ROBSON VALLEY
REGION

LOGO
STANDARDS MANUAL

Version 2.0 | September 2013
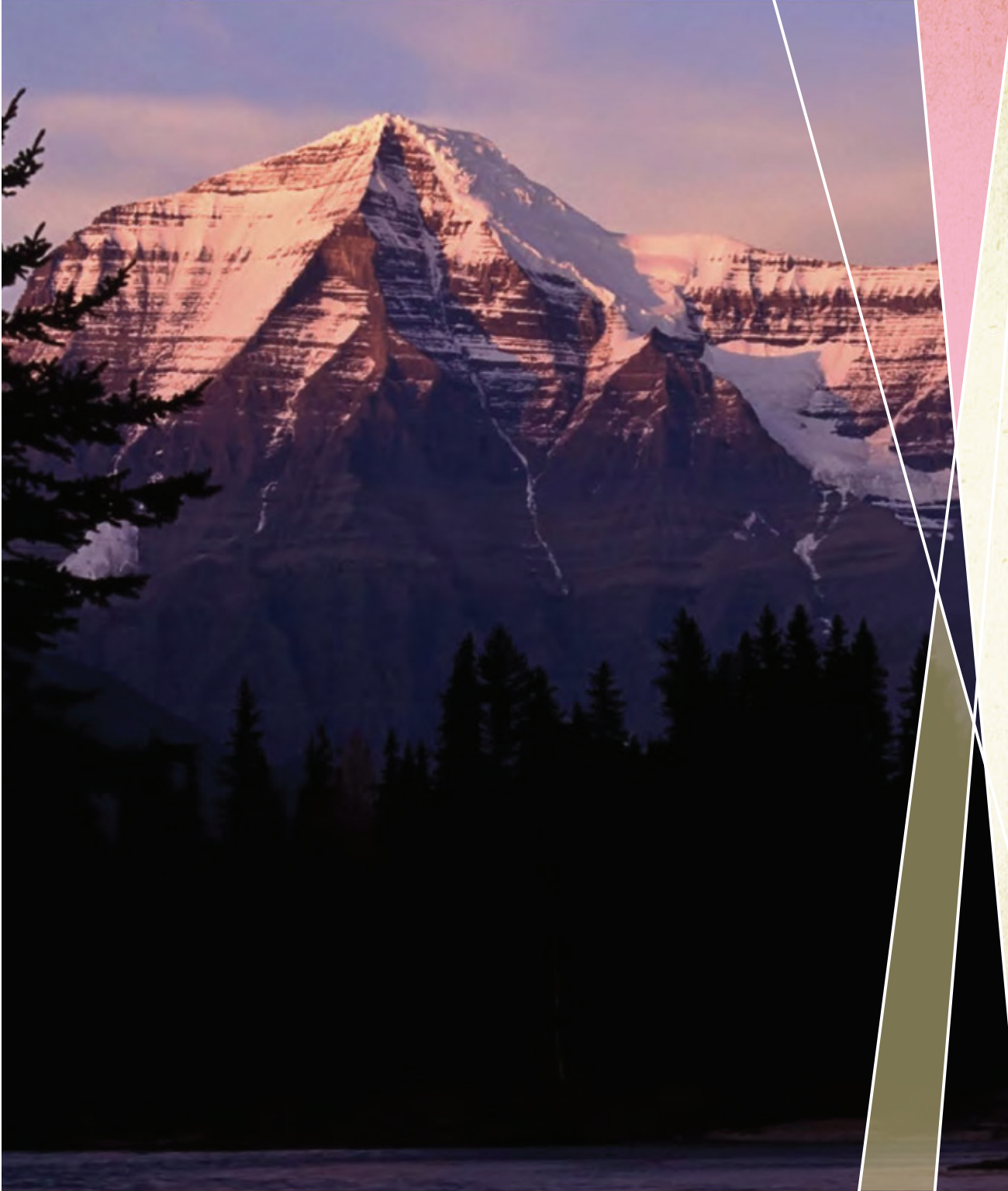
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INTRODUCTION

Welcome to the Robson Valley Region identity standards manual.

A clear and consistent visual identity is critical in the implementation of the Robson Valley Region brand. The visual identity is more than just the logo it is the sum of all visual components associated with the Robson Valley Region name. ie. logo, tag line, image selection, typography, etc.

These guidelines are designed to help with consistent application and administration of the brand identity. Included in the guidelines are logo variations, typefaces, colour information and sample materials.

This information has been designed and presented to ensure that the brand is marketed in a clear and consistent way.

