



Regional District of Okanagan-Similkameen Corporate Identity Guide

An overview of guidelines for
using the Regional District's
Corporate Identity

2023





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*The RDOS Corporate Identity Guide is regularly updated as new products and elements are created and developed. Once new information is approved it will be added to this manual. Please check the InterCom folder for the most up-to-date Corporate Identity Guide. **June 30, 2022***

1.0 Introduction

Who Should Use This Guide?

This guide is intended to be used by Regional District staff, committees and commissions, consultants and graphic designers to help ensure consistency by providing standards and specifications for the use of the Regional District of Okanagan-Similkameen (RDOS) corporate identity in a variety of situations.

The information contained within this document is intended as general guidance for use of RDOS branding and recommended formatting requirements for the corporate identity and other branded elements.

Corporate Brand Management

The RDOS Corporate Branding Guidelines are administered by the Legislative Services Department under the authority of the Chief Administrative Officer.

Permission to use the Corporate Brand outside of these guidelines must be received from the Regional District's Manager of Legislative Services.

Application

This guide should be followed for all printed and multi-media Regional District communications, including stationary, forms, websites, publications, brochures, pamphlets, and signage. In advertising, the guide shows how the corporate identity is applied to mass media applications such as Internet applications, newspapers and television.

Any pre-existing department sub-brands should not be used, however marketing graphics description and information are determined on a case by case basis. All departments must adhere to the Corporate & Community Branding Guidelines.

Guidelines Assistance

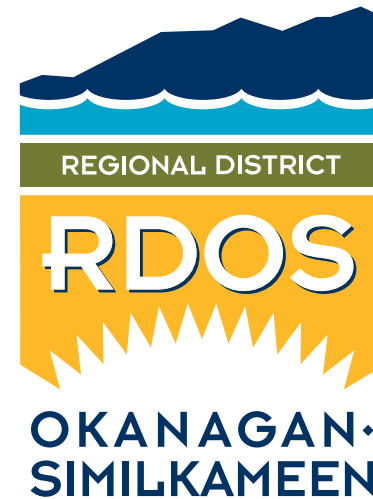
If you should have any questions regarding the application of the guidelines or require digital brand files, please email:

communications@rdos.bc.ca

2.0 The Corporate Signature

The RDOS Signature is the main element in the RDOS Corporate Identity and is used to represent the RDOS in all communications.

Brand recognition relies on consistent use of the corporate Signature, its colour, shape and format. Options for the use of the Regional District of Okanagan-Similkameen's corporate mark are shown on the next page.



Vertical Representation



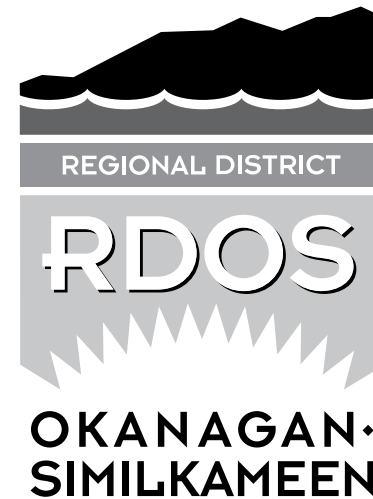
Horizontal (Flag) Representation

Note: Although many people will refer to it as the Corporate Logo or RDOS Logo, the proper name for this branding element is the Corporate Signature.

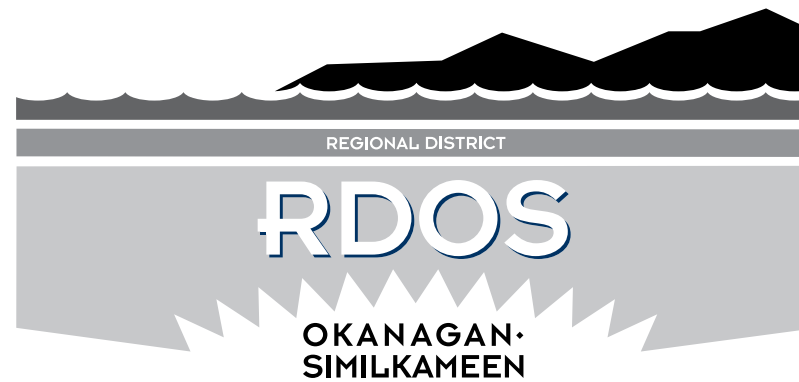
2.1 The Corporate Signature

Use of Colour:

Unless all four of the organization's branded primary colours can be employed, the Corporate Signature should be portrayed in grayscale.



