PACIFIC.
AUTHENTIC.
RICHMONDBC

BRAND GUIDE

OUR BRAND IS

PACIFIC. AUTHENTIC. RICHMONDBC

PACIFIC.
AUTHENTIC.
RICHMOND BC

There are places where the real world reveals itself.
Where filtered photos give way to the unvarnished beauty of every day.

Places where people and cultures converge.
Where the refined and the raw mix. Working waters give way to scenic sunsets.
Industry weaves its way through people's lives. Places where contrasts are
celebrated, enriching every interaction.

It's in these places where the real promise of Canada is kept.
And the splendour of diversity becomes apparent.

Here you'll find the soul of the Pacific. The true coast of Canada.
Here you'll find Pacific. Authentic.

BRAND MODEL

A DETAILED VIEW OF OUR TARGET AUDIENCE, BEYOND SIMPLE DEMOGRAPHICS. IT INCLUDES THEIR EMOTIONAL NEEDS AND PURCHASE DRIVERS.

AUTHENTIC EXPERIENCE SEEKERS

A CONCISE DEFINITION OF THE PRODUCTS, SERVICES AND EXPERIENCES WE OFFER TO THE MARKET.

A COASTAL GATEWAY WHERE CHARACTER AND CULTURE CONVERGE

INTERNAL

2 WHO WE'RE SELLING TO

3 WHAT WE'RE REALLY SELLING

1 WHAT WE ARE

4 WHAT WE'LL SAY TO SELL IT

EXTERNAL

THE INTERSECTION BETWEEN WHAT OUR TARGET CUSTOMERS REALLY WANT TO BUY AND THE PRODUCTS, SERVICES AND EXPERIENCES WE SELL.

TRUE DISCOVERY. REAL CHARACTER.

- *TRUE DISCOVERY:* The uncovering of authentic and diverse experiences: cultural, historic, spiritual, culinary, athletic, artistic.

- *REAL CHARACTER:* Approachable and helpful, the appeal of Richmond's real, raw, working people and places.

AN EMOTIVE POSITIONING OUR CUSTOMERS WILL BELIEVE IN. THE CONSUMER-FACING EXECUTION OF THE BRAND.

PACIFIC. AUTHENTIC.

How we speak and the tone of our language is just
as important as the visual elements we use.

Our brand is defined by the dynamic convergence of Pacific cultures and authentic
Canadian coastal experiences. Our brand tone should speak to the energy and experiences
that come from bringing different cultures together, and mixing natural wonders with a
dynamic urban landscape. Through it all, our language is real and authentic. It is not prettied
up or overdramatic. It finds the genuine beauty and wonder in the everyday,
using simple language and words infused with a sense of discovery.

Our audience is looking for the truth of a destination – unique culture, local food,
abundant nature, authentic history and unexpected experiences.

Our brand tone is helpful, real, and connecting.
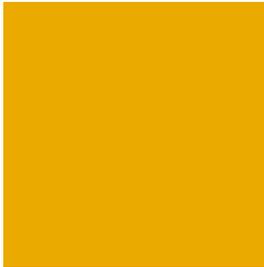It is Pacific. Authentic.

COLOUR PALETTE

PRIMARY COLOUR PALETTE

For use whenever possible and on applications without complex backgrounds.
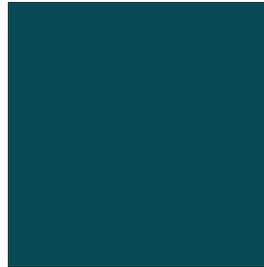
GOLDEN SUNRISE

PANTONE 124 COATED
CMYK | 0 30 100 0
RGB | 234 170 0
HEX | EAAA00

PANTONE 7406 UNCOATED*
CMYK | 1 17 93 3

*Note: Golden Sunrise uses different Pantone colours for coated and uncoated applications.

