

BRAND & VISUAL IDENTITY GUIDELINES

Corporate Guide No. CO-001Gb
Guide Owner: Communications



Version 6.5 – August 2025

ABOUT THIS MANUAL

This manual explains the components of the City of Kelowna visual identity program, defines graphic design standards, and illustrates how these standards are applied. For additional guidance, contact Communications.

TABLE OF CONTENTS

IMPORTANCE OF IDENTITY	3
<i>Why we need a visual identity</i>	3
OUR STORY	4
<i>We are open</i>	4
<i>We are active</i>	4
<i>We are connected</i>	5
<i>We are innovative</i>	5
<i>We are leaders</i>	5
OFFICIAL SYMBOLS	7
<i>Coat of Arms & Motto</i>	7
<i>Okanagan Sunflower</i>	7
LOGO	8
SUB-BRANDS	8
COLOURS	9
<i>Base Colours</i>	9
<i>Accent Colours</i>	9
LOGO LAYOUTS	10
<i>City of Kelowna</i>	10
<i>Kelowna Community Theatre</i>	10
<i>Kelowna Memorial Park Cemetery</i>	10
<i>Kelowna International Airport</i>	11
<i>Kelowna Fire Department</i>	11
LOGO TREATMENT	12
<i>Colour Variations</i>	12
<i>Protected Space</i>	13
<i>Minimum Size</i>	14
<i>Logo Use</i>	16
BRAND GRAPHICS	18
<i>Wordmark</i>	18
<i>Dynamic Icon</i>	18
<i>Mosaic Element</i>	18
<i>Tile Element</i>	18
<i>Branded Templates</i>	18
FONTS	19
<i>Corbel</i>	19
<i>Priva</i>	19
ELECTRONIC COMMUNICATIONS	20
<i>Email Signature</i>	20
<i>Websites</i>	20
VIDEO PRODUCTION	21
<i>Distribution Channels</i>	21
<i>Video Styles</i>	21
<i>Visual Guidelines</i>	21
CREDITING SPONSORS & PARTNERS	24
<i>City Programs</i>	24
<i>Equal Partnership Sponsored Programs</i>	24
<i>City Sponsored Programs</i>	24
TRI-LEVEL GOVERNMENT AGREEMENTS	25
<i>Primary Funding</i>	25
<i>Equal Funding</i>	25
THIRD PARTY CONTRACTORS	26
<i>Primary Logo</i>	26
<i>Secondary Reference</i>	26
PROMOTIONAL ITEMS	27
<i>General Items</i>	27
<i>Clothing</i>	27
<i>Coins</i>	28
SIGNAGE	29
<i>Types of Signage</i>	29
<i>Installation</i>	29
<i>Location</i>	29
<i>Ordering Signage</i>	29
<i>Letter Height Chart</i>	30
<i>Letter Visibility Diagram</i>	30
FACILITY SIGNAGE	31
<i>Signage Hierarchy</i>	31
<i>Level 1 – Site Entrance Signage</i>	32
<i>Level 2 – Parking Lot Signage</i>	33
<i>Level 3 – Directional Map</i>	34
<i>Level 4 – Exterior Instructional Signage</i>	35
<i>Level 5 – Building Name</i>	35
<i>Level 6 – Entrance Window</i>	37
<i>Level 7 – Entrance Lobby</i>	38
<i>Level 8 – Main Directory</i>	38
<i>Level 9 – Hallway Wayfinding</i>	39
<i>Level 10 – Stairwell Directory</i>	39
<i>Level 11 – Room/Staff Name</i>	40
<i>Level 12 – Safety or Regulatory Signage</i>	41
<i>Level 13 – Interior Instructional Signage</i>	42
<i>Custom Signage</i>	43
PARK & PATHWAY SIGNAGE	44
<i>Level 1A – Site Entrance Signage</i>	44
<i>Level 3 – Directional Signage</i>	45
PROGRAM SIGNAGE	46
PROJECT SIGNAGE	47
VEHICLE BRANDING	48
<i>Types of Vehicles</i>	48
<i>Protective Services Vehicles</i>	49
<i>Fleet Vehicles</i>	52
FOR MORE INFORMATION	53

IMPORTANCE OF IDENTITY

The City of Kelowna visual identity creates a cohesive look and feel across City communications, operations, and spaces, contributing to the overall impression people have of the organization.

A coordinated identification program projects a unified character which works effectively to reinforce the organization's activities. It also helps the organization to be more cost-effective in its communication efforts by simplifying certain decision-making processes.

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 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 must be identified with our brand.

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).

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

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 STORY

Consultations with City staff and our community determined the City of Kelowna's brand and visual identity. Our brand shares similarities with our [Imagine Kelowna](#) community vision and reflects how 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 diverse abilities, 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 – as measured in part by our citizen survey.

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.

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 freshwater marinas in the country – Kelowna is always on the go.

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 165,000 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.

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.

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 & Motto

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.

The Motto, "Fruitful in Unity" alludes to Kelowna's steady progress, largely attributable to its fruit industry and the community mindset 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. As per [Council Policy No. 71, Kelowna Coat of Arms/Armorial Bearings](#) and [Council Policy No. 281, City of Kelowna Corporate Logo, Coat of Arms or Sails](#), the Coat of Arms cannot be used for commercial or other purposes. All usage will need to be approved by Communications.

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, 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. As per [Council Policy No. 281, City of Kelowna Corporate Logo, Coat of Arms or Sails](#), the logo cannot be used for commercial purposes.



Note: No department of the City of Kelowna nor outside vendor may develop or use a separate logo or visual identifier to represent a City service without the written permission of the Communications Director.

Note: Third parties must have written permission from Communications to use the City or sub-brand logos.

SUB-BRANDS

Sub-brand logos have been developed to identify key services, including the Kelowna International Airport, Kelowna Community Theatre, Kelowna Memorial Park Cemetery, and the Kelowna Fire Department.

Sub-brand logos replace the City of Kelowna logo on all appropriate sites, buildings, offices, and equipment. Department logos are not to be used for signage.



COLOURS

Colours have been specifically selected to project the colours of Kelowna, which is known for its pristine natural beauty. Strict adherence to this palette will serve to unify the image of the City of Kelowna.

The palette includes base colours ideal for anchoring design elements and accent colours for pops of colour. 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 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.

Vinyl is a pressure sensitive material used for signage and banner applications.

HTML is a colour system used for internet code programming.

Base Colours

WINTER

Pantone 302
C100 M74 Y40 K32
Ro G61 B91
Vinyl N/A
HTML #003A5D

ROCK

Pantone Cool Gray 11
C65 M57 Y52 K29
R85 G86 B90
Vinyl N/A
HTML #55565A

LAKE

Pantone 285
C90 M48 Y0 K0
R000 G115 B207
Vinyl A4555-O
HTML #0073CF

NIGHT

Pantone Process Black
Co Mo Yo K100
R30 G30 B30
Vinyl A4090-O
HTML #1E1E1E

POWDER

Co Mo Yo Ko
R255 G255 B255
Vinyl A4001-O
HTML #FFFFFF

Accent Colours

SKY

Pantone 284
C58 M17 Y0 K0
R106 G173 B228
Vinyl N/A
HTML #6AADE4

SPRING

Pantone 390
C24 Mo Y100 K8
R182 G191 B0
Vinyl N/A
HTML #B6BF00

SUN

Pantone 7408
Co M30 Y100 Ko
R242 G175 B0
Vinyl A6135-O
HTML #F2AF00

SUNSET

Pantone 138
Co M50 Y100 Ko
R223 G122 B0
Vinyl N/A
HTML #DF7A00

FALL

Pantone 166
Co M74 Y100 Ko
R224 G82 B6
Vinyl A4179-O
HTML #E05206

SUMMER

Pantone 200
C3 M100 Y66 K12
R183 G18 B52
Vinyl A9305-O
HTML #B71234

LOGO LAYOUTS

The relationship between the icon and wordmark may not be altered under any circumstance. The stipulated proportions are intended to preserve adequate legibility and support the primary brand.

City of Kelowna

The City of Kelowna logo is available in three layouts: stacked, horizontal, and wordmark. 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 logo. The wordmark has limited uses.

Stacked Logo



Horizontal Logo



Wordmark

City of **Kelowna**

The wordmark can be used in one of two ways:

- ▶ Combined with the dynamic icon graphic element.
- ▶ As a secondary identifier on multi-page documents where the stacked logo is to be shown on the first page of the document.

Kelowna Community Theatre

The Kelowna Community Theatre has two versions of the logo: stacked and wordmark.

Note: Separate brand guidelines exist for the Box Office, an organization partially funded but separate from the City.

Stacked Logo



Wordmark

Kelowna Community Theatre

Kelowna Memorial Park Cemetery

The Memorial Park Cemetery logo has a single layout.



Kelowna International Airport

The Kelowna International Airport logo is available in multiple layouts: stacked, horizontal, vertical, and several wordmark versions.

Stacked Logo



Horizontal Logo



Vertical Logo



Wordmarks



Kelowna Fire Department

The Kelowna Fire Department (KFD) has two logos, a modern version and the original created in the 1930s. KFD works closely with Communications regarding the use of both the historical and new logo.



LOGO TREATMENT

Colour Variations

Full Colour

Logos for the City and sub-brands are comprised of specific Pantone colours as specified here:



Single Colour

While 100% black is the standard single colour use of the logo, applications with a single predetermined colour may display the logo at 100% of that colour.



Full Colour Reverse

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



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 must appear as white.



Protected Space

To maintain the integrity of the brand, space or padding must be left on all sides of the logo to distinguish the logo from other elements.

