

LOVE



NORTHERN BC

Brand Guide



About Northern Development

Northern Development Initiative Trust combines funding with smart thinking to help Northern British Columbia thrive. The Trust was created for the north and is led by the north. Shifting spending to funnel more dollars into local businesses has been proven to pave the way for growth, new jobs, a thriving economy, and can both retain and attract creative and hard-working entrepreneurs to a community. Northern Develop is proud to lead the Love Northern BC initiative as one of the ways to say “yes” to economic diversification in our region.

www.northerndevelopment.bc.ca



Why A Brand Guide

Love Northern BC is much more than a shop local program.

It is a program that celebrates the people who bring passion, creativity and energy to the region. The program introduces northerners to their neighbours and to new experiences in their own backyard. The program builds spirit and pride in the north. From this place of pride, support for local businesses and positive growth for the region will naturally occur.

The brand of Love Northern BC is very important to us, and we have spent much time and effort carefully crafting a visual identity that is a representation of our brand. The Love Northern BC brand is so much more than the logo. If used consistently, the elements of the brand can combine to tell a story, become instantly recognizable, and create an emotional connection to the region, businesses and the people behind them.

The objective of this document is to help people who use the visual identity to understand the Love Northern BC brand, its origins, values and the best ways of getting the most out of it. We hope that designers, photographers and other creative producers can help us uphold the program's integrity by maintaining adherence to the spirit behind the brand and the guidelines for the accompanying visual assets. To maintain brand strength, correct and consistent use of the visual identity is vital.

A brand is always evolving to respond to changing audience perceptions, so this guide will be updated from time to time, but we believe that the strongest elements of the brand – the region and the people within it – will endure.

Kim Hayhurst
Director, Marketing and Communications
Northern Development Initiative Trust

Karen Borden
Director, Corporate Initiatives
Northern Development Initiative Trust

TABLE OF CONTENTS

Brand Story **5**

History	7
Vision	7
Developing the Brand	9
Values	11
Audience & Expectations	13

Visual Identity **15**

Logo	16
Community Logos	17
The Heart	18
Acceptable Backgrounds	19
Logo Do's and Don'ts	21
Colours	22
Typefaces	25
Iconography	27

Photography **29**

Photo Don'ts	35
--------------	----

Voice **36**

Acronyms & Taglines	38
Boilerplate	39
Personality	39
Tone	40
Words We Like	41
Words We Don't Like	41
BC vs B.C.	42

Preference Library **43**

The background of the entire image is a close-up, vertical view of a wood grain. The wood has a warm, reddish-brown hue with prominent, dark, wavy lines running vertically, creating a textured and organic appearance. The lighting is slightly uneven, with some areas appearing darker than others, emphasizing the natural grain patterns.

Love Northern BC BRAND STORY



HISTORY

Love Northern BC began in 2013 as Small Town Love in Quesnel B.C. It started as an initiative by one local entrepreneur to build a collaborative approach to promoting locally owned, independent businesses in that community.

The program, now funded and administered by Northern Development Initiative Trust, is thriving in 34 communities throughout the Trust's service region, has more than 1,500 participating businesses and has partnerships with more than 50 photographers, writers and partners who champion the program at a local level.

The program spans Northern Development's service area, approximately 75% of the province, across one of the most unique, diverse and eclectic regions in Canada.

VISION

Local first.

The vision of the Love Northern BC brand is to create an emotional connection with the region and the local businesses and entrepreneurs that help shape its personality. British Columbia is known worldwide for its character and natural splendor. Much of this imagery and persona comes from the north.

By creating an emotional connection with the region, its nature and its people, a sense of loyalty to the region, its people and its businesses is being created. Ultimately, this loyalty breeds ultimate shift in consumer behavior to spending dollars "local first".



Fort Nelson

Fort St John

Taylor

Hudson's Hope

Dawson Creek

Chetwynd

Mackenzie

Hazelton

Smithers

Granisle

Terrace

Prince Rupert

Telkwa

Houston

Burns Lake

Fraser Lake

Fort St James

Vanderhoof

Prince George

Haida Gwaii

Quesnel

Wells

Valemount

Central Coast

Williams Lake

100 Mile House

Lillooet

Ashcroft

Logan Lake

DEVELOPING THE BRAND

Our strength is our region.

To develop the Love Northern BC brand, we incorporated four key elements that helped to define brand values:

> Connecting to an existing brand

Love Northern BC draws on existing associations with the region to build the program's brand and to contribute to and strengthen the existing brand of the region. The brand of Love Northern BC seeks to align with the brand of Super Natural British Columbia, a brand that not only appeals to travellers, but also reinforces pride of place with locals.

> Building on positive perceptions of northern B.C.

Online content from regional tourism marketers, news media, government, post-secondary schools and other key regional organizations – both within and outside of the region – were analyzed to identify language used to describe the region.

