

BRAND GUIDELINES



Burns
Lake 

As the heart of the Lakes District, Burns Lake is a place of spectacular views, warm people and endless opportunity.

For families, entrepreneurs and anyone seeking a better way of life. Burns Lake offers an affordable lifestyle, rich cultural heritage and abundant outdoor activities. Burns Lake is a place to connect, a place to thrive – a place to carve your path. Our brand helps us deliver that message by ensuring we deliver it consistently in a clear and impactful way that resonates with our audiences.

This document provides direction to help staff, representatives and consultants successfully execute and maintain the Burns Lake brand.

Whether you are applying the brand visuals or communicating using the approved tone of voice, these brand guidelines are your roadmap for successfully telling our story.

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HOW TO USE THIS GUIDE

02.

This guide provides best practices for effectively and consistently applying the Burns Lake brand in visual and written formats. It includes instructions for correct logo usage, visual design, colours and typography. In addition, it outlines who we are as an organization to ensure we present a united voice when promoting the village.

Who is this guide for?

The Burns Lake Brand Guidelines are to be followed by Village staff, council, contractors and partners who use our brand visuals and/or promote our story.

Who is responsible for this guide?

Village staff shall:

- » use branded templates for their intended purposes
- » consult with communications on any additional branded materials that are required
- » send public-facing materials that aren't formatted in a pre-approved template to communications for approval if the Burns Lake logo is used

Communications shall:

- » maintain the Brand Guidelines document
- » communicate any changes to Burns Lake brand or corporate identity to staff
- » consult with departments on any additional branded materials required
- » review and provide direction on all materials using the Burns Lake logo

Questions?

If you need help using this guide or have any questions regarding the Village's brand or corporate identity, please email edo@burnslake.ca.



BRAND IDENTITY

04.

As the heart of the Lakes District, Burns Lake is a place of spectacular views, warm people and endless opportunity.

Surrounded by nearly 5,000 kilometres of pristine shoreline, our community offers stunning scenery, pure tranquility, exciting outdoor recreation and a healthy lifestyle.

You won't find any rush hour traffic here. Just charming small town energy and easy walking distance to all the services and amenities you need, including great independent coffee shops, a growing arts scene, vibrant Indigenous heritage, locally owned specialty stores and lively events.

With affordable homes and land, a variety of employment and business opportunities, and a safe, tight-knit community to support you, life in Burns Lake is rich with opportunities to grow and thrive.

Unique value proposition

For families, entrepreneurs and anyone seeking a better way of life, Burns Lake is a place to thrive.