City & Sub-Brand Logos

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)

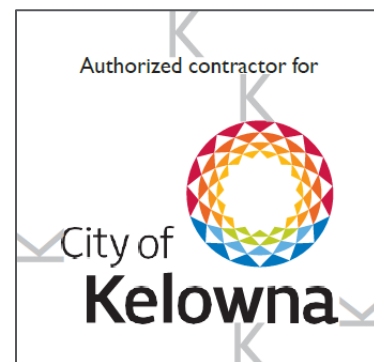
The increment used to determine the protected space is based on 1/2 of the height of the capital Y. A minimum of one unit of space is required on each side, as shown in the examples.



Combined or Contractor 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.



Minimum Size

The minimum logo size will depend on the brand and colour variation.

City of Kelowna

The stacked colour logo should be used no smaller than one inch in width.



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



The stacked single colour logo should be used no smaller than .75 inch in width.



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

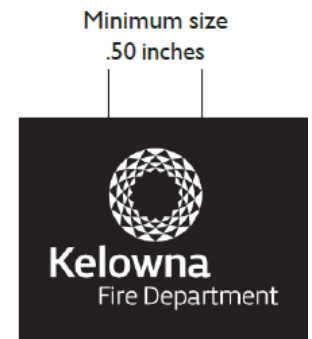


Fire Department / Community Theatre

The colour icon should be used no smaller than .50 inches in width.



The single colour icon should be used no smaller than .50 inches in width.



Kelowna International Airport (YLW)

The stacked colour or single-colour logo should be used no smaller than 1.6 inches in width.



The horizontal single-colour wordmark should be used no smaller than 1.5 inches in width.



The horizontal wordmark should be used no smaller than .85 inches in width.



The horizontal colour and single-colour logo should be used no smaller than two inches in width.



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



The vertical colour logo should be used no smaller than 1.5 inches in height.



Logo Use

Logos 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.

Colour

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.



Never make the logo a two-colour design. The logo appears as one solid colour, either as 100% black or using a single predetermined colour at 100% of that colour.



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.



Layout

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

Never customize the logo by adding or deleting text.



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



Do not create outlines around the wordmark to create contrast.



Background

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

10% black



20% black



30% black



40% black



50% black



60% black



70% black



80% black



90% black



100% black



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.



BRAND GRAPHICS

Note: brand elements should never appear alone. The full logo or wordmark must always accompany a supporting graphic element.

Wordmark

The City wordmark can be used on outdoor signage with the Dynamic Icon. The Dynamic Icon is a secondary design element to help support the brand.

The Dynamic Icon is to appear as a watermark, printed 30% white. When vinyl is used, use Avery Etchmark Frosted Vinyl.



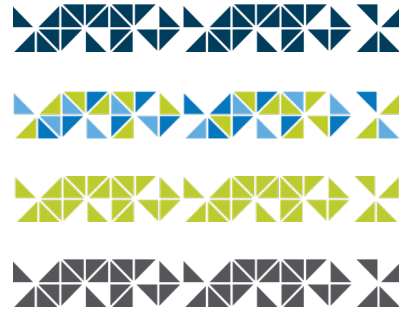
Dynamic Icon

The icon can be used as a graphic element in a variety of items. The icon cannot appear whole, it must be cropped. While the entire icon may be scaled up or down in size, do not use or change any single element of the icon.

When used in the background, the dynamic icon should be light enough that it doesn't interfere with imagery or text running on top of it. It often appears as a watermark printed 30% white.

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.



Branded Templates

The City of Kelowna has developed a suite of branded templates for internal use. These templates are available in Word and PowerPoint, as well as on InSites.

FONTS

Using a consistent family of typefaces visually reinforces the identity of the City of Kelowna.

The City of Kelowna uses two fonts: Corbel and Priva. Do not condense, extend, or distort the fonts in any way.

Corbel

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

Regular and Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234**56789**
 01234**56789** (lining*)

Italic and Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*01234**56789***
*01234**56789** (lining*)*

*Note: To height-align Corbel numbers in Microsoft Word from **0123456789** to **0123456789**, select text > Home > Font > Advanced tab > Number Forms: Lining.

Priva

The City of Kelowna uses PrivaPro for all signage. The italic versions of PrivaPro should not be used.

PrivaOnePro PRIVAONEPRO 123
 PrivaTwoPro PRIVATWOPRO 123
 PrivaThreePro PRIVATHREEPRO 123
 PrivaFourPro PRIVAFOURPRO 123

ELECTRONIC COMMUNICATIONS

All electronic communication from the City of Kelowna should reflect the organization in a professional, positive way.

Email Signature

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

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.

Standard Signature Template

First name Last name (she/her), A.B.C.

Job title | City of Kelowna

250-000-0000 | name@kelowna.ca

Connect with the City | kelowna.ca

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

Reply Signature Template

First name Last name (she/her), A.B.C.

Job title | City of Kelowna

250-000-0000 | name@kelowna.ca

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

Land Acknowledgement

Staff may select a land acknowledgement from the two options below:

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

I acknowledge that my workplace is located on the traditional, ancestral, unceded territory of the syilx Okanagan people.

Optional Taglines

Optional one-line taglines can be added below the land acknowledgement to share holiday hours or other important information. See sample below:

City Hall will be closed Dec. 25 - Jan. 1, online services are available 24/7 at kelowna.ca/onlineservices.

Other Signature Considerations

Pronouns: Gender identification (pronouns) can be included on the same line as your name, with professional designations following.

Designations: A maximum of two designations can be included in the email signature. The designations cannot include professional associations, logos, or certifications. Use the acronym, not the full title.

Phone Number: Only one phone number can be included in the signature: desk or cell phone.

Websites

The City of Kelowna website is always referenced as "kelowna.ca" spelled with a lowercase "k". Do not include "http://" or "www".

Note: No new websites or external-facing software portals will be created without the permission of Communications.

VIDEO PRODUCTION

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

Note: videos intended for public distribution must be produced in collaboration with Communications.

Distribution Channels

Videos may be distributed through various City channels controlled solely by Communications. Channels will be chosen based on audience reach and campaign goals.

City channels include:

- ▶ [YouTube](#)
- ▶ [Instagram](#)
- ▶ [Facebook](#)
- ▶ [X/Twitter](#)
- ▶ [LinkedIn](#)
- ▶ [Website](#)

Video Styles

The City uses various video styles depending on the tone, messaging, and audience. See the City's [Youtube channel](#) for inspiration.

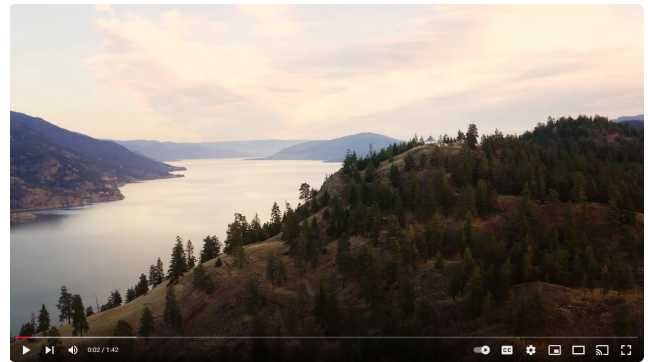
Visual Guidelines

Videos, whether produced internally or by an outside vendor, must meet the City's visual identity concerning brand colours, fonts, and logo treatment.

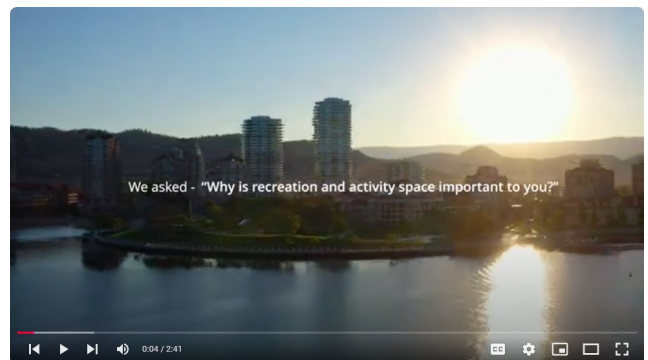
The look and feel of videos should take inspiration from the corporate photography library, which includes clean, professional and stunning images of our community that tell or compliment a story. Videos that use hard-coded text overlays as part of the storytelling should use our corporate web font, Corbel.

Opening Sequence

The opening sequence of the video, also known as the top, should use engaging visuals and narration to grab the viewer's attention within the first 10 seconds. This sequence serves to engage viewers and set the tone and subject of the video.



A title or text overlay can be used to strengthen the hook. As each case may be slightly different, contact Communications for guidance.

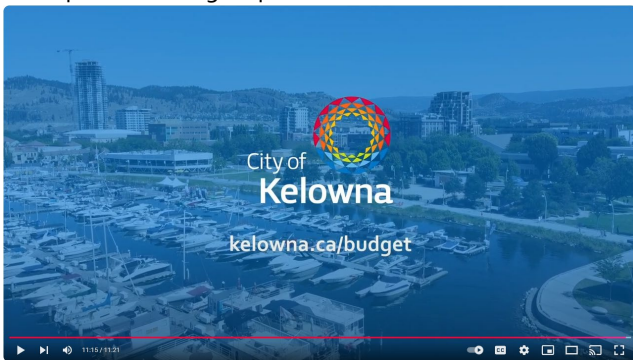


Closing Sequence

Videos over eight seconds must include a closing sequence, also known as a tail. The tail is comprised of the full colour City of Kelowna logo (and partner logos if applicable) and marketing URL (if applicable) on a solid brand colour background or semi-transparent image overlay.

The logo and URL should appear on screen in a dynamic way, as per this [sample animation](#). City staff should consult the City's [marketing URLs](#) for common web links.