Keywords: Pristine, Majestic, Rugged, Frontier, Untouched, Adventure, Discover, Passionate, Spirit, Retreat, Sanctuary, Welcoming, Laid back, Hospitable, Authentic, Unconventional

> Supporting our self-image

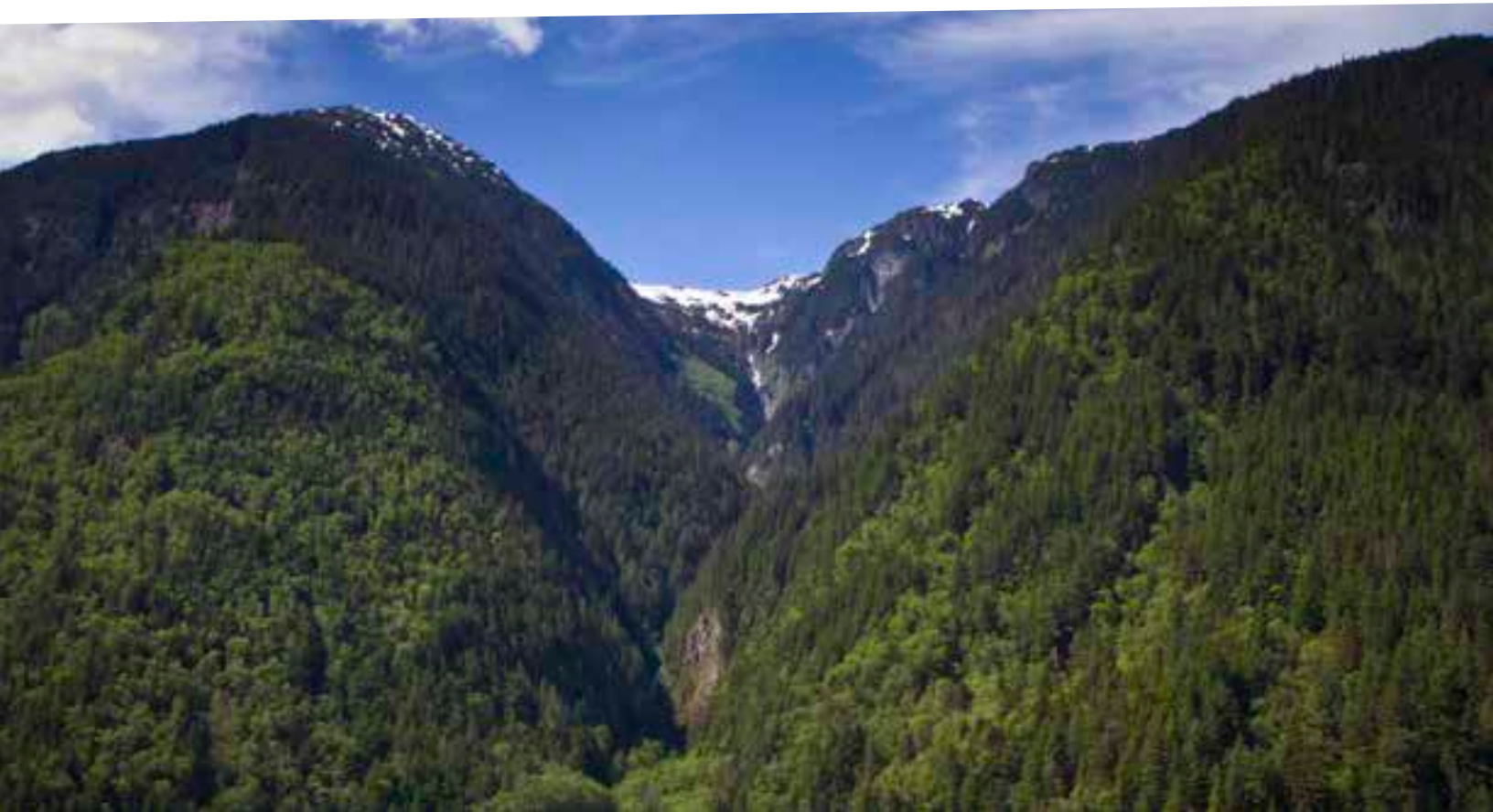
In each Love Northern BC profile, owners select three adjectives to describe their businesses. Understanding the descriptors that are used most often provides insight into how businesses in northern B.C. describe themselves.

Top ten: Creative, Dependable, Unique, Friendly, Relaxing, Professional, Caring, Supportive, Fun, Fresh

> Leveraging our appeal

There is a current “mass exodus” of young professionals from the Lower Mainland for smaller, more affordable communities. This trend has been discussed in news media, which was also evaluated for insight into how these transplants view the region.

Top benefits of Not-Vancouver: Access to nature; simple life; outdoor activities, easy going attitudes



VALUES

> Nature. Character. Experience.

Brands constantly evolve, and as Love Northern BC changes over time, the following characteristics will remain as a strong foundation with connections to both the region and its spirit.