Brand promise

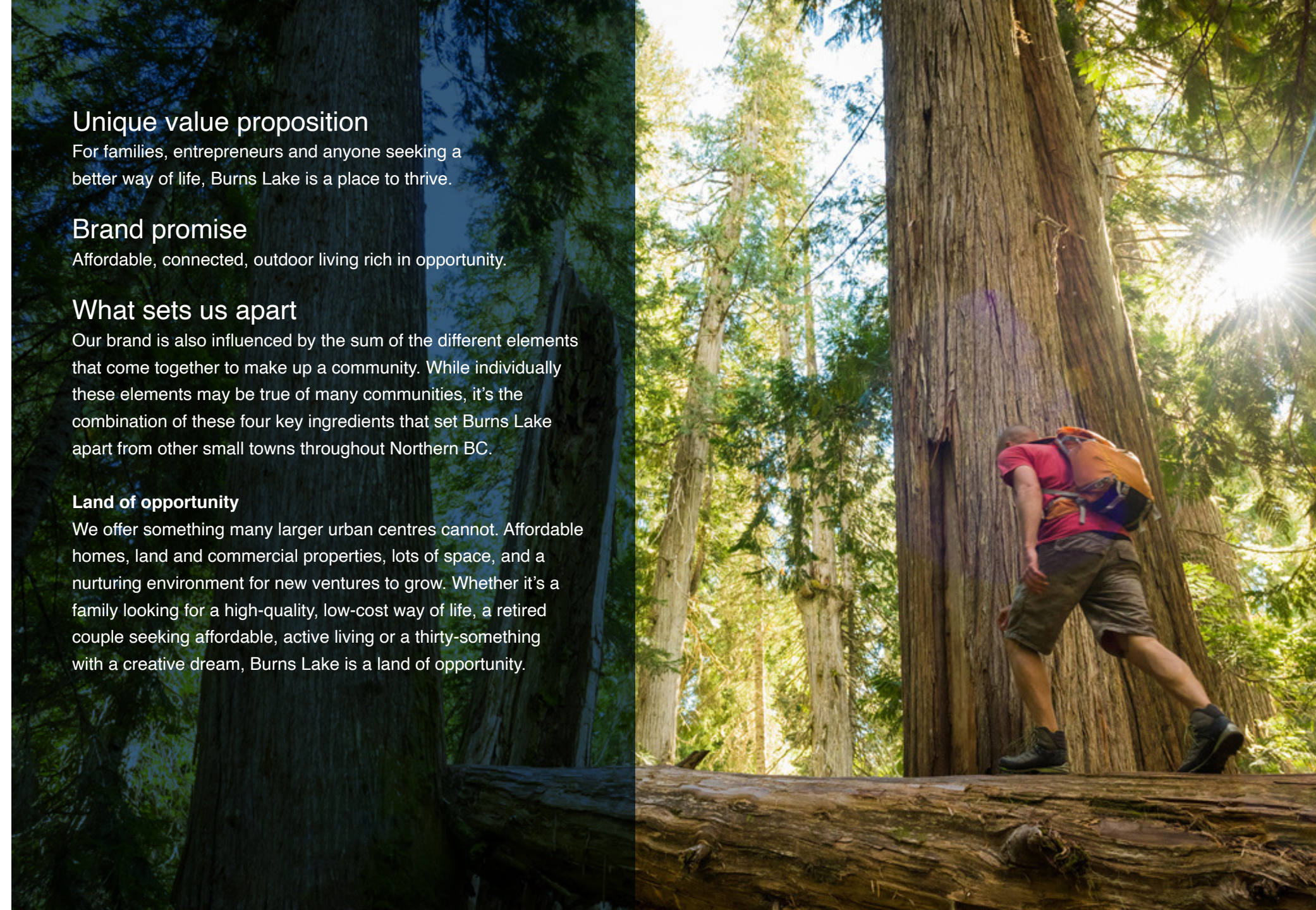
Affordable, connected, outdoor living rich in opportunity.

What sets us apart

Our brand is also influenced by the sum of the different elements that come together to make up a community. While individually these elements may be true of many communities, it's the combination of these four key ingredients that set Burns Lake apart from other small towns throughout Northern BC.

Land of opportunity

We offer something many larger urban centres cannot. Affordable homes, land and commercial properties, lots of space, and a nurturing environment for new ventures to grow. Whether it's a family looking for a high-quality, low-cost way of life, a retired couple seeking affordable, active living or a thirty-something with a creative dream, Burns Lake is a land of opportunity.



Tight-knit community

We are a fiercely supportive community that rallies around our friends, neighbours and local businesses. Volunteers are the backbone of Burns Lake and helping each other is woven into the fabric of our community. We work together on local events, initiatives, fundraisers and programs, making sure everyone has an opportunity to live a happy, healthy life.

Healthy outdoor living

Surrounded by lakes, breathtaking mountains, lush forests and an impressive network of trails, our lifestyle is built around enjoyment of our beautiful natural surroundings. Mountain biking, hiking, fishing, boating, snowshoeing, snowmobiling, cross country skiing, hockey, hunting, cottages, camping, playgrounds, parks... the list goes on.

Hub for creativity

We are proud of our Indigenous heritage, growing arts and culture scene and special events for everyone. From our Arts Council programming to our independently run movie theatre to our Artisan Centre to regular live entertainment and festivals, we are a creative and vibrant community.



BRAND VOICE

08.

Tone of voice describes the way Burns Lake presents itself when communicating with the public. When we deliver our key messages, it is important to think about both what we say and how we say it. We convey our voice through word choice, punctuation, sentence structure and formatting, as well as through the values and attitudes we express. By clearly defining our voice, we can establish a consistent approach to all marketing and communications while developing trust from our audience.

Professional

Burns Lake is led by experts who have extensive knowledge and experience planning, communicating and delivering community services. Our tone is professional and credible, not stiff or disconnected so that we build trust with our audience. We use plain language to communicate clear messaging that is accepted and understood by all citizens.

This...

