VDW

VANCOUVER DESIGN WEEK

BRAND GUIDELINE 2018

Contents

Logo

Say hello to the face of the Vancouver Design Week (fondly known as VDW)

A logo is the primary identifier of the brand and should be applied consistently and clearly across all communications.

The VDW logo is bold and confident and a little weird. It definitely isn't afraid to show it's wild side. The VDW logo contains the very essence of what we aim to evoke in our audience when they see our brand.

To make sure the logo is always seen in all its glory, never shrink the logo to be smaller then 1/2 inch in height.

Minimum Height (0.5" / 12.7mm)

Clear Space

EVERYONE BACK UP!
Give it room to Breathe!

Always provide enough clear space to allow the logo to do its job effectively. The size of the clear space is defined by the 'x' height, which is equivalent to 1/4 of the height of the logo.
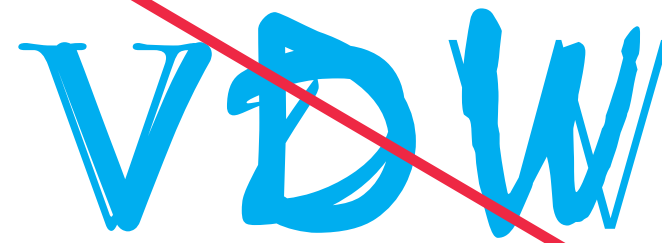
By using this measurement you ensure that the clear space remains the same in relation to the scale of the logo.
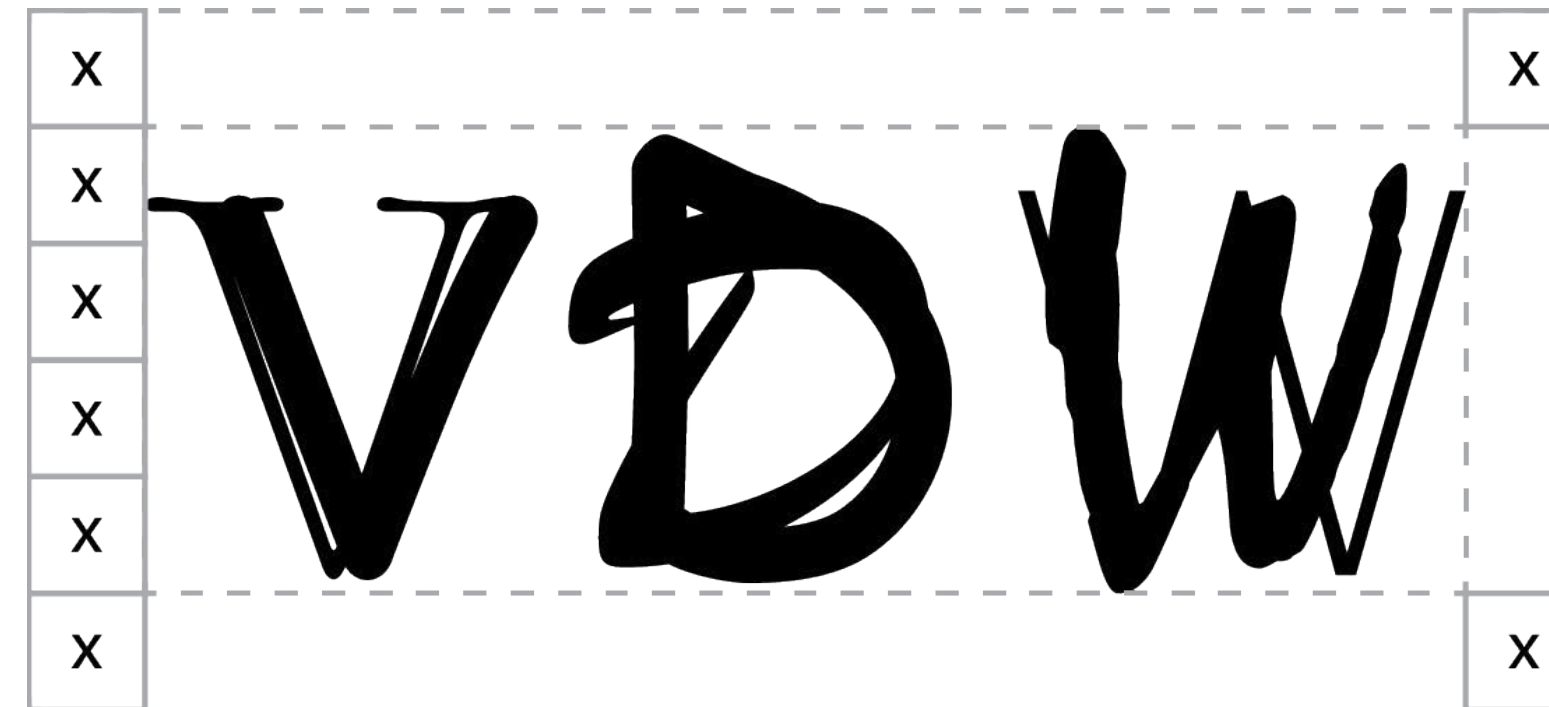
Logo Do's and Dont's

Beware the logo police!