> The beautiful

"Nature is the magnet." – Super Natural British Columbia Brand Guide

The north brings with it images of majestic mountains, pristine lakes, vibrant skies, and breathtaking vistas. The businesses that are participating in Love Northern BC are located in some of the most visually stunning areas of the province. The incredibly diverse and spectacular landscape is a critical character in the development of the brand for both the region and program alike.

> The rugged

"In the minds of many travelers, BC doesn't just have nature; BC has wilderness." – Super Natural British Columbia Brand Guide

Northern B.C.'s wilderness tells of a frontier lifestyle. It evokes imagery of jagged mountains, rough trails, undeveloped lands and extreme climate, both summer and winter. The people of the region live and work in the wild, and it shapes their character. People of the North are rough around the edges, work hard and play harder.

> The undiscovered

The wildness of northern B.C. brings with it the unknown. It is an area that is relatively unknown to not only travellers, but also locals as a result of its sheer size and diversity. The region offers an opportunity for adventure and discovery, not only of towns, businesses but also of oneself.

"There is a part within [visitors] that craves a connection to the wild. In the wild, they are reminded of what is real and what really matters, and the true nature of beauty and freedom. Some spoke of finding truth and reality in nature, and an opportunity to regain perspective and rediscover their better selves. For some, it inspires creativity; for others, it's energizing; and for others, they experience something spiritual." – Super Natural British Columbia Brand Guide

> The free-spirited and laid back

"Travellers believe that the people of BC are positively shaped by their natural environment, making them friendly, balanced and open-minded. British Columbia is seen as a place where people are free to be themselves." – Super Natural British Columbia Brand Guide

Northern B.C. is known for its close-knit communities, friendly nature and hospitality. The people and their relationships are casual, welcoming and relaxed. Northern B.C. offers an easy-going lifestyle that exudes authenticity and an attitude that enjoys the ride. The region is filled with an energy, enthusiasm and spirit that helps to put life into perspective.

> The passionate

Although people in northern B.C. have a relaxed nature, they are also filled with passion. They work hard to build their communities, their businesses, and their region. Many businesses, events and communities in northern B.C. are true grassroots initiatives. These things wouldn't happen in the region if it were not for the passion of the people who live here and want to make the north stronger.

> The eclectic

"It is non-conformist, authentic and true to itself." – Super Natural British Columbia Brand Guide

The region offers truly unique experiences in the wild, but also with people and their businesses that can't be found anywhere else. The people of the region shape its character and offer the unconventional and rare to all who visit.




AUDIENCE AND EXPECTATIONS

The Love Northern BC program reaches out to local consumers, visiting consumers, as well as locally owned business and their owners.

Every interaction with each of these audiences is expected to be:

- > Professional
- > Dependable
- > Friendly
- > Creative
- > Supportive
- > Fun
- > Authentic





Love Northern BC VISUAL IDENTITY

LOGO

The logo is kept simple for readability, broad application across media, and versatility with community names.

The letters in "LOVE" have been skewed slightly to represent the casual nature of the region.

The way the "V" and "E" lean on each other is reminiscent of the way tree trunks lean on each other in the forest.

The standard, vertical format logo is always the preferred format, but use of one of the horizontal or URL

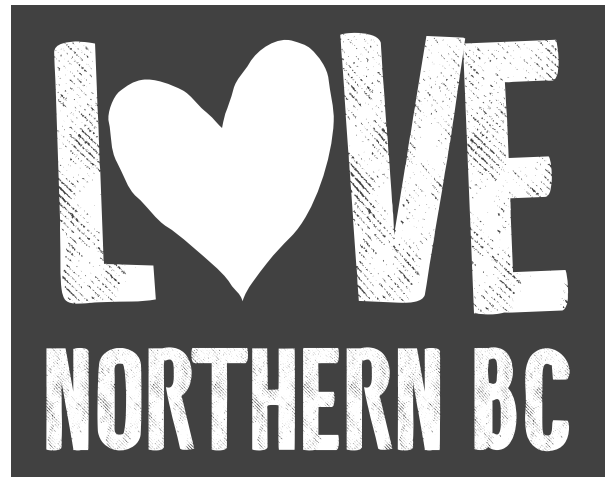
formats are also acceptable depending on the graphic needs.

Keeping the logo black and white allows for the greatest flexibility in application across media, creates a very strong, high contrast visual element in designs, and improves readability at a distance.

Black and white also lends itself well to cost effective promotional solutions as materials do not necessarily need to be printed in colour to have strength.



Standard



Standard Reverse



Horizontal



Horizontal Reverse



URL



URL Reverse

COMMUNITY LOGOS

Each participating Love Northern BC community has its own specific logo that maintains visual consistency with the overarching program logo.

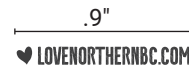
The community logo is designed so that the name aligns with the corresponding website URL. This helps people with recall as they take action by visiting the website.

