BUTCHART GARDENS

Brand Guidelines
2016 / 17

Introduction

Brand Promise

Tradition

The Butchart Gardens remain true and respectful to the original Butcharts' family roots. We want to maintain the quality care and great pride the family had for the gardens, and celebrate their enthusiasm as collectors and hobbyist for this craft.

Livelihood

The Gardens will constantly strive for fresh and lively explorations of their brand. Summer shows of intricately choreographed fireworks and music, live concerts, Christmas light shows, and more, aim to add unique world class experiences to the brand.

Table of Contents

Section 1

The Logo

1a. New Logo

1. Symbol:

The logo represents an intersection between structure and nature, showing the gardens as a designed landscape. It encompasses the flowing organic forms and a symbolic leaf. The curves movement connecting the B to the G lends itself to the path a visitor would take. The logo retains the elegance of a traditional garden, while giving it some fresh livelihood.

2. Wordmark:

Montserrat, a clean, sans-serif typeface gives the brand a more modern aesthetic.

1 Symbol

2 Wordmark

BUTCHART
GARDENS
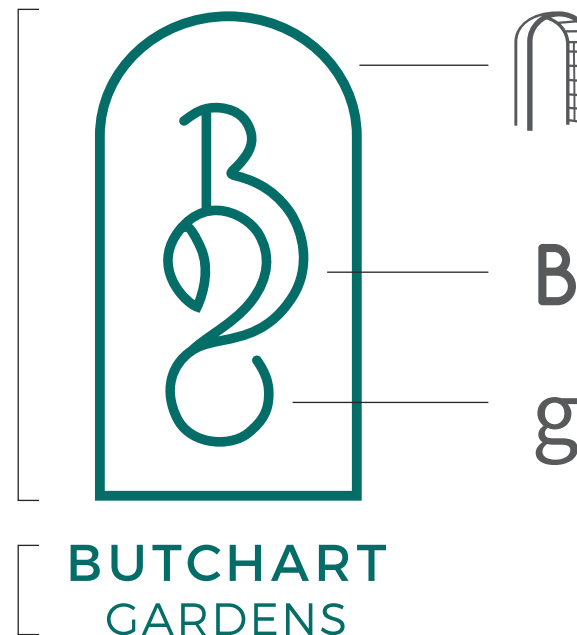
Current

New

1b. Application

Format

The vertical form of the logo is its preferred form. It should be used in all possible instances unless wordmark becomes too small or horizontal format is necessary.

Minimum Size

The minimum size of the logo is gauged by legibility of the wordmark.

25 mm   10 mm   10 mm

Clearspace

Clear space for the vertical logo is based on the spacing between the symbol and the wordmark. Two of the 'x' space should be used on each side. The horizontal logo bases its clearspace on the space between the 'B' symbol and the frame. When using the symbol only format of logo, adhere to same clearspace as horizontal format and use two 'x' spaces on each side.
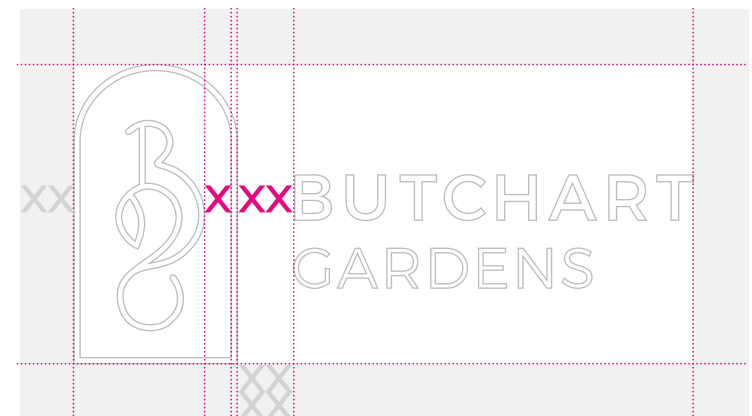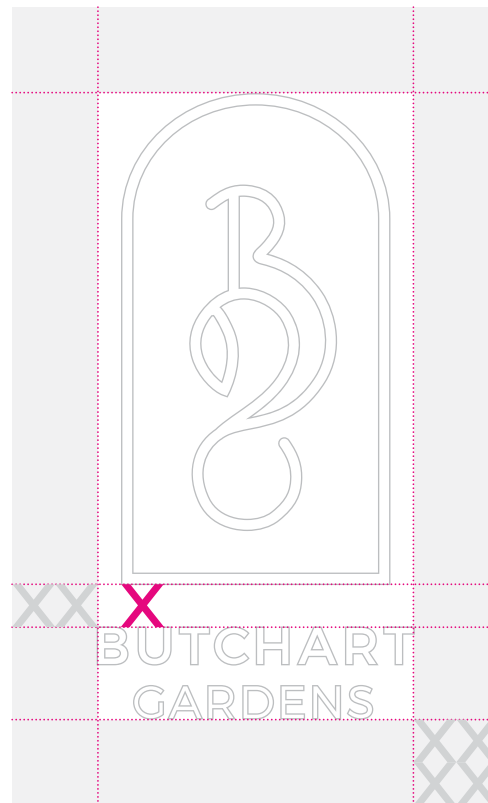
1c. Usage

On Backgrounds

The vertical form of the logo is its preferred form. It should be used in all possible instances unless wordmark becomes too small or horizontal format is necessary.

Coloured
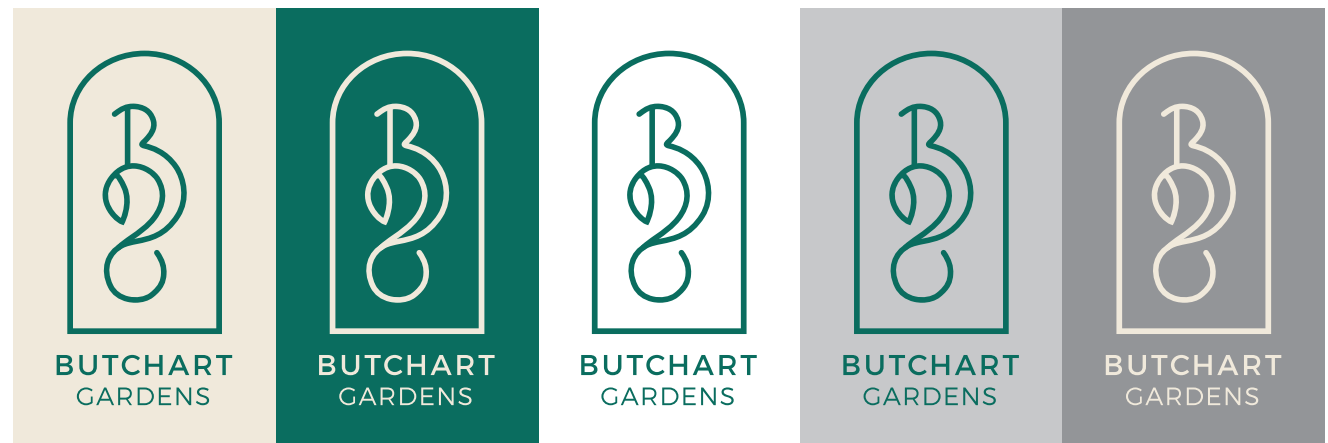
| Coloured | Coloured Reversed | Colour on White | On Grayscale (<30%) | On Grayscale (>30%) |

