

SMALL CITY, BIG IDEAS

**SALMON ARM ECONOMIC
DEVELOPMENT SOCIETY**

BRAND BOOK

SALMONARM

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A GUIDE TO GREATNESS

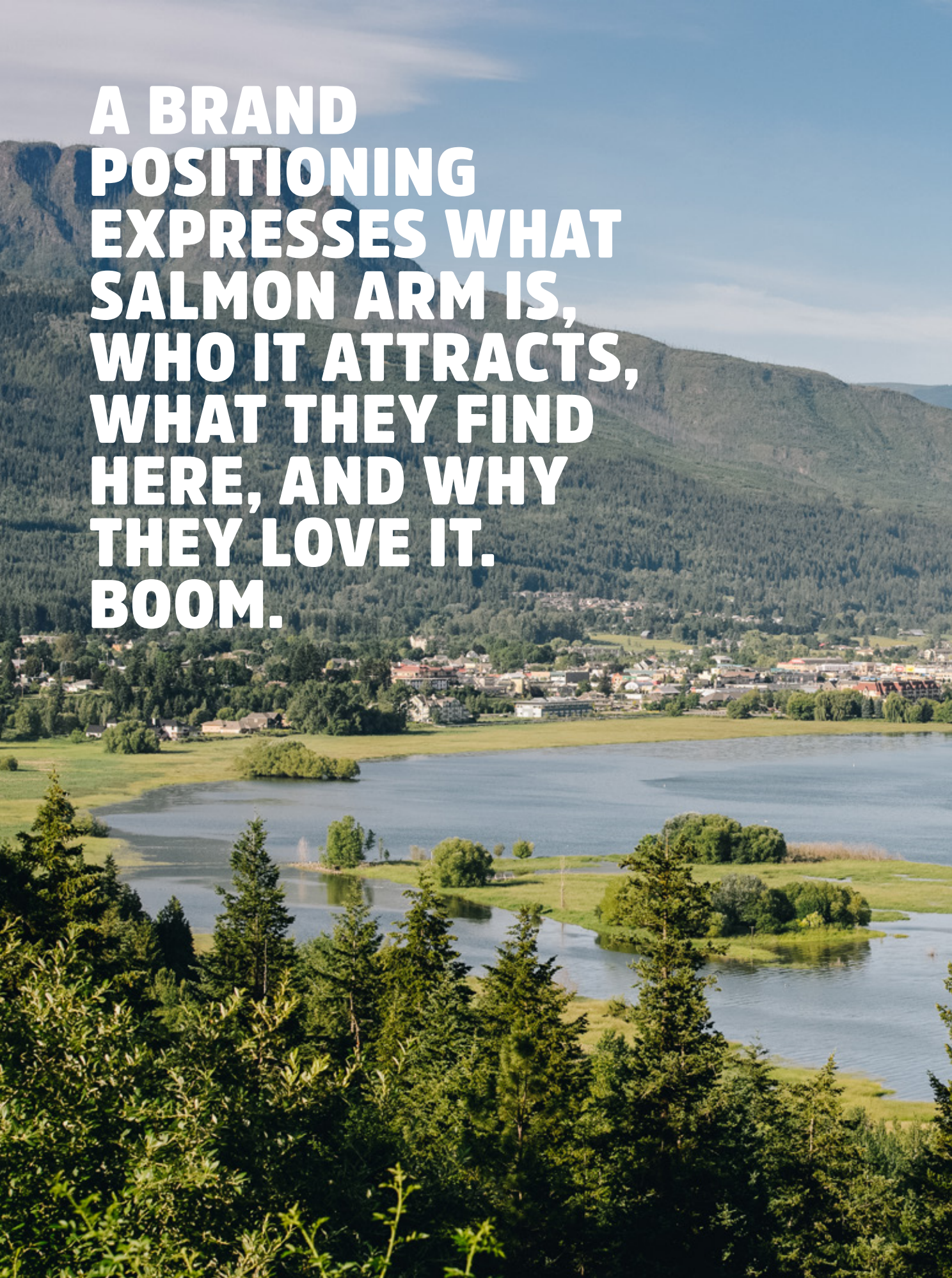
These Place Brand Guidelines are the key marketing and branding reference for anyone who may become involved in the promotion and communication of Salmon Arm and Small City, Big Ideas—be they the internal team, third-party marketing, public relations groups, regional partners or others.