The VDW logo cannot be altered or changed in any way. This page contains several examples of unacceptable uses of the logo.

Do not alter the colour only use acceptable brand colours (see page. 06)
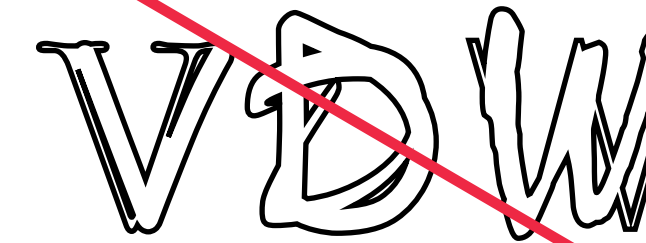
Do not rotate in any way

Do not alter the logo (e.g. stretch or compress)

Do not apply effects like drop shadows to the logo

Do not outline the logo

Do not change the logo's proportions

Brand Colours

Those feel a little odd... Good! Just how we like it.

Consistent use of brand colours is essential across all applications.

This page contains the complete set of brand colours and specifications for print (PMS and CMYK) and web use (RGB and HEX).

Pantone
7638 C

CMYK 0 / 91 / 33 / 52
RGB 126 / 45 / 64
Hex# 7E2D40

Pantone
Orange 021 C

CMYK 0 / 65 / 100 / 0
RGB 254 / 80 / 0
Hex# FE5000

**Pantone
Process Black C**

CMYK 0 / 0 / 0 / 100
RGB 39 / 37 / 31
Hex# 27251F

Typography

Once you go Tabac... you'll never go back.

The VDW brand uses two typefaces to shout it's message to the world. There isn't much more to say about that,

Tabac Sans and Lekton are available as a downloadable online resource at...

VANCOUVERDESIGNWK.COM/BRAND

Tabac Sans - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!(%)[#]{@}/&<-+÷×=>

Lekton - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!(%)[#]{@}/&<-+÷×=>

Lekton - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!(%)[#]{@}/&<-+÷×=>

Typographic Hierarchy

We like to shout, but we shout at different levels

Please reference the typographic hierarchy when creating any visual communications. The point size of the typeface will vary depending on material and application. Ensure that the overall scale of each typeface matches the examples below as closely as possible.

Lorem ipsum dolor sit vim amet.

Title
Tabac Sans Black

Aspidunti ommolore pore labore vellacero illignamet, sam entiaeprae.

Subtitle
Tabac Sans Black

Uptium sundis arumquis sit alitam, earchit officiaeptia sequae nos sus. Officienis molupta turerit as sendani hillignimin plant moditen dipsapi entius dolupta

Temporis plabore lit autem sit dessequatem sequisitae es entiatem quo te nest aut que andam, temquam, aut est ra dolutem voloribus illorerumque ne ra deligni maximin ciumque.

Body Copy
Lekton Regular

"OFFICIENIS MOLUPTA TURERIT AS SENDANI HILLIGNIMIN PLANT MODITEN ENTIUS DOLUPTA."

Call outs / Quotes
Lekton Bold

Tone of Voice

We are visual, spirited, and insightful.

When developing any sort of written communication for VDW please refer to this set of principles to ensure the tone of VDW comes through to the reader.

We talk like we're with friends.

We use familiar language, apostrophes, and punctuate our copy writing as if it were spoken. Balancing this, we never get too familiar, too chatty or use unnecessary slang. We are a professional organization. We don't do waffle or jargon. But we are conversational and natural.

We're sharp, fun and cheeky.

We are polished and speak about topics that spark thought and discussion. We can be witty, we have a sense of humour. But importantly we back this up with our knowledge and understanding of design, so that we don't come across too whimsical.

We're inspiring.

We express our passion for the impact of design, aiming to excite people through energetic language. We are fascinated by new things, and we approach creativity without any pre-discriminations.

We're a community.

We achieve progress by collaborating, we inspire and learn from each other. We talk about we not I.

We show, don't tell.

We showcase great design and it's impact. We don't get caught up in our own opinions.

AT THE HEART OF EVERYTHING, WE CONNECT OUR DESIGN COMMUNITY, WITH EACH OTHER AND TO THE CITY WE CALL HOME.

Sponsors &
Event Partners

Because everything
is better when it can
be shared with others

VDW isn't possible without community
support. So to make sure everyone gains
the recognition they deserve for their
contribution we have developed a series
of alternate logos to share with sponsors
and partners.

