Comox Valley Regional District

Corporate Identity

Comox Valley
REGIONAL DISTRICT

comoxvalleyrd.ca

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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.

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 of thumb when writing is to keep the language at a grade eight to ten 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 particular guide will not highlight every element within the CP Stylebook but will focus on some of the standards, common mistakes and reoccurring questions happening internally. It also should be noted, that this guide will be building upon the CP Stylebook to create an overall CVRD corporate identity to help bridge gaps and create consistency organization wide.

In order to help with internal consistency, assistants across the organization have been provided a revised copy of the CP Stylebook and the Caps and Spelling handbook for referencing and a copy of this guide.

Questions Regarding this Guide?

This guide is a living document and will undergo a yearly review. Please do not hesitate to contact Jennifer Steel, Manager of Corporate Communications, with any feedback or questions you may have at jsteel@comoxvalleyrd.ca or 250-334-6063.

Overview of Canadian Press Stylebook

The CVRD has been following the CP Stylebook 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.

Inclusive Language

Ensure all communication is gender neutral and inclusive. Inclusive language is free of sexist, racist or other discriminatory language. It avoids stereotypes, loaded words and condescending elements.

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

Capitalization (Page 268)

The CP general rule is:

"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."

General 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. For formal job title and branch/service area capitalization standards see CVRD Internal Standards below.

6. Government departments (Page 275).
- Capitalize specific national, provincial government departments, ministries, boards or agencies.
  - Examples: Department of Agriculture, Ministry of Education
- Lowercase common-noun elements standing alone and in plurals.
  - Examples: the department, departments of Natural Resources and Environment
- Lowercase local government councils, departments, boards etc.
  - Examples: Comox Valley board, Courtenay city council

7. Internet Terms (Page 276).
- Capitalize specific proper names.
  - Examples: World Wide Web, Facebook, Twitter, Adobe Acrobat

Headlines & Titles (Page 80)

For more information please visit page 80 of the CP Stylebook available from your branch assistants. As well, please refer to CVRD Internal Standards section.

Spelling (Page 400)

For more information on Canadian spelling or other specific guidelines please visit page 400 of the CP Stylebook or the Caps and Spelling Handbook. Both are available from your assistant.

Punctuation (Page 378)

There are various rules regarding punctuation that are clearly outlined within the CP Stylebook. Please review the specific areas with your assistant.

Abbreviations & Acronyms (Page 253)

For ease of the reader avoid abbreviations and acronyms when possible. When using please start by using the full name first with the abbreviation or acronym in brackets following.
- Example: Comox Valley Regional District (CVRD), Comox Strathcona Waste Management (CSWM)

Common CVRD Abbreviations/Acronyms

For commonly used CVRD Abbreviations and Acronyms please visit the records and information management tools page located on the intranet (http://intranet/record-management-tools).

CVRD Internal Standards

Electoral Area Consistency

The legal names of our electoral areas are determined by our letter patent dated February 2008.

- In legal documents including bylaws and contracts, it should be electoral area name followed by geographical 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 and agendas, it should be 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)

- In non-legal documents including staff reports, use the full version for the first mention 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

Spacing

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

Job Titles

Capitalization of staff job titles, branches and service areas has been causing confusion internally for some time. The CVRD will be now be capitalizing all formal job titles, branches, facilities and departments. This new standard is within the new CP Stylebook standards and ensures we are aligned with what other organizations are practicing across the province. This approach will ensure less confusion moving forward and guarantees all our documents appear correct in resident's eyes.

All formal job titles, whether preceding a name or standing alone, will be capitalized.
  - Examples: Website Technician, Chief Administrative Officer, Human Resource Advisor, Community Services, Planning and Development Services, CVRD Sports and Aquatic Centre

Capitalization

Bylaw: when referring to an individual bylaw number (Bylaw No.) follow CVRD Internal Standards 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

Punctuation

Quotation Marks:

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

Periods:

- Do not use periods when denoting time.
  - Example: am, pm

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.

Typographic Alignment

Ensure that letters, staff reports and other written communication is flush left justified. Flush left justification is the standard 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.

Signature Blocks

A signature block is a representation of the Comox Valley Regional District. All email signature blocks require updating similar to the sample provided below.