To help ensure the safety of our community, major roads and highways in Burns Lake are maintained with the help of a provincial contractor. If you see any signs of damage to our roads or streets that might cause harm or put someone in danger, please contact our Village Office as soon as possible.

Not this...

The Province of British Columbia utilizes a private contractor to maintain the main arterial connectors, Highway 16 and 35, to ensure transportation infrastructure meets regulation standards. If you identify any signs of hazards, please contact our Village Office immediately.

Our voice is...

- » Professional
- » Authentic
- » Friendly

But our voice is not...

- » Stiff or disconnected
- » Overstating or disingenuous
- » Unprofessional or casual





Authentic

Our voice is true and sincere. We speak the truth and embrace our true selves. Burns Lake is a place where people can be themselves and find what makes them happy. Our tone is sincere, original and does not overstate. We are not disingenuous but convey our messages with respect, professionalism and positivity.

This...

Burns Lake is a place where you have the freedom to carve your own path. With diverse opportunities in arts, culture, business and investments, you can foster your passion and create a home that is supported, respected and encouraged by your community.

Not this...

Whether you're looking to follow your passions, explore undiscovered places or find your perfect niche, Burns Lake is the best place to give you the freedom and inspiration to make your home what you've always dreamed it could be.

Friendly

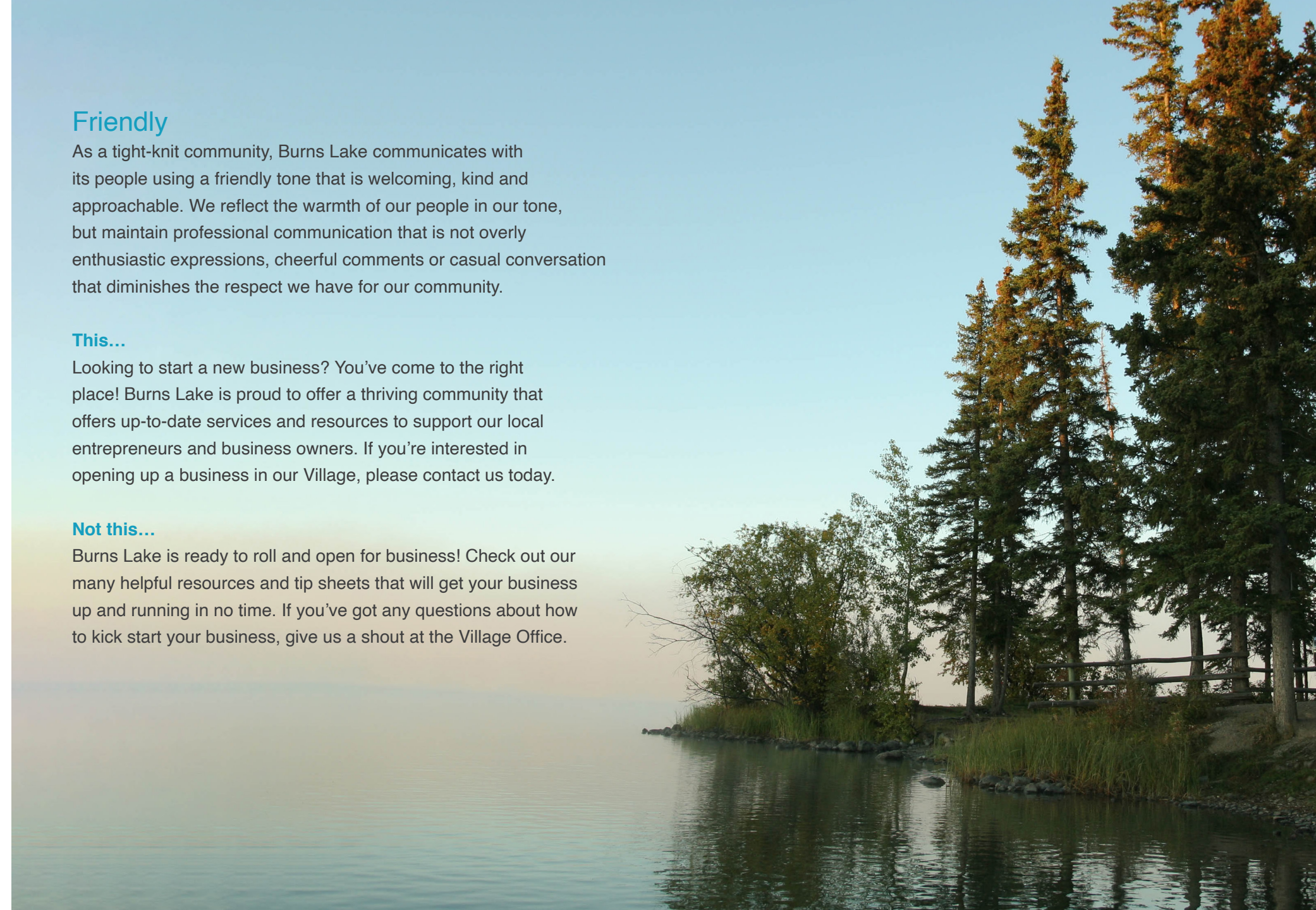
As a tight-knit community, Burns Lake communicates with its people using a friendly tone that is welcoming, kind and approachable. We reflect the warmth of our people in our tone, but maintain professional communication that is not overly enthusiastic expressions, cheerful comments or casual conversation that diminishes the respect we have for our community.

