



## ADMINISTRATIVE REPORT

Report Date: February 14, 2017  
Contact: Rena Kendall-Craden  
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RTS No.: 11918  
VanRIMS No.: 08-2000-20  
Meeting Date: February 22, 2017

TO: Vancouver City Council  
FROM: Director of Corporate Communications  
SUBJECT: New City Wordmark

### ***RECOMMENDATION***

THAT Council authorize the roll out of the new City of Vancouver wordmark.

### ***REPORT SUMMARY***

In 2006, Vancouver City Council adopted a visual identity program to help Vancouver's citizens and businesses quickly and easily recognize the vast array of programs, services and information delivered to them by their municipal government. This consistent visual identity also made the City more approachable, and supported Vancouver's reputation as one of the world's most livable cities.

The City of Vancouver identified the opportunity in June 2016 to refresh its visual identity in light of changing city demographics, evolving popular culture including the increased reliance on social media for communication, and keeping pace with change.

A simplified wordmark has been developed which presents an updated image of the City of Vancouver as a modern, innovative and highly desirable place to live and work.

### ***COUNCIL AUTHORITY/PREVIOUS DECISIONS***

At the Vancouver City Council meeting on June 28, 2016, as part of a presentation on the Innovation Economy, staff identified the opportunity to refresh the City's visual identity in light of changing city demographics (Source: 2016 Quality of Living Index Report - Mercer), evolving popular culture including the increased reliance on social media for communications, and to keep pace with change.

## CITY MANAGER'S/GENERAL MANAGER'S COMMENTS

Approval of the Recommendations will enable staff to put a phased implementation plan in place to, gradually and over the course of the year, update City assets and other materials with the new wordmark. The intent is to incorporate the new wordmark into new materials as they are being designed, and to update other materials over time as they are replaced, to minimize costs. The City Manager recommends approval.

## REPORT

### *Background/Context*

The prime business trigger for this activity is referenced in the Vancouver Innovation Economy presentation to Council. The opportunity identified at that time was to refresh the City brand / logos to create alignment with the Innovation Economy and other City objectives as referenced in the Council documents June 28, 2016.

In addition, results from a 2016 "Quality of Living Index" report conducted by Mercer and released annually states that Vancouver is ranked number five on a list of cities with the best quality of life in the world. This report stated that Vancouver 'is among Canada's densest, most ethnically diverse with 52% of its population having a first language that is not English.

Staff initiated an RFP process to select a creative design agency with branding experience to refresh the City wordmark. The company selected was the lowest bidder and total costs came in at under \$8000. Staff engaged a graphic design/branding firm to develop a new City wordmark that would meet the objectives as referenced in the Innovation Economy presentation: *Quick Starts: explore branding opportunities. Review opportunity to align and refresh City brand/Logos with the innovation Economy and other city objectives.*

Several design approaches were proposed and considered; the final selection is reflected in the Visual Identity Guidelines found in Appendix A.

Staff will develop a phased implementation plan to update existing uses of the wordmark, which will include synchronizing changes to public-facing City signage, our web site, simplified icons for social media channels, and other materials.

### *Strategic Analysis*

The City's visual identity had not been updated in more than 10 years. A simpler visual identity will not only be more easily recognized and understood by those for whom English is not a first language, but can be more easily adapted for social media channels.

*Implications/Related Issues/Risk (if applicable)**Financial*

While the majority of City assets and materials will be updated with the new wordmark gradually and over time as they are re-ordered e.g. business cards, there are some assets that will need to be reproduced in order to update them from the previous City emblem to the new wordmark. Staff plan to phase these items in over the course of 2017 in order to minimize costs.

*Legal*

In order to legally protect the new wordmark, the Director of Legal Services has already registered the new wordmark with the registrar of trade marks as an official mark in Canada.

**CONCLUSION**

Staff request approval to move forward with the phased implementation of the new City of Vancouver wordmark. Approval by City Council of this report will enable the City to begin to update its visual identity with the new wordmark.

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# City of Vancouver Visual Standards Guide

Updated: January 2017

# Wordmark 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 (white)

For use on medium to dark backgrounds.

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# Wordmark Spacing and Size

## Spacing around wordmark

The space around the wordmark should be equal to the width of the "OU" in "VANCOUVER."



## Minimum size of wordmark

The minimum size that the City of Vancouver wordmark can be used is 0.5 inch in width.



