



Brand Standards

JULY 2022

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Brand Introduction

This manual defines graphic standards for the correct use of the City of Merritt assets and general branding of the City of Merritt.

The City of Merritt is represented by the following symbols of identity: the City logo, colours, Coat of Arms, and City Flag. It is important that these symbols be treated with respect as they help create a positive, consistent, and instantly recognizable experience.

In order to create a consistent image for the City of Merritt, it is important that these standards are applied as best as possible. Consistent application of our identity, colours, typography, and layout structure are vital to maintaining our brand identity. They promise a consistent experience based on our shared vision, values, and history and strengthens the connection between our staff, partners, and community. It creates a unified presence in the community with a strong impression of who the City of Merritt is and clarifies that the City is the organization delivering the message and information.

The logo and rebranding were approved and implemented by the Council during the Council Meeting on November 26, 2019.

City Logo

Guidelines

Logo Identity

Our logo is the formal representation of our City. It needs to have visual presence and to be presented in a consistent manner. The following guidelines help ensure the logo is used properly so it communicates effectively who we are, at all times.

The logo design is a modern adaptation of the existing coat of arms, containing a simplified version of the sun, maintaining its shape and colour. The City motto is equal to the Coat of Arms: “Flourish under the sun”. The wordmark and the motto should always be used together and come in several colour variations to ensure ease of use and functionality.

The City of Merritt logo must be used on all official materials & items owned, published, and produced by the City.



Logo Lockup

These three elements coming together form our logo LOCKUP. We ask that this lockup always remains true to what is presented here, in colour, in spacing and in orientation.

There are select cases where the wordmark and icon can be used without the moto. Those cases are generally based on size. Please refer to the minimum size guidelines in this document for clarification.



Acceptable Variations

The City of Merritt logo has been designed in several forms to ensure legibility in a variety of applications. There are four options to choose from; including colour or black & white, and either positive or negative.

The positive version is only to be used on lighter background colours that compliment our logo. While the negative version is only to be used on darker background colours, textures or photos. Do not place the logo on low contrast, busy or overly colourful backgrounds. In applications where legibility is challenging, please use the flat white, or flat black option.

POSITIVE VERSIONS



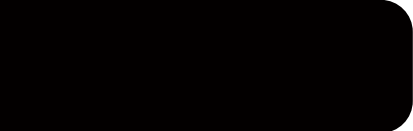
NEGATIVE VERSIONS




Colour Standards

The City of Merritt logo may be used in CMYK for print. The colour values are stated below. For electronic media, the RGB and HEX values are also provided.

Please note, it is important to use the PMS, CMYK, RGB or HEX colours above for consistency of the City's brand. That said, these colours may appear slightly different across different mediums. For example, comparing different printing methods and/or different monitor screens, etc.



CMYK: 72 68 67 88
RGB: 8 6 5
HEX: #080605



CMYK: 14 27 76 0
RGB: 220 183 95
HEX: #DCB75F

Proper Size & Spacing

To give proper attention, the City of Merritt logo must be sized appropriately and there must be adequate white/negative space between the brand and other design elements or brands (if displayed alongside other partners/sponsors, etc).

The majority of applications of the brand will use the approved full lockup version of the logo. However, when the application limits the size of the logo to under 1.5 inches (i.e. small promotional items) the wordmark can be used on its own, removing the motto.



