



# City of Greenwood

**BRAND STANDARDS**





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## **BRAND INTRODUCTION**

This manual defines graphic standards for the correct use of the City of Greenwood assets and general branding of the City of Greenwood.

The City of Greenwood is represented by the following symbols of identity: the City logo, colours, Coat of Arms, and City Flag. It is important that these symbols be treated with respect as they help create a positive, consistent, and instantly recognizable experience.

To create a consistent image for the City of Greenwood, it is important that these standards are applied as best as possible. Consistent application of our identity, colours, typography, and layout structure are vital to maintaining our brand identity. They promise a consistent experience based on our shared vision, values, and history and strengthens the connection between our staff, partners, and community. It creates a unified presence in the community with a strong impression of who the City of Greenwood is and clarifies that the City is the organization delivering the message and information.

The logo and rebranding were approved and implemented by the Council during the Council Meeting on June 10<sup>th</sup>, 2024.



# City Logo

## Guidelines



## LOGO IDENTITY

Our logo is the formal representation of our City. It needs to have visual presence and to be presented in a consistent manner. The following guidelines help ensure the logo is used properly so it communicates effectively who we are, always.

The logo design is of the copper smelter smokestack in front of the valley mountains and Boundary Creek in which the City of Greenwood resides. The “Greenwood” wordmark and City incorporation year “1897” should always be used on the upper and lower banner space holders, respectively, this will ensure corporate consistency.

The City of Greenwood logo must be used on all official materials and items owned, published, and produced by the City.





## LOGO LOCKUP

These three elements coming together form our logo LOCKUP. We ask that this lockup always remains true to what is presented here, in colour, in spacing and in orientation.

There are select cases where the wordmark and icon can be used without the moto. Those cases are generally based on size. Please refer to the minimum size guidelines in this document for clarification.





## ACCEPTABLE VARIATIONS

The City of Greenwood logo has been designed in several forms to ensure legibility in a variety of applications. There are four options to choose from: including colour or black & white, and either positive or negative.

The positive version is only to be used on lighter background colours that compliment our logo. While the negative version is only to be used on darker background colours, textures or photos. Do not place the logo on low contrast, busy or overly colourful backgrounds. In applications where legibility is challenging, please use the black and white, or black and white with a 1pt white glow option.

### POSITIVE VERSIONS



### NEGATIVE VERSIONS





## COLOUR STANDARDS

The City of Greenwood logo may be used in CMYK for print. The colour values are stated below. For electronic media, the RGB and HEX values are also provided.

Please note, it is important to use the HSL, CMYK, RGB or HEX colours above for consistency of the City's brand. That said, these colours may appear slightly different across different mediums. For example, comparing different printing methods and/or different monitor screens, etc.



Greenwood Letters



RGB 0-88-1  
Hex #005801  
HSL 85-255-44  
CMYK 81-31-90-43

Smokestack



RGB 81-13-28  
Hex #510D1C  
HSL 246-184-47  
CMYK 42-77-58-80

Trim, Sun, Banner, Year



RGB 201-160-67  
Hex #C9A043  
HSL 29-141-134  
CMYK 14-31-86-1

Mountains



RGB 168-159-116  
Hex #A89F74  
HSL 35-59-142  
CMYK 28-23-57-4

Creek



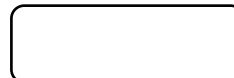
RGB 42-153-242  
Hex #2A99F2  
HSL 142-26-142  
CMYK 93-11-0-0

Smokestack Trim



RGB 0-0-0  
Hex #000000  
HSL 170-0-0  
CMYK 0-0-0-100

Greenwood Trim



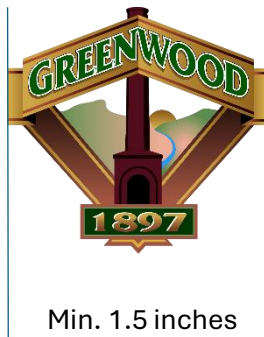
RGB 255-255-255  
Hex #FFFFFF  
HSL 170-0-255  
CMYK 0-0-0-0



## PROPER SIZE AND SPACING

To give proper attention, the City of Greenwood logo must be sized appropriately and there must be adequate white/negative space between the brand and other design elements or brands (*if displayed alongside other partners/sponsors, etc.*).