The logo rationale

The logo represents the connection with region and its spectacular mountains. There is a simple sophistication with the design and it has an open and inviting style that gives a very natural and clean impression. The mountain depicted in the logo is meant to represent Mount Robson and create an association with the region and the Mount Robson Provincial Park. The sunrise is symbolic of new change and opportunity on the horizon.

RIGHTS MANAGED

## Who can, and who needs permission to use it.

The Robson Valley Region identity comprises a family of logos that are designed for use on a wide range of communication materials.

These logos are governed by the Regional District of Fraser Fort-George and are available for use by the municipalities directly within this area.

The Robson Valley Region logo can be available for others to use, but we require that you go through our simple approval process by filling out the form at the end of this Standards Manual.

The main version of the logo that should be used in most cases is the "box" style. Both in vertical and horizontal formats this version will allow for the most flexibility and consistent reproduction. This version allows for effective use on dark or light backgrounds. The dark blue also compliments the orange and creates a strong impact that also makes a good backdrop for the mountain silhouette. The blue area of the vertical version of the box logo may be extended at the top or bottom to anchor it to the to or bottom of the page. Special "boxextend" versions have been supplied for this purpose.

Alternate versions of the logo without the background are provided but should be used as secondary logo options.
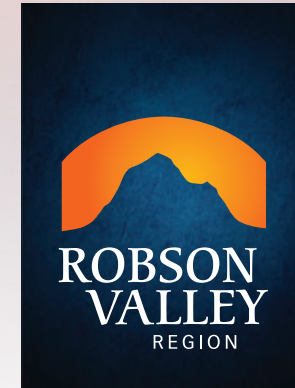
Full Colour - Textured Logo

Primary Logo - Vertical

Primary Logo - Horizontal

Secondary Logo - Horizontal
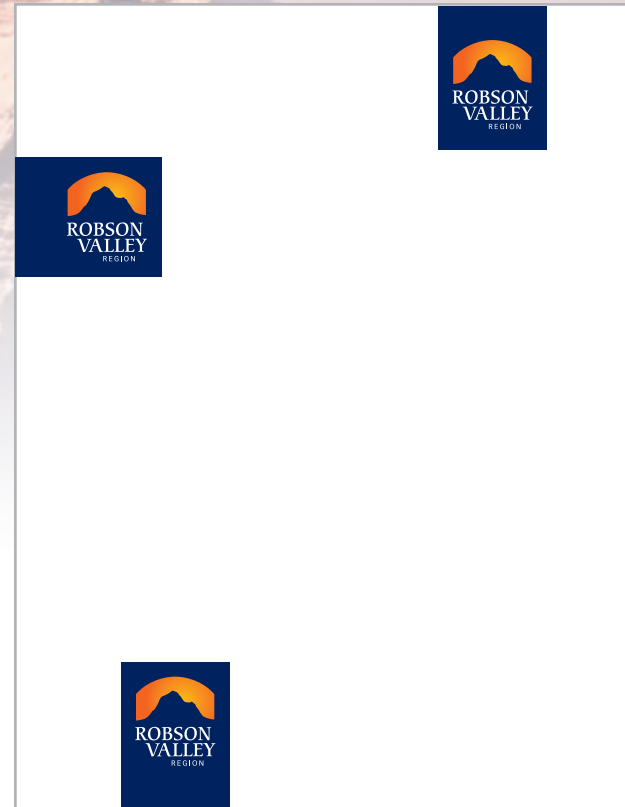

Secondary Logo - Vertical

RIGHTS MANAGED

RVR_boxextend_revgray.ai

RVR_boxextend_cmyk.ai

Vertical Box Extended Version - This version has been supplied for specific use as illustrated in the layouts in this manual. It is designed so that the top and bottom of the outside box can be extended to anchor to the edge of the layout.
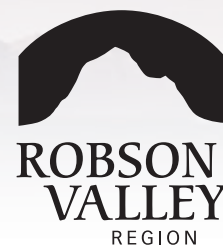
RIGHTS MANAGED

Solid black, white, and grayscale versions of the logo have been supplied for every format.

A spot Pantone - 2 colour version has been supplied for situations that don't allow for reproduction of the gradient. eg. silk screening, stitch, etc.
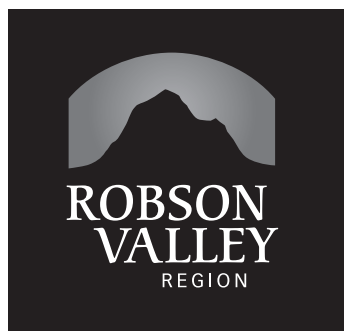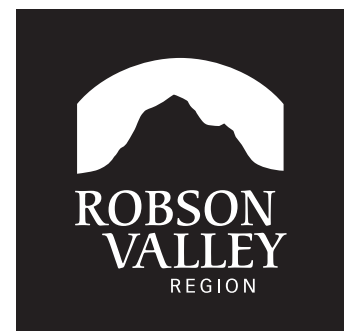
Grayscale on light background

B&W logo on light background

Spot 2 - Colour Logo

Grayscale Logo on dark background

Reverse logo on dark background

RIGHTS MANAGED

To maintain the standard and integrity of the logo it should be delivered as consistently as possible. Avoid separating the icon and text portions of the logo. Do not tip or rotate the logo to use it on an angle in a layout. Always be aware of any non-proportional scaling that might result in compressing or stretching.