Examples of closing sequences:



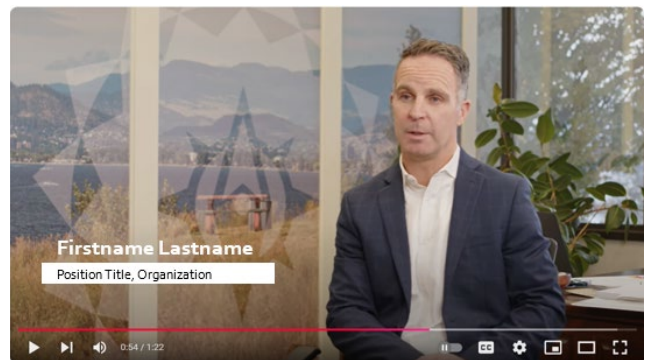
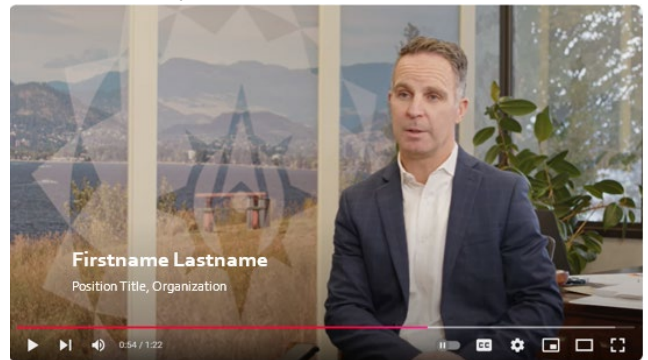
The closing sequence should never include the production company or copyright information.

Lower Thirds

A lower third is a graphic overlay that identifies a subject featured in a video. It includes the individual's name and title in the lower left of right of the screen where it won't be affected by closed captioning.

The name should appear in Corbel Bold, 75px. The title should appear in Corbel Regular, 32px. The graphics should reflect brand colours and the visual aesthetic of the video.

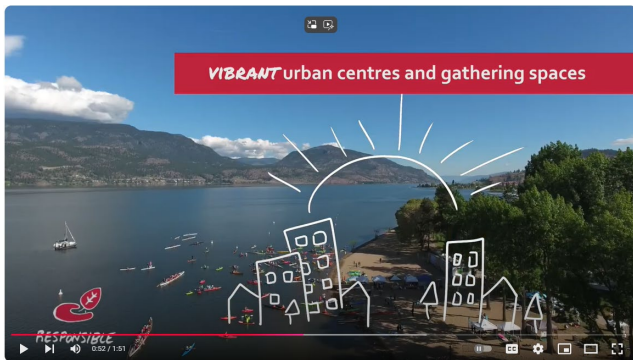
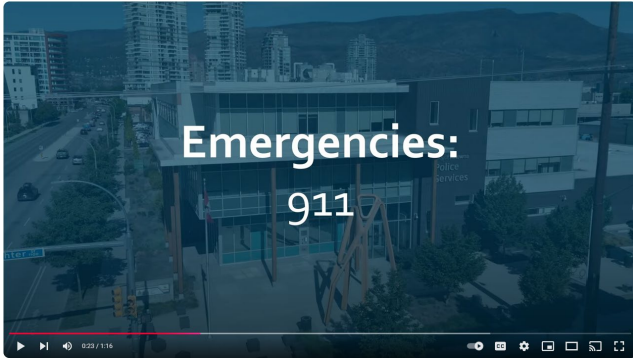
Common examples of lower thirds:



Text Overlays

Text can be applied on images, colour transparencies, solid colours, or in padded text boxes.

Examples of text overlays:



Text must appear on the screen long enough to be read, generally measured as twice the time needed to read aloud.

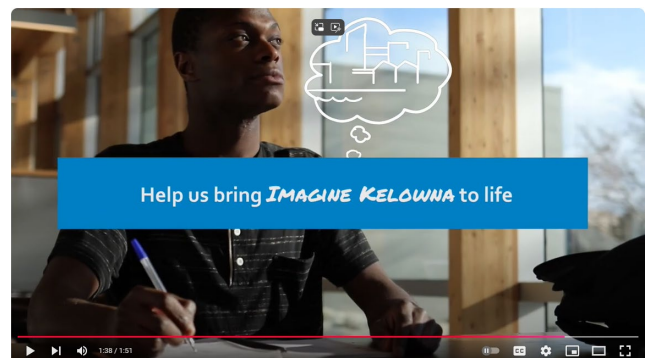
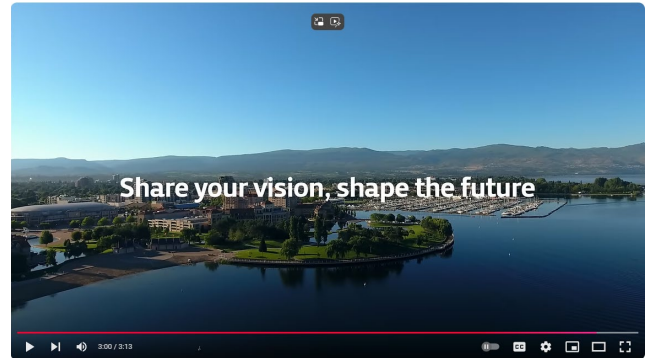
Staff should consult the City's [writing style guide](#) for spelling, punctuation, and common language used in public communication materials.

Tagline Message

A tagline message is a specific use of text overlay that reinforces the message of the video shortly before the closing sequence.

While the tagline message must be included in the scripted narration, the use of text overlay is optional but recommended for longer videos.

Examples of tagline message text overlays:



Transitions

Frame transitions can vary but should remain professional and consistent throughout the video. Preferred transitions include dissolve, slide, wipe, and stack.

CREDITING SPONSORS & PARTNERS

When the City enters into sponsorships as per [Council Policy No. 376, Corporate Sponsorship and Advertising](#), City and partner logos must appear jointly. 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 logos 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.

Horizontal Layout (primary)



Stacked Layout



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.

Horizontal Layout



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

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 an equal finding agreement/partnership).

Primary Logo

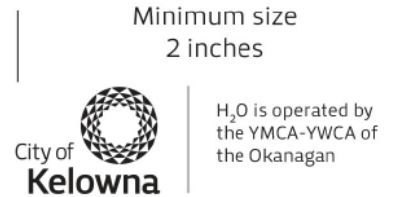
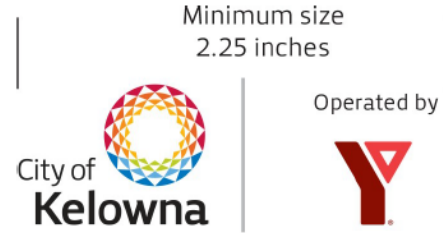
The primary logo is determined by the ownership and responsibility for the asset branded. This will likely be determined in the contract with the City.

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 contractor’s 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



PROMOTIONAL ITEMS

General Items

All promotional items purchased by the City of Kelowna must display the City logo or sub-brand logo. Where applicable, a relevant web address should also be included.

Non-approved sub-brands, taglines, or other elements are discouraged.

Clothing

Clothing can be branded for both City employees and contractors.

Department Logo Placement

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

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



To meet detailed stitching requirements:

- ▶ Do not put the logo and department name together; the primary logo must appear on its own.
- ▶ Department names are to appear in title case letters set in PrivaTwo.

Contractor Logo Placement

The City of Kelowna wordmark may be added on the sleeve with the phrase “Contractor for” logo.



Logo Size Recommendations

Golf shirts & T-shirts: 2.5 inches wide.

Jackets /outerwear: 3 inches wide.

Back of garments: 4 inches wide.

Full colour embroidery: 4 inches wide.

One colour embroidery: 2 inches wide.

Embroidery Thread Colours

A special City of Kelowna logo has been developed specifically for embroidery. Contact Communications for the final artwork. The City of Kelowna logo is comprised of specific thread colours specified below.

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

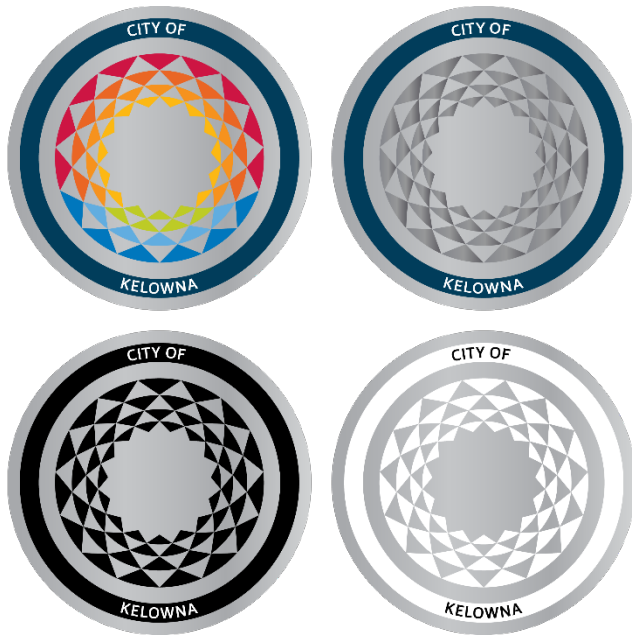
Black 0020

Coins

Challenge coins must be branded on one side with a standard City of Kelowna face design from the variations below.

Variations include a coloured icon with Winter blue ring, a raised metal icon with Winter blue ring, or a full black or full white design.

The silver metal is for illustrative purposes only. The coin can be made from any substrate and colour.



SIGNAGE

Effective signage helps identify City-funded facilities, outdoor spaces, and projects, and serves an important wayfinding function.

