

BRAND & VISUAL IDENTITY GUIDELINES

General Usage

Corporate Guide No. XXX
Guide Owner: Communications



ABOUT THIS MANUAL

This manual explains the components of the City of Kelowna visual identity program, defines graphic design standards, and illustrates how these standards are applied.

For additional guidance on facility signage and vehicles, parks signage, and arts and culture brands, contact the Communications Department.

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IMPORTANCE OF IDENTITY

The City of Kelowna visual identity creates a cohesive look and feel across City communications, operations, and spaces, contributing to the overall impression people have of the organization.

A coordinated identification program projects a unified character which works effectively to reinforce the organization's activities. It also helps the organization to be more cost-effective in its communication efforts by simplifying certain decision-making processes.

This document provides an overview of the City of Kelowna's visual identity standards and symbolization program. It includes specific instructions for the use of the logotype and the sub-brands as well as several rules governing their use.

The visual identity standards set specific rules that are meant to reinforce the projection of a consistently strong and distinguished image.

Why we need a visual identity

Our visual identity is an essential part of a planned approach to building the City's reputation and raising awareness about its facilities, services and programs. Everything the City does, every service it provides, everything it owns must be identified with our brand.

The visual identity program:

- ▶ Ensures citizens can easily identify, recognize and access all City programs, services, facilities and information.
- ▶ Assists citizens to recognize the value of the services they get for their tax dollar.
- ▶ Helps the City government appear more approachable and modern.
- ▶ Helps reinforce or support the City's reputation (or brand as it's otherwise known).

Our visual identity and standards promote a uniform identity to the public and support Kelowna's reputation as a dynamic and growing city.

In many ways, the City of Kelowna's corporate identity has been formed by its own achievements. Kelowna is becoming known as a healthy, green, increasingly sustainable, dynamic and socially progressive city. The symbol visually embodies and strengthens this identity.

OUR STORY

Consultations with City staff and our community determined the City of Kelowna's brand and visual identity. Our brand shares similarities with our [Imagine Kelowna](#) community vision and reflects how we are perceived: our reputation.

We call this *Our story*.

We are open

The City's business is conducted in open Council meetings and reported on by multiple media services in real-time. Our budget process is considered among the most transparent in Canada and, through open data and access to online information, our services and information are accessible 24/7.

Kelowna is open to opportunities, open for business, open to new ideas from diverse residents, with open and transparent decision making and beautiful wide open outdoor spaces to enjoy.

We believe open, honest communication, shared interests and trust lead to strong relationships.

The City of Kelowna is committed to these principles because our ultimate goal is to build a trusting relationship with citizens who have confidence in the processes and decisions shaping our community.

Developing trust takes a lot of two-way interaction, so the City maintains a steady stream of engagement with residents in ways ranging from in-person to online. Being inclusive and responsive builds awareness among citizens about what's going on in the community and invites feedback to make sure we're on the same page about community priorities.

We understand there is no openness without accessibility. Kelowna's customer focused services range from policies and standards to accommodate persons with diverse abilities, to high-speed fibre optic service to better serve the technology sector and one of the top 10 busiest airports in Canada.

This emphasis on openness, accessibility and customer service has resulted in high satisfaction ratings in our

citizen surveys – as measured in part by our citizen survey.

As one of Canada's fastest growing cities, our elected officials and community leaders make sure the welcome mat is out for people who see Kelowna as an attractive destination and one of the best places in Canada to call home.

We are active

Kelowna is active by nature. With an environment that lures us outdoors at every opportunity in every season, it's a wonder we also have time for an active business community, thriving cultural scene and extensive social network.

Kelowna's hard-working, hard-playing lifestyle comes from a competitive nature ingrained in a city that strives for excellence. Home to Memorial Cup champions and Olympians, diamond mine founders and provincial Premiers, Kelowna produces its fair share of high-achievers.

With a big, sparkling lake amid mountains speckled with ponderosa and sage, Kelowna's natural areas are walking distance from its urban centres.

This proximity to nature, combined with sophisticated urban infrastructure, attract talented high-performers who could choose to live anywhere else. But they choose Kelowna because it has everything they want in a fully urbanized city, with the bonus of convenient getaways to the great outdoors.

Getting outdoors for leisure or exercise is easy with 40 kilometres of paved multi-use paths, countless mountain trails, nine municipally maintained beaches, nearly 300 parks and more than 300 kilometres of on-street bicycle lanes.

There's a reason Kelowna has the second-highest bicycle commuter population per capita in Canada and one of the lowest obesity rates.

With our recreation facilities, international sporting events, festivals, agri-tourism, distinctive local food and wine culture and one of the largest fresh water marinas in the country – Kelowna is always on the go.

We are connected

Kelowna is a global city, connected to the world through state-of-the-art communication technology, one of the busiest international airports in Canada and a multi-cultural population with relationships that span the globe.

That international reach comes in digital real-time, non-stop flights, or by taking the scenic route on highways that head off in all directions. Kelowna is a connected city, with everything needed to get wherever or whatever you want.

Networks of neighbourhoods, social agencies, sporting groups, business associations and cultural organizations form a web of community connections that give Kelowna its unique character. As the largest urban centre between Vancouver and Calgary, Kelowna serves a market of nine million people who live within a day's drive.

Building the linkages that put Kelowna in the middle of everything occurred over time, with careful planning and a vision to lead in the development of a city of the future.

Kelowna's emergence as the Interior's nexus of commerce, healthcare, and education began with roads, bridges and airports. Today, a new layer of connectedness includes a billion-dollar technology sector – the fastest growing economic driver in the region, fueled by international investment and a culture of research and development at our university and college campuses.

