Visual identity guidelines

February 8, 2019

Brandon
brings you back.

The Brandom tourism logo

The Brandon tourism logo is an authentic and unique expression of our new brand, "Brandon brings you back". Consistent application and careful stewardship of the visual asssets that make up this brand are key.

The following pages outline the key elements that make up the visual aspects of the brand and how they should be applied.

Protected space

A sufficient amount of clean space around the logo preserves its impact and integrity. This "safe area" must be maintained at all times.

The safe area is equivalent to the height of the tagline, from the top of the small letter "b" to the bottom of the letter "g".

Safe area

Minimum size

The minimum allowable size of the logo has been reached when the width of the logo is 1.5 inches.

Note: There may be rare occasions such as merchandise (pens, etc.) that require the logo to be smaller. Please consult Brandon brand stewards in these instances.

NOTE: Always use digital files supplied by the brand stewards. Do not attempt to reset elements of the logo or build another configuration.

Minimum size
1.5 inch

The Brandon tourism logo
logo versions

There are several versions of Brandon logo. The table below will help to determine which one to use and how to apply it.

Full colour (CMYK)

The full colour logo is the preferred version and should be used wherever possible. When a piece is produced in colour, use the full colour (CMYK) logo. Always use on a white or very light background.

Black and white

Use this version is for black and white applications. The black and white version is for use on light backgrounds in black-only applications. It should not be used on a full colour piece.

Greyscale reverse version

The colour reverse version logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.

Reverse

Use this version when there is need for the logo to be reversed and maximum legibility is needed. This version of the logo may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.

The Brandon
tourism logo colours

Shown below are the specific colours used in the Brandon tourism logo. When printing in full colour, always refer to these colours to ensure accurate reproduction, and never alter the logo colours in any way.

Use the CMYK ".eps" version for printing in full colour. Use the RGB ".jpg" or ".png" versions for digital and online applications.

CMYK

PMS: 2955 CP
CMYK: 100 60 10 53

PMS: 7673 CP
CMYK: 81 74 16 0

PMS: 2391 CP
CMYK: 86 23 16 9

PMS: 2047 CP
CMYK: 18 85 17 21

PMS: 7418 CP
CMYK: 8 83 55 5

PMS: 2348 CP
CMYK: 0 76 65 0

PMS: 158 CP
CMYK: 0 62 95 0

PMS: 2012 CP
CMYK: 0 45 100 0

RGB

HTML: 003865
RGB: 0 56 101

HTML: 53486
RGB: 83 84 134

HTML: 7461 CP
RGB: 98 24 1 3

HTML: 0081A6
RGB: 0 129 166

HTML: CD545B
RGB: 205 84 91

HTML: E5554F
RGB: 229 85 79

HTML: E87722
RGB: 232 119 34

HTML: EF9600
RGB: 239 150 0

Typography

Typography communicates the personality and tone of the Brandon tourism brand. It is important to be consistent in the application of typography in order to build and maintain a cohesive visual identity. The fonts used in Brandon tourism brand are identified in this section.

"Core Sans M" is the primary headline font for the Brandon brand. "Gotham" is used for subheads, body copy and content. The variety of weights of Gotham such as book, medium and bold may be used to provide some contrast in communications materials such as brochures, posters or online applications.

Headline Fonts

Core Sans M

Core Sans M 45

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Core Sans M 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Core Sans M 65

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Core Sans M 75

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Subhead and Body Copy Fonts

Gotham

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NOTE: The fonts Core Sans M and Gotham can be purchased at myfonts.com and typography.com respectively.

Colour palettes

The Brandon colour palette is made up of a variety of hues inspired by the spectacular prairie skys and beautiful rolling hills of the region.

The cool colour palette is the primary palette. The warm colour palette can be used sparingly as accents on any given piece or to differentiate sections in a multi-page document for example.

NOTE: When adding swatches in Adobe InDesign or Illustrator, choosing Pantone + Color Bridge Coated will give you the CMYK equivalents to the colours shown here.

CMYK Palette

PMS: 2955 CP
CMYK: 100 60 10 53

PMS: 7673 CP
CMYK: 81 74 16 0

PMS: 2391 CP
CMYK: 86 23 16 9

Primary cool colour palette

PMS: 2047 CP
CMYK: 18 85 17 21

PMS: 7418 CP
CMYK: 8 83 55 5

PMS: 2348 CP
CMYK: 0 76 65 0

PMS: 158 CP
CMYK: 0 62 95 0

PMS: 2012 CP
CMYK: 0 45 100 0

Secondary warm colour palette

Photography

Approach

The imagery for this brand aligns with the Travel Manitoba approach to photography. The idea is to show people who are visiting Brandon and surrounding area engaged in a particular activity. Including people transports our audience to the scene, allowing travellers to see themselves enjoying a new, immersive experience.

Subject

As a general rule, the people in the ads should not be looking at the camera. Rather they should be engaged in what they are doing, either enjoying the view, or taking part in an activity. Show our travellers as individuals or small groups as they make an emotional connection to a place.

Setting

The advertising imagery is a storytelling approach in the sense that every element in the composition contributes to create an image that works in tandem with the headline. For example, if the headline speaks to "Exploring the past," the image should support that message in the best possible way. Always show authentic images of Brandon.

NOTE: The images in this guide are "concept" images made up of found imagery. Always use authentic, original photography.

Cell from an sample animated online ad.

Sample print ad.

Photography (continued)

Composition

Careful planning is needed to ensure the images will work in a variety of formats and still have adequate space for the headline. Remember to use images that contain large "clean" areas such as sky to accommodate headlines or copy.

One way to ensure key campaign imagery has the required flexibility is to composite the images. In this case the foreground subject is shot against a clean backdrop to allow for easy close cutting. The environment is shot separately. These two layers are then composited in Photoshop.

Take note of the size of the main subject in relation to the frame in this example. They make up less than half. In some cases the subject will make as little as 10% of an image. This allows the needed space for headlines and the need to resize the ads. Also note how there is a lot of "clean" areas. Avoiding images that are too busy is critical. Often, the need exists to "extend" areas of the sky or the environment in Photoshop, so, when planning photoshoots, capture plenty of "environment" in the shots.

The alternative to shooting people in the environment is to photograph a person in studio and the environment separately. The image is then layered together in Photoshop. This works well when the person is in the foreground. It allows for maximum flexibility in composing and resizing ads. The main consideration with this approach is to achieve lighting in the studio shot that is compatible with the background lighting.

Page layout

The full colour logo should always appear on white or a very light colour. It always appears on the bottom right of ads. A white bar contains the logo and body copy as shown below.

A graphic element has been developed to frame creative. It creates interest and gives materials a degree of additional customization. It is used primarily in advertising usually on the bottom of an ad or vertically on small horizontal ads.

Graphic element

The graphic element is primarily used in advertising. It acts as a "base" element that helps draw the eye to the sign off area. On most applications, it appears on the bottom of the piece. In extreme horizontal applications such as online leaderboard ads, the grahic element can be used vertically on the right side.
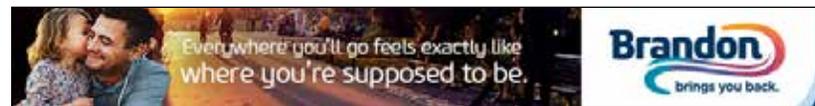
Sample online and print ads.

NOTE: The URL "Brandontourism.com" is for placement only.
Final URL has yet to be determined.