

MIABC Brand Standards

June 3, 2016



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ABOUT THIS DOCUMENT

This brand standards guide has been created for the Municipal Insurance Association of British Columbia (MIABC) to ensure the new identity is consistently applied in all its forms.

Please note, all elements referred to and contained within this document are available as digital artwork files. Always use the original artwork files and do not recreate anything from scratch or adapt other existing artwork. Thank you!

Contents

Brand standards are a powerful tool that help create a consistent visual identity. Consistency is critical because it fosters familiarity and confidence in the minds of our “brand audience”.

Our brand standards cover all essential aspects of our identity; however, it is by no means an exhaustive catalogue of every item, specification, or possible application.

Designers may still need to make judgment calls when developing future items and this document will serve to guide them.

Brand Standards?

THE STORY OF OUR LOGO

Our logo has a story that is both connected to and inspired by MIABC's organizational brand story. This story of our logo belongs to us and can be told by staff and members of our organization to the outside world.

At the heart of our logo is the illustration of a flourishing tree. This tree is symbolic of our organization's vision of thriving communities which are filled with life and free to move and to grow as they desire.

This tree also represents the mission of the MIABC in not only providing dependable shelter and protection, but also being an inviting place under whose branches people would naturally gather. Strong and foundational, our tree has intertwining branches that represent people and communities of this province coming together to create something remarkable.

A tree, however, is only as strong as its roots, and this tree is rooted solidly and dependably in the Municipal Insurance Association of British Columbia. Our organization provides the foundation for this tree to thrive, just as it does for the communities of BC. This beautiful tree, when viewed in conjunction with our full organizational name, results in a logo that feels both reaching and grounded...and that feels very much like us.

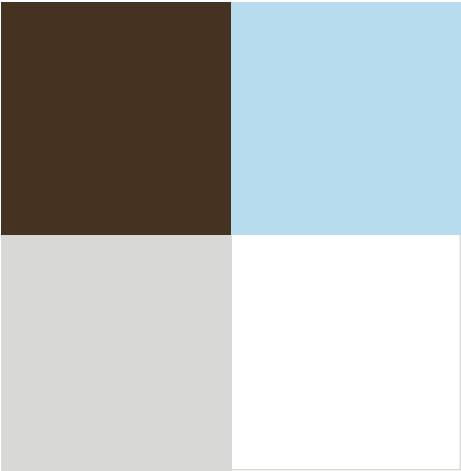


Visual Elements

OVERVIEW

Our brand identity is comprised of visual elements that help us present a consistent and coherent face both internally and externally. Our logo, colours, typefaces and photography assets combine to form a strongly recognizable identity.

The following pages identify the visual elements and explains how to use them, so we always look our absolute best.



LOGO - PRIMARY

We have one brand identity, but it comes in various forms to meet the needs of different applications. Whenever possible, the primary logo (vertical orientation) should be used.

The examples below provide a snapshot of the primary logo in its various forms: primary brown (full colour treatment), primary black (monochrome treatment), and primary reversed (full colour reversed treatment).

Special attention should be made when reproducing any of these variations to ensure the highest quality and best materials are used.

Primary Brown



Primary Black



Primary Reversed



LOGO - SECONDARY

In some situations, it may not be possible to use the primary logo. This page contains the alternative secondary logo (horizontal orientation). Only use the horizontal logo version where production restrictions provide no choice (i.e. linear signage).

As with the primary logo, a secondary brown (full colour treatment), secondary black (monochrome treatment), and secondary reversed (full colour reversed treatment) variation are available.

Always ensure you are using the correct logo for the application.

Secondary Brown



Secondary Black



Secondary Reversed



LOGO - ACRONYM

In extremely rare situations, it may not be possible to use either the primary or the secondary logo. To accommodate such rare instances, an acronym variation of the logo (vertical orientation) is available.

The acronym logo should only be used with deliberation; in the rarest of situations where application of the primary or secondary logo is not feasible.

For example, reduced scale applications where the logo must be stitched on swag and where the full name would otherwise not be visible due to technical production and / or substrate restraints.