These logos are to be supplied to confirmed
sponsors and partners for use on their
own marketing and promotional pieces when
promoting VDW.

Sponsors

Proud supporter of

Event Partner

Presented as part of
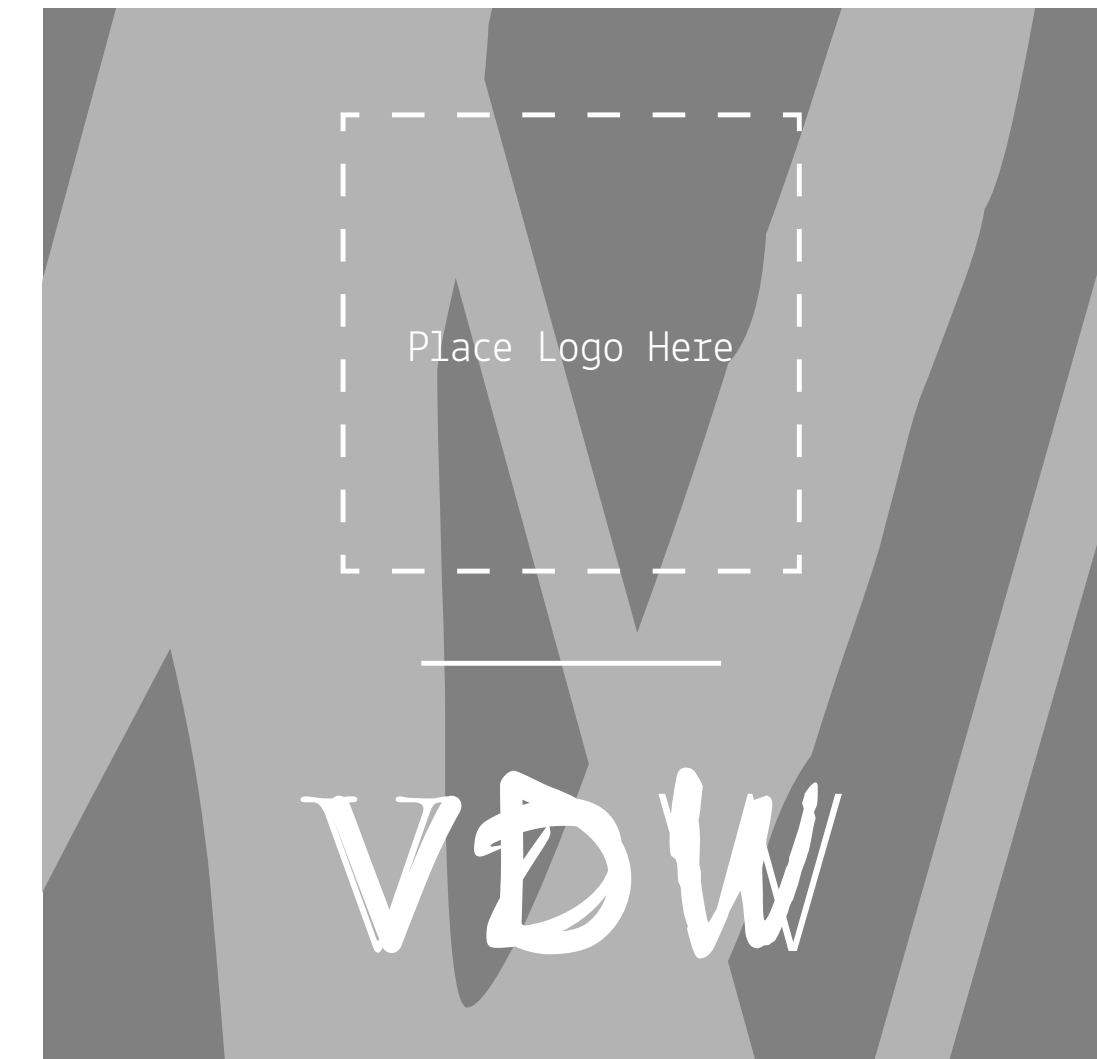
Social Media Sharables

Spreading the word

To help spread the word of VDW and to show the invaluable community support it receives, a collection of social media assets or 'badges' have been created to be shared with sponsors, event partners and participants.

Facebook [1200px x 630px]

Place Logo Here

VDW

Instagram [1080px x 1080px]

Place Logo Here

VDW

Twitter [1024px x 512px]

Place Logo Here

VDW

Social Media Sharables

Spreading the word [cont.]

These badges are also categorized by colour based on involvement with VDW (participant, sponsor and event partner) and are paired with the corresponding alternate logo. (see page 12 for details)

Participants

Event Partners

Sponsors