DEEP BLUE

PANTONE 316 COATED
CMYK | 93 56 52 36
RGB | 5 74 84
HEX | 004851

UNCOATED
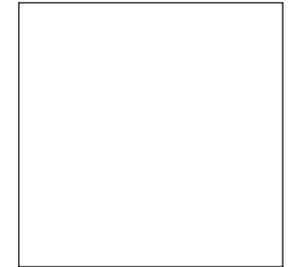CMYK | 99 32 34 47

From DBC

ORCA BLACK

CMYK | 0 0 0 100
RGB | 35 31 32

From DBC

SPIRIT BEAR WHITE

CMYK | 0 0 0 0
RGB | 255 255 255

From DBC

SECONDARY COLOUR PALETTE

For use in typesetting over colour photographs when primary colours do not offer enough contrast as well as online applications such as links, buttons, CTAs, and other required accents.

BEACHFRONT SAND

PANTONE 2001 COATED
CMYK | 0 3 48 0
RGB | 248 229 154
HEX | F8E59A

UNCOATED
CMYK | 0 2 45 0

SHORE BLUE

PANTONE 563 COATED
CMYK | 50 10 29 10
RGB | 118 171 168
HEX | 6BBBAE

UNCOATED
CMYK | 48 0 26 0

From DBC

LICHEN GREEN

PANTONE 2276 COATED
CMYK | 48 23 74 2
RGB | 142 163 101
HEX | 89A84F

UNCOATED
CMYK | 41 0 73 17

From DBC

SALMON RED

PANTONE 7608 COATED
CMYK | 20 80 75 20
RGB | 168 72 61
HEX | A4493D

UNCOATED
CMYK | 0 59 49 22

From DBC

WINTER NIGHT GREY

PANTONE 425 COATED
CMYK | 0 0 0 85
RGB | 77 77 79
HEX | 54585A

UNCOATED
CMYK | 25 18 15 51

From DBC

OUR BRANDS OVERVIEW

CONSUMER-FACING

PACIFIC. AUTHENTIC. RICHMONDBC

PACIFIC. AUTHENTIC. RICHMONDCANADA

环洋汇聚
绮丽风情
RICHMONDBC

RICHMONDBC PACIFIC. AUTHENTIC.

CORPORATE

tourism Richmond

GOVERNMENT

tourism Richmond | Richmond

PRIMARY LOGO COLOURS

WHEN TO USE THESE LOGOS For use in local and short haul markets in Canada for consumer marketing, destination collateral, and visitor centre collateral.

FULL COLOUR VERSIONS

DEEP BLUE AND SHORE BLUE
Filename: TR Logo Primary Consumer PA RGB 316.eps

PACIFIC.
AUTHENTIC.
RICHMONDBC

RICHMOND should be set in Deep Blue and BC in Shore Blue.

GOLDEN SUNRISE AND BEACHFRONT SAND
Filename: TR Logo Primary Consumer PA RGB 124.eps

PACIFIC.
AUTHENTIC.
RICHMONDBC

RICHMOND should be set in Golden Sunrise and BC in Beachfront Sand.

BLACK AND WHITE
Filename: TR Logo Primary Consumer PA BW.eps

PACIFIC.
AUTHENTIC.
RICHMONDBC

RICHMOND should be set in 85% Black and BC set in 65% Black.