As with the primary and secondary logo, a brown (full colour treatment), black (monochrome treatment), and reversed (full colour reversed treatment) variation are available.

Note: it is strongly advised to minimize the use of the acronym logo and select it only for situations where it is an absolute last resort.

Acronym Brown



Acronym Black



Acronym Reversed



TREE ICON

A key part of our brand's visual identity is our illustrated tree icon.

Our tree icon is available for use in brown (full colour treatment), black (monochrome treatment), and reversed (full colour reversed treatment).

As a graphical element (i.e. pattern) used on its own, our tree icon must be used sparingly and always without the primary or secondary logo applied to it.

Tree Icon Brown



Tree Icon Black



Tree Icon Reversed



LOGO SIZING

The proportions of our logo have been specially considered for visibility in all situations. This includes large and small applications and for both print and digital use.

Whenever scaling is applied, our illustrated tree icon and name must always be legible. A minimum size for both vertical and horizontal logo formats is outlined below.

For applications that support a larger version of our logo (i.e. banners and wall graphics), it should be scaled appropriately to the surrounding area and content. It should never overpower the page layout or be used at a size that would be perceived as overtly large.



Minimum
1.15" Height



Minimum
1.75" Width



Minimum
0.5" Width



LOGO CLEARANCE

It's important to maintain an area of clear space or "white space" around our logo. This space will ensure it is clearly visible and doesn't get lost. The guide below shows the absolute minimum exclusion zone around the logotype. However, ideally we would prefer to place it with a large amount of white space surrounding it in any application.

While there are no strict rules for determining maximum white space to place around our logo, these applications show that when we give it room to breathe, it becomes more emphasized without having to make it bigger.

X = minimum white space required around the logo



LOGO MISUSE

It's vital that we are consistent with the way we present ourselves both internally and to the world; it's why we need rules for the application of our identity. It's also useful to see how we shouldn't apply the elements, as well as how we should.

Below are a number of examples which demonstrate some typical, and often innocent mistakes made when applying a logo to a piece of communication material. It's a good way to double-check that you're not breaking a rule, even by accident.

Every time we use the logo or other brand elements in the wrong way, our brand is weakened and diluted. We are all responsible for ensuring we always look consistent.



Do not alter letter sizing



Do not rearrange or alter elements



Do not alter the colours or create a combination



Do not alter the angle



Do not add new elements



Do not stretch or skew

Colour & Typography

COLOUR PALETTE

While our identity is comprised of a palette that includes brown, blue, and cool gray, communication materials should be primarily and predominantly white. However, the colours shown below may be used to fill a page or provide a large field of colour when used sparingly.

CMYK formulas are provided for applications that will be printed while RGB formulas are provided for applications that appear on screen (i.e. website and PowerPoint).

The colours on this page represent an approximate rendering of the actual PANTONE® inks to be used. For an accurate representation, refer to the PANTONE® formula guide.

Primary

PANTONE 7533
C: 37 **M:** 53 **Y:** 68 **K:** 83
R: 71 **G:** 55 **B:** 41

PANTONE 290
C: 23 **M:** 0 **Y:** 1 **K:** 0
R: 185 **G:** 217 **B:** 235

WHITE

Secondary

PANTONE COOL GRAY 2
C: 5 **M:** 3 **Y:** 5 **K:** 11
R: 208 **G:** 208 **B:** 206

TYPEFACE - FAKT

A great deal about our brand is conveyed through what we say and the typeface used to do this has a lot to do with how this comes across. Our primary typeface is Fakt. It should be used for body copy and sub-headlines and applied to all communications, sales and marketing materials, both internally and externally.

The only exception to this is when writing an email / letter or composing a PowerPoint presentation and the typeface isn't available on your computer. In these situations, use Times New Roman and Arial as outlined on pages 28-29.

The weights shown on this page are the only ones that are recommended for use.

Fakt

Light
Normal
Bold
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, eu erant latine eruditi sit, quo nobis tincidunt ei. At sea brute deleniti definiebas, pri no assentior scribentur, an mel expetenda maluisset conclusionemque. Duo zril omittantur te. Eu mei stet epicurei salutandi, diam voluptatibus pri ad.

