OK GO

BRAND GUIDELINES

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The OKGo Brand Guidelines support the professional image of the campaign and organization. Consistent use of the brand direction and logo outlined in this document helps the organization to communicate consistently and gain brand recognition.

WE'RE READY. ARE YOU SET?

OKGO

A PARTNERSHIP OF:

For an area celebrated as a four-season playground, it's electrifying to see just how much entrepreneurial energy we can generate around here.

The supportive business environment, competitive tax climate and spirit of collaboration get startups, established businesses and innovative thinkers excited. Of course the outdoor lifestyle helps, with over 2,000 hours of sunshine every year as well as trestles, trails, and endless beaches to explore. So does easy access, with proximity to

the major Pacific Northwest centres of Vancouver BC, Calgary AB and Seattle WA and direct daily flights through Kelowna International Airport.

OKGo is a partnership between the Central Okanagan Economic Development Commission, Tourism Kelowna, and Accelerate Okanagan. From startups to expansions to thought leaders, we can help with everything you need to make locating your business or event here fast and easy.

CO CENTRAL OKANAGAN ECONOMIC DEVELOPMENT COMMISSION

TOURISM KELOWNA

ACCELERATE OKANAGAN

PRIMARY LOGO

FULL COLOUR

The logo is to be primarily used against a solid white background as this is a key asset.

OK*GO*

SECONDARY LOGOS

ALTERNATE VERSIONS

These logo versions should only be used in situations where it is impossible to use the primary logo.

One colour on a white background

Inverted on a dark background where the gold can still pop

Reversed on a dark background

EXCLUSION ZONE

The exclusion (safe) zone is the space around the logo that should be kept clear from any text or graphic elements. The safe zone is determined by "X".

X = diameter of the inner "O" in the logo.

LOGO SIZING

The primary logo should not go under 0.75" in width to preserve legibility.

0.75"

/ INCORRECT USAGE

An organization that changes the appearance of its logo loses the respect of its audience and creates confusion in the marketplace. If different logos are constantly being created and used, the brand may not appear as unified. The examples below demonstrate unacceptable use of the logo.

1. Do NOT position on an angle
2. Do NOT disproportionately condense
3. Do NOT disproportionately stretch

4. Do NOT replace fonts/create new logo
5. Do NOT place on a distracting background
6. Do NOT place on a coloured background other than the approved OKGo colour palette

7. Do NOT change colour in the logo
8. Do NOT rearrange elements of the logo
9. Do NOT apply a dropshadow or other effect
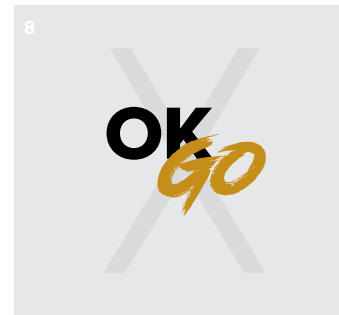
/ FILE FORMATS

FOR PROFESSIONAL PRINT

PDF / AI / EPS

– Compatible with professional design software
– Vector artwork
– Spot colour and CMYK

USED FOR:
– Professionally designed print collateral

FOR SCREEN/DIGITAL

PNG

– Transparent background
– RGB only

USED FOR:
– Web, email or internal documents

JPG

– White background
– RGB only

USED FOR:
– Web, email or internal documents

/ COLOUR PALETTE

Colours are an important element of the OKGo brand. Inconsistent reproduction of colour can result in diminished recognition of the colour signifying the brand. Use secondary colours in smaller proportion to the primary palette (hover states, illustrations, etc). Do not substitute for primary colours.

Pantone® is the printing industry standard for specifying solid ink colours.

CMYK is the print industry standard for full colour printing. Also known as process colour printing, it relies on cyan, magenta, yellow and black to create the spectrum of colour seen in most full-colour printing.

RGB is a colour system based on red, green and blue, and is used to represent the full spectrum of colour on video displays.

HTML is a colour system used for internet code programming.