Most applications of the brand will use the approved full lockup version of the logo. However, when the application limits the size of the logo to under 1.5 inches (*i.e. small promotional items*) the wordmark can be used on its own, removing the motto.



Min. 1.5 inches

Width of 1897 banner

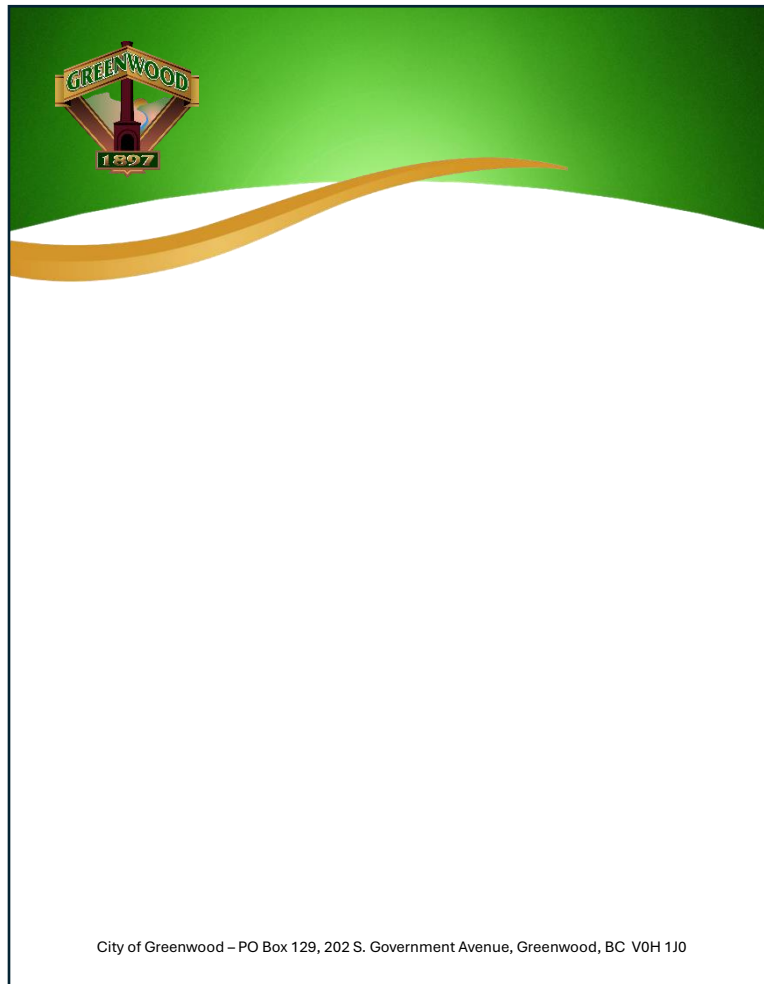


Min. .375 inches



## LOGO PLACEMENT

The City of Greenwood has a strong connect to the “green” in Greenwood and our copper mining history. Therefore, to strengthen our identity, the logo should always attempt to have the presence of the green header or footer and the copper swoosh. The logo placement should always be in the top left corner.





## UNACCEPTABLE USAGE

To maintain consistency and brand integrity, there are only a few acceptable versions of the logo. On this page are examples of logo usage, that are not acceptable. These are examples only and do not necessarily represent **ALL** the unacceptable uses of the logo



Do not stretch or squish



Do not shadow or 3D



Do not alter aspects



Do not use colours outside of brands



Do not place borders around logo



Do not add outlines or glows



Do not add elements



Do not change fonts



Do not use on busy backgrounds without enough contrast



# **Coat of Arms**

## **Guidelines**



## COAT OF ARMS IDENTITY

The Coat of Arms were officially granted on XXXX, XX, XXXX.

Green and copper are the City colours, representing the “*green*” in Greenwood and the copper which was mined from the ground and established the economy for the City’s inception. The sun represents the warmth and power of the community, Boundary Creek is the lifeblood of the community, and the mountains represent the test of time of Greenwood.

The pickaxe and shovel honour our strong mining past. The center of the crest is a silhouette of our steadfast symbol, the copper mining smelter smokestack dominating our mountain side as you enter the City from the south.

The bear and elk are local animals. In some Indigenous cultures, the bear is representing strength, family, vitality, courage, and health. The elk symbolizes an animal with dignity which follows the right path and helps people with good hearts.

