

Corporate Identity Guide

Revised: March 2026

Comox Valley
REGIONAL DISTRICT



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CHAPTER 1

CVRD Standards



CVRD Core Values



Collaboration

- Consensus building, teamwork
- Internal, external and stakeholder engagement



Service

- Resident focus that is accessible, honest, fair, trustworthy
- Support each other, respect each other, empower each other



Sustainability

- Protect natural systems and maintain balance for future generations
- Balance interests, priorities, and manage risk



Accountability

- Transparent, fiscally responsible, efficient, reliable
- Personal, collective and community focused

Why is Corporate Identity Important?

Consistency is the key to any successful organization. Having a corporate identity and standards in place ensures uniformity throughout the organization and in the eyes of residents within the region. Regionally we want to be leaders, easily recognizable and seen as a trusted entity.

The Comox Valley Regional District (CVRD) is a complex organization with many audiences. The messages we create both internally and externally need to project credibility. Whatever we might be communicating; an internal email, telephone conversation, display advertisement, educational brochure, even directional signage, everything needs to demonstrate professionalism.

CVRD Vision Statement

The Comox Valley Regional District is a partnership of three electoral areas and three municipalities providing sustainable services for residents and visitors to the area. The local governments work collaboratively on services for the benefit of those living and visiting the diverse urban and rural areas of the Comox Valley.

Communicating Value

The tone of all communication needs to be professional, clear, positive, transparent and approachable. Plain, active language is an important aspect for all our communication. Try to keep messages simple and avoid jargon.

A general rule for writing is to keep the language at a grade six to eight reading level. That way you are ensuring clear, simple messaging that will be easily understood.

The CVRD Corporate Identity Guide will use the Canadian Press (CP) Stylebook as a tool and reference for all communications. This guide will not cover every element within the CP Stylebook but will focus on some of the standards, common mistakes, and recurring questions that are frequently asked internally.

It also should be noted that this guide will build on the CP Stylebook to create an overall CVRD Corporate Identity to create consistency throughout the organization.

To help with internal consistency, branch assistants across the organization have been provided a revised copy of the CP Stylebook and the Caps and Spelling handbook, as well as a copy of this guide, for reference.

Questions Regarding This Guide?

This guide is a living document and will undergo reviews. Please do not hesitate to contact the Communications and Engagement team at: **communications@comoxvalleyrd.ca** or: **250-334-6063**.



Internal Workflows

Engagement Process

Depending on the type of project and capacity available with the Communications and Engagement team, there are three possible ways the engagement process will go:

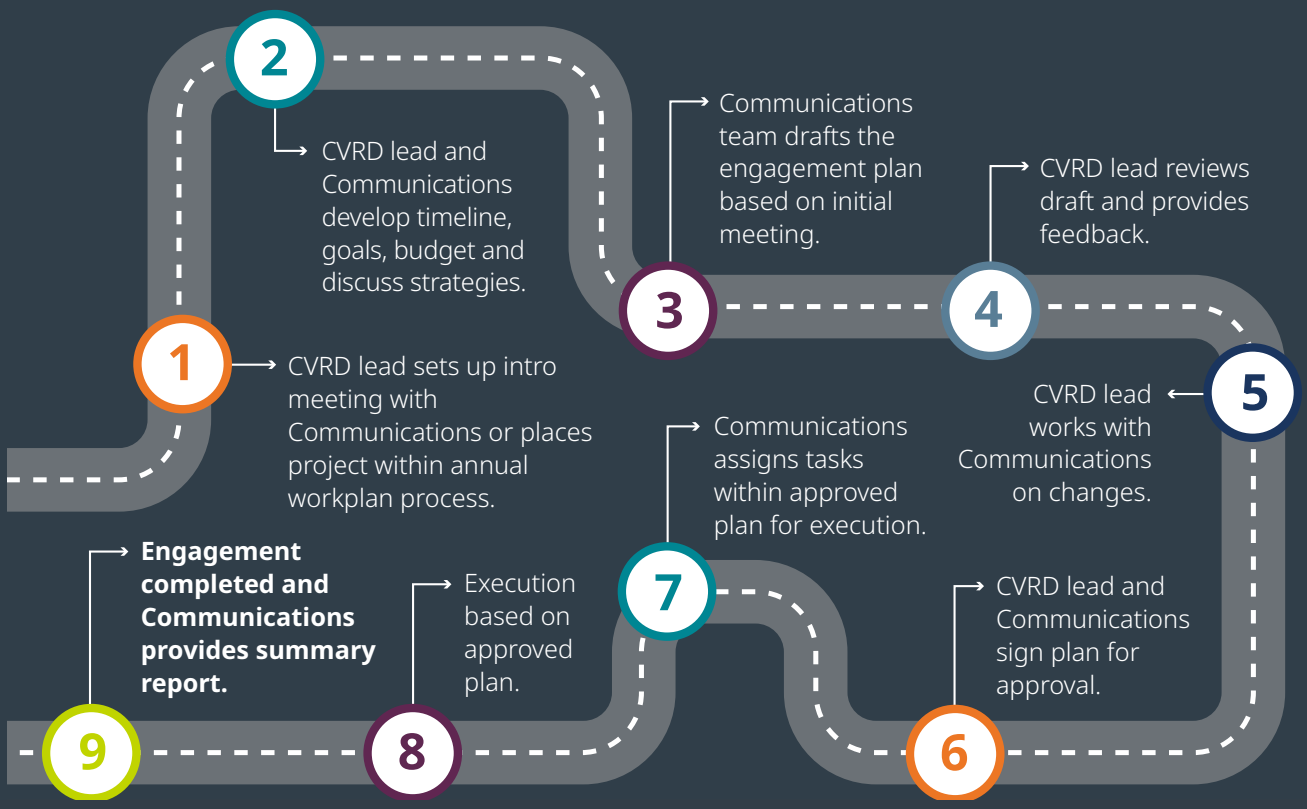
- Communications-Led
- Communications-Led with Consultant
- Department-Led with Consultant

Although all three of the process types will involve the Communications and Engagement team, it's important to determine the most suitable process before an engagement or project has begun.

Have questions or need assistance? Email **communications@comoxvalleyrd.ca** or put in a SharePoint request.

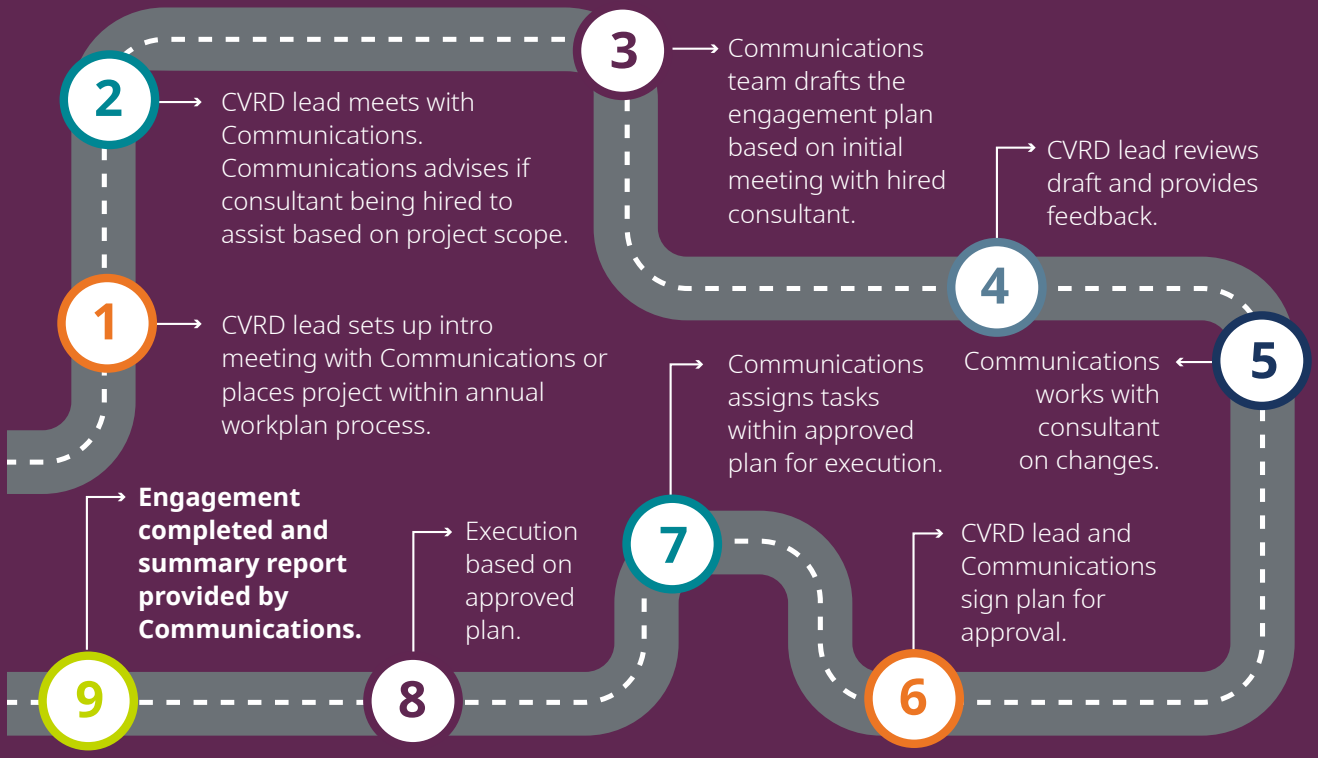
Communications-led Engagement Process

INTERNAL WORKFLOW



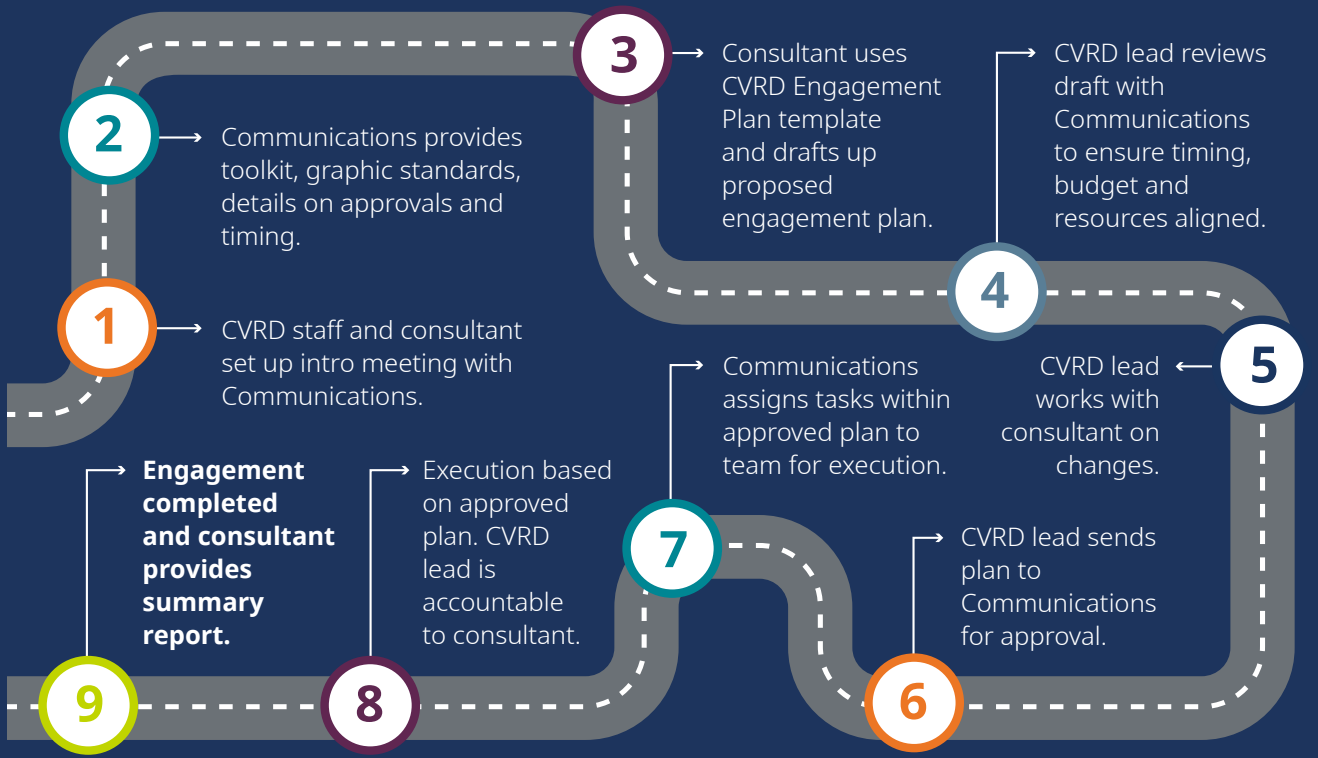
Communications-led with Consultant Engagement Process

INTERNAL WORKFLOW



Department-led with Consultant Engagement Process

INTERNAL WORKFLOW



CVRD Standards

The CVRD has been following the CP Stylebook as a reference resource for many years. The CP Stylebook is a reference book used in many newsrooms across the country. It helps provide standards for writing and a consistent approach to punctuation, capitalization and other grammatical elements.