Vertical Representation

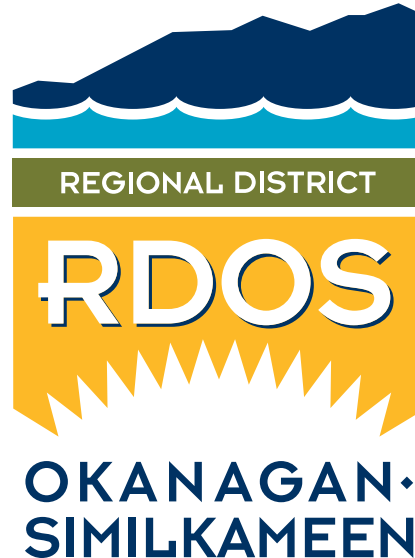


Horizontal (Flag) Representation

2.2 The Corporate Signature

Do not adjust the width of the Corporate Signature without proportionally adjusting the height of the Corporate Signature as well.

Correct Application



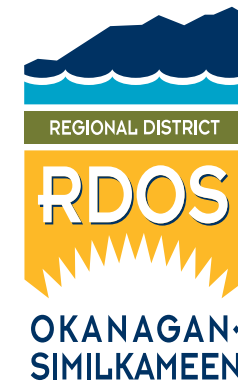
Maintain Proportions:

The element above is properly proportioned. The two other examples at right are improperly proportioned and are inappropriate applications of the Corporate Signature.

Incorrect Applications



Element is pinched or squished



Element is stretched or elongated

2.3 The Corporate Signature

White Space:

An empty space of approximately one-tenth of the width of the Corporate Signature should surround the Corporate Signature in all applications where it is adjacent to text elements. An example of proper white space surrounding the Corporate Signature is shown to the right.



REGIONAL DISTRICT OF OKANAGAN-SIMILKAMEEN
INFORMATION RELEASE
June 29, 2022

Highlights from June 29, 2022, Regional Board meeting

Maintain a minimum of one-tenth of its overall width in white space around the Corporate Signature when it is adjacent to a text element. For example: the element at left is two inches or 12 picas wide. White space equaling .2 inches or 7.2 points is appropriate.

2.4 The Corporate Signature

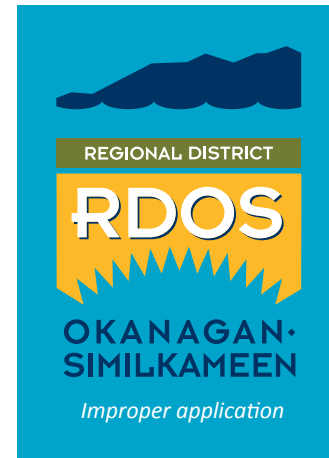
Coloured Background:

For most applications, the standard Corporate Signature is appropriate.

When the Corporate Signature will be placed entirely or partially within a document background that is any colour other than white, a Transparent Background element must be used.

*Note: If working within Microsoft Word, and the Corporate Signature will be placed entirely or partially within a document background that is a colour other than white, the **RDOS colour logo_clipped** element must be used.*

Once the element is inserted into the document, the Set Transparent Color tool can be used to set the pink exterior colour to transparent. The Set Transparent Color tool is accessed by double-clicking the element, selecting the Color icon on the Adjust tab and then selecting Set Transparent Color.



3.0 The Corporate Wordmark

In instances where the full Corporate Signature does not work well, the Corporate Wordmark “Regional District of Okanagan-Similkameen” or “RDOS” may be used in its place.

Unless included within an existing body of text, for example in the body of a letter or information release, this text representation should be in the Calibri font (previous reference to sans serif font Trebuchet MS.)

It is not appropriate to truncate the Corporate Wordmark.

Do not alter the location of letters in the acronym. Note the use of the hyphen between “Okanagan” and “Similkameen.”

A note regarding Electoral Areas: it is essential that all documents remain consistent with the Letters Patent, which give the Regional District its legislative authority. It is critical that when referring to a specific Electoral Area that quotation marks (“ ”) be used. For example, Electoral Area “H”, not Electoral Area H or Electoral Area ‘H’.

The exception to this rule is Online (digital) content. Please see 9.0 Style Guide on page 17.