These logos can be used independently of the Love Northern BC logos when promoting initiatives within the local community. They should never be used without the Love Northern BC logo if the promotional activity spans multiple regions.



Minimum size

The logo must at all times be perfectly legible and without obstructions in order to maintain its impact.



The exclusion zone

A minimum of clear space around the logo should be maintained to allow it to breathe.

The logo must be placed with a clear area around it, free from other elements. The width of the exclusion zone is equivalent to the height of the "N" in the word Northern.



THE HEART

The heart is a key element of the visual identity as it reflects the sense of pride we have in the north. The heart is not perfectly symmetrical, sits slightly askew and has rough edges to take on some of the characteristics of the brand.



Colour

In some applications the heart in the logo may be in colour.

The first choice for the heart should always be red, as per the Love Northern BC colour preferences.

Other selections from the Love Northern BC colour palette may also be used.



Texture

Texture can be added to the heart with an image. The image should have a reduced opacity so that the overall colour takes over the tone of the heart.



ACCEPTABLE BACKGROUNDS

Contrast

Sometimes, especially if colour is used in the heart, the logo may not cooperate with a given background, be it an image or colour. There should always be strong contrast between the logo and any given background to ensure legibility. If the colour in the heart is interfering with legibility, consider using the all black or all white versions of the logo. Alternately, choose a different colour from the Love Northern BC palette until you find one that offers comparable contrast to the examples below.

The white logo is acceptable for use on a 40% - 100% tint, but **MUST** be used if the tint is 70% - 100%.

The black logo is acceptable for use on a 0% - 60% tint, but **MUST** be used if the tint is 0% - 30%.



Textures

Textures can be incorporated into designs and are pulled from the rich abundance of textures found in the landscape of the region, as well as those that capture the northern spirit.



Photos

Wherever possible, the use of business photos and regional landscapes is encouraged.



Patterns

Patterns are kept to a minimum so that other visual elements, such as photos and textures stand out.

Primary Pattern: Buffalo Plaid

Buffalo Plaid (red and black checkered plaid) is an acceptable pattern for use to support the Love Northern BC brand. Its nostalgic representation with lumberjacks is a staple in depicting connection with nature and the north.

Buffalo Plaid is the pattern to be used during specific promotions, such as Plaid Friday.



LOGO DO'S AND DON'TS

Do's

The logo may be rotated between 0 degrees and 6 degrees to the left.



Don'ts

- Do not rotate it to the right.
- Do not skew, squish or stretch it.
- Do not add perspective.
- Do not twist it.
- Do not add 3D treatments.
- Do not bevel it.
- Do not emboss it.
- Do not add drop shadows.
- Do not add inner or outer glows.
- Do not outline it.
- Do not add a colour.
- Do not add a pattern.
- Do not add a gradient.
- Do not alter the proportions of the letters or heart.
- Do not change the typeface or font style.
- Do not remove any elements.
- Do not add any additional elements.



COLOURS

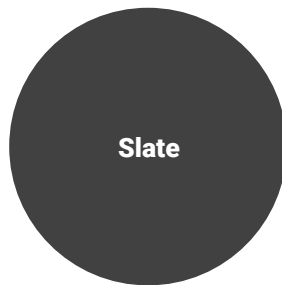
The following colour palette has been carefully selected to establish a simple, yet recognizable presentation. The colours allow photos to shine as the focus of designs, with natural, earth tone selections complementing them.

Primary Palette

This palette should dominate colour use.



CMYK: 23, 98, 99, 16
RGB: 169, 37, 36
HEX: #ec008b
PANTONE: 7628 C | 2350 U



CMYK: 67, 60, 59, 46
RGB: 65, 65, 65
HEX: #414141
PANTONE: Black 7 C | Neutral Black U



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff
PANTONE: 663 C | 649 U

Secondary Palette

This palette should be the first colours used beyond the primary palette. The secondary colour palette for Love Northern BC has been selected from various natural elements throughout northern B.C., including wood, stone, snow, sky, flowers and other foliage.

The colours have been selected to help create a mood and sense of character to build connections with the brand.

