

**COWICHAN**



# *Welcome to the* Cowichan brand guidelines

These guidelines are just that, a guide. Not rules in place to undermine or restrict creative ambition, but a guide to help create visual and tonal consistency across everything we do, and empower everyone that uses them. On these pages, we will attempt to show you what makes Cowichan special and give you the tools to articulate and express our brand in daily work on the road to success.





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# Who *we* are

Our people and their friendly welcome. A climate that's unseasonably temperate. Authentic artisan crafts and exceptional local produce. All these reasons, and many more besides make Cowichan, Cowichan.

An open-armed embrace and warm smile welcomes every visitor. Sharing what's ours comes naturally, in fact we take great pride in it - not just what we make and grow, but our land, water and mountains; our heritage, quirkiness and optimism.

There's an honest, open pride in the air. We are proud, in an understated way, of our individual communities and how their diverse character shapes an entire region. Visitors take pride in standing out from the crowd, trying something different and being rewarded by something more.

And quite often, 'something more' is actually something simpler, analogue and more straightforward. It's genuine and intuitive - an approach to life enjoyed by all our communities. For real. Every day. It's not a marketing gimmick or a profit-driven privileged premium. You don't have to pay extra for this sort of simplicity, you only have to turn up. Just go with the flow to experience a different world and a refreshing point of view. Stepping back to a way of life that is honest, trustworthy and naturally beautiful is lifeaffirming and life-changing.

**It's a welcome return to simple.**







BRAND POSITIONING

Warm hearts.  
Open arms.  
Simple pleasures.





# Generosity *Tourism*

We all know about beach tourism, agritourism, cultural tourism and adventure tourism. Those sorts of trips and breaks are available in Cowichan. Trouble is, they are also available everywhere else. So, we need a differentiator - something that people recognize as a distinctive, extra ingredient that adds value and pleasure to their trip.

Generous spirit is everywhere in Cowichan. The people love sharing their region with newcomers (and regulars) and they do that by sharing their lives, their stories, and their homes, not to mention the stuff they make and grow.



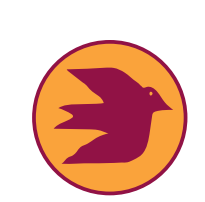


# *Our story*

In Cowichan, warmth isn't only measured with a thermometer. It's our friendly welcome. A heartfelt smile, a wave, A 'how you doing?' asked and actually meant. Our warmth is authentic. It comes from deep within because it's who we are. And we share it, generously.







Proud custodians of an unspoilt land.

Makers who make for the love of it, not for the sell of it. Growers with dirt under our finger nails. The tractor driver out in the field who also happens to be the company CEO.

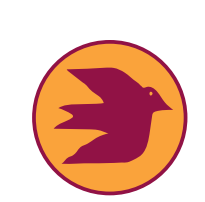




Our warmth is so unexpected it's life-affirming. And sometimes life-changing. A less-travelled road happily discovered by the lucky few. It takes them away from the stress of modernity and the constant artifice of lives lived online.

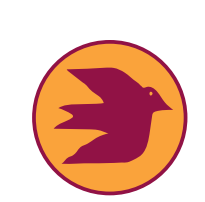






If you find yourself racing full tilt to keep up with life, pausing or even taking a step back may be just what you need. You'll be surprised just how far forward you can see after a day or two standing still. All our visitors come to realise that a life requiring constant pursuit is perhaps a life not worth pursuing.





Everything about this is real.  
Panoramas that require no filter.  
Local, handmade artisan craft made  
right here by artisans; farmers'  
markets with actual farmers; men-  
us populated with ingredients grown  
by our population; everything made  
more meaningful by where and how  
it's made. And who made it. So, please  
take a moment to yourself, with us.



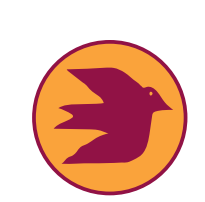




Feel the warmth of our sun on your back  
and the warmth of our people in your  
heart.

You're welcome.





# Our values



## Warm

Open, friendly and welcoming



## Authentic

Genuine, trustworthy and true



## Original

Unspoiled, unique and a proud heritage



## Unexpected

Creative, quirky and astonishing







# Tone of voice



## Heartfelt

We are custodians of a beautiful land and an organic part of its landscape. So, we write from the heart to show how much we care. It's passionate, believable and inspiring.