The guidelines are designed to ensure that all parties and partners use the same language, utilize logos, create materials, and communicate with constituents and consumers in a consistent manner.

This document serves as a guide to the use of both the brand identity for Salmon Arm, and of Small City, Big Ideas, and provides direction in terms of the use of colours, typography and brand applications for the creation of marketing materials.

Of course, this guide is comprehensive but not exhaustive, and branding partners are encouraged to use their common sense as they solve specific problems. Contacts to people who can answer any questions are at the end of this document.

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**A BRAND
POSITIONING
EXPRESSES WHAT
SALMON ARM IS,
WHO IT ATTRACTS,
WHAT THEY FIND
HERE, AND WHY
THEY LOVE IT.
BOOM.**

**BRAND
POSITIONING**

Salmon Arm is a small town with big ideas whose combination of beauty and forward thinking attracts young explorers, entrepreneurs and families of all ages. They're seeking a welcoming place that's open to innovative ways to build a life where they can do more, live more and make more of a difference. In a spectacular setting ideally situated on a key transportation crossroads, Salmon Arm offers close-knit community, varied activity, real prosperity, and true opportunity.



1

Brand Audiences

Salmon Arm is trying to attract a wide range of people to the city: Regional visitors who come to holiday here; prospective residents; and owners of high-tech manufacturing businesses, who will open companies, hire locals, and attract new talent to the city.



**BRAND
AUDIENCE**



**FAMILIES
WITH CHILDREN,
BOOMERANG
TALENT**

These prospective residents are people living in smaller communities in British Columbia and the Lower Mainland, particularly those seeking a more affordable and family-friendly lifestyle with access to outdoors and good schools. 'Boomerang Talent' refers to people who are from the region and have gone elsewhere to find opportunity. Our aim is to have them 'boomerang' back to the city.

**BRAND
AUDIENCE**



**MILLENNIALS
INSPIRED BY
QUALITY OF LIFE
AND ACCESS TO
OUTDOORS**

A growing subset of people between the ages of 20 and 35 are making decisions about where to live based on places that offer a balanced lifestyle that includes affordability, opportunity and access to outdoor amenities. Salmon Arm checks all those boxes.





BRAND AUDIENCE



VISITORS AND TOURISTS

Salmon Arm welcomes visitors of all ages. Many of them come from close to home markets; they drive here to go houseboating and enjoy beaches, attend arts and culture or sporting events, or go roadtripping around the lake. We'd like to expand our appeal and attract visitors on a year-round basis, building out our shoulder and off-seasons.

**BRAND
AUDIENCE**



HIGH-TECH MANUFACTURING BUSINESSES

With more than 80 high-technology manufacturing firms in the Industrial Park—and a downtown Innovation Centre—Salmon Arm has developed a thriving cluster of businesses that are combining the latest technology with industrial capabilities. This hub is estimated to employ a workforce of between 600 and 700 residents, and we'd like to attract more businesses like them, enhancing our reputation and bringing new skills and talent to the city.





**BRAND
AUDIENCE**



FOREIGN DIRECT INVESTMENT

Salmon Arm has a competitive advantage in attracting foreign direct investment and overseas entrepreneurs seeking a new base. Salmon Arm is building on its advantage to build awareness of opportunities for foreign investors in our city.



2

Brand Pillars

A Brand Pillar expresses an aspect of the personality of Salmon Arm. It's based on research, but it articulates the logic in a way that lets the emotional and intangible shine through.

There are cutting-edge companies doing business all over the world from Salmon Arm, but there's also a genuine small-town welcome here. And we're proud of that.

1

OPPORTUNITY MEETS COMMUNITY

The numbers show that we're a prosperous and successful city, and we're inviting innovative businesses and putting policies in place that ensure we'll be successful going forward. But we're not so busy that we can't stop to say hello on the street; we don't have so much to do that we can't put on a great blues festival. We're actively bringing residents together as we invigorate our wonderfully walkable downtown with arts, food, culture and sports events that create opportunities to get to know your neighbours, find your community, be part of Salmon Arm's story.