COLOUR

In most cases the full colour process or grayscale versions of the logo should be used.

For web the RGB version will be used. Where spot colour is used the icon is converted to be one colour instead of the gradient.

All files required for colour management are provided on the Master disk.

Dark Blue
Pantone 2678

Dark Orange
Pantone 1665
C0 M80 Y100 K0

Black
Process Colour
C0 M0 Y0 K100

Dark Gray
Process Colour
C0 M0 Y0 K58

Light Gray
Process Colour
C0 M0 Y0 K32

Dark Blue
Process Colour
C100 M78 Y0 K54

Dark Orange
Process Colour
C0 M80 Y100 K0

Gradient Only
Light Orange
C0 M35 Y100 K0

Dark Blue
RGB Colour
R0 G35 B93

Dark Orange
RGB Colour
R242 G101 B34

Gradient Only
RGB Colour
R253 G181 B20

ISOLATION AREA

The minimum isolation area of the logo is the minimum distance from any other object, image, logo or text box to the outside edges of the logo. The "X" square is equivalent to the height of the "R" in Robson. Two "X" squares make up the minimum isolation area of the secondary logo without a box.
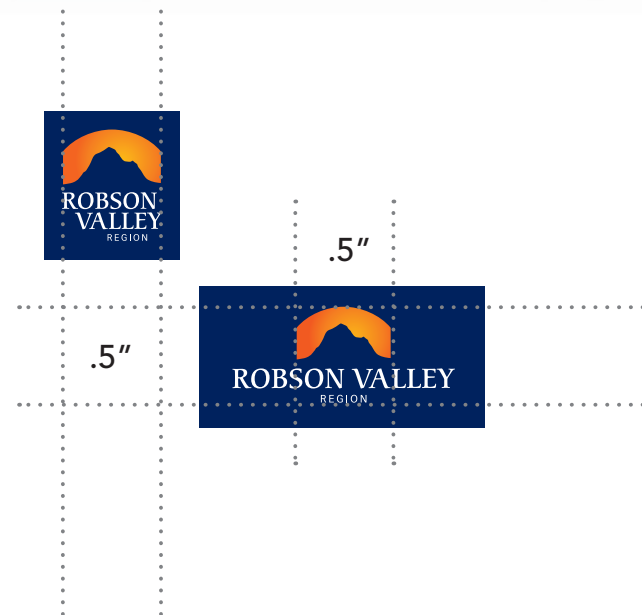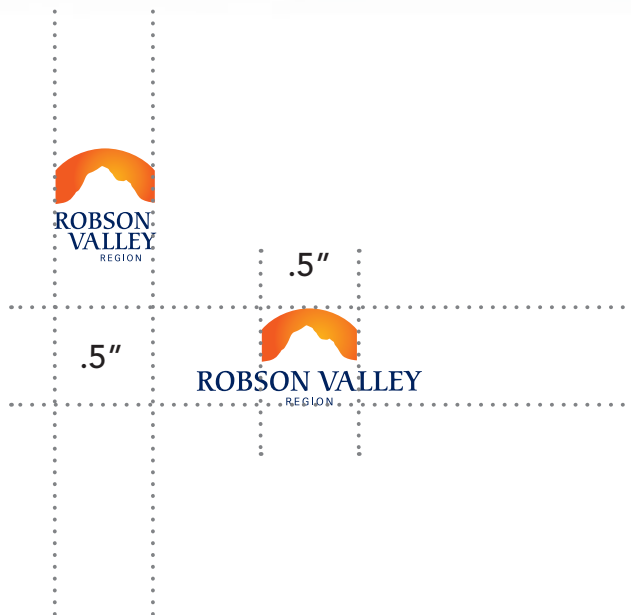
When using the primary "Box" format of the logo only one "X" is required to create the isolation area as the box partially isolates the logo components already.

MINIMUM SIZE

In all versions of the logo the minimum usage size should be determined by the width of the mountain icon. Ideally it should not be used under .5" in width.