The motto is the Latin translation of the word “*resiliency*”. This represents the strength of the community, through many tough times, remaining the “*Smallest City in Canada*”.





## USAGE AND LOCKUP

The City Coat of Arms may be used exclusively for the following purposes:

- Ceremonial applications
- Communications from the Mayor and Council
- Statutory publications

The graphic of the Coat of Arms should always be used with the wordmark “*City of Greenwood*”.



Coat of Arms  
Icon

**CITY OF GREENWOOD**

Wordmark



## ACCEPTABLE VARIATIONS

The Coat of Arms has been designed in several forms to ensure legibility in a variety of applications. There are four options to choose from: including colour or black and white, and either positive or negative.

Do not place the Coat of Arms on low contrast, busy or overly colourful backgrounds. In applications where legibility is challenging, please use the flat white, or flat black option.

### POSITIVE VERSIONS



CITY OF GREENWOOD



CITY OF GREENWOOD

### NEGATIVE VERSIONS



CITY OF GREENWOOD



## PROPER SIZING AND SPACING

The City Coat of Arms should always be isolated by a minimum amount of white space to maintain separation between the logo and other elements (*type, folds, other graphics not including background colour*) on all printed materials and applications. If possible, use more than the minimum white space to enhance presentation of the City's Coat of Arms logo.





## UNACCEPTABLE USAGE

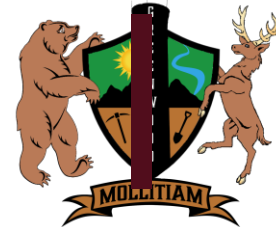
To maintain consistency and brand integrity, there are only a few acceptable versions of the Coat of Arms. On this page are examples of usage that are not acceptable. These are examples only and do not necessarily represent **ALL** the unacceptable uses.



Do not stretch or squish



Do not shadow or 3D



Do not alter aspects



Do not use colours outside of brands



Do not place borders around logo



Do not add outlines or glows



Do not add elements



Do not change fonts



Do not use on busy backgrounds without enough contrast



# **FIRE DEPARTMENT**

**Maltese Cross - Guidelines**



## MALTESE CROSS IDENTITY

The City of Greenwood's Volunteer Fire Department logo consists of the standard Maltese Cross design. The Maltese Cross is a symbol of protection and indicates that the fire fighter who wears this cross is willing to lay down their life for individuals just as the crusaders sacrificed their lives for their fellow human beings so many years ago. The wordmarks on the pedals of the Maltese Cross signify the "*Greenwood Volunteer Fire Department*" in addition the wordmark celebrates the historic establishment of the department in "1897".

The center of the Maltese cross displays the standard fire fighting apparatus (*ladder, Halligan bar, pick head axe and a vintage fire fighter's helmet*). The presence of the vintage fire fighter's helmet is to honour the historic value of the City. The iconic use of the smelter smokestack in the middle of the Maltese cross is to pay homage to the City of Greenwood.





## USAGE AND LOCKUP

The City of Greenwood's Volunteer Fire Department Maltese cross (*logo*) may be used exclusively for the following purposes:

- Ceremonial applications
- Communications from the Fire Department (*letterhead, social media, website, etc.*)
- Presence on Fire Department apparatus and assets
- Promotional materials for fire fighter members **ONLY** (*i.e. hats, t-shirts, jackets, etc.*)
  - Use of the logo outside of the above stated **MUST** be approved through the Fire Chief and Chief Administrative Officer.



Greenwood  
Volunteer Fire  
Department  
Maltese Cross



## ACCEPTABLE VARIATIONS

The City of Greenwood's Volunteer Fire Department Maltese cross (*logo*) has been designed in three forms to ensure legibility in a variety of applications. There are three options to choose from: including colour or black and white, and either positive or negative.

Do not place the Volunteer Fire Department Maltese cross on low contrast, busy or overly colourful backgrounds. In applications where legibility is challenging, please use the flat white, or flat black option.

### POSITIVE VERSIONS



### NEGATIVE VERSIONS





## PROPER SIZING AND SPACING

The City Coat of Arms should always be isolated by a minimum amount of white space to maintain separation between the logo and other elements (*type, folds, other graphics not including background colour*) on all printed materials and applications. If possible, use more than the minimum white space to enhance presentation of the City's Coat of Arms logo.