External Signature Block

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

Jennifer Steel, *designations if required (B.S.C., B.A., B.Comm, P.Eng)*
Manager of Corporate Communications
Corporate Services Branch, Comox Valley Regional District
600 Comox Road, Courtenay, BC V9N 3P6
Tel: 250-334-6063
Toll free: 1-800-331-6007 Fax: 250-334-4358

Internal Signature Block

(this is the signature block to use for internal emails.)

Jennifer Steel, *designations if required (B.S.C., B.A., B.Comm, P.Eng)*
Manager of Corporate Communications
Corporate Services Branch, Comox Valley Regional District
Tel: 250-334-6063

Telephone Answering

Front Desk Staff

"Comox Valley Regional District, (Name) speaking. How can I help you?"

 In times when the lines are very busy, staff can answer the phone, "CVRD, (Name) speaking..."

All other staff

When answering your work phone start off stating Comox Valley Regional District, then your name.

Example: "Comox Valley Regional District, Jennifer speaking……"

The telephone is an inexpensive way to provide consistency throughout the organization to residents. Remember when writing telephone numbers use hyphens not ( ) parentheses.

  • Example: 250-334-6063

Voicemail

For all corporate cell phones including bring your own device (BYOD) and work phones please follow standards below. As well, it should be noted that all voicemails should be returned the same business day.

Corporate Cell Phone and BYOD Example Voicemail Message:

"You have reached Jennifer Steel, Manager of Corporate Communications, 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."

Landline Work Phone Example Voicemail Message: Update Weekly

You have reached Jennifer Steel, Manager of Corporate Communications, with the Comox Valley Regional District. It is the week of xxxx and I am in the office all week (or adjust if not). Sorry I missed your call, please leave your name and number and I will get back to you as soon as possible. You can also try me on my cell phone at xxx-xxx-xxxx.

Guiding Principles for Response Times

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

- **Telephone calls** – every telephone call of a legitimate nature (ie. one with a question) should be returned on the same or next business day to give acknowledgement that the call was received. If the answer to the question cannot be provided at that time, the caller would be advised that you or someone who has the answer will be getting back to them within the next business day.
- **Emails** – every email of a legitimate nature (ie. one with a question) should be acknowledged on the same or next business day it is received. If the answer to the question cannot be provided at that time, you would advise the sender that you will get the answer, and get back to them as soon as practical.
- **Letters** – all letters of a legitimate nature (ie. one with a question) should be responded to within 48 hours of receipt.

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**.

Out of Office

Ensure that when you are out of the office for longer than half of a day you set up the out of office notification on your email as well as voicemail. As well, please ensure you review the in/out procedures available on the intranet.

Email Out of Office:

Please contact your assistant to assist with turning your Out of Office on if you are away sick and do not have the GoodApp. If you are able to turn on the out of office assistant yourself (going on vacation), please follow the steps below:

1. In Outlook choose File.
2. Choose Automatic Replies (Out of Office) under Account Information.
3. Adjust the settings and details for your Out of Office. Ensure that whomever you leave as your contact is actually available and in the office.
    a. Adjust both the Internal and External messages.
4. Click Ok.

If you have a corporate phone, you will be able to adjust your Out of Office through the GoodApp at any time. Please follow the steps below.
Choose your GoodApp application.

1. Put in your password.
2. Choose Preferences on the bottom.
3. Scroll down to Out of Office heading and click.
4. Swipe the Out of Office on and adjust message accordingly.
    a. The GoodApp will use the same message for both Internal and External emails.

Example Out of Office Message Email Message:

Thank you for your email. I am currently out of the office and will be returning xxxx. If you require immediate assistance please contact xxxx, staff title, at xxx@comoxvalleyrd.ca or 250-334-xxxx.

Jennifer Steel
Manager of Corporate Communications
Comox Valley Regional District

Voicemail Out of Office:
1. To update your voice message call 250-334-6060 or toll free 1-877-334-6060.
2. Follow prompts – same as if updating from office line.
    a. Mailbox
    b. Password
    c. 8, *
    d. 2

The message should provide enough information to let the caller decide whether to leave a message or if they should call the alternate, your cell phone, etc.

To re-program 'O' to go forward to another local while you are away go to voice mail, enter your password, then 8*, O, follow the instructions and change the operator assistance number – this is where you can enter your backup's local. When someone presses 'O' the call will be transferred to your backup.

Example Voicemail Out of Office Message:
You have reached Jennifer Steel, Manager of Corporate Communications, with the Comox Valley Regional District. I am currently out of the office until xxxx. If you require immediate assistance please contact xxxxx, staff title, at xxx@ comoxvalleyrd.ca or 250-334-xxxx.