Note: Because of the colour reproduction limitations of video monitors and laser printers, the simulated display of the OKGo colour palette above does not establish visual standards for colour reproduction. Colours will also vary slightly depending on whether they are printed on coated paper or uncoated paper.

PRIMARY

GOLD

Pantone 7556
C7 M35 Y99 K19
R183 G139 B32
HTML #B78B20

DARK GREY

Pantone 302
C100 M74 Y40 K32
R140 G137 B133
HTML #8C8985

LIGHT GREY

Pantone 2330
C13 M9 Y13 K0
R207 G205 B201
HTML #CFCDC9

BLACK

Black
C0 M0 Y0 K100
R0 G0 B0
HTML #000000

SECONDARY (WEB CTA)

BLUE

Pantone 302
C100 M74 Y40 K32
R0 G61 B91
HTML #003A5D

/ FONTS

Typography is a crucial part of the brand. It's an intuitive recognition point for viewers of the brand materials.

HEADLINES

PRIMARY FONT
The primary font to be used for headlines and sub headlines in print materials

PROXIMA NOVA BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Adobe Fonts

WEB FONT
The font used for headlines and subheadlines in web applications

PROXIMA NOVA BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Adobe Fonts

BODYCOPY

PRIMARY & WEB FONT
The font to be used for body copy in print materials and web applications

PROXIMA REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Adobe Fonts

QUOTES

PRIMARY & WEB FONT
The font to be used for body copy in print materials and web applications

PROXIMA NOVA EXTRA CONDENSED SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Adobe Fonts

/ TYPOGRAPHY GUIDELINES

Follow these rules to keep typography consistent across all communication channels.

JUSTIFICATION

Left justification creates a right rag and adds to an asymmetrical design style. The justification also lends itself to a classic Swiss design style which reinforces the technical aspect of the brand.

TRACKING

Keep tracking to 0 as much as possible. However, a variation between -20 and +20 is acceptable to create a better visual flow for long copy materials.

CAPITALS

Headlines, call outs, buttons and sections dividers should all use capitals, allowing a clear information hierarchy. Long copy, on the other hand, should never be capitalized.

ORPHANS

Orphans are to be avoided. If one or two words are hanging by themselves, decreasing the tracking of the lines above by up to -20 is allowed.

MINIMUM POINT SIZE

For body copy, do not go under 9pt for web and 7.5pt for print materials.

PULL QUOTES

Sometimes a small copy block can be highlighted to create some visual interest.

Use this sparingly, and keep quotes short when possible. Limit word count to 50.

QUOTES

Use hanging punctuation. The quote should be all caps and typeset in PROXIMA NOVA EXTRA CONDENSED SEMIBOLD. The Author should be typeset in **Proxima Nova Bold** and Title in *Proxima Nova italic*. The Name and the Title should be Title Case.

"I THINK THERE'S A STRONG FUTURE FOR AVIATION IN THE OKANAGAN, THE CENTRAL OKANAGAN IS HOME TO ABOUT 18% OF THE PROVINCE'S $1.8 BILLION AEROSPACE SECTOR."

–
Grant Stevens
VP of Corporate Services, KF Aerospace

/ GRAPHIC GUIDELINES

Follow these rules to keep typography consistent across all communication channels.

OKGO ARROW

Use the OKGo arrow as a call-out for lists, or a directional arrow.

Use it sparingly, as it can become too much rather quickly.

Mission Hill Family Estate strikes gold twice; initially winning for 'Best Chardonnay in the World'.

SLASH

The slash symbol is used to identify sub-heads and sections. Use where appropriate, typically a sub-head.

/ AEROSPACE

STATISTICS

Statistics can be used to highlight key numbers, percentages, etc. Use a smaller font for the units and description. Depending on the application, left or centre justified, and either all light or all heavy fonts can be used.

84%

of the total vineyard acreage in BC

182+

LICENSED WINERIES IN THE OKANAGAN

BRUSH STROKE GRAPHIC & FONT

Acting as a subtle water mark, key words that are associated with the pages primary content can be used as graphic elements in the background. Using the font *Amnesty Script.*

A brushstroke graphic can also be used as a graphic element or image mask.