As one of the fastest growing cities in Canada, Kelowna attracts new residents from across Canada and around the world who bring with them diversified products, knowledge and services beyond those typically found in a city of 165,000 people.

Vision, strategic planning and investments in modern infrastructure built a right-sized city that efficiently connects with citizens – and with the wider world beyond the mountains that surround Kelowna.

We are innovative

Foresight and determination drove Kelowna's first inhabitants to turn an isolated, arid landscape into fertile ground for new opportunities.

The living wasn't always easy in Kelowna, but those who saw potential in this place stayed true to their vision through the tough times and built a community that is now one of the best places in Canada to call home.

The City of Kelowna represents an unbroken institutional link back more than 110 years to the early decisions that shaped our evolution from small settlement to thriving city.

Modern Kelowna has inherited the resolve and ingenuity of Indigenous people and settlers who saw promise in this landscape and overcame hardships to build a community. Those traits are alive today in our visionary entrepreneurs, elite athletes, daring artists, principled leaders and socially conscious citizens.

In the multi-layered and ever-shifting landscape of modern government, Kelowna's vision to be a City of the Future relies on taking the lead in the development of a safe, vibrant and sustainable city.

Balancing diverse interests, building consensus, thinking ahead and making tough decisions – the City of Kelowna faces the future with confidence in our experience and ability to meet new challenges head-on and make the right choices for our future.

Scratch below the surface of this beautiful place and it's easy to find the grit that gives Kelowna its strength of character and competitive drive to be a leader among cities.

We are leaders

A well-run, attractive city doesn't just happen – it's the result of thoughtful decision making, investment and community involvement.

Kelowna has grown over a century thanks to dedicated community leaders with economic, social and cultural vision. Collaborations between local government and community groups created this beautiful city with its diverse economy and opportunities for an exceptional lifestyle.

The City of Kelowna takes a leadership role in making sure thoughtful decisions and investments result in a safe,

sustainable and vibrant community. This stewardship is focused on providing all citizens with access to the best quality of life possible within the financial resources available.

It all begins with sound financial management to stretch limited resources as far as possible to deliver the services residents and visitors need and want. Partnerships with other levels of government, community groups and the private sector deliver added value for citizens.

Kelowna's natural charms and social character attract many talented people from all walks of life, including those with a heart for public service and the desire to contribute to our vision of a City of the Future.

Sound management of tax dollars to maintain or expand municipal services has contributed to a 91 per cent satisfaction rating among residents. In particular, investment in public safety measures has created a city where 87 per cent of residents say they feel safe here.

Firm but fair application of policies and standards ensure equitable treatment of all citizens in pursuit of a balance between sometimes competing interests and values.

By being open for opportunity, we achieve that balance in our community and create a city where 92 per cent of citizens say they enjoy a great quality of life.

OFFICIAL SYMBOLS

Coat of Arms & Motto

The official Coat of Arms is the formal symbol of civic authority that is used for official purposes including documents requiring the official seal, flags, Council Chambers, and Mayor and Council use. The Coat of Arms is also used to identify bylaw officers.



The City of Kelowna's Armorial Bearings were officially accepted by City Council on January 3, 1955 as granted in a Letter Patent by the College of Heralds in England.

The shield, with wavy blue lines on white at the base, depicts Okanagan Lake from which rise three white piles, representing mountains; above these are two apples of gold. Astride the shield, knightly armour, surrounded by a wreath, supports an apple tree bearing apples.

At the base of the tree, the crosscut saw is emblematic of the lumber industry and early pioneers. The supporters are, on the dexter side, a grizzly bear, indicating the derivation of the City's name, and, on the sinister side, a seahorse, which in heraldry is the closest approximation of our Ogopogo.

The Motto, "Fruitful in Unity" alludes to Kelowna's steady progress, largely attributable to its fruit industry and the community mindset and cooperation of its citizens.

Reproduction of the Coat of Arms as a graphic element is restricted to approved usage when a formal or ceremonial image is considered appropriate. As per [Council Policy No. 71, Kelowna Coat of Arms/Armorial](#)

[Bearings](#) and [Council Policy No. 281, City of Kelowna Corporate Logo, Coat of Arms or Sails](#), the Coat of Arms cannot be used for commercial or other purposes. All usage will need to be approved by Communications.

Okanagan Sunflower

The Okanagan Sunflower is the official floral emblem for City of Kelowna. Also known as the Arrowleaf Balsamroot, the indigenous flowering plant thrives particularly well in the Kelowna area and is one of the longest blooming wildflowers, providing abundant splashes of bright yellow on the hillsides in early spring.



The plant is drought tolerant, completely edible and was used by the First Nations peoples as a food source. Its large yellow flowers reflect the sunny Okanagan skies and the hot summer climate.

OUR LOGO

The City of Kelowna logo captures the spirit, energy and diversity of our dynamic organization while balancing a sense of our heritage with our progressiveness. It is also an interpretive depiction of our character, our people and our landscape, making it uniquely Kelowna.

The colour palette symbolizes the diversity that exists in our organization, our cultures, our seasons and our beautiful landscape. As a whole, the icon resembles the sun above the lake.

The City of Kelowna logo was adopted by City Council in 2009. As per [Council Policy No. 281, City of Kelowna Corporate Logo, Coat of Arms or Sails](#), the logo cannot be used for commercial purposes.



Note: No department of the City of Kelowna nor outside vendor may develop or use a separate logo or visual identifier to represent a City service without the written permission of the Communications Director.

Note: Third parties must have written permission from Communications to use the City or sub-brand logos.

OUR SUB-BRANDS

Sub-brand logos have been developed to identify key services, including the Kelowna International Airport, Kelowna Community Theatre, Kelowna Memorial Park Cemetery, and the Kelowna Fire Department.

