

Squamish Community Partner
BRAND STANDARDS GUIDE

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Using this Brand Style Guide

Strategic Partners:

- 1- District of Squamish*
- 2- Tourism Squamish*
- 3- Squamish Chamber of Commerce*
- 4- Downtown Squamish Business Improvement Association (DSBIA)*

This guide provides the District of Squamish, its strategic partners, and community partners (businesses, organizations, and events within the District of Squamish) with the graphic standards required to achieve a unified and consistent identity for Squamish. Maintaining design quality and consistency is necessary to ensure a strong visual brand and positive image for Squamish.

The Squamish logo is protected under the copyright laws of Canada. Use of the logo can be licenced by the District of Squamish to its strategic and community partners, when the Brand Standards and Logo Usage Agreement are adhered to.

Unless otherwise specified, no individual or organization has permission to copy, redistribute, reproduce, republish or modify the logo in any form without the express permission of the District of Squamish.

Maintaining brand integrity helps maintain Squamish's brand value. Please help preserve the Squamish brand by informing the District of Squamish, or one of the strategic partners, about possible infringements or misuse of the brand.

Who to Contact

District of Squamish
37955 Second Avenue
Squamish, BC V8B 0A3
Tel: 604.815.5025

communications@squamish.ca
squamish.ca

1. **A destination** Brand

1.1 Why brand a destination?

A brand provides the community of Squamish with:

- A reason to choose Squamish (a differentiator);
- The promise of a certain kind of experience;
- The story of who we are and where we're going; and
- A certain type of look that makes us easy to recognize.

A brand will enable our community to:

- Focus on building and improving products and experiences;
- Nurture civic pride and engagement;
- Enhance our ability to catch the attention of local, national and international audiences;
- Encourage innovative and sustainable development that supports our brand; and
- Support and complement efforts to recruit and attract investment, businesses and talent.

1.2 Destination brand use

Squamish's brand was developed by the community for the community. It goes well beyond just municipal use. The vision for this brand is to have each of the Strategic Partners adopt the brand so that together they build upon our brand equity. Furthermore, each Squamish business, interest group, and resident plays an important role in finding their own ways of connecting to the brand through their marketing, communications, and product development.

The Brand Standards Guide has been developed to provide a comprehensive understanding of the new Squamish visual identity. It shows how to correctly implement the new design elements through a range of applications both in print and digital.

2. **The Squamish** Brand

2.1 Brand positioning statement

To youthful, intelligent, and active people who highly value outdoor activity and their connection with their natural surroundings, Squamish is the community that has, within 10 minutes, more breathtaking outdoor adventure opportunities than any other community in Canada.

The brand positioning statement combines the target market (people who will see the greatest benefit from our brand) with how we want people to think of Squamish and the benefits we provide them.

2.2 Brand promise

You can experience the world's most epic outdoor adventures - from sea to sky - all within 10 minutes of one another.

The brand promise is our unique promise of value that we are committed to delivering to our target market. It clarifies and communicates what sets us apart from other destinations and guides us in how we live, share and deliver our brand.

2.3 Tagline

Squamish's tagline, **HARDWIRED for ADVENTURE**, speaks to our...

INFRASTRUCTURE

Natural or man-made, Squamish is hardwired for adventure.

COMMUNITY

The people of Squamish - First Nations, industry pioneers, and more recent transplants - are hardwired for adventure.

ECONOMY

Squamish's businesses, entrepreneurs, and educators are hardwired for adventure.

Variations on the tagline *when used with the logo*, e.g. Hardwired for Business, are not permitted.
Variations of the tagline *when used in copy or headlines* are permitted.

2.4 Brand Personality

Squamish is:

- Adventurous, youthful, and active;
- Grateful for our natural surroundings;
- Real, a little rough around the edges, unscripted;
- Creative, innovative, and entrepreneurial;
- Proud and respectful of our heritage.

Squamish offers an outdoor lifestyle that sets our community apart from all others.

2.5 The story of the Squamish Logo



The logo of Squamish represents our past and our future; our connection to the outdoors through the sky, wind, land and water; and it symbolizes our diversity.