Festival

CMYK: 53, 90, 51, 55
RGB: 77, 25, 51
HEX: #4d1933

Berry

CMYK: 0, 100, 57, 59
RGB: 103, 0, 44
HEX: #67002C

Trail

CMYK: 0, 25, 43, 51
RGB: 77, 25, 51
HEX: #7e5f48

Oak

CMYK: 33, 46, 80, 10
RGB: 163, 128, 74
HEX: #a3804a

Spore

CMYK: 20, 45, 100, 2
RGB: 203, 142, 0
HEX: #cb8e00

Harvest

CMYK: 27, 74, 100, 20
RGB: 158, 81, 36
HEX: #9e5023

Flame

CMYK: 15, 70, 100, 3
RGB: 207, 102, 14
HEX: #cf660e

Ash

CMYK: 47, 61, 86, 44
RGB: 95, 70, 40
HEX: #5f4628

Root

CMYK: 43, 75, 90, 61
RGB: 78, 41, 18
HEX: #4e2811

Rogue

CMYK: 85, 72, 53, 56
RGB: 31, 43, 57
HEX: #1f2b39

Hawk

CMYK: 88, 97, 41, 58
RGB: 34, 11, 54
HEX: #220a36

Coast

CMYK: 29, 17, 32, 0
RGB: 185, 192, 174
HEX: #b9c0ae

Flint

CMYK: 35, 26, 25, 0
RGB: 169, 174, 178
HEX: #a9aeb2

Beech

CMYK: 48, 47, 38, 6
RGB: 137, 126, 134
HEX: #897e86

Storm

CMYK: 78, 54, 38, 15
RGB: 68, 99, 120
HEX: #446378

Sea

CMYK: 50, 11, 23, 0
RGB: 128, 187, 193
HEX: #7fbac0

Current

CMYK: 79, 15, 31, 0
RGB: 0, 162, 174
HEX: #00a2ae

Cove

CMYK: 37, 0, 27, 0
RGB: 149, 238, 209
HEX: #95eed1

Tidal

CMYK: 91, 44, 61, 29
RGB: 0, 92, 88
HEX: #005c58

Shore

CMYK: 77, 54, 81, 75
RGB: 20, 38, 21
HEX: #132614

Fern

CMYK: 56, 52, 100, 42
RGB: 86, 79, 25
HEX: #564f19

Sprout

CMYK: 29, 13, 100, 0
RGB: 193, 193, 0
HEX: #c1c100

Kelp

CMYK: 46, 41, 100, 16
RGB: 135, 121, 0
HEX: #877900

Grove

CMYK: 75, 40, 100, 34
RGB: 61, 94, 41
HEX: #3d5e29

Moss

CMYK: 62, 46, 100, 37
RGB: 81, 87, 25
HEX: #515719



TYPEFACES

The Love Northern BC visual identity uses three typefaces which combine to create a rugged, fun yet refined text-based personality for the brand. They should be combined carefully to maintain this character.

Cotte

Cotte is a free font available for download here:
<http://www.fontspace.com/vmf-font/cotte>

Cotte is a font with a rough texture that is reminiscent of wood grain. It is bold and commands attention without being officious or obnoxious. This typeface is central to the logo and is always used in all caps. The texture in the font is heightened when created in capslock.

This typeface is used for the URL of the program in designed media.

Cotte should never be used for large blocks of text.

Note: This typeface is not compatible with Microsoft Office programs, like Word. When used in Word, the typeface results in spacing issues after certain letters or letter combinations. It is recommended that Cotte never be used in Microsoft Office/Word documents.

COTTE

Westcoast Letters

Westcoast Letters must be purchased, and is available here: <https://www.myfonts.com/fonts/cultivated-mind/westcoast-letters/>

Westcoast Letters is a casual and friendly font with imperfections in its shapes and letter-to-letter sizes. It was originally created specifically for a campaign on the west coast and has now been offered for broader use. It is always used in all caps.

This typeface is used in speech bubbles for pun-based taglines.

Westcoast Letters should never be used for large blocks of text or as an alternative for Cotte in URLs or the logo.

WESTCOAST
LETTERS

Roboto

Roboto is a free font available for download here:
<https://fonts.google.com/specimen/Roboto>

Roboto is a contrasting sans serif font with simple, friendly, rounded shapes. It softens the rough textures of both Cotte and Westcoast Letters, adding a refined element to the visual identity of the Love Northern BC brand.

Roboto Light is the ideal choice for large blocks of text.

Roboto Black is the ideal choice for all levels of headings.

Roboto is a typeface suitable for both print and online content.

Roboto Light

Roboto Black

Acceptable substitutes

There are no suitable substitutes for Cotte nor Westcoast Letters.

There are times during presentations where fonts are not installed on a computer and they are replaced by defaults. In such situations, it is advised to use Arial and Arial Black as a substitute for Roboto.

Arial

Arial Black

ICONOGRAPHY

The heart

The heart is a key icon and can be used independently of the logo as an accent to designed promotional media. See the Preference Library for usage examples.



Go Local, Go Here

The “Go Local, Go Here” graphic should always be used in conjunction with the URL, as it is a direct call to action: “To support locally owned, independent businesses in northern BC, visit this website.”



Illustrations

Sometimes the logo is not enough and photos are not appropriate.

One of the challenges of promoting the Love Northern BC program is that there are many participating communities and businesses. Selecting one image for inclusion in an advertisement or poster, for example, leaves out many businesses equally worthy of profile.

Illustrations provide a solution to this issue and offer an opportunity to bring in a fun element to the Love Northern BC visual identity. A variety of animals from all around northern B.C. have been created. Communities around the region can incorporate animals that frequent their area to add some local personality to promotional materials.

