Regional Parks
Brand Book

metrovancouver | REGIONAL PARKS

SERVICES AND SOLUTIONS FOR A LIVABLE REGION

Table of Contents

1

Understanding
Our Brand

Metro Vancouver Regional Parks' Scope

Metro Vancouver Regional Parks are a diverse collection of ecosystems throughout our communities that include forests, rivers, beaches, bogs and wetlands.

11,000,000+ Visitors a Year
14,500 Hectares
23 Regional Parks
5 Regional Greenways
3 Regional Park Reserves
2 Ecological Conservancy Areas

Positioning

	City	Recreation	Protection	Wilderness

	Municipal Parks	**Regional Parks**	**National Parks**
Size	Small to medium	Medium to large	Large to very large
For	Residents of the local community	Metro Vancouver residents and visitors	National and international visitors
Purpose	Active recreation, leisure activities	Protect nature and connect people to nature	Protect and promote our national heritage
Time	A few hours	A full afternoon / day	A few days (overnight)

Municipal Parks vs. Regional Parks

Unlike municipal parks which are usually smaller and used by residents for active sport and recreation use, regional parks are generally larger and attract visitors from across Metro Vancouver desiring to connect to nature. Regional parks serve a purpose to protect natural areas.

Provincial / National vs. Regional Parks

Provincial and national parks are much larger than regional parks and preserve massive areas that contain provincially or nationally important natural and cultural features. They provide access to wilderness untouched by humans.

Visitors spend at least a full day in them, if not many days.

2

Redefining Our Brand

Our Role

Protecting Metro Vancouver's natural areas and connecting people with them.

Our extensive and diverse network of ecosystems should be enjoyed, valued and protected as a key asset for the residents of Metro Vancouver.

Experiencing nature improves our quality of life, preserving ecologies mitigates climate change and uniting people with nature fosters stewardship for the environment.

Circle of Engagement
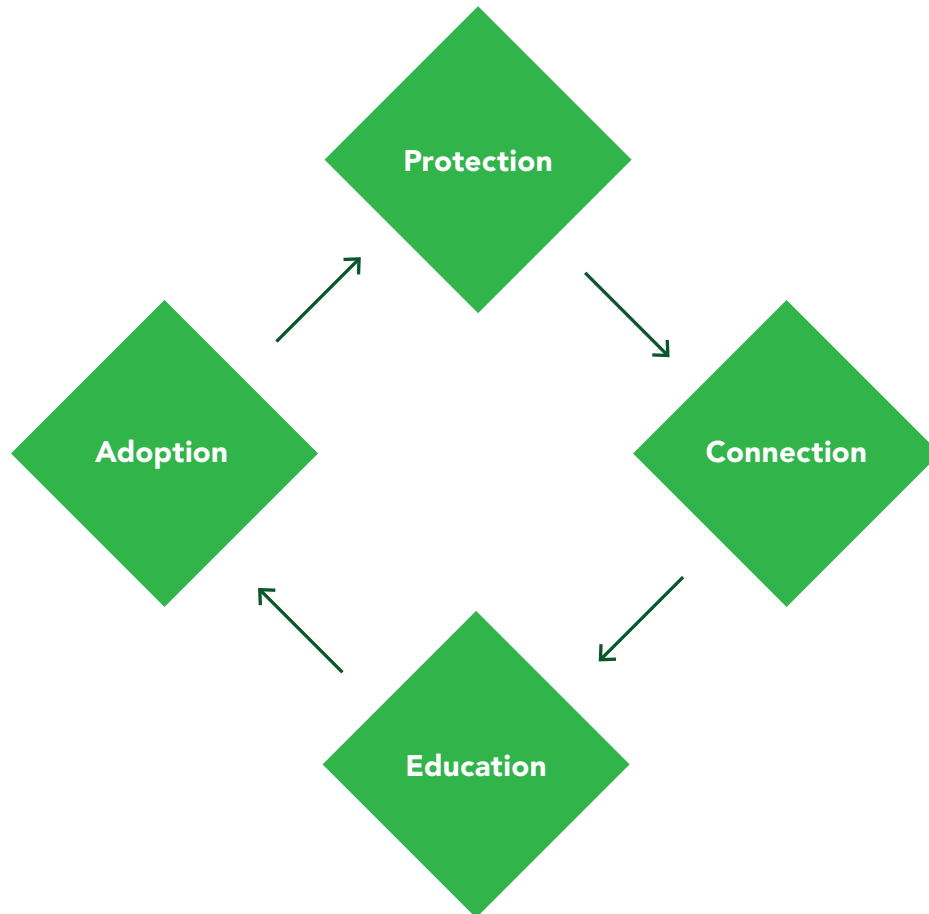
Protection

Preservation and stewardship of ecosystems.

Includes land acquisition and conservation.

Connection

People to nature and people to each other.

Providing access to regional parks through infrastructure and programming creates community.

Education

Possible once nature is protected and people are connected to it.

Services to inspire appreciation and understanding of the environment.

Adoption

Once people are connected and educated, they can take on stewardship roles.

