

June 2024

Brand Guide

Designed by  **KIMBODESIGN**®

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ES **OUR**
QUIMALT
a coastal connection

Esquimalt epitomizes the essence of a connected community and creates a sense of belonging for all who call Esquimalt home.



FULL LOGOTYPE _____

Brand Name



Tagline

LOGO VERSIONS _____



LOGO SIZE _____

Large Version



Width= 80 mm

Standard Version



Width= 30 mm

Small Version



Width= 15 mm

Large Version



Width= 80 mm

Standard Version



Width= 30 mm

Small Version



Width= 15 mm

COLOUR _____

Vibrant, bright, energetic colours create a visual identity that is both memorable and eye-catching.



HEX #201b51



HEX #70cddd



HEX #757576



HEX #df598c



HEX #f48a21



HEX #da3171

04. DESIGN ELEMENTS

The design elements for the "Our Esquimalt" brand were meticulously crafted to highlight and enhance the township's unique qualities.

These elements work together to create a cohesive and compelling visual identity that not only stands out but also resonates deeply with residents and visitors.



05. DESIGN ELEMENTS APPLICATION



04. LOGO LOCK-UP



05. THANK YOU



Thank you for taking the time to familiarize yourself with the Our Esquimalt brand. These guidelines cover all the basics you need to know about applying our positioning, identity and visual platform.