They are perfect for use on promotional materials (shopping bags, advertisements, stickers, pins, magnets). The fun element of these illustrations will engage the consumer with the Love Northern BC program, and creates shareable content to build engagement across social media.

The illustrations are kept black and white so that colours in photographs and from the Love Northern BC palette to be showcased, maintaining brand integrity.

Animal illustrations are always used with a pun or other copy that helps to identify the purpose of the program.



So Punny

There is a lot of psychology behind puns as a form of humour and their role in marketing and media. Here are some basic steps that people take as they engage with puns:

1. The Double Take

Puns will cause people to do a double-take to verify what they just read. WIN: We captured their attention.

2. Multiple Reads

Now, they've read your message twice.

Then, they usually read it to themselves slower, to ensure they understand the message, while they process the pun. WIN: We've gotten them to read our message three times.

3. Getting the Joke

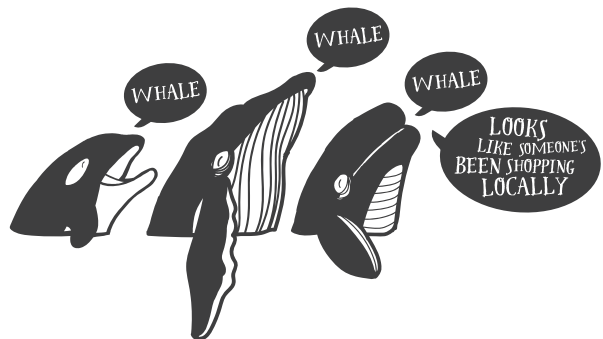
Now that they've processed the pun, they are either smiling, laughing or rolling their eyes at the joke. More often than not, the connection to the pun is a positive one. WIN: We've just gotten people to have a positive association with our message.

4. The Share

Now that they're telling their friends about the stupid joke they just saw. WIN: Our message is being shared.

5. Doing it For Us

People feel smart when they get the pun - they feel even smarter when they create one. People might now try to out-pun us by coming up with their own punny versions of our message. WIN: They're now creating messages for us.





Love Northern BC PHOTOGRAPHY



PHOTOGRAPHY

Photography is an incredibly important element of the Love Northern BC brand. Photos for Love Northern BC should not only capture the region, community, business and owners, but they should do so in a manner that captures the mood and spirit of the region.

Photos for Love Northern BC should capture an authenticity that celebrates our landscape, our seasons, and the character of our people.

Colour plays an important role in photography, and follows a similar style to that found in the Super Natural British Columbia brand guide.

"In general, we dial back superficial, primary colours and dial up velvety, earth tones. Our colours take on a creamy, suede-like quality, where desaturation places a role, but not in a way that washes out an image. Rather, colours are desaturated or reduced to a narrower band of the spectrum, rendering the image to a family of cool tones and a family of warm tones. Flesh tones are soft and warm, with no patchy, hot overtones."

Regional Narrative

It is important to the program's brand, that Love Northern BC be showcased in context of the natural environment in which it operates. Photos of the region should align with the style as outlined in the brand guide for Super Natural British Columbia. Their approach seeks to capture the vastly different geographies and climates throughout the province. These photos are filled with mood, dimension and depth built with light and shadow. The photos of our landscape should be "an inspiring visual introduction to the most emotive aspects of our nature. These images go beyond visual information to create emotionally driven viewer involvement." The photos should invite a sense of wonder and a desire for experience.

These photos provide the connection to the one element that is at the core of the brand – the natural environment of the north.



Community Narrative

Community level photography provides some additional context for the viewer to better understand where these local businesses live. Photography at the community level should follow a similar visual styling as the regional narrative, but capture some key landmarks, historic buildings, main streets, and cornerstone community events. They should capture not only static images of local architecture, but they should also capture some of the spirit and energy within the community by capturing residents enjoying community spaces.

These photos should capture the eclectic, the fun and the friendly nature of the north.



Business Narrative

Business level photography for Love Northern BC should provide a tangible view of what the viewer can expect when they visit a business. There are three key tiers of the business photography narrative:

1. Exterior: Creating Context

These photos should capture business exteriors to help customers with wayfinding, and to capture unique architectural features or historic streets that adds to a community's character.

Many northern B.C. businesses are nestled in amongst our diverse and impressive landscapes. Photos of the exterior of these businesses should be done to capture the relationship of the building to the grandeur of the surrounding landscape. Scale is important in these images; businesses are typically dwarfed by the fields, mountains, trees that envelope them.



2. Interior: Building the Experience

Interior photos of participating Love Northern BC businesses should help customers imagine themselves experiencing that business's offerings for themselves. The photos should appeal to the senses, communicating the sights, sounds, flavours, smells and textures. The customer should be able to imagine themselves exploring the aisles of a retail space, embracing savasana in a candlelit yoga studio, enjoying a fresh brewed cuppa from locally roasted beans as they take in the waterfront vista from the warmth of their bed and breakfast. This helps to create a sense of familiarity with a business, so that when they arrive on site, the sensation is one of a homecoming of sorts.