Pacific Parklands Foundation is the fundraising arm of Metro Vancouver Regional Parks.

Values

The Necessity of Nature

We understand the critical role the natural world plays in the survival of the planet and our role in protecting and enhancing it.

Because we value the necessity of nature, we are:

Passionate

We love nature and what we do for it.

Authentic

We'll always stay true to who we are.

Responsible

We have a mandate to protect nature and we will make sure this goal is achieved.

Wellness

We continue to witness the positive impact our service has on the mind, body and spirit of the members of our community.

Because we value wellness, we are:

Outdoorsy

We enjoy spending time in the parks and want others to as well.

Optimistic

Spending time in the parks makes us feel great and confident about our future.

Balanced

We balance our life between the natural and the city worlds.

The Sharing of Expertise

We believe environmental sciences have the power to not only find solutions to new challenges, but also amaze, inspire and educate in the process.

Because we value the sharing of expertise, we are:

Knowledgeable

We know how nature works and how to best take care of it.

Approachable

We strive to make our knowledge accessible and we love to share it.

Open

We are always curious and excited to learn from others.

Stewardship

Through our relationships with our regional parks' partners, we strive to educate and empower people to help them become ambassadors of nature.

Because we value stewardship, we are:

Caring

We love nature but we love people too and want them to feel welcome in our parks.

Engaging

It is our mandate to make the natural world interesting to people.

Collaborative

We need to involve regional parks' partners in order to achieve our mandate. We can't do it by ourselves.

Values (Continued)

Metro Vancouver Regional Parks' Set of Values

The Necessity of Nature

Wellness

The Sharing of Expertise

Stewardship
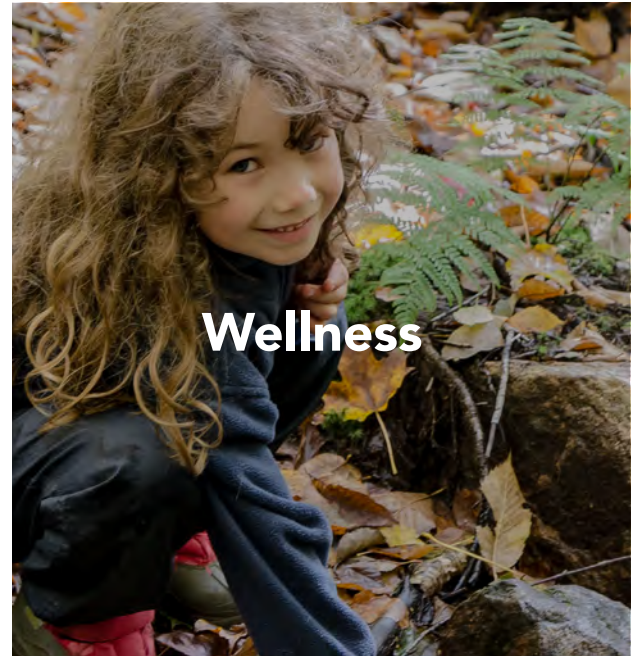
3

Brand Story

Our brand story is our method for communicating our essence to our audiences.

Both an internal and external tool, it helps people understand not just "what" we do, but "why" we do it.