This...

Looking to start a new business? You've come to the right place! Burns Lake is proud to offer a thriving community that offers up-to-date services and resources to support our local entrepreneurs and business owners. If you're interested in opening up a business in our Village, please contact us today.

Not this...

Burns Lake is ready to roll and open for business! Check out our many helpful resources and tip sheets that will get your business up and running in no time. If you've got any questions about how to kick start your business, give us a shout at the Village Office.



NAME AND LOGO



Our name

When referring to The Village of Burns Lake, we use the full name in the first mention, subsequently we can use Burns Lake or the Village.

The story of our logo

The Burns Lake logo consists of a symbol and wordmark that are always used together in full. It is reflective of a number of key characteristics of the community including:

- » The custom artisanal font style embraces the creativity expressed by citizens through our diverse heritage and culture.
- » The use of green and blue in the logo speaks to the significance of nature to the community and represents the surrounding water, lakes and forests.
- » The shape of the graphic not only represents the curve of the highway that winds through the Village, but also visualizes the flow from historic roots to the present and beyond.
- » The shape is also reflective of the winding cycling trails that Burns Lake is known for and is reflective of a brush stroke, conveying the significance of the arts community.
- » The close parallel of the two coloured shapes speaks to the interconnectedness of the community, and how the natural environment plays a significant role in the lives of those who call Burns Lake home.

Sub-brands

The Village of Burns Lake operates as one united organization, providing a range of services and programs to residents and businesses in the municipality. Although our areas of expertise vary, we all work together under the Burns Lake brand. For this reason, all departments within Burns Lake are required to use the Burns Lake brand identity with no modifications, including the approved logo, graphics, typefaces and colours.

Tagline — Carve your path

Our tagline Carve your path invites people to come make Burns Lake their own. It inspires them to carve out their niche in our community.

The tagline, which can be used as part of the logo, or independently as a written element, captures the significance of carving both with Indigenous and artisan communities. The word path gives a nod to the mountain biking culture and opens the door to possibilities - encouraging people to choose their path.



LOGO USE

The following guidelines provide direction for how to use the logo to represent the brand consistently and professionally.

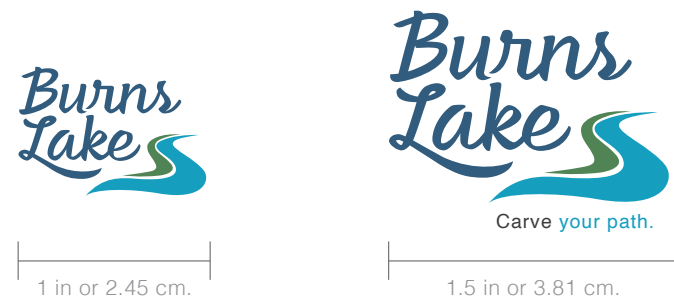
Authorized use

The logo may be used by the following groups:

- » Village departments
- » Contracted agencies
- » Those identifying sponsorship or support

Size

The size of the logo we use depends on the specifications of the materials the logo is to appear on. However, it should never appear smaller than 1 in wide (2.45 cm) when used without the tag line, and 1.5 in (3.81 cm) when used with the tagline, unless otherwise approved.