Black & White

Black to White

In grayscale usage scenarios, logos should be black when the placed background is under fifty percent gray, and white when over.
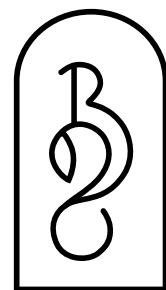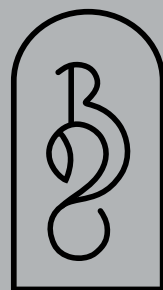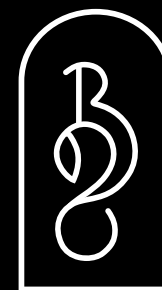
On White   < 50% Gray   > 50% Gray   On dark (>50%)   On Black

1d. Incorrect Usages

DO NOT use in partially

DO NOT outline
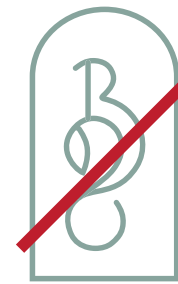
DO NOT use less opacity

DO NOT use more than one colour

DO NOT use drop shadow

DO NOT rotate

DO NOT inverse the shape

DO NOT fill in
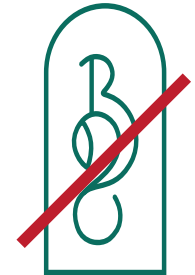
DO NOT skew

DO NOT skew

1e. Fluid Elements

Individual Elements

Brand elements are a system that work in conjunction with the logo and the brand identity, and are used in application in the branded materials.

Sample Composition
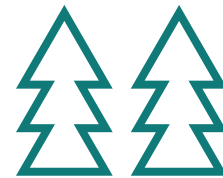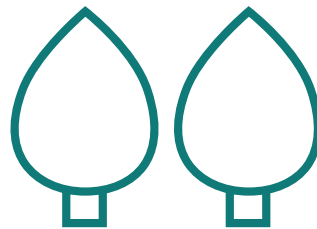
Typography

2a. Typography

Primary Font > Montserrat

The primary font for the brand is Montserrat. Montserrat Regular is the san-serif used in the wordmark, and gives the brand a modern aesthetic despite its traditional roots. It should be used in most headlines and headers.

Bold

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
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
0 1 2 3 4 5 6 7 8 9
, . : ; " ' ( ) ? ! % = + - @

Regular

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
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
0 1 2 3 4 5 6 7 8 9
, . : ; " ' ( ) ? ! % = + - @

Secondary Font > Quattrocento

Quattrocento is a roman serif that is used in conjuction with the primary font. It is elegant and soft, and should be used for smaller headlines and main body copy.

Bold

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
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
0 1 2 3 4 5 6 7 8 9
, . : ; " ' ( ) ? ! % = + – @

Regular

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
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
0 1 2 3 4 5 6 7 8 9
, . : ; " ' ( ) ? ! % = + – @

2b. Type in Use

Context Text and Body Copy

Body Copy

Temqui quas el esecto to cone excess equam sincidi tibusae moluptatque laboreh endamendit, si con custi de vit earuptas dolorr.

—

Quattrocento Regular 10/14 pt

Caption Text

Inline Header

—

Montserrat Bold 10/14 pt

Headlines and Typobreaks

Big Headlines and Title

Header 1

—

Montserrat Regular 16/20 pt

Sublines Section

Header 2

—

2c. Alternative Typefaces

Primary Alternative
> **Helvetica**

Alternative typefaces can be used if the primary and secondary typefaces cannot be installed. Adhere to type size guidelines regardless.

Bold

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
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
0 1 2 3 4 5 6 7 8 9
, . : ; " ' ( ) ? ! % = + - @

Regular

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
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
0 1 2 3 4 5 6 7 8 9
, . : ; " ' ( ) ? ! % = + - @

Secondary Alternative
> **Garamond**

Bold

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
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
0 1 2 3 4 5 6 7 8 9
, . : ; " ' ( ) ? ! % = + - @

Regular

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
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
0 1 2 3 4 5 6 7 8 9
, . : ; " ' ( ) ? ! % = + - @

Section 3
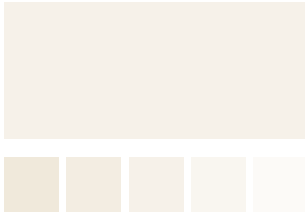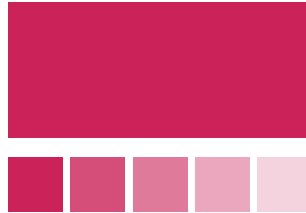
Colour Palettes

3a. Colour Palettes

**Primary Colour
System**

PMS = 7718 C
Hex #036d66

R 4	C 88
G 109	M 36
B 103	Y 58
	K 21

PMS = 7506 C
Hex #efe8da

R 240	C 5
G 233	M 6
B 218	Y 13
	K 0

PMS = 3155 C
Hex #055964

R 5	C 92
G 90	M 51
B 101	Y 49
	K 25

PMS = Rubine Red C
Hex #cb2158

R 204	C 15
G 34	M 99
B 89	Y 52
	K 2

Secondary Colour System

PMS = 1635 C
Hex #f37664

R 243	C 0
G 119	M 67
B 101	Y 58
	K 0

PMS = 130 C
Hex #f2a847

R 242	C 3
G 168	M 38
B 72	Y 82
	K 0

PMS = 667 C
Hex #6a5c81

R 106	C 65
G 92	M 68
B 130	Y 28
	K 8

PMS = Cool Gray 3 C
Hex #0a6c5f

R 170	C 0
G 170	M 0
B 170	Y 0
	K 35

3b. Colour in Use

Sample Colour Pairings

Corporate Stationary

4a. Business Cards

Business Cards

Size: Standard, 2″ x 3.5″

Margins: .24″

.24" .24"

.24"

.84"

1.6"

