



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.

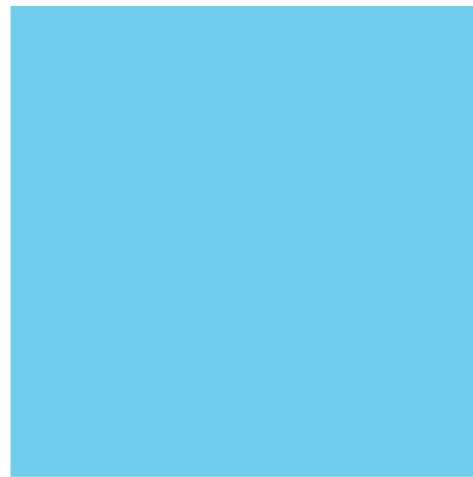
COLOUR RATIONALE

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.