White space

Always use proper white space around the logo to distinguish it from its surrounding environment. This includes text, graphics, or any other elements that might cause visual clutter. At least 0.125 in (0.3175 cm) of white space must surround the logo on all four sides in every application.



Logo colour variations

Three colour variables are available for each configuration of the Burns Lake logo: full colour, all white, and all black. As a general rule of thumb, avoid placing the logo on backgrounds that are busy or have poor contrast. Use these samples as a guide when placing the logo over images or coloured backgrounds in your layout.

Note: The black version should only be used when colour options are limited.



Improper logo use

We have one logo that we use in all marketing and communications materials. This logo should never be altered, redrawn or modified in any way, aside from the approved usage outlined in this guide.



Logo elements

Do not use pieces of the logo on their own.



Skew, distort or rotate

Do not skew the logo.



Boarders

Do not frame the logo or enclose it in a box.



image backgrounds

Do not place the logo on images that compromise its legibility.



Textured backgrounds

Do not place the logo on textured backgrounds that compromise its legibility.



Hue and tone

Do not place the logo on background colours with insufficient contrast.



Logo colour

Do not change colour of any of the elements.



Text and typeface

Do not replace any of the typeface.



White or coloured boxes

Do not place the logo in a white or coloured box.



Drop shadows

Do not add drop shadows to the logo.

COLOURS

18.

Primary colour palette

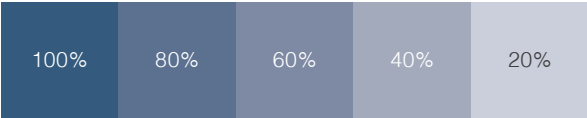
Indigo

The deep, rich colour of navy blue speaks to the wisdom and heritage that Burns Lake possesses, while also connecting with the past brand standards that represents strength and respect.



Pantone	7699C
CMYK	85 / 62 / 32 / 12
RGB	55 / 92 / 125
HEX	#355c7d

Colour breakdown



Secondary colour palette

Used sparingly, our secondary colour palette can be used to emphasize call-to-action buttons, charts, and graphs, or to add variety through simple elements such as icons, borders, and lines. It gives us the flexibility to add a subtle pop of colour with a clean and modern look and feel.

Teal

This colour represents the natural reservoirs of the many lakes that have surrounded and shaped the Village from the beginning. It’s lighter, more tranquil colour evokes the relaxing and peaceful character of its community.



Pantone	7703C
CMYK	78 / 20 / 18 / 0
RGB	4 / 158 / 190
HEX	#049ebe

Green

This earthy, although subtle, tone represents the heart of Burns Lake. From its tall trees and expansive wilderness, to the vibrant life that both nature and community expresses, there is lots of greenery and forward driven energy within Burns Lake.



Pantone	2265C
CMYK	63 / 17 / 74 / 25
RGB	82 / 133 / 85
HEX	#528555

Grey

The Burns Lake grey serves as the complementary neutral tone to support the corporate colours. Grey provides a softer, more approachable feel than true black and offers a flexible option for branding and marketing materials.



Pantone	446C
CMYK	0 / 0 / 0 / 90
RGB	65 / 64 / 66
HEX	#414042

Colour balance

Remember, primary colours are indigo blue. When using the primary and secondary colour palettes together without photography, balance the colours in your layout to make sure it remains a distinctly Burns Lake piece with proper prominence given to our primary colours — and, of course, don’t be afraid of white space.

Even without our logo present, our customers should recognize these combinations as being distinctly Burns Lake.



TYP- OGRAPHY

Helvetica

For all designed materials

Design fonts are used marketing and communications collateral to add a complementary contrast to Burns Lake logo that elevates the materials it’s used in while also keeping consistent with the look and feel of the brand.

Calibri

For all non-designer correspondence

All Burns Lake staff are advised to use system fonts for their text-based communications, such as emails, agendas, minutes and reports. As well as, for the website to provide consistency across its platform.

Aa

Helvetica
Bold

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

abcdefghijk
lmnopqrstu
vwxyz

Aa

Helvetica
Regular

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

abcdefghijk
lmnopqrstu
vwxyz

Aa

Helvetica
Light

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

abcdefghijk
lmnopqrstu
vwxyz

Aa

Calibri
Bold

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

abcdefghijk
lmnopqrstu
vwxyz

Aa

Calibri
Regular

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

abcdefghijk
lmnopqrstu
vwxyz

Aa

Calibri
Light

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

abcdefghijk
lmnopqrstu
vwxyz

PHOTO- GRAPHY

24.