Internal Guidelines

Inclusive Communication

This resource is a step in a long journey to keep learning and adjusting. We all share a responsibility to make our work deliberately inclusive of the audiences and communities we serve. Best practices, advice and guidance will change over time, and may differ depending on the perspectives of individuals or groups you are featuring in your work. This document provides general guidelines – each project will have specific and unique nuances that influence the language, images and design.

Inclusive language is free of sexist, racist or other discriminatory language. It avoids stereotypes, loaded words and condescending elements.

BC Sans Font

The CVRD's corporate font is BC Sans. This font meets provincial accessibility standards and supports the CVRD's strategic driver of Accessibility, Diversity, Equity and Inclusion. The use of BC Sans is required on all internal and external facing documents including email signature blocks.

Gender/Sexual Orientation

It is always best to ask how someone identifies themselves, and how they would like to be identified.

> **Example:**
> "My name is Erika, and I use the pronouns they and them; I don't want to misgender you, can you let me know what your name and pronouns are?"

In the same way, when writing it is best to avoid gendered language.

> **Example:**
> Using 'guys' to address all people is gendered languages that may insinuate that men are the preferred gender. Instead, work in inclusive words such as; folks, people, volunteers, members, teammates.

Disability

If possible, ask how the person(s) would like to be referred to. It is always better to ask. If you cannot ask, try to use the language that is most often used in that community. If you are unsure or cannot confirm, use identity-first language as a default, such as "disabled person." Note, however, that some people prefer "person with a disability" or "people with disabilities."

The person should always come first – not the disability

Use language that emphasizes abilities and conveys a positive message rather than focusing on a person's limitations. If it is appropriate, explain a person's disability instead of focusing on the descriptor disabled.

> **Example:**
> Mary has a neurological condition and uses a wheelchair.

Race/Ethnicity

When in doubt, it's always best to ask individuals how they prefer to be recognized before attributing or claiming identities to them.

Avoid generalizations and labels. Identify a person by race, colour, national origin or immigration status only when it is truly pertinent.

Avoid writing broadly about diverse communities. Avoid the dangers inherent in painting a large group of people with the same brush. Guard against the phenomenon of "othering" — fostering the implicit sense that a person or group is extrinsically different or doesn't belong.

> **Example:**
> Not: Iranian Canadian community in mourning after plane crash.
>
> Instead: Canadians with loved ones in Iran grieve crash victims.

Avoid assumptions. It should not be taken for granted that a Muslim ceremony needs explanation while a Roman Catholic mass does not. Never assume your readers share your background. Watch the labels - calling some fruit "exotic" might make sense to some people, but not ring true to many cultures who grew up eating it for breakfast.

Don't use adjectives as nouns. Using adjectives as nouns is not only grammatically incorrect, it is often demeaning to the people you are describing.

> **Example:**
> Use "Mexican people," not "Mexicans".

Avoid terms that imply inferiority or superiority. Replace terms that evaluate or might imply inferiority/superiority with non-judgmental language.

> **Example:**
> Use "individuals experiencing poverty" rather than "low class," or "marginalized population" rather than "minority." The word "minority" is often used to describe groups of people who are not part of the majority. This term is being phased out because it may imply inferiority and because minorities often are not in the numerical minority.

Be specific and avoid generalizations. When certain descriptors are relevant, be as specific as possible to avoid inaccurate or generalized statements.

> **Example:**
> Use "Indigenous people", not "Natives" or "Indians"

Ask first. All social groups have different ways of naming or referring to themselves. It is best to check-in with an individual or group to learn how they would like to be specifically addressed.

Be conscious of context and connotations: Some terms carry connotations within a community that might not be apparent outside of it.

Source for inclusive language: https://uwaterloo.ca/university-relations/resources/inclusive-communications-guide

Pronouns

Building and maintaining respect is a shared responsibility and paying attention to how language is used is a key part of this responsibility. The CVRD promotes inclusivity and recognizes people do not always use the pronoun that you may expect. One way to help people belong, and signals that you respect and value them as individuals, is by using correct pronouns that validates their identity. Adding the pronouns that you use to your signature block is a simple and easy way to avoid people making assumptions. By adding your pronouns you also communicate that you are aware that this is an important piece of information, and you help create a culture that strives to be welcoming for everyone. Including pronouns in your signature block is a personal choice.

Staff choosing to list such pronouns in their signature blocks should format as follows:

- Employee Name (pronouns), Designations
- Title

Job Titles

The CVRD capitalizes all formal job titles, branches, facilities and departments.

All formal job titles, whether preceding a name or standing alone, will be capitalized.

> **Examples:**
> Production Technician, Chief Administrative Officer, Human Resource Advisor, Community Services, Planning and Development Services, CVRD Sports and Aquatic Centres

Numbers

Numbers zero through nine are to be written out; numbers 10 and greater should be done numerically.

> **Examples:**
> three horses, the fifth field, eight minutes, 12 guests, the 24th day

Headlines and Titles

Titles of papers and headlines use upper and lower case. Capitalize all words in a title except articles (a, an, the), prepositions and conjunctions of fewer than four letters.

> **Examples:**
> Water Treatment Analysis Study Available for Viewing, Regional Office Moving to a New Location

Use numerals instead of writing out within headlines for numerals under 10.

> **Examples:**
> 5 instead of five, 1st instead of first

Use % instead of per cent within headlines and titles only.

News releases, briefing notes and all media correspondence will use the CP Stylebook's headlines and titling rules.

Capitalization

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

Bylaw: when referring to an individual bylaw number (Bylaw No.) follow CVRD Internal Guidelines for capitalization. If not referring to a particular bylaw then use lowercase.

> **Examples:**
> Bylaw No. 206, the bylaw

Appendix: when referring to a specific Appendix A follow CVRD internal standards of capitalization. If not referring to a particular appendix then use lowercase.

> **Examples:**
> Appendix A, the appendix attached

General Capitalization Guidelines:

1. Capitalize common nouns – base, drive, ocean, church, department – when they are part of a formal name.

   > **Examples:**
   > Crown Isle Drive, Pacific Ocean, Transportation Department, One Spot Trail, Goose Spit Park

2. Lowercase common nouns when standing alone in subsequent references.

   > **Examples:**
   > the drive, the ocean, the department

3. Lowercase the common-noun elements of names in plural uses.

   > **Examples:**
   > the Indian and Pacific oceans, Guthrie and Anderton streets

4. Retain capitalization for the plurals of abbreviations.

5. Government departments. Capitalize specific national, provincial government departments, ministries, boards or agencies.

   > **Examples:**
   > Department of Agriculture, Ministry of Education

6. Lowercase common-noun elements standing alone and in plurals.

   > **Examples:**
   > the department, departments of Natural Resources and Environment

7. Capitalize local government councils, departments, boards etc.

   > **Examples:**
   > Comox Valley Regional District Board, Comox Valley Water Committee

8. Lowercase common-noun elements standing alone and in plurals.

   > **Examples:**
   > the board, council, committee

9. Internet terms capitalize specific proper names.

   > **Examples:**
   > World Wide Web, Facebook, Twitter, Adobe Acrobat

Abbreviations and Acronyms

When using, please start by using the full name first with the abbreviation or acronym in brackets following.

> **Examples:**
> Comox Valley Regional District (CVRD), Comox Strathcona Waste Management (CSWM)

Italics

Use for names of legislation, acts, and published works, or in sub-headers when there are multiple layers of headers.

> **Examples:**
> *Local Government Act, Regional Growth Strategy*

Oxford Commas

Use when listing three or more items to maximize clarity, reduce confusion, and ensure precision.

> **Examples:**
> Communications and Engagement tools include the CVRD website, social media, Engage Comox Valley, radio, and more.

Typographic Alignment

Ensure that letters, staff reports and other written communication is flush left justified where words are read left-to-right. The text of a paragraph is aligned on the left-hand side with the right-hand side ragged. Advertising and marketing material will vary justification and alignment.

Spacing

Use a single space after all punctuation and use single line spacing within documents.

Quotation Marks

Do not use quotation marks around single letters. Only use single quotation marks in headlines.

Periods

Do not use periods or caps when denoting time.

Examples:
am, pm

Electoral Area Consistency

The legal names of our Electoral Areas are determined by our Letters Patent dated February 2008.

In legal documents including bylaws and contracts, use the electoral area name followed by descriptive names in brackets.

- Electoral Area A (Baynes Sound – Denman/Hornby Islands)
- Electoral Area B (Lazo North)
- Electoral Area C (Puntledge – Black Creek)

In minutes, agendas and staff reports, use the descriptive name followed by electoral area name in brackets.

- Baynes Sound - Denman/Hornby Islands (Electoral Area A)
- Lazo North (Electoral Area B)
- Puntledge – Black Creek (Electoral Area C)

After the first time using the full descriptive name, only use the electoral name thereafter (ex. Electoral Area A).

In non-legal documents including website and advertising, use the full version for the first mention (if room permits) then just the electoral name after that.

- Baynes Sound - Denman/Hornby Islands (Electoral Area A) -> Electoral Area A
- Lazo North (Electoral Area B) -> Electoral Area B
- Puntledge – Black Creek (Electoral Area C) -> Electoral Area C



Territorial Acknowledgments

Territorial acknowledgments are a critical part of reconciliation and the utilization of territorial acknowledgments will convey the CVRD's awareness and commitment to reconciliation.

The following acknowledgments are to be used for written correspondence, including email signature blocks.

Oyster River Fire Rescue and CVRD personnel delivering Black Creek – Oyster Bay water services:

The CVRD's [insert department] respectfully acknowledges the land on which it operates is on the unceded traditional territory of the K'ómoks First Nation and the Lig^{w}iłdax^{w} Peoples.

CVRD Personnel and Denman, Hornby, or Union Bay Fire Rescue Personnel:

The CVRD respectfully acknowledges that the land on which it operates is on the unceded traditional territory of the K'ómoks First Nation, the traditional keepers of this land.

Comox Strathcona Waste Management Personnel:

The Comox Strathcona Waste Management service area is located in the Coast Salish, Kwakwa̲ka̲'wakw, and Nuu-chah-nulth territories.

Signature Blocks

A signature block is a representation of the CVRD. All email signature blocks require updating similar to the sample provided below.