In the event that these guidelines do not clearly resolve a signage placement issue, please consult the Communications department for guidance and final approval.

Types of Signage

Facility Signage

Provides information identifying City-operated facilities involving buildings. Signage follows a hierarchy.

Park & Pathways Signage

Provides information identifying City-maintained urban park and recreation spaces.

Program & Project Signage

Provides information identifying City-operated programs or infrastructure projects.

Custom Signage

Signage that is used at unique locations can be branded using a custom design following the logo usage guidelines.

Installation

All signage installations are to be coordinated by a City representative and performed by a qualified person. The design and installation must also abide by the [City of Kelowna Sign Bylaw No. 11530](#) and use the [Sign Permit Application](#) if applicable.

Installation requirements (e.g. what is the scale of sign to the site, is it to be free standing or wall mounted, etc.) are unique to each placement and must be resolved before the sign is designed to avoid damage or unintentional disfiguration. Additional installation requirements might be identified.

Location

The positioning of signs is important, and care is taken to ensure they do not cause an obstruction and will not be obscured (by plants, parked vehicles, etc.)

The primary signage types provide sufficient flexibility to suit various environments — for instance, it may be more appropriate to position a free-standing sign to one side of a building of historical and/or architectural merit than to affix the sign to the building itself.

Ordering Signage

Select signage may be designed and constructed by the City Sign Shop via [Cityworks](#) requests.

Custom signage or that needing significant capacity or installation is contracted to outside vendors like [Manchester SPG](#).

Contact Communications for guidance.

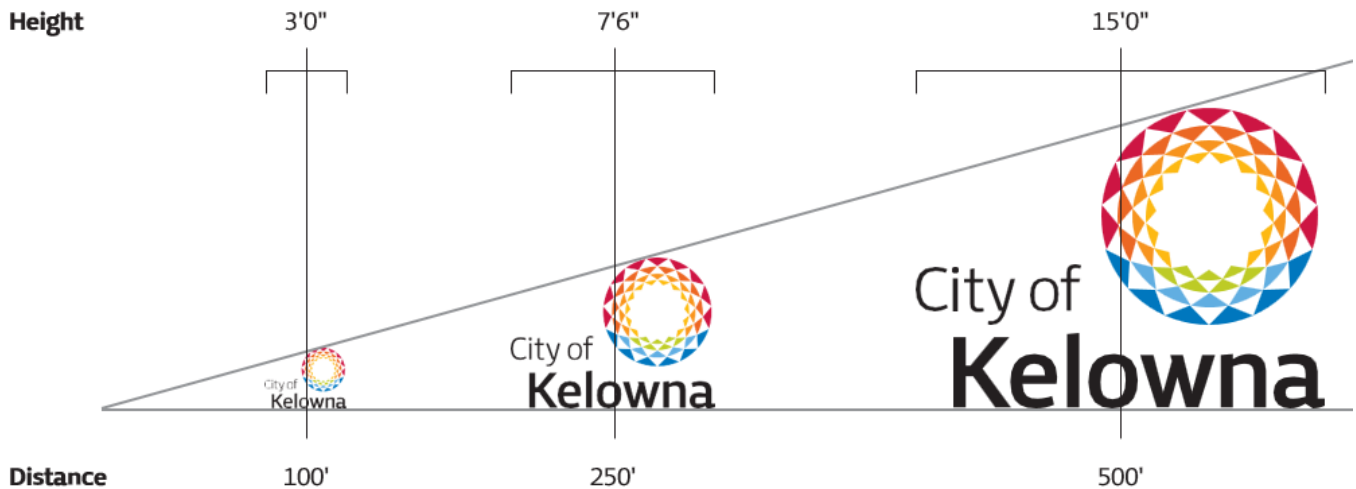
Letter Height Chart

This chart at right helps to define the optimum size of lettering in signage applications. Height is based on a capital letter. Sample: a .50" capital letter can be seen at a maximum distance of 4.25 m / 14'.

Letter Height	Max Distance	
	Metres	Feet
0.50"	4.25 m	14'
0.75"	6.70 m	22'
1.00"	8.83 m	29'
1.25"	10.97 m	36'
1.50"	13.10 m	43'
1.75"	15.54 m	51'
2.00"	17.67 m	58'
2.50"	21.95 m	72'
3.00"	26.52 m	87'
3.50"	30.78 m	101'
4.00"	35.36 m	116'
4.50"	39.62 m	130'
5.00"	44.20 m	145'
6.00"	35.04 m	174'
8.00"	70.71 m	232'
10"	88.39 m	290'
12"	106.07 m	348'
16"	141.43 m	464'
18"	159.11 m	522'
20"	176.78 m	580'
24"	212.14 m	696'
30"	265.18 m	870'
36"	318.21 m	1044'
48"	424.28 m	1392'

Letter Visibility Diagram

This diagram below helps to define the optimum size of the YLW logo for various signage applications. The figures along the top line define the best size for the logo



FACILITY SIGNAGE

Facility signage provides information identifying City-operated facilities involving buildings.

Signage Hierarchy

The City uses a coordinated signage system with thirteen distinct levels to help visitors recognize City-funded facilities and move confidently through both outdoor and indoor spaces. This structured approach ensures clear wayfinding—from the initial arrival at a site to locating a specific room inside a building. Letter size is always based on the height of a capital letter.

Level 1 – Site Entrance

Marks the main entry to a site (e.g. parks); highly visible from a distance; often placed roadside; no detailed information; includes City logo.

Level 2 – Parking Lot

Shares key details like lot name and hours; includes City logo.

Level 3 – Directional Map

Indicates specific locations (buildings, departments); placed inside the site; includes City logo.

Level 4 – Exterior Instructional Signage

Displays site-specific rules or hours, with text and/or icons.

Level 5 – Building Name

Identifies the building name on the exterior; visible from a distance; may include City logo.

Level 6 – Entrance Window

Identifies buildings operated or owned by the City; placed at main public entrances; includes City logo.

Level 7 – Entrance Lobby

Marks the main entry of a building; identifies key areas; hung from ceiling.

Level 8 – Main Directory

Provides detailed building information and directions, often near the reception area; includes City logo.

Level 9 – Hallway Wayfinding

Directs visitors within building hallways.

Level 10 – Stairwell Directory

Provides detailed building information and directions on each floor of a stairwell; includes City logo.

Level 11 – Room/Staff Name

Labels rooms with names or roles (e.g. staff titles).

Level 12 – Safety or Regulatory Signage

Provides safety information or facility policy; placed in visible areas; includes City logo.

Level 13 – Interior Instructional Signage

Icon graphics identify key areas like washrooms and safety equipment.

Custom Signage

Unique signage is branded using a custom design that follows these guidelines.



Level 1 – Site Entrance Signage

Primary level information specifying name, location, and City of Kelowna brand.

- ▶ Visible from a long distance.
- ▶ Placed typically on the roadside.

Guidelines:

- ▶ Title: white text on Lake blue (Pantone 285) background, PrivaFour, upper/lower case.
- ▶ Address: Night black (Pantone Process Black) text on white background, PrivaOne, upper/lower case.
- ▶ Yellow strip: Sun yellow (Pantone 7408), 1/6 the width of the base grid square unit.
- ▶ Dynamic icon: 30% white.
- ▶ City of Kelowna logo on white background.
- ▶ Base grid is for design only and is not visible on final sign.



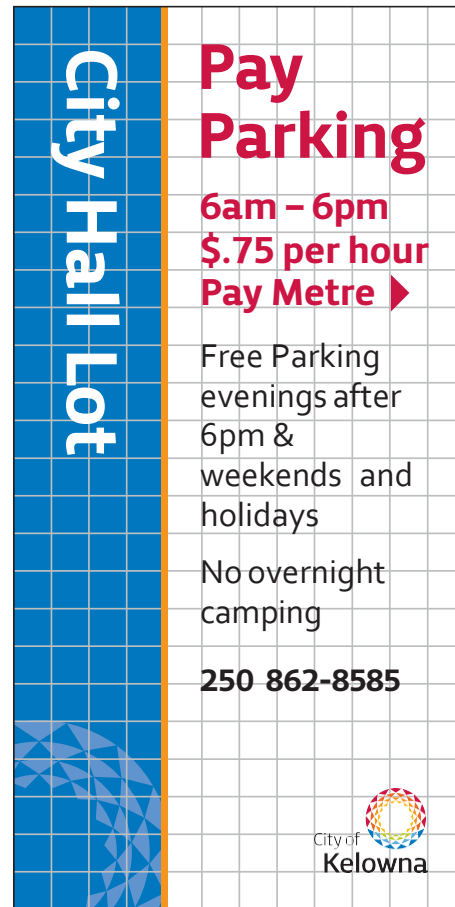
Level 2 – Parking Lot Signage

Provides information specifying parking lot site name, location, and City of Kelowna logo.

- ▶ Visible from a short distance.
- ▶ Placed at the entrance of the parking lot.
- ▶ Provides relevant information (name, hours, rates, payment methods, contact telephone number).

Guidelines:

- ▶ Lot name: White text on Lake blue (Pantone 285) background, PrivaFour, upper/lower case.
- ▶ Primary text: Summer red (Pantone 200) on white background, PrivaFour, upper/lower case.
- ▶ Secondary text: Night black (Pantone Process Black) on white background, PrivaFour, upper/lower case.
- ▶ Yellow strip: Sun yellow (Pantone 7408), 1/6 the width of the base grid square unit.
- ▶ City of Kelowna logo on white background.
- ▶ Dynamic icon: 30% white.
- ▶ Base grid is for design only and is not visible on final sign.