Imagery is what paints the picture of Burns Lake. And it is what enhances our storytelling when we communicate our brand to our target audience.

By capturing the pure essence of our people, our heritage and our natural environment, we make our community a memorable place for residents, visitors and stakeholders and allows them to picture themselves in the photo.

People will take note of us when they see our vibrant and authentic images on our social media, website or marketing collateral. It helps support our economy to boost tourism and attract investors. Using local photography that supports our brand, shows what we value, what we live for, and what makes us who we are.



Proper image use

When using photography for Burns Lake materials (traditional or digital), please keep in mind to:

- » Use high resolution imagery
- » Make sure the image is clear and has good lighting (no overexposure or underexposure)
- » Showcase the beauty of our local community
- » Draw from your community's collection of photography – local photographers
- » Capture diverse images that resonate with our brand, including our people, our heritage and our natural environment
- » Use images that capture unique, authentic experiences and sightings, not typical tourism shots
- » Always ask permission to share images publically (for both people in photos, or photographers images)
- » Keep the images natural, without being overly posed/staged
- » Stock photography is okay to be used, as long as it keeps with the feel that the Burns Lake community projects



BRAND EXAMPLES

28.

The following examples showcase how applying these guidelines to achieve a consistent brand experience.

Throughout all brand touch points the photography, fonts, colours, and logo work together to represent Burns Lake.