The invention and ideas that make Salmon Arm a better place to work go hand in hand with a natural environment that makes it a prime place to live.

2

INNOVATION MEETS RECREATION

Salmon Arm is the kind of place that works smart and plays as often as humanly possible. The invention and ideas that make this a better place to work go hand in hand with a natural environment that makes it a prime place to live, and with opportunities to engage in arts and culture that make our city enriching on every level. We're on the shores of the Shuswap, which brings houseboaters from around the world, creating a world-class lesson in meditative living-in-the moment. We put on renowned music festivals, and have an Arts Centre that's second to none. There's self propelled awesomeness in kayaks, canoes or SUPs, and adrenaline is close by on mountain bikes or power boats. A little visual excitement? Go to the Art Gallery or take in the Shuswap International Film Festival. Exercise your ideas at work. Stimulate your creativity at an arts event. Exercise your body outside. When we say balance, that's what we mean.

**It's one thing to find a great job.
First prize is also finding a great
place to live that doesn't break
the bank.**

3

PROSPERITY MEETS AFFORDABILITY

You're in Salmon Arm. You have ideas. You have employment. You can see the future. And somewhere, in that future, you can see yourself as the proprietor of a home. Maybe an actual house with a yard. Or a condo with a balcony. One bedroom. Two bedrooms. Room for an eventual offspring. A home that won't cost so much it makes you feel like you're being buried and you'll never dig your way out. Oh, yes, you'll be paying a mortgage. But you won't be 'house-poor', the way you are in many other areas of the province. Salmon Arm has enjoyed record-breaking amounts of housing development in the past two years. Which means you'll have a range of options to choose from. It's the kind of place where you can have your cake—or perhaps more accurately, your pie—and eat it too.





We're committed to the long-term sustainability of our environment—so that Salmon Arm's healthy people and natural landscape stay that way.

4

HEALTHY MEETS DAILY

You can live better here. Scenery that makes you happy to be alive every time you look out the window. Fresher air. Good-for-the-soul weather. There's a 10-minute commute to work that's pretty much over before it starts, followed by a job that asks a lot of you and gives a lot in return. There's a family doctor you can call your own. A hundred things to do outside on the weekend. The Shuswap summer means you can eat locally-grown food—you could live the Hundred-Mile Diet if you were that kind of person, and we can introduce you to some people who definitely are. You'll define balance on your own terms, and it'll become the best kind of habit. Soon, you won't be able to live without it.

Here's our very big idea: take big-hearted people and add more than 80 high-tech firms. Watch the innovative sparks fly.

5

SMALL CITY MEETS BIG IDEAS

Salmon Arm is a city that looks beyond its lake and mountains to the future—the one that's barreling toward us all. We're not afraid of mixing words like quiet with words like cutting edge, innovation with small town, opportunity with lifestyle. We love the way our dynamic entrepreneurs, our high tech and industrial companies have seized on evolving needs and created businesses that are the envy of cities three times our size. Here on the lifeline that connects Canada coast to coast, we're ready to go anywhere and to take ideas from everywhere. To be clear—we're not just looking for the next big thing. We're planning to be part of it.





3

Brand Essence

A Brand Essence sums up the Salmon Arm pillars and brand in a memorable and magnetic phrase that can be adapted to many uses and by different organizations, and live as a campaign on many platforms.

SMALL CITY, BIG IDEAS

WHY SMALL CITY, BIG IDEAS?

A city of 18,000 with more than 80 high-technology companies, patented products and advanced manufacturing is a small city with big, attractive ideas. The juxtaposition of small and big will pique the interest of those looking for outsized opportunity in an appealing and manageable setting. It's a great way to put together the warm, human welcome and friendliness of Salmon Arm with the unique innovation that makes it dynamic—and that will carry it into the future.





4

Brand Guidelines

So now that we have a new Salmon Arm wordmark and a new campaign theme, they need to be treated graphically in ways that make them most consistent and effective. In the pages that follow, we'll explain the rules for best practices.

WHAT OUR WORDMARK REPRESENTS

Our wordmark embodies the many contrasts of our city like innovation and playfulness, quiet and cutting-edge, opportunity and lifestyle, nature and business, and technology and arts.