BUTCHART
GARDENS

Allison Rae
director of marketing

—

mobile
+1 250 425 2451

email
arae@butchartgardens.ca

web
www.butchartgardens.ca

.24"
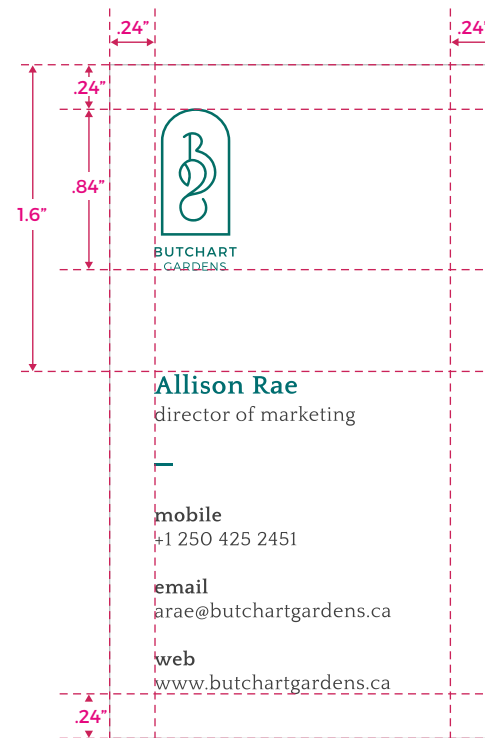
4b. Letterheads

Letterheads (Back)

Paper size: Letter, 8.5″ x 11″

Quattrocento, 9pt/13pt

.88″ 2.6″ .88″

.80″

2.6″

BUTCHART
GARDENS

Date
February 24, 2016

Attention
John Jones
Marketing Dept.
1425 James St.
Victoria BC, V8X 3X4

To Mr. Jones,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec nibh maximus, bibendum sapien eu, posuere odio. Cras sed enim eget est tempus porttitor a ut lectus. Pellentesque habitant morbi tristique senectus et netus et malesuada fam es ac turpis egestas. In mauris elit, eleifend sed ullamcorper eget, laoreet eget erat. Cura bitur nulla purus, placerat a max imus ac, tempor id ligula. In semper, neque eget lao reet dapibus, turpis urna luctus turpis, vel sodales nisi lorem ut purus. Vestibulum efficitur eros sed laoreet mollis. In libero urna, dignissim quis molestie ac, interdum nec libero. Ut viverra enim nec turpis efficitur varius. Aliquam tempor sapien ex, et suscipit risus vehicula nec. Phasellus erat orci, accu eget viverra sed, convallis a dolor. Fusce est risus, maximus non ante quis, viverra accumsan nulla. Praesent id pellen- tesque odio, non dictum odio.

Donec ornare at augue ac vulputate. Cras rhoncus, justo ut luctus accumsan, lectus lorem blandit felis, id venenatis quam velit maximus felis. Fusce elit turpis, cursus ac condimentum at, commodo quis purus. Nam eget tortor diam. In egestas imperdiet ullamcorper. Donec gravida est sed diam sollicitudin, sed feugiat velit rutrum. Donec vel sem sit amet
elit faucibus faucibus. Proin arcu leo, tempor ac eros sit amet, feugiat tincidunt arcu. Cras condimentum iaculis magna, id laoreet lacus pellentesque et.

Allison Rae
director of marketing

Butchart Gardens National • Historic Site of Canada • 800 Benvenuto Ave, Brentwood Bay, BC V8M 1J8 • 250-652-4422

.80″

Scaled to 66%

4c. Envelopes

#10 Envelope

Envelope size: 4.125″ x 9.5″

Quattrocento, 7.5pt/11pt

.36″

.36″

.56″

1.0″

Butchart Gardens National
Historic Site of Canada
800 Benvenuto Ave,
Brentwood Bay, BC V8M 1J8

BUTCHART
GARDENS

Scaled to 80%

Oversized Envelopes

Envelope size: Letter, 9 x 12"

Quattrocento, 9pt/13pt

.36"

.56"   .36"

1.0"

Butchart Gardens National
Historic Site of Canada
800 Benvenuto Ave,
Brentwood Bay, BC V8M 1J8

BUTCHART
GARDENS

Scaled to 66%

Section 5

Corporate Communication

5a. Manual Covers

Manual Covers

All manuals should have a 3.0″ top title with the logo occupying the top left space. The lower half image can be any imagery, including fluid elements or photography. White coils is preferable.

.93″   .80″   .93″

.72″

3.0″   1.6″

Garden Technical Manual

Plant Care Guideline 2016

BUTCHART GARDENS

Scaled to 66%

5b. Finance Forms

Expense Form

Paper size: Letter, 8.5″ x 11″

Quattrocento, 9pt/13pt

.65″   .65″

1.2″

1.3″

BUTCHART
GARDENS

Expense Reimbursement Form

250-652-4422
finance@butchartgardens.ca

Employee Name:

ID Number:

Manager Name:

Department:

Purpose:

Date	Description	Qty	Unit Cost	Subtotal

Subtotal:	
Tax HST:	
Total:	

Employee Signature   Date

Approval Signature   Date

1.2″

Scaled to 66%

Corporate Invoice

Paper size: Letter, 8.5″ x 11″

Quattrocento, 9pt/13pt

BUTCHART
GARDENS

800 Benvenuto Ave,
Brentwood Bay, BC, Canada
V8M 1J8

250-652-4422
invoice@butchartgardens.ca

Invoice

Client
Contact
ATTN

Project

Date
Invoice #
Page #

Description	Qty	Unit Cost	Subtotal

Subtotal:	
Tax HST:	
Total:	

Prices are payable within 30 days from the invoice date. Past due accounts are subject to a late payment charge. PizzaLab reserves the right to withhold shipments to customers that do not meet these terms. Please make cheque payable to: Butchart Gardens , or interac transfer to: account@butchartgardens.ca. For account inquiries, please call 250-652-4422.