Proper use of the Corporate Wordmark

Regional District of Okanagan-Similkameen
or
RDOS

Improper use of the Corporate Wordmark

R.D. of Okanagan-Similkameen
or
Regional District of O.S.
or
OSRD

4.0 Corporate Colours - Primary Palette

Colour plays an important part of brand recognition and consistency. The RDOS Primary Color Palette is made up of the four colors used in the RDOS corporate mark. These colours reflect our diverse landscape: sunshine, water, mountain landscapes and green agriculture, in a simple, strong graphic combination.

The consistent use of these core colours defines and reinforces our distinctive character and should be used on all communications and promotional materials.








4.1 Corporate Colours - Primary Palette

The RDOS corporate mark makes up the Regional District's primary branded colours and are listed at right.

- RGB (Red-Green-Blue) colours should be used for in-house types of publications.
- CMYK (Cyan-Magenta-Yellow-Black) colours should be used for items printed by a professional printer.
- Pantone colours are used for spot colour printing and specifically for screen printing.

Printers may require colour codes to effectively match the organization's branded colours. Delivery of materials for out-sourced production should include an attachment detailing colours employed.

		CMYK	RGB	Pantone Matching	Pantone Coated	Web
WATER		100-19-0-21	0-163-201	PMS 3135	3135C	#00A3C9
GRASSLANDS		18-0-76-56	114-123-52	PMS 5763	5763C	#727B34
SUN		0-27-84-1	253-185-39	PMS 123	123C	#FDC82F
MOUNTAINS		100-49-0-61	0-50-99	PMS 289	289C	#002D70
BLACK		0-0-0-100	0-0-0	PMS Black	BlackC	#000000

4.2 Corporate Colours - Shades + Tints

The Secondary Colour Palette is designed to support and complement the Primary Colour Palette. These colours enable flexibility and variety in design.



5.0 Typography - Primary Typeface

Typography is a strong extension of our corporate identity and plays a major role in creating a consistent look for the RDOS across all communications and promotional materials.

Calibri has been selected for its versatility and legibility for large amounts of body copy. It offers a number of weights and styles, providing design flexibility for all graphic communications.

The integrity of the font should be maintained at all times. No vertical scaling, no added

stroke, etc.

No more than two fonts should be used in one document. One additional font may be used for tag lines (produced at 9 pt).

Aa

Calibri Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstuv
wxyz
1234567890

Calibri Bold Italic

*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
abcdefghijklmnopqrstuv
wxyz
1234567890

Calibri Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstuv
wxyz
1234567890

Calibri Light

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstuv
wxyz
1234567890

Calibri Light Italic

*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
abcdefghijklmnopqrstuv
wxyz
1234567890

5.1 Typography - Headline Text

Trebuchet is a humanist sans-serif typeface designed for the Microsoft Corporation as “a good web design font”, being one of their “Core fonts for the Web”. Trebuchet may be used for headline text or when text hierarchy requires a change in font.

Aa

Trebuchet MS Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Trebuchet MS Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Trebuchet MS Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trebuchet Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

5.2 Typography - Substitute Typeface

Palatino Linotype is one of the most widely used serif fonts of the Palatino family that incorporates extended Latin, Greek, Cyrillic characters, as well as currency signs, subscripts and superscripts, and fractions. Palatino Linotype is a serif font suitable for hard copy correspondence and body copy when Calibri is not appropriate.

Aa

Palatino Linotype Bold
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890

Palatino Linotype Bold Italic
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
abcdefghijklmnopqrstuvwxy
1234567890

Palatino Linotype Regular
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890

Palatino Linotype Regular
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
abcdefghijklmnopqrstuvwxy
1234567890

5.3 Typography - Text Hierarchy

The recommended font for use in the body of both internal and external correspondence is 11 pt Calibri or Palatino Linotype. Either font produced at 12 pt is also appropriate.

Documents should be Block style, left justified. A single line space should separate paragraphs.

Reference lines are always bold, left justified and sentence case.

How to implement sentence case:

In sentence case, lowercase most words in a title or heading. Capitalize only the following words:

- the first word of the title or heading
- the first word of a subtitle
- the first word after a colon, em dash, or end punctuation in a heading
- nouns followed by numerals or letters
- proper nouns (such as the names of racial or ethnic groups) SOURCE: APA Style

Reference lines should not be underlined, although a line should be drawn if the Reference contains more than one line.

