



## **LOGO RATIONALE**

- Blue and yellow circles, representing the individual and collective voices of the community, overlap to create a green shape, representing a focused and common vision for growth and renewal.
- The upward motion of the circles gives the concept a sense of positivity, energy and motion.
- Hand-illustrated typography represents both individuality and authenticity:
  - Individuality - Imperfect letter shape and sizing represents how each person in our community is unique and has their own voice.
  - Authenticity - Natural and spontaneous, this is a conversation not a contrived interaction.

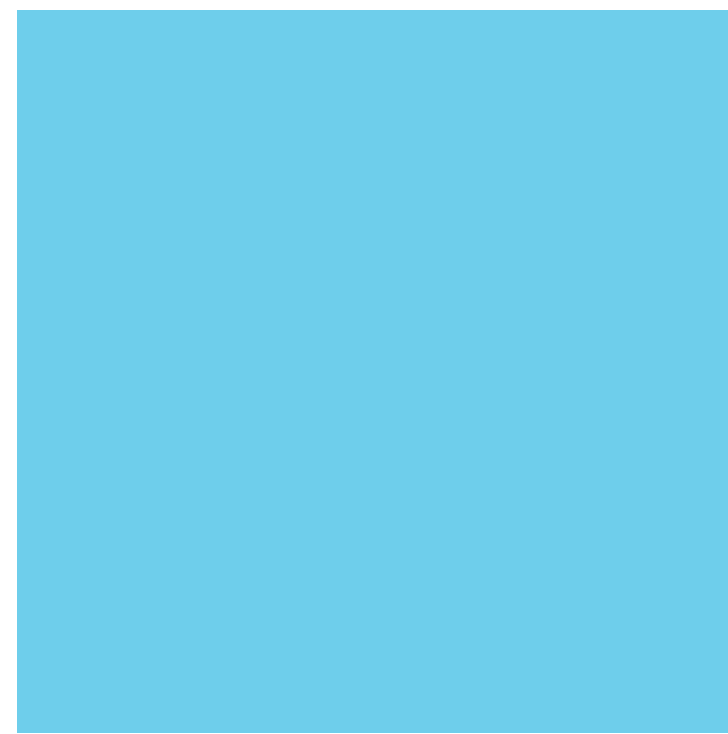
# COLOUR RATIONALE

Colour choice is powerful. It is a non-verbal form of communication that can speak volumes in a second. Colour sets a mood, conveys emotion and inspires people to take action. Below is the colour palette for the City Spark brand with a list of associated qualities / feelings that are communicated by the colour, and ultimately by the City Spark brand.



## **BLACK**

Contemplative  
Creative  
Visionary  
Introspective  
Intuitive  
Empowering  
Boldness  
Strength  
Stability



## **LIGHT BLUE**

Valuable  
Dependable  
Constant  
True  
Expansive  
Water & Sky  
Trust  
Openness  
Communication



## **BRIGHT YELLOW**

Energizing  
Warm  
Optimistic  
Illuminated  
Innovative  
Engaging  
Expansive  
Sociable  
Spontaneous



## **FRESH GREEN**

Fresh  
Young  
Imaginative  
Growing  
Renewing  
Healthy  
Balanced  
Full of Life



**Our City, Our Voices.**

### **TAGLINE RATIONALE**

- Inclusive and unique, it captures a spirit / attitude Nanaimo residents can identify with.
- Authentic and thought-provoking, it stirs up emotions and makes the target audience stop and think.
- This tagline compliments and creates harmony between the brand identity and tagline by using double O's, directly correlating with the two overlapping circles in the icon. This further enforces the brand position of individual and collective voices coming together for the community.
- It creates a sense of identity and community spirit by making people feel like their voice is being heard.

This tagline speaks directly to residents and allows them to take ownership over what changes are possible and what impact they can make both as individuals and a united community.



**Our City, Our Voices.**

### **NEXT STEPS**

With a finalized brand and tagline, we are ready to move into development of ads and assets. Our team's next step will be working closely with Array to review the existing City of Nanaimo advertising opportunities, along with new external advertising opportunities. This process will include a deeper dive into marketing campaign messaging and copywriting support for audio / radio ads, as well as graphics for Bang the Table and City of Nanaimo websites, social media, and local ad placements. Delivery of the logo files and brand identity guidelines will also be provided for other consultants supporting the City of Nanaimo with the OCP planning process.