



City of Vancouver Visual Standards Guide

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City of Vancouver

Vancouver is widely considered to be **one of the world's most vibrant, diverse and liveable cities.**

Our stunning setting, surrounded by water and with the North Shore mountains as a backdrop, is iconic and instantly recognized. Our visual identity is equally iconic. The brand identifies the City of Vancouver and our array of departments, programs and services to residents, businesses, partners, and to the world.

This visual standards guide, which is based on the City's approved policies, has been developed to ensure the accurate and consistent use of the City of Vancouver's emblem, colours and fonts.

Introduction



City of Vancouver Emblem

The City emblem captures the colours of our natural environment: blue for the sea and sky that surround our city; and green for the grass, trees and our abundant plant life.

The two overlapping elements in the graphic allude to many Vancouver symbols: budding blossoms, crests of ocean waves, the peaks of mountains, birds in flight, the sails of Canada Place and the V for Vancouver.

The placement of the graphic element against the words “City of Vancouver” suggests a spark or fireworks – a city that is alive and growing.

The emblem was designed by in-house Graphic Designer, Elaine Ayres and unanimously adopted by Council on July 18, 2006.

Coat of Arms

Vancouver’s coat of arms is reserved for formal, ceremonial purposes. It is not for public use. It was granted by the College of Heralds, London, England on March 31, 1969. The coat of arms represents many significant elements of the City’s heritage.



CITY OF VANCOUVER

The shield, with ship’s sail and crown, depicts Vancouver’s location and status as a seaport. The Kwakiutl totem pole represents First Nations in Vancouver; the logger and fisherman point to the

City’s original industries; and the dogwood flowers are symbols of British Columbia. The wording “By sea land and air we prosper” reflects the three methods of transportation by which the city has prospered.

Legal

The City emblem and the Coat of Arms are the property of the City of Vancouver and are protected by applicable copyright and trademark laws.

PERMISSION TO USE THE COV EMBLEM

Permission to use the City emblem on non-City materials is granted if the City is a partner or funder of the project.

The City may authorize the use of the City emblem on materials that recognize the City’s contribution to a particular matter, provided it is not used on unrelated materials. The emblem must not be shared with any other organization without the authorization of the City of Vancouver.

If you are interested in using the City emblem, email a brief description about your project or event, and how you want to incorporate the emblem, to the contact below.

All artwork on which the emblem appears must be approved by this contact before it goes to print or online.

Provide a pdf file or link prior to going to print or online for approval to:

Tyler Fitzwalter
Graphic Design Team Lead
Civic Engagement and
Communications
tyler.fitzwalter@vancouver.ca

Emblem Standard Versions

Colour

For use on white or very light backgrounds.



Solid Black (100% Black)

For use on white or very light backgrounds when the colour version cannot be used or is not suitable.



Reversed Out (White)

For use on medium to dark backgrounds.



Mind the Gap

Note the gaps between the graphic component of the logo in the black and reversed out emblem. In the colour emblem, the colours overlap.



Incorrect Usage

The grayscale version is no longer in use. Please use the solid black or solid reversed out version instead.



Incorrect Usage

The grayscale version is no longer in use. Please use the solid black or solid reversed out version instead.



Incorrect Usage

Do not manually convert a colour version of the CoV emblem into black or white. There are gaps in the black and white emblems that do not appear in the colour version.



Extended Colour Palette



Emblem Blue

Pantone 3005
CMYK: 84, 51, 0, 0
Hex: 0074c8
RGB: 0, 117, 201



Yellow

Pantone 012
CMYK: 2, 13, 100, 0
Hex: fcd700
RGB: 253, 215, 0



Emblem Green

Pantone 369
CMYK: 67, 12, 100, 1
Hex: 61a644
RGB: 98, 167, 68



Amber

Pantone 143
CMYK: 2, 32, 91, 0
Hex: f6b332
RGB: 246, 179, 51



Dark Green

Pantone 363
CMYK: 74, 24, 100, 8
Hex: 4d8c3f
RGB: 77, 140, 64



Orange

Pantone 021
CMYK: 0, 83, 100, 0
Hex: ff5000
RGB: 255, 80, 0



Dark Blue

Pantone 288
CMYK: 100, 88, 27, 19
Hex: 1e366c
RGB: 30, 54, 108



Red

Pantone 200
CMYK: 17, 100, 86, 6
Hex: c21f32
RGB: 194, 32, 50



Purple

Pantone 2602
CMYK: 56, 98, 1, 0
Hex: 872A90
RGB: 135, 43, 144



Teal

Pantone 7472
CMYK: 63, 7, 33, 0
Web: 5ab6b2
RGB: 90, 183, 178



Brown

Pantone 463
CMYK: 39, 64, 90, 34
Hex: 784e28
RGB: 120, 78, 40

Note: Colours may vary in different programs.