Staff Identification

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

Office staff should have a name tag. Name tags are to be worn during work hours in order to help identify yourself. If you currently do not have a name tag please contact your branch assistant.

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

Typefaces

Consistent typography is one of the most important elements in communicating the CVRD brand. The approved font for use in all internal CVRD print materials is Garamond size 12, in black type. This applies to all letters, emails, faxes and memos.

Times New Roman, size 12, can be used for tables to help increase readability and for large areas of italics within documents.

Advertising, signage, posters, legal ads follow the graphic standards document and font requirements. **No other fonts are to be used.**

Photography

When taking photographs on behalf of the organization we need to ensure waivers are signed and images are saved down properly into the G Drive and miraged.

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 the intranet under forms.

In respect to saving everything down, please scan the waiver and place into the folder where the image is being saved and ensure that the name of the image matches the names on the waiver. Please ensure you always save and mirage the highest quality, unaltered image as it will be easier for updating or adjusting.

As well, these waivers along with accompanying image(s) will need to be miraged. Contact your branch assistant for help.

- Example: SealBayOpenHouse_JSteel_June2016

Comox Valley Regional District

Visual
Identity

Background

The Comox Valley Regional District establishes policies, provides services, and maintains a wide range of facilities. For its role and responsibilities to be clearly recognized, it must have a single, consistent visual identity.

The CVRD's logo must reflect the organization's role as a responsible, accountable and authoritative body that stands for the interests of its citizens. It must distinguish our district from other districts, and reflect the nature of our region in a wide range of services, events, projects and partnerships.

For it to be an effective identifier of the region, our logo must have a consistent appearance wherever and however it is used.

Visual Identity Guide Overview

The Comox Valley Regional District provides a multitude of services in a wide range of venues. We need to identify ourselves clearly, consistently and memorably under a wide variety of circumstances.

The purpose of this guide is to explain the correct use of the CVRD's logo and other visual representations. It will serve as a resource as you develop printed materials, signage, advertising and vehicle identification for the CVRD.

It is critical that each time the public comes in contact with the CVRD, our identity is communicated in the same visual terms, whether it is portrayed on letterhead or advertising. To ensure correct usage of the CVRD's logo, refer to this manual and use only approved artwork.

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.

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% color.

CVRD Identity Basic Elements

The CVRD Visual Identity consists of two elements:

The Mark ·······························

The Wordmark ···

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

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.
- High Resolution TIFF: For colour print applications that require the logo to be reproduced larger that 10" wide.
- Medium Resolution TIFF: For all other colour print applications.
- JPEG: for web and digital applications.

Trademark Protection

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

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.

Primary Colours To be applied to logo.

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

Secondary Colours To be applied to elements supporting logo.

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

Background of black and white ads.

Tertiary Colours Accent colours to be used sparingly.

CMYK 58 / 93 / 40 / 32

PANTONE 7652

HEX #612550

RGB 98 / 38 / 80

CMYK 85 / 0 / 25 / 31

PANTONE 122-15

HEX #008794

RGB 0 / 135 / 149

CMYK 2 / 66 / 100 / 0

PANTONE 158

HEX #ef7521

RGB 239 / 118 / 34

Backgrounds blocks for Headings.

Sub-headings and text call-outs.
Emergency call-out boxes (ie. Boil Water).

Black & 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% Black

A

B

Element B to print: 30% Black

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

Line (or solid) Logo

All elements print: 100% Black

Reversed Out Logo

Occassionally 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 prefered backgound 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

Typefaces

Having a unique typography set is another key element to the CVRD identity. The following typefaces should be used for all print and digital applications, internal and external. Consistently using these typefaces across all CVRD communications is essential to maintain brand strength. **It is important to note that communication should never be in all caps.**

Franklin Gothic Book - To be used for body copy on marketing material

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Franklin Gothic Medium - To be used for headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GARAMOND - To be used for body copy on internal documents

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Incorrect Usage

Please use the electronic image files provided by communications. 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's:

- 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's:

- 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.
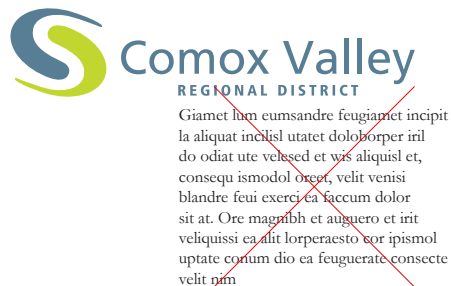
Positioning

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 prefered 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 prefered 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 minimun size shown here (1.5 in wide).