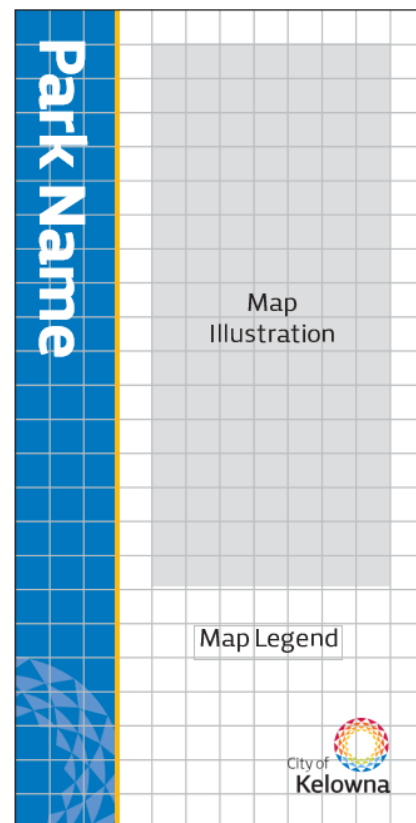
Level 3 – Directional Map

Provides directional information on site. Secondary to Level 1 signage.

- ▶ Visible from close proximity.
- ▶ Placed within the site boundaries.
- ▶ Provides direction to buildings, departments, and other amenities.

Guidelines:

- ▶ Title: White text on Lake blue (Pantone 285) background, PrivaFour, upper/lower case.
- ▶ Site information: Night black (Pantone Process Black) and white type, PrivaOne and PrivaThree.
- ▶ Yellow strip: Sun yellow (Pantone 7408), 1/6 the width of the base grid square unit.
- ▶ City of Kelowna logo on white background.
- ▶ Base grid is for design only and is not visible on final sign.



Level 4 – Exterior Instructional Signage

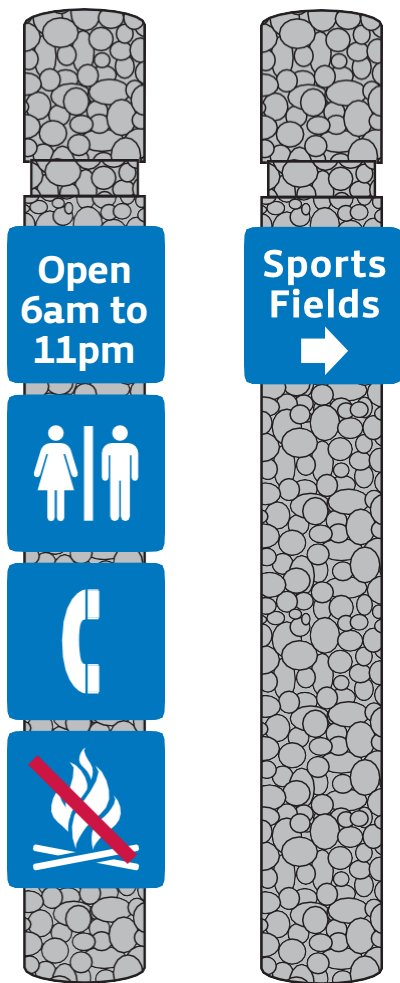
Provides site-specific information by text and/or icons.

- ▶ Visible from close proximity.
- ▶ Placed close to described amenities.
- ▶ Icons preferred over text.

Guidelines:

- ▶ White text or icons on Lake blue (Pantone 285) background.
- ▶ Font: PrivaThree, upper/lower case.
- ▶ Red slash: Summer red (Pantone 200).

Note: consult the City Sign Shop for a full list of instructional signage.



Level 5 – Building Name

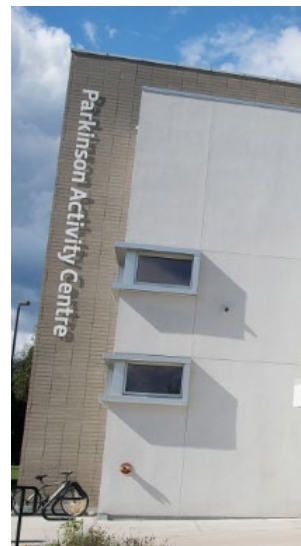
Lettering

Primary level information for highly visible public facilities specifying site facility name. This signage works in conjunction with entrance window signage that has the City of Kelowna logo.

- ▶ Visible from a long distance.
- ▶ Placed directly on building.
- ▶ Building name.

Guidelines:

- ▶ White or Night black (Pantone Process Black) lettering on contrast background.
- ▶ Font: PrivaThree or PrivaFour font at designer discretion, upper/lower case.



Plaque (2025)

Primary level information for non-public City facilities specifying site facility name, location, and City of Kelowna logo.

- ▶ Visible from a long distance.
- ▶ Placed on front of or directly on key building.
- ▶ Building name, address and City logo.

Guidelines:

- ▶ Title: Night black (Pantone Process Black) text; PrivaFour font in upper/lower case; font size equal to double-K; padding equal to double-K height on sides and single-K between lines.
- ▶ Address: night black (Pantone Process Black) text; PrivaTwo font in upper/lower case; font size equal to single-K height; padding equal to double-K height on all sides.
- ▶ City logo: cutout on night black background (Pantone Process Black); padding equal to double-K height.
- ▶ Alupanel substrate with low sheen or matte finish, commons sizes:
 - **Single-line:**
 - Double-line: 2.5’ or 4’ height.
- ▶ Sizes at minimum 35’ distance:
 - Single-line: 2.15’ high substrate, 1’ logo height.
 - Double-line: 2.35’ high substrate, 1’ logo height.
- ▶ Sizes at maximum 200’ distance:
 - Single-line: 12.9’ high substrate, 6’ logo height.
 - Maximum: 13.9’ high substrate, 6’ logo height.



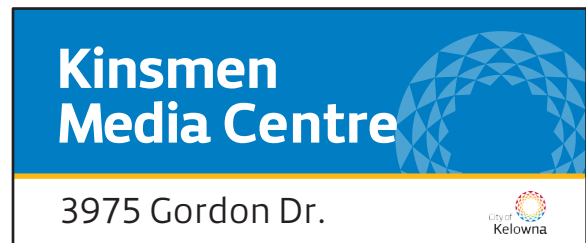
Plaque (2010)

Primary level information for outdoor recreation facilities specifying site facility name, location, and City of Kelowna logo.

- ▶ Visible from a long distance.
- ▶ Placed on front of or directly on key building.
- ▶ Building name, address and City logo.

Guidelines:

- ▶ Title: White text on Lake blue (Pantone 285) background, PrivaFour upper/lower case.
- ▶ Address: Night black (Pantone Process Black) text on white background, PrivaOne upper/lower case.
- ▶ Yellow strip: Sun yellow (Pantone 7408), 1/6 the width of the base grid square unit.
- ▶ City logo on white background.
- ▶ Dynamic icon: 30% white.



Level 6 – Entrance Window

Signage placed directly on the unit or building window identifying it as City of Kelowna owned and/or operated.

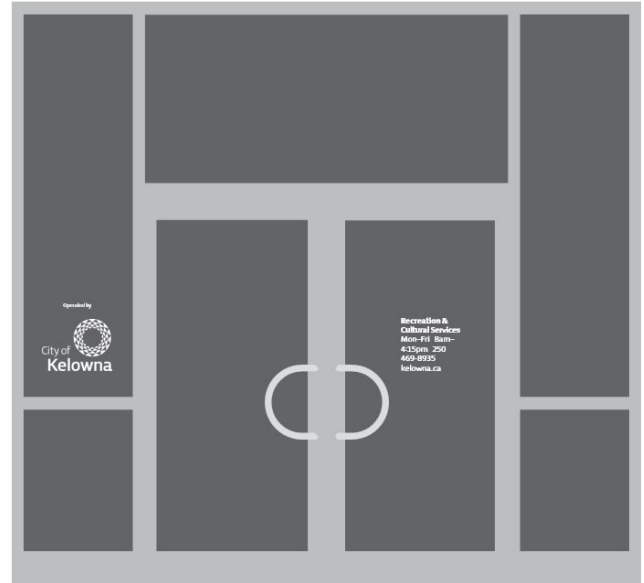
- ▶ Operated By – when City if the tenant.
- ▶ Owned By – when City is the owner but not the operator.
- ▶ Logo – when City is the owner and operator.

Guidelines:

- ▶ Department/Branch name: PrivaThree .75" letter height, upper case, 1.25" space between baselines.
- ▶ Hours and contact information: PrivaOne .75" letter height, upper case, 1.25" space between baselines.
- ▶ City logo: 11" wide, produced in white vinyl.
- ▶ Bounding box optional: Avery Etchmark Frosted Vinyl.

Size and installation:

- ▶ Top of City of Kelowna logo and primary tenant text starts 60" above grade.
- ▶ Signage size is unique to each placement and must be resolved before the sign is de- signed to avoid unintentional sizing errors.
- ▶ Consult Communications for unusual placements.



Operated by



Owned by



Level 7 – Entrance Lobby

Signage hung from ceiling near main building entrances providing the first wayfinding directions.

- ▶ Visible from close proximity.
- ▶ Hung from ceiling near main building entrances.
- ▶ Provides direction to reception or key areas.

Guidelines:

- ▶ White text on Rock gray (Pantone Cool Gray 11) background OR Night black (Pantone Process Black) text on silver Alupanel substrate.
- ▶ Font: PrivaTwo, upper/lower case, 2" letter height.
- ▶ Size: Standard 34" wide x 19" height can be customized.

Note: Design files are available from Communications.



