



Brand & visual identity guidelines  
*/// General ///*

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## /// IMPORTANCE OF IDENTITY

To understand the function and value of the City of Kelowna identity, it is important to recognize that every organization has a specific public identity—an identity partly formed by the look of its printed materials, stationery, website, etc. Each element of communication contributes to the overall impression people have of the organization.

When an organization’s identification program is a coordinated one, it projects a unified character which works effectively to reinforce all of its oactivities. In many cases, it also helps the organization to be more cost-effective in its communication efforts by simplifying certain decision-making processes.

The purpose of this manual is to explain the components of the City of Kelowna visual identity program, to define its graphic design standards, and to illustrate how these standards are applied.

This document provides an overview of the City of Kelowna’s visual identity standards and symbolization program. It includes specific instructions for the use of the logotype and the sub-brands as well as several rules governing their use.

The visual identity standards set specific rules that are meant to reinforce the projection of a consistently strong and distinguished image.

### **Why we need a visual identity**

Our visual identity and standards promote a uniform identity to the general public and support Kelowna’s reputation as a dynamic and growing city.

The visual identity program:

- Ensures citizens can easily identify, recognize and access all City programs, services, facilities and information
- Assists citizens to recognize the value of the services they get for their tax dollar
- Helps the City government appear more approachable and modern
- Helps reinforce or support the City’s reputation (or brand as it’s otherwise known).

In many ways, the City of Kelowna’s corporate identity has been formed by its own achievements. Kelowna is becoming known as a healthy, green, increasingly sustainable, dynamic and socially progressive city. The symbol visually embodies and strengthens this identity.

Our visual identity is an essential part of a planned approach to building the City’s reputation and raising awareness about its facilities, services and programs. Everything the City does, every service it provides, everything it owns should project a clear idea of what the City and its goals are.

## /// OUR STORY - OPEN

Consultations with City staff and our community determined the City of Kelowna's brand and visual identity. They are supported by the way we are perceived; our reputation.

We call this *Our story*.

### We are open

The City's business is conducted in open Council meetings, and reported on by multiple media services in real-time. Our budget process is considered among the most transparent in Canada and, through open data and access to online information, our services and information are accessible 24/7.

Kelowna is open to opportunities, open for business, open to new ideas from diverse residents, with open and transparent decision making and beautiful wide open outdoor spaces to enjoy.

We believe open, honest communication, shared interests and trust lead to strong relationships.

The City of Kelowna is committed to these principles because our ultimate goal is to build a trusting relationship with citizens who have confidence in the processes and decisions shaping our community.

Developing trust takes a lot of two-way interaction, so the City maintains a steady stream of engagement with residents in ways ranging from in-person to online. Being inclusive and responsive builds awareness among citizens about what's going on in the community and invites feedback to make sure we're on the same page about community priorities.

We understand there is no openness without accessibility. Kelowna's customer focused services range from policies and standards to accommodate persons with DiverseAbilities, to high-speed fibre optic service to better serve the technology sector and one of the top 10 busiest airports in Canada.

This emphasis on openness, accessibility and customer service has resulted in high satisfaction ratings in our citizen surveys. In 2020, 92 per cent of Kelowna citizens said their quality of life was good or very good.

As one of Canada's fastest growing cities, our elected officials and community leaders make sure the welcome mat is out for people who see Kelowna as an attractive destination and one of the best places in Canada to call home.

## /// OUR STORY - ACTIVE

### We are active

Kelowna is active by nature.

With an environment that lures us outdoors at every opportunity in every season, it's a wonder we also have time for an active business community, thriving cultural scene and extensive social network.

Kelowna's hard-working, hard-playing lifestyle comes from a competitive nature ingrained in a city that strives for excellence. Home to Memorial Cup champions and Olympians, diamond mine founders and provincial Premiers, Kelowna produces its fair share of high-achievers.

With a big, sparkling lake amid mountains speckled with ponderosa and sage, Kelowna's natural areas are walking distance from its urban centres.

This proximity to nature, combined with sophisticated urban infrastructure, attract talented high-performers who could choose to live anywhere else. But they choose Kelowna because it has everything they want in a fully urbanized city, with the bonus of convenient getaways to the great outdoors.

Getting outdoors for leisure or exercise is easy with 40 kilometres of paved multi-use paths, countless mountain trails, nine municipally maintained beaches, nearly 300 parks and more than 300 kilometres of on-street bicycle lanes.