Our secondary typeface is Caslon No.224.
This typeface should be used for headlines
and call-outs only.

The weights shown on this page are the
only ones that are recommended for use.

Caslon

Book

Book Italic

Bold

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Lorem ipsum dolor sit amet, eu erant latine eruditi sit,
quo nobis tincidunt ei. At sea brute deleniti definiebas,
pri no assentior scribentur, an mel expetenda maluisset
conclusionemque. Duo zril omittantur te. Eu mei stet
epicurei salutandi, diam voluptatibus pri ad.

Specific system fonts may be used for PowerPoint presentations in cases where the primary and secondary typefaces are not installed, or, are unavailable for use.

For headlines, use Times New Roman as outlined below.

HEADLINES

Times New Roman

Regular
41pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, eu erant latine eruditi sit, quo nobis tincidunt ei. At sea brute deleniti definiebas, pri no assentior scribentur, an mel expetenda maluisset conclusionemque. Duo zril omittantur te. Eu mei stet epicurei salutandi, diam voluptatibus pri ad.

SYSTEM FONTS

Specific system fonts may be used for PowerPoint presentations in cases where the primary and secondary typefaces are not installed, or, are unavailable for use.

For sub-headlines, dates and body copy (including bullet points), use Arial as outlined below.

SUB-HEADLINES, DATES, AND BODY COPY

Arial

Sub-headlines 14pt
Dates 9pt

Body Copy 18pt
Italic
Bold
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, eu erant latine eruditi sit, quo nobis tincidunt ei. At sea brute deleniti definiebas, pri no assentior scribentur, an mel expetenda maluisset conclusionemque. Duo zril omittantur te. Eu mei stet epicurei salutandi, diam voluptatibus pri ad.

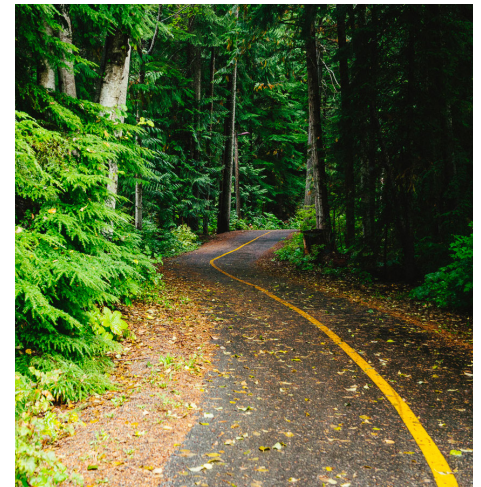
Image Elements

PHOTOGRAPHY

Photography plays a major role in how we express our visual identity. Therefore, it's vital that it shows us looking inspirational and professional. Additionally, it's important that our imagery fits with our brand and visual identity in terms of its style and look; consistency is just as important.

The photography we use can be divided into two groups: **places of community** and **people of community**. Places of community imagery shows all aspects of community including parks, recreation spaces, streets, walkways, and civic buildings both externally and internally. It is inspiring, dramatic and often abstract. The goal of this photography is to communicate what it feels like to be here.

People of community imagery depicts the spirit and character of individuals and groups within the community. It often captures people in action, amidst genuine events. Consequently, these images shouldn't be staged or set-up. The goal of this photography is to feel in the moment as a part of the activity.



Application Samples

LOGO APPLICATION

Allowing adequate space around our logo gives focus and ensures it's the first thing noticed. Our logo can be placed on the bottom right or left, but shouldn't be centered in any layout.

In these examples, our logo serves as a visual anchor for the communication piece. Always avoid instances where the logo floats, or is not anchored.

Generous use of space will give the logo focus without having to make it bigger.