Level 8 – Main Directory

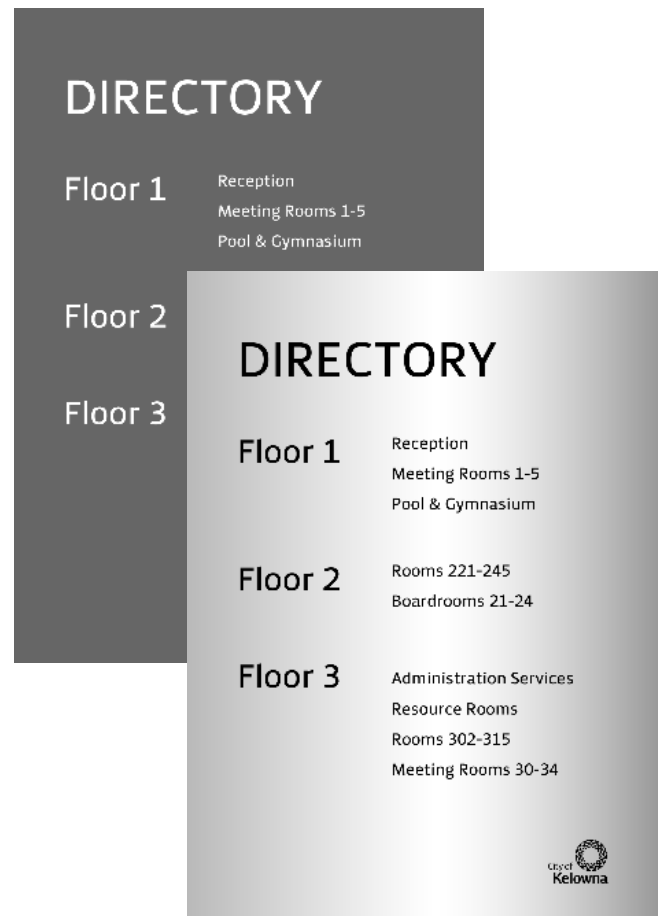
Signage affixed to wall near reception area or focus point in building lobby, providing detailed building information and directions and identifying the building as a City facility.

- ▶ Visible from close proximity.
- ▶ Affixed to wall near reception area or main lobby.
- ▶ Provides direction to floors and rooms.

Guidelines:

- ▶ White text on Rock gray (Pantone Cool Gray 11) background OR Night black (Pantone Process Black) text on silver Alupanel substrate.
- ▶ Title: PrivaTwo, upper case, 2.5" letter height.
- ▶ Floors: PrivaTwo, upper/lower case, 1.5" letter height
- ▶ Areas: PrivaTwo, upper/lower case, 1" letter height
- ▶ Logo: bottom right, remove if alternate logo needed.
- ▶ Size: Standard 24" wide, height can be customized.

Note: Design files are available from Communications.



Level 9 – Hallway Wayfinding

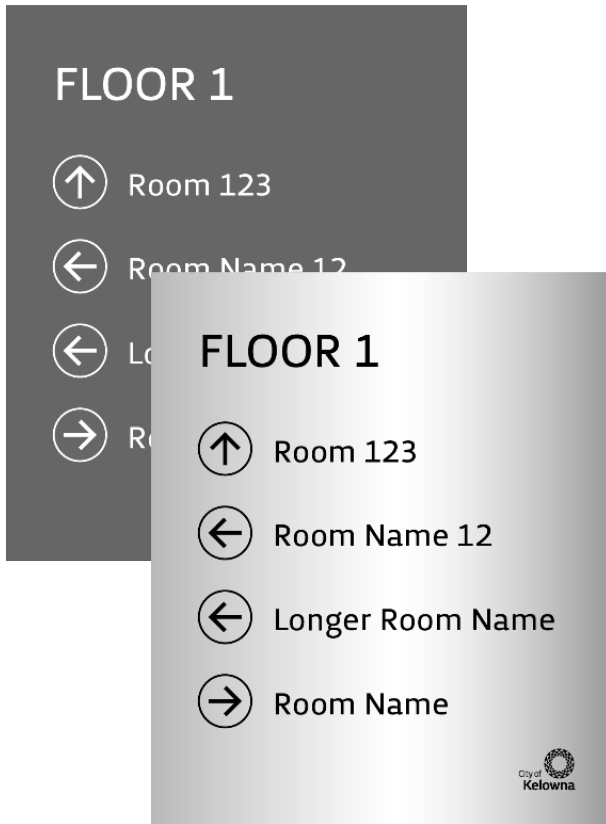
Signage hung from ceiling near hallway entrances providing the second wayfinding directions.

- ▶ Visible from close proximity.
- ▶ Hung from ceiling near building hallways.
- ▶ Provides direction to rooms on floor.

Guidelines:

- ▶ White text on Rock gray (Pantone Cool Gray 11) background OR Night black (Pantone Process Black) text on silver Alupanel substrate.
- ▶ Title: PrivaTwo, upper case, 1.5" letter height.
- ▶ Areas: PrivaTwo, upper/lower case, 1" letter height.
- ▶ Logo: bottom right, remove if alternate logo needed.
- ▶ Size: Standard 14.5" wide, height can be customized.

Note: Design files are available from Communications.



Level 10 – Stairwell Directory

Signage affixed to wall on every floor inside stairwell, providing detailed building information and directions and identifying the building as a City facility.

- ▶ Visible from close proximity.
- ▶ Affixed to wall inside stairwell on every floor.
- ▶ Provides direction to floors and rooms.

Guidelines:

- ▶ White text on Rock gray (Pantone Cool Gray 11) background OR Night black (Pantone Process Black) text on silver substrate.
- ▶ Title: PrivaTwo, upper case, 1.5" letter height.
- ▶ Floors: PrivaTwo, upper/lower case, 1" letter height.
- ▶ Areas: PrivaTwo, upper/lower case, 0.5" letter height.
- ▶ Logo: bottom right, remove if alternate logo needed.
- ▶ Size: Standard 14" wide, height can be customized.



Guidelines for Floor Number Sign:

- ▶ White text on Rock gray (Pantone Cool Gray 11) background OR Night black (Pantone Process Black) text on substrate.
- ▶ Title: PrivaTwo, upper case, 2.5" letter height.
- ▶ Size: Standard 14" x 4" size.



Level 11 – Room/Staff Name

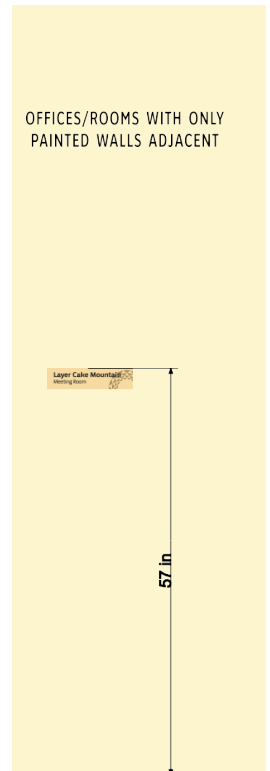
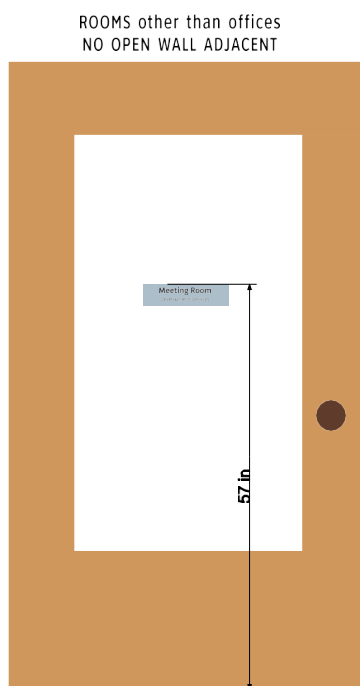
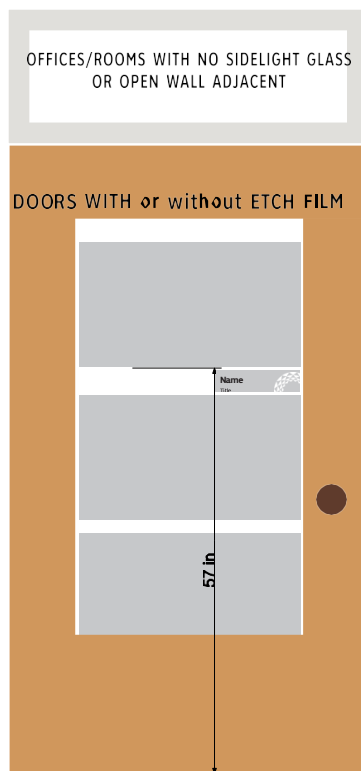
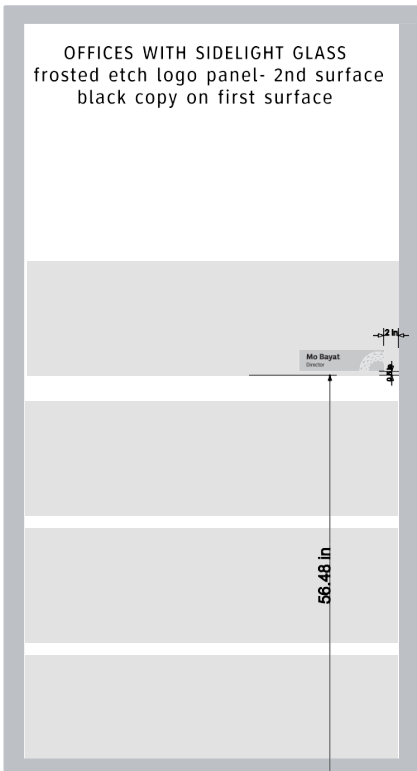
Signage affixed near doorways providing the room name or its regular occupant.