Protect
and Connect

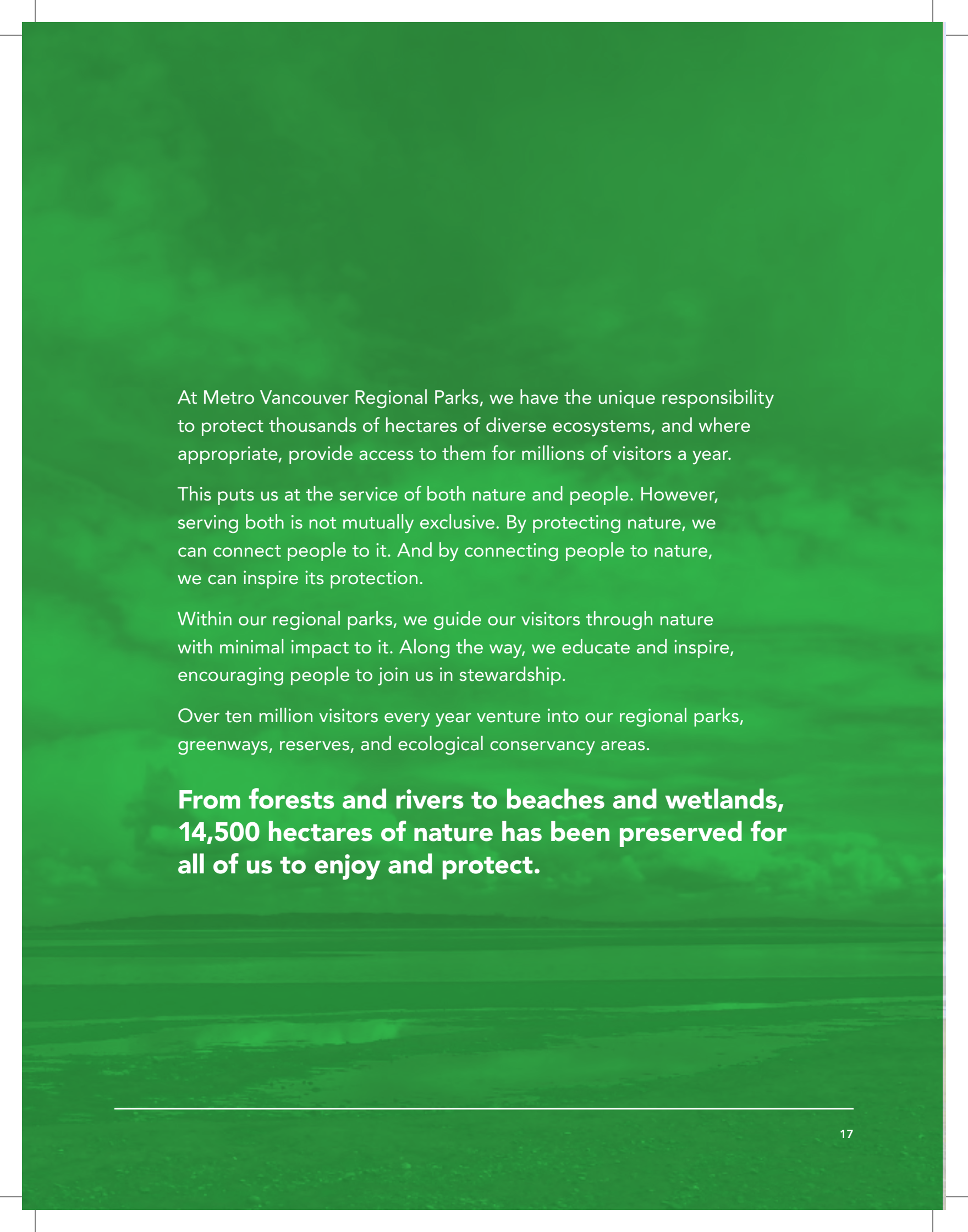At Metro Vancouver Regional Parks, we have the unique responsibility to protect thousands of hectares of diverse ecosystems, and where appropriate, provide access to them for millions of visitors a year.

This puts us at the service of both nature and people. However, serving both is not mutually exclusive. By protecting nature, we can connect people to it. And by connecting people to nature, we can inspire its protection.

Within our regional parks, we guide our visitors through nature with minimal impact to it. Along the way, we educate and inspire, encouraging people to join us in stewardship.

Over ten million visitors every year venture into our regional parks, greenways, reserves, and ecological conservancy areas.

From forests and rivers to beaches and wetlands, 14,500 hectares of nature has been preserved for all of us to enjoy and protect.

Brand Foundation

Our Role	Protecting Metro Vancouver's natural areas and connecting people with them. Our extensive and diverse network of ecosystems should be enjoyed, valued and protected as a key asset for the residents of Metro Vancouver. • Experiencing nature improves our quality of life, preserving ecologies mitigates climate change and uniting people with nature fosters stewardship for the environment.

	We Value...	**Because...**	**So We Are...**
Values and Personality	**The Necessity of Nature**	We understand the critical role the natural world plays in the survival of the planet and our role in protecting and enhancing it.	• Passionate • Authentic • Responsible
	Wellness	We continue to witness the positive impact our service has on the mind, body and spirit of the members of our community.	• Outdoorsy • Optimistic • Balanced
	The Sharing of Expertise	We believe environmental sciences have the power to not only find solutions to new challenges, but amaze, inspire and educate in the process.	• Knowledgeable • Approachable • Open
	Stewardship	Through our relationships with our regional parks' partners, we strive to educate and empower people to help them become ambassadors of nature.	• Caring • Engaging • Collaborative

Brand Essence	Protect and Connect

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Content Typologies

Our brand will behave in slightly different ways depending on the content typology.

(e.g. event poster vs. educational brochure)

Overview

Corporate and Awareness

When the brand needs to go out to the world as an organization, making bold statements or simply reminding the world what it does. This is when it fully embraces the Protect and Connect brand essence.

Examples

Brand awareness campaign, website, social media, press releases, reports, regional parks plan

Events and Programs

When the brand will try to convince people to come and join it, often for an event or activity. This content should be exciting and inviting.

Examples

Interpretive event and program posters and flyers, field trip brochures, invitations, awards, certificates, Check it Out! program guide, interpretive signage

Guides and Rules

When the brand needs to go deeper into explanations of what it does and why. It can be used when it wants to deliver precise information about a specific topic.