3. Product/Services: Desire for Discovery

Still life product photography is another key element of Love Northern BC business portrayal. These photos should help build a sense of intrigue and desire for discovery. Product level photos should showcase the wide range of offerings that are available at some of the participating businesses. Some businesses may have signature offerings that simply cannot be found anywhere else. Other businesses may offer products or services that are beyond what would normally be expected to be found in small, rural communities.



Owner Narrative

Love Northern BC seeks to tell the stories of local entrepreneurs and make an introduction to the people behind the businesses. Part of the appeal of shopping with local businesses is a personal touch – an elevated customer experience with owners who may know your name, size, preferences and history. Every Love Northern BC profile tells these stories in written word, but the photography to support the story is just as important. There are two tiers of Love Northern BC business owner photography.

1. The business professional

These photos will create a relationship between viewer and owner through not only facial recognition, but through personality. Care should be taken to represent the business with an appropriate facial expression. While the majority of photos should portray the smiling, friendly, welcoming persona that supports the character of northern B.C., some businesses may require a more reserved personality.

Regardless of expression, the photos should demonstrate pride in ownership and professional competency.

The photos should feel unposed, authentic and spontaneous, and they should capture the character of the experience of interacting with the individual(s).

2. The business operator

Many northern B.C. businesses are both owned and operated by one individual. Business operator photos demonstrate the care, passion and craftsmanship that the owner/operator invests into everything they do for their business. These photos should capture intimate moments of the business operator in action. Through shallow depth of field, the viewer should feel as a casual observer who has spontaneously happened upon the business owner at work at their craft. It creates a behind the scenes glance into the lives of these owners, and helps to illustrate the quality that is offered of both product and service in northern B.C. businesses.



PHOTO DONT'S

Avoid

- Oversaturated colours
- Extreme desaturation of colours
- Contrived activity
- Forced symmetry
- Social clichés
- Romantic clichés
- Party clichés
- Extreme lens effects
- Lighting that causes distracting shadows
- Over-lighting subjects creating flat images
- Over-photoshopped images





Love Northern BC VOICE



ACRONYMS & TAGLINES

Acronyms

Never use an acronym to describe the program. We want people to say the name of the program to help reinforce the emotional connection to the community; acronyms strip that away.

Don't say "LNBC"; say "Love Northern BC"

Don't say "LHG"; say "Love Haida Gwaii"

Don't say "LCC"; say "Love Central Coast BC"

Taglines

Unless with express permission, the Love Northern BC logo should always have an accompanying message that connects the logo to a shop local program. Appropriate taglines include:

- "Go Local, Go Here: lovemytown.com"
- "We love local"
- "Supporting small local businesses throughout northern BC"
- "Supporting small local businesses in MyTown"
- "Proud to be local"
- "Discover unique local shops in MyTown"
- "Unique. Eclectic. Diverse."
- Any of the puns

Any taglines not included in this list must be approved prior to use.

WE  LOCAL!

BOILERPLATE

Love Northern BC:

Unique. Eclectic. Diverse.

Northern BC is one of the most colourful, diverse and eclectic regions in Canada.

The character of the area is largely shaped by the unique businesses and entrepreneurs that are at the heart of our vibrant communities.

Enjoy a true northern experience by discovering some of the locally owned, independent businesses that are here.

Go local. Go here: lovenorthernbc.com

Community level:

Unique. Eclectic. Diverse.

"MyTown" is part of one of the most colourful, diverse and eclectic regions in Canada.

The character of the area is largely shaped by the unique businesses and entrepreneurs that are at the heart of our vibrant community.

Enjoy a true northern experience by discovering some of the locally owned, independent businesses that are here.

Go local. Go here: lovenorthernbc.com

PERSONALITY

The personality of the Love Northern BC brand is one that is quirky and casual. It doesn't take itself too seriously. In order to build engagement with the program and reflect the true personality of the region, the brand will bring an element of fun to the shopping experience.

TONE

The writing tone is professional without colloquialisms, but is still light and casual in nature.

> Create an experience

Writing should be done in a way that entices and intrigues the reader to learn more about the business. The reader should always be left looking for just a little bit more – this will become the hook that encourages them to visit and explore a Love Northern BC business and make discoveries of their own.

The words should paint a picture of the experience of connecting with the business or its owner through pleasing and memorable turns of phrase. Yet the experience should be described as one that can only be had there – one that can't be replicated anywhere else. This requires the writing to be specific, not vague in its descriptions.

Authenticity and insight into the character of the region is key. Avoid overly boosting language, clichéd marketing terminology, and false promotion.

> Respect the reader

It is important that there is a balance to writing between inspiring and providing useful information.