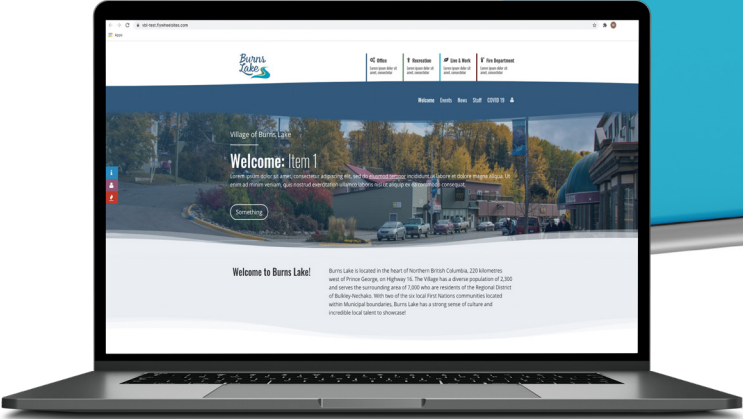
Pen



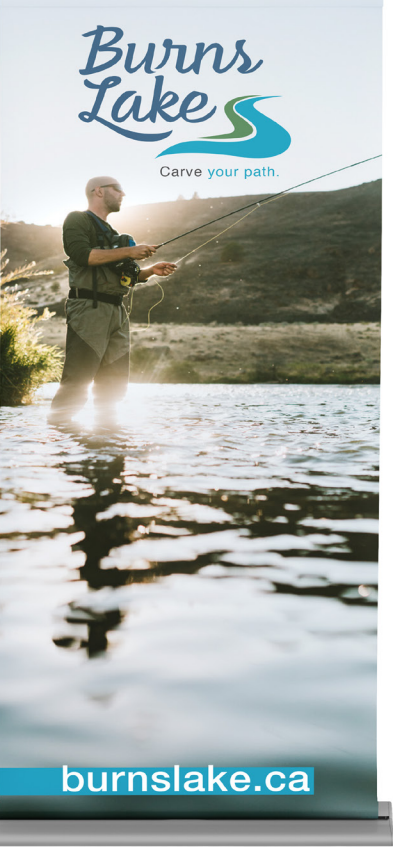
Letterhead



Business cards

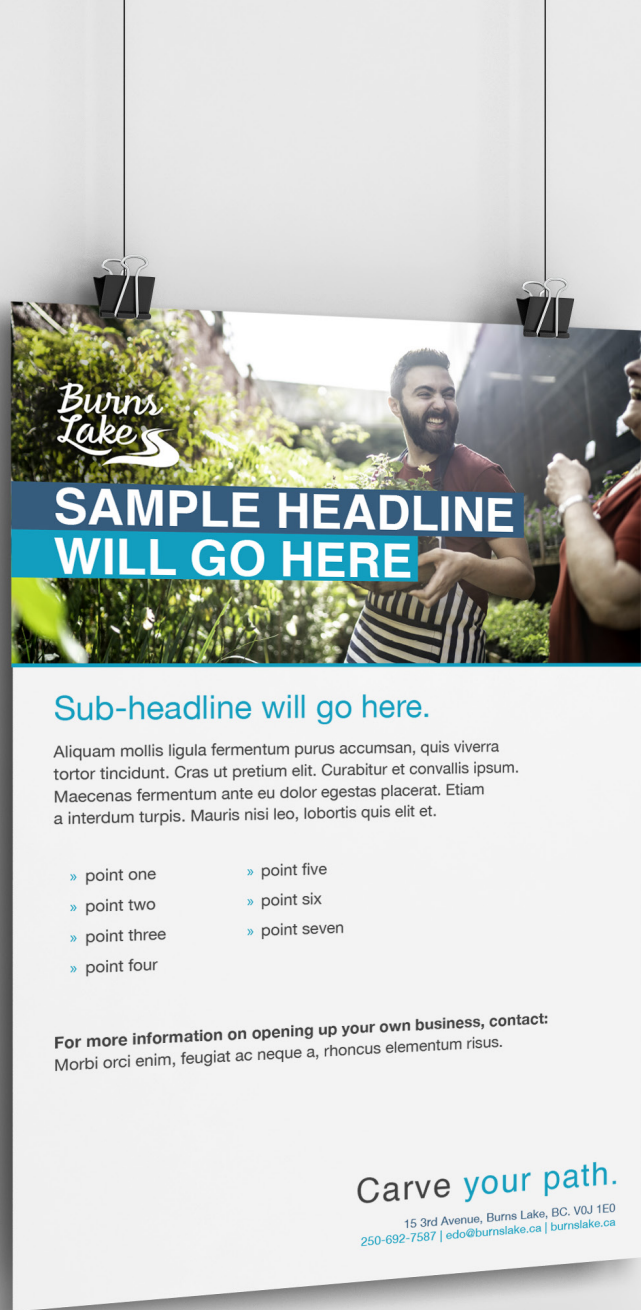


Corporate website

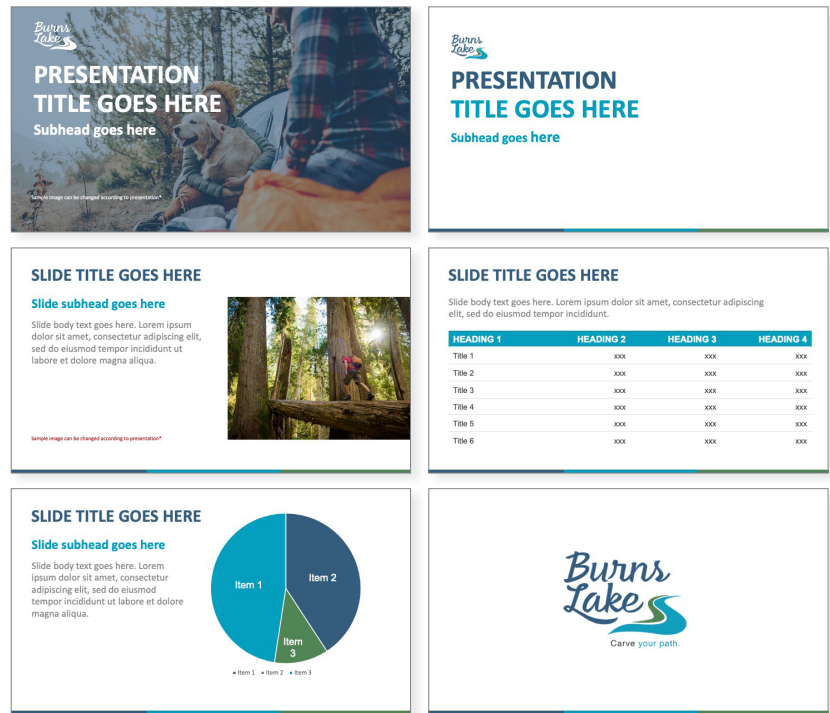


Banners





Posters



PowerPoint



Information sheets

If you have any questions about how to use
the Burns Lake Brand Guidelines, contact
us at edo@burnslake.ca.