There's a reason Kelowna has the second-highest bicycle commuter population per capita in Canada and one of the lowest obesity rates.

With our recreation facilities, international sporting events, festivals, agri-tourism, distinctive local food and wine culture and one of the largest fresh water marinas in the country – Kelowna is always on the go.

## /// OUR STORY - CONNECTED

### We are connected

Kelowna is a global city, connected to the world through state-of-the-art communication technology, one of the busiest international airports in Canada and a multi-cultural population with relationships that span the globe.

That international reach comes in digital real-time, non-stop flights, or by taking the scenic route on highways that head off in all directions. Kelowna is a connected city, with everything needed to get wherever or whatever you want.

Networks of neighbourhoods, social agencies, sporting groups, business associations and cultural organizations form a web of community connections that give Kelowna its unique character. As the largest urban centre between Vancouver and Calgary, Kelowna serves a market of nine million people who live within a day's drive.

Building the linkages that put Kelowna in the middle of everything occurred over time, with careful planning and a vision to lead in the development of a city of the future.

Kelowna's emergence as the Interior's nexus of commerce, healthcare, and education began with roads, bridges and airports. Today, a new layer of connectedness includes a billion-dollar technology sector – the fastest growing economic driver in the region, fueled by international investment and a culture of research and development at our university and college campuses.

As one of the fastest growing cities in Canada, Kelowna attracts new residents from across Canada and around the world who bring with them diversified products, knowledge and services beyond those typically found in a city of 140,000 people.

Vision, strategic planning and investments in modern infrastructure built a right-sized city that efficiently connects with citizens – and with the wider world beyond the mountains that surround Kelowna.

## /// OUR STORY - DEDICATED

### We are innovative

Foresight and determination drove Kelowna's first inhabitants to turn an isolated, arid landscape into fertile ground for new opportunities.

The living wasn't always easy in Kelowna, but those who saw potential in this place stayed true to their vision through the tough times and built a community that is now one of the best places in Canada to call home.

The City of Kelowna represents an unbroken institutional link back more than 110 years to the early decisions that shaped our evolution from small settlement to thriving city.

Modern Kelowna has inherited the resolve and ingenuity of Indigenous people and settlers who saw promise in this landscape and overcame hardships to build a community. Those traits are alive today in our visionary entrepreneurs, elite athletes, daring artists, principled leaders and socially conscious citizens.

In the multi-layered and ever-shifting landscape of modern government, Kelowna's vision to be a City of the Future relies on taking the lead in the development of a safe, vibrant and sustainable city.

Balancing diverse interests, building consensus, thinking ahead and making tough decisions – the City of Kelowna faces the future with confidence in our experience and ability to meet new challenges head-on and make the right choices for our future.

Scratch below the surface of this beautiful place and it's easy to find the grit that gives Kelowna its strength of character and competitive drive to be a leader among cities.

## /// OUR STORY - LEADERS

### We are leaders

A well-run, attractive city doesn't just happen – it's the result of thoughtful decision making, investment and community involvement.

Kelowna has grown over a century thanks to dedicated community leaders with economic, social and cultural vision. Collaborations between local government and community groups created this beautiful city with its diverse economy and opportunities for an exceptional lifestyle.

The City of Kelowna takes a leadership role in making sure thoughtful decisions and investments result in a safe, sustainable and vibrant community. This stewardship is focused on providing all citizens with access to the best quality of life possible within the financial resources available.

It all begins with sound financial management to stretch limited resources as far as possible to deliver the services residents and visitors need and want. Partnerships with other levels of government, community groups and the private sector deliver added value for citizens.

Kelowna's natural charms and social character attract many talented people from all walks of life, including those with a heart for public service and the desire to contribute to our vision of a City of the Future.

Sound management of tax dollars to maintain or expand municipal services has contributed to a 91 per cent satisfaction rating among residents. In particular, investment in public safety measures has created a city where 87 per cent of residents say they feel safe here.

Firm but fair application of policies and standards ensure equitable treatment of all citizens in pursuit of a balance between sometimes competing interests and values.

By being open for opportunity, we achieve that balance in our community and create a city where 92 per cent of citizens say they enjoy a great quality of life.

## /// OFFICIAL SYMBOLS

### Coat of Arms

The official Coat of Arms is the formal symbol of civic authority that is used for official purposes including documents requiring the official seal, flags, Council Chambers, and Mayor and Council use. The Coat of Arms is also used to identify bylaw officers.

