

TYPOGRAPHY

2019 BRAND EVOLUTION



TYPOGRAPHY & FONTS

THREE CATEGORIES OF FONTS

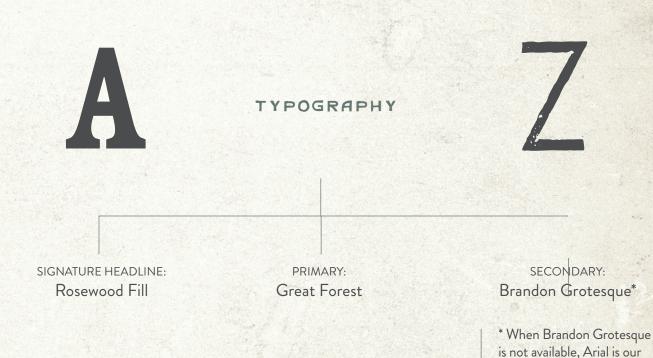
Our typographic standards are divided into three levels:

- > **Signature Headline:** The font that provides the brand with a distinguishing and recognizable look. This font is used only for displaying primary headlines.
- > Primary: The font that pairs with the Signature Headline font and is used to compliment or add contrast to Rosewood Fill when necessary in advertising and collateral.
- > Secondary: Compliments the Signature and Primary fonts with a more readable profile, used for long-form text, cutlines, and utility copy (eg. graphs, charts etc.)

LOGO FONT

Antenna Condensed Bold is reserved exclusively for the Shuswap Tourism logo and tag line and is not used in any other application.

default Secondary font.



SIGNATURE HEADLINE

ABCDEFGHIJKLMNO PQRSTUVWXYZ 123

ROSEWOOD FILL

This font is used for signature headlines. We use a -25 kern on the letter spacing, centered headlines and no negative space fills on the letters.

PRIMARY TYPEFACE

GREAT FOREST

This font is used as a complimentary font or to add contrast to our signature headlines. It is a proprietary font of Destination BC, and with the full implementation of the font family, it elevates from the sea of static, traditional typefaces to something that encapsulates our positioning of Casual, Down-to-Earth, Cultured and Raw.

ABCDEFGHIJKLMNO PQRSTUVWXYZ 123

GREAT FOREST SIMPLIFIED

ABCDEFGHIJKLMNO PQRSTUVWXYZ 123

GREAT FOREST SMALL CAPS

SECONDARY TYPEFACE

BRANDON GROTESQUE

Staying true to the Cultured/Raw duality, we have selected Brandon Grotesque for its modern appeal and compatible counterbalance to Rosewood Fill and Great Forest. Its function is to provide legibility for consuming larger blocks of text, but it is also a beautiful alternative in its all-cap form for subheads or lead-in copy blocks.

LIGHT

ABCDEFGHJKLMNOPQRSTUVWXYZ 123 abcdefghijklmnopqrstuvwxwy 123

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123 abcdefghijklmnopqrstuvwxwy 123

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123 abcdefghijklmnopqrstuvwxwy 123

COLOUR PALETTE

PRIMARY COLOURS

DEEP BLUE

CMYK: 100, 50, 50, 40

RGB: 0, 75, 85 PMS: 316

SHUSWAP BLUE

CMYK: 100, 5, 20, 22 RGB: 0, 136, 164 PMS: 3145

SHORE BLUE

CMYK: 50, 10, 29, 10 RGB: 118, 172, 169 PMS: 563

LICHEN GREEN

CMYK: 50, 75, 25, 0 RGB: 142, 163, 102 PMS: 2276

SHUSWAP BEIGE

CMYK: 2, 7, 26, 5 RGB: 236, 220, 185

PMS: 468

WINTER NIGHT GREY

CMYK: 0, 0, 0, 85 RGB: 77, 77, 79 PMS: 425

ORCA BLACK CMYK: 0, 0, 0, 100

SECONDARY COLOURS

FOREST GREEN

CMYK: 70, 50, 85, 35 RGB: 71, 85, 54 PMS: 5743

SALMON RED

CMYK: 20, 80, 75, 20 RGB: 168, 72, 61 PMS: 7608

SALMON ARM ORANGE

CMYK: 0, 61, 72, 0 RGB: 245, 129, 83

PMS: 171

GOLDEN YELLOW

CMYK: 3, 34, 68, 8 RGB: 224, 164, 95 PMS: 7407

SMOKEY PURPLE

CMYK: 27, 48, 11, 34 RGB: 134, 103, 129 PMS: 5205

WHITE SAND

CMYK: 15, 15, 30, 15 RGB: 188, 180, 158 PMS: 7535

REGIONAL PALETTE

FALKLAND

SHUSWAP BLUE

CMYK: 100, 5, 20, 22 RGB: 0, 136, 164 PMS: 3145

ENDERBY

SHORE BLUE

CMYK: 50, 10, 29, 10 RGB: 118, 172, 169 PMS: 563

CHASE

FOREST GREEN

CMYK: 70, 50, 85, 35 RGB: 71, 85, 54 PMS: 5743

SICAMOUS

LICHEN GREEN

CMYK: 50, 75, 25, 0 RGB: 142, 163, 102 PMS: 2276

ARMSTRONG

BARN RED

CMYK: 20, 80, 75, 20 RGB: 168, 72, 61 PMS: 7608

SALMON ARM

SALMON RED

CMYK: 0, 61, 72, 0 RGB: 245, 129, 83 PMS: 171

SOUTH SHUSWAP

GOLDEN YELLOW

CMYK: 3, 34, 68, 8 RGB: 224, 164, 95 PMS: 7407

NORTH SHUSWAP

SMOKEY PURPLE

CMYK: 27, 48, 11, 34 RGB: 134, 103, 129 PMS: 5205