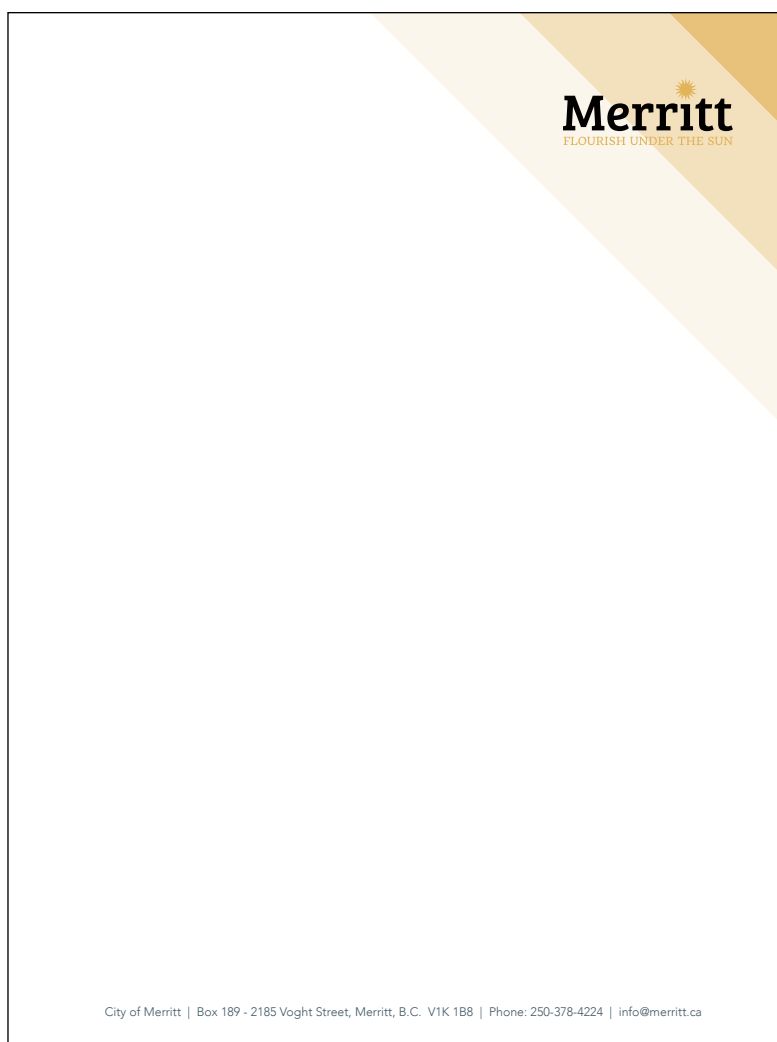
Minimum 15 inches



Minimum
0.375 inches

Logo Placement

The City of Merritt branding has a strong connection to the sun. To continue to strengthen that connection, the logo should be placed in the top right corner – whenever possible.



Unacceptable Usage

In order to maintain consistency and brand integrity, there are only a few acceptable versions of the logo. On this page are examples of logo usage, that are not acceptable. These are examples only and do not necessarily represent ALL of the unacceptable uses of the logo.



X Do not stretch or squish



X Do not change proportions



X Do not alter aspects



X Do not use colours outside of the brand



X Do not place borders around our logo



X Do not add outlines to our logo



X Do not add elements



X Do not change fonts



X Do not use on busy backgrounds without enough contrast

Coat of Arms

Guidelines

Coat of Arms Identity

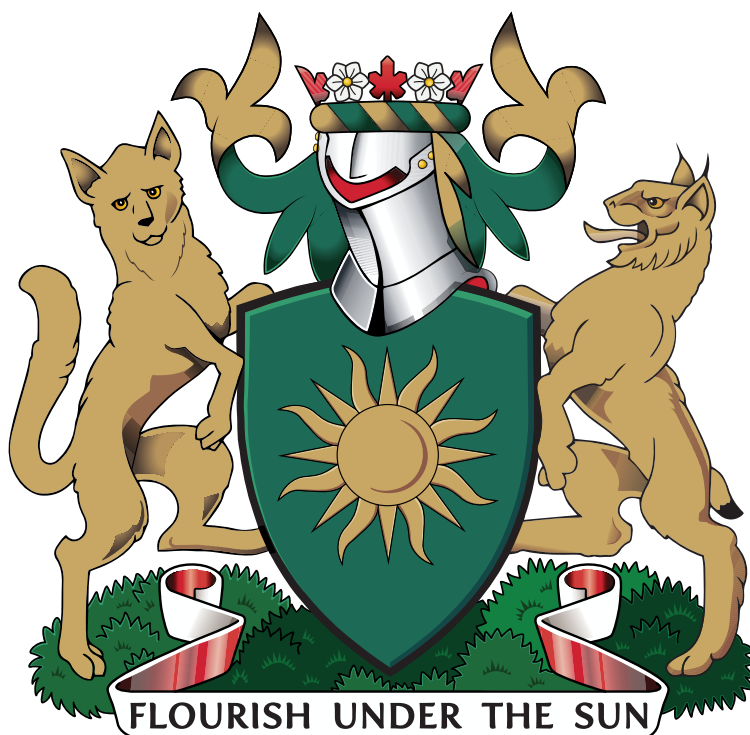
The Coat of Arms were officially granted on February 15, 2005.

Green and gold are the City colours, representing the verdant Nicola Valley and sunlight. The sun is a dominant feature of the valley: a symbol of power, splendour and justice, and a reference to the sun in the arms of British Columbia. Green also represents growth and hope.

The wreath consists of the floral symbols of Canada and British Columbia, maple leaves and dogwood flowers.

The coyote and lynx are local animals. In some Indigenous cultures, the coyote is portrayed as the creator of earth and humans. The lynx is traditionally emblematic of keen vision. The compartment represents the Nicola Valley and the nearby mountains.

The motto makes a reference to the sun on the shield.

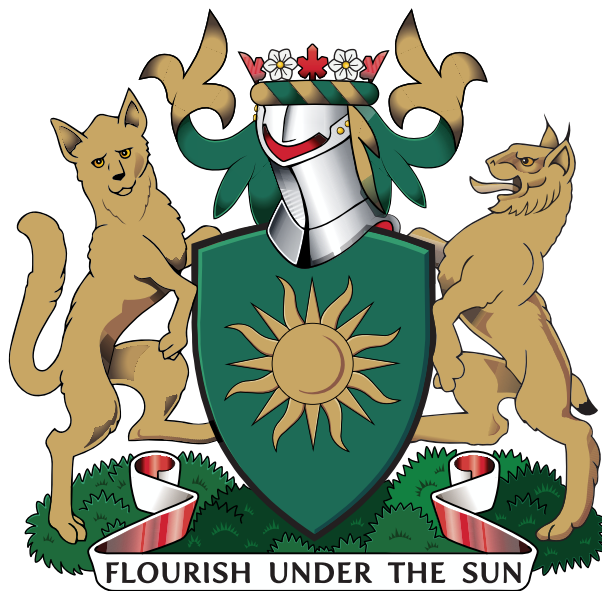


Usage and Lockup

The City Coat of Arms may be used exclusively for the following purposes:

- Ceremonial applications
- Communications from the Mayor and Council
- Statutory publications

The graphic of the Coat of Arms should always be used with the wordmark “City of Merritt”.