Examples

Parks information, safety rules and regulations

Typologies of Content

Corporate & Awareness

- Awareness campaigns
- Website
- Social media
- Press releases, event announcements
- Reports, plans

Raise awareness among audience

- **Knowledgeable**
- Approachable
- Open
- Outdoorsy
- **Optimistic**
- Balanced
- Passionate
- Authentic
- **Responsible**
- **Caring**
- Engaging
- Collaborative

Events & Programs

- Individual and group programs: ads, brochures for field trips and tours for schools, scouts, guides and adult groups
- Interpretive signage
- Event posters, flyers, etc.
- Check it Out! program guide
- Co-branded events
- Invitations, awards, certificates

Convince audience

- Outdoorsy
- **Optimistic**
- Balanced
- **Passionate**
- Authentic
- Responsible
- Caring
- **Engaging**
- Collaborative

Guides & Rules

- System wide and individual park brochures
- Historic guides
- In-park signage (navigation, rules and safety)
- Park kiosks

Interact with audience

- **Knowledgeable**
- Approachable
- Open
- Passionate
- Authentic
- **Responsible**

5
Tone of Voice

General considerations
for tone of voice

Our tone of voice is inspired by our values, personality and brand essence. We speak with one tone of voice, but may dial up and dial down certain attributes given the conversation and audience.

Tone of Voice

Corporate and Awareness

Consider the Protect and Connect brand story when writing content for this general category. Translate your values and personality into writing.

As you are speaking to the widest audience in this context your readers may not understand the extent of the regional parks system. Welcome them. Educate them. Make them feel a part of something big, and something that they can play a part in protecting.

Don't give too much information up front, but lead people to further resources if they are interested.

Places to apply tone of voice…

- Facebook page provides an excellent example of tone of voice. It is friendly, shares knowledge, clearly loves nature, engages in conversation, uses great photos and gives credit to the photographers when appropriate.

- Media releases are a good example of precise, straightforward language, connecting actions to Metro Vancouver goals and adding some personality in language when possible.

- Reports obviously must retain formal language, but should be as concise and conversational as possible. You can be much more free with detailed information here.

- Speaking - you are all individuals, but a good brand repeats consistent talking points, definitions and reasons for existence that everyone can share in casual conversation or on a guided tour. Take the opportunity to educate people about the regional parks system whenever you can.

Tone of Voice

Events and Programs

Get excited! You're inviting people to come take part in something. Give them exciting reasons to do so and communicate your own excitement.

Be conversational

Tell your reader what to expect so they can plan accordingly. It will help them to decide to join or not and will not lead to confusion or frustration later. "Remember to pack water and a snack! This walk usually takes 2.5 hours."

Places to apply tone of voice...

- **Check it Out! program guide**
  It's likely a challenge to fit all the information in here that you need to, but this is a great opportunity to explain the Metro Vancouver Regional Parks system and how people can engage.
  A new design system will make it easier to navigate.

- **"Connect with Nature" field trips and tours bookmark**
  A big bold call to action makes lots of sense here. Others to consider: "Learn Outdoors", "Learn in Nature"

Tone of Voice

Guides and Rules

When someone reads something in this category they are looking for useful information, be it rules for the park, directions or the governance structure of Metro Vancouver Regional Parks. Be informative and approachable.

Explain the rules, don't scold

Naturally, we need a lot of rules in place to protect the ecosystems within our parks. However, a lot of statements of what you can't do can feel like scolding, and without explanation it can lead people to question their reason and importance.

With simple, understandable reasons for our rules, we can make their uptake a point of pride for people and give them a reason to educate others.

Places to apply tone of voice...

- Brochures should continue to remind people of the reasons for the rules in a friendly manner.
- Signage likely will not change soon, but a consistent description of regional parks and a map of their locations will let people figure out their scope and importance.

Photography

Corporate and Awareness

Each regional park features at least one signature moment; some have many. This is the place or time of day that is most recognized and usually most documented.

The corporate and awareness collection of photography should capture these moments at their best to create a family of images that are consistent in their impression: an inspiring and alluring visual introduction to our regional parks.

This collection of photos should be used in general communications such as awareness campaigns, website header images, social media header images and report covers.

- Focus on landscape, wider shots
- Aspirational, awe effect
- No people

Photography

Events and Programs

Through events and programs, regional parks can be both fun and instructional and this is what our pictures should demonstrate. Parks are also suitable for all ages. Children, as much as seniors and adults, should be represented. This set of photos should always strive to reflect the ethnic diversity of regional parks' visitors. This is an opportunity for regional parks to prove they're open, welcoming and approachable.

- Fun
- People focused, together
- Pops of colour for contrast
- Focused on subject matter

The purpose of our events and programs is to connect people with nature. As a way of communicating the balance we're trying to reach within our parks (protect and connect), we should balance our people-focused photography with wildlife photography to trigger curiosity and wonder.

- Fauna and flora focused
- Close-ups
- Moments of contrast
- Bright colours

Photography

Guides and Rules

Photography for guides and rules content should focus on the general landscape of the park, but show the environmental traits rather than its beauty. It should include a "subject" (person hiking, animal, object) within the landscape. These should be medium to wide shot compositions. We're giving people clues of how to "use the park".

Whenever possible photographs should be labelled with, at minimum, the location. There may be times when additional detail will provide important information and should be included.