Please refer to the Territorial Acknowledgments section to determine which acknowledgment should be used in your signature block.

External Signature Block (this is the signature block to use for external emails)

Jennifer Steel (PRONOUNS: she/her, they/them, he/him) designations if required (B.S.C., B.A., B.Comm, P.Eng)

Manager of Communications and Engagement
Corporate Services

Comox Valley Regional District
770 Harmston Avenue, Courtenay, BC V9N 0G8
Tel: 250-334-6063
Toll free: 1-800-331-6007

The CVRD respectfully acknowledges the land on which it operates is on the unceded traditional territory of the K'ómoks First Nation, the traditional keepers of this land.

Internal Signature Block (this is the signature block to use for internal emails)

Jennifer Steel (PRONOUNS: she/her, they/them, he/him), designations if required (B.S.C., B.A., B.Comm, P.Eng)

Manager of Communications and Engagement
Corporate Services

Comox Valley Regional District
Tel: 250-334-6063

The CVRD respectfully acknowledges the land on which it operates is on the unceded traditional territory of the K'ómoks First Nation, the traditional keepers of this land.



Voicemail

For all corporate cell phones including bring your own device and work phones please follow voicemail standards below.

Voicemail Message:

"You have reached Jennifer Steel, Manager of Communications and Engagement, with the Comox Valley Regional District. Sorry I missed your call, please leave your name and number and I will get back to you as soon as possible."

Out of Office

If you are out of the office for longer than half of a day, set up the below out of office notification on your email and voicemail.

Hi there, I'm currently out of the office until *enter date*. If you require assistance please contact *enter email* or *enter phone number*.

Guiding Principles for Response Times

The following principles relate to timely responses to emails, letters and telephone enquiries:

- Telephone Calls – should be returned on the same or next business day to acknowledge the call was received.
- Emails – every email should be responded the same or next business day it is received.
- Letters – all letters should be responded to within 48 hrs of receipt.
- Social Media – all social media comments/ questions should be responded to be within 24 hrs.
- Text Messages – internal text messages from fellow staff should be responded to the same day.

Even if our answer has to be "we don't know at this time", or "we won't know until after the board meeting next month", that's fine. It still provides the member of the public the assurance and comfort that they have been heard and that their question is not being ignored. The caller or correspondence writer should feel that their comment is addressed and that answers are provided where possible. We all should make all efforts to close the loop on all public enquiries.

Staff Identification

All staff should have or wear identification for customer service and corporate accountability.

- Office staff have photo identification badges.
- Operational staff are to have identification on their work jackets, clothing or through the use of a lanyard as determined by their manager.

Word Templates

The Comox Valley Regional District has a number of approved word templates for use. Department Branch Assistants are in charge of ensuring templates within the Shared Folders are up to date.

Templates can be located by opening a Word document, selecting File > New, click the Shared tab at the top, the select the CVRD folder and choose the appropriate template required.

If you require assistance please work with your Branch Assistant.

Working with Contractors

If you're working with a consultant or contractor, please have them review and understand the CVRD branding guidelines. If they have any questions about CVRD branding, have them contact the Communications and Engagement team.

CHAPTER 2

Media Relations



Media Relations

Once an incident or situation is known to media, they will start calling or may simply show up unannounced looking for more information. It is important that **approved spokespeople** respond to media requests factually and honestly considering situation in hand. It is the media's job to "break" stories, so ensure communication is factual, clear and provides information they and the public need.

Our Commitment

We care about our citizens, our community, our economic landscape and our environment. Our communications will be conducted in a manner that is:

- Specific, Relevant & Timely
- Transparent
- Compassionate & Understanding
- Co-ordinated & Integrated

Only CVRD approved spokespeople that have received clearance through the Manager of Communications and Engagement or Senior Communications and Engagement Advisor should speak to the media.

While communicating before, during, and after situations, we will remain honest and accessible to all residents, and always sensitive to their needs. In the interest of following best practices for open, transparent communication, the CVRD will implement the values or principles of good communications to guide messaging and decision-making. The CVRD will respect the principles of security, privacy, policy, the judicial process, and laws governing the disclosure of information within any media response.

Truthful	Information should be accurate and honest. If information cannot be provided, reasons for non-disclosure will be given.
Relevant	Information should be relevant to the intended audience and key stakeholders. To reach this goal, information will be presented in the right context and in such a way as to make the purpose clearly understood. Focusing on the intended audience, the medium should fit the message and the message should be inclusive.
Engaging	What's in it for the audience? Why is your message important? To engage the audience and capture their attention, information should be informative, insightful and memorable.
Effective or Easy to Understand	To be effective, the information should be easy to understand. The message should contain an adequate amount of information that is presented in a concise, well-constructed format.

Approved CVRD Spokespeople

The official, approved spokespeople for media inquiries are senior leadership roles within the Executive Management Team.

- Chief Administrative Officer
- Deputy Chief Administrative Officer
- Chief Financial Officer
- General Manager of Community Services
- General Manager of Corporate Services
- General Manager of Engineering Services
- General Manager of Planning and Development Services
- Senior Manager of Strategic Initiatives

Technical and subject matter experts may be asked to assist with content and interviews when requested by senior leadership. These experts are select staff who have received official CVRD media relations training.

Approved Technical/Subject Matter Expert Positions

For approved technical/subject matter expert positions trained for media interviews, visit Communications SharePoint Page at: **http://communications/**



Until you have received CVRD media relations training, you should not be speaking to the media for any reason.

What If I Receive An Inquiry From Media?

Contact the Communications and Engagement team by calling: **250-334-6063** or emailing: **communications@comoxvalleyrd.ca** with details of the inquiry and they will review the request and find the appropriate spokesperson.

The Communications and Engagement team will respond to all media inquiries within the same day, even if it's only to advise that the request has been received and being looked into.

Crisis Communications

A crisis communications plan has been developed and is available to read on the Communications & Engagement SharePoint page: **http://communications/**. The purpose of the plan is to establish a framework and strategy for providing timely, relevant and accurate information to internal and external stakeholders during an incident in order to protect the reputation of the CVRD. This plan is intended to be used by a core group of CVRD leaders whose efforts must be co-ordinated on short notice, and conceivably under intense pressure.

Corporate Boilerplate Statement – News Releases

The Comox Valley Regional District is a partnership of three electoral areas and three municipalities operating on the unceded traditional territory of the K'ómoks First Nation, the traditional keepers of the land. The members of the regional district work collaboratively on providing sustainable services for the benefit of the diverse urban and rural areas of the Comox Valley.



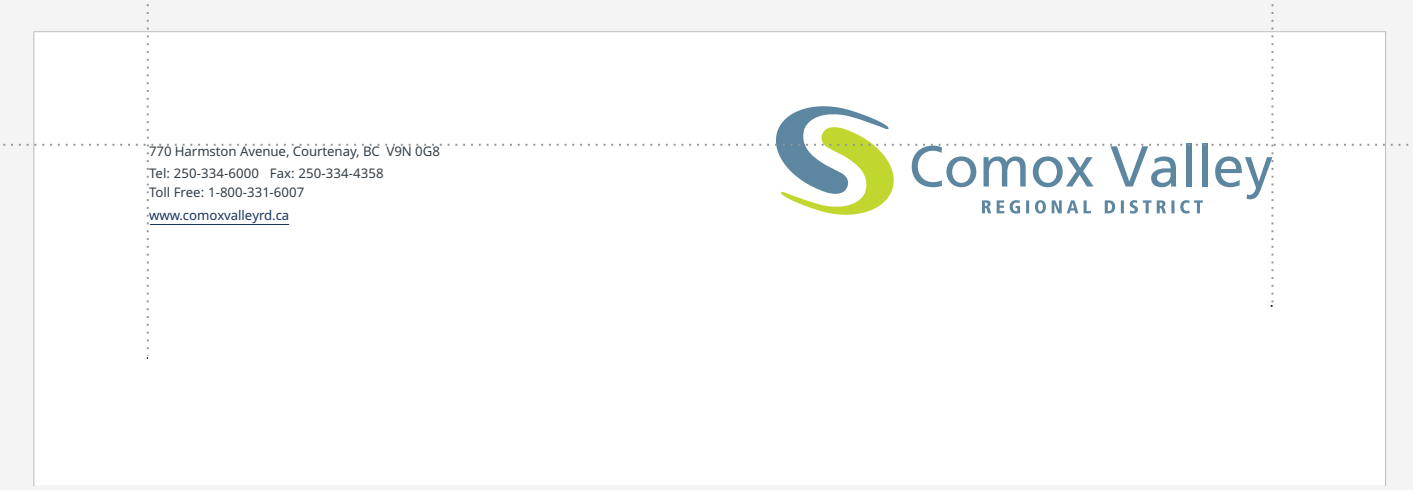
CHAPTER 3

Stationary & Printing Standards



Letterhead

The CVRD letterhead is clean and simple. The logo sits by itself in the upper right corner with contact information balancing it on the left hand side. Both logo and contact information are positioned 0.75 in from the edge of the sheet, with the start of the contact information aligned with the top of the logo.



Business Cards

CVRD business cards are double sided and pre-printed. Format should be followed as below.

Business cards are only to be ordered for CVRD employees. Sponsors, partners and contractor logos are not to be displayed, nor are business cards to be created for them.

Your branch assistant will assist you in ordering business cards.



Card Front - individuals details added



Card Back - stock

Envelopes and Mailing Labels

Envelope

The CVRD logo is situated in the top left-hand corner of the envelope, 0.75” from the edge. The return address and url are the only text elements to appear.

Addressee information is to align with ‘C’ of Comox in logo. If possible, please use BC Sans.





Mailing Labels

Unlike the envelope, the CVRD logo is situated in the bottom right corner of the label.

Printing Standards

All products being printed either internally or through an external printer need to follow the below guidelines:

- **100 per cent post-consumer recycled paper**
- **FSC Certified paper**

When appropriate move printed elements to electronic formats and only print quantity required.

CHAPTER 4

Graphic Standards



Seasons Greetings Fr

On behalf of the Comox Valley Regional Distr
I want to extend our best wishes to everyone
season. We hope you find time to enjoy the p
and connections that make the Comox Valley
place to call home.

The CVRD delivered over 100 services and mo
infrastructure projects forward, including majo
Sewer Conveyance Project, recreation facility
fire hall enhancements in Mount Washington

We also made meaningful progress on long-t

Upcoming Meetings

No meetings scheduled at this time.

Start times can vary, visit the website on Friday to review agendas. All events and meetings are subject to change. Please consult the calendar at: **comoxvalleyrd.ca/calendar**

Upcoming Events

Winter Wonderland (all ages)
Saturday, December 27 |1 - 3 pm
Comox Valley Sports Centre
Arena #2 has been transformed into a winter wonderland this holiday season. For a week this space becomes magical and is decorated with trees, lights and other seasonal cheer.
Cost: regular admission

New Year's Eve Family Swim & Skate (all ages)
Wednesday, December 31 | 5 - 8 pm
Comox Valley Sports Centre
Cost: proudly sponsored by Robbins & Co.
Join us for an evening of family fun of swimming, skating, shinny hockey, face painting and cool prize draws!