1.5 inches

Sub-Brand Logo

comoxvalleyrd.ca

Sponsor Logo

SPONSORED BY

Approvals

In order to use the CVRD visual identity, have your proposed usage of the logo cleared and approved by Corporate Communications. Our 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, please contact Jennifer Steel.

Contact Information
For copies of the Comox Valley Regional District logo, or for more information please contact:

Jennifer Steel, Manager of Corporate Communications
jsteel@comoxvalleyrd.ca
250-334-6063

Comox Valley Regional District

Stationery Applications

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 aligning with the top of the logo.

800 Comox Road, Courtenay, BC V9N 3P6
Tel 250-334-6000 Fax: 250-334-4358
Toll Free 1-800-331-6007
www.comoxvalleyrd.ca

Comox Valley
REGIONAL DISTRICT
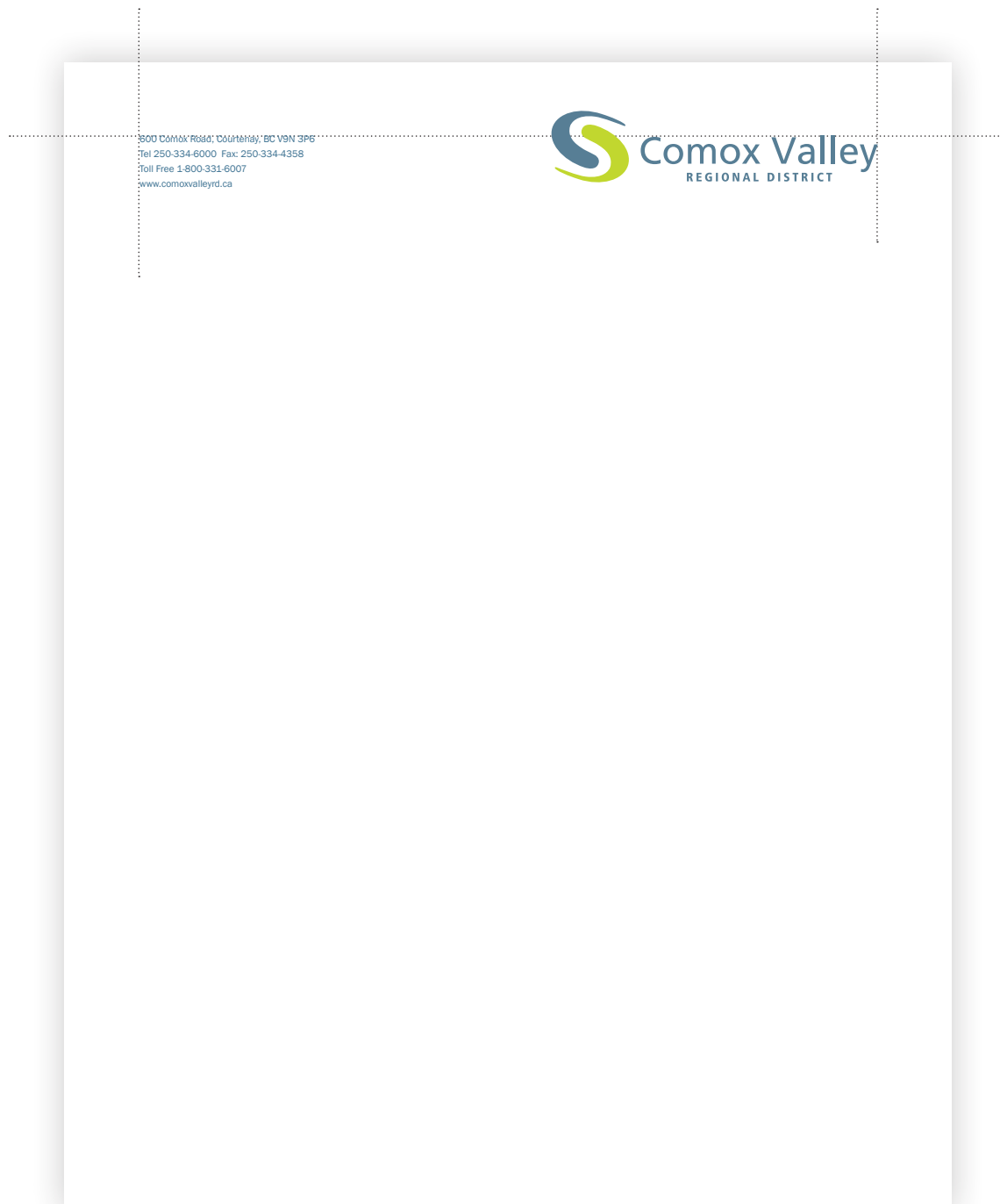
Business Cards