Our name, Squamish, is an English adaptation of the First Nation word Skwxwu7mesh, meaning “Mother of the Wind” and “people of the sacred water”.

The ‘Eye of the Creator’ icon that sits proudly above ‘Squamish’ represents the powerful connection that our people – from Squamish Nation residents dating back thousands of years, to residents of today – have with nature and the magnificent scenery that surrounds us. Ocean, mountains, granite, forest, wind, and rivers. These natural elements have defined us and our changing economy through the ages, and today offer a lifestyle packed with adventure that sets Squamish apart from all others.

The ‘Eye of the Creator’ is framed in Coast Salish red and black and adorned with blue to represent our community’s youthful exuberance, vibrant nature, and a community rich with generations and cultures. Blue also tells the story of the glacial waters that pulse through our rivers into the ocean and our expansive sky. Mirror image whale tails form the centre of the eye further demonstrating our community’s oceanic connection.

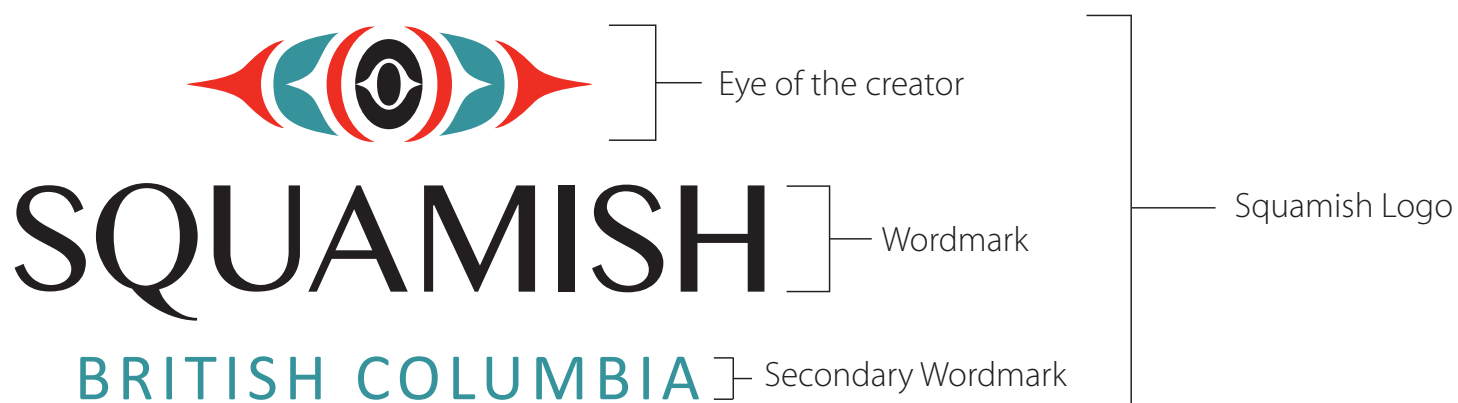
We are youthful. We are bold. We are deeply connected to this extraordinary landscape and the adventures it provides. We are innovative and entrepreneurial, and we stand tall as we lay down a strong foundation for an abundant future in Squamish.

3. **Brand** Identity

3.1 Squamish logo

The new identity reflects Squamish. It is youthful, fresh, innovative and respectful of heritage.

3.1.1 Squamish logo components



3.1.2 Secondary wordmarks

Secondary wordmarks are to be used as follows:



Tagline and website URLs:

- Colour – Slate (see 3.4 Typography)
- Typeface – Calibri (see 3.3 Colours)
- When used on materials that are viewed, distributed and/or used in Squamish (typically should not be used in regional or international marketing and communications), and when the tagline isn't already being used as a headline.
- Corporate materials as desired.
- Can also be used in promotional materials including logo gear.



British Columbia:

- Colour – Glacial blue (see 3.3 Colours)
- Typeface – Calibri (see 3.4 Typography)
- When used in digital marketing including websites, e-newsletters and digital marketing.
- When used outside of Squamish in regional and international marketing and communications.
- Can also be used in promotional materials including logo gear.