## Grounded

We never take what we have for granted. It keeps us grounded and ensures our language is simple, open and packed with humility. We don't talk big, we talk true.



## Quirky

Our region is home to many different cultures and communities, each with its own quirks and personality. We reflect this in our language with quirky ideas and unexpected turns of phrase. It's charm, with a twist.





# Brand messaging

- Because everything we do comes from our heart, it will stay in yours forever.
- A simple cure for modern life.
- Welcome to the most down to earth place on Earth.
- We can't promise it'll be sunny, but we can guarantee it'll be warm.
- Our wine doesn't just come from our grapes and our soil, it also comes straight from our heart.
- Not been before?  
Don't worry, we've kept it warm for you.





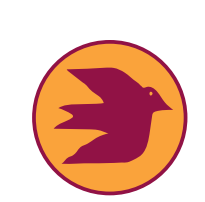


# Brand messaging

- Take a moment to yourself. With us.
- Feel the warmth of our sun on your back.  
And the warmth of our welcome in your heart.
- Home is where your heart is.  
Until you've visited Cowichan.
- Easy come, not so easy go.
- A welcome return to simple.
- Warm hearts and open arms.
- Where happiness lives.







# Brand messaging

- Less travelled. More loved.
- Go with the slow.
- Life, untangled.
- Small town charm, big warm welcome.

For fun.  
For adventure.  
For real.

For great food.  
For good times.  
For real.

For relaxing.  
For exciting.  
For real.

For biking.  
For skiing.  
For real.

For space.  
For tranquility.  
For real.

For world class wine.  
For locally grown food.  
For real.







# Primary logo

Our wordmark is the cornerstone of our brand and represents us at the highest level. It serves as a signature, an identifier, and a symbol of quality. As such, it should always remain the most consistent component in all of our communications.

**COWICHAN**





# Logo construction

Grid size: 13x3

COWICHAN



# Logo parameters

## Area of noninterference

To ensure the right amount of breathing space around the Cowichan wordmark, we recommend taking the letter “C” and rotating it around the wordmark. The more space we give our logo, the greater the visibility.



Example of logo with applied area of noninterference:





# Logo parameters

## Minimum size

The Cowichan wordmark has been designed to reproduce at a minimum of .75” wide. On the web the minimum size of the logo is 75 pixels wide. There is no maximum reproduction size of the logo. When scaling for digital applications, pixelation should be avoided to maintain legibility.

GRID SCALE 2:1

.25” .50” .75” 1.00” 1.25” 1.50” 1.75” 2.00” 2.25” 2.50” 2.75” 3.00”

COWICHAN



COWICHAN



COWICHAN



COWICHAN



.75” and 75 pixels wide

COWICHAN



COWICHAN



COWICHAN



# Misuse of logo

It is essential to maintain the integrity of our wordmark in order to ensure that it remains a strong representation of our brand. Therefore, our wordmark should never be modified or added to, nor should it ever be redrawn or altered in any way. It is important to only reproduce the logo from the artwork and files that have been provided.

Additionally, it is important to consider the placement of our wordmark in any design. The logo should never be placed over a busy image, as this can detract from its legibility and impact. By taking these precautions, we can ensure that our wordmark remains a consistent and recognizable symbol of our brand.



**Unacceptable:**

Do not stretch, condense, or skew.

COWICHAN



**Unacceptable:**

Altered size of elements.

COWICHAN



**Unacceptable:**

Wordmark with outline of any thickness and colour.

COWICHAN



**Unacceptable:**

Incorrect colors. Logo must be reproduced in the correct brand colours.

COWICHAN



**Unacceptable:**

Additonal effects, including shadows, glows and blurs.

COWICHAN



# Correct use of logo

**COWICHAN**



**COWICHAN**



**COWICHAN**



**COWICHAN**





# Correct use of logo

On monochromatic print and digital

**COWICHAN**



**COWICHAN**





# Correct use of logo

When using the default Cowichan logo, it is acceptable to utilize our brand colors to enhance its visual appeal. While it is preferred that our wordmark is displayed on its own, there may be instances where a busy background requires a different approach.

In such cases, we recommend utilizing a rectangular panel consisting of our brand colors to ensure that our logo remains visible and legible. This will help to maintain the visual impact of our logo while ensuring that it is effectively integrated into any design.

By using our brand colors in conjunction with our default Cowichan logo, we can create a consistent and recognizable visual identity that effectively represents our brand in a variety of contexts.