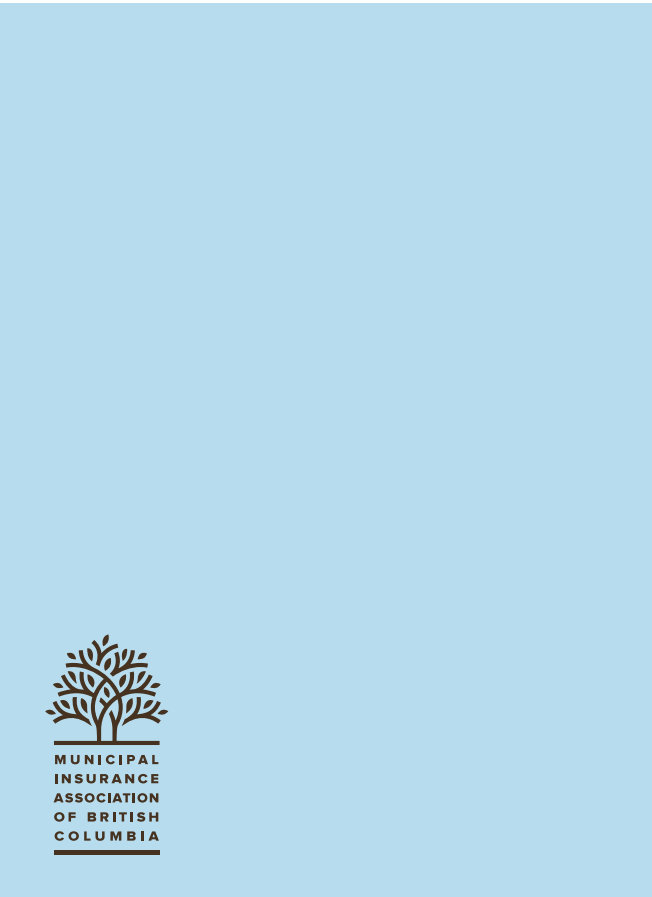
Incorrect

Logo floating and not anchored



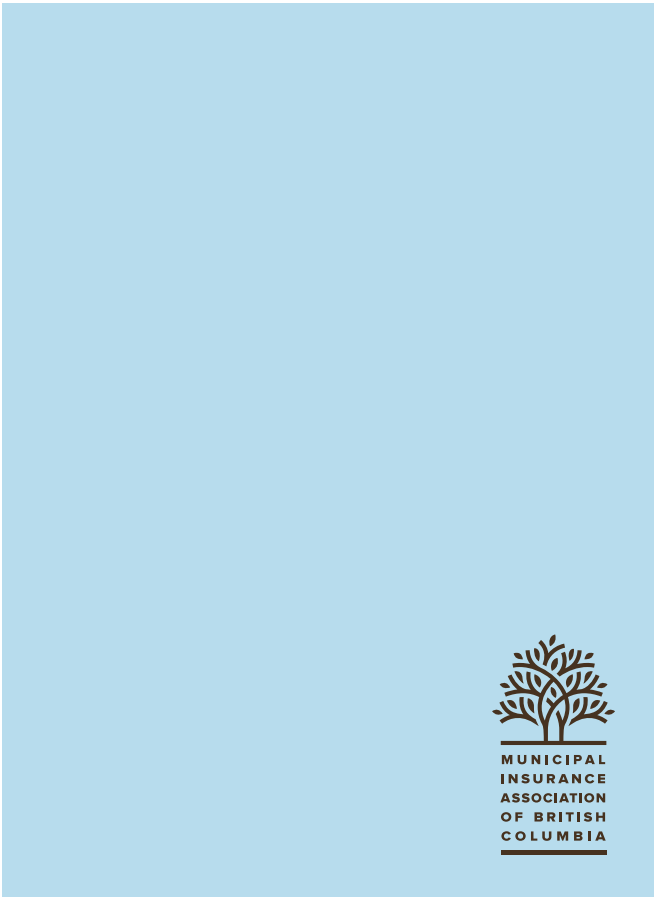
Correct

Logo anchored on the bottom left



Correct

Logo anchored on the bottom right



LOGO APPLICATION

When using a full-bleed colour photograph in an advertisement or layout, the primary reversed version of the logo must be used.

Should you wish to use the full-colour primary logo, you must only apply it to a solid (white or blue) background.

When selecting photography to be used in this way, care must be taken to select images that ensure the logo will be visible. Visually busy images should not be used for this application.