Canada:

- Colour – Red (see 3.4 Typography)
- Typeface – Calibri (see 3.3 Colours)
- When used in a market with low awareness of Canada.
- Can also be used in promotional materials including logo gear.

Secondary wordmarks must not be used when the width of the SQUAMISH wordmark is less than 38 mm (1.5 inches) wide (see 3.2.3 Logo size).

3.1.3 Logo Sizes

The Squamish logo needs to be scalable so that it can be used across a range of applications, however, there are some limitations to what can be used when the logo is minimized.

- A -

At greater than 38 mm (1.5 inches), all components of the logo may be used according to guidelines.



- B -

At less than 38 mm (1.5 inches), secondary wordmarks must not be used (wordmark and icon only).



- C -

At less than 25 mm (1 inch), the eye of the creator icon must not be used (wordmark only).



On the web, the minimum size of the logo is 30 pixels wide.
There is no maximum reproduction size of the logo.

3.1.4 Isolation Area

The Squamish identity should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by using the width of the Q in the logo (represented as x below). A margin of clear space equivalent to the width of the Q is drawn around the logo to create the invisible boundary of the area of isolation.

This area of separation is a minimum and should be increased wherever possible.



Example: Isolation area with secondary wordmark



Example: Isolation area with wordmark only

3.2 Use of the brand identity

The new identity can only make a positive impact if it is used consistently and correctly.

Furthermore, it is important that the appearance of the logo, in particular, remain consistent. The logo should not be misinterpreted, modified or added to. Whether the brand is shared in digital or print format, our logo will continuously change...to a point. It can adapt its texture and colour to the surrounding environment, but it must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided.

To illustrate this point, some of the more likely mistakes are highlighted here and on the next page.

1. **Do not distort the logo.**
2. **Do not rotate the logo.**
3. **Do not place the logo in a box or a frame.**
4. **Do not add a shadow to the logo**
5. **Do not add textures or an outline to the logo.**
6. **Do not use alternative typefaces.**

Always use the appropriate resolution for each application. If you are unsure, please contact communications@squamish.ca for details.

Unacceptable logo usage



X Do **not** distort the logo.



X Do **not** rotate the logo.



X Do **not** place the logo in a box or a frame



X Do **not** add a shadow to the logo.