## UNACCEPTABLE USAGE

To maintain consistency and brand integrity, there are only a few acceptable versions of the Volunteer Fire Department Maltese cross. On this page are examples of usage that are not acceptable. These are examples only and do not necessarily represent **ALL** the unacceptable uses.



Do not stretch or squish



Do not shadow or 3D



Do not alter aspects



Do not use colours outside of brands



Do not place borders around logo



Do not add outlines or glows



Do not add elements



Do not change fonts



Do not use on busy backgrounds without enough contrast



# FLAG

Design



## FLAG DESIGN

1.524 meters



0.9144  
meters



# **BRAND ELEMENTS**

**Guidelines**



## BRAND COLOURS

Colour plays an important role in the overall experience associated with a brand. There are specific colours and colour values defined to help keep the City of Greenwood's brand consistent.



RGB 0-88-1  
Hex #005801  
CMYK 81-31-90-43



RGB 168-159-116  
Hex #A89F74  
CMYK 28-23-57-4



RGB 201-160-67  
Hex #C9A043  
CMYK 14-31-86-1



RGB 81-13-28  
Hex #510D1C  
CMYK 42-77-58-80



RGB 42-153-242  
Hex #2A99F2  
CMYK 93-11-0-0



## COLOUR MEANINGS

Colours hold significance for people and can influence emotion and meanings. Each of the City colours was selected to represent who we are as a City and will further strengthen the branding of the City of Greenwood.

**GREEN:** This colour honours the “**green**” in Greenwood. Additionally, it recognizes the beautiful forest that surround the City.

**BEIGE:** The spiritual meaning of this colour symbolizes simplicity, comfort and wisdom. This represents the lifestyle of the community.

**COPPER:** This colour represents the original economy that formed the City of Greenwood...copper mining. The smelter smokestack and slag are remnants of this historic time.

**AUBURN:** The deep red colour is associated with activity, energy and passion. This represents the resiliency of our community to never give up and survive the tests of time.

**BLUE:** This colour is in recognition of Boundary Creek which flows through the center of the City and was once the source of power via the Kootenay hydroelectric station that still exists today.




## DEPARTMENT COLOURS

The City's colours have been divided up into sub-categories to help quickly define the subject of a document or graphic




Parks and Recreation




Administration and City Hall



Public Works



Fire Protections and Emergency Services



Bylaw, Policy, Procedures and Bylaw Enforcement



## TYPOGRAPHY

Typography is another element that is used to help tell a brands' story. The City of Greenwood has selected a Balthazar (copperplate gothic) typeface that is historical and traditional.

The typeface is available from Google Fonts which makes it easily accessible. Download it free here: <https://fonts.google.com/specimen/Balthazar>.

### Balthazar (Copperplate Gothic)

|   |   |   |   |   |    |   |   |   |
|---|---|---|---|---|----|---|---|---|
| A | B | C | D | E | F  | G | H | I |
| J | K | L | M | N | O  | P | Q | R |
| S | T | U | V | W | X  | Y | Z |   |
| a | b | c | d | e | f  | g | h | i |
| j | k | l | m | n | o  | p | q | r |
| s | t | u | v | w | x  | y | z |   |
| 0 | 1 | 2 | 3 | 4 | 5  | 6 | 7 | 8 |
| 9 | . | , | ; | : | \$ | # | ' | ! |
| " | / | ? | % | & | (  | ) | @ |   |



## COMPLIMENTARY SHAPES

The overall branding of the City of Greenwood works around the “green” in Greenwood and the presence of the copper swoosh. The copper swoosh cradles the City of Greenwood logo in the top left corner. Additionally, the top header should be the graded green, semi-cut rectangle as demonstrated below.

Titles are to be right justified and the body of the text is to conform to the copper swoosh. All text is to be fully justified.

**Lorem ipsum**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

City of Greenwood – PO Box 129, 202 S. Government Avenue, Greenwood, BC V0H 1J0



# **VISUAL IDENTITY**

**Guidelines**



## VISUAL IDENTITY

Consistent presentation of City symbols is critical to establishing a positive and instantly recognizable “*brand*” for the City. The next step is consistent presentation of typefaces, colours, and designs of City communication materials including publications, websites and social media, signage, and correspondence. This broader notion of the City of Greenwood’s visual identity ensures a strong and consistent visual presence.