Incorrect

White logo on busy background



Correct

White logo on dark background



Correct

White logo on dark background



In addition to type weight, colour may be used to clearly define and highlight the communication piece.

The example below shows a flood of blue with headlines, sub-headlines, body copy and call-outs in brown.

Colour backgrounds used in this way should be done so sparingly.

Headline

Use Caslon Book for large headlines
Size: 36pt
Leading: 36
Kerning: 0

Lorem ipsum dolor sit amet,
eam vidisse alterum nominati
at sea brute delente.

Sub-Headline

Use Fakt Bold for sub-headlines
and titles.
Size: 10pt
Leading: 14
Kerning: 0

Lorem ipsum dolor

Duo zril omittantur te. Lorem ipsum dolor sit amet, erant latine eruditi sit, quo nobis tincidunt ei. At sea brute deleniti definiebas, pri no assentior scribentur, an mel expetenda maluisset conclusionemque. Duo zril omittantur te.

Lorem ipsum dolor sit amet, eu erant eruditisit, quo nobis tincidunt ei. At sea brute deleniti definiebas, pri no assentior scribentur, mel expetenda maluisset conclusio nemqued dastes sit amentals.

Body Copy

Use Fakt Light for body copy
Size: 10pt
Leading: 14
Kerning: 0

Eu mei stet an mel expetenda maluisset epicurei salutandi, diam voluptatibus pri ad. Ut elitr decore postulant quo, dignissim reformidans ea duo, mea aliquam lorem ipsum dolor asted an mel expetenda maluisset lorem ipsum dolor.

At sea brute deleniti definiebas, pri no assentior scribentur, an mel expetenda maluisset conclusionemque. Duo zril omittantur te. Eu mei stet epicurei salutandi, diam voluptatibus pri ad.

Call-out

Use Calson Book for call-outs
Size: 13pt
Leading: 17.2
Kerning: 0

Large type (headlines) over photography may be applied sparingly for special communication pieces.

Always ensure headlines are legible with adequate space around them so the layout feels uncluttered.

Main Content

A combination of sub-headlines, and body copy with an integrated call-out in the body section. Copy is brown on a white background.

Image

A full-bleed photograph from the assets library.

Large Headline

A large headline overlayed on the image highlights the key message of the spread.



An his verterem patrioque

Lorem ipsum dolor sit amet, soleat dolores deleniti et duo, in his posse vidisse periculis, ne quis maluisset conceptam mel. Nemore insolens sed id, affert nostrud sanctus cum in. Stet affert adipisci mei id, denique efficiendi eos ad. Eu eam porro tacimates splendide. Ius te dicta efficiendi. Sed deleniti scribentur signiferumque eu, moderatius repudiandae eu vix, ius hinc putent at. Ex qui error vivendum persequeris. Viderer singulis pro id, an vix quod laudem. Graecis temporibus at eos. An his verterem patrioque splendide.

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Eu eam porro tacimates

Ius te dicta efficiendi. Sed deleniti scribentur signiferumque eu, moderatius repudiandae eu vix, ius hinc putent at. Ex qui error vivendum persequeris. Viderer singulis pro id, an vix quod laudem. Graecis temporibus at eos. An his verterem patrioque splendide.

Lorem ipsum dolor sit amet, soleat dolores deleniti et duo, in his posse vidisse periculis, ne quis maluisset conceptam mel. Nemore insolens sed id, affert nostrud sanctus cum in. Stet affert adipisci mei id, denique efficiendi eos ad. Eu eam porro tacimates splendide. Ius te dicta efficiendi. Sed deleniti scribentur signiferumque eu, moderatius repudiandae eu vix, ius hinc putent at. Ex qui error vivendum persequeris. Viderer singulis pro id, an vix quod laudem. Graecis temporibus at eos. An his verterem patrioque splendide.

Eam ad bonorum appareat adolescens, ea eam possim principes corrumpit, sapientem cotidieque ius eu. Eu sed nobis scripta perpetua. Pro no suas corpora intellegebat. Ea vim quem molestiae, omnesque honestatis inciderint at nec.