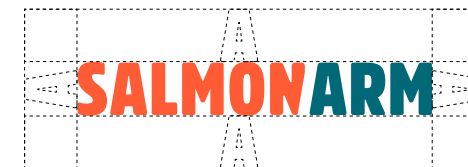
CLEAR SPACE

An area of clear space must surround our wordmark to protect its clarity and integrity. The clear space is equal to the height of the 'A' in the wordmark. This is consistent no matter what size the wordmark is placed at. The boundary lines created by this area indicate the closest that the wordmark can come to other elements.

MINIMUM SIZE

The wordmark should never appear smaller than 1" wide in printed form or 96 pixels wide in digital form. The minimum size is specified to ensure legibility.

SALMONARM



OUR BRAND COLOURS

Our colour palette is inspired by our city's mix of innovation and beautiful, natural surroundings. The blues reflect the sky, water and mountains, while the hits of orange represent the vibrant activity within the city. This choice of colours inspired by nature is also a reflection of our community's commitment to sustainability and the protection of our environment.

SALMON ARM ORANGE



**PANTONE
171 C**

CMYK	RGB	HEX#
0 75 95 0	255 92 57	FF5C39

IDA BLUE



**PANTONE
2238 C**

CMYK	RGB	HEX#
100 43 44 15	0 105 117	006975

LAKESHORE BLUE



**PANTONE
7457 C**

CMYK	RGB	HEX#
18 0 5 0	187 221 230	BBDDE6

SALMONARM

SALMONARM

SALMONARM

SALMONARM

SALMONARM

WORDMARK USAGE: COLOURS

Wordmark

Our one wordmark can be used with three different colour options. We've provided these wordmark colour variations to work with all of the brand colours in order to ensure a flexible system.

Reverse Wordmark

The reverse wordmark is for use on darker backgrounds or photographs in those cases where the full-colour wordmark compromises legibility.

OUR LOGO LOCKUP

This will talk about logo lockup which consists of the wordmark and tagline.

SALMONARM
SMALL CITY, BIG IDEAS

CLEAR SPACE

An area of clear space must surround our logo lockup to protect its clarity and integrity. The clear space around the logo is equal to the height of the 'A' in the wordmark. The space between the tagline and the wordmark must be equal to the letter height of the tagline. This is consistent no matter what size the lockup is placed at. The boundary lines created by this area indicate the closest that the lockup can come to other elements.

MINIMUM SIZE

The lockup should never appear smaller than 1" wide in printed form or 96 pixels wide in digital form. The minimum size is specified to ensure legibility.



WORDMARK USAGE: APPLICATION

If using a background for the wordmark, flat solid colour is preferred. Although we have provided a rule for using the wordmark with imagery, this should be secondary to backgrounds shown on the previous page.

1. Full Colour on Image

The full colour version should be used on an image background—or area of an image—which is light in tone (only when clear contrast can be achieved).

2. Salmon Arm Orange on Image

The Salmon Arm Orange wordmark should be used on a dark image background. Be sure to position the wordmark in an area which ensures clear legibility.

3. Reverse on Black

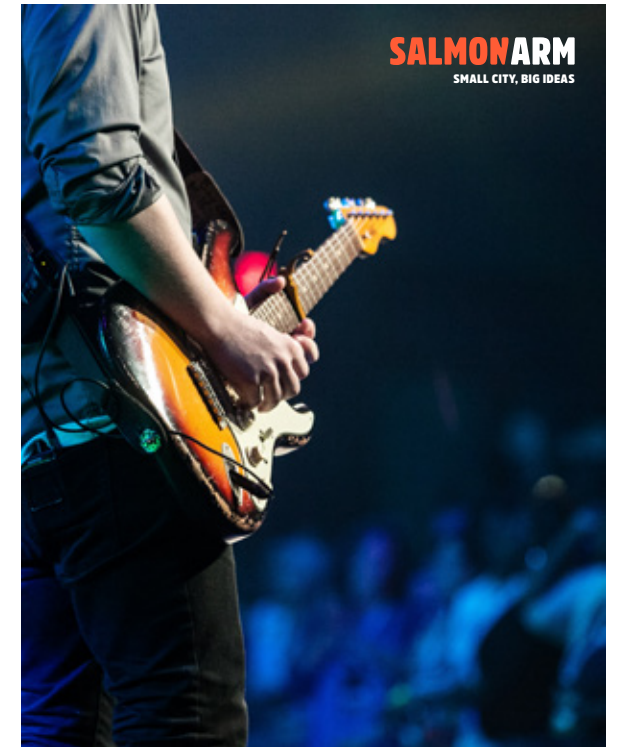
The reversed (white) version is used on a background of solid black.