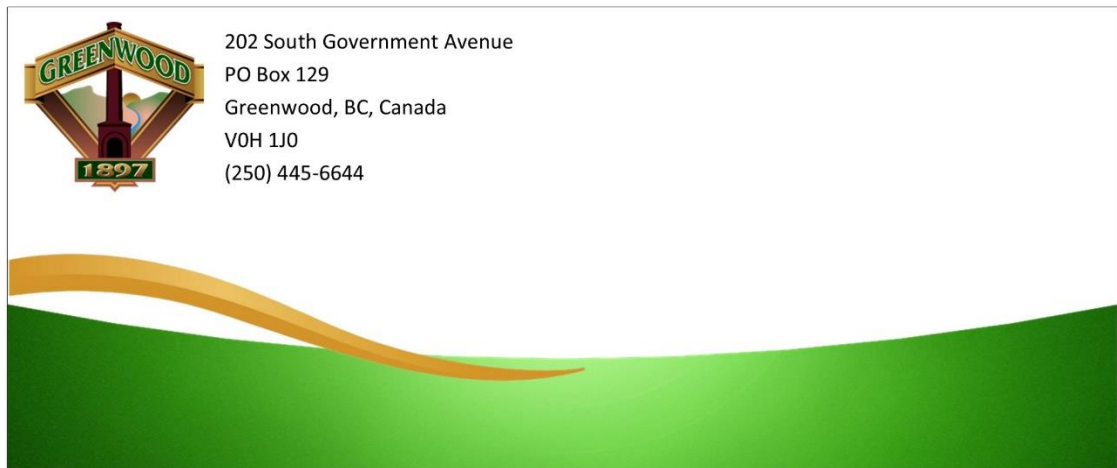
When utilizing the “*green*” header and/or footer bar set the transparency at 50%. The copper swoosh is set at 40% transparency.