The City of Kelowna's Armorial Bearings were officially accepted by City Council on January 3, 1955 as granted in a Letter Patent by the College of Heralds in England.



The shield, with wavy blue lines on white at the base, depicts Okanagan Lake from which rise three white piles, representing mountains; above these are two apples of gold. Astride the shield, knightly armour, surrounded by a wreath, supports an apple tree bearing apples.

At the base of the tree, the crosscut saw is emblematic of the lumber industry and early pioneers. The supporters are, on the dexter side, a grizzly bear, indicating the derivation of the City's name, and, on the sinister side, a seahorse, which in heraldry is the closest approximation of our Ogopogo.

### Motto

The Motto, "Fruitful in Unity" alludes to Kelowna's steady progress, largely attributable to its fruit industry and the community mind-set and cooperation of its citizens. Reproduction of the Coat of Arms as a graphic element is restricted to approved usage when a formal or ceremonial image is considered appropriate.

All usage will need to be approved by the Communications Department.

### Okanagan Sunflower

The Okanagan Sunflower is the official floral emblem for City of Kelowna. Also known as the Arrowleaf Balsamroot, the indigenous flowering plant thrives particularly well in the Kelowna area and is one of the longest blooming wildflowers, providing abundant splashes of bright yellow on the hillsides in early spring.

The plant is drought tolerant; it's completely edible and was used by the First Nations peoples as a food source. Its large yellow flowers reflect the sunny Okanagan skies and the hot summer climate.



## Logo

The City of Kelowna logo captures the spirit, energy and diversity of our dynamic organization while balancing a sense of our heritage with our progressiveness. It is also an interpretive depiction of our character, our people and our landscape, making it uniquely Kelowna.

The colour palette symbolizes the diversity that exists in our organization, our cultures, our seasons and our beautiful landscape. As a whole, the icon resembles the sun above the lake.

The City of Kelowna logo was adopted by City Council in 2009.



## Versions

The City of Kelowna logo is available in two versions: stacked and horizontal. The stacked logo is the primary identification for the City of Kelowna. The horizontal version should be considered only in circumstances where it is impossible to use the primary visual identity.

### Stacked



### Horizontal



## Wordmark

# City of Kelowna

The City of Kelowna wordmark can be used in one of two ways.

- To be used with the dynamic icon
- To be used as a secondary identifier on multi-page documents. The primary stacked logo is to be shown on the first page of the document.

Exceptions must be approved by the Communications Department.

## /// OUR LOGO - SUB-BRANDS

### Sub-brands

Sub-brand logos have been developed to identify key services.

The relationship between the icon and word mark may not be altered under any circumstance.

The stipulated proportions are intended to preserve adequate legibility and support the primary brand.

Sub-brand logos (Kelowna International Airport, Kelowna Community Theatre, Kelowna Fire Department & Kelowna Memorial Park Cemetery) are to replace the City of Kelowna logo on all appropriate sites, buildings, offices, and equipment.

No department or branch of the City of Kelowna may develop or use a separate logo or visual identifier to represent their service without the written permission of Communications.



**Kelowna**  
Community  
Theatre

### Kelowna Fire Department

The Kelowna Fire Department (KFD) logo was created over 75 years ago. KFD will work closely with Communications regarding the use of both the historical and new logos.



**Kelowna**  
Memorial Park  
Cemetery



**Kelowna**  
Fire Department



**YLW**  
Kelowna International Airport



## /// COLOUR PALETTE

These colours have been specifically selected to project the colours of Kelowna, which is known for its, pristine natural beauty. Strict adherence to these colour standards will serve to unify the image of the City of Kelowna. Colours will vary slightly depending on whether they are printed on coated paper or uncoated paper.

*Note: Because of the colour reproduction limitations of video monitors and laser printers, the simulated display of the City of Kelowna Colour Palette below does not establish visual standards for colour reproduction.*

**Pantone** is the printing industry standard for specifying solid ink colours.

**CMYK** is the print industry standard for full colour printing. Also known as process colour printing, it relies on cyan, magenta, yellow and black to create the spectrum of colour seen in most full colour printing.

**RGB** is a colour system based on red, green and blue, and used to represent the full spectrum of colour on video displays.