WORK

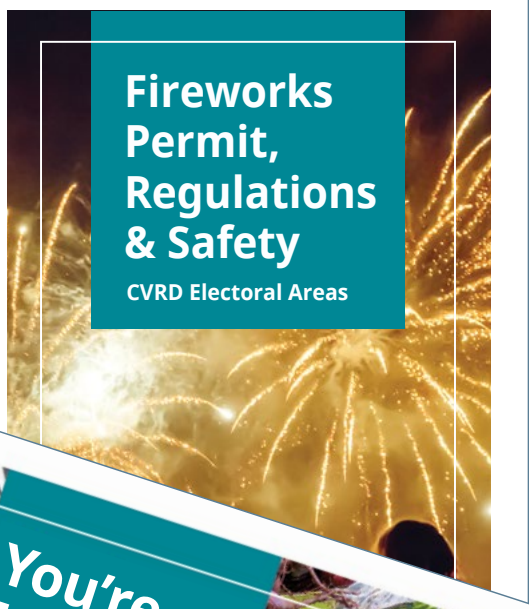


CVRD Main Office of Har
Adjusting Hours to Serve Y

The Comox Valley Regional District (CVRD) main office on Harr
will be open to the public Monday through Friday, from 8:30
statutory holidays).

Starting January 4, 2022 the CVRD will now be offering resi
planning and development applications the opportunity t
assistance 8 am until 4:30 pm daily with the exception of

For more information:
call: **250-334-6006** or visit:
comoxvalleyrd.ca/contactus





Key Definitions

Identity
Identity refers to imagery and words that identify the CVRD as a unique organization. Our identity consists of the logo (mark and the wordmark) used together. Consistent use of our identity will increase people's awareness of our role in the community. It is memorable, recognized, meaningful, and valuable.

Logo
Name, symbol or trademark of a company or organization. Short for logotype. The CVRD's logo consists of the Mark and Wordmark used together.

Logo Block
The logo block featuring the CVRD logo with social icons is to be used on advertising and promotional materials.

Mark
A mark is a specially designed visual element used as a primary identifying tool.

Wordmark
A wordmark is a specially designed type element that has been created to be unique to CVRD.

Resolution
The number of pixels in an image. The more pixels, the higher the resolution. The higher the resolution, the better the picture. (A pixel is a colored dot.)

Screen/Tint
A percentage of 100 per cent color.

Basic Elements

The CVRD standards consists of two elements:



These elements must never be altered or redrawn in any way.

Trademark Protection
The CVRD's logo is registered and protected under the Trademarks Act of Canada (effective May 2006).

Electronic Artwork
There are four different files available, depending on usage:

- EPS: For applications that require vector artwork pre-Creative Suite. Compatible with Illustrator 8.
- AI: Is the preferred format for creating logos, icons, symbols and print media. Also, AI supports transparency.
- High Resolution TIFF: For colour print applications that require the logo to be reproduced larger than 10" wide.
- Medium Resolution TIFF: For all other colour print applications.
- JPEG: for web and digital applications.

Colour Reproduction

Our combination of powerful colours brings our brand to life. It is important that colour guidelines are followed as below, in all instances. Using tints, percentages and opacities of colours is not permitted. Maintaining cohesive and consistent colour across all CVRD materials is crucial to the success of our graphic identity.

Logo Colours: These colours are designated for logo use only and are not to be used elsewhere.

CMYK 29 / 1 / 100 / 0 Pantone 382 HEX #c3d600 RGB 195 / 214 / 0	CMYK 69 / 43 / 30 / 4 Pantone 5415 HEX #5a7e96 RGB 90 / 126 / 150

Primary Colours: To be applied to elements supporting logo through main heading box and headings.

CMYK 85 / 0 / 25 / 31
Pantone 122-15
HEX #008794
RGB 0 / 135 / 149

Secondary Colours: To be applied to elements supporting logo. Many times used as background colours or supporting visual colour for infographics.

CMYK 80 / 64 / 53 / 44 Pantone 432 HEX #303e48 RGB 48 / 62 / 72	CMYK 98 / 85 / 36 / 27 Pantone 534 HEX #1e345d RGB 31 / 53 / 94	CMYK 26 / 22 / 22 / 0 Pantone Cool Gray 4 HEX #bcbbba RGB 189 / 187 / 187

Tertiary Colours: Accent colours

Heading Colour	Heading Colour	Caution	Alert/Emergency
CMYK 58 / 93 / 40 / 32 Pantone 7652 HEX #612550 RGB 98 / 38 / 80	CMYK 2 / 66 / 100 / 0 Pantone 158 HEX #ef7521 RGB 239 / 118 / 34	CMYK 1 / 16 / 100 / 0 Pantone 109c HEX #ffd100 RGB 255 / 209 / 0	CMYK 12 / 100/ 91/ 3 Pantone 186c HEX #ce0e2d RGB 206 / 14 / 45

Black and White Reproduction

There are two versions of the CVRD logo for black and white reproduction. The greyscale logo is to be used when the output device, publication or printer can reproduce screens (or tints). When there is no screening available please use the line logo.

Greyscale (or Tinted) Logo

Wordmark + Element A to print: 100 per cent black.

Element B to print: 30 per cent black.

Please output using the finest screens appropriate for the media or publication.



Line (or solid) Logo

All elements print: 100 per cent black.



Reversed Out Logo

Occasionally the logo may need to be reproduced on a black background or on a black and white image. Under these circumstances, please use the reversed out logo.



Spatial Relationships

The CVRD logo has been designed to appear on a white background. It is important that an appropriate amount of white space or 'buffer zone' remains to separate the logo from the other elements (such as photos or text).

Minimum Space Requirements

The logo should be reproduced with a minimum clear space of 1 cm on all sides.



Logo Sizing

The logo should not be used smaller than 1.5 in wide.



Backgrounds

The preferred background for the CVRD colour logo is white. Occasionally the logo may need to be reproduced on a coloured background. To avoid bad reproduction, colour clashes and general inconsistency, please use either the reversed out version (white) or the all black version.

When the logo must print on a photographic image, assess whether the area you are placing the logo is dark or light. If it is dark, use the reversed out logo, if it is light, use the solid black version.



Preferred Background



Darker Background

Lighter Background



Photographic Background (light)



Photographic Background (dark)

Incorrect Usage

Please use the electronic image files provided by the Communications and Engagement team. This will ensure that the CVRD logo appears correctly and consistently wherever it is used.

Do not reproduce the logo from photocopies, printed materials or scanned images, as reproduction quality will be poor.

Do not:

- Alter the logo in any way
- Change the colour
- Reset the type in the wordmark
- Separate the mark from the wordmark
- Use the logo any smaller than specified
- Use the logo at any angle other than horizontal
- Use the logo without a 1 cm buffer zone

Do:

- Resize the logo to suit your application (as long as you do not make it smaller than specified).
- Print the logo in black, white, or in the official colours, as specified.









Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

Positioning

In some circumstances the CVRD logo will appear alongside other logos (sponsorships and sub-brands) so it is important that it is used correctly and consistently.

The preferred positioning of the logo, when accompanied by a sponsor logo, is opposite corners. The CVRD logo should be approximately 1.5 times the size of the supporting logo.

The preferred positioning of the logo, when accompanied by a sub-brand logo, is side by side and separated by a thin line. These two logos should be approximately the same size.

Please do not use anything smaller than minimum size shown here (1.5 in wide).



Sponsor/Partnership Logo Placement

PROUDLY SPONSORED BY:

CWB CANADIAN WESTERN BANK

Comox Valley REGIONAL DISTRICT

IN PARTNERSHIP WITH:

Tim Hortons

the eagle fm 97.3

Comox Valley REGIONAL DISTRICT

Typefaces

Having a unique typography (font) set is another key element to the CVRD identity. In October 2023, the CVRD adopted the BC Sans typeface, as the prior fonts did not meet accessibility requirements set out by the Province of BC. This new font also includes 34 different Indigenous languages which fits the Indigenous Relations driver that requires all CVRD services to be delivered with an Indigenous lens.

Please use BC Sans for all print and digital applications, internal and external. Consistently using BC Sans across all CVRD communications is essential to maintain brand strength. **The standard font size for BC Sans is 12 point**, however there are exceptions within standard CVRD documents such as in tables or due to space constraints. Depending on the situation, the smallest font size that should be used is 10 point.

To be used standard for all communication

BC Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

To be used on main headings

BC Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

To be used on sub-headings

BC Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

No other font types should be used.

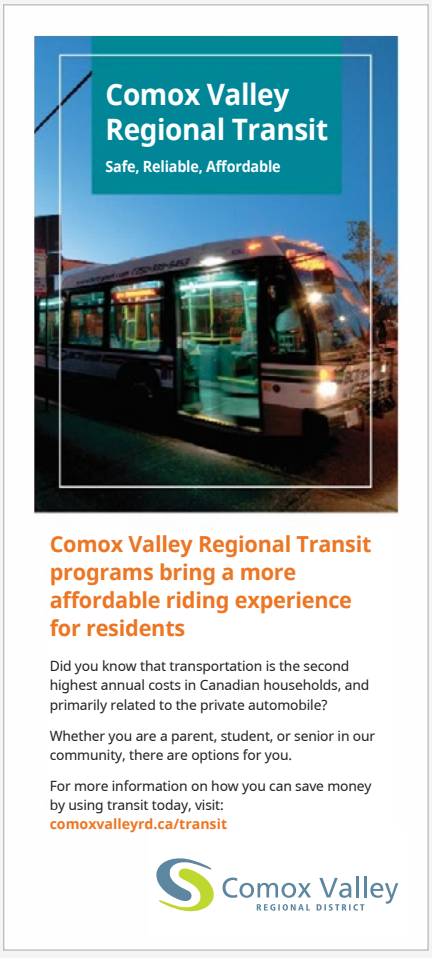
If you have any questions about how to implement the new font size into an existing document or template, please connect with the Communications and Engagement team.

Branding: Design Standards



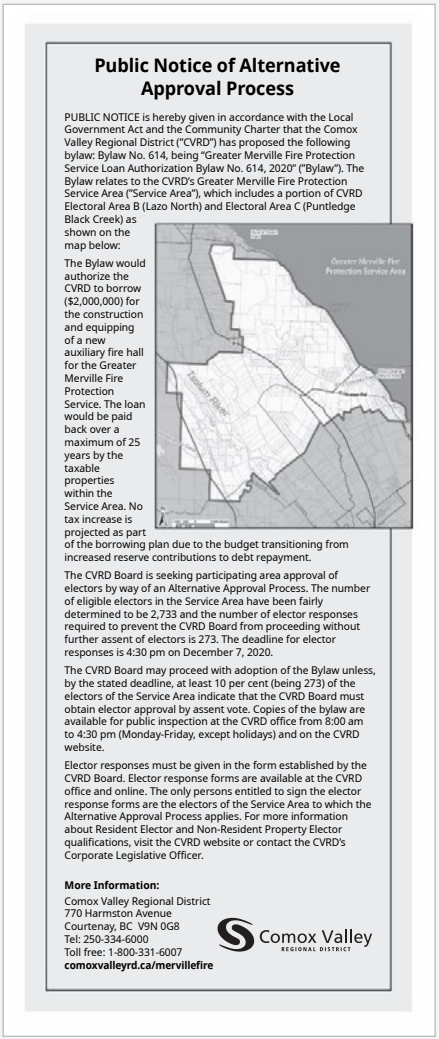
CVRD Update Ads

Headline and subheading (if required) are to sit in the teal box as displayed in the left image. All headings and body text to be set in BC Sans. Any additional information is to sit at the bottom of the image (also known as the feature article) and has a word count of approximately 100–110 words.



Rack Card

The CVRD rack card cover format follows similar guidelines. Title (and subheading if required) are to print in white (reversed out) and set in BC Sans. The logo appears at the bottom right of the rack card. All copy should be set in BC Sans and secondary and tertiary colour palettes are to be used for call outs and titles.