Scaled to 66%

5c. Digital Application

E-mail Signature

Paper size: Letter, 8.5" x 11"

Montserrat Bold + Regular, 9pt/16pt

Best Regards,
Name Here

Name Here · Position Here

t +100-000-0000

e name@butchartgardens.ca

BUTCHART
GARDENS

Desktop Website

Website should strive to be clean and crisp, with professional photography. The site should adhere to a 12-column grid.
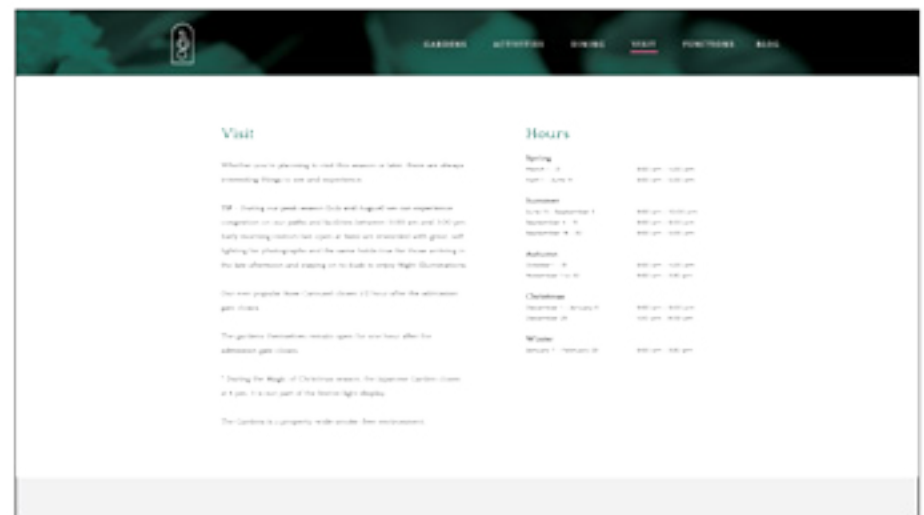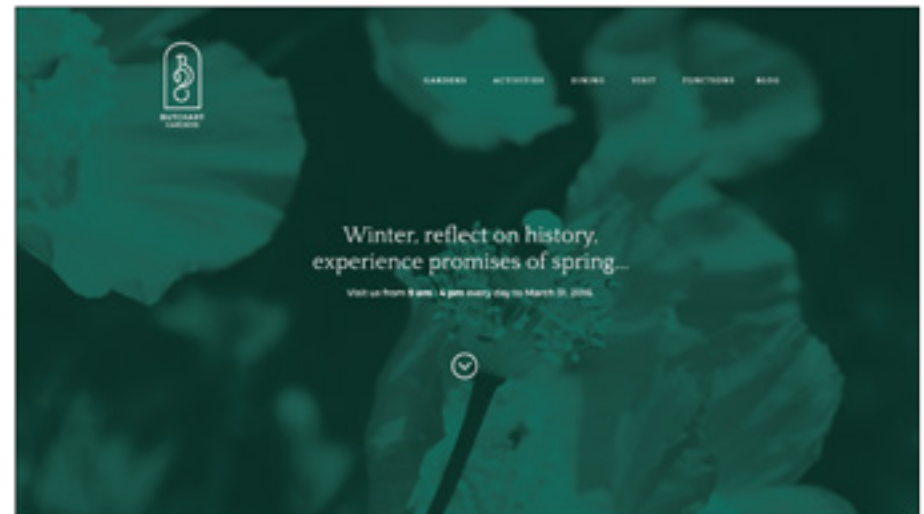
Mobile Site

Mobile site should only have the most important information for visitors. A link should be included if users wish to visit the full site. Mobile version needs to look consistent with full site.
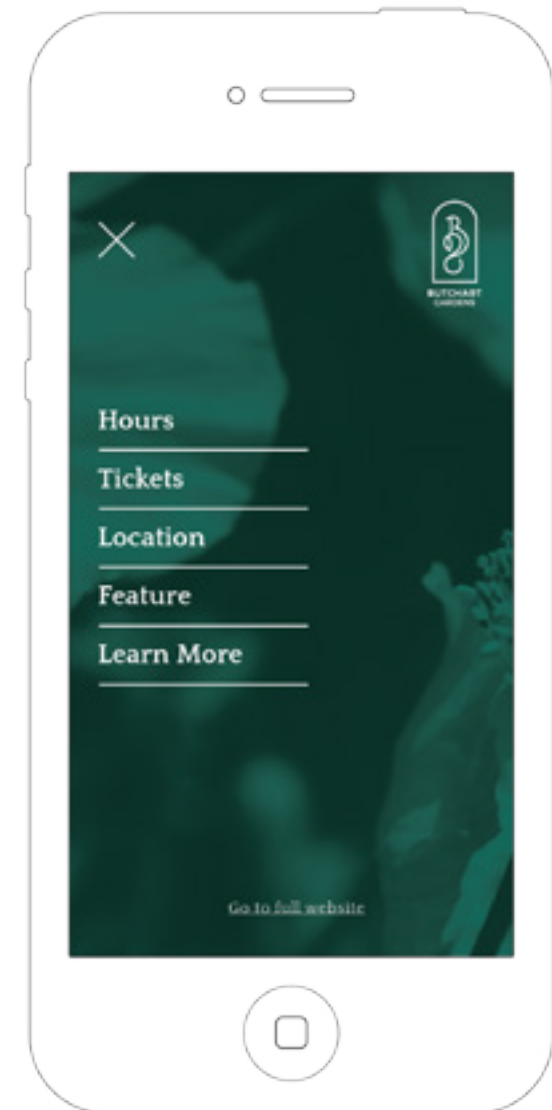
Section 6

Corporate Collatoral

6a. Marketing Material

Identification Cards

Cards are approx. 3.2" x 4". Every category of cards (staff, volunteers. press, security, etc) should have a different brand colour for ease of identification.

BUTCHART GARDENS

Aaron Wilson

STAFF

No. 624-8512461
Expires Dec 31, 2016

BUTCHART GARDENS

Brian Raymond

PRESS PASS

No. 524-854261
Expires Aug 21, 2016

Map

Printed maps are a two fold, three panel brochure on 8.5" x 11" paper. Map should be printed on cream paper, adhere to paper guidelines in section 7.

BUTCHART COVE

BUTCHART GARDENS

TOTEM POLES

SUNKEN GARDENS

JAPANESE GARDENS

ITALIAN GARDEN

ROSE GARDEN

Visitor Centre services include the Information Counter, First Aid, Lost and Found, Photo Centre, Postal Box, Pay Telephones, and Attendant-Assist Washroom. We are happy to loan strollers, dog leashes, wheelchairs, and umbrellas. Wheelchair loans require a refundable deposit.

