Why we created this brand book.
This is a guide for how we communicate as an organization.

It’s a framework that allows us to articulate who Metro Vancouver is and what we want to achieve.

Consistent application of our brand helps our residents understand not just ‘what’ we do, but ‘why’ we do it.
Our Brand

pre-2004

Greater Vancouver Regional District
Parks Department

2005
GVRD

2009
metro vancouver

2011
metro vancouver
SERVICES AND SOLUTIONS FOR A LIVABLE REGION
2012
A significant gap between our goals and awareness level.

Only 55% of residents are aware of Metro Vancouver
2018

The good news

65% of residents are aware of the organization Metro Vancouver.

The not so good news

Only 28% of those can correctly name at least one area of responsibility.

Water planning and management and Regional Parks are the two areas that the public most associates with our organization.
Brand Story
It can be hard for people to understand that the organization that manages our liquid waste system also provides affordable housing.

But both are vital elements of a livable region.

Building awareness of the range of services Metro Vancouver provides helps residents understand the key building blocks of a livable region. It helps residents understand the link between policies and decisions enacted by their regional government to the things that have a direct impact on their lives.

Having our residents understand the ‘what’ and ‘why’ of our services makes it easier for Metro Vancouver to meet the goals and objectives of our Board Strategic Plan. When residents understand the ‘why’ of a decision they are more likely to support it. When they understand the ‘what’ of a construction project they are more likely to accept the interruption to their daily routine.

Our brand story is how we communicate who we are and what we do.
Then & Now
In 1886, Vancouver and Coquitlam Waterworks were founded.

The mission was clear: to find and deliver a good, reliable source of water for a growing population.

In 1887, the first sewer was built to carry away the region’s drain water.

So began a series of investments: clean potable water and safe management of liquid wastes.
Now

Metro Vancouver extends from Lions Bay to Langley, with 21 municipalities, one electoral area and one Treaty First Nation.

Our range of services has expanded to match the growth and complexity of our region, to ensure we can adapt to changing conditions, and to maintain the quality of life our residents expect.

We connect our 23 members so that we work as a federation. Together we provide the services and solutions that underlie a livable region.
Vision
Our vision.

Metro Vancouver embraces collaboration and innovation in providing sustainable regional services that contribute to a livable and resilient region and a healthy natural environment for current and future generations.
Our mission, how we deliver on our vision.

We provide plans for the future.

We deliver and maintain core services.

And we act as a regional forum.
What we do to deliver on our mission.

We provide:

**Services and solutions for a livable region.**

We:

- Bring people together
- Build regional systems
- Plan for the future
- Protect our environment
Delivering on Our Mission
The services and solutions we provide protect and strengthen our quality of life.

- Providing clean, safe drinking water
- Managing wastewater
- Reducing, diverting and managing solid waste
- Protecting nature and connecting people with regional parks
- Improving air quality and reducing greenhouse gas emissions
- Providing affordable housing
- Planning for our region’s future
- Acting as a regional forum
Brand essence is a brand’s intrinsic nature. It’s constant across all aspects of an organization.

Metro Vancouver’s brand essence can be summed up by one word:

**Vital**

*vi’tal/‘vidl/ adjective*

1. necessary, important, life-changing
2. full of life, strength and energy
3. working together on regional issues
The services and solutions we provide are the foundation of our region’s economic, ecological and social health.

We don’t stop. We don’t close. Because if we don’t turn up, people would notice.
Vision

Metro Vancouver seeks to achieve what humanity aspires to on a global basis – the highest quality of life embracing cultural vitality, economic prosperity, social justice and compassion, all nurtured in and by a beautiful and healthy natural environment.

Mission

To continue to enhance the services and solutions that protect our health, well-being and quality of life – the foundation of our livable region.
Tagline
Services and solutions for a livable region

Essence
Metro Vancouver is VITAL

Vital Work
• Water
• Regional Parks
• Solid Waste
• Liquid Waste
• Regional Planning
• Air Quality and Climate Change
• Housing
• Regional Employers Services
• Centralized Support Services¹
• Electoral Area A

Each service area sets clear metrics, targets and deliverables. We prioritize and plan activities accordingly, to consistently ensure we Deliver On Our Mission

¹Corporate Services, External Relations, Human Resources, Financial Services, Legal and Legislative Services.
Vital Work

Northwest Langley Wastewater Treatment Plant
Brand

Our brand is what people think of when they hear or see the name Metro Vancouver.

In this guide, you will find information about proper logo usage as well as information about graphic elements, tone of voice, brand colours, typefaces and applications.