Note: For more information on document creation, please see RDOS Policy 0610-00.

RDOS Useful Contacts

Summer 2022

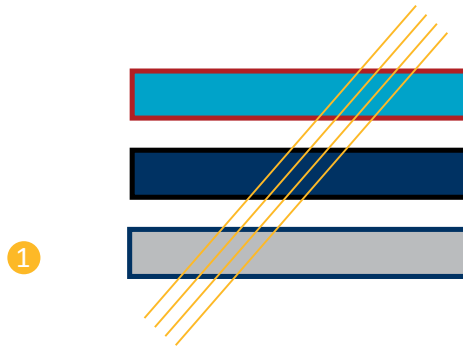
Area “D”

6.0 Design

Design elements consist of photos, color blocks, typography, and linear devices. The RDOS Brand Standards includes a number of ready-to-use elements that allow designers to create products that are visually appealing, balanced, and brand-approved.

Using unapproved design elements—such as fonts, colors, or techniques—weakens the RDOS brand and undermines audience perception. It is important that designers and RDOS staff understand these guidelines and apply them to ensure brand coherence.

Conventional brand guidelines have long been proven to be highly-effective in founding organizational brand recognition and fostering public trust. The RDOS depends on every creative and non-creative communications professional to help convey a unified RDOS identity and strengthen respect, confidence, and relevance among the residents in the RDOS and other agencies. The RDOS Communications goals of quality and consistency will be met if all stakeholders earnestly adhere to basic standards.



- 1 Avoid adding borders or lines around color blocks or photos.
- 2 Avoid applying diagonal, rotated, stretched, condensed, or flipped design elements.
- 3 Although certain high-quality royalty-free illustration is approved avoid whimsical ornamentation such as clip art or decorative fonts which only diminish the importance and credibility of RDOS materials.
- 4 Avoid applying harsh gradients or drop shadows to colour shapes. Gradients can be applied to graphics, but shouldn't dominate the page.

7.0 Corporate Email

Email Signature

Email has become the most widely used form of daily corporate communication — both internally and externally.

In keeping with the organizational desire to provide for consistency, signatures for employee email accounts should match the format example at right.

The employee's email address and organizational URL are active links.

A white background should be selected for the email document.

Current Land Acknowledgment: I acknowledge that I work within the traditional, unceded territory of the syilx people in the Okanagan Nation.

Primary Email Signature:



Employee Name • Employee Title
Regional District of Okanagan-Similkameen
101 Martin Street, Penticton, BC V2A 5J9
p. 250-xxx-xxxx • tf. 1-877-610-3737 • f. 250-xxx-xxxx
www.rdos.bc.ca • name@rdos.bc.ca

This communication is intended for the use of the recipient to which it is addressed, and may contain confidential, personal and/or privileged information. Please contact the sender immediately if you are not the intended recipient of this communication and do not copy, distribute or take action relying on it. Any communication received in error, or subsequent reply, should be deleted or destroyed.

Secondary Email Signature:

Employee Name • Employee Title
Regional District of Okanagan-Similkameen

This communication is intended for the use of the recipient to which it is addressed, and may contain confidential, personal and/or privileged information. Please contact the sender immediately if you are not the intended recipient of this communication and do not copy, distribute or take action relying on it. Any communication received in error, or subsequent reply, should be deleted or destroyed.

Internal Email Signature:

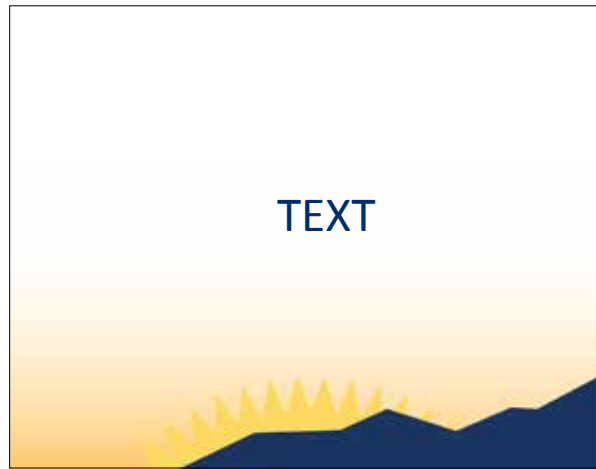
Employee Name • Employee Title
Local: xxxx