CVRD business cards are double sided and pre-printed in 2 colours. Format should be followed as below.

Business cards are only to be ordered for CVRD employees. Sponsors, partners and contactor 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.

Front

Comox Valley
REGIONAL DISTRICT

Jennifer Steel
Manager of Corporate Communications
Corporate Service Branch

jsteel@comoxvalleyrd.ca
Tel: 250-334-6063 Cell: 555-555-5555

Back

www.comoxvalleyrd.ca

600 Comox Road, Courtenay BC V9N 3P6
Tel: 250-334-6000 Fax: 250-334-4358
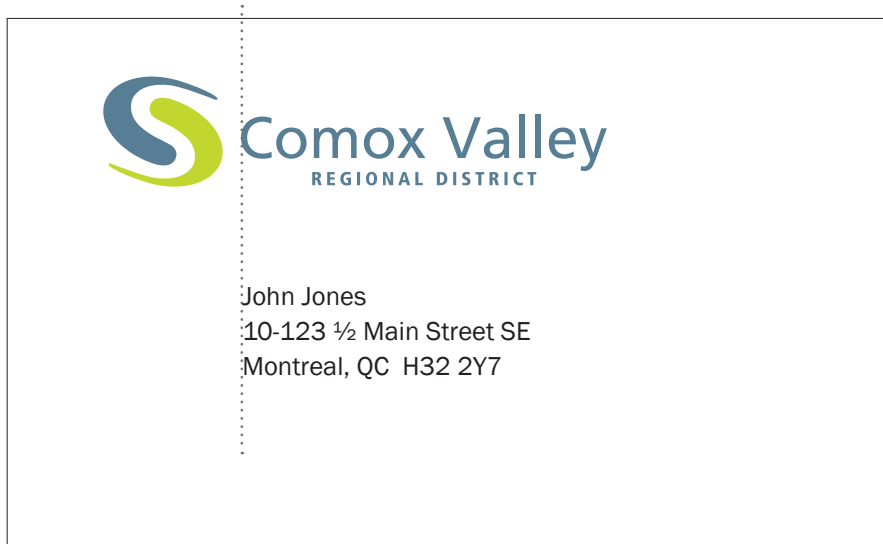Toll Free: 1-800-331-6007

Envelopes & 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 Garamond.