Consistent use of our brand elements reinforces Metro Vancouver’s visual identity and builds awareness of our organization. Recognizing our visual identity across the many aspects of our work helps residents make connections between our services. This understanding furthers our goal to protect and strengthen our livable region.

Products that are being designed for public use or communications must go through the External Relations Department approval process. Through this process we will identify what design support is needed to ensure the visual identity for your project is being developed correctly.
Our Brand Strategy

**Consistent Logo**
Consistently used logo across all communications

**Layout**
Consistent layout and typography through all Metro Vancouver products builds awareness and reduces production time

**Campaigns**
Consistent branding visually connects campaigns back to Metro Vancouver

**Brand Hierarchy**
A visual organization system for Metro Vancouver’s parent brand and its services

**Brand Recognition**
Standardized visual language increases recognition across our services
Logo

Our logo is composed of three elements:

<table>
<thead>
<tr>
<th>WORDMARK</th>
<th>metrovancouver</th>
</tr>
</thead>
<tbody>
<tr>
<td>SYMBOL</td>
<td><img src="symbol.png" alt="Symbol" /></td>
</tr>
<tr>
<td>TAGLINE</td>
<td>SERVICES AND SOLUTIONS FOR A LIVABLE REGION</td>
</tr>
</tbody>
</table>

The first version of our current logo was created in 2005 when we were the Greater Vancouver Regional District. Since then, it has undergone a number of revisions.

The primary element of our branding is the wordmark. Our wordmark provides a simple, yet strong, visual symbol of our organization. It can be easily reversed and stands out in a cluttered visual environment.

The symbol depicts the land, air and water we work so hard to protect and enhance and reflects the corporate colours.

The symbol is always used in conjunction with our tagline. Together they are called the ‘tagline signature.’

Developing branded material will nearly always involve our design team. In cases where a logo needs to be used without design team input the ‘locked logo’ should be used.

<table>
<thead>
<tr>
<th>LOCKED LOGO</th>
<th>metrovancouver</th>
</tr>
</thead>
<tbody>
<tr>
<td>SERVICES AND SOLUTIONS FOR A LIVABLE REGION</td>
<td></td>
</tr>
</tbody>
</table>
Together we Make Our Region Strong is the core idea and primary message, “Together” and “Strong” being the essence, “Strength” being our primary objective (the take-home message).
In 2020 we added a secondary tagline ‘together we make our region strong’ and at the 2021 PNE debuted a badge version of the tagline to communicate the ethic of collaboration and the goal of resilience that are the foundation of all our work.

This tagline is used for communications materials for the general public and in contexts where there is an element of collaboration or cooperation in the communications material it is applied to.

Visually the primary logo is always the wordmark which carries the Metro Vancouver brand across all of our products.

Depending on the context the TWMORS lockup or badge will be applied to most public facing materials.

The ‘services and solutions’ lockup is used for corporate products such as management plans or inter-governmental communications.
Colour Palette

We have developed an extended colour palette that builds on our sub-brand colours. It offers a full spectrum of selected colours for use with the Metro Vancouver brand.

The ring, highlighted in white on the colour wheel, indicates the Sub-brand Core Palette. This set of colours, is “hue restricted” and will be used for identifying a specific service area. The other shades that are slightly darker or slightly lighter are considered “open use” as a secondary palette. Please inquire with the design team for more detailed information.
Brand Themes and Visual Hierarchy

Neutral Brand Theme
At the Corporate level our visual identity comprises our wordmark and tagline signature. Depending on the application these may appear as two separate elements on the page or as a single lockup.

Corporate Level Theme
The Corporate colour palette uses the blues and greens from our symbol.
Corporate Theme

Lorem Ipsum
Dolor Sit Amet
December 00 & 00, 2017
Site Detail Sub-head

Lorem Ipsum Dolor
2017

Board Strategic Planning Workshop
February 24 & 25, 2017
Harrison Hot Springs Resort

Caring for the Air
2017
Corporate Theme
SERVICES AND SOLUTIONS FOR A LIVABLE REGION

Leadership

Regional

Providing


Service Level Theme

In order to reflect the diversity of our work we have developed sub-branding for our services. Application of this sub-brand depends on the circumstances but will be evident in publications such as management plans. Generally for more public-oriented communications we will use the Metro Vancouver parent brand.