Coat of Arms
Icon

City of Merritt

Wordmark

Acceptable Variations

The Coat of Arms has been designed in several forms to ensure legibility in a variety of applications. There are four options to choose from; including colour or black & white, and either positive or negative.

Do not place the Coat of Arms on low contrast, busy or overly colourful backgrounds. In applications where legibility is challenging, please use the flat white, or flat black option.

POSITIVE VERSIONS



City of Merritt



City of Merritt

NEGATIVE VERSION



City of Merritt

Proper Size & Spacing

The City Coat of Arms should always be isolated by a minimum amount of white space to maintain separation between the logo and other elements (type, folds, other graphics not including background colour) on all printed materials and applications. If possible, use more than the minimum white space to enhance presentation of the City's Coat of Arms logo.



Unacceptable Usage

In order to maintain consistency and brand integrity, there are only a few acceptable versions of the Coat of Arms. On this page are examples of usage that are not acceptable. These are examples only and do not necessarily represent ALL of the unacceptable uses.



X Do not stretch or squish



X Do not change proportions



X Do not alter aspects



X Do not use colours outside of the brand



X Do not place borders around our logo



X Do not add outlines to our logo



X Do not add elements



X Do not change fonts



X Do not use on busy backgrounds without enough contrast

Brand Elements

Guidelines

Brand Colours

Colour plays an important role in the overall experience associated with a brand. There are specific colours and colour values defined to help keep the City of Merritt's brand consistent.



Colour Meanings

Colours hold significance for people and can influence emotion and meanings. Each of the City colours was selected to represent who we are as a City and will further strengthen the branding of the City of Merritt.



Gold: This is the City's main colour and it represents the sun and the valley. The colour is equal to the sun of the logo.



Blue: The blue colour represents our beautiful lakes and memorable sky. As locals say: "A lake a day, as long as you stay"



Green: The green colour represents growth, vibrancy and our commitment to being a sustainable and environment-friendly city.



Orange-Red: This colour honours our roots and heritage Merritt's main industries were/are: mining, forestry and agriculture.










Red: This bold red represents the energy and passion of our City and helps display urgency when needed.



Grey: This colour represents neutrality and balance.

Colours By Category

The City's colours have been divided up into sub categories to help quickly define the subject of a document or graphic.

	Secondary colour for all departments
	Official City Communications, Economic Development
	Utilities
	Parks & Leisure
	Public Notices
	Urgent Notices
	Law & Bylaws

Typography

Typography is another element that is used to help tell a brands' story. The City of Merritt has selected a sans-serif typeface that is classic and versatile.

The typeface is available from Google Fonts which makes it easily accessible.

Download it free here: fonts.google.com/specimen/Lato

Lato

Thin	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890
<i>Thin Italic</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890</i>
Hairline	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890
<i>Hairline Italic</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890</i>
Light	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890
<i>Light Italic</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890</i>
Regular	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890
<i>Italic</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890</i>
Medium	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890
<i>Med. Italic</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890</i>
Semibold	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890
<i>Semibold Italic</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890</i>
Bold	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890
<i>Bold Italic</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890</i>
Heavy	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890
<i>Heavy Italic</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890</i>
Black	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890
<i>Black Italic</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890</i>

Complimentary Shapes

The overall branding of the City of Merritt works around the motto, Flourish Under The Sun. This is why the sun rays element is used to compliment the brand. The sun rays should come from the top right corner and fade out in 3 colour bars.

Additionally, rounded boxes can be used to highlight information. These boxes, when applicable, should come from the edge of the page.



Visual Identity

Guidelines

Visual Identity

Consistent presentation of City symbols is critical to establishing a positive and instantly recognizable “brand” for the City. The next step is consistent presentation of typefaces, colours, and designs of City communication materials including publications, websites and social media, signage, and correspondence. This broader notion of the City of Merritt’s visual identity ensures a strong and consistent visual presence.



Merritt
FLOURISH UNDER THE SUN

**Come visit our
little sunshine
valley.**



Merritt
FLOURISH UNDER THE SUN

**Serenity
under the sun.**





Note

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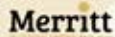
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John Smith
City of Merritt

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250-378-4224
info@merritt.ca

City of Merritt | Box 189 | 2185 Wright Street, Merritt, B.C. V1K 1B8



Contact Information

Contact Us

For further information on the City of Merritt's brand standards and help interpreting or adapting the logo and supporting graphic elements, please contact:

Communications Department

communications@merritt.ca

250-378-8619

City of Merritt

PO Box 189 – 2185 Voght Street

Merritt, BC V1K 1B8



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