Sub-brand logos replace the City of Kelowna logo on all appropriate sites, buildings, offices, and equipment. Department logos are not to be used for signage.



COLOUR PALETTE

Colours have been specifically selected to project the colours of Kelowna, which is known for its pristine natural beauty. Strict adherence to this palette will serve to unify the image of the City of Kelowna.

The palette includes base colours ideal for anchoring design elements and accent colours for pops of colour. Colours will vary slightly depending on whether they are printed on coated paper or uncoated paper.

Note: Because of the colour reproduction limitations of video monitors and laser printers, the simulated display of the City of Kelowna colour palette does not establish visual standards for colour reproduction.

Pantone is the printing industry standard for specifying solid ink colours.

CMYK is the print industry standard for full colour printing. Also known as process colour printing, it relies on cyan, magenta, yellow and black to create the spectrum of colour seen in most full colour printing.

RGB is a colour system based on red, green and blue, and used to represent the full spectrum of colour on video displays.

Vinyl is a pressure sensitive material used for signage and banner applications.

HTML is a colour system used for internet code programming.

Base Colours

WINTER

Pantone 302
C100 M74 Y40 K32
Ro G61 B91
Vinyl N/A
HTML #003A5D

ROCK

Pantone Cool Gray 11
C65 M57 Y52 K29
R85 G86 B90
Vinyl N/A
HTML #55565A

LAKE

Pantone 285
C90 M48 Y0 K0
R000 G115 B207
Vinyl A4555-O
HTML #0073CF

NIGHT

Pantone Process Black
Co Mo Yo K100
R30 G30 B30
Vinyl A4090-O
HTML #1E1E1E

POWDER

Co Mo Yo Ko
R255 G255 B255
Vinyl A4001-O
HTML #FFFFFF

Accent Colours

SKY

Pantone 284
C58 M17 Y0 K0
R106 G173 B228
Vinyl N/A
HTML #6AADE4

SPRING

Pantone 390
C24 Mo Y100 K8
R182 G191 B0
Vinyl N/A
HTML #B6BF00

SUN

Pantone 7408
Co M30 Y100 Ko
R242 G175 B0
Vinyl A6135-O
HTML #F2AF00

SUNSET

Pantone 138
Co M50 Y100 Ko
R223 G122 B0
Vinyl N/A
HTML #DF7A00

FALL

Pantone 166
Co M74 Y100 Ko
R224 G82 B6
Vinyl A4179-O
HTML #E05206

SUMMER

Pantone 200
C3 M100 Y66 K12
R183 G18 B52
Vinyl A9305-O
HTML #B71234

LOGO LAYOUTS

The relationship between the icon and wordmark may not be altered under any circumstance. The stipulated proportions are intended to preserve adequate legibility and support the primary brand.

City of Kelowna

The City of Kelowna logo is available in three layouts: stacked, horizontal, and wordmark. The stacked logo is the primary identification for the City of Kelowna. The horizontal version should be considered only in circumstances where it is impossible to use the primary logo. The wordmark has limited uses.

Stacked Logo



Horizontal Logo



Wordmark Logo

City of **Kelowna**

The wordmark can be used in one of two ways:

- ▶ Combined with the dynamic icon graphic element.
- ▶ As a secondary identifier on multi-page documents where the stacked logo is to be shown on the first page of the document.

Kelowna Community Theatre

The Kelowna Community Theatre has two versions of the logo: stacked and wordmark.

Note: Separate brand guidelines exist for the Box Office, an organization partially funded but separate from the City.

Stacked Logo



Wordmark Logo

Kelowna Community Theatre

Kelowna Memorial Park Cemetery

The Memorial Park Cemetery logo has a single layout.



Kelowna International Airport

The Kelowna International Airport logo is available in multiple layouts: stacked, horizontal, vertical, and several wordmark versions.

Stacked Logo



Horizontal Logo



Vertical Logo



Wordmark Logos



Kelowna Fire Department

The Kelowna Fire Department (KFD) has two logos, a modern version and the original created in the 1930s. KFD works closely with Communications regarding the use of both the historical and new logo.



LOGO TREATMENT

Colour Variations

Full Colour

Logos for the City and sub-brands are comprised of specific Pantone colours as specified here:



Full Colour Reverse

When using the full colour version of logos on a dark background, the text must appear as white.



Single Colour

While 100% black is the standard single colour use of the logo, applications with a single predetermined colour may display the logo at 100% of that colour.



If photocopying the logo, use the black version only.

Single Colour Reverse

When using the single colour version of the logo on a dark background, the entire logo must appear as white.



Protected Space

To maintain the integrity of the brand, space or padding must be left on all sides of the logo to distinguish the logo from other elements.

City & Sub-Brand Logos

The increment used to determine this space is based on the height of the capital case letter K. A minimum of one unit of space is required on each side, as shown in the examples below.



Kelowna International Airport (YLW)

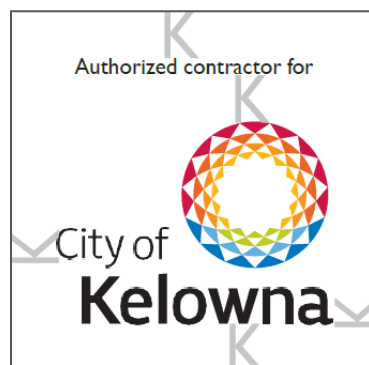
The increment used to determine the protected space is based on 1/2 of the height of the capital Y. A minimum of one unit of space is required on each side, as shown in the examples.



Combined or Contractor Logos

Overall, the increment used to determine this space is based on the height of the capital case letter K in the City of Kelowna logo. The space protecting the Operator logo is based on the Operator's standards.