URL VERSION
Filename: TR Logo Primary Consumer PA URL RGB 316.eps

PACIFIC.
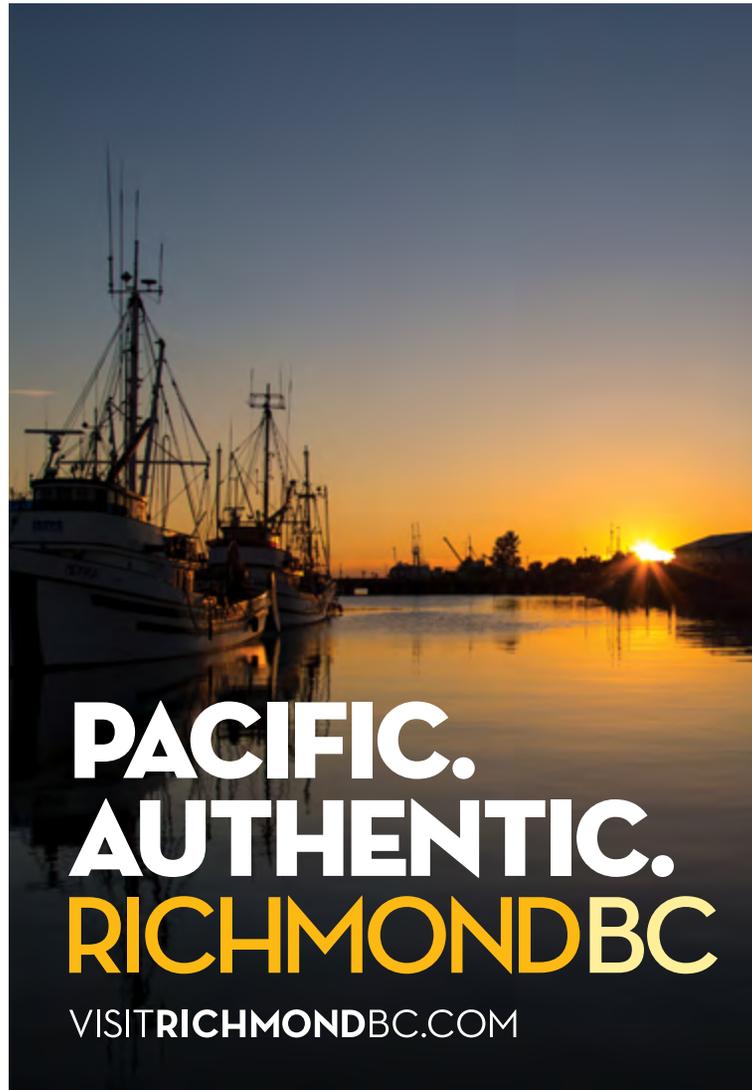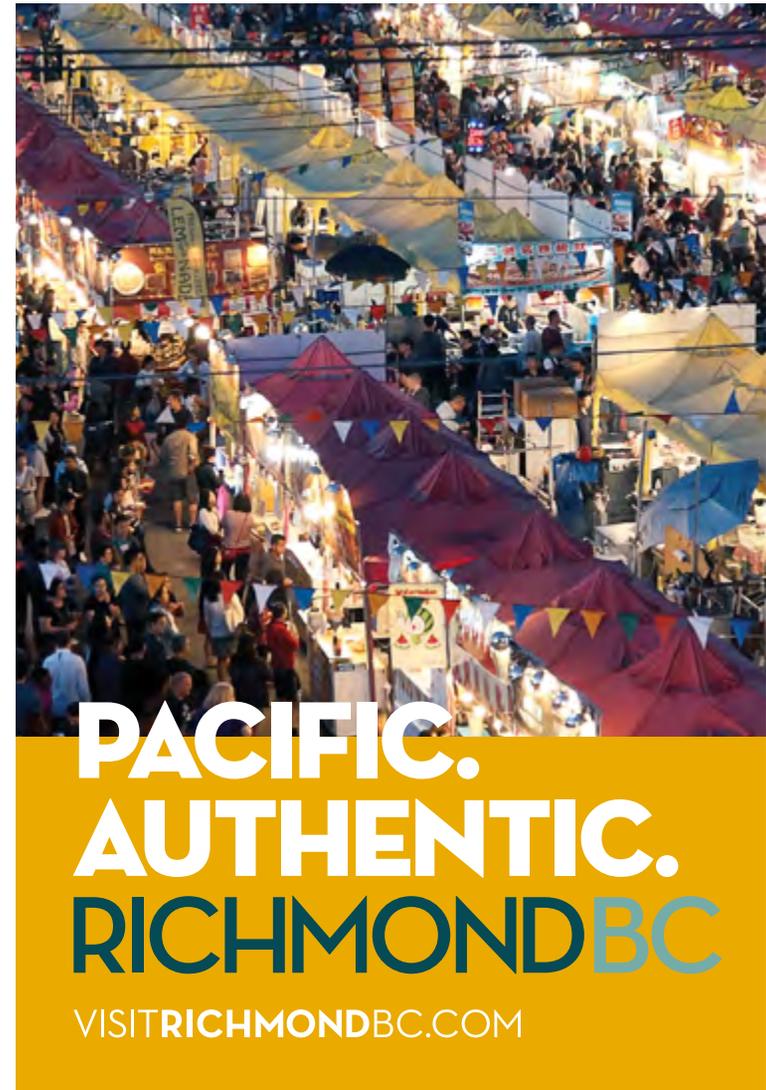**AUTHENTIC.**
RICHMONDBC
VISIT**RICHMOND**BC.COM