Public Notice of Alternative Approval Process

PUBLIC NOTICE is hereby given in accordance with the Local Government Act and the Community Charter that the Comox Valley Regional District ("CVRD") has proposed the following bylaw: Bylaw No. 614, being "Greater Merville Fire Protection Service Loan Authorization Bylaw No. 614, 2020" ("Bylaw"). The Bylaw relates to the CVRD's Greater Merville Fire Protection Service Area ("Service Area"), which includes a portion of CVRD Electoral Area B (Lazo North) and Electoral Area C (Puntledge Black Creek) as shown on the map below:

The Bylaw would authorize the CVRD to borrow ($2,000,000) for the construction and equipping of a new auxiliary fire hall for the Greater Merville Fire Protection Service. The loan would be paid back over a maximum of 25 years by the taxable properties within the Service Area. No tax increase is projected as part of the borrowing plan due to the budget transitioning from increased reserve contributions to debt repayment.

The CVRD Board is seeking participating area approval of electors by way of an Alternative Approval Process. The number of eligible electors in the Service Area have been fairly determined to be 2,733 and the number of elector responses required to prevent the CVRD Board from proceeding without further assent of electors is 273. The deadline for elector responses is 4:30 pm on December 7, 2020.

The CVRD Board may proceed with adoption of the Bylaw unless, by the stated deadline, at least 10 per cent (being 273) of the electors of the Service Area indicate that the CVRD Board must obtain elector approval by assent vote. Copies of the bylaw are available for public inspection at the CVRD office from 8:00 am to 4:30 pm (Monday-Friday, except holidays) and on the CVRD website.

Elector responses must be given in the form established by the CVRD Board. Elector response forms are available at the CVRD office and online. The only persons entitled to sign the elector response forms are the electors of the Service Area to which the Alternative Approval Process applies. For more information about Resident Elector and Non-Resident Property Elector qualifications, visit the CVRD website or contact the CVRD's Corporate Legislative Officer.

More Information:

Comox Valley Regional District
770 Harmston Avenue
Courtenay, BC V9N 0G8
Tel: 250-334-6000
Toll free: 1-800-331-6007
comoxvalleyrd.ca/mervillefire

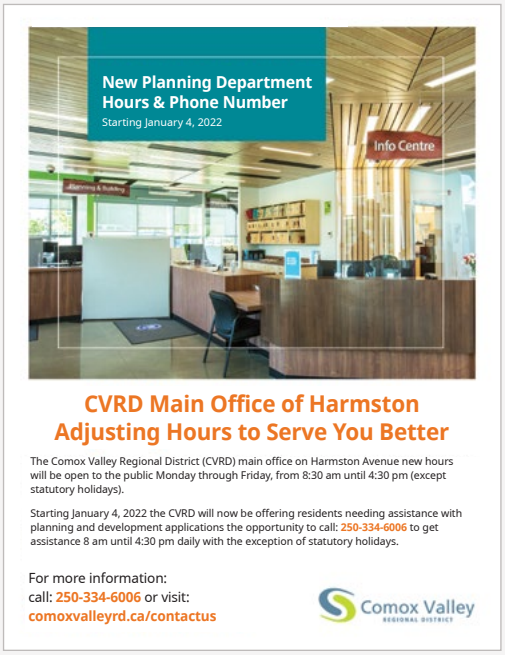
Comox Valley
REGIONAL DISTRICT

Legal Advertising

The CVRD public hearing advertising format is based on the basic CVRD template.

Headline and subheading (if required) are to sit within the grey box. All headings and body text to be set in BC Sans. The logo sits in the bottom right hand corner. It should always be accompanied by the URL as shown below.

For horizontal maps, the body copy is in one column and wraps around the image. For vertical maps, the layout should consist of two columns, one for the text and one for the map.



CVRD Main Office of Harmston Adjusting Hours to Serve You Better

The Comox Valley Regional District (CVRD) main office on Harmston Avenue new hours will be open to the public Monday through Friday, from 8:30 am until 4:30 pm (except statutory holidays).

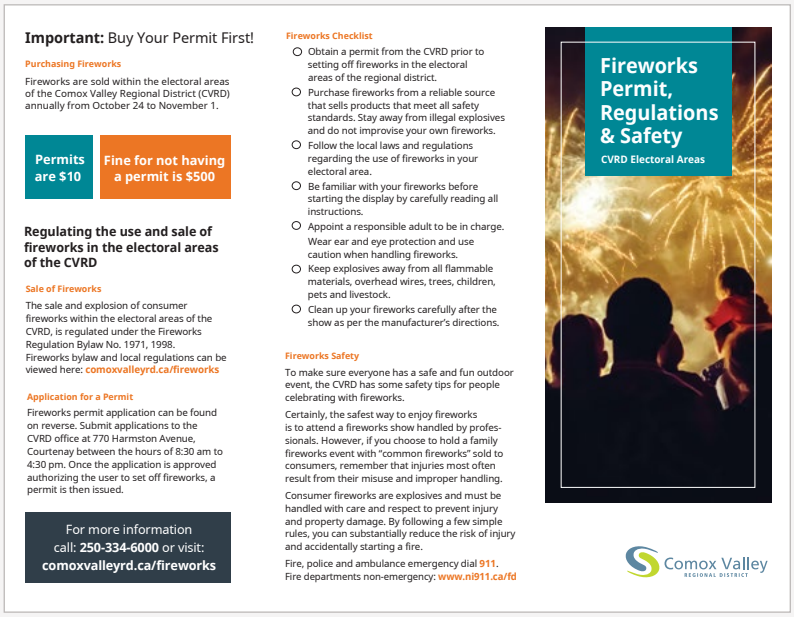
Starting January 4, 2022 the CVRD will now be offering residents needing assistance with planning and development applications the opportunity to call: **250-334-6006** to get assistance 8 am until 4:30 pm daily with the exception of statutory holidays.

For more information:
call: **250-334-6006** or visit:
comoxvalleyrd.ca/contactus

Comox Valley
REGIONAL DISTRICT

Poster

Headline and subheading (if required) are to sit in the coloured box as displayed to the left. All headings and body text to be set in BC Sans. Any additional information is to sit under the image. Logo is to be placed bottom right and sponsorship information (if required) is placed bottom left.



Important: Buy Your Permit First!

Purchasing Fireworks

Fireworks are sold within the electoral areas of the Comox Valley Regional District (CVRD) annually from October 24 to November 1.

Permits are $10

Fine for not having a permit is $500

Regulating the use and sale of fireworks in the electoral areas of the CVRD

Sale of Fireworks

The sale and explosion of consumer fireworks within the electoral areas of the CVRD, is regulated under the Fireworks Regulation Bylaw No. 1971, 1998. Fireworks bylaw and local regulations can be viewed here: comoxvalleyrd.ca/fireworks

Application for a Permit

Fireworks permit application can be found on reverse. Submit applications to the CVRD office at 770 Harmston Avenue, Courtenay between the hours of 8:30 am to 4:30 pm. Once the application is approved authorizing the user to set off fireworks, a permit is then issued.

For more information call: **250-334-6000** or visit: **comoxvalleyrd.ca/fireworks**

Fireworks Checklist

- ○ Obtain a permit from the CVRD prior to setting off fireworks in the electoral areas of the regional district.
- ○ Purchase fireworks from a reliable source that sells products that meet all safety standards. Stay away from illegal explosives and do not improvise your own fireworks.
- ○ Follow the local laws and regulations regarding the use of fireworks in your electoral area.
- ○ Be familiar with your fireworks before starting the display by carefully reading all instructions.
- ○ Appoint a responsible adult to be in charge. Wear ear and eye protection and use caution when handling fireworks.
- ○ Keep explosives away from all flammable materials, overhead wires, trees, children, pets and livestock.
- ○ Clean up your fireworks carefully after the show as per the manufacturer's directions.

Fireworks Safety

To make sure everyone has a safe and fun outdoor event, the CVRD has some safety tips for people celebrating with fireworks.

Certainly, the safest way to enjoy fireworks is to attend a fireworks show handled by professionals. However, if you choose to hold a family fireworks event with "common fireworks" sold to consumers, remember that injuries most often result from their misuse and improper handling.

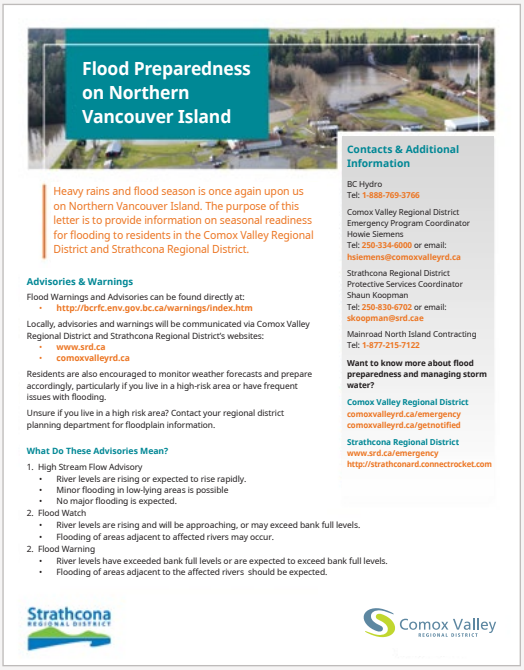
Consumer fireworks are explosives and must be handled with care and respect to prevent injury and property damage. By following a few simple rules, you can substantially reduce the risk of injury and accidentally starting a fire.

Fire, police and ambulance emergency dial 911.
Fire departments non-emergency: www.ni911.ca/fd

Comox Valley Regional District

Brochure

The CVRD Brochure format follows the same basic guidelines. Title (and subheading if required) are to print in white (reversed out) and set in BC Sans. The logo appears at the bottom right of the brochure. Body copy should be set in BC Sans and no smaller that 10 point. The brochure should include rich visuals and simple, clear content.



Flood Preparedness on Northern Vancouver Island

Heavy rains and flood season is once again upon us on Northern Vancouver Island. The purpose of this letter is to provide information on seasonal readiness for flooding to residents in the Comox Valley Regional District and Strathcona Regional District.

Advisories & Warnings

Flood Warnings and Advisories can be found directly at:
- http://bcrfc.env.gov.bc.ca/warnings/index.htm

Locally, advisories and warnings will be communicated via Comox Valley Regional District and Strathcona Regional District's websites:
- www.srd.ca
- comoxvalleyrd.ca

Residents are also encouraged to monitor weather forecasts and prepare accordingly, particularly if you live in a high-risk area or have frequent issues with flooding.

Unsure if you live in a high risk area? Contact your regional district planning department for floodplain information.

What Do These Advisories Mean?

1. High Stream Flow Advisory
   - River levels are rising or expected to rise rapidly.
   - Minor flooding in low-lying areas is possible
   - No major flooding is expected.
2. Flood Watch
   - River levels are rising and will be approaching, or may exceed bank full levels.
   - Flooding of areas adjacent to affected rivers may occur.
2. Flood Warning
   - River levels have exceeded bank full levels or are expected to exceed bank full levels.
   - Flooding of areas adjacent to the affected rivers should be expected.

Contacts & Additional Information

BC Hydro
Tel: 1-888-769-3766

Comox Valley Regional District
Emergency Program Coordinator
Howie Siemens
Tel: 250-334-6000 or email:
hsiemens@comoxvalleyrd.ca

Strathcona Regional District
Protective Services Coordinator
Shaun Koopman
Tel: 250-830-6702 or email:
skoopman@srd.cae

Mainroad North Island Contracting
Tel: 1-877-215-7122

Want to know more about flood preparedness and managing storm water?

Comox Valley Regional District
comoxvalleyrd.ca/emergency
comoxvalleyrd.ca/getnotified

Strathcona Regional District
www.srd.ca/emergency
http://strathconard.connectrocket.com

Strathcona Regional District

Comox Valley Regional District

Newsletter

The CVRD newsletter should be a clean and simple design. Images should accompany copy, and copy should have clear white space around it. The newsletter title and all copy should be set in BC Sans. Secondary and tertiary colours can be used for call outs and headings. The logo should always appear bottom right.



