



**SHUSwap**

Beautiful. Casual. Down-to-earth.

# 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.

A

TYPOGRAPHY

Z

SIGNATURE HEADLINE:  
Rosewood Fill

PRIMARY:  
Great Forest

SECONDARY:  
Brandon Grotesque\*

\* When Brandon Grotesque is not available, Arial is our default Secondary font.



## SIGNATURE HEADLINE

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**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 1 2 3**

### 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

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### 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.

**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 1 2 3**

### GREAT FOREST SIMPLIFIED

**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 1 2 3**

### GREAT FOREST SMALL CAPS



## SECONDARY TYPEFACE

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### 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

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123  
abcdefghijklmnopqrstuvwxyz 123

#### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123  
abcdefghijklmnopqrstuvwxyz 123

#### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123  
abcdefghijklmnopqrstuvwxyz 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