Eam ad bonorum appareat adolescens, ea eam possim principes corrumpit, sapientem cotidieque ius eu. Eu sed nobis scripta perpetua. Pro no suas corpora intellegebat. Ea vim quem molestiae, omnesque honestatis lorem ipsum inciderint at nec.

When using colour, there are 3 variations in which our brand colours can be used and combined with text.

The use of white as a background, and brown for text is our primary combination. To help break up content, and give special attention to key pages, the secondary combination can be used.

To help break up content further, the third combination can be used sparingly for large headlines, quotes, or title pages.

Primary

White flood background
Brown type

Lorem ipsum
dolor sit amet,
eam vidisse.

Lorem ipsum dolor

Duo zril omittantur te. Lorem ipsum dolor sit amet, erant latine eruditi sit, quo testas nobis tincidunt ei. At sea brute deleniti definiebas, pri no assentior scribentur, an mel expetenda maluisset conclusionemque. Duo zril omittantur te. Eu mei stet an mel expetenda maluisset epicurei salutandi, diam voluptatibus pri ad.

Secondary

Blue flood background
Brown type

Lorem ipsum
dolor sit amet,
eam vidisse.

Lorem ipsum dolor

Duo zril omittantur te. Lorem ipsum dolor sit amet, erant latine eruditi sit, quo testas nobis tincidunt ei. At sea brute deleniti definiebas, pri no assentior scribentur, an mel expetenda maluisset conclusionemque. Duo zril omittantur te. Eu mei stet an mel expetenda maluisset epicurei salutandi, diam voluptatibus pri ad.

Tertiary

Brown flood background
Blue type

Lorem ipsum
dolor sit amet,
eam vidisse sri
delentini meit
pri ad stet brute
maliussete da
vante bar.

BUSINESS CARD APPLICATION

A combination of photography, reversed logo, and flood of blue and white with brown type.



Thomas W. Barnes LL.B.
Chief Executive Officer & General Counsel

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Fax: 604-683-6244
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**Municipal Insurance
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Vancouver, BC V5Y 1E3

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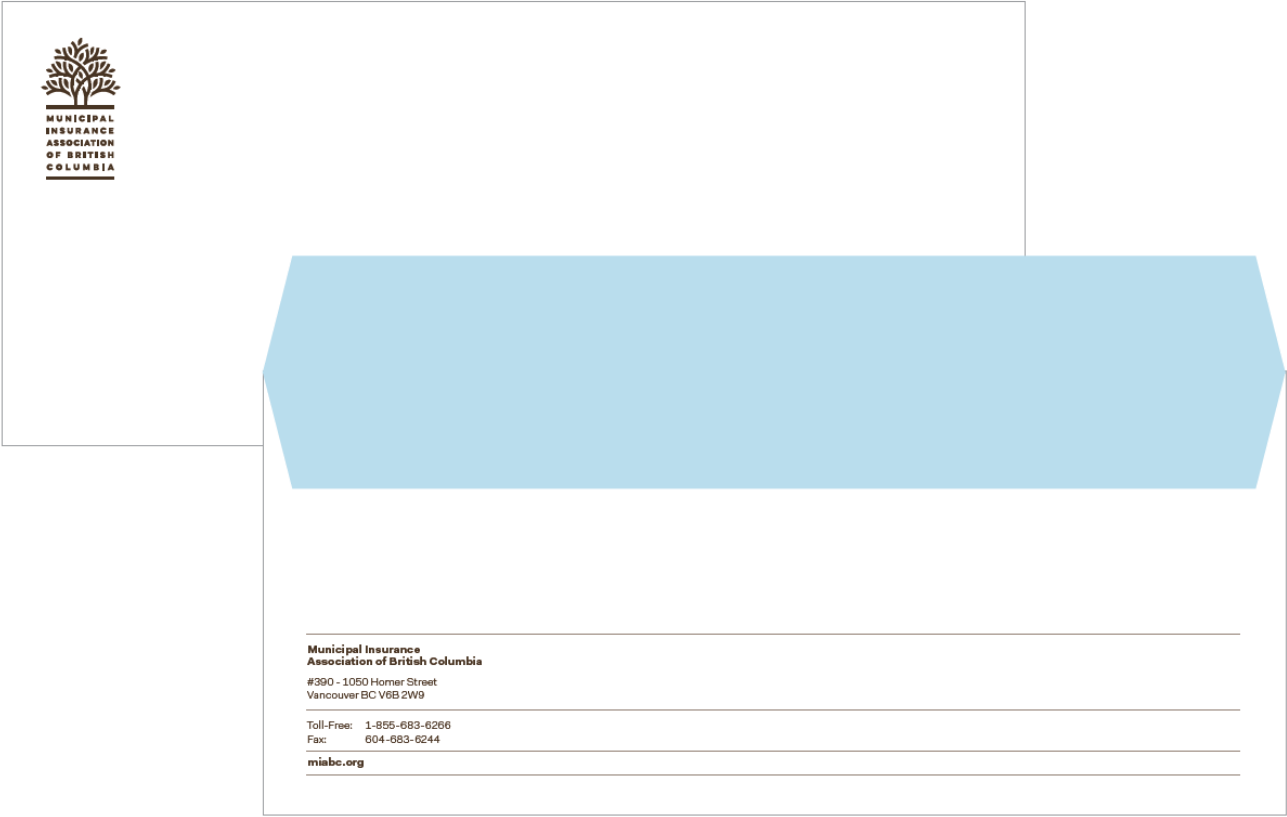
LETTERHEAD APPLICATION