E-newsletter

The CVRD e-newsletter is a newer communications tool and follows similar branding and design style to other documents noted. Headline and subheading (if required) are to sit in the teal box as displayed in the left image, with designated sections highlighting different events or activities occurring in the region.





PowerPoint

There are two versions of the CVRD Powerpoint presentation slide (wide and standard format).

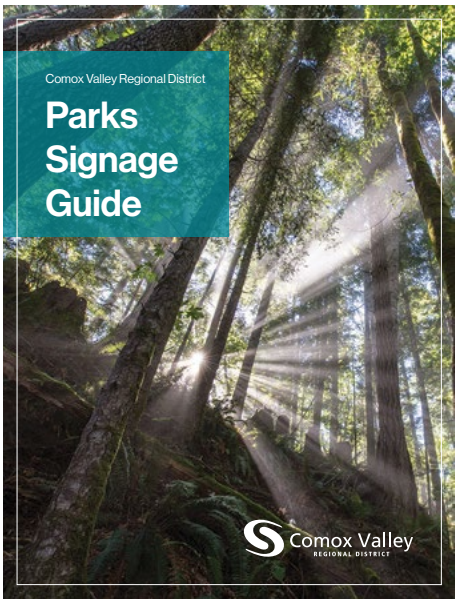
The title slide features the CVRD logo in two colours with a generous central area for title content. Please use BC Sans. The content slide simply has a white (reversed out) logo positioned in the bottom right corner. Slide content (type and image) should be placed in the centre area. The title of the slide should be centred and content, (when there is more than one line) should be aligned flush left.

It is important NOT to put too much information on these slides (follow the five slides or less requirement). They are to be used primarily as talking points and should include rich visuals were possible.

Signage

Parks Signage Guide

The CVRD parks department has developed a Parks Signage guide to ensure consistency in all parks signage moving forward. The new design was launched in 2020 in Seal Bay Park and will be expanded to future parks over the coming years. The design concept reflects a variety of natural park elements, animals and cultural references with emphasis on the traditional Ayajuthem language. A partnership with K'ómoks First Nation has been established as it was recognized that many of our lands lie within their traditional territory. The goal of the new design is to enhance the overall park visitor experience while promoting understanding of the cultural heritage and values within the park.



The Park Signage Guide can be found at:
http://communications

CVRD Signage Guide

Signage consistency is key to ensure a unified look, feel and identification within the community. A revised signage guide has been created to help guide both internal signage (directional) and also exterior (building signage). All signage projects need to have the Communications and Engagement team involved and part of approval processes prior to production.

Once completed will be available here:
http://communications

Approvals

All materials being designed with the CVRD logo or utilizing CVRD graphic standards must be approved by a member of the Communications and Engagement team prior to distribution, printing or usage. The CVRD Mark is a registered trademark* owned by the Comox Valley Regional District. If the CVRD becomes aware of an unauthorized use of this logo, they may pursue legal action.

If you are authorized to use the logo, you must take care not to alter or modify it in any way. Any questions regarding logo usage or our graphic standards please contact the Communications and Engagement department by submitting a SharePoint work request or emailing:
communications@comoxvalleyrd.ca

CHAPTER 5

Website Standards



Website Standards

An organization's website is its most influential communication tool. In 2017, the CVRD underwent a large website project redesigning all four websites it manages.

Comox Valley Regional District | **comoxvalleyrd.ca**

- Comox Strathcona Waste Management | **www.cswm.ca**
- North Island 911 Corporation | **www.ni911.ca**
- Comox Strathcona Regional Hospital District | **www.cshrd.ca**

When updating the CVRD website or a subsite, please ensure all content follows the same structure and tone as what is currently on the site.

If you have any questions or need training on updating one of our websites, please contact the Communications and Engagement team by submitting a SharePoint work request or emailing: **communications@comoxvalleyrd.ca**



Drupal User Guide

Upanup, our website service provider, has developed an online user guide for our websites. This user guide is available once you login into your Drupal account under Help. It has been tailored towards our organization. If you can't find what you are looking or have a suggestion of adding something please contact the Communications and Engagement team by submitting a SharePoint work request or emailing: **communications@comoxvalleyrd.ca**

Drupal File Size Requirements

Please ensure all file sizes uploaded to the system are under 2MB each. If you have a file that is larger please connect with the Communications and Engagement team to assist you.

General Guidelines for Writing Web Copy

Tone and Perspective

The tone of the website should be clear, simple and conversational. We generally refer to the CVRD in third person, although we address the reader directly in second person.

> **Example:**
> For more information (you can) contact the CVRD.

Always consider the perspective of the reader. What questions are being asked? What is the level of knowledge? What information is of particular relevance?

Plain Language

Whenever possible, remove overly technical language or jargon that may be unfamiliar to the average resident. Language should be clear and professional, but not overly complex or verbose. As stated in the CVRD Corporate Identity Guide:

A general rule for writing is to keep the language at a grade six to eight reading level. That way you communicate clear, simple messages that can be easily understood.

> **Examples:**
>
> **Instead of this:** It was the decision of the committee.
>
> **Write this:** The committee decided.

> **Instead of this:** Five wastewater pumping stations discharge to either a 930 mm diameter 8 km long force main or a 400 mm diameter 2 km force main which join together at the plant headworks and discharge an average daily flow of 17,000 cubic metres of wastewater.
>
> **Write this:** Five wastewater pumping stations discharge to either an eight-kilometre long force main or a two-kilometre long force main. These force mains join together at the plant headworks, discharging an average flow of 17,000 cubic metres per day.

Note: Be sure to consider whether this amount of technical information is relevant at all. In the case of the latter example, we chose to delete this section entirely, as it was much more detail than was required on a public-facing website.

Plain Language: "Choose the Simplest Word and Phrase"

- Accommodation → Housing
- Administer → Do
- Advance planning → Planning
- After this is accomplished → Then
- Assistance, support → Help
- At an early date → Soon
- Communicate with staff → Let staff know
- Gives you the opportunity to → Lets you
- In accordance with → According to, in line with
- In addition to → Plus, and
- In the absence of → Without
- In order to → To
- In the event of → If
- Individual → Person
- Implement → Use
- Is able to → Can
- Method → Way
- Obtain → Get
- Prior to → Before
- Provides you with the opportunity to → Lets you
- Request → Ask
- Require assistance → Get help
- Result in → Cause, make, lead to
- The amount of time that → How long
- To be used in → For
- Within your ability → If you can

Acronyms

All acronyms should be written out on first usage, with the acronym or abbreviation listed in brackets afterward.

> **Example:**
>
> The Comox Valley Regional District (CVRD)... (1st reference)
>
> The CVRD... (subsequent references)

Consistency

When drafting content for the CVRD website, it is important to follow the style guidelines based on Canadian Press (CP) Stylebook, with a few notable exceptions. A couple of pointers which may be useful when drafting web copy:

- When abbreviating British Columbia, use BC, not B.C.
- For the sake of capitalization (major words in headers and subheads get capitalized), page names are treated as headers. (e.g. "Refer to the Dogs in Parks page")
- Frequently asked questions displayed on an FAQs page are not considered headlines for this purpose (ie: only capitalize the first word of each FAQ)

Scannability

People tend to read text onscreen differently than they do text on a printed page. Most notably, they tend to scan text more than read every single word, and so anything you can do to facilitate scanning is beneficial.

Some helpful tips:

- Keep paragraphs short, which increases the white space on the page. There's nothing more intimidating than a solid block of text staring back at you from the screen.
- Use subheads to break up the page even more and help users find the information they're after. When skimming, people will always linger on a subhead.
- Use bold and/or italics to highlight important words or pieces of information.
- Include bulleted lists (whenever appropriate) rather than long sentences.
- Don't underline text.

Updated Content

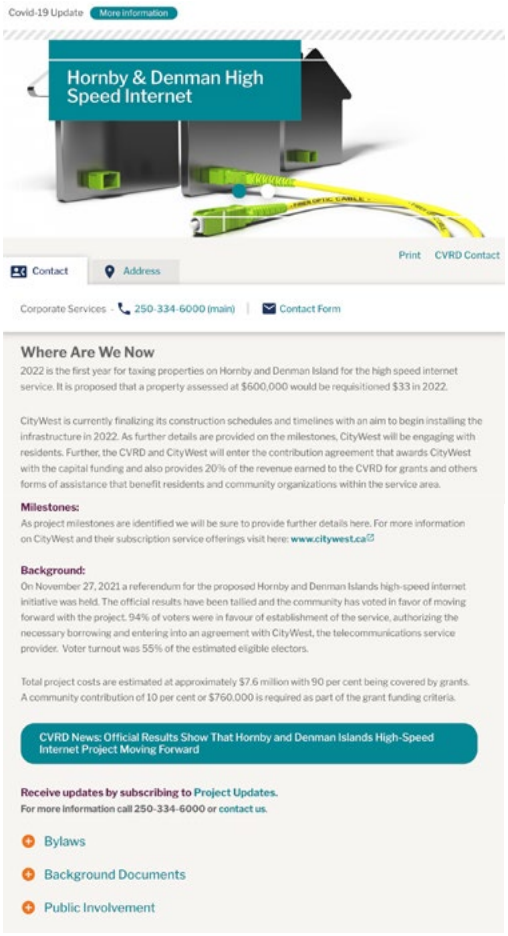
In order to keep the website content current, we want to limit most information on the site to documents and information from the most recent five years. Unless a document or page has ongoing relevance, in most cases it can be removed from the website if it's more than five years old. Review your content every six months for your branch/team to ensure accuracy.

Naming a New Page or Project

When naming a new page or project, keep it short, simple and identifiable for public. Before you name your page, perform a quick web search of the page name you selected. Did the search reveal pages with content similar to yours? Then you're on the right track. The Communications and Engagement team can assist and advise on what the best title for your page may be and can assist with creating a shortened URL.

Elements to Include on Every Page

In addition to simply writing copy that appears for users on screen, there are a few other back end elements that should be included with every new page of web copy. These include:



Header and Web Copy Headings

The header, or headline, is the headline that will appear on the actual page itself superimposed over the image at the top of the page. It's generally the only part of the page that will be coded with an <H1> tag, which distinguishes for search engines it as important text. The title of your page should if possible match its URL, if it does not use keywords/phrases pertaining to the content of your page.

Headings have a hierarchy and should be logically structured on a page. A page starts with the H2 heading, followed by an H3 heading and, should you need another sub-section, it can be followed by an H4 heading. If you need more sub-sections, you can even add H5–H6 subheadings.

H2 (Heading 2) should be used for the title of your page's main sections, ex: Background, and any subsequent section headings. H3–H5 are used as subheadings for these sections. H6 is mostly used for photo captions.

Links

Where appropriate, link between pages within the website in order to facilitate access to related information and help search engine bots index the site. When linking to another internal page, include keywords/phrases in the link itself, which has some SEO benefit to the linked-to page.

> **Example:**
> Write this: For more information, refer to our Dogs in Parks page.
>
> Not this: For more information about dogs in parks, click here.

