

Large Version

02. CONSTRUCTION

ES QUIMALT a coastal connection



Width= 80 mm

Width= 30 mm

Width= 15 mm

Large Version

Standard Version

Small Version







Width= 80 mm

Width= 30 mm

Width= 15 mm

COLOUR \_\_\_\_\_

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

COLOUR

HEX #201b51

HEX #70cddd



HEX #757576



HEX #df598c



HEX #f48a21

HEX #da3171



LOGO VERSIONS ——————











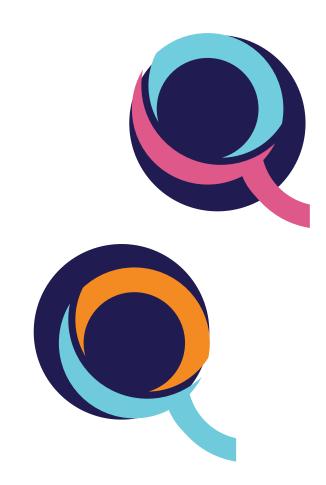






The design elements for the "Our Esquimalt" brand were meticulously crafted to highlight and enhance the township's unique qualities.

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









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.