A minimum of one unit of K space is required on each side of the combined logo, as shown in the examples below.



Minimum Size

The minimum logo size will depend on the brand and colour variation.

City of Kelowna

The stacked colour logo should be used no smaller than one inch in width.



The horizontal colour logo should be used no smaller than two inches in width.



The stacked single colour logo should be used no smaller than .75 inch in width.



The horizontal single colour logo should be used no smaller than 1.50 inches in width.

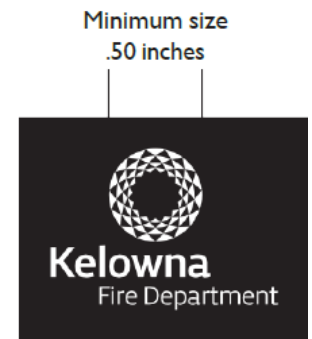


Fire Department / Community Theatre

The colour icon should be used no smaller than .50 inches in width.



The single colour icon should be used no smaller than .50 inches in width.



Kelowna International Airport (YLW)

The stacked colour or single-colour logo should be used no smaller than 1.6 inches in width.



The horizontal single-colour wordmark should be used no smaller than 1.5 inches in width.



The horizontal wordmark should be used no smaller than .85 inches in width.



The horizontal colour and single-colour logo should be used no smaller than two inches in width.



The text only wordmark should be used no smaller than .125 inches in height.



The vertical colour logo should be used no smaller than 1.5 inches in height.



Logo Use

Logos must not be altered, cropped or reconfigured in any way. To ensure the best reproduction quality, always use original artwork files, as either vector graphics or high-resolution raster graphics. Vector graphics are preferred.

Colour

Never change the colour designations assigned to each component of the logo. Even if the colours are correct, they must not be reassigned to different components.



Never make the logo a two-colour design. The logo appears as one solid colour, either as 100% black or using a single predetermined colour at 100% of that colour.



Do not screen any part of a single colour logo or use gray tones to try to simulate the effect of a full colour logo.



Layout

Do not use the logo elements in any other arrangement or stacking order.

Never customize the logo by adding or deleting text.



Do not skew, stretch, rotate, tilt or compress the logo.



Do not create outlines around the wordmark to create contrast.



Background

To maintain legibility, always ensure there is enough contrast between the logo and the background colour.

10% black



20% black



30% black



40% black



50% black



60% black



70% black



80% black



90% black



100% black



Do not print the logo on a background colour that does not permit enough contrast to the logo or text colour. Do not place the logo on a complex background such as a busy photo or illustration.



If using the logo on an image, place it in an area that has little or no detail to allow enough contrast.



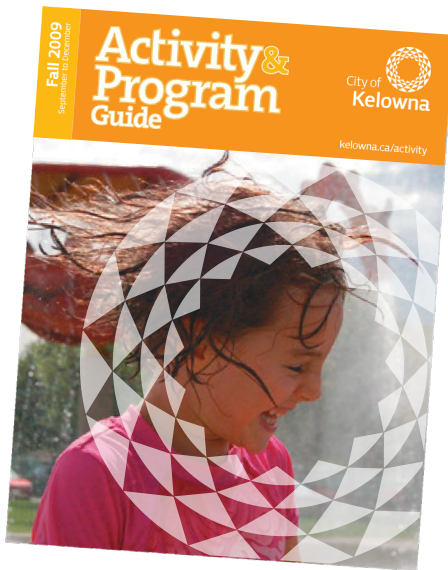
BRAND GRAPHICS

Note: brand elements should never appear alone. The full logo or wordmark must always accompany a supporting graphic element.

Dynamic Icon

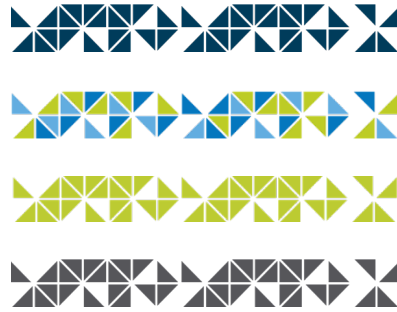
The icon can be used as a graphic element in a variety of items. The icon cannot appear whole, it must be cropped. While the entire icon may be scaled up or down in size, do not use or change any single element of the icon.

When used in the background, the dynamic icon should be light enough that it doesn't interfere with imagery or text running on top of it. It often appears as a watermark printed 30% white.



Mosaic Element

The mosaic element can be used, sparingly, in design to create a divider or even to highlight sections or headings. The element can be resized and repeated to create the desired effect.



Tile Element

The tile element can be used to anchor a design and lends itself nicely to being used as a background when the opacity is toned down. Mainly use colours from the City's base colour palette for this element.



Branded Templates

The City of Kelowna has developed a suite of branded templates for internal use. These templates are available in Word and PowerPoint, as well as on InSites. Contact Communications for guidance.

FONTS

Using a consistent family of typefaces visually reinforces the identity of the City of Kelowna.

The City of Kelowna uses two fonts: Corbel and Priva. Do not condense, extend, or distort the fonts in any way.

Corbel

The City of Kelowna uses the Corbel font to visually reinforce its identity.

Regular and Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (regular)
0123456789 (lining*)

Italic and Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
0123456789 (lining*)

*Note: To height-align numbers in Corbel font from **0123456789** to **0123456789**, open Microsoft Word > select text > Home > Font > Advanced tab > Number Forms: Lining.

Priva

The City of Kelowna uses Priva for all signage. The italic versions of Priva should not be used on signage.

PrivaOnePro PRIVAONEPRO 123
PrivaTwoPro PRIVATWOPRO 123
PrivaThreePro PRIVATHREEPRO 123
PrivaFourPro PRIVAFOURPRO 123

ELECTRONIC COMMUNICATIONS

All electronic communication from the City of Kelowna should reflect the organization in a professional, positive way.