### Business Cards

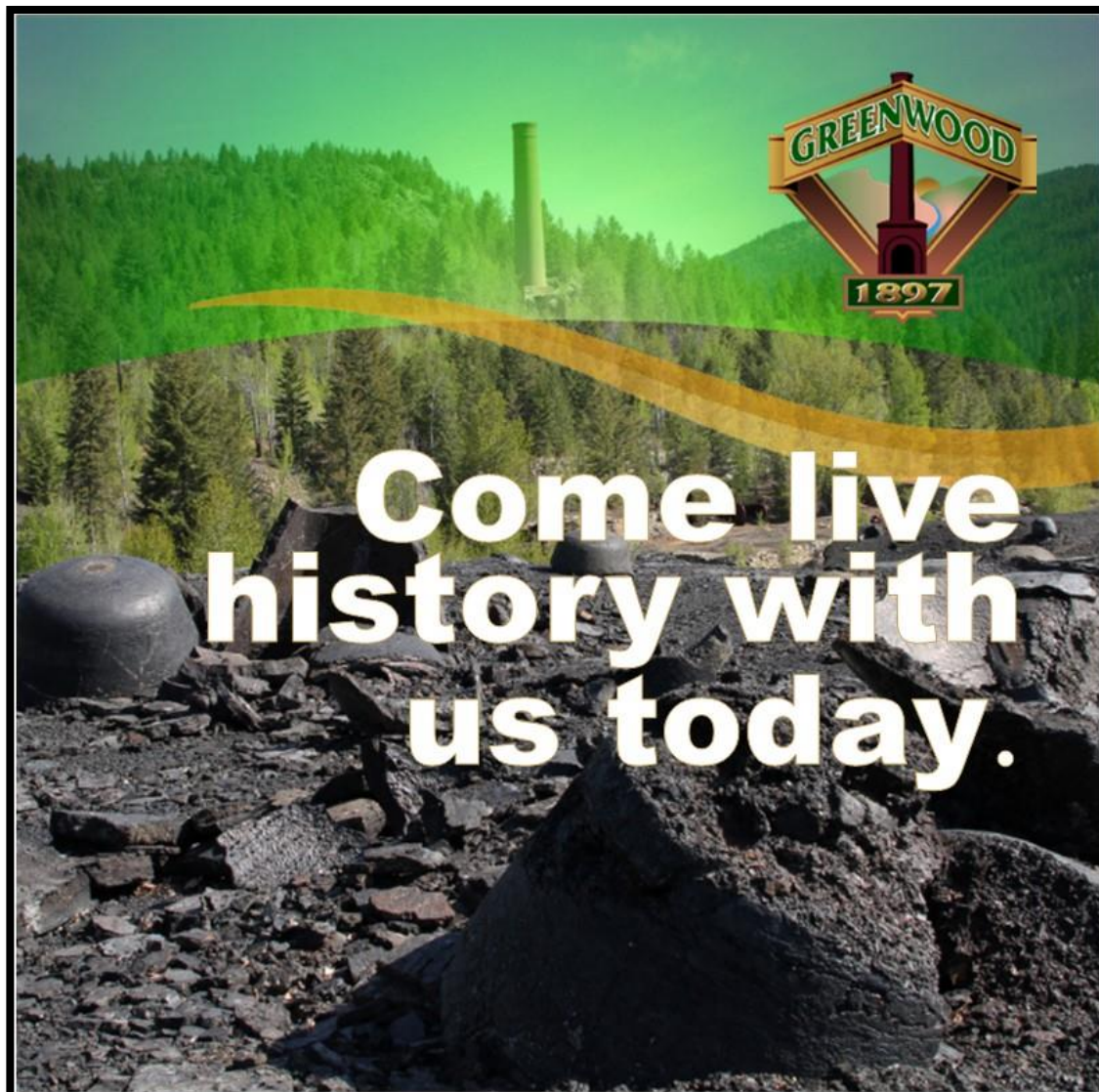


*The Smallest Incorporated City in Canada*

## Envelopes



## Advertisement Examples





**Community Infrastructure Signage**

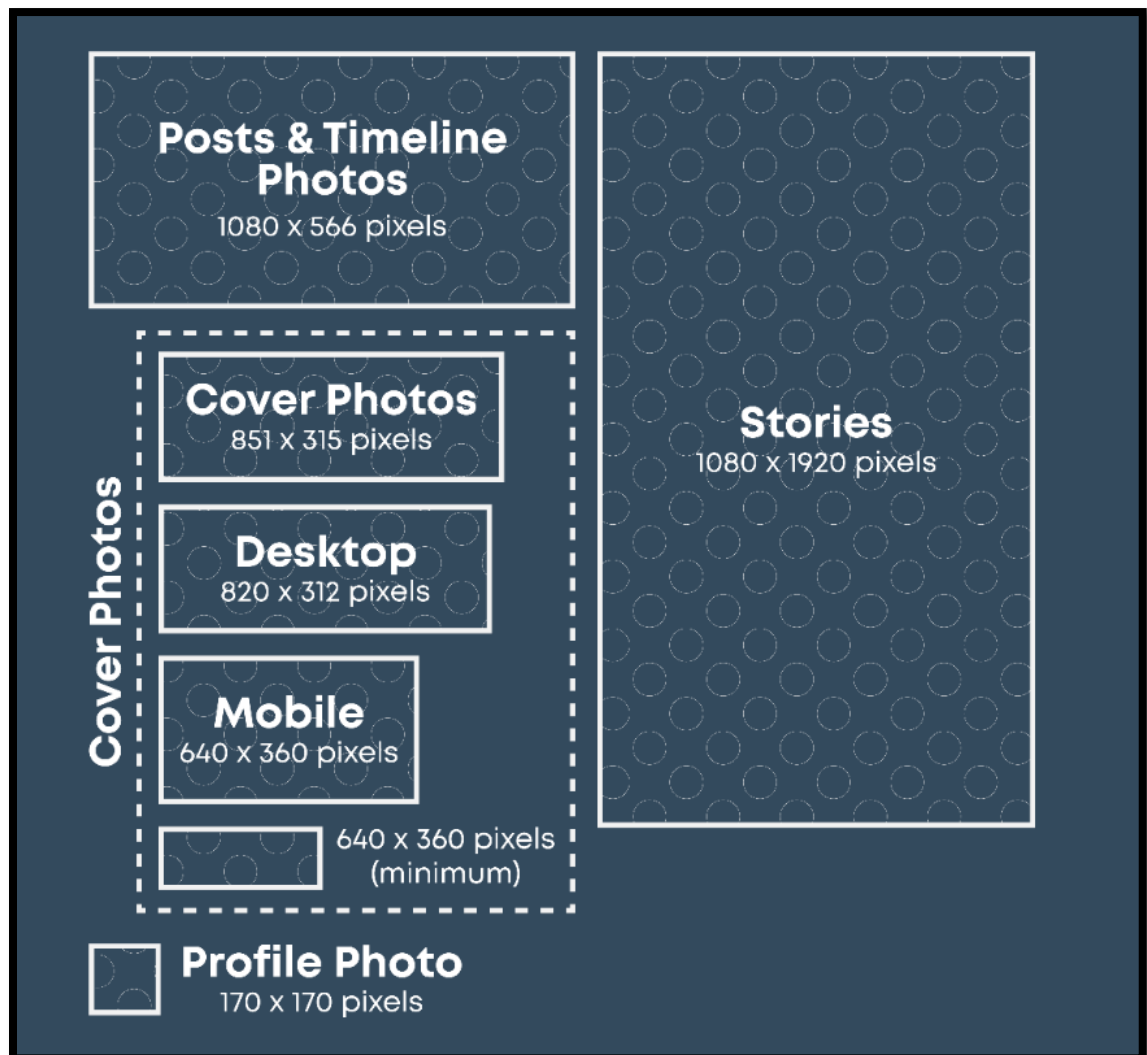




## SOCIAL MEDIA

All social media platforms, for all City operations, facilities and departments must utilize the following templates for profile and cover pictures.

### Social Media Sizes





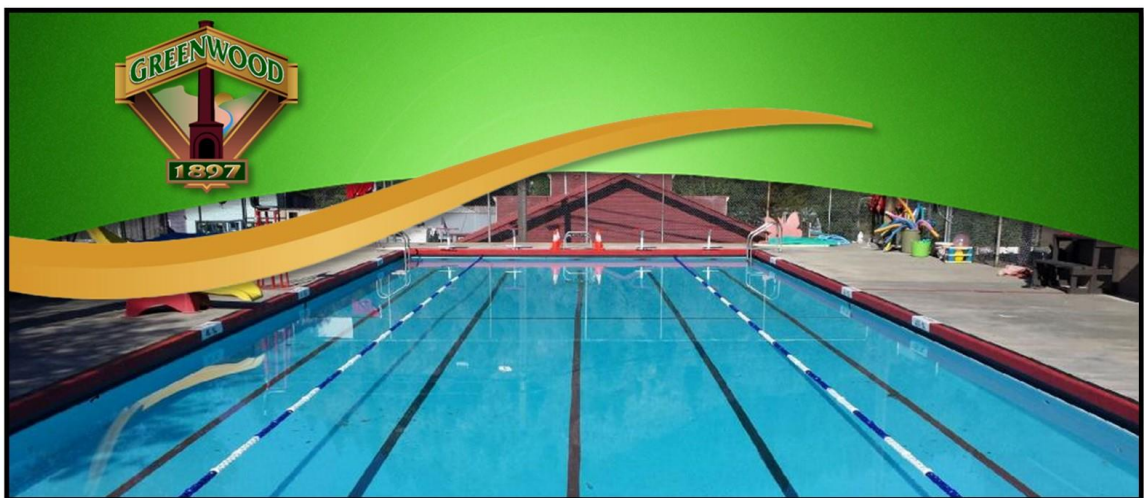
## Cover Photo Templates

**Template Composition:** Standard “green” header with overlaid copper swoosh and the City of Greenwood logo inset to accommodate enough space for visibility on both computer and mobile platforms. Applicable department background photo applied.

*EXAMPLE: City of Greenwood*



*EXAMPLE: Municipal Swimming Pool*





EXAMPLE: Greenwood Volunteer Fire Department



## Profile Picture Template

**Template Composition:** Department colour plus logo. Must ensure that the entire logo is visible within the Profile Picture when published on the social media platform.

IE: City of Greenwood



IE: Volunteer Fire Department



IE: Municipal Swimming Pool



Example of logo inside FB published circle size.



## Post Graphic Examples

**Template Composition:** Standard “green” header with overlaid copper swoosh, the appropriate logo in top left (i.e. *City of Greenwood, Fire Department, etc.*) and custom picture to suit the content of the post. Text should be high contrast to departmental background colour and large, easy to read font (*Calibri font family recommended*).