VISIT**RICHMOND**BC.COM should always match the colour of **PACIFIC. AUTHENTIC.** to maximize the brand's cohesiveness.

PRIMARY LOGO APPLICATIONS WITH IMAGERY

SIMPLE IMAGE

BUSY IMAGE

INTERNATIONAL LOGO COLOURS

WHEN TO USE THESE LOGOS For use in international and long haul markets in China and USA
for consumer marketing, destination collateral and visitor centre collateral.

FULL COLOUR VERSIONS

DEEP BLUE AND SHORE BLUE
Filename: TR Logo Primary International PA RGB 316.eps

PACIFIC.
AUTHENTIC.
RICHMONDCANADA

RICHMOND should be set in Deep Blue
and CANADA in Shore Blue.

GOLDEN SUNRISE AND BEACHFRONT SAND
Filename: TR Logo Primary International PA RGB 124.eps

PACIFIC.
AUTHENTIC.
RICHMONDCANADA

RICHMOND should be set in Golden Sunrise
and CANADA in Beachfront Sand.

BLACK AND WHITE
Filename: TR Logo Primary International PA BW.eps

PACIFIC.
AUTHENTIC.
RICHMONDCANADA

RICHMOND should be set in 85% Black
and CANADA set in 65% Black.

URL VERSION
Filename: TR Logo Primary International PA URL RGB 316.eps

PACIFIC.
AUTHENTIC.
RICHMONDCANADA
VISIT**RICHMOND**BC.COM

VISIT**RICHMOND**BC.COM should always
match the colour of **PACIFIC. AUTHENTIC.**
to maximize the brand's cohesiveness.

INTERNATIONAL LOGO APPLICATIONS WITH IMAGERY

For international audiences, **RICHMOND**CANADA is used in place of **RICHMOND**BC.

SIMPLE IMAGE

BUSY IMAGE

CHINESE LOGOS

WHEN TO USE THESE LOGOS For use in Chinese markets and Chinese language translated collateral.

FULL COLOUR CONSUMER VERSIONS

DEEP BLUE AND SHORE BLUE
Filename:TR Logo Chinese Consumer PA RGB 316.eps

环洋汇聚
绮丽风情
RICHMONDBC

RICHMOND should be set in Deep Blue
and BC in Shore Blue.

GOLDEN SUNRISE AND BEACHFRONT SAND
Filename: TR Logo Chinese Consumer PA RGB 124.eps

环洋汇聚
绮丽风情
RICHMONDBC

RICHMOND should be set in Golden Sunrise
and BC in Beachfront Sand.

BLACK AND WHITE
Filename: TR Logo Chinese Consumer PA BW.eps

环洋汇聚
绮丽风情
RICHMONDBC

RICHMOND should be set in 85% Black
and BC set in 65% Black.