Email Signature

Email correspondence falls under the City of Kelowna brand umbrella. All external business emails should follow the City of Kelowna email signature guidelines.

Email signatures should be in the City's font and use colours only from the City's colour palette. A standardized email signature helps identify emails as official City correspondence and supports our cyber security measures.

Standard Signature Template

First name Last name (she/her), A.B.C.

Job title | City of Kelowna

250-000-0000 | name@kelowna.ca

Connect with the City | kelowna.ca

Kelowna is located on the traditional, ancestral, unceded territory of the syilx/Okanagan people.

Reply Signature Template

First name Last name (she/her), A.B.C.

Job title | City of Kelowna

250-000-0000 | name@kelowna.ca

Kelowna is located on the traditional, ancestral, unceded territory of the syilx/Okanagan people.

Land Acknowledgement

Staff may select a land acknowledgement from the two options below:

Kelowna is located on the traditional, ancestral, unceded territory of the syilx/Okanagan people.

I acknowledge that my workplace is located on the traditional, ancestral, unceded territory of the syilx/Okanagan people.

Optional Taglines

Optional one-line taglines can be added below the land acknowledgement to share holiday hours or other important information. See sample below:

City Hall will be closed Dec. 25 - Jan. 1, online services are available 24/7 at kelowna.ca/onlineservices.

Other Signature Considerations

Pronouns: Gender identification (pronouns) can be included on the same line as your name, with professional designations following.

Designations: A maximum of two designations can be included in the email signature. The designations cannot include professional associations, logos, or certifications. Use the acronym, not the full title.

Phone Number: Only one phone number can be included in the signature: desk or cell phone.

Websites

The City of Kelowna website is always referenced as "kelowna.ca" spelled with a lowercase "k". Do not include "http://" or "www".

Note: No new websites or external-facing software portals will be created without the permission of Information Services and Communications.

VIDEO PRODUCTION

Videos are an important medium for telling City of Kelowna stories and keeping residents informed in an engaging way. These guidelines will help video producers create on-brand content about the City.

Note: videos intended for public distribution must be produced in collaboration with Communications.

Distribution Channels

Videos may be distributed through various City channels controlled solely by the Communications Department. Channels will be chosen based on audience reach and campaign goals.

City channels include:

- ▶ [YouTube](#): host videos.
- ▶ [Instagram](#): share trailers and clips to attract viewers to YouTube / website.
- ▶ [Facebook](#): share trailers and videos.
- ▶ [X/Twitter](#): share trailers to attract viewers to YouTube / website.
- ▶ [LinkedIn](#): share videos.
- ▶ [Website](#)/e-Newsletter: share videos embedded from YouTube.

Video Styles

The City uses various video styles depending on the tone, messaging, and audience. Common styles are shown below and may be combined. See the City's [Youtube channel](#) for inspiration.

Style	Description
Live Action	Live footage with narration and/or text overlays, may include interviews or graphics. E.g. Reimagining Parkinson .
Animated	Cartoon or graphical visuals with narration and/or text overlays. E.g. Budget .
Slideshow	Animated still images and text overlays, narration optional. E.g. Utilities projects .
Screen Recording	Recording of screen showing step-by-step guidance with narration and/or text overlay. E.g. Mapping .

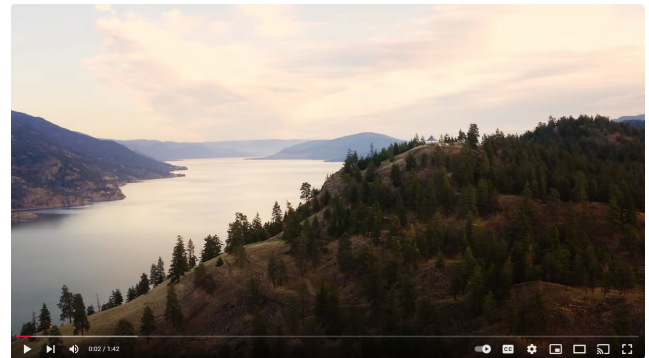
Visual Guidelines

Videos, whether produced internally or by an outside vendor, must meet the City's visual identity concerning brand colours, fonts, and logo treatment.

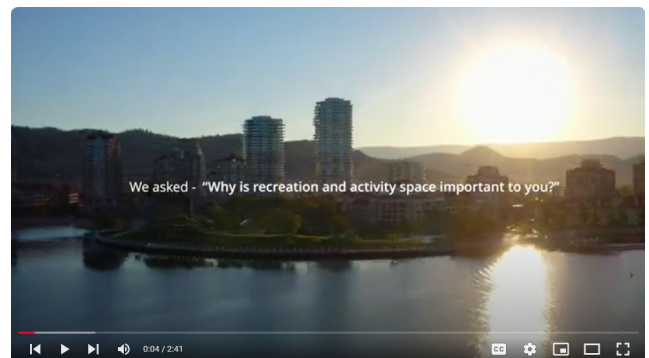
The look and feel of videos should take inspiration from the City's corporate photography library, which includes clean, professional and stunning images of our community.

Opening Sequence

The opening sequence of the video, also known as the top, should use engaging visuals and narration to grab the viewer's attention within the first 10 seconds. This sequence serves to engage viewers and set the tone and subject of the video.



A title or text overlay can be used to strengthen the hook. As each case may be slightly different, contact Communications for guidance.