**HTML** is a colour system used for internet code programming.

**Base colours** - used primarily

<b>ROCK</b>	<b>WINTER</b>	<b>LAKE</b>	<b>NIGHT</b>
Pantone Cool Gray 11 C65 M57 Y52 K29 R85 G86 B90 HTML #55565A	Pantone 302 C100 M74 Y40 K32 R0 G61 B91 HTML #003A5D	Pantone 285 C90 M48 Y0 K0 R000 G115 B207 HTML #0073CF	Pantone Process Black Co Mo Yo K100 R30 G30 B30 HTML #1E1E1E

**Accent colours** - used for pops of colour

<b>SKY</b>	<b>SPRING</b>	<b>SUN</b>	<b>SUNSET</b>
Pantone 284 C58 M17 Y0 K0 R106 G173 B228 HTML #6AADE4	Pantone 390 C24 M0 Y100 K8 R182 G191 B0 HTML #B6BF00	Pantone 7408 Co M30 Y100 Ko R242 G175 Bo HTML #F2AF00	Pantone 138 Co M50 Y100 Ko R223 G122 Bo HTML #DF7A00
<b>FALL</b>	<b>SUMMER</b>	<b>POWDER</b>	
Pantone 166 Co M74 Y100 Ko R224 G82 B6 HTML #E05206	Pantone 200 C3 M100 Y66 K12 R183 G18 B52 HTML #B71234	Co Mo Yo Ko R255 G255 B255 HTML #FFFFFF	

## /// LOGO COLOURS

### Logo colours

The City of Kelowna logo is comprised of specific Pantone colours. Each colour is specified here.



### Single colour

100% black is the only acceptable single colour use of the logo.

Exception: Applications with a single predetermined colour may display the logo at 100% of that colour.



If photocopying the logo, use the black version only.

### Single colour reverse

When using the single colour version of the logo on a dark background, the entire logo should appear as white.



### Full colour reverse

When using the full colour version of the logo on a dark background, the text should appear as white.



**/// PROTECTED SPACE**

**Protected space**

To maintain the integrity of the brand, space must be left on each side as well as above and below the logo. The increment used to determine this space is based on the height of the capital case letter K. A minimum of one unit of space is required on each side, as shown in the examples below.



**Kelowna International Airport (YLW) logo protected space**

To maintain the integrity of the brand, space must be left on each side as well as above and below the logo. The increment used to determine the protected space is based on 1/2 of the height of the capital Y. A minimum of one unit of space is required on each side, as shown in the examples.



## /// COMBINED LOGO PROTECTED SPACE

### Combined logo protected space

To maintain the integrity of all corporate identities, space must be left on each side as well as above and below the logos. Overall, the increment used to determine this space is based on the height of the capital case letter K in the City of Kelowna logo. The space protecting the Operator logo is based on the Operator's standards.

A minimum of one unit of K space is required on each side of the combined logo, as shown in the examples below.



(for contractor vehicles)

## /// MINIMUM SIZE

### Colour logos

Stacked City logo - The colour logo should be used no smaller than one inch in width.

Minimum size  
one inch



Horizontal logo - The colour logo should be used no smaller than two inches in width.

Minimum size  
two inches



Sub-brand logo - The colour icon should be used no smaller than .50 inches in width.

Minimum size  
.50 inches



## /// MINIMUM SIZE - YLW

### YLW colour logos

Stacked YLW Logo - The colour logo should be used no smaller than 1.60 inches in width.



Horizontal YLW logo - The colour logo should be used no smaller than two inches in width.



Vertical YLW logo - The colour logo should be used no smaller than 1.50 inches in height.



YLW horizontal text - The horizontal wordmark should be used no smaller than 1.50 inches in width.



YLW vertical text - The horizontal wordmark should be used no smaller than .85 inches in width.



YLW text - The text only wordmark should be used no smaller than .125 inches in height.



## /// MINIMUM SIZE - SINGLE COLOUR & REVERSE

### Single colour & reverse logos

Stacked City logo - The single colour logo should be used no smaller than .75 inch in width.



Horizontal logo - The single colour logo should be used no smaller than 1.50 inches in width.



Sub-brand logo - The single colour icon should be used no smaller than .50 inches in width.

Minimum size  
.50 inches



Minimum size  
.50 inches



### /// MINIMUM SIZE - YLW - SINGLE COLOUR & REVERSE

#### YLW single colour & reverse logos

Stacked YLW logo - The single colour logo should be used no smaller than 1.60 inches in width.