**NOTICE OF COUNCIL MEETING**

**MONDAY, AUGUST 19, 2024 at 7:00PM**

City Hall Council Chambers  
202 S. Government Avenue

Also available via Zoom:  
Please contact City Hall for Zoom login information.

**PHONE: (250) 445-6644**  
[www.greenwoodcity.com](http://www.greenwoodcity.com)

**PUBLIC WORKS NOTICE**

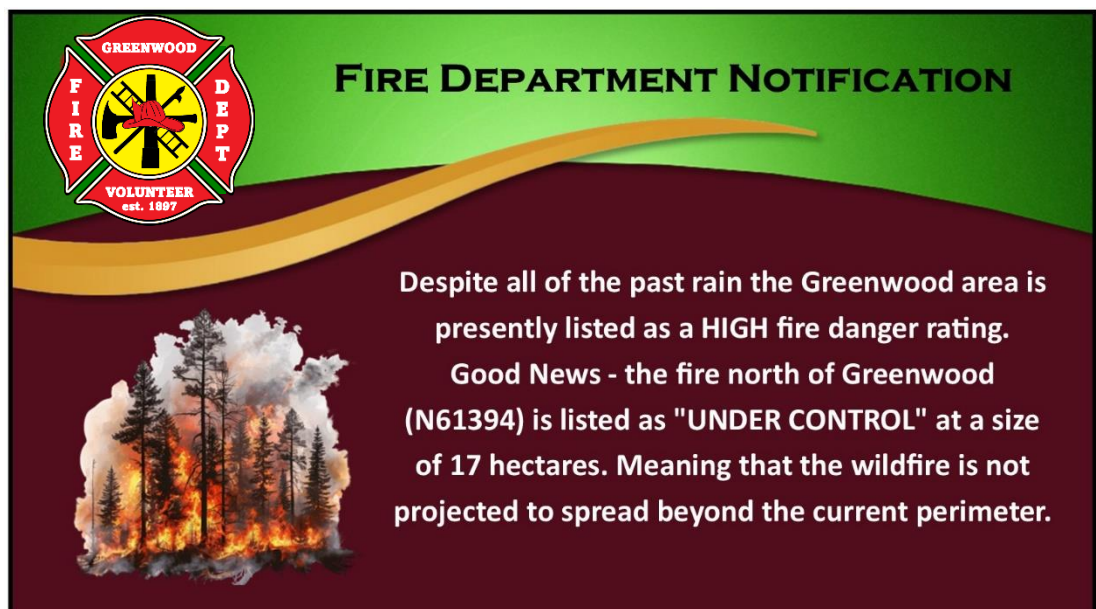
**MONDAY, AUGUST 12, 2024**

Due to unforeseen circumstances Fortis will be doing repairs and will be shutting off ALL power in the City of Greenwood from approximately **7:00 PM - 12:00 AM**, Monday, August 12th, 2024.




### More Post Graphic Examples

If posting a letter, job posting, request for proposal, etc. that has a significant amount of text, **DO NOT** post the “*image*” of the document. Instead utilize the post picture template to draw attention to the post and then utilize the “*text*” portion of the post for the wording and links.



**GREENWOOD FIRE DEPT VOLUNTEER est. 1897**

## FIRE DEPARTMENT NOTIFICATION



Despite all of the past rain the Greenwood area is presently listed as a **HIGH** fire danger rating. Good News - the fire north of Greenwood (N61394) is listed as "UNDER CONTROL" at a size of 17 hectares. Meaning that the wildfire is not projected to spread beyond the current perimeter.



Greenwood Municipal Swimming Pool

## SWIMMING POOL NOTIFICATION



Hey everyone! Join us for our Disney theme Day August 8th 2pm to 6:30 pm. Feel free to dress in your favorite character and join us for some fun!



# **CONTACT**

**Information**



## **CONTACT US**

For further information on the City of Greenwood's brand standards and help interpreting or adapting the logo and supporting graphic elements, please contact:

### **Communications**

[corporate@greenwoodcity.ca](mailto:corporate@greenwoodcity.ca)

(250) 445-6644

### **City of Greenwood**

202 South Government Avenue

PO Box 129

Greenwood, BC, Canada

V0H 1J0