PHOTOGRAPHY DIRECTION

The visual identity is carried in a big way by photography. It's very important to keep the style of photography consistent. Always professionally shot, our photos are dynamic and engaging, but not pretentious. Often, images are in colour or sometimes in black and white. Our images inspire. They motivate. They make you want to GO!
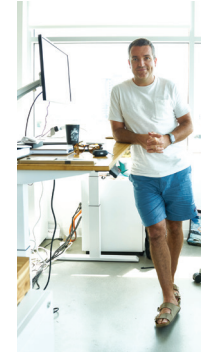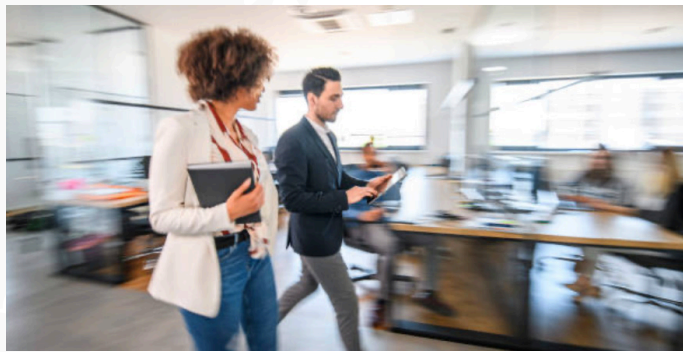
INDUSTRY RELATED / APPROACHABLE / DIVERSE

MOTION / ENERGETIC / ENGAGING

NATURAL LIGHT / BEAUTIFUL BUSINESS SETTING

/ MEET THE PARTNERS

CENTRAL OKANAGAN
ECONOMIC DEVELOPMENT COMMISSION

TOURISM KELOWNA

ACCELERATE OKANAGAN

DRIVING COMMUNITIES FORWARD.

WHERE BUSINESS MEETS PLEASURE.

ACCELERATING INNOVATIVE ENTREPRENEURS.

Looking for general information? Statistics? Quarterly Economic Indicators? Industry-specific profiles? Export advice? Business development assistance? Local government connections? Workforce sourcing? Housing prices? Today's temperature? We're your first stop for all this and more.

Our priority is to facilitate the development of a dynamic and sustainable economy in our region by encouraging business investment and supporting existing businesses. With minimum fuss and maximum speed.

We can provide 1 to 1 support on anything you'll need and connect you with anyone you need – from government, industry, business support organizations, and talent. Speaking of talent, we can also help you source, recruit and retain talent with the Okanagan Young Professionals Collective and by connecting you to fresh talent - students, recent grads, young professionals and newcomers - through our Connector program.

Encouraging meetings and conferences is part of our four-season strategy to attract visitors (and businesses) that economically benefit Kelowna and the region. So we support Canada's Business Events strategy by hosting national and international gatherings with specific emphasis on everything you've seen in this magazine. It's a great way to introduce potential businesses to what this area has to offer.

Event planners can lean on us for everything; we'll distribute your RFP to venues, help with site selection, facilitate guest speakers, build agendas, suggest and arrange off-site activities and tours, manage financials, help build promotional materials to attract delegates and provide concierge services where needed.

Want to visit us in person? We'll check you in to one of our many hotels and give you the royal tour and even connect you with local industry ambassadors to give you a better picture of what's happening here.

Our mission is to give entrepreneurs everything they need to successfully build their technology-driven ventures. Mentorship and coaching for startups, mature companies and everything in between. Our goal is to help businesses grow and create high paying knowledge-based jobs and positive economic and social benefit to the region.

Looking for help or advice? We can support all facets of your business, including finding investors, recruitment, and providing interim office space.

Prefer something more structured? No worries. We offer multiple mentorship programs as well.

Many of the entrepreneurs in this magazine mention us and the help we provided. It was a pleasure working with them. We'd love to help you, too.

investkelowna.com

tourismkelowna.com

accelerateokanagan.com

WE'RE READY.

ARE YOU SET?

OK_GO_

QUESTIONS?

OK-GO.CA