Visual Content

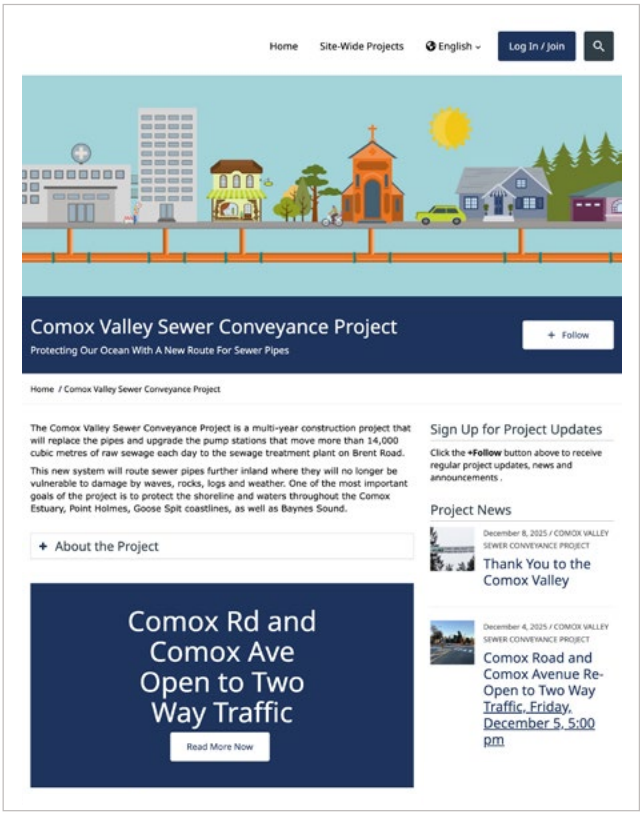
High quality images and/or video are required for all website pages. Using dynamic visual content helps increase brand awareness, boost engagement and enhance the user's overall experience while on your site.

Consistent image quality is very important. All photos must be delivered in high resolution (5MB or greater, 4,000px wide or greater) and saved in their native file format. Signed photo release forms are required for any images taken of identifiable persons, especially children and youth under 19 years of age.

To review available image options visit the communications folder on the (I:) drive (\Communications). Here you will find images sorted by department and genre. Some folders with large image files (large file size=high resolution intended for print media) are view only. To request use of one of these print ready images or if you cannot find what you are looking for, please submit a SharePoint request.



Engage Comox Valley

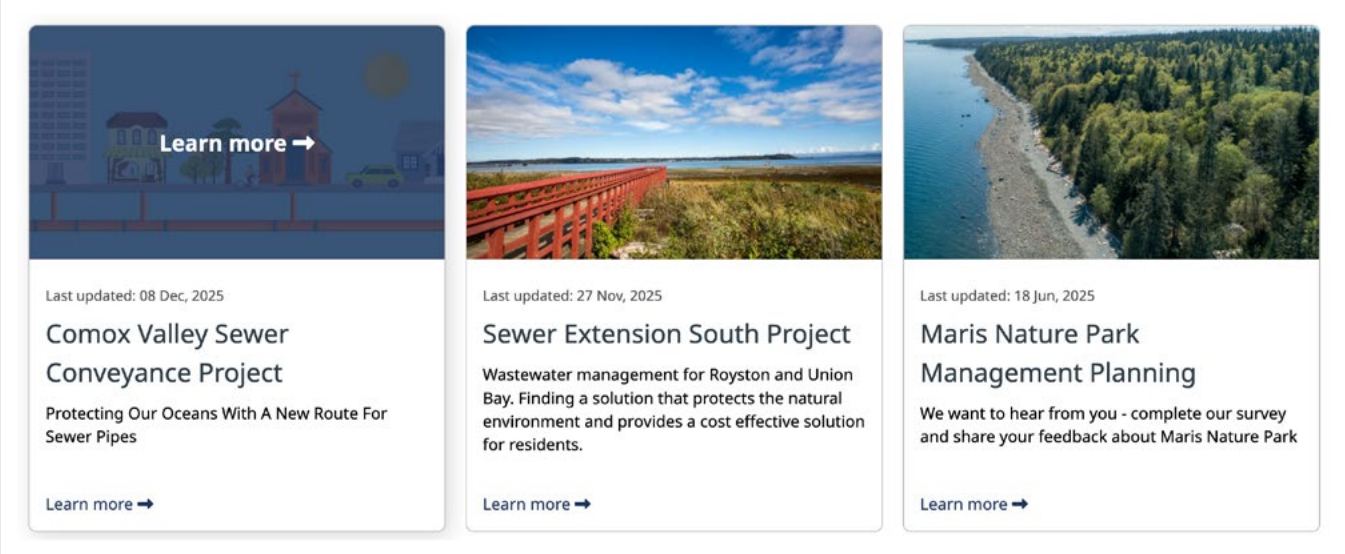


CVRD Engagement Platform

The CVRD is excited to offer Engage Comox Valley, an online public engagement platform that allows the community to interact with staff and other residents on specific projects. This tool is used for two-way engagements where feedback from the public makes up part of the decision-making process or where there may be specific questions/inquiries about a certain project. If it's identified as a tool to use in an approved Engagement Plan, the Communications and Engagement team will help to set things up, including:

- Project Page and Title
- Suggested content and page layout
- Recommended types of tools depending on the type of engagement (survey, Q&A, Ask a Question, Frequently Asked Questions, etc.)
- Staff training (if required)

The Communications and Engagement team manages and administers the site for all our local governments to use and trains the staff who utilize it for public engagements.



CHAPTER 6

Social Media Standards



Social Media is a communication tool to inform the public about projects, events or project updates.is a communication tool to inform the public about projects, events or project updates.

How to Post to SharePoint

Within the Communications SharePoint page, you can submit social media requests through the Social Media Calendar, which allows staff to submit content they would like posted on the CVRD social media channels. You can also submit a SharePoint work request if there are further social media requirements needed. Both the request form and social media calendar can be found here: **http://communications/SitePages/Home.aspx**. If you have any questions or concerns, please email **communications@comoxvalleyrd.ca**.

Comox Valley Regional District Social Media Accounts:

Social Media Platform	Account Name	Handle (if applicable)	Hashtags
Facebook	Comox Valley Regional District – Local Government	@ComoxValleyRD	#ComoxValleyRD
	Comox Strathcona Waste Management	@ComoxStrathconaWasteManagement	#CSWM
Instagram	Comox Valley Regional District	@ComoxValleyRD	#ComoxValleyRD
	Comox Strathcona Waste Management	@ComoxStrathconaWasteManagement	#CSWM
Bluesky	Comox Valley Regional District	@comoxvalleyrd.bsky.social	#ComoxValleyRD
LinkedIn	Comox Valley Regional District		#ComoxValleyRD
YouTube	Corporate Account: Comox Valley Regional District		
	Legislative Services Account: Comox Valley Regional District Board Meetings		

Writing for Social Media

Unlike other forms of writing, writing for social media is less structured and requires a less formal tone. Using conjunction symbols and abbreviations is permitted and often required to accommodate character counts and keep posts as short as possible.

Posting to the CVRD social media accounts is completed by the Communications and Engagement team. If your engagement requires a social media component, it will be identified in your Communication Plan and someone in Communications and Engagement will complete a Social Media Plan with any accompanying art. To request a social media post not affiliated with an engagement plan, please use the Social Media Calendar found on the Communications and Engagement team site within the CVRD SharePoint. Please complete the form, requesting which social media accounts you would like to use, and follow the writing and image guidelines.



When writing a social media post there are some basic principles to follow:

1. **Be Concise.** How can you communicate what you need to in a few words as possible? As mentioned, the use of conjunctions and abbreviations is permitted when writing for social media.
2. **Use a List.** Often we are trying to communicate many things in a post. Using lists can help keep your post short and to the point.

   Example: January 10, 2022
   3–4 pm
   CV Sports Centre -
   3001 Vanier Drive, Courtenay
3. **Use Emojis.** Emojis, small digital images or icons used to express an idea or emotion, are permitted and encouraged for use in social media posts. They help make the post less formal. They can help you cut down your character count (an emoji only counts as one character but can communicate a whole word or feeling). They can help increase your posts placement in social media algorithms. And, they are fun.
4. **A picture is worth 1000 words.** Select images which can help you communicate complex ideas or actions. Try to use your image selection to help you cut down on words.
5. **Use layman's terms.** Stay away from using jargon and technical terms as well as any acronyms. The corporate acronym CVRD, for Comox Valley Regional District, is permitted.

6. **Include an action item or call-to-action.** Typically, this is a URL to guide people back to the CVRD website for more information, however it could also link them to an Engage Comox Valley page, open survey or another government website.

   Examples:

   City of Courtenay, Prepared BC, etc...

7. **Include Corporate Hashtags with each post.** If you plan to post to Facebook, Bluesky, Instagram, or LinkedIn, use the corporate hashtag at the end of each post. The use of other hashtags from partners, awareness hashtags, or location hashtags are permitted. You can use hashtags in the body copy of the post, but it's not required as modern algorithms rely on it less to determine post content.

   Use Camel Case (capitalize the first letter of each word in the hashtag) to help increase accessibility. Text readers will read each word out individually rather than as one long word.

   Example:

   #TownOfComox

8. Use handles to tag partners or institutions. For Facebook, Bluesky, Instagram, and LinkedIn, if a government partner or an organization is named in a post, use their handle (if they have one) to tag them. Using handles helps to increase post engagement.

   Examples:

   @CityOfCourtenay or @BCTransit

Social Media Code of Conduct and Responding to Comments

To encourage respectful and responsible communication on the CVRD social media channels, commenting has been disabled on our Facebook and Instagram platforms. Accounts and comments are monitored by the Communications and Engagement team. The Social Media Code of Conduct, posted on the CVRD website and linked to in the social media accounts, outlines conditions when a comment may be hidden or deleted from public view and an individual or account may be blocked.

All questions posted to social media are responded to within 24 hours or the next business day. Positive comments are 'liked' when possible. If debate arises between community members in the comment sections, the CVRD will only add commentary to correct misinformation. If a comment intends to provoke a reactionary response, the guiding principle is to respond only if a question is posed in a respectful tone with links to the corporate website. As stated in the Social Media Code of Conduct, the CVRD will exercise the right to hide or delete comments which contravene the code.

Images for Social Media

Images for social media should not exceed a maximum file size of 3 MB.

Landscape images should if possible have the action happening on the right-hand side of the frame to accommodate the teal text box which always appears in the top left corner.

CHAPTER 7

Public Engagement Standards



Before a public engagement can occur, an approved engagement plan needs to be completed. The Communications and Engagement team is here to help guide and advise on the plan and essential next steps.