- ▶ Visible from close proximity.
- ▶ Concise detailed information.

Guidelines:

- ▶ Night black (Pantone Process Black) text on silver Alupanel substrate or Avery Etchmark Frosted Vinyl.
- ▶ Name: PrivaTwo upper case, 1" letter height.
- ▶ Secondary: PrivaTwo upper case, .5" letter height.
- ▶ Dynamic Icon at right, remove if alternate needed.
- ▶ Size: 14" wide x 2.8" height.

Note: Design files are available from Communications.



Level 12 – Safety or Regulatory Signage

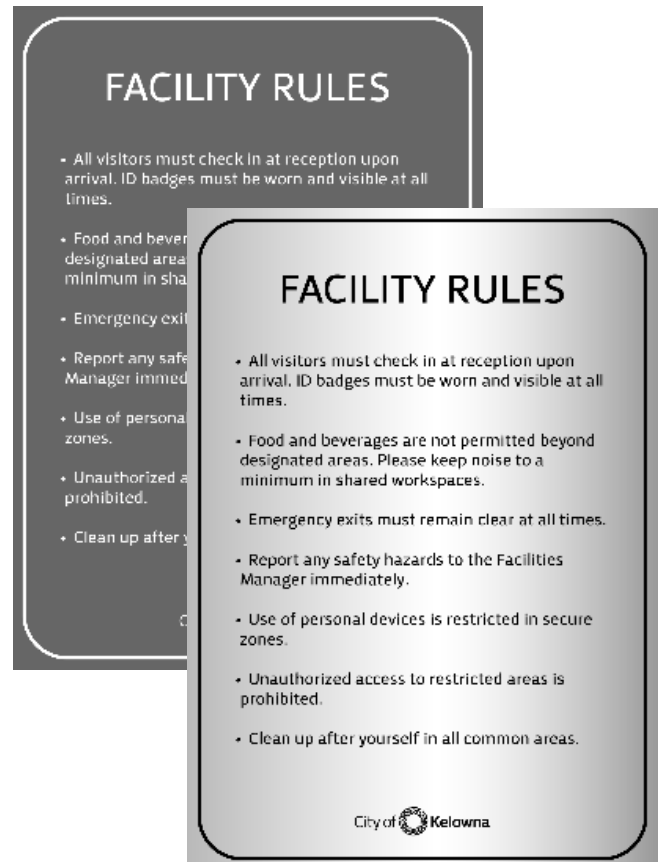
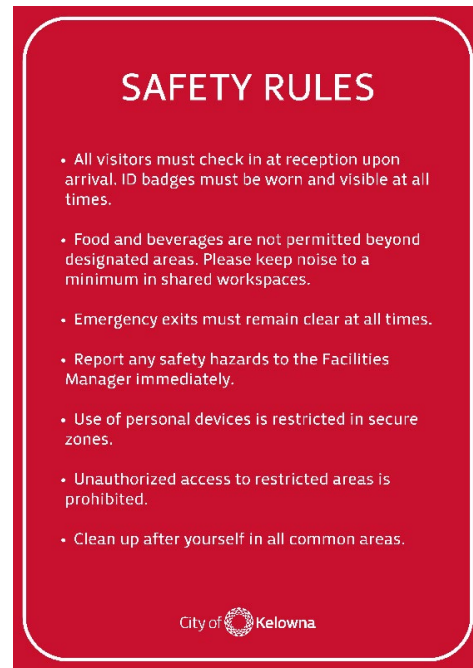
Signage affixed to wall near reception area or focus point in building lobby, providing detailed building information and directions and identifying the building as a City facility.

- ▶ Visible from close proximity.
- ▶ Affixed to wall in visible areas.
- ▶ Provides information about facility rules or safety.

Guidelines:

- ▶ Safety: White text on non-brand red (Pantone 186 C)
- ▶ Regulatory: White text on Rock gray (Pantone Cool Gray 11) background OR Night black (Pantone Process Black) text on silver Alupanel substrate.
- ▶ Title: PrivaTwo, upper case, 2" letter height.
- ▶ Text: PrivaTwo, upper/lower case, 0.85" letter height.
- ▶ Logo at bottom right.
- ▶ Bounding box with rounded corners.
- ▶ Size: Standard 24" wide x 34" height can be customized.

Note: Design files are available from Communications.



Level 13 – Interior Instructional Signage

Signage with icons identify key areas like washrooms, stairwells, and safety equipment.

- ▶ Visible from close proximity.
- ▶ Placed close to described amenities.
- ▶ Affixed directly to wall or attached perpendicularly.
- ▶ Icons preferred over text.

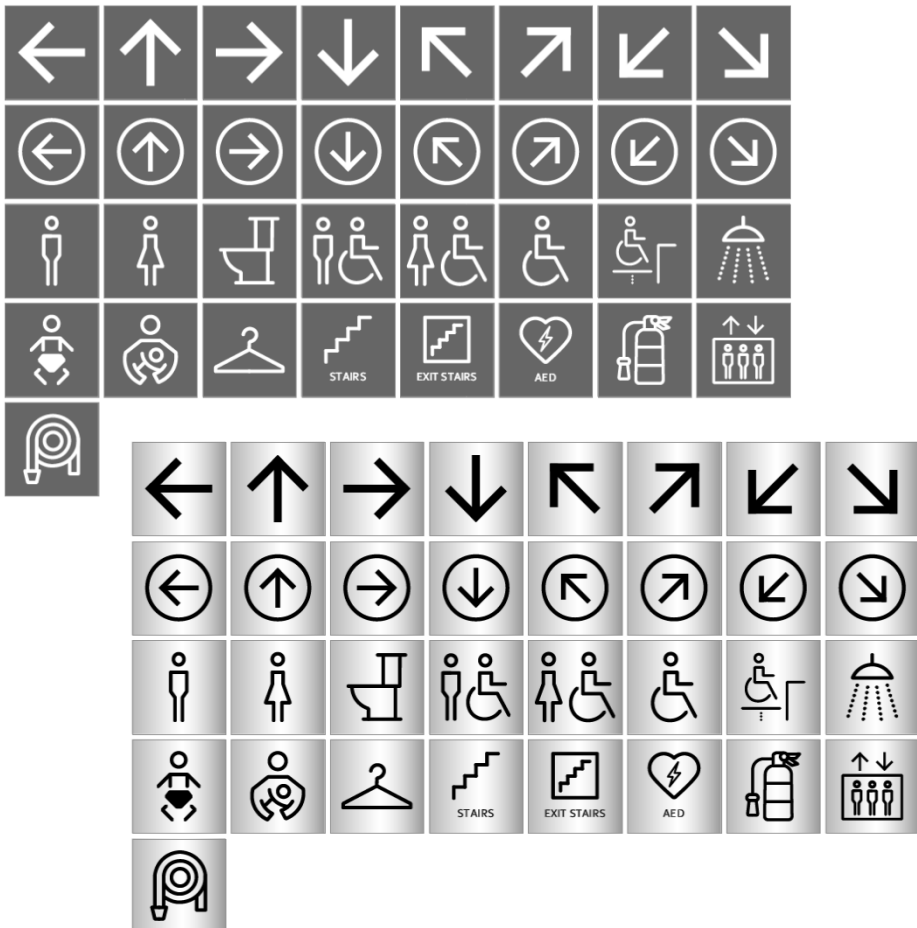
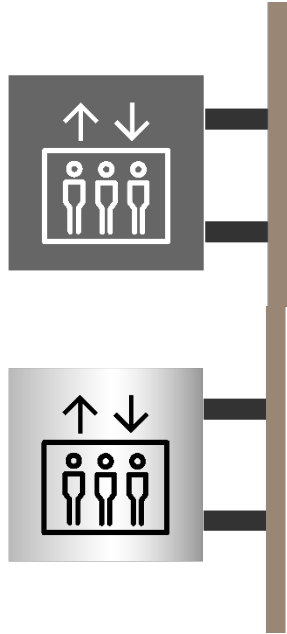
Guidelines:

- ▶ White on Rock gray (Pantone Cool Gray 11) background OR Night black (Pantone Process Black) on silver Alupanel substrate.
- ▶ Size: standard 14" wide x 14" height

Note: Design files are available from Communications.

Installation:

- ▶ Mounted directly on or perpendicularly to wall.



Custom Signage

Signage that is used at unique locations can be branded using a custom design following the logo usage guidelines.

Example shown here uses frosted vinyl for the Dynamic Icon. White vinyl is used for the logo, office hours, and department name.

No department or branch of the City of Kelowna will develop a customized special signage design without the written permission of Communications.

Specific guidelines:

- ▶ Department/Branch: PrivaThree .75" (capital letters) with 1.25" space between baselines, upper- and lower-case text.
- ▶ Hours and contact information: PrivaOne .75" (capital letters) with 1.25" space between baselines, upper- and lower-case text.
- ▶ City of Kelowna logo: 11" wide. Note: Letter size is based on the height of a capital letter.



PARK & PATHWAY SIGNAGE

Provides information identifying City-maintained urban park and recreation spaces. Signage follows a hierarchy.

Level 1A – Site Entrance Signage

Oblong Signage

Primary level information specifying name, location, and City of Kelowna brand.

- ▶ Visible from a long distance.
- ▶ Placed typically near a pedestrian pathway.

Guidelines:

- ▶ In development.



Level 3 – Directional Signage

Shared Use Path Posts

Provides directional information to City landmarks.

- ▶ Visible from close proximity.
- ▶ Placed at important pedestrian pathway intersections.