For the enjoyment of all our visitors, we prefer you refrain from smoking inside The Gardens. To maintain the tranquility of our gardens, please no throwing/catching games, loud or disruptive behavior, or use of skateboard scooters, or roller blades. Impromptu musical performances are not allowe
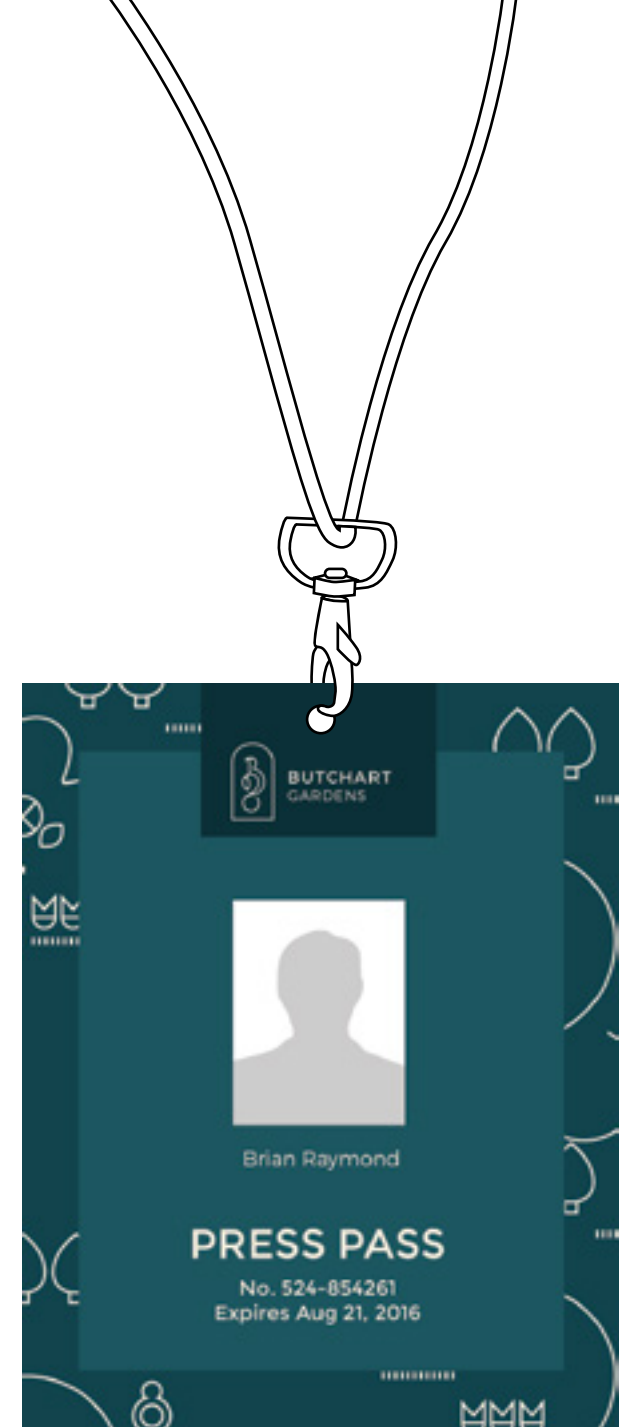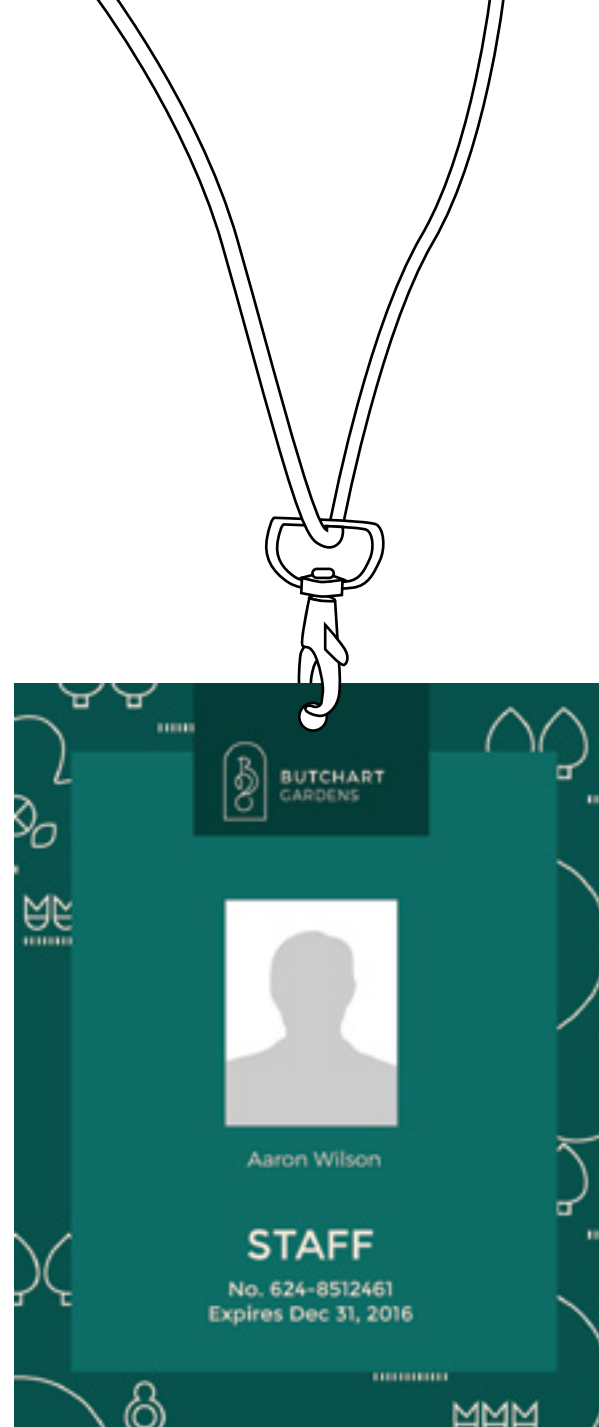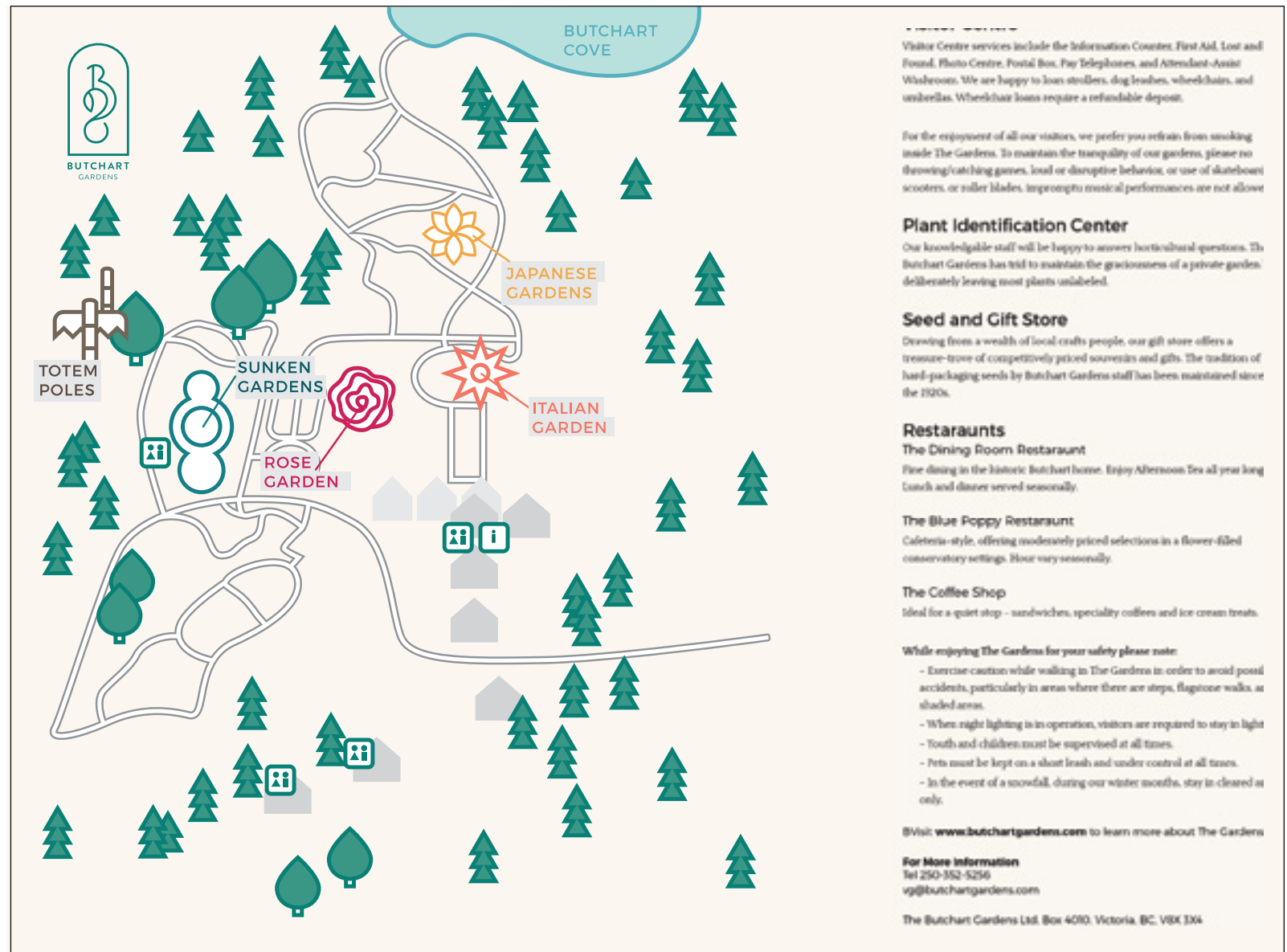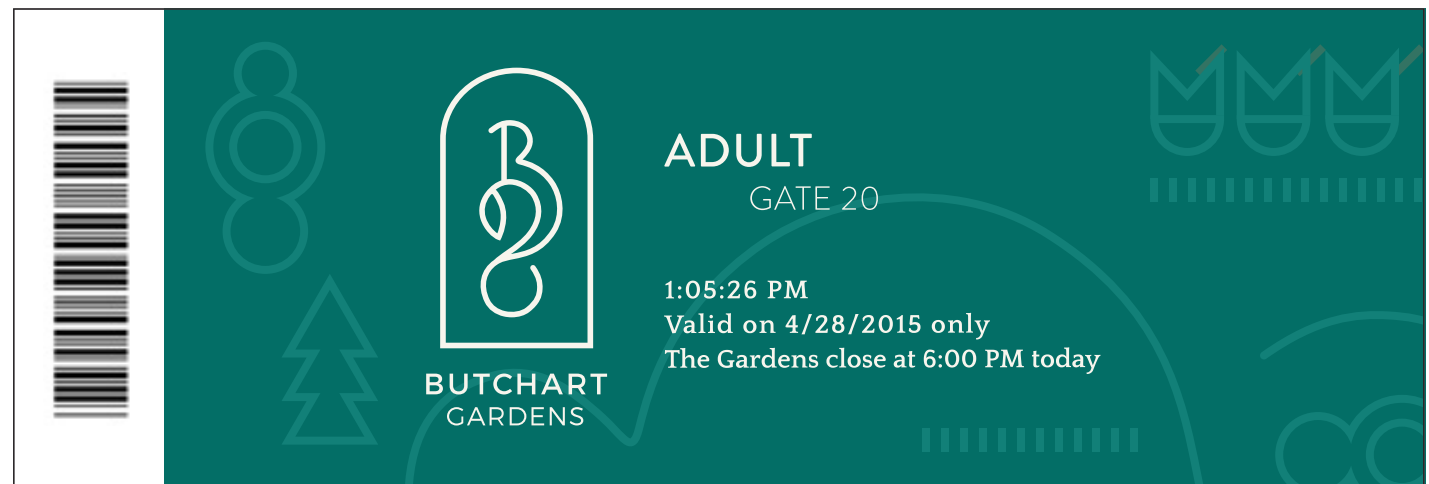
Plant Identification Center