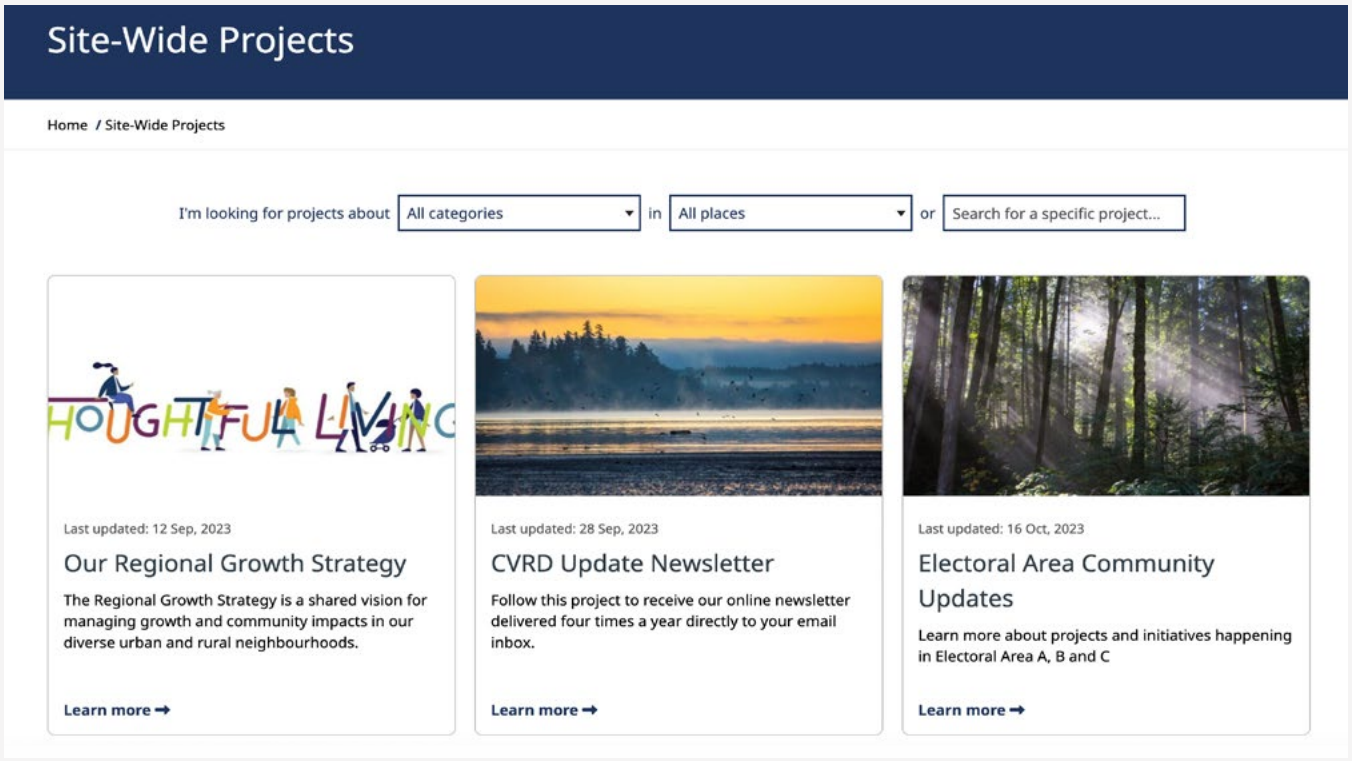
In 2020, a Public Engagement Strategy and Toolkit was created to help all engagement efforts for the CVRD.

Recognizing that in many cases, issues and needs in communities do not acknowledge municipal or regional boundaries, the CVRD, in collaboration with the City of Courtenay, Regional District of Nanaimo and Cowichan Valley Regional District, worked together to create a unified public engagement strategy and toolkit. By working together, a detailed document was established with common language, best practices and approaches for all public engagement efforts.

Building off existing policy and the lens of the International Association of Public Participation (IAP2) spectrum and values, the toolkit informs planning and implementation engagement efforts. The toolkit includes templates and tools that will help build organizational capacity for more effective public engagement efforts and foster two-way conversations within the community.

To view the toolkit and training videos visit: **http://communications**





Public Engagement, Event & Communication Plan Templates

A number of templates have been created to help develop your communication plans, event plans and engagement plans. The templates can be located here: **http://communications**

Online Engagement (Zoom Meetings)

In support of providing additional ways of engaging with the public/community, Zoom meetings have been identified as a corporate tool option for certain engagement projects. The Communications and Engagement team has a specific Zoom account dedicated to public engagements. Once you have an approved Engagement Plan, the team will help set up this online tool.

Online Engagement Tool

The CVRD has an online public engagement tool (Engage Comox Valley) designed to interact with the community on specific projects. If this tool is identified for use in an approved Engagement Plan, the Communications and Engagement team will help set things up.

This tool is not used for every engagement and instead should be focused on being used in the Consult and/or Involve section of the International Association of Public Participation (IAP2) Spectrum.

Community Engagement Calendar

Interested in knowing what is going on or being planned organizationally? Visit the Deadlines & Engagement Sessions calendar: **http://intranet/**

CHAPTER 8

Video & Photography Standards



Photography

When taking photographs on behalf of the organization we need to ensure photo release forms are signed and images are saved down properly into the I Drive and filed in ELF.

Photograph waivers are required for any images taken of the public, especially children and youth under 19 years of age. The photograph waiver is available on SharePoint.

Photo release form and high quality image will need to be filed in ELF together. Ask your assistant for help if you have questions.

Example Naming: Steel Seal Bay Open House June 2016

Photo release forms can be found:
http://communications

If you are wanting or needing to hire a professional photographer put in a work request at: **http://communications** and the Communications and Engagement team will assist in finding a photographer for you.

Key Photo Taking Tips:

Photographs both within print materials and online need to be rich, visually appealing and following these simple tips:

People and Moments as Subject Matter

- Include as many photos of people as possible, not empty rooms or vacant areas
- Take dynamic shots with a sense of purpose
- Take photos of people who demonstrate friendliness and a genuine look, not over-the-top smiley
- Focus attention on people by using relatively shallow depth of field, ensuring eyes are completely in focus
- Include people varying in diversity in race and gender, while also not being tied to one face
- Consider the services featured on the website, taking a range of photos that suit different pages on the site

Beyond the People

- Consider the services/locations that will be the most relevant to the contents, taking a range of photos that suit different pages on the site(s) (e.g.: include offices, residential areas, business/development, etc, not just parks and scenery). This will help us add to pages that are typically left without much imagery
- Large, impactful images that showcase the beauty, activities, and facilities the district has to offer
- Internal facilities photos: clean up areas—if a desk or counter top is shown in the image, quickly clear loose items away put things in neat piles in order so photos contribute to a clean design
- Larger photos offer greater flexibility — initially, bigger is better. Selected images will be sized and web-optimized for their specific application



Lighting/Colour

- Ensure all shots are well lit—warm light is preferable
- Take photos in full colour, do not apply any filters

Composition

IMPORTANT: Do not tightly "frame" shots, as it is better to keep photos wider than normal to allow digital cropping afterwards.

- Utilize some creative angles to make subject matter more interesting - try some photos from the ground looking up, from a high position, or play with certain items with the close-up in foreground while action is in background, feel free to use fisheye for some photos
- Utilize rule of thirds for composition

Size/Resolution

- IMPORTANT: The majority of shots should be landscape orientation, as these are more suited to web design layouts (shoot horizontally with 16x9 aspect ratio in mind, where possible)
- Include shots that have room for possible content overlay (relatively large areas with little detail in the photo) in either the foreground or background of about 25 per cent of photos
- Photos should be delivered high resolution (5mb or greater, 4,000px wide or greater)

Do Not Include Photos of:

- Staged group shots
- Out of date equipment
- Unsafe conditions
- Other corporate logos
- Anything that does not meet organization standards

Videography and Videos

Video is the most impactful medium for online users. If you are interested in creating an education video please contact the Communications and Engagement team first. The team will help develop the script and work with the videographer to ensure branding standards are met. Video is often a very good medium for projects or corporate initiatives which need to communicate complex ideas or have many moving parts.

From time to time, the departments may undertake video production without the involvement of the Communications and Engagement team. When this occurs, there is still an approval process which must be followed before the video can be released and published on the corporate YouTube channel. Please review the procedure before beginning any video project.

Communications & Engagement SharePoint Page: Additional Resources Section
http://communications/





Accessibly: We want the videos we create to meet current accessibility standards, with the knowledge that the standards may change as new technologies and improvements in video are made. It is our current standard to subtitle all videos. As stated in the procedure, final versions of video scripts must be submitted to the Communications and Engagement team to enable subtitling.
Please avoid using bright flashing lights and strobing effects in video. If required a disclaimer must appear before the video begins.

Although short in length, video can take time to produce. If video is an element you are considering please allow approximately (each project will vary) eight to twelve weeks from concept to project delivery.

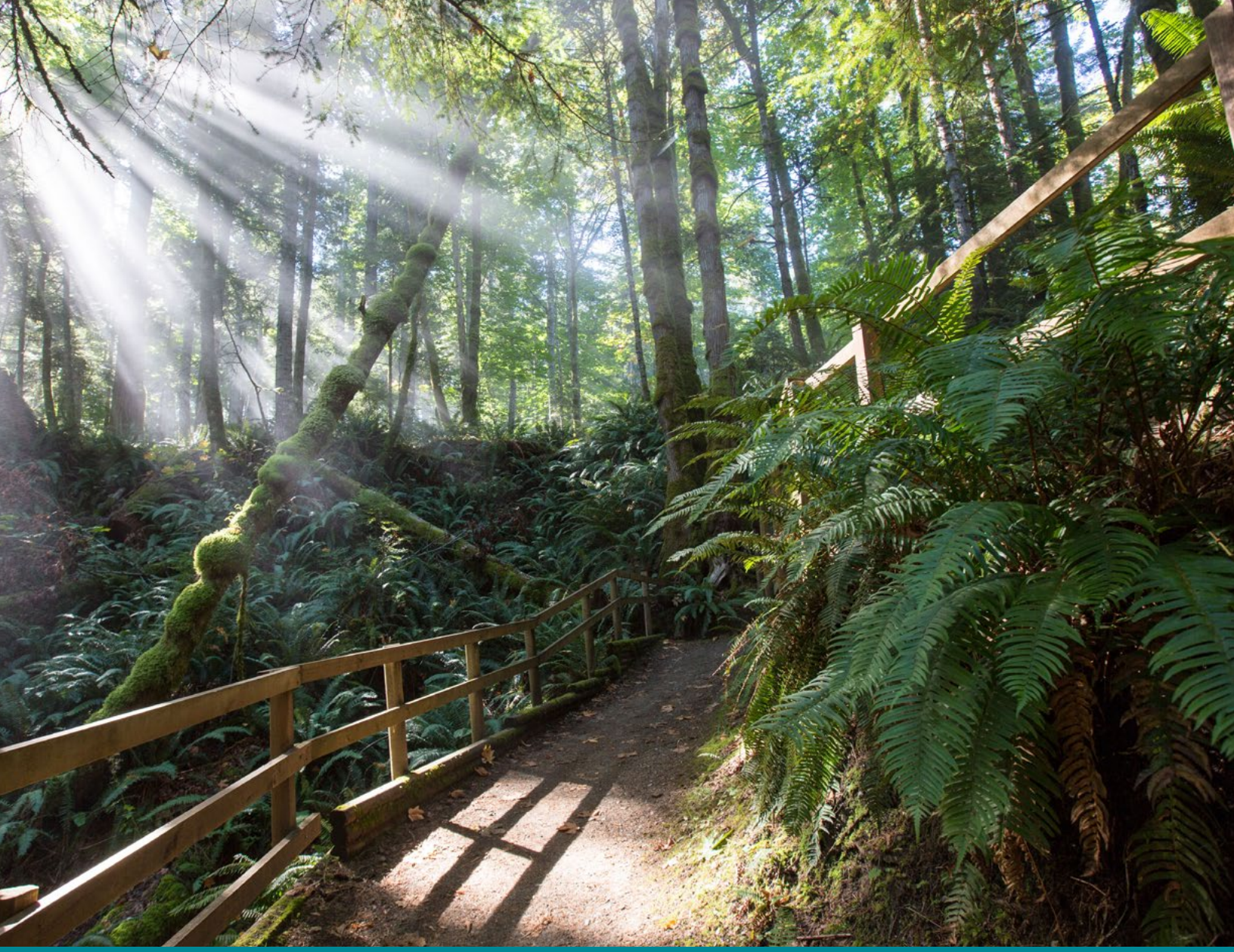
Video is often used in social media to increase engagement and can be less formal in tone than a corporate video. Short videos and animations, 5-30 seconds in length, built specifically for social media can be produced in-house by the Digital Advisor. If you would like to request a short video or animation please contact the Digital Advisor directly.

MP4 is the preferred format for YouTube and Facebook.

Your Communications and Engagement team are here to support you with your communications needs. Whether you need help with an update to a brochure, publishing a post to social media, or developing an engagement plan or education campaign, we are here to help you.

Learn more about the team or put in a work request by visiting:
http://communications





Comox Valley
REGIONAL DISTRICT

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