For the sub-brand the service area is incorporated into the wordmark as a header. Typically the tagline signature will appear as a separate element on the bottom of the publication. The decision to sub-brand a particular product will be made on a case-by-case basis and is decided as part of the External Relations Department approval process.
Campaigns

Campaigns incorporate the Metro Vancouver wordmark into the creative. The preferred location is upper-left corner and the wordmark can be used in black or reverse.
To keep your apples fresh for longer, store them in a loosely sealed bag in your fridge. 

LoveFoodHateWaste.ca

The only things that are okay to flush down the toilet are pee, poo and toilet paper. Anything else wreaks havoc on our sewer system. Find out why:

WIPES  ·  PAPER TOWELS  ·  MEDICATIONS  ·  HAIR TAMPONS + APPLICATORS  ·  FLOSS  ·  CONDOMS

DON'T FLUSH US!

Campaign Posters

Social Media
To keep your apples fresh for longer, store them in a loosely sealed bag in your fridge.

LoveFoodHateWaste.ca

unflushables.ca

The only things that are okay to flush down the toilet are pee, poo and toilet paper. Anything else wreaks havoc on our sewer system. Find out why:

WIPES  ·  PAPER TOWELS  ·  MEDICATIONS  ·  HAIR TAMPONS + APPLICATORS  ·  FLOSS  ·  CONDOMS

DON'TFLUSH US!
Every year Metro Vancouver creates hundreds of presentations on almost every aspect of our organization. These presentations play a big role in building an impression of our organization.

The PowerPoint template is designed to provide a consistent look and feel to presentations about Metro Vancouver services and solutions. It is updated on a regular basis with new corporate slides and refinements.

The template is in 16:9 format with a grey background and has been designed to work in a wide variety of conditions.

A collection of slide layouts and corporate slides come with the template. The base structure of the template allows for customization.

PowerPoints are developed by the presenter and then go through a review and, if necessary, a revision process by the External Relations Department design team. Requests for graphics should be made in advance of the PowerPoint review process; this includes adapting Excel graphs or spreadsheet data.
Photography

The framework for our visual identity rests upon a few standard elements that are displayed in a consistent manner across all our communications materials.

The logo.

The sub-brand.

The tagline.

These elements ensure that people can see that our various services are connected.

The diversity of our services is portrayed through photography. The photos we choose should reflect the dynamic, forward looking and vital characteristics of our organization.

As a general rule we avoid using stock photography. By stock photography we mean staged shots that are used to illustrate general concepts such as ‘people working together’ or ‘enthusiasm.’

Photographs used in our publications and presentations should be authentic and depict our services, our employees and our infrastructure.

Choose high-resolution photos that are well composed and professional but always choose authentic content over generic stock shots.

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

For example:

- Belcarra Regional Park
- UV Treatment Unit, Coquitlam Water Treatment Plant
**Don’t**

Use generic photography that is too posed or trendy in tone.

**Do**

Use strong photos that illustrate our services or employees.
Tone of Voice

Tone of voice isn’t what we say but how we say it. It’s the language we use, the way we construct sentences, the sound of our words and the personality we communicate.

Metro Vancouver communicates across a wide range of mediums from social media posts to management plans. Each medium has its own unique demands and the tone of voice changes to fit.

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.

There are some key aspects to the tone of our communications that are constant.

We are:

**clear** - we define clear goals and get things done to a consistently high standard.

**factual** - we are an evidence-based organization that strives to be as accurate and informed as possible.

**optimistic** - we believe that we can find solutions to the challenges facing us as a region

**inclusive** - we believe collaboration makes us stronger and makes our decisions better.
Personality

It may seem strange to think of an organization as having a personality but every major brand carries a set of associations that can be called their ‘personality.’ It can be useful to think of our personality as we develop different communications. There are three different aspects to the work we do that lead to three different personality types.

When we think about and plan for the future we are VISIONARIES

When we define clear goals and get things done to a consistently high standard, we are MAKERS

When we reflect and collaborate with others to generate ideas and solutions we are CONNECTORS
Places to apply tone of voice.

Each of the examples below employs a distinct tone of voice and they all share the same core values of clarity, optimism, accuracy and inclusivity. Consider your audience when choosing a tone of voice.

Publications

Formal, concise, detailed and as clear and easy to understand as possible.

Presentations

The PowerPoint template creates a standard for the organization and will help shape the visual aspect of your presentation. Your own personal style will shape your tone of voice. Remember to consider your audience.

Management Plans

Formal documents where the more visionary aspects of our personality comes through. Clarity of language is essential.

Social Media

A less formal, friendly tone of voice. Social media allows for more playful, enthusiastic language at times, but it is always accurate and informed.

Media Releases

Precise, straightforward language that connects actions to Metro Vancouver goals and objectives.