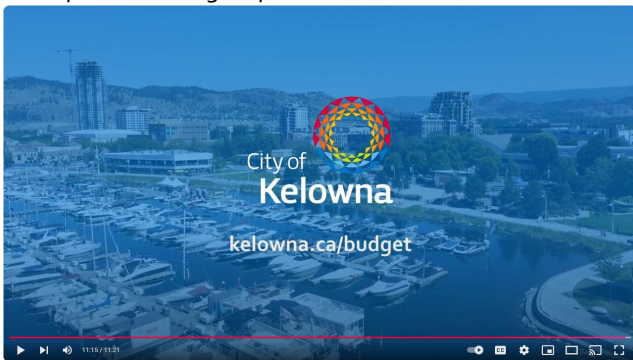


Closing Sequence

Videos over eight seconds must include a closing sequence, also known as a tail. The tail is comprised of the full colour City of Kelowna logo (and partner logos if applicable) and marketing URL (if applicable) on a solid brand colour background or semi-transparent image overlay.

The logo and URL appear on screen from bottom-up or using this [sample animation](#). City staff should consult the City's [marketing URLs](#) for common web links.

Examples of closing sequences:



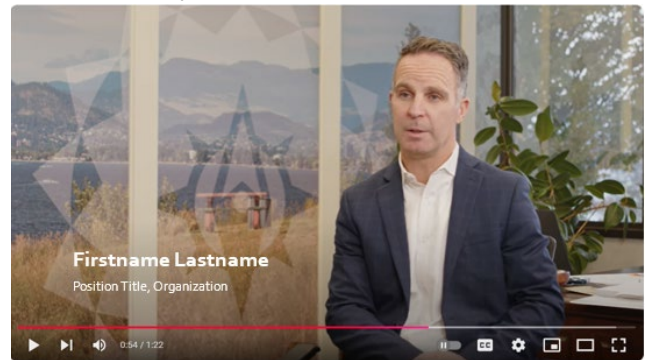
The closing sequence should never include the production company or copyright information.

Lower Thirds

A lower third is a graphic overlay that identifies a subject featured in a video. It includes the individual's name and title in the lower left of right of the screen where it won't be affected by closed captioning.

The name should appear in Corbel Bold, 75px. The title should appear in Corbel Regular, 32px. The graphics should reflect brand colours and the visual aesthetic of the video.

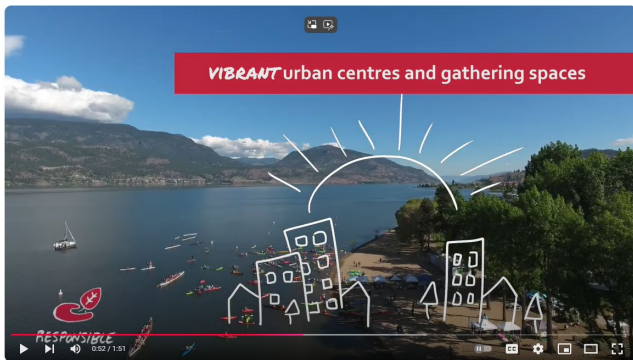
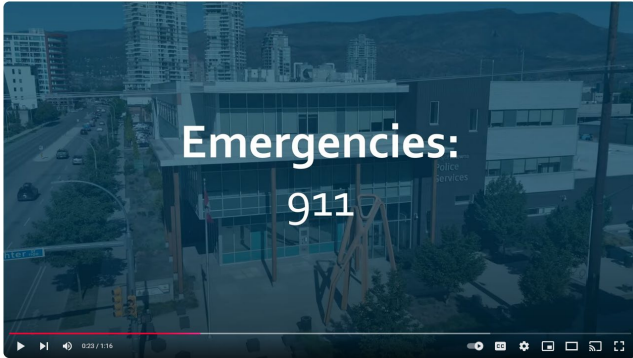
Common examples of lower thirds:



Text Overlays

Text can be applied on images, colour transparencies, solid colours, or in padded text boxes.

Examples of text overlays:



Text must appear on the screen long enough to be read, generally measured as twice the time needed to read aloud.

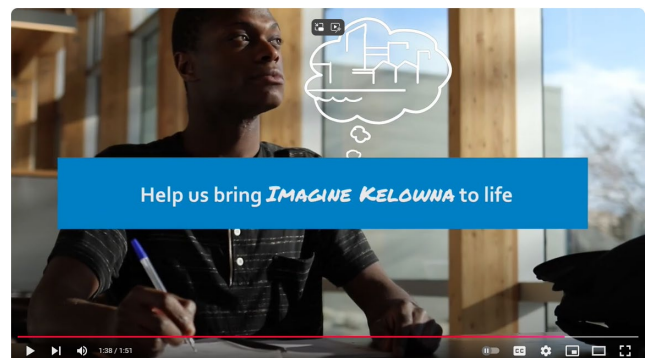
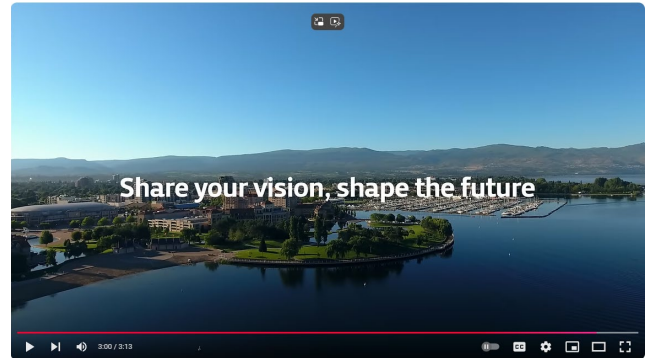
City staff should consult the City's [writing style guide](#) for spelling, punctuation, and common language used in public communication materials.

Tagline Message

A tagline message is a specific use of text overlay that reinforces the message of the video shortly before the closing sequence.

While the tagline message must be included in the scripted narration, the use of text overlay is optional but recommended for longer videos.