8.0 PowerPoint - Templates

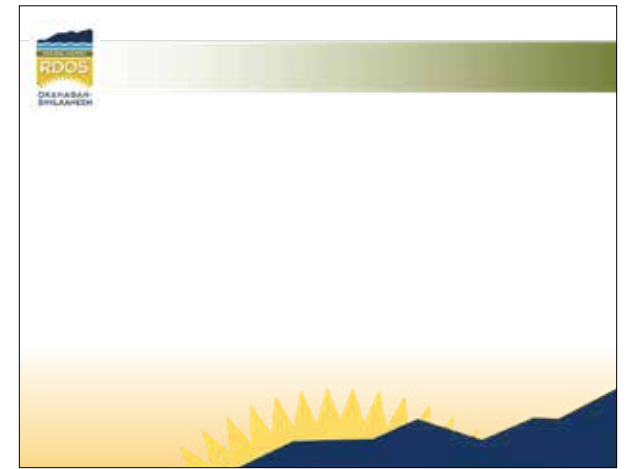
See Best Practices - Board Reports & Presentations in InterCom folder



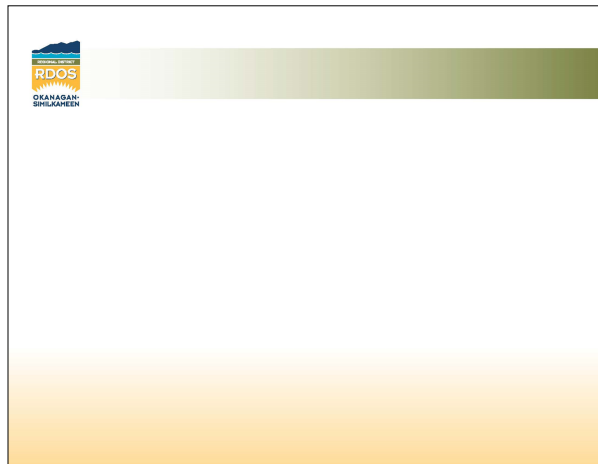
Title Slide 1



Title Slide 2



Title Slide 3



Header and Content Slide 2



Header and Content Slide



Content Slide

9.0 Style Guide

Display RDOS logo in upper right corner of documents and small posters.
Exceptions include documents or posters with multiple logos or a large-format poster.



Spelling authority: In conjunction with the guide, the RDOS uses the most recent edition of the **Canadian Oxford Dictionary** as its spelling authority.

The Canadian Press Stylebook: A Guide for Writers and Editors (CP) is also used as a resource.

Telephone numbers: 250-492-0237

Always use hyphens, not periods.

Dates: Add a comma after the year

"The event takes place on July 1, 2022, and it will be televised."

Times: Periods are not required

10:30 am | 2:00 pm

10:30 am - 2:00 pm | 10:30 am to 2:00 pm

Capitalization: Refer to CP Style Guide pg. 270

Capitalize all proper names, trade names, government departments and agencies of government, names of associations, companies, clubs, religions, languages, nations, races, places, addresses. Otherwise lowercase is favoured where a reasonable option exists.

Corporate language: When writing official documents on behalf of the RDOS, it is preferable to reference the organization rather than 'us', 'we,' or 'our.' Social media posts can be more conversational.

Primary Typeface: No more than two fonts should be used in one document. One additional font may be used for tag lines (produced at 9 pt).

Use of quotation marks around single letters: Electoral Area "A"

RDOS documents such as letters, information releases, and fact sheets, which will be printed and sent, or files as per records classification, will include quotation marks around single letters.

Accessibility:

Quotation marks around single letters will be removed on all digital platforms such as the RDOS website. Some content is not easily accessible by screen readers used by blind and partially sighted people

Making a website accessible for blind and visually impaired:

- Provide sufficient contrast using colours and textures.
- Provide alt text or descriptions for non-text content.
- Avoid link labels such as "click here."
- Screen readers often use a shortcut to list links on a page.

SOURCE: FUZZY MATH

Audience, voice, and tone

RDOS audiences include residents, property owners, elected officials, Indigenous communities, media, and partners. The RDOS voice reflects comments expressed on behalf of the RDOS Board, rather than individuals. Written or spoken comments and information should be delivered with a professional tone.

When writing official documents on behalf of the RDOS, it is preferable to reference the organization rather than 'us', 'we', or 'our'. Social media posts can be more conversational.



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