Vertical YLW logo - The single colour logo should be used no smaller than 1.50 inches in height.



Horizontal YLW logo - The single colour logo should be used no smaller than 2 inches in width.



## /// UNACCEPTABLE USE

### Logo use

The logo must not be altered, cropped or reconfigured in any way. To ensure the best reproduction quality, always use original artwork files, as either vector graphics or high resolution raster graphics. Vector graphics are preferred.

Never change the colour designations assigned to each component of the logo. Even if the colours are correct, they must not be reassigned to different components.

Do not use the logo elements in any other arrangement or stacking order.

Do not print the logo on a background colour that does not permit enough contrast to the logo or text colour.

Do not place the logo on a complex background such as a busy photo or illustration.

If using the logo on an image, place it in an area that has little or no detail to allow enough contrast.

### CORRECT



## /// UNACCEPTABLE USE

### Logo use

Never make the logo a two colour design. The logo appears as one solid colour only.

Never customize the logo by adding or deleting text (e.g. Division or City Wellness).

### CORRECT



## /// UNACCEPTABLE USE

### Logo use

Do not create outlines around the wordmark to create contrast.

Do not screen any part of a single colour logo or use gray tones to try to simulate the effect of a full colour logo.

Do not skew, stretch, rotate, tilt or compress the logo.



## /// BACKGROUND SCREEN TINTS

### Background screen tints

To maintain legibility, always ensure there is enough contrast between the logo and the background colour.

10% black



60% black



20% black



70% black



30% black



80% black



40% black



90% black



50% black



100% black



## /// SUPPORTING GRAPHIC ELEMENTS

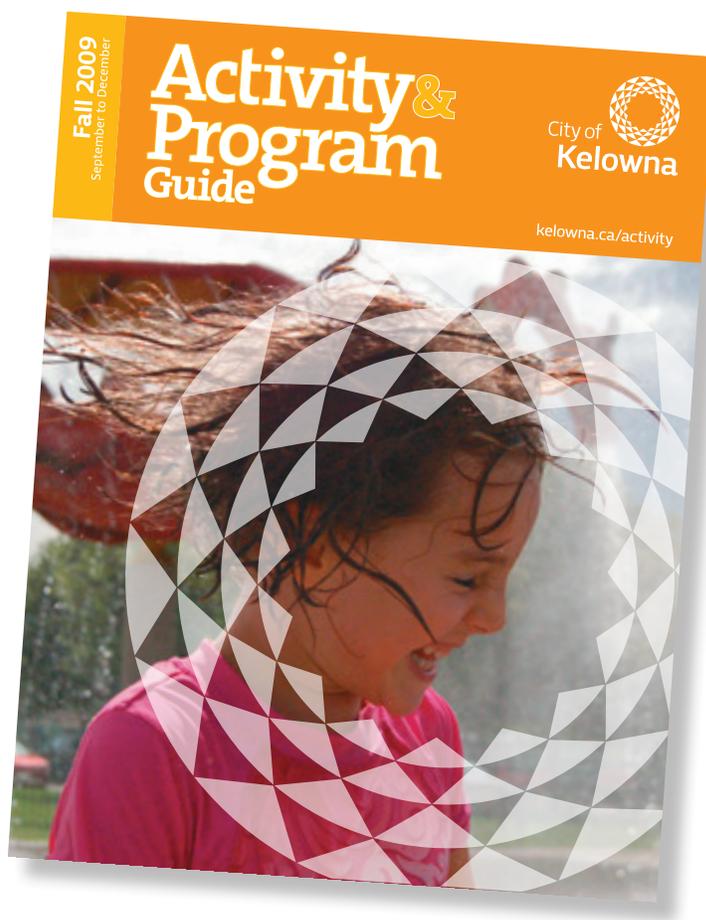
### Graphic symbol

The icon can be used as a graphic device. It can be used as a watermark as seen here. If the dynamic icon is used in the background it should be light enough that it doesn't interfere with imagery or text running on top of it. While the entire icon may be scaled up or down in size, do not use or change any single element of the icon.

### The icon as a decorative element

The icon lends itself to use as a graphic element in a variety of items. The icon can be cropped to work within a given shape. When used in this capacity, it is referred to as the dynamic icon and is subject to the controls and standards detailed here within.