ATTRACTIONS APPLICATIONS

WHEN TO USE THIS LOGO For use when advertising a local Richmond attraction, activity or experience.

The space between **PACIFIC. AUTHENTIC.** and the attraction name should be the height of the period (●) in **PACIFIC. AUTHENTIC.**

PACIFIC.
AUTHENTIC.
RICHMOND
NIGHT MARKET

NEUTRA DISPLAY TITLING

NEUTRA DISPLAY BOLD

FULL COLOUR

Can be any of the brand colours (Primary or Secondary) that offer a contrast to the background image.
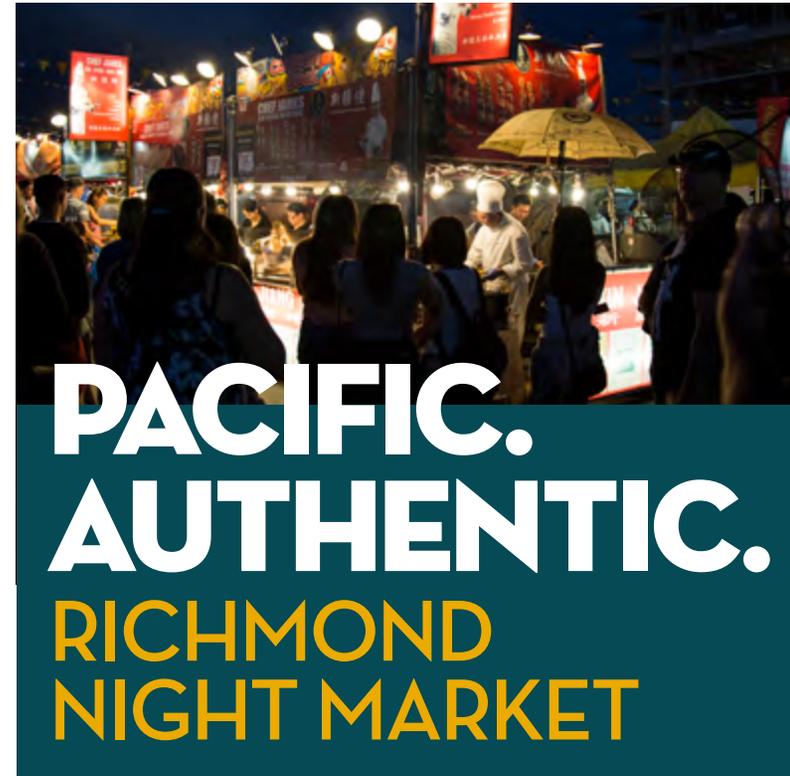
When promoting specific tourism experiences, the product name uses a primary or secondary brand colour set against **PACIFIC. AUTHENTIC.** in black or white.

ATTRACTIONS LOGO APPLICATIONS WITH IMAGERY

SIMPLE IMAGE

**PACIFIC.
AUTHENTIC.
WEST DYKE TRAIL**

BUSY IMAGE

**PACIFIC.
AUTHENTIC.
RICHMOND
NIGHT MARKET**

CORPORATE LOGO

WHEN TO USE THIS LOGO For Corporate communications, sponsorships, and visitor centre official collateral.

Filename: TR Logo Corporate RGB.eps

Filename: TR Logo Corporate BW.eps

GOVERNMENT LOGO LOCK-UP

For applications that include the City of Richmond, the industry logo is locked-up with the City of Richmond logo.

CORPORATE LOGO

CITY OF RICHMOND LOGO

Filename: TR Logo Corporate RGB.eps

DIGITAL AND WEBSITE HEADER LOGO LOCK-UP

WHEN TO USE THIS LOGO For use as a header on the Tourism Richmond website and in digital applications when space is limited.