John Jones
10-123 ½ Main Street SE
Montreal, QC H32 2Y7

Mailing Labels

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

600 Comox Road, Courtenay, BC V9N 3P6

Comox Valley Regional District

Template
Guidelines
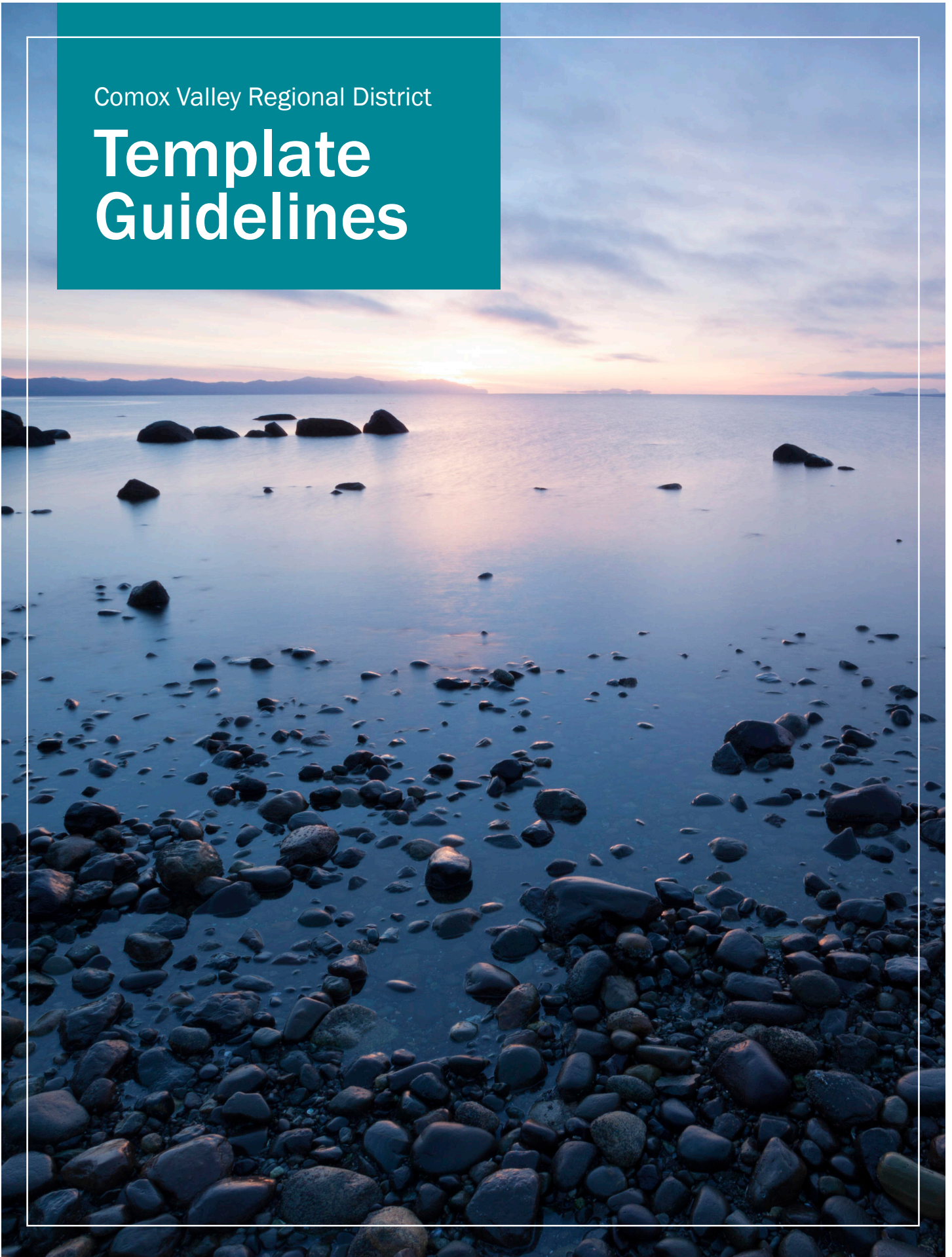
Basic Format

The CVRD template format is very simple. It is be used for signage, advertising and print collateral (materials such as brochures and newsletters).

The information on the template is to be contained within the grey area.

The logo sits by itself in the lower right hand corner.

Public Hearing Advertising Template

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

Headline and subheading (if required) are to sit within the grey box. All headings are set in Franklin Gothic Medium. Body text to be set in Franklin Gothic Book. The logo sits in the bottom right hand corner. It should always be accompanied by the social icons and 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.

Display Advertising Template

Headline and subheading (if required) are to sit in the coloured box as displayed below. All headings are set in Franklin Gothic Medium. Body text to be set in Franklin Gothic Book. Any additional information is to sit at the bottom of the image. Terms and conditions (if required) sit below the photo at 10 point. Call to action and contact information are placed bottom left and the logo is placed bottom right.

A permit is required*

To Set Off Fireworks!

In the CVRD Area

Buy your $10 permit first!
From the CVRD office at 600 Comox Rd, Courtenay

*Within the electoral areas of the Comox Valley Regional District, fireworks can only be sold from October 24 through November 1 inclusive. A permit must be obtained prior to setting off fireworks within the boundries of the CVRD. You can buy a permit from the CVRD office at 600 Comox Road, Courtenay Permits are $10. Fine for not having a permit is $100.

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

Comox Valley
REGIONAL DISTRICT

comoxvalleyrd.ca

Signage

A signage inventory will be completed within 2017. Design standards and templates will be created upon completion. If you require assistance with signage please contact Jennifer Steel at **jsteel@comoxvalleyrd.ca** or **250-334-6063.**

Poster Template

Headline and subheading (if required) are to sit in the coloured box as displayed below. All headings are set in Franklin Gothic Medium. Body-text to be set in Franklin Gothic Book. 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. Sub-brands should be next to the CVRD logo (see page 22).