Examples of tagline message text overlays:



Transitions

Videos can transition between scenes using a few variations, some of which are shown below:

- ▶ Classic: direct cut to new image.
- ▶ Colour Fade: colour fade to new image (must be brand colour).
- ▶ Right slider: new image slides over from right ([see sample](#)).

CREDITING SPONSORS & PARTNERS

When the City enters into sponsorships as per [Council Policy No. 376, Corporate Sponsorship and Advertising](#), City and partner logos must appear jointly. The City's role will dictate the prominence of the City logo however always maintain the standards of size, colour, and protected space.

City Programs

When a City program or service is sponsored or supported by an external partner, the partner's logo may be used in publicity materials in a secondary position.

The City logo and program must take the lead position in all marketing and communication support materials. Partner logos are to be no more than one half the height of the City logo. Publicity material for City programs or services should follow the established templates.

As each case is slightly different, please consult Communications for guidance on the application of the City logo.

Equal Partnership Sponsored Programs

When the City is an equal partner in a joint venture, the City's logo should be used in any publicity materials, along with that of the partner organization(s).

The City logo should appear equal in size, weight and colour as other partner organizations. As each case is slightly different, please consult Communications for guidance on the application of the City logo.

City Sponsored Programs

When the City is a sponsor or supporter of an external program, it is to be credited. The City logo may be used in a secondary position. As each case is slightly different, please consult Communications for guidance on the application of the City logo.



Never use both the City of Kelowna logo and a sub-brand together. In a case where both are sponsoring the same event, use the City of Kelowna logo only.



TRI-LEVEL GOVERNMENT AGREEMENTS

Primary Funding

When the City is the primary funder, the City logo should have the prominent position.

In City produced materials, the City logo should be placed at the top or to the left of the partner logos.

The City of Kelowna logo must be twice the size of partnership logos. As each case is slightly different, please consult Communications for guidance on the application of the City logo.

Horizontal Layout



Stacked Layout



Equal Funding

When used in tri-level agreements, always place the City of Kelowna logo to the far left of the grouping. Equal visual prominence must be shared with all three logos.

Horizontal Layout



Note: As each case is slightly different, please consult Communications for guidance on the application of the City logo.

THIRD PARTY CONTRACTORS

When a City program or service is being provided by a third-party contractor on the City’s behalf, one logo (either the City’s or the Contractors) will appear primary to the other. The secondary logo will appear at least 50 per cent smaller, while maintaining standards of size, colour, and protected space. Logos will not appear equal (indicating an equal finding agreement/partnership).

Primary Logo

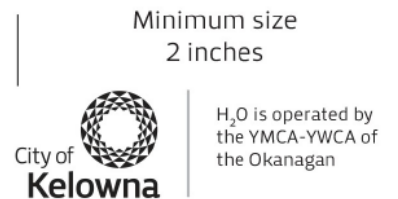
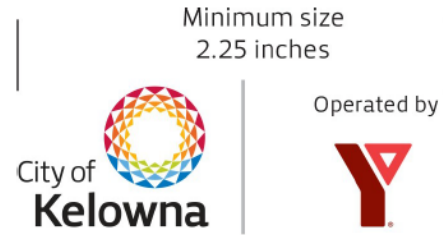
The primary logo is determined by the ownership and responsibility for the asset branded. This will likely be detained in the contract with the City.

For instance, if the physical asset being branded (buildings, technology or customers) belongs to the City, these would be primarily branded City. Vehicles or employees that are the responsibility of the contractor would be branded with the contractor’s logo first.

Secondary Reference

Where appropriate, the phrase; “Authorized contractor for [City of Kelowna logo/ name]” will accompany the contractor’s logo in a secondary position.

Similarly, where the City’s logo appears as the primary, the contractor may be referenced in a secondary position by “operated by [contractor’s logo/name]”.



Authorized contractor for



PROMOTIONAL ITEMS

General Items

All promotional items purchased by the City of Kelowna must display the City logo or sub-brand logo. Where applicable, a relevant web address should also be included.

Non-approved sub-brands, taglines, or other elements are discouraged.

Clothing

Clothing can be branded for both City employees and contractors.

Department Logo Placement

The logo and the department or branch name can be placed in one of two layouts:

1. Logo on the left chest with the department or branch name on the right sleeve, or
2. Logo on the right sleeve and the department or branch name on the left chest.



To meet detailed stitching requirements:

- ▶ **Do not put the logo and department name together;** the primary logo must appear on its own.
- ▶ Department names are to appear in title case letters set in PrivaTwo.

Contractor Logo Placement

The city of Kelowna logo may be added on the sleeve with the phrase “Contractor for” logo.



Logo Size Recommendations

- ▶ Golf shirts & T-shirts: 2.5 inches wide.
- ▶ Jackets /outerwear: 3 inches wide.
- ▶ Back of garments: 4 inches wide.
- ▶ Full colour embroidery: 4 inches wide.
- ▶ One colour embroidery: 2 inches wide.

Embroidery Thread Colours

A special City of Kelowna logo has been developed specifically for embroidery. Contact Communications for the final artwork. The City of Kelowna logo is comprised of specific thread colours specified below.