For example:

- Belcarra Regional Park
- Camosun Bog, Pacific Spirit Regional Park

- Informative / descriptive
- Not as atmospheric or awe inspiring

On Brand and Off Brand

On Brand

- Dynamic lighting, strong contrast, curiosity

- Moments of colour

- Bold colour, textures, uniqueness

Off Brand

- Amateur photography

- Too trendy, out of place, off trail

- Posed

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Pacific Parklands Foundation

Pacific Parklands Foundation is a registered charity dedicated to the conservation and enhancement of Metro Vancouver's regional parks.

As the fundraising arm of Metro Vancouver Regional Parks, Pacific Parklands Foundation (PPF) provides the additional financial support needed to realize special projects and initiatives that fall outside of what government funding is able to provide.

Pacific Parklands Foundation has many programs including those to:

- protect our parks from invasive species;
- conserve and restore important wildlife habitats;
- educate and empower youth to become environmental leaders;
- ensure our parks are accessible to everyone;
- improve and grow park facilities and infrastructure;
- build a strong future for regional parks.

Using the Brand

In Metro Vancouver Regional Parks Communications

The overall approach is to profile PPF when it is possible to make their role clear either through supporting statements or because of their direct connection to a particular project or initiative. For example, park brochures and the Check it Out! program guide have room for an explanatory statement. When speaking about Pacific Parklands Foundation in Metro Vancouver Regional Parks' communications, refer to the organization as an independent registered charity that supports Metro Vancouver Regional Parks.

Pacific Parklands Foundation's brand should not appear in communications that cover more general regional parks topics as this may lead to confusion about their role.

Logo

Whenever using the Pacific Parklands Foundation logo on Metro Vancouver Regional Parks communications, always use the following logo lockup, which includes the phrase, **With Support From.** This logo lockup is provided in full colour, greyscale and knocked out.

With Support From
www.pacificparklands.com

Minimum Sizes

2.25 in

1.25 in

When the logo scales down to be smaller than 2.25 in, a version without the website should be used.

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Camosun

AT PACIFIC SPIRIT REGI

With Support From
www.pacificparklands.com

Pacific Parklan
F O U N D A T I O

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Camosun Bog

AT PACIFIC SPIRIT REGIONAL PARK

With Support From
www.pacificparklands.com

Pacific Parklands
F O U N D A T I O N

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Example

- Examples showing proper use of the Pacific Parklands Foundation brand on Metro Vancouver Regional Parks communications.

Using the Brand

In Pacific Parklands Foundation Communications

In Pacific Parklands Foundation communications, the organization is talking about itself and how it supports Metro Vancouver Regional Parks.

In these communications, use the 'tagline' version of the logo, or use the regular version of the Pacific Parklands Foundation logo, but also include the text, **Supporting Metro Vancouver Regional Parks.**

Pacific Parklands
F O U N D A T I O N
Supporting Metro Vancouver Regional Parks

Pacific Parklands
F O U N D A T I O N

Supporting Metro Vancouver Regional Parks

**WE LEAD
AND INSPIRE**

Supporting Metro Vancouver Regional Parks

WE GROW AND SUSTAIN

Keeping our regional parks safe for future generations

Example

- Examples showing proper use of the Pacific Parklands Foundation brand on its own communications.

6

Graphic Standards

This brand toolbox contains all the pieces you need to implement Metro Vancouver Regional Parks communications.

In order to preserve the brand's spirit, it is important that Metro Vancouver Regional Parks' visual identity is applied with consistency. Straying from the defined visual language of the brand can cause confusion, mis-recognition, and dilution of the brand.

Consistent and correct use of the brand elements help give the visual identity the opportunity to shine within the constraints in which they were developed. This allows longevity of the brand through consistency of use and application. In this guide, you will find information about proper logo usage as well as information about graphic elements, brand colours, typefaces and applications.

Note that these guidelines detail the specifics of the regional parks sub-brand. For information about applying the Metro Vancouver parent brand, please see the Metro Vancouver brand book.

Logo

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Regional parks logo lockup in full colour,
solid and reverse.

Clear Space

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Always provide enough protection space to allow the
logo to do its job effectively. Defined by the height of
the 'm' in the Metro Vancouver Regional Parks logo,
this minimum clear space area around the logo should
be adhered to.

Logo Dont's

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Do not create new colour or gradient versions of the logo.

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Do not rotate the logo in any way.

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Do not distort logo proportions via stretching or condensing.

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Do not apply effects such as drop shadows to the logo.

metrovancouver
REGIONAL PARKS

Do not alter the size or positioning of any logo elements.

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Do not outline the individual logo forms.

Typography

Metro Vancouver uses **Avenir** as its brand typeface. Metro Vancouver Regional Parks should use the Metro Vancouver brand typeface in all communications for consistent visual messaging.

Avenir

Avenir is a versatile sans serif available in multiple weights. It is ideal for both headlines and body copy.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Colour

Consistent use of brand colours is essential across all applications. See below the appropriate brand colours and specifications for print (PMS and CMYK) and web use (RGB and HEX). Colours may be used within the tint percentages indicated below.