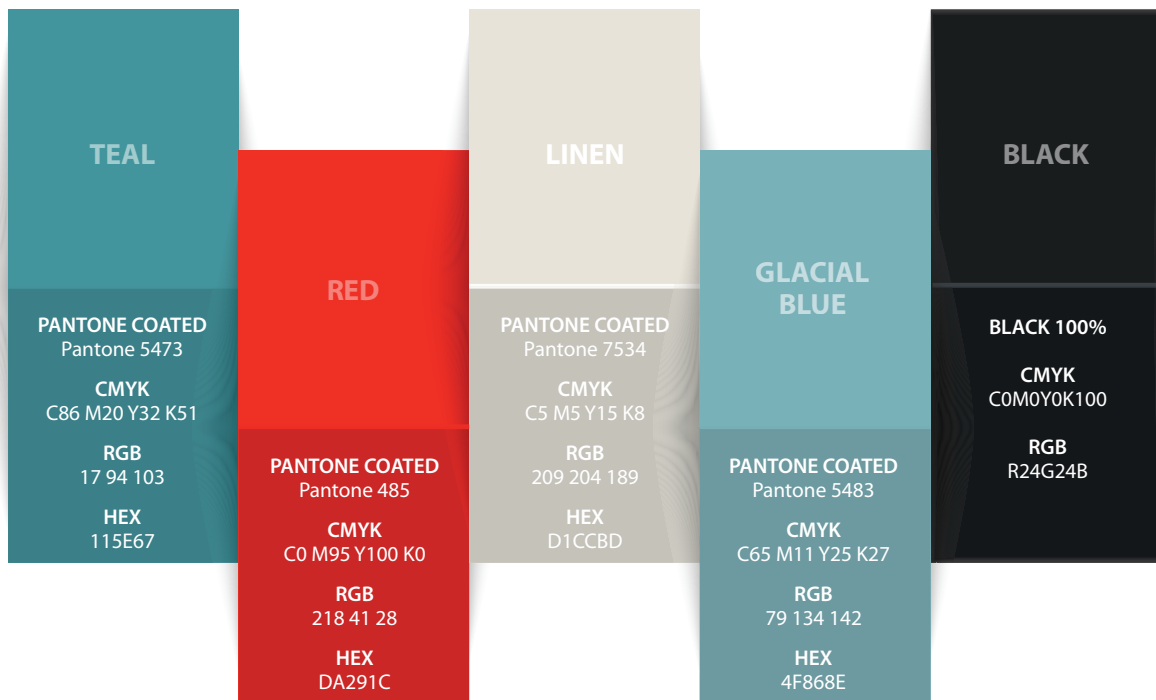
X Do **not** outline the logo



X Do **not** use alternative typefaces

3.3 Colours

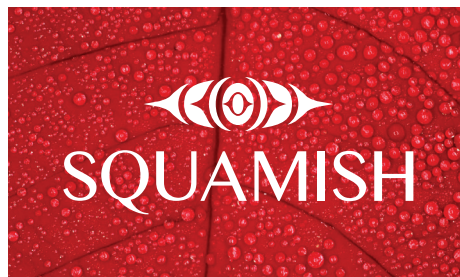
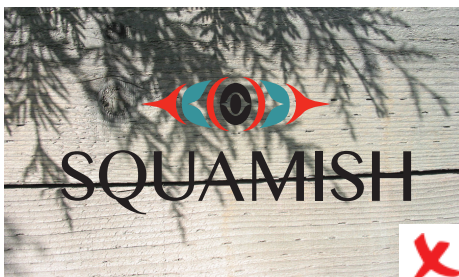
3.3.1 Primary palette



Note: these Pantone coated colours appear more muted on uncoated paper versus coated paper. When printing using Pantone on uncoated paper please use: Teal: Pantone 323 U, Red: 2347 U, Glacial Blue: 322 U. These choices will result in colours closest to the intent of the colour palette.

3.3.2 Using the logo in black and white

The logo may be used in colour only when placed on a solid white background or if the background colour is set between 95%-100% transparency. Otherwise, the logo should be reversed in either black or white making sure it remains legible.



4. **Logo** Usage Agreement

4.3 Agreement for Logo usage

Community Partners have the opportunity to use the Squamish logo. Community Partners are defined as businesses, organizations or events within the District of Squamish that share similar community values.

Community Partners who are permitted to use the logo, agree:

- To not alter the Squamish logo in any way;
- To not place the Squamish logo in such close proximity to other content that it is indistinguishable;
- To not make the Squamish logo the most distinctive or prominent feature on your website, printed material or other content - it should be secondary to your own brand;
- To not use the Squamish logo as your business logo or for business branding;
- To not use the Squamish logo in a way that is harmful, deceptive, obscene or otherwise objectionable to the average person;
- To not use the Squamish logo on a website or other place that contains content associated with hate speech, political positions, pornography, gambling or illegal activities; and
- To not use the Squamish logo to, or in connection with, content that disparages or sullies the reputation of Squamish, its organizations, businesses and/or residents.

We reserve the right to withdraw permission to use the logo if the standards are not adhered to.

We reserve the right to make changes to the Logo Usage Agreement terms at any time.

After logo use permission is granted, a link to the logo files will be provided. Please follow the accompanying Brand Standards Guide carefully.

We respectfully request a sample of your artwork so that we can confirm that it conforms to the Standards Guide.

To request use of the logo as a community partner, complete the online form at **squamish.ca/logo**.



SQUAMISH

HARDWIRED *for* ADVENTURE

District of Squamish

37955 Second Avenue | Squamish, BC
squamish.ca | facebook.com/districtofsquamish | [@squamishtown](https://twitter.com/squamishtown)