Gunold & Stickma threads

Red 561
 Dark Orange 1078
 Light Orange 1065
 Yellow 1124
 Green 1282
 Light Blue 1222
 Dark Blue 1253
 Black 1005

Isacord threads

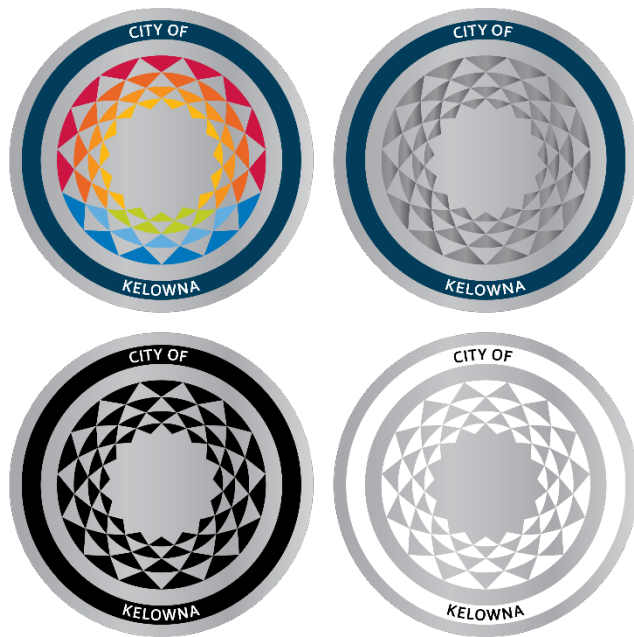
Red 1805
 Dark Orange 1300
 Light Orange 1100
 Yellow 0506
 Green 5912
 Light Blue 3820
 Dark Blue 3900
 Black 0020

Coins

Challenge coins must be branded on one side with a standard City of Kelowna face design from the variations below.

Variations include a coloured icon with Winter blue ring, a raised metal icon with Winter blue ring, or a full black or full white design.

The silver metal is for illustrative purposes only. The coin can be made from any substrate and colour.



FOR MORE INFORMATION

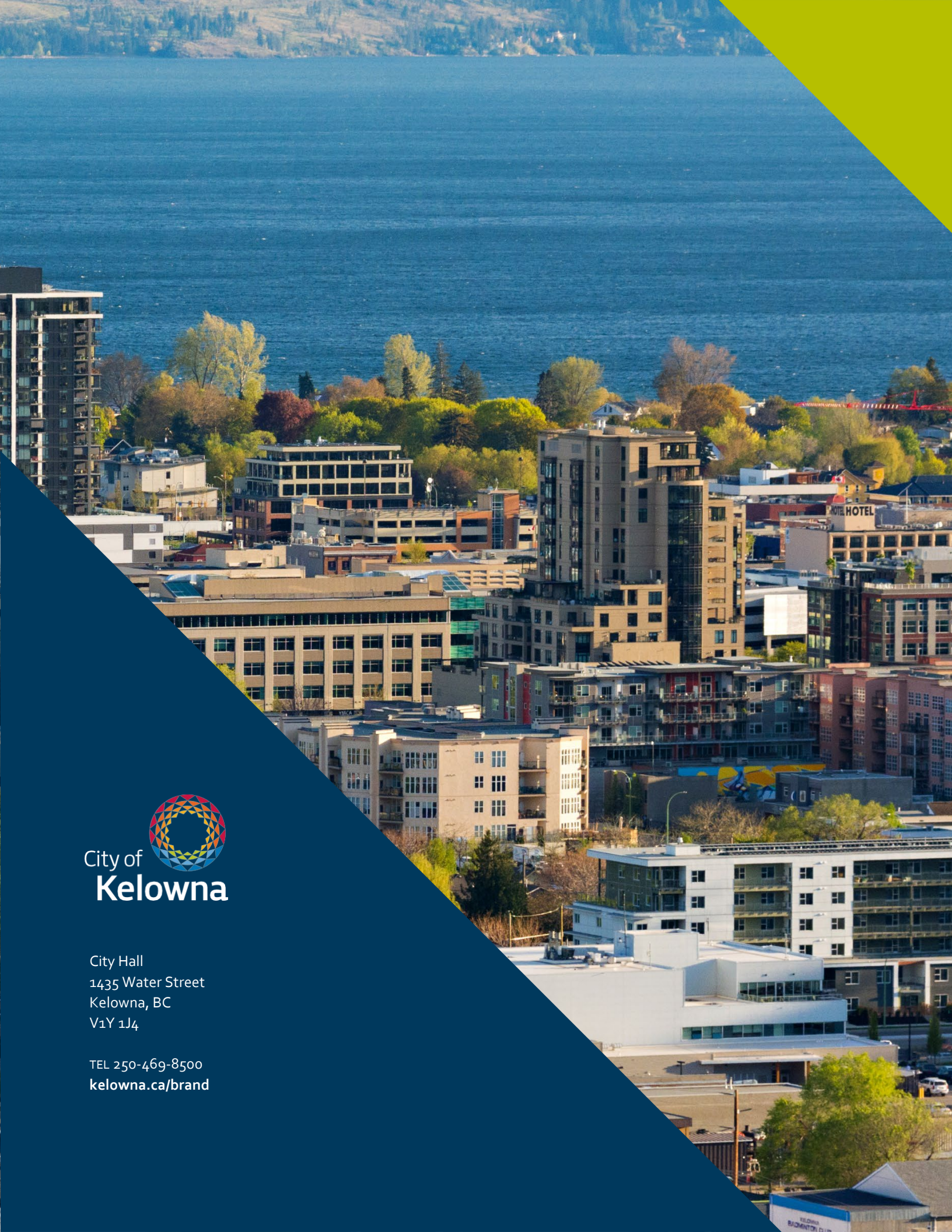
This guide covers a wide range of predictable applications but cannot include all possibilities. For applications not covered in the guide or for advice about any application, please contact Communications.

To maintain quality standards, it is important to work from original files. Versions of the logo are available from Communications.

Written permission to use City of Kelowna logos or sub-brands by a third party must be provided by Communications.

Document History

Effective Date	Description of Action	Approver
2025-1-27	Reflects Changes: new video production & promotional items.	L. Corcoran, Director, Communications



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