Core Brand Colours

Metro Vancouver Regional Parks utilizes a proprietary green palette as the main colour across all communications. Below are the specifications for the 'Regional Parks Green' as well as the 'Forest Dark Green' accent colour.

Regional Parks Green

PMS 361 C
CMYK 75, 0, 100, 0
RGB 52, 178, 51
HEX 34B233

Forest Dark Green

PMS 7483 C
CMYK 83, 16, 83, 54
RGB 39, 94, 55
HEX 275E37

Additional Event Colours

In addition to the core colours above, additional colours may be used in event specific communications (see p.50 for event templates). These colours are less strictly defined, but should remain vibrant and match photography used.

Templates

General

There are a number of templates and basic rules to follow when creating documents and communications for Metro Vancouver Regional Parks. Each content typology will have a slightly different set of rules. However there are a few general rules to follow across all content typologies.
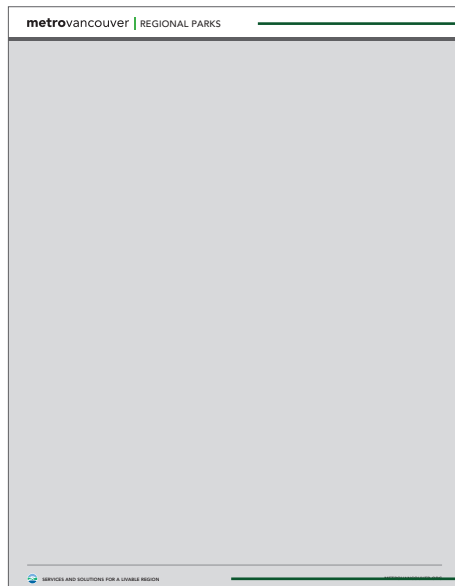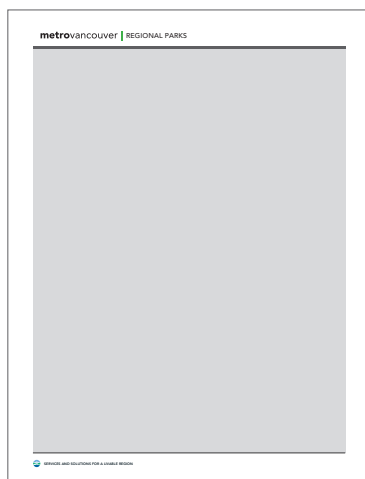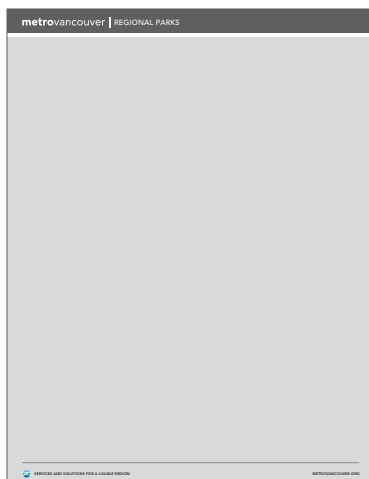
Regional Parks Logo

- The regional parks logo is always displayed within a container at the top-left of documents.

Metro Vancouver Brand Tag

- The Metro Vancouver icon is always displayed at the bottom left of documents with tagline if space allowing.
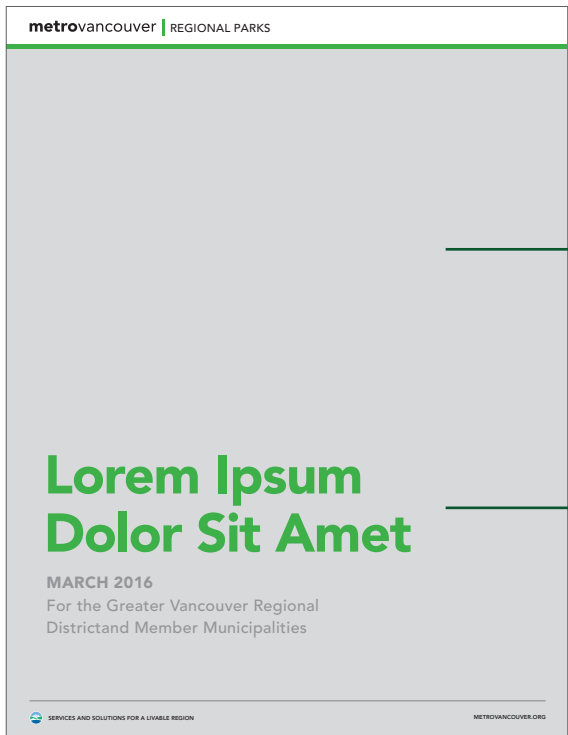
Template Variations