Our knowledgable staff will be happy to answer horticultural questions. The Butchart Gardens has tried to maintain the graciousness of a private garden, deliberately leaving most plants unlabeled.

Seed and Gift Store

Drawing from a wealth of local crafts people, our gift store offers a treasure-trove of competitively priced souvenirs and gifts. The tradition of hand-packaging seeds by Butchart Gardens staff has been maintained since the 1920s.

Restaraunts

The Dining Room Restaraunt
Fine dining in the historic Butchart home. Enjoy Afternoon Tea all year long. Lunch and dinner served seasonally.

The Blue Poppy Restaraunt
Cafeteria-style, offering moderately priced selections in a flower-filled conservatory settings. Hour vary seasonally.

The Coffee Shop
Ideal for a quiet stop - sandwiches, speciality coffees and ice cream treats.

While enjoying The Gardens for your safety please note:
- Exercise caution while walking in The Gardens in order to avoid possil accidents, particularly in areas where there are steps, flagstone walks, an shaded areas.
- When night lighting is in operation, visitors are required to stay in light
- Youth and children must be supervised at all times.
- Pets must be kept on a short leash and under control at all times.
- In the event of a snowfall, during our winter months, stay in cleared an only.

BVisit: **www.butchartgardens.com** to learn more about The Gardens

For More Information
Tel 250-352-5256
vg@butchartgardens.com

The Butchart Gardens Ltd. Box 4010, Victoria, BC, V8X 3X4

Tickets

Tickets are approx. 7.3" x 2.5". Bar code needs to be on white and on stem of ticket for ease of scanning. Advertisement may be printed on back of tickets.