CO-BRANDING

Some projects may involve external third-party sponsors or partners. In these cases, the logo of the third party will need to be included in materials. To determine the appropriate use of partner logos, ask the project manager or the communications department. In all isntances, the isolation area rules must be adhered to.

Partner Brandmark
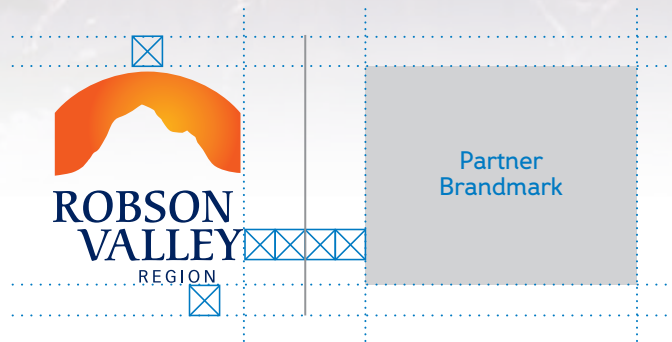
If the logos must appear in close proximity, the are separated by a greay line. The line extends above and below the logos by one "X" square. The same rule applies to useage of the horizontal logo, and when used in a vertical lockup setting.

Robson Valley Region as primary partner
When the Robson Valley Region is the primary funder of the project their logo should be the largest visually. From the viewers point, the Robson Valley Region should be the obvious point of contact.

Robson Valley Region as equal partners
When the Robson Valley Region is funding the project with equal help from another organization their logo should appear as the same size as the partner logo and should appear first if possible.

Robson Valley Region as secondary partner
When the Robson Valley Region is a secondary partner, the partner logo should recieve prominence.

FILE NAMING SYSTEM

RVR_Vert_cmyk.eps

| Brand Name | Orientation | Colour Mode | File Format |

BRAND NAME: RVR = Robson Valley Region

ORIENTATION

Vert	= Vertical Version
Box	= Vertical in Box
Boxextend	= Vertical with bleed
Wide	= Horizontal Version
Widebanner	= Horizontal in Box

COLOUR MODE

pms	=	Pantone (spot colour)
cmyk	=	Four colour process
gray	=	grayscale
b-w	=	black
rev	=	reverse (all white)
revccol	=	white text, colour icon
revpms	=	white text, spot orange icon
revgray	=	white text, gray icon
rgb	=	monitor colour (web)

FILE FORMAT

.ai	=	For Print
.eps	=	For Print
.tif	=	For office
.jpg	=	For office & web
.png	=	For web or Powerpoint

TAG LINE

The tag line "Live Large" should accompany the logo in marketing material but is not necessary to be used in all applications of the logo.

It is a statement that speaks to the vastness and low cost - high value life available in the region.

The tag line has been provided as artwork in a variety of formats. But it can be used in marketing materials set simply in the headline font - Cerigo Std Medium.

LOGO TYPOGRAPHY

The following fonts make up the Robson Valley Region identity. For clarification on the recommended fonts for their more in-depth brand profile, please view the Brand Standards Guideline.

Robson Valley Font (Serif)

ITC Cerigo Std Medium   Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
                           Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Region Font (Sans Serif)

Vectora LT Std Roman   Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss

ROBSON VALLEY REGION - LOGO REQUEST FORM

Company / Organization _____

Contact Name _____

Telephone _____

Email _____

Address _____

Please give a brief description of your company / organization:

_____

_____

Please give a brief description of the project the logo will be used in:

_____

_____

_____

_____

_____

_____

Requested Orientation:

☐ Horizontal   ☐ Logo Only

☐ Vertical   ☐ Logo + Live Large

Colour Application:

☐ CMYK (postitive)   ☐ RGB (positive)

☐ CMYK (negative)   ☐ RGB (negative)

☐ Greyscale (positive) ☐ B&W (positive)

☐ Greyscale (negative) ☐ B&W (negative)

☐ Pantone - 2 colour (positive)

☐ Pantone - 2 colour (negative)

Requested Format: **Rquested Size:**

☐ Vector (AI)   ☐ Standard (1.5" - 2.5")

☐ JPG   ☐ Large format

☐ PNG   ☐ Web

☐ TIF

Any questions regarding the useage of the Robson Valley Region logo should be directed to:

Renee McCloskey, APR   Regional District of Fraser-Fort George   Phone: 250-960-4453
Manager of External Relations   155 George Street   rmccloskey@rdffg.bc.ca
                                 Prince George, BC V2L 1P8

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All logo useage allowances will expire at the end of each calendar year. Applications must be resubmitted on January 1st every year.

CONTACT

Any questions regarding the application
of the Robson Valley Region brand should
be directed to:

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Manager of External Relations

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REGIONAL DISTRICT
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