- There are variations of the regional parks template to allow for a dark background, as well as 'no-bleed' printing.
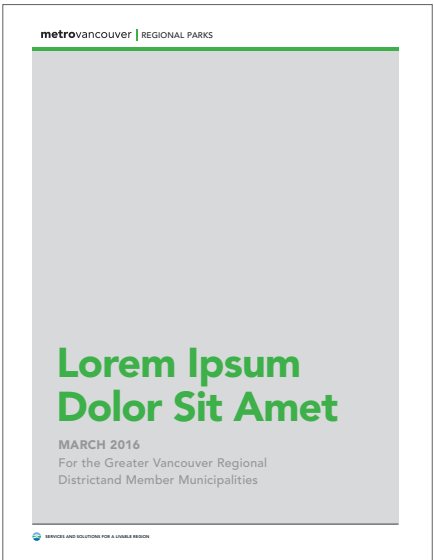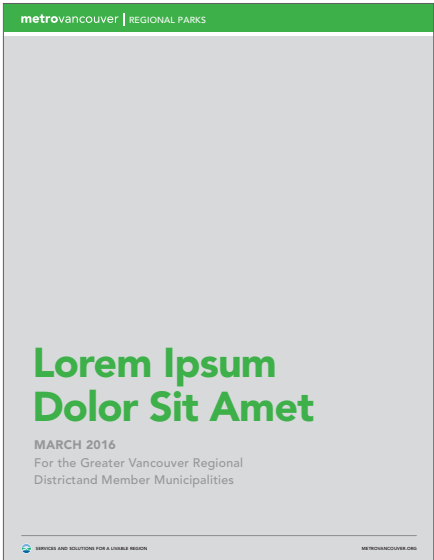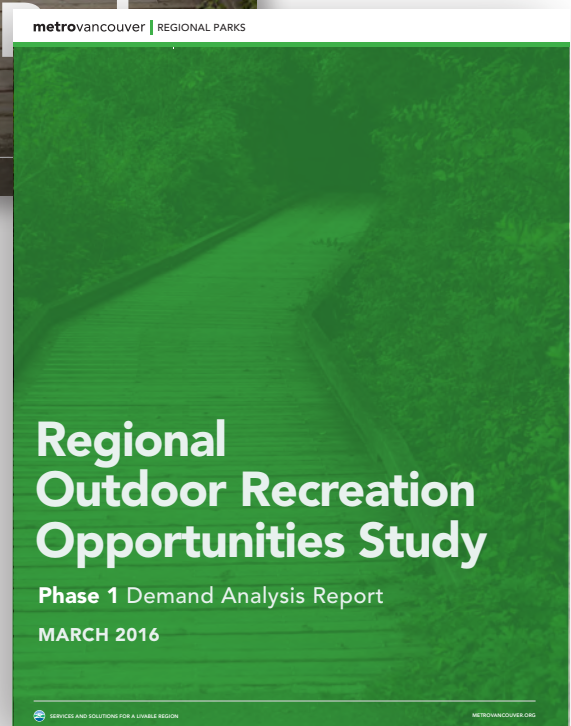
Templates

Corporate and Awareness

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Lorem Ipsum Dolor Sit Amet

MARCH 2016
For the Greater Vancouver Regional
Districtand Member Municipalities

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Background

- Plain brand colour or image

Headlines

- Large headline with minimal to no body copy

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Lorem Ipsum Dolor Sit Amet

MARCH 2016
For the Greater Vancouver Regional
Districtand Member Municipalities

SERVICES AND SOLUTIONS FOR A LIVABLE REGION   METROVANCOUVER.ORG

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Lorem Ipsum Dolor Sit Amet

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Surrey Bend
Regional Park

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metrovancouver | REGIONAL PARKS

All About
Regional Parks

PARK FEATURES OVERVIEW

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Tynehead
Regional Park

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Instagram

metrovancouver ⏱ 6min

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Boundary Bay
Regional Park
DELTA, BC

@MVRegionalParks Perfect day to enjoy the senic Boundary Bay #metrovancouver #regionalparks

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Regional
Outdoor Recreation
Opportunities Study

Phase 1 Demand Analysis Report

MARCH 2016

SERVICES AND SOLUTIONS FOR A LIVABLE REGION   METROVANCOUVER.ORG

Examples

- Examples showing proper use of corporate templates.

Templates

Events and Programs

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Forest Fairy
Gathering

SAT, MAY 21, 11 AM – 3 PM
BURNABY LAKE REGIONAL PARK

What an adventure! Exploring a butterfly garden for
flower fairies or searching a gnome depot for supplies to
build a gnome hangout or fairy home as we discover
the world of forest fairies, gnomes, and nature.

IMG

Come dressed in costume and join the
parade! Free face painting and fairy
stories along the forest trail.

Drop by the Nature House at 4519
Piper Avenue (off Winston St.) and look
for the welcome tent.