Standard letterhead is white with brown type / logo. For special print communications, use the letterhead version with a flood of blue and brown type / logo.

<p>Municipal Insurance Association of British Columbia</p> <p>#390 - 1050 Homer Street Vancouver BC V6B 2W9</p> <hr/> <p>Toll-Free: 1-855-683-6266 Fax: 604-683-6244</p> <hr/> <p>miaabc.org</p> <hr/>		 <p>MUNICIPAL INSURANCE ASSOCIATION OF BRITISH COLUMBIA</p>	 <p>BRITISH COLUMBIA</p>
<p>Company Name 20 - 2851 Trail Way Vancouver, B.C. V8K 8T9 Canada</p>			
<p>Lorem ipsum dolor sit amet, ludus facilisi has id, ex dictas albucius eos. Cibo munere occurreret per cu. Indoctum mediocrem no duo. Pro solum luptatum ad. Mei minimum signiferumque ea, vel at velit populo. Ut mea alterum epicuri, eu alienum petentium posidonium pri. Iudico aliquid ponderum mel ea, in has munere gubergren. Pro eu duis veri, et eos solet virtute ponderum, et per sumo justo. Alii indoctum iracundia ut ius. An sed possit quaeque, eu esse dictas vix, alia augue platonem ut mea. Labore omnium intellegat sea et. Eros saepe pri at. Melius labores id sit.</p>			
<p>Idque falli id pri. Sed maiorum atomorum theophrastus id, nec cu errem aperiri. No populo debitis vivendum nam. An duo dicta deleniti. Tota alienum cu eam, has accusamus liberavisse ex, quas utroque insolens ex has. Eum cu putent accusam, ut dico illud elaboraret quo.</p>			
<p>Nec ipsum apeirian an, wisi partiendo necte. Brute doctus ea quo. Per ad qualisque vituperata conclusionemque, et pro tollit vulputate. At per saepe voluptat, duo sanctus accusam ea. Ei has dicta prodesset. Iudico aliquid ponderum mel ea, in has munere gubergren. Pro eu duis veri, et eos solet virtute ponderum, et per sumo justo. Alii indoctum iracundia ut ius. An sed possit quaeque, eu esse dictas vix, alia augue platonem ut mea. Labore omnium intellegat sea et. Eros saepe pri at. Melius labores id sit.</p>			
<p>Idque falli id pri. Sed maiorum atomorum theophrastus id, nec cu errem aperiri. No populo debitis vivendum nam. An duo dicta deleniti. Tota alienum cu eam, has accusamus liberavisse ex, quas utroque insolens ex has. Eum cu putent accusam, ut dico illud elaboraret quo.</p>			
<p>Nec ipsum apeirian an, wisi partiendo necte. Brute doctus ea quo. Per ad qualisque vituperata conclusio nemque, et pro tollit vulputate. At per saepe voluptat, duo sanctus accusam ea. Ei has dicta prodesset. Idque falli id pri. Sed maiorum atomorum theophrastus id, nec cu errem aperiri. No populo debitis vivendum nam. An duo dicta deleniti. Tota alienum cu eam, has accusamus liberavisse ex, quas utroque insolens ex has. Eum cu putent accusam, ut dico illud elaboraret quo.</p>			
<p></p>			