4. Reverse on Image

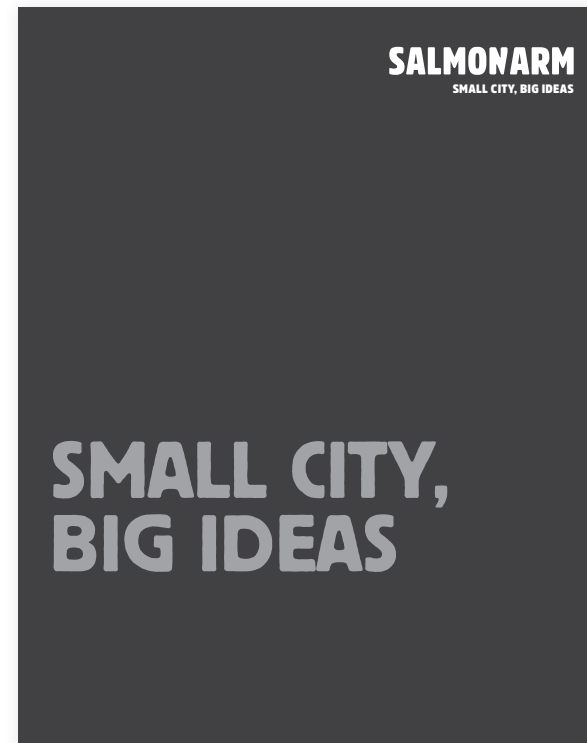
The reversed (white) version is also meant for use on photographs when using a colour wordmark might compromise legibility.



1



2



3



4

WORDMARK USAGE: MISUSES

Every element of the wordmark has been expertly crafted and should not be modified. Here are some examples to avoid when working with our wordmark.



Don't apply in colour on a coloured background outside of the brand palette.



Only use the Orange or Reverse wordmark on dark backgrounds.



Don't place on poor contrast backgrounds.



Don't place on busy photo backgrounds.



Don't outline the wordmark.



Don't stray from the brand colours.



Don't add effects.



Don't distort, skew or rotate.



Don't break the lockup or change the relationship of the elements.



Don't substitute the wordmark with other fonts.



Don't put it in a shape.



Don't use low resolution versions. Vector (AI or EPS) is the preferred format. Raster (JPEG or PNG) are acceptable for digital applications.



Don't substitute the tagline with other fonts.



Don't reposition the tagline.



Don't stray from the brand colours.

TYPOGRAPHY: DISPLAY

BLOCK PRO HEAVY IS OUR DISPLAY TYPEFACE.

HEAVY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()=<>?:;"/**

About

Block Pro is a sans-serif typeface released by the H. Berthold foundry in the early twentieth century and is intended for display use. It has a chunky design suitable for headings, with short descenders allowing tight linespacing and rounded corners.

Purchase

www.bertholdtypes.com

TYPOGRAPHY: HEADLINE

Amsi Pro Narrow is our headline typeface.

ULTRA

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()=<>?:;"/**

About

Amsi Pro Narrow is a contemporary poster-style font designed for impactful headlines mixed with body copy. Its strong personality makes it distinctive, and aids brand recognition. This font has a large family in multiple widths, but we have specifically selected Ultra as our headline weight.

Amsi Pro Narrow is also available as a webfont for digital applications.

Purchase

myfonts.com/fonts/stawix/amsi-pro
My Fonts

TYPOGRAPHY: BODY COPY

Lato is our body copy typeface.