Powerpoint

There are two versions of the CVRD Powerpoint presentation slide.

The Title slide features the CVRD logo in two colours with a generous central area for title content. Please use Franklin Gothic Book.

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. They are to be used primarily as talking points.

Three Panel 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 Franklin Gothic Medium. The logo appears at the bottom right of the brochure. Body copy should be set in Franklin Gothic Book and no smaller that 10 point.

Outside

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus dictum ultrices arcu, ullamcorper aliquam nunc porta ac. Curabitur maximus scelerisque dolor, eget auctor ligula maximus sit amet. Phasellus posuere eros lorem, quis vestibulum felis pretium in. Aliquam dapibus semper hendrerit. Cras vel ligula a orci rutrum

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A Guide to the
Official Community Plan
Amendment & Rezoning Processes

Comox Valley
REGIONAL DISTRICT

comoxvalleyrd.ca

Inside

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- Name Here

Annual Report

Below is an example of the Annual Report designed to brand standards. The overall look and feel should follow styles used in all other templates. The cover is dominated by an image and the report title (and subtitle if required) are to print in white (reversed out of the box). The title should be set in Franklink Gothic Medium, body text on inside pages to be set in Franklin Gothic Book at 10 point. The document is 11 in x 8.5 in and based on a 3 column grid.
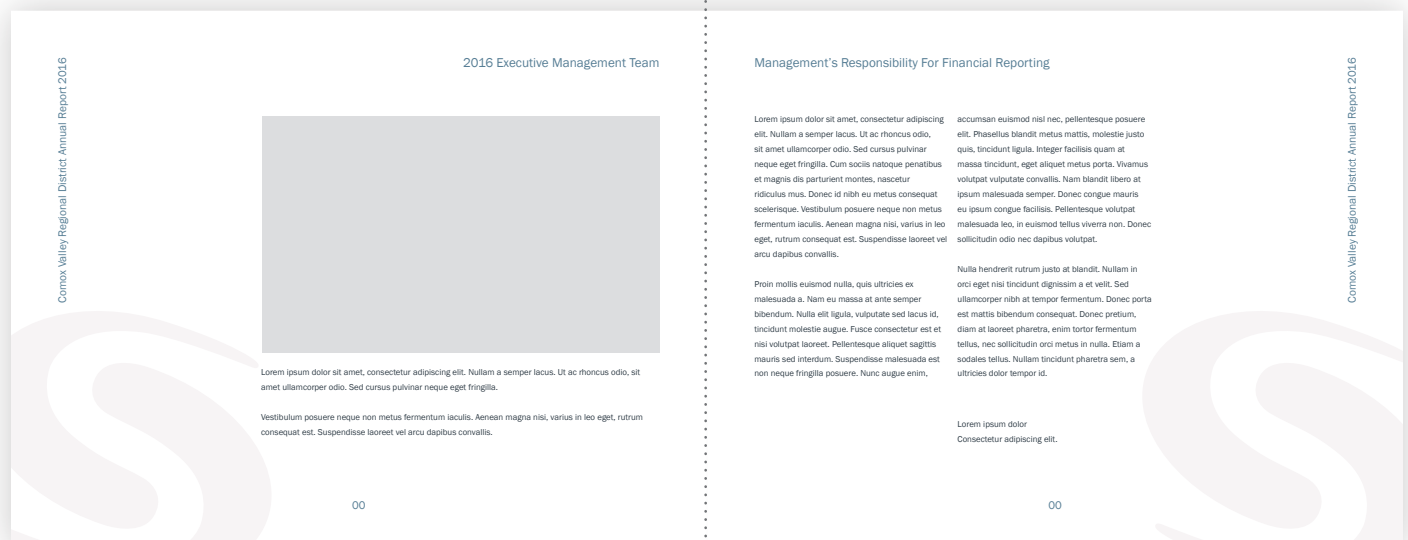
Newsletter

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 should be set in Franklin Gothic Medium and all copy should be set in Franklin Gothic Book. Secondary and Tertiary colours can be used for call outs and headings. The logo should always appear bottom right.

CVRD Update
October 2016

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Comox Valley
REGIONAL DISTRICT

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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 Franklin Gothic Medium. The logo appears at the bottom right of the rack card. All copy should be set in Franklin Gothic Book and secondary and tertiary colour palettes are to be used for call outs and titles.

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