To find out about other Metro
Vancouver Regional Parks
programs, visit the event calendar
at www.metrovancouver.org

FREE
Drop in anytime

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Headlines

- Event headline text box

Colour

- One key colour pulled
  from image used

Background

- Event / Program style image
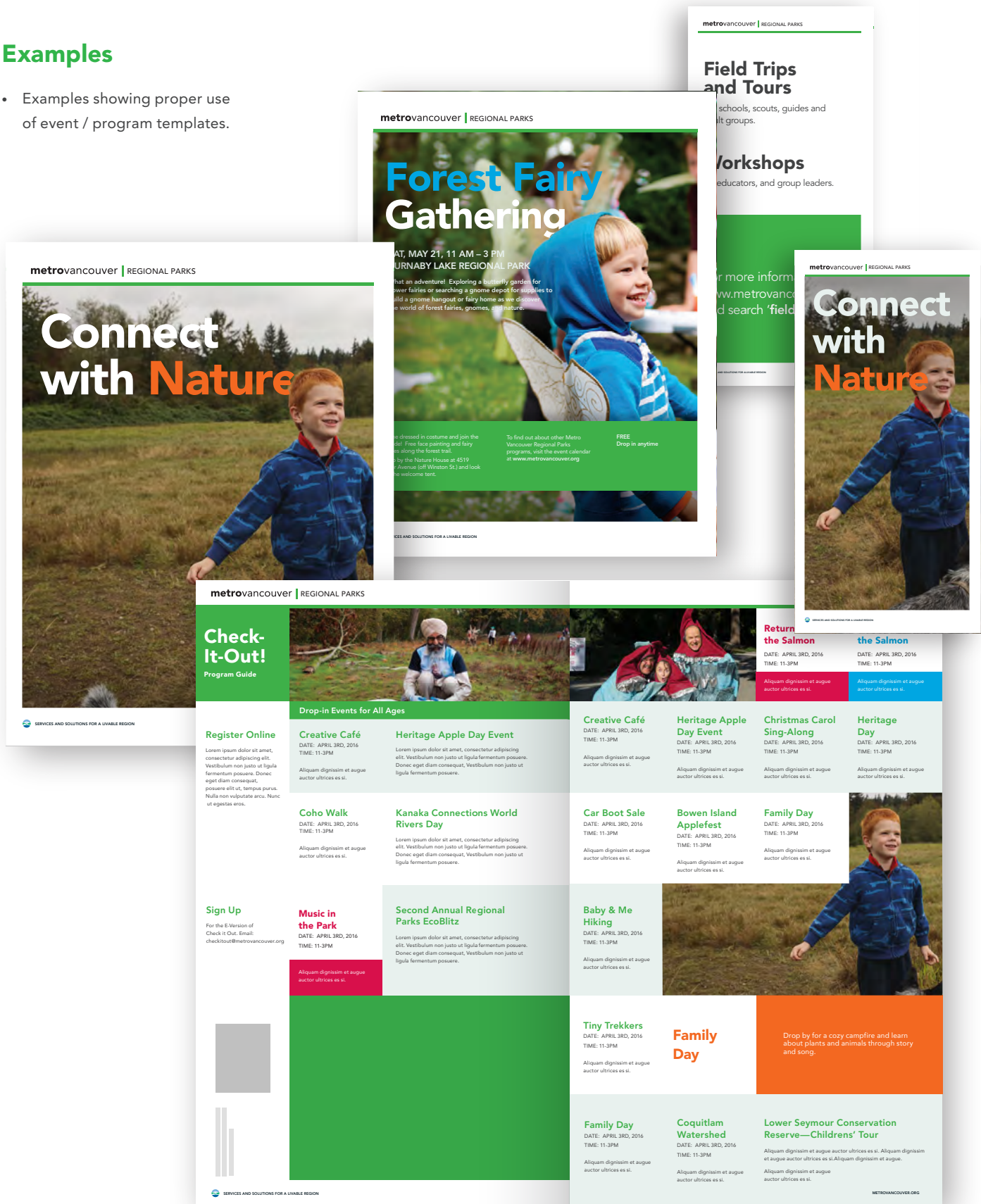
Secondary Text

- Optional information area

Examples

- Examples showing proper use of event / program templates.

Templates

Guides and Rules

Pacific Spirit

Regional Park

BYLAW GUIDE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut at ipsum enim. Nullam interdum laoreet tellus non imperdiet. Proin vel lacus ullamcorper, posuere elit eu, auctor eros. citudin, ac eleifend. Proin vel lacus ullamcorper, posuere elit eu, auctor eros. citudin, ac eleifend.

IMG

SERVICES AND SOLUTIONS FOR A LIVABLE REGION

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Pacific Spirit

Regional Park

BYLAW GUIDE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut at ipsum enim. Nullam interdum laoreet tellus non imperdiet. Proin vel lacus ullamcorper, posuere elit eu, auctor eros. citudin, ac eleifend. Proin vel lacus ullamcorper, posuere elit eu, auctor eros. citudin, ac eleifend.

IMG

SERVICES AND SOLUTIONS FOR A LIVABLE REGION

Text Area

- Text is the primary content area on these documents

Examples

- Examples showing proper use
  of guides / rules templates.

8

Support

Should any part of the graphic standards be unclear, or there are questions about a particular brand application, please contact **Metro Vancouver Multimedia Services Division** for information and clarification.

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Metro Vancouver Multimedia Services
mv-design@metrovancouver.org