ADULT
GATE 20

1:05:26 PM
Valid on 4/28/2015 only
The Gardens close at 6:00 PM today
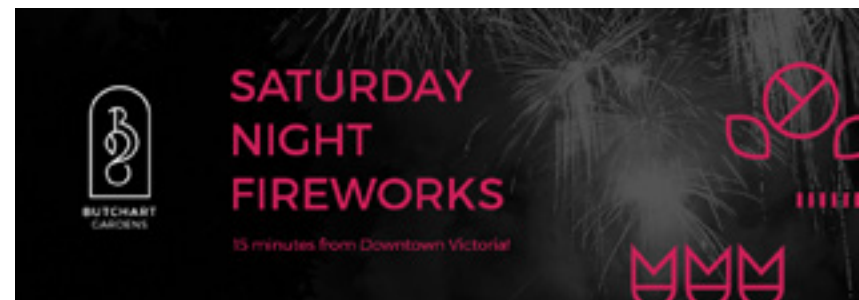
BUTCHART
GARDENS

6b. Advertising

Bus Shelter Ads

Tickets are approx. 7.3" x 2.5". Bar code needs to be on white and on stem of ticket for ease of scanning. Advertisement may be printed on back of tickets.

Web Banners

Tickets are approx. 7.3" x 2.5". Bar code needs to be on white and on stem of ticket for ease of scanning. Advertisement may be printed on back of tickets.

6c. Signage

Garden Flags

Wayfinding icons will adhere to the same icons used on maps for each section of the garden.

JAPANESE GARDENS

Walk under the cherry blossoms

Wayfinding Signs

Use map icons for signifiars and place within stroked circle to maintain size and consistency. Non-gardens (visitor centres, washrooms, etc) are to be placed in rounded squares.
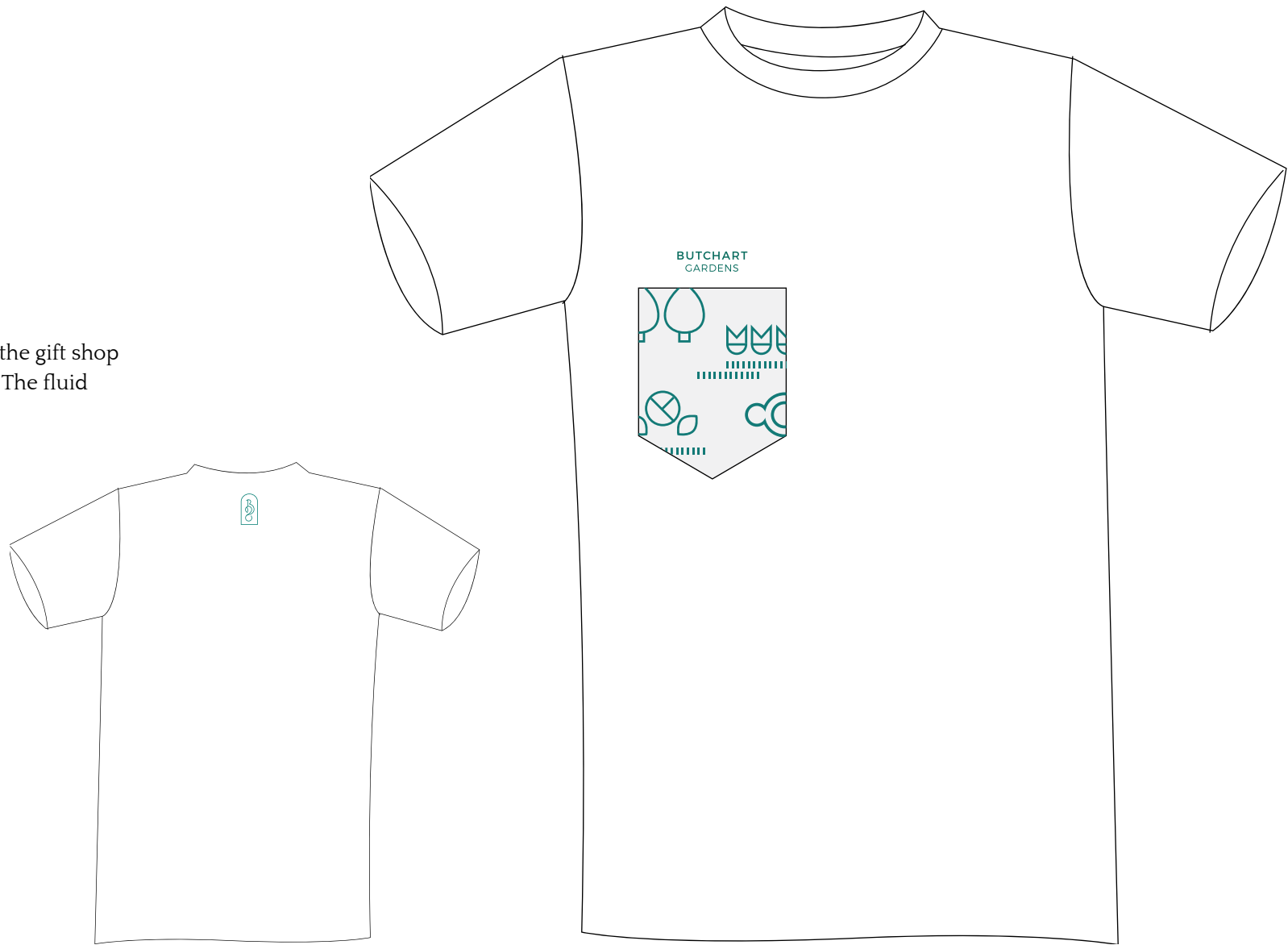
Wood-based materials for the backboard is preferable.