Writing should be done with the reader's needs in mind, being respectful of their time and intelligence.

The fewer words the better, while still bringing tone and character to the writing. Do not pad the writing with unnecessary descriptions; get to the point but do it gracefully.

The writing should allow the reader to form their own opinions on what their experience with a business would be. Allow them to draw their own conclusions by avoiding overly prescriptive language.

Balance is the key, offering writing that is clear and easy to digest with insight and character, whether it be about the region, the business or the people.

WORDS WE LIKE

> Beauty:

Idyllic, Ethereal, Awe-inspiring, Stunning, Pristine, Clear, Legendary, Incredible, Sparkling, Spectacular, Vibrant, Remarkable, Splendor, Pure, Inspirational, Breathtaking, Captivating, Majestic, Fascinating, Stunning

> Passionate:

Energetic, Enthusiastic, Passionate, Thriving, Spirit, Stimulating

> Undiscovered:

Adventure, Explore, Discovery, Active

> Eclectic:

Unique, Grassroots, Character, Unconventional, Rare, Authentic, Variety, Distinctive, Charm, Eccentric, Personality

> Laid Back:

Home, Retreat, Sanctuary, Serene, Relaxed, Supportive, Close-Knit, Engaged, Family, Neighbours, Welcoming, Friendly, Laid back, Cozy, Warm, Hospitable

> Rugged:

Wild, Jagged, Vast, Rough, Lush, Craggy, Frontier, Pioneer, Elusive, Off the beaten track, Untouched, Natural, Mysterious


WORDS WE DON'T LIKE

Removed, Remote, Isolated, Detached, Inaccessible, Lonely, Hideaway, Refuge, Weird, Unusual, Strange, Bizarre, Peculiar, Abnormal, Uncharacteristic, Desolate, Barren, Awesome, Amazing, Epic, Must-See, Bucket List, Hidden Gem

BC VS B.C.



Several of the Love Northern BC participating communities have “BC” in their website URLs (www.lovwellsbc.com, www.lovetaylorbc.com). It is important that any confusion or uncertainty about how to visit these websites is minimized. Therefore, any prose will abbreviate British Columbia as BC, not B.C.



Love Northern BC PREFERENCE LIBRARY

> Sample applications

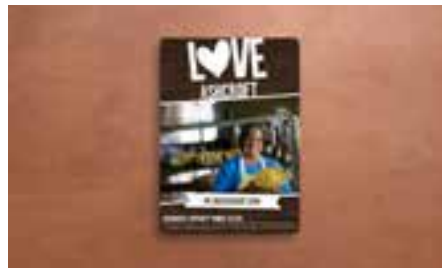
The following pages contain sample applications of the graphic elements as described in this brand guide.

From advertisements and business cards to applications on signage and clothing, the graphic elements provide flexibility and creativity to the designer.













PLAID FRIDAY

NOVEMBER 25

Join us on Plaid Friday for an enjoyable alternative to the big box "Black Friday" by wearing plaid and supporting our local businesses.

Plaid Friday weaves the individual threads of small businesses together to create a strong fabric that celebrates the diversity and creativity of our local business community.

PLAID IS THE NEW BLACK

♥ LOVE 100MILEHOUSE.COM

SHIFT YOUR SHOPPING
NOV 25



WE CAN BEARLY CONTAIN OUR EXCITEMENT!

LOVE

CENTRAL COAST BC

LAUNCH PARTY

FOOD, FREEBIES & PRIZES

SUNDAY SEPTEMBER 11/16
NOON - 5PM LOBELLO FAIR GROUND
BELLA COOLA VALLEY FALL FAIR

THE 10 WINNERS OF THE VILLAGE LAKE & DISTRICT CREDIT UNION BELLA COOLA VALLEY FALL FAIR RAFFLE DRAWING PRIZE DRAW WILL BE ANNOUNCED

SEE YOU THERE!

♥ LOVECENTRALCOASTBC.COM



Unique. Eclectic. Diverse.

Smithers is part of one of the most colourful, diverse and eclectic regions in Canada. The character of our area is largely shaped by the unique businesses and entrepreneurs that are at the heart of our vibrant community. Enjoy a true northern experience by discovering some of the locally owned, independent businesses that are here.

♥ **LOVESMITHERS.COM**

BE A DEER AND SUPPORT OUR LOCAL BUSINESSES

EVERYONE IS RAVEN ABOUT OUR LOCAL SHOPS

LOVE SMITHERS



FOR MORE INFORMATION

> About the guide

Kim Hayhurst

Director of Marketing and Communications
Northern Development Initiative Trust

kim@northerndevlopment.bc.ca
250-561-2525

> About the program

Karen Borden

Director of Corporate Initiatives
Northern Development Initiative Trust

karen@northerndevlopment.bc.ca
250-561-2525

> **lovenorthernbc.com**

> **hello@lovenorthernbc.com**