Alignment of Logos

Alignment

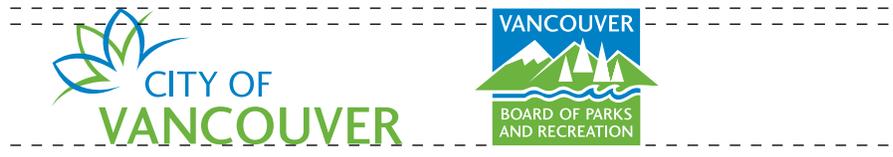
Partner and departmental logos that are paired with the City's emblem are either sized to the:

- 1 full height of the emblem
- or
- 2 top of the middle arch



Note:

Height restrictions of associated logos depend on the density of the logo and its readability. This height ratio should not be altered.



Emblem with Department Name

Using the Emblem with a Department Name

A request can be made to have the CoV emblem set with a department, project or program name beside it. If approved, you will receive official digital files of all three versions.

Note: It is not necessary to have the department name with the CoV emblem on your printed material but this is the only version you would use if combining the two into one wordmark.

REQUEST FOR EMBLEM SET WITH DEPARTMENT NAME

Your request is subject to review by Civic Engagement and Communications.

Tyler Fitzwalter
Graphic Design Team Lead
Civic Engagement and Communications
tyler.fitzwalter@vancouver.ca

Colour Emblem

Example with department or program name



Solid Black

Example with department or program name



Reversed Out

Example with department or program name



Incorrect Usage

The CoV emblem and department name have been updated. This is the former version.



Emblem Spacing and Size

Spacing Around Emblem

The space around the emblem should be equal to the width of the “OU” in the word “VANCOUVER.”



Minimum Size of Colour Emblem

The minimum size that the CoV emblem can be used in colour is 0.75 inch in width. Any smaller and it should appear in the solid black version (or solid white version).



0.75 inches width is the minimum size for a colour emblem.



Use the black or white emblem when the size is smaller than 0.75 inches wide.

Incorrect Usage

Do not use the grayscale version of the emblem at any size – it is not longer in use. Please use the solid black version instead.



Incorrect Use of Emblem

These are the most common logo crimes that have been committed.

 Do not stretch the emblem vertically or horizontally,



 Make sure a box does not appear around the emblem.



 Do not put a drop shadow or stroke on the emblem.



 Do not place the emblem on a busy background.



 Do not rotate or warp the emblem.



 Do not use effects that use texture or chrome on the emblem.



 Do not change fonts used in the emblem, or change the wording in the emblem.



 Do not alter or delete portions of the emblem.



 Do not change or switch the colours on the emblem.



Font for Design Materials

The official font of the City of Vancouver is Gotham for printed material that goes out to the public, such as: brochures, rackcards, ads, invitations, evites, posters and display boards, etc.

Gotham Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham-Thin (and Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham-XLight (and Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham-Light (and Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham-Book (and Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham-Medium (and Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham-Bold (and Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham-Black (and Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham-Ultra (and Italic)

Note: Our standard is to use “Optical” not “Metric” letter spacing, when designing printed material.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham-Light Condensed (and Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham-Book Condensed (and Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham-Medium Condensed (and Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham-Bold Condensed (and Italic)

Font for City Documents

Arial font is used for CoV documents created in Microsoft Office, such as: letters, memos, reports, agendas, minutes, etc.

City of Vancouver Employees

To find the template for a CoV letter visit:

Arial Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Regular (and Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Bold (and Italic)

Font for PowerPoint

Arial font is also used for CoV PowerPoint presentations.

City of Vancouver Employees

To find the templates for a CoV powerpoint visit:

Arial Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Regular (and Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Bold (and Italic)

Greenest City

Vancouver has
an ambitious goal
to become the
**greenest city in
the world.**

In July of 2011, Vancouver City Council approved the *Greenest City Action Plan* (GCAP) which outlines actions that need to be taken to achieve the goal of becoming the greenest city in the world.

The Greenest City logo is intended to be used in conjunction with City-led programs that are aligned with the GCAP.