*Note: The dynamic icon should not appear alone. The full logo or wordmark must always accompany the supporting graphic elements.*



## /// SUPPORTING GRAPHIC ELEMENTS

### Mosaic & title design options

#### Mosaic element

The mosaic element can be used, sparingly, in design to create a divider or even to highlight sections or headings. The element can be resized and repeated to create the desired effect.



#### Tile element

The tile element can be used to anchor a design and lends itself nicely to being used as a background when the opacity is toned down. Mainly use colours from the City's base colour palette for this element.



## /// SUPPORTING GRAPHIC ELEMENTS

### **The bar**

The bar is intended for use in a publication layout. Marketing materials templates show the placement of the bar where it is used with or without the ribbon to anchor the publication or separate the title from main body. The bar is used to create a consistent look to all City publications. The ribbon must appear in the colours used in the City of Kelowna logo.

*Note: The bar should not appear alone. The full logo or wordmark must always accompany a supporting graphic element.*



/// **TYPOGRAPHY**

The City of Kelowna uses the Corbel font to visually reinforce its identity.

The Operator has the option to use the City of Kelowna corporate font **Corbel** on marketing materials.

The City font is PrivaPro for all facility signage. The italic versions of Priva should not be used on signage. Do not condense, extend, bold or otherwise distort the fonts in any way.

### Corporate font

Corbel regular & bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**0123456789** (tabular lining option)

Corbel italic & bold italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***0123456789***

***0123456789*** (tabular lining option)

## /// ELECTRONIC COMMUNICATIONS

### Email Signature

Every communication from the City of Kelowna should reflect the organization in a professional, positive way. Email signatures should be in the City's font and use colours only from the City's colour palette. A standardized email signature helps identify emails as official City correspondence and supports our cyber security measures.

Email correspondence falls under the City of Kelowna brand umbrella. All external business emails should follow the City of Kelowna email signature guidelines.

Standard e-signature:

**Full Name**, Accreditations (e.g. MBA etc.)

Title | City of Kelowna

250-469-xxxx | email@kelowna.ca

Connect with the City | kelowna.ca

*Kelowna is located on the traditional, ancestral, unceded territory of the syilx/  
Okanagan people.*

Reply signature:

**Full Name**

Title

250-469-xxxx | email@kelowna.ca

*Kelowna is located on the traditional, ancestral, unceded territory of the syilx/  
Okanagan people.*

### Taglines

Optional one-line tag lines are permitted at the end of the signature to denote holiday hours or other important information.

### Websites

No new websites will be created without the permission of the Digital Governance Committee.

### kelowna.ca

The City of Kelowna website is to be referenced as kelowna.ca, with a lowercase "k."

## /// VIDEO PRODUCTION

### Video Production

Video guidelines provide support and resources to video producers creating content about the City. By following these guidelines we can ensure consistency and effectively brand our video content.

The approach to video should take inspiration from our corporate photography which is clean, professional and stunning images of our community that tell or complement a story. Videos that use hard-coded text overlays as part of the storytelling should use our corporate web font, Corbel.

#### Top guidelines

A top is the opening sequence of a video. Recommend using an engaging visual as a two to three second clip that summarizes what the video is speaking to. There is also the option to use a title for the video. As each case may be slightly different, contact Communications for guidance.

Alternatively, the top for City videos can be the City of Kelowna logo. It may be in full colour, reverse, or a transparency, depending on the initial scene/slide. The City of Kelowna tail can also be used as the top.

#### Tail guidelines

A tail is the closing sequence of the video, and is mandatory on all video content. The tail is comprised of the full colour City of Kelowna logo (and partners, if applicable; see p. 31) fading onto a base corporate colour background or onto a beauty shot that summarizes the content of the video.

Example:



## /// VIDEO PRODUCTION

### Lower thirds guidelines

The lower third is a graphic overlay placed in the title-safe lower area of the screen.

Style	Specifications
Name	Corbel Bold, 75px in white or black. Text bar background can be an accent colour from the colour palette, provided the combination meets accessibility requirements.
Title	Corbel Regular, 32px in black on a white semi-transparent bar.

Example:



### Video captions

Ensure that video captions are included in all videos to meet the accessibility needs of our community.

### Style

We can produce different styles of videos, depending on content and goals of the video. Some videos are [informational](#) and some have a more commercial look and feel. Visit the [City's YouTube channel](#) for inspiration.