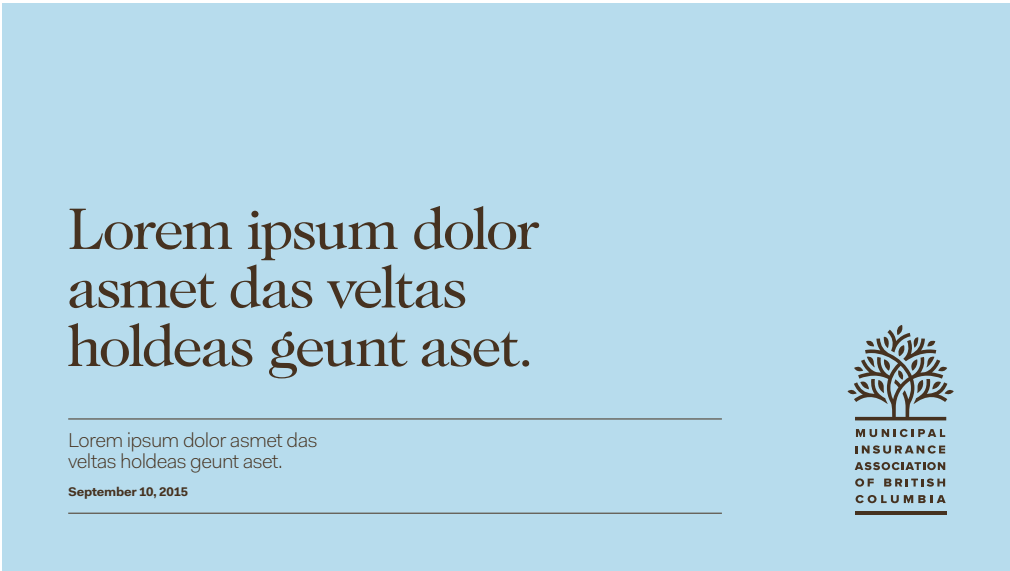
ENVELOPE APPLICATION

Letter size envelopes have a white exterior with the primary brown logo on the front, return address in brown type on the back, and a flood of blue on the inside.



POWERPOINT APPLICATION

The primary title page option features brand photography and reversed logo / type. A secondary title page option incorporates a flood of blue with brown logo / type.



POWERPOINT APPLICATION

Interior presentation templates include section dividers with brand photography and reversed headline, a headline and bullet point layout with brown type, and a headline and graph / chart layout with brown type. A blue footer with brown logo / type is used for consistency.



Lorem ipsum dolor asmet das veltas.

- Lorem ipsum dolor sit amet, soleat dolores deleniti et duo, in his posse vidisse periculis, ne quis maluisset conceptam mel dolor sit amet, soleat dolores deleniti.
- Nemore insolens sed id, affert nostrud sanctus culom in.
- Stet affert adipisci mei id, denique efficiendi eos ad eude eam porro tacimates ipsum dolor sit amet, soleat dolores deleniti et duo
- Soleat dolores deleniti et duo, in his posse vidisse periculis, ne quis maluisset ceptam lorem ipsum dolor dasted matolep atled exampilei mel.



MUNICIPAL INSURANCE ASSOCIATION OF BRITISH COLUMBIA | P.03

Lorem ipsum dolor.

Graph / Chart



MUNICIPAL INSURANCE ASSOCIATION OF BRITISH COLUMBIA | P.03

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