Japanese Garden

Rose Garden
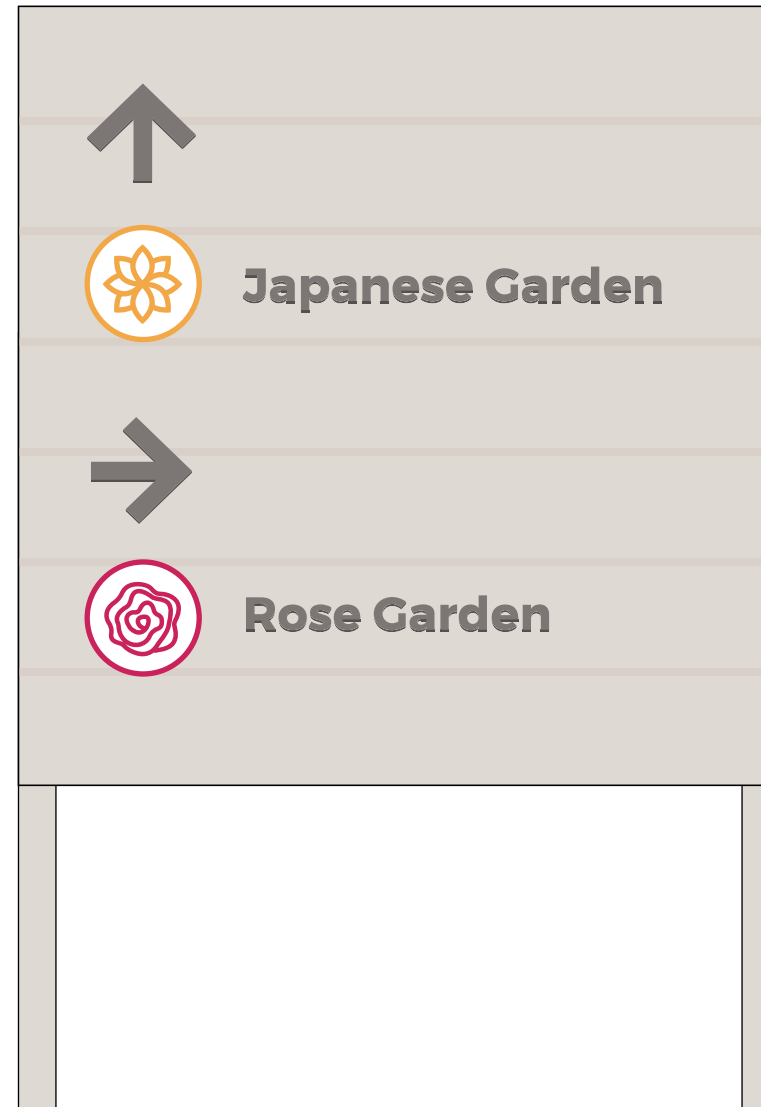
6d. Promotional Items

T–Shirts

Merchandise to be sold at the gift shop should be fun and playful. The fluid elements can be used.
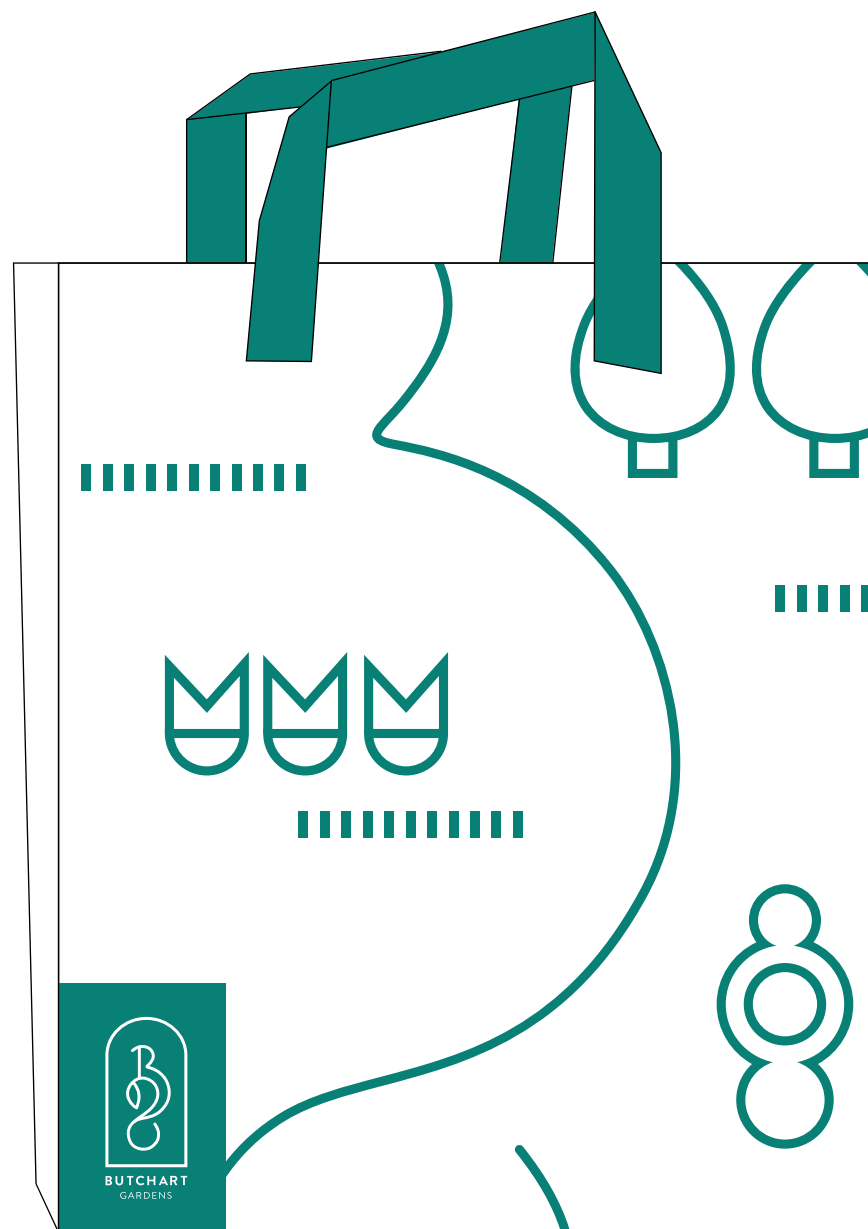
Seed Packets

Packets should be printed on brown
kraft paper. Technical plant illustrations
should be used for all packages.

CALLICARPA

Shopping Bags

Merchandise will be packaged in these shopping bags, which can change seasonally.

Agenda

Fluid elements can be embossed into a soft-touch cover for merchandises like agendas and notebooks.

Choosing Paper

7a. Corporate

Lettersize office

Good quality, digital paper, between 80-140 gsm for copy, and 150+ gsm for covers. Brightness of 98 or higher is preferable.

Eg. Cougar® Digital from Domtar

Envelopes

Envelopes can be produced on either high quality, high brightness white paper, cream coloured paper (same as collateral), or kraft envelopes. Recommended weight is between 75-105 gsm.

Eg. EarthChoice® Envelope from Domtar

7b. Collateral and Promotional

**Brochures
(Lighter stock)**

When possible, materials should be printed on printmaking, uncoated, cream or off-white papers. Brochures should be light weight, between 80-135 gsm.

Eg. R. Stonehenge Light-Weight 135gsm in Cream

**Tickets
(Heavier Stock)**

Heavier materials should be printed on printmaking, uncoated, cream or off-white papers. Tickets and identificaton passes should be heavier weight, between 250-300 gsm.

Eg. R. Stonehenge 250gm in Cream

Packaging

Seed packets, shopping bags, and other likewise products should be using the same material as envelopes - white, kraft, or cream.

Designed by

Tiffany Yu Ching Tsai
tiffanytsai@tift,me
www.tift.me