# Extended Colour Palette



## Primary Palette



**Wordmark Blue**  
Pantone 2945  
CMYK: 100, 67, 0, 23  
Web: 204c8a  
RGB: 32, 76, 138



**Wordmark Green**  
Pantone 363  
CMYK: 75, 24, 100, 8  
Web: 638a47  
RGB: 99, 138, 71

## Secondary Palette



**Light Blue**  
Pantone 3005  
CMYK: 100, 34, 0, 2  
Web: 0081c6  
RGB: 0, 130, 199



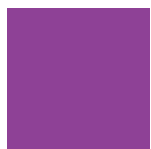
**Light Green**  
Pantone 369  
CMYK: 59, 0, 100, 7  
Web: 6cb33f  
RGB: 108, 179, 63



**Yellow**  
Process Yellow  
CMYK: 0, 0, 100, 0  
Web: ffdd00  
RGB: 255, 242, 50



**Amber**  
Pantone 143  
CMYK: 0, 35, 85, 0  
Web: F9B332  
RGB: 249, 179, 50



**Purple**  
Pantone 2592  
CMYK: 50, 90, 0, 0  
Web: 7FO0A3  
RGB: 159, 38, 181



**Orange**  
Pantone 179  
CMYK: 0, 79, 100, 0  
Web: F15A29  
RGB: 242, 89, 41



**Brown**  
Pantone 462  
CMYK: 49, 59, 83, 46  
Web: 55472F  
RGB: 85, 71, 47



**Red**  
Pantone 1797  
CMYK: 0, 100, 99, 4  
Web: D43824  
RGB: 212, 56, 36



**Teal**  
Pantone 7472  
CMYK: 70, 3, 30, 5  
Web: 69ADB0  
RGB: 105, 173, 176



**Website Text**  
Pantone 446  
CMYK: 67, 60, 59, 45  
Web: 444444  
RGB: 68, 68, 68

## Website Text

If you are creating graphics with text for the City of Vancouver website, our text colour is not 100% black. See the correct colour to use above.

## Note:

Due to variances in display, the web palette and the print palette are not exact matches.

We encourage the use of these extended colours on any printed material such as infographics, illustrations, brochures, posters, rackcards, etc.

# Wordmark with City logos

## Alignment

The City wordmark should be aligned on the baseline with all other logos. The space between the wordmark and any other logo should be equal to the width of the “OU” in “VANCOUVER.”



# Wordmark with Department Name

## Using the Wordmark with a Department Name

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

Note: It is not mandatory to have the department name with the CoV wordmark on printed material.

## REQUEST FOR WORDMARK SET WITH DEPARTMENT NAME

Your request is subject to review by Corporate Communications.

Tyler Fitzwalter, Graphic Designer  
Corporate Communications  
tyler.fitzwalter@vancouver.ca

### Linear Version

Colour wordmark with department name



Solid black wordmark with department name



Reversed wordmark with department name



### Stacked Version



### Incorrect Usage

Do not create your own department version. Contact Corporate Communications to have it formatted correctly. Any other version is unacceptable.



### Incorrect Usage

The CoV wordmark and department name have been updated. This is the former version and should no longer be used.





# Incorrect Use of Wordmark

If you are unsure if your wordmark appears correctly on your artwork, please send a pdf to Tyler Fitzwalter (tyler.fitzwalter@vancouver.ca) to approve.

**X** Do not stretch the wordmark vertically or horizontally,

CITY OF  
**VANCOUVER**

CITY OF  
**VANCOUVER**

**X** Make sure a box does not appear around the wordmark.

CITY OF  
**VANCOUVER**

CITY OF  
**VANCOUVER**

**X** Do not put a drop shadow or stroke on the wordmark.

CITY OF  
**VANCOUVER**

CITY OF  
VANCOUVER

**X** Do not place the wordmark on a busy background.



**X** Do not rotate or warp the wordmark.

CITY OF  
**VANCOUVER**

CITY OF  
**VANCOUVER**

**X** Do not use the emblem or its graphic on any material.

CITY OF  
VANCOUVER



**X** Do not change fonts the or alter the wording in the wordmark.

CITY OF  
**VANCOUVER**

THE CITY OF  
**VANCOUVER**

**X** Do not alter or rearrange portions of the wordmark.

CITY OF  
**VANCOUVER**

**VANCOUVER**  
CITY OF

**X** Do not change or switch the colours on the wordmark.

CITY OF  
**VANCOUVER**

CITY OF  
**VANCOUVER**

# 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)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham-XLight (and Italic)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham-Light (and Italic)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham-Book (and Italic)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham-Medium (and Italic)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham-Bold (and Italic)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham-Black (and Italic)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham-Ultra (and Italic)

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham-Light Condensed (and Italic)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham-Book Condensed (and Italic)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham-Medium Condensed (and Italic)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham-Bold Condensed (and Italic)

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**CITY OF**  
**VANCOUVER**

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