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()=<>?:;"/

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()=<>?:;"/

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()=<>?:;"/

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()=<>?:;"/

About

Lato is our brand's body copy typeface as it gives balance to *Amsi Pro Narrow*. The semi-rounded details of the letters give warmth to the typeface, while the strong structure provides clear legibility for all sizes and applications.

Lato is also available as a webfont for digital use, and italicized versions of each weight shown are included in the family.

Download

fonts.google.com/specimen/Lato
Lato is an open source font, available for free download from Google Fonts.

Preferred Pairings

Bold and Light
Black and Regular

TYPOGRAPHY: HIERARCHY EXAMPLE

THIS IS A DISPLAY HEADLINE IN BLOCK PRO HEAVY.

THIS IS A HEADLINE IN AMSI PRO NARROW ULTRA

This is the opening paragraph of body copy text, often used as an introduction to a longer piece of copy. It should only be a few lines and give a concise overview of what the main text is all about.

The remaining body copy is where the details are and may be just a few lines to many paragraphs. For emphasis within lines of text, use devices like **weight changes**, or stress words with underlined or *italicized* text where appropriate.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet. Dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud.

Exercitation ullam corper su scipit lobortis nisl ut aliquip ex ea commodo consequat dui autem vel.

Lorem Ipsum

Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet. Exercitation ullam corper suscipit lobortis nisl ut

PHOTOGRAPHY

When sourcing or creating photography, focus on imagery that best represents the Salmon Arm's *BIG* energy.

Visual Rules

Scenes should always feel natural, bright and cheerful.

Whenever possible, try to include photographs with people.

Imperfections such as blocking in the shot, elements out of focus or coming in from the edge of the frame are good, and give a sense of authenticity.

Open Source Photo Sites

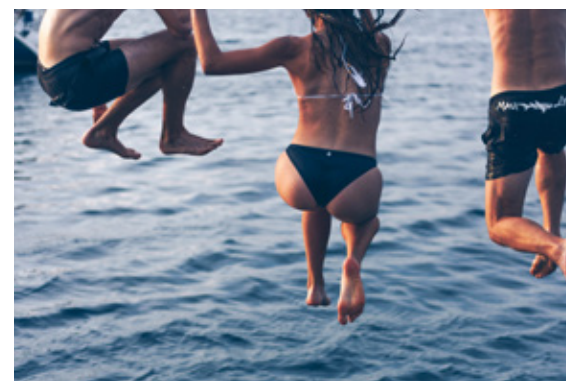
Unsplash
Pexels

Licensed Photo Sites

Stocksy
Getty
Offset
Shutterstock

Search Words

Candid
Authentic
Outdoors
Dining
Hip
Millennial
Young Adult
Family



A person is holding a silver laptop. The laptop lid features the text 'SMALL CITY, BIG IDEAS' in large, bold, white capital letters. Below this, in smaller red and white capital letters, is the text 'SALMONARM'. The person is wearing a brown jacket and dark pants. The background is a blurred outdoor scene with warm lighting.

**SMALL CITY,
BIG IDEAS**

SALMONARM

5

Application Examples

In the following section, the Big Ideas hit the road—we'll show you their application on a wide range of platforms, from street banners to ball caps to web pages.







SALMON ARM
SMALL CITY, BIG IDEAS

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SALMON ARM



**BIG IDEAS.
BIG SHOW.**



We've got big ideas for theatre, dance and music festivals in 2019. Come to our first event and find out!
salmonarm.ca

SALMON ARM
SMALL CITY, BIG IDEAS

**HERE'S A
BIG IDEA:
CONSIDER
SALMON ARM.**



Graduate to a city where innovation and recreation, opportunity and lifestyle live together. Salmon Arm has 100 firms looking for real talent in science, engineering and tech. Talent like yours. We're visiting USC on September 30. Come meet your future!
salmonarm.ca

SALMON ARM
SMALL CITY, BIG IDEAS











THANK
YOU

RESOURCES

Font: Amsi
myfonts.com
My Fonts

Font: Lato
fonts.google.com
Google Fonts

Font: Block Pro
bertholdtypes.com
Berthold Types

**Open Source
Photo Sites**
Unsplash
Pexels

**Licensed
Photo Sites**
Stocksy
Getty
Offset
Shutterstock

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