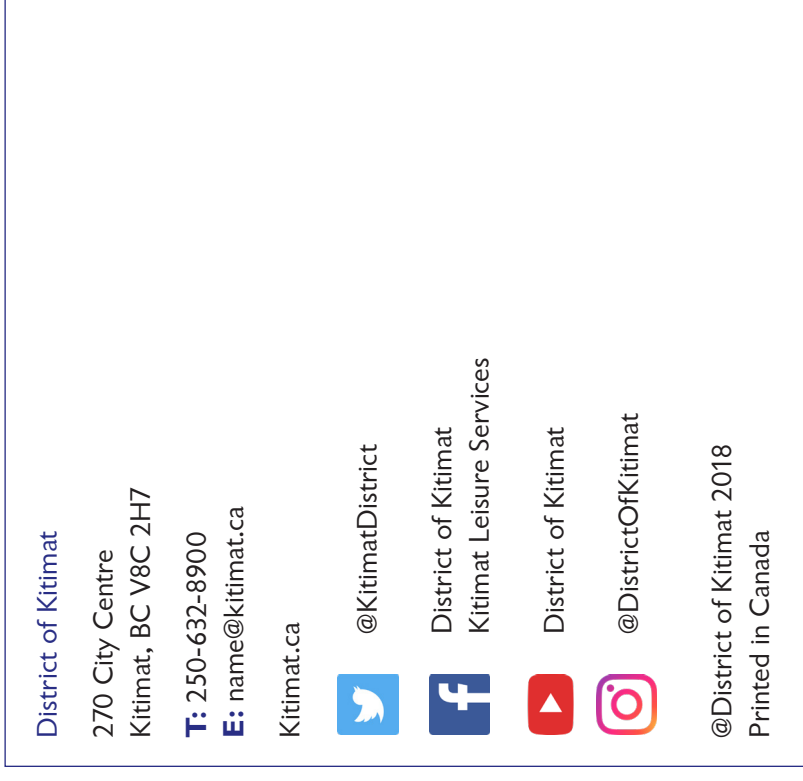
Print Publication Components

Corporate publications may include an approved message from the Mayor and the official group photo of Council, when appropriate.

Publication design and layout must adhere to the corporate guidelines and include the following corporate elements:

- District of Kitimat logo
- District's address
- Main phone number (250-632-8900)
- Kitimat.ca website address, without using "www."
- Social media icons and associated URLs when appropriate
- Copyright and print information

The following information should be positioned on the back cover of internally developed print publications in the following format:



Paper Options

In order to project a strong, professional image throughout all printed materials used by the District of Kitimat when communicating with various stakeholder groups, it is important to establish consistent paper guidelines. Using a good quality stock with the District's materials will assist in developing this image. In general, use a matte or non-glossy finish to reduce glare. Avoid watermarks or complicated background designs.

For all materials created with the intention of external distribution to stakeholders outside the Corporation of the District of Kitimat, the following paper options may be chosen:

Cover Weight Stock

- 65 to 110 pounds Index Exact in White.

Text Weight Stock

- Uncoated: 20 pound Print White or equivalent.
- Coated (for colour copiers): Mohawk Colour Copy 28#, Copy Gloss Text and Cover Weight or equivalent.
- Coloured Options: Please consult with the District of Kitimat.

Specialty Paper

- Parchtone Cover and Text Weight: Relic Gold, White or equivalent.

Paper samples will be provided by the selected print supplier.

District of Kitimat

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Kitimat.ca



@KitimatDistrict



District of Kitimat
Kitimat Leisure Services



District of Kitimat



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Printed in Canada