### Music

Any music used in a video must be licenced.

### Partnerships

See p. 31 for how to credit sponsors & partners. *We do not include the videographer's information/logo at the end of our produced videos.*

## /// CREDITING SPONSORS & PARTNERS

The City's role will dictate the prominence of the City logo however always maintain the standards of size, colour, and protected space.

### City programs

When a City program or service is sponsored or supported by an external partner, the partner's logo may be used in publicity materials in a secondary position.

The City logo and program must take the lead position in all marketing and communication support materials. Partner logos are to be no more than one half the height of the City logo. Publicity material for City programs or services should follow the established templates.

As each case is slightly different, please consult Communications for guidance on the application of the City logo.

### Equal partnership sponsored programs

When the City is an equal partner in a joint venture, the City's logo should be used in any publicity materials, along with that of the partner organization(s).

The City logo should appear equal in size, weight and colour as other partner organizations. As each case is slightly different, please consult Communications for guidance on the application of the City logo.



### City sponsored programs

When the City is a sponsor or supporter of an external program, it is to be credited. The City logo may be used in a secondary position. As each case is slightly different, please consult Communications for guidance on the application of the City logo.



*Never use both the City of Kelowna logo and a sub-brand together. In a case where both are sponsoring the same event, use the City of Kelowna logo only.*

## /// TRI-LEVEL GOVERNMENT AGREEMENTS

### Primary funding

When the City is the primary funder, the City logo should have the prominent position. In City produced materials, the City logo should be placed at the top or to the left of the partner logos. The City of Kelowna logo must be twice the size of partnership logos. As each case is slightly different, please consult Communications for guidance on the application of the City logo.

### Stacked layout



### Horizontal layout – Primary



### Equal funding

When used in tri-level agreements, always place the City of Kelowna logo to the far left of the grouping. Equal visual prominence must be shared with all three logos. As each case is slightly different, please consult Communications for guidance on the application of the City logo.

### Horizontal layout – Equal



## /// THIRD PARTY CONTRACTORS

When a City program or service is being provided by a third-party contractor on the City's behalf, one logo (either the City's or the Contractors) will appear primary to the other. The secondary logo will appear at least 50 per cent smaller, while maintaining standards of size, colour, and protected space. Logos will not appear equal (indicating a equal finding agreement/partnership).

### Primary logo

The primary logo is determined by the ownership and responsibility for the asset branded. This will likely be detailed in the contract with the City. For instance, if the physical asset being branded (buildings, technology or customers) belongs to the City, these would be primarily branded City. Vehicles or employees that are the responsibility of the contractor would be branded with the contractor's logo first.

### Secondary reference

Where appropriate, the phrase; "Authorized contractor for [City of Kelowna logo/ name]" will accompany the contractors logo in a secondary position.

Similarly, where the City's logo appears as the primary, the contractor may be referenced in a secondary position by "operated by [contractor's logo/name]".



Authorized contractor for



## /// CLOTHING

The logo and the division/department or branch name can be placed in one of two layouts:

1. Logo on the left chest with the division/department or branch name on the right sleeve, or
2. Logo on the right sleeve and the division/department or branch name on the left chest.

To meet detailed stitching requirements:

- Do not put the logo and department name together. To make sure the department name is legible from a distance it is to appear on its own.
- Department names are to appear in title case letters set in PrivaTwo.



A special City of Kelowna logo has been developed specifically for embroidery. Contact Communications for the final artwork.

### Size recommendations

- The logo is to be 2.5 inches wide on golf shirts & T-shirts.
- The logo is to be 3 inches wide on jackets and some outerwear.
- The logo is to be 4 inches wide for some garments (jackets/vests etc.) if the logo is to appear on the back.

### Embroidery Thread Colours

The City of Kelowna logo is comprised of specific thread colours. Each colour is specified here.



#### Gunold & Stickma Threads

- Red 561
- Dark Orange 1078
- Light Orange 1065
- Yellow 1124
- Green 1282
- Light Blue 1222
- Dark Blue 1253
- Black 1005

#### Isacord Threads

- Red 1805
- Dark Orange 1300
- Light Orange 1100
- Yellow 0506
- Green 5912
- Light Blue 3820
- Dark Blue 3900
- Black 0020

**More information**

This guide covers a wide range of predictable applications, but cannot include all possibilities. For applications not covered in the guide or for advice about any application, please contact Communications.

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