Guidelines:

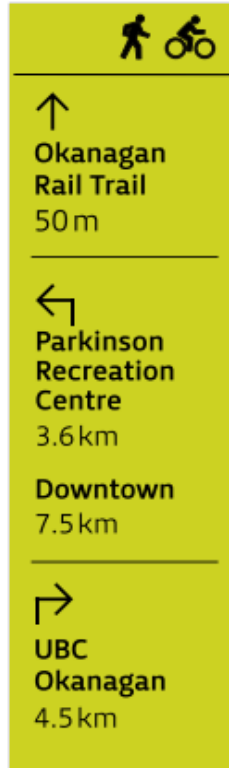
- ▶ Header and directional panel: Powercoated aluminium (or similar) tray. Match City of Kelowna Spring brand colour - PMS 390. Lettering and icons screen-printed or high performance vinyl (or similar) in PMS process black.
- ▶ Lower panel: Powercoated aluminium (or similar) tray. RAIL colour 7047. Lettering, icons and logo screenprinted or high performance vinyl (or similar) in PMS process black.
- ▶ Footer: Light polish gray concrete block.
- ▶ Top Cap: panted steel (or similar) top cap to prevent moisture running down inside of unit.
- ▶ External Frame: shot peened stainless steel (or similar matte finish), acid etched (or similar) lettering.



Top Cap

Size: 360mm x 5mm

Header Panel



Size: 360mm x 110mm

Directional Panel
Size: 360mm x 1110mm

Lower Panel
Size: 360mm x 850mm



Footer
Size: 360mm x 150mm

External Frame: 75mm wide

PROGRAM SIGNAGE

Provides information identifying City of Kelowna operated programs, includes City of Kelowna logo and sponsor name.

- ▶ Partially visible from a long distance.
- ▶ Detailed information.

Guidelines:

- ▶ Program title: PrivaFour white text on Lake blue (Pantone 285) background.
- ▶ Sponsor title: PrivaThree white text on Lake blue (Pantone 285) background.
- ▶ Contact information: PrivaOne, Night black (Pantone Process Black) text on white background.
- ▶ Yellow strip is Sun yellow (Pantone 7408). Yellow strip is 1/6 the width of the base grid square unit.
- ▶ City of Kelowna logo on white back- ground.
- ▶ Base grid is for design only, and is not visible on final sign.



PROJECT SIGNAGE

Provides project specific information, City Logo and contact information. May include value, completion date, and partner names and logos.

- ▶ Partially visible from a long distance.
- ▶ Detailed information.

Broad Guidelines:

- ▶ White text on Winter blue mosaic background.
- ▶ Night black text on white background.
- ▶ Priva font preferred.
- ▶ City logo on white background.
- ▶ Partner logos must be sized as per guidelines.

Note: City Sign Shop has templates.

Project Title in 3-5 Words Here

Location or simple project description (optional)
Value: \$X.X million

Completion: Season, Year
Contractor: Company, Tel (optional)
Consultant: Company, Tel (optional)



250-469-8500 | kelowna.ca/cityprojects

Project Title in 3-5 Words Here

Location or project description (optional)
Value: \$X.X million

Name of Grant Funding
Grant Contribution: \$XXX,XXX

Completion: Season, Year
Contractor: Company, Tel (optional)
Consultant: Company, Tel (optional)




250-469-8500 | kelowna.ca/cityprojects

Project Title in 3-5 Words Here

Value: \$X.X million

Enter project description here for people walking by the sign. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed velit risus, cursus vel nibh quis, tempor tristique dolor. Mauris vel tellus vel erat suscipit auctor at in ipsum. Proin euismod, justo vel volutpat sollicitudin, velit eros tempor tortor, vel placerat mauris libero a libero. Aenean ut sagittis neque. Integer quis quam sed magna hendrerit bibendum. Sed at justo sed sem congue elementum. Nam id sollicitudin dolor. Proin placerat metus ac massa euismod, et imperdiet lectus sollicitudin. Integer mattis commodo sem non placerat. Donec in dignissim nunc.

Completion: Season, Year
Contractor: Company, Tel (optional)
Consultant: Company, Tel (optional)



250-469-8500 | kelowna.ca/cityprojects



Project Title in 3-5 Words Here

Location or project description (optional)
Value: \$X.X million

Name of Grant Funding
Grant Contribution: \$XXX

Enter project description here for people walking by the sign. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed velit risus, cursus vel nibh quis, tempor tristique dolor. Mauris vel tellus vel erat suscipit auctor at in ipsum. Proin euismod, justo vel volutpat sollicitudin, velit eros tempor tortor, vel placerat mauris libero a libero. Aenean ut sagittis neque. Integer quis quam sed magna hendrerit bibendum. Sed at justo sed sem congue elementum. Nam id sollicitudin dolor. Proin placerat metus ac massa euismod, et imperdiet lectus sollicitudin. Integer mattis commodo sem non placerat. Donec in dignissim nunc.

Completion: Season, Year
Contractor: Company, Tel (optional)
Consultant: Company, Tel (optional)



250-469-8500 | kelowna.ca/cityprojects




VEHICLE BRANDING

The City of Kelowna applies separate branding styles to protective services vehicles versus other types of vehicles.

Types of Vehicles

Protective Services Vehicles

Vehicles for the Kelowna Fire Department, Bylaw Services, and Traffic Bylaw Enforcement identify both the department name and the City logo, as well as the City Coat of Arms or historical logos in select cases.

Fleet vehicles

Vehicles for City operations feature the City of Kelowna logo alone, allowing the City to repurpose fleet vehicles between departments.

Electric Vehicles

Electric vehicles will be marked with this icon:



For future consideration, other possible icons include:



Protective Services Vehicles

Fire Services

Kelowna Fire Department vehicles display the historical department logo and sub-brand logo. Decorative Reflective striping elements increase vehicle visibility.

- ▶ Historical logo on front doors.
- ▶ Vehicle name on rear doors.
- ▶ Sub-brand logo on rear of truck

Note: The original Kelowna Fire Department logo crest was created in the 1930s and has been grandfathered into the visual identity guidelines.

Guidelines:

- ▶ Historical logo: Gold, width to suit equipment
- ▶ City logo: 8 inches wide min, Historical Yellow.
- ▶ Bands in Historical Yellow.
- ▶ Fleet ID number: PrivaThree font, 1.5 inches in height.



GOLD

C21 M40 Y88 K2
Hex C99841



**HISTORICAL
YELLOW**

C5 M43 Y87 K0
R237 G158 B61
HTML ED9E3D



NIGHT

Pantone Process Black
Co Mo Yo K100
Vinyl A4090-O
R30 G30 B30

Bylaw Services

Bylaw Services vehicles display the Coat of Arms and City logo to project authority. Decorative wrapping elements increase vehicle visibility.

- ▶ City logo and service name on front doors.
- ▶ Graphic band and vehicle number on sides and back.
- ▶ Coat of Arms and service name on graphic band.
- ▶ Service name on front.
- ▶ Vehicle number and electric vehicle icon on back.

Guidelines:

- ▶ Service name on front door: Night black, PrivaFour font, upper case, 8 inches in height (or smaller to fit door frame).
- ▶ City logo: 17 inches in width.
- ▶ Coat of Arms: 2.5 inches in width.
- ▶ Graphic band in Lake blue, 1.25 inches in height.
- ▶ Service name on graphic band and front: PrivaThree font, 1.25 inches in height.
- ▶ Vehicle number: PrivaThree font, 1.75 inches in height.
- ▶ Reflective band (back) in Lake blue and white, 2 inches in height.
- ▶ Electric vehicle icon: 4 inches in height.



Traffic Bylaw Enforcement

Traffic Bylaw Enforcement vehicles display the City logo and service name. Decorative wrapping elements increase vehicle visibility.

- ▶ City logo on front doors.
- ▶ Contractor logo on rear passenger doors (if applicable).
- ▶ Service name on side and back strips.
- ▶ Electric vehicle icon on back.

Guidelines:

- ▶ Service name: Lake blue, PrivaFour font, upper case, 2 inches in height.
- ▶ City logo: 17 inches in width.
- ▶ Contractor logo: 10 inches in width.
- ▶ Graphic band (side) in Lake blue, 1.25 inches in height.
- ▶ Vehicle number: PrivaThree font, 1.25 inches in height.
- ▶ Electric vehicle icon: 4 inches in height.
- ▶ Reflective band (back) in Lake blue and white, 2 inches in height.



Fleet Vehicles

General-Use

Vehicles used by departments other than protective services display the City logo. Most vehicles are white.

- ▶ City logo on front doors, colour icon.
- ▶ Provincial Electric vehicle icon on back.

Guidelines:

- ▶ City logo: 15 inches in width, full colour icon, black text. Vehicles other than white may use solid black icon or other suitable contrasting colour.
- ▶ Vehicle number: PrivaThree font, 1.5 inches in height. Standard is black vinyl lettering, or best contrasting colour if vehicle not white.
- ▶ Electric vehicle icon: 5 inches in width.



Non-White Vehicles

Use the solid white or black logo on City vehicles and equipment that are painted a colour that will conflict with the coloured logo.



FOR 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.

To maintain quality standards, it is important to work from original files. Versions of the logo are available from Communications.

Written permission to use City of Kelowna logos or sub-brands by a third party must be provided by Communications.

Document History

Effective Date	Description of Action	Approver
2025-2-X	Reflects Changes: video styles, facility and vehicle signage.	L. Corcoran, Director, Communications
2025-1-27	Reflects Changes: new video production & promotional items.	L. Corcoran, Director, Communications



City of
Kelowna

City Hall
1435 Water Street
Kelowna, BC
V1Y 1J4

TEL 250-469-8500
kelowna.ca/brand