This section identifies the appropriate use of the Greenest City brand. As the City is striving to achieve brand recognition for its greenest city platform and associated initiatives, it is essential we maintain a consistent and high quality visual identity.

Introduction



A stakeholder and public engagement process was undertaken to develop the GCAP. In the public engagement process, called *Talk Green to Us*, participants were encouraged to share their ideas on how Vancouver could achieve its Greenest City goals. The branding used for Talk Green to Us was a green speech bubble.

We retained the green speech bubble in the Greenest City logo to leverage the existing brand awareness, credibility and recognition created from the GCAP development stage.

The Greenest City logo shows two speech bubbles to reference the dialogue and interchange of ideas that was necessary to create the GCAP.

The two speech bubbles have been turned upside-down and given a base to resemble trees, which symbolize nature, healthy ecosystems and our landmark green spaces.

Vancouver is world renowned for its beautiful and plentiful natural spaces. Residents cherish the beauty of this spectacular setting and rely on the prosperity that has been created from abundant natural resources.

Brand Environments

The Greenest City logo is intended to be used in conjunction with all City-led projects that are aligned with the GCAP.

PERMISSION TO USE THE GREENEST CITY LOGO

The Greenest City logo should never appear without the CoV emblem to the left of it.

To have the City of Vancouver-Greenest City logo sent to you, email a brief description about your project or event, and how you want to incorporate the logo to the contact below.

Before it goes to print or online, all artwork on which the Greenest City logo appears must be approved by this contact.

Provide a pdf file or link for approval to:

Tyler Fitzwalter
Graphic Design Team Lead
Civic Engagement and
Communications
tyler.fitzwalter@vancouver.ca

Incorrect Version

These versions are no longer in use.



Logo Standard Versions

Standard Horizontal Version

The Greenest City logo **ALWAYS** appears alongside the City of Vancouver emblem. The pair will be sent to you in one file.

Colour

For use on white or very light backgrounds.



Solid Black (100% Black)

For use on white or very light backgrounds when the colour version cannot be used or is not suitable.



Reversed Out (White)

For use on medium to dark backgrounds.



Logo Spacing and Size

Spacing between logos

The space around the Greenest City should be equal to the width of the “OU” in the word “VANCOUVER”.



Minimum Size for Colour Version

The minimum size for use of the Greenest City logo in colour is 1.75 inches wide. If you require the logo at a smaller size, use the black or white version.



Logo Colours

Colour Palette

The Greenest City logo colours were chosen to complement the City of Vancouver emblem.

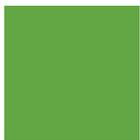
The light green is directly taken from the emblem, and the darker green is a complimentary tone and part of the expanded City of Vancouver colour palette.

The logo needs to stand out from the background – if contrast between the logo and background is not sufficient when using the colour version, a solid black or reverse (white) version is also available.

The solid black or reverse (white) versions are to be used if the project is going to be printed in black and white only. Do not use the colour version and print it in black and white.

Colour Breakdown

The colours that make up the Greenest City logo come from the CoV colour palette (on page 6).



Emblem Green CoV

Pantone 369
CMYK: 59, 0, 100, 7
Web Safe: 6CB33F
RGB: 108, 179, 63



Dark Green CoV

Pantone 363
CMYK: 68, 0, 100, 24
Web Safe: 3D8E33
RGB: 67, 149, 57



80% Black

Templates for City Staff

In order to look like a unified organization we need to keep our **branding consistent, current and clean.**

The following pages contain the tools and instructions for you to bring the City's branding into different mediums.

The City of Vancouver has standard business material templates for you to follow or to be aware of. These will help you streamline your work.

Business Cards and Letterhead

Ordering Business Cards

Staff business cards are ordered directly from the City's Printshop. For a person who is blind or visually impaired, Braille is also offered. The "connect with us" information on the back of the business card is standard and does not change.

City of Vancouver Employees:

Front



The front of the business card features the City of Vancouver logo (a stylized green leaf) and the text "CITY OF VANCOUVER". Below this, a horizontal line separates the header from the employee information. The information includes: "Name of Employee", "Position", "Work Group", and "Department". Contact details are listed at the bottom: "phone 604-873-0000", "cell 604-417-0000", and "email firstname.lastname@vancouver.ca".