Filename: TR Logo Consumer Web RGB 316.eps

Filename: TR Logo Consumer Web RGB 124.eps

LOGO TYPOGRAPHY

NEUTRA DISPLAY TITLING

PACIFIC.
AUTHENTIC.

NEUTRA DISPLAY BOLD

RICHMONDBC

NEUTRA TEXT REGULAR

VISIT**RICHMOND**BC.COM

NEUTRA TEXT REGULAR

NEUTRA DISPLAY BOLD

LOGO SAFE AREA AND MINIMUM SIZE

SAFE AREA

The space around all four sides of the logo are equal to the height of the "O" in RICHMOND

MINIMUM SIZE

Minimum size of the Primary Brand logo is a height of 0.5".

Minimum size of the Corporate logo is a height of 0.3125".

Minimum size of the digital and website header logo lock-up is a height of 40px.

TYPOGRAPHY

NEUTRA DISPLAY

Use **BOLD** for RICHMONDBC only.

Use **TITLING** for headlines and Pacific. Authentic.

BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~!@#$%-&*()_+={[]},.;:"/?

TITLING
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~!@#$%-&*()_+={[]},.;:"/?

NEUTRA TEXT

Use BOOK for URLs only in all caps.

Use **BOLD** for experience destinations.

BOOK
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~!@#$%^&*()_+={[]},.;:"/?

BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~!@#$%^&*()_+={[]},.;:"/?

Brandon Grotesque

Destination BC's secondary typeface. Use for body copy in printed and digital materials.

LIGHT
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~!@#$%^&*()_+={[]},.;:"/?

REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~!@#$%^&*()_+={[]},.;:"/?

BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~!@#$%^&*()_+={[]},.;:"/?

Arial

Use ARIAL for applications such as PowerPoint presentations, Word documents and emails when brand fonts are not available.

REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~!@#$%^&*()_+={[]},.;:"/?

BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~!@#$%^&*()_+={[]},.;:"/?

PHOTOGRAPHY

PHOTOGRAPHY STYLE

Brand photography should present Richmond as it truly is: a dynamic convergence of Pacific cultures and authentic Canadian coastal experiences. It should be used to reveal the truth of our destination and showcase the unique culture, local food, abundant nature, authentic history and unexpected experiences.

KEEP THIS IN MIND

- Use the sun to enhance your water photography.
- "Real" photography can sometimes look cluttered. Maximize your images by playing with the depth of field in tighter shots.

PACIFIC

Coastal elements offer many photographic opportunities. Reflections, sunrises, sunsets and luscious greenery will elevate the spectacular waterfront.

AUTHENTIC

The character of our brand comes to life through real-life people. When featuring people, it's important that they're natural and not staged. Focus should be kept on faces, with backgrounds kept slightly out-of-focus.

NATURAL

Richmond is filled with a variety of natural, living beauty. Similar to people, it's vital to capture the lush vegetation un-staged, in its natural form.

EXPERIENCES

Richmond comes to life in its many experiences. In capturing these activities, ensure there is a balance between people and the setting. Aim for shots that communicate the energy and authenticity of the place.

PHOTOGRAPHY COMPARISONS

Some examples of on-brand images:

GOOD Beautiful image with soft light of sunset along with the shadows and reflections in the water.

NOT GOOD While this is a natural image, it is not a very flattering image of the waterfront.

GOOD This is Richmond coming to life. It is an authentic moment with energy and interesting elements throughout.

NOT GOOD Image lacks energy. Nothing really to focus on in this image.

GOOD Woman is smiling and looks natural. Her face is clearly in-focus and contrasts against the slightly out-of-focus background.

NOT GOOD The group is very staged and features an uncomplimentary background.

BEST PRACTICES

Please follow these guidelines to ensure our brand stays consistent throughout all applications.

Do not invert colours of logo

Do not change or add additional colours to logo

Do not skew logo

Do not change ratio of elements

Do not place any text or graphic elements in the clear space area

Do not exceed the minimum size