Back

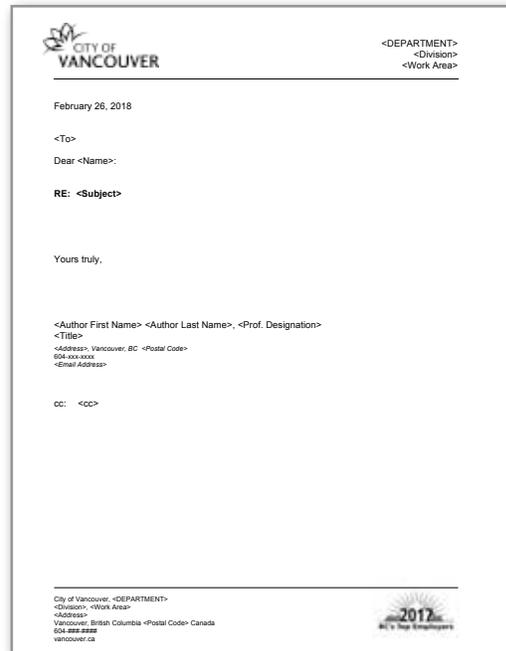


The back of the business card is divided into two columns. The left column contains the "mailing address": "City of Vancouver, Department Name", "453 West 12th Avenue, Vancouver, BC", and "Canada V5Y 1V4". The right column is titled "connect with us" and lists: "website vancouver.ca", "city app VanConnect", "twitter @CityofVancouver", "facebook /CityofVancouver", and "phone 3-1-1 (180 languages)".

Letterhead, Memorandum & Fax Sheet

These templates are available on Citywire

City of Vancouver Employees:



The letterhead template includes the City of Vancouver logo and the text "CITY OF VANCOUVER" in the top left. In the top right, there are fields for "<DEPARTMENT>", "<Division>", and "<Work Area>". The date "February 26, 2018" is positioned below the logo. The template contains standard email headers: "<To>", "Dear <Name>", "RE: <Subject>", and "Yours truly,". The signature block includes "<Author First Name> <Author Last Name>, <Prof. Designation>", "<Title>", and the address: "<Address> Vancouver, BC <Postal Code>", "604 xxx-xxxx", and "<Email Address>". The CC field is labeled "CC: <CC>". At the bottom left, the full address is provided: "City of Vancouver, <DEPARTMENT>", "<Division>, <Work Area>", "<Address>", "Vancouver, British Columbia <Postal Code> Canada", "604 xxx-xxxx", and "vancouver.ca". At the bottom right, there is a "2017" logo with the text "BC's New Employees" below it.

Envelopes

Ordering Envelopes

The designated envelope printer will typeset your address. Order envelopes by following the instructions at:

City of Vancouver Employees:



Department Name
453 West 12th Avenue
Vancouver, BC V5Y 1V4
Canada

Only the solid black emblem should be printed on kraft (brown) stock.

The black emblem may also be printed on white envelopes as needed, including #10 white envelopes.



Department Name
453 West 12th Avenue
Vancouver, BC V5Y 1V4
Canada

The colour emblem should only be printed on white stock.

Note: Whether you print colour or black only on your envelopes depends on your budget.



Department Name
453 West 12th Avenue
Vancouver, BC V5Y 1V4
Canada

Do not use the Grayscale Emblem

Please use the solid black version of the emblem instead of grayscale.

Gotham font should be used for the address.

Let the envelope printer know:

- **The address you want to appear on your envelope.** Refer to your past printed envelopes to ensure you have the proper name. ie. "Engineering" on an envelope is "Engineering Services".
- **The quantity** of envelopes you want to order.
- **The size** of envelope you are ordering. (#10 is a standard business envelope size.)
- Whether you want a **black or colour emblem.** Get a quote from our supplier. The colour emblem will cost more.
- Whether you want a **window** in your envelope.
- If you need **"This is important information" line** in different languages printed on the back of the envelope.
- **The deadline.**
- **The delivery address.**

APPROVING THE ENVELOPE ARTWORK

The printer will send a pdf proof of the envelope to both the department contact and Civic Engagement and Communications for approval.

Tyler Fitzwalter
Graphic Design Team Lead
Civic Engagement and
Communications
tyler.fitzwalter@vancouver.ca



453 West 12th Avenue
Vancouver, British Columbia
Canada V5Y 1V4

vancouver.ca

 [@CityofVancouver](https://twitter.com/CityofVancouver)

 [/CityofVancouver](https://www.facebook.com/CityofVancouver)

phone: 3-1-1