# Secondary logo version

Our wordmark has another version that displays the full name in two rows which is best used internally. It’s important to note that this version should only be used on surfaces with enough space to properly showcase it. Using this version on a surface that is too small may result in issues with readability. The area of noninterference for the secondary version is the same as the primary logo. Therefore, all the rules and guidelines for using the primary logo also apply to the secondary version.



Minimum size



1” and 105 pixels wide





# Logo with tagline

## Primary version

In order to promote our tagline, “Warm your heart in Cowichan,” we offer a special version of our logo that includes the tagline. However, it is important to ensure that there is enough space in the design to properly display the logo. If there are any doubts that the design may be too small or difficult to read, it is recommended to use the primary version of the logo instead.

Warm your heart in  
**COWICHAN**

Minimum size

Warm your heart in  
**COWICHAN**

1” and 105 pixels wide



# Logo with tagline

## Secondary versions

In order to promote our tagline, “Warm your heart in Cowichan,” we offer secondary versions of our logo that includes the tagline that can be applied in different marketing scenarios. It’s important to ensure that there is enough space in the design to properly display the logo. If there are any doubts that the design may be too small or difficult to read, it is recommended to use the primary version of the logo instead.

Warm  
*your*  
heart in  
**COWICHAN**

Warm your heart in **COWICHAN**



# Colour palette

Color is a critical element in shaping the Tourism Cowichan brand as it sets the tone and mood of various design components such as graphics, typography, and photography. Our brand’s color palette consists of a diverse range of warm and natural hues carefully chosen to create an appealing visual representation of Cowichan as a friendly and welcoming destination.

Our palette comprises 12 shades, with dark purple, cream, green, and yellow serving as our primary colors. The other eight shades are complementary colors that complement and enhance our primary hues.

<div>PINOT</div> <div>PANTONE P 1955 C</div> <div>R 145 G 18 B 68</div> <div>C 28 M 100 Y 44 K 30</div> <div>Hex: #911244</div>	<div>COAST</div> <div>PANTONE P 7527 U</div> <div>R 229 G 220 B 202</div> <div>C 12 M 12 Y 23 K 0</div> <div>Hex: #e5dcca</div>	<div>R 255 G 255 B 255</div> <div>C O M O Y O K O</div> <div>Hex: #ffffff</div> <div><div>PANTONE P BLACK 6 C</div><div>R 35 G 31 B 32</div><div>C 72 M 67 Y 59 K 79</div><div>Hex: #231f20</div></div>	<div>WATER</div> <div>PANTONE P 103-15 C</div> <div>R 32 G 58 B 117</div> <div>C 100 M 83 Y 25 K 9</div> <div>Hex: #203a75</div>
			<div>HARVEST</div> <div>PANTONE P 7416 C</div> <div>R 240 G 104 B 76</div> <div>C 0 M 70 Y 69 K 0</div> <div>Hex: #f0684c</div>
			<div>SOIL</div> <div>PANTONE P 4975 C</div> <div>R 62 G 20 B 19</div> <div>C 47 M 87 Y 70 K 76</div> <div>Hex: #3e1413</div>
<div>FOREST</div> <div>PANTONE P 627 C</div> <div>R 3 G 51 B 33</div> <div>C 92 M 50 Y 83 K 67</div> <div>Hex: #033321</div>	<div>SUNSHINE</div> <div>PANTONE P 804 C</div> <div>R 250 G 162 B 59</div> <div>C 0 M 44 Y 81 K 0</div> <div>Hex: #faa23b</div>	<div>DUSK</div> <div>PANTONE P 67-1 C</div> <div>R 204 G 167 B 170</div> <div>C 20 M 37 Y 25 K 4</div> <td><div>SALMON</div><div>PANTONE P 485 U</div><div>R 209 G 74 B 67</div><div>C 13 M 81 Y 71 K 3</div><div>Hex: #d14a43</div></td>	<div>SALMON</div> <div>PANTONE P 485 U</div> <div>R 209 G 74 B 67</div> <div>C 13 M 81 Y 71 K 3</div> <div>Hex: #d14a43</div>
			<div>PASSION</div> <div>PANTONE P 53-8 C</div> <div>R 192 G 32 B 48</div> <div>C 17 M 98 Y 79 K 7</div> <div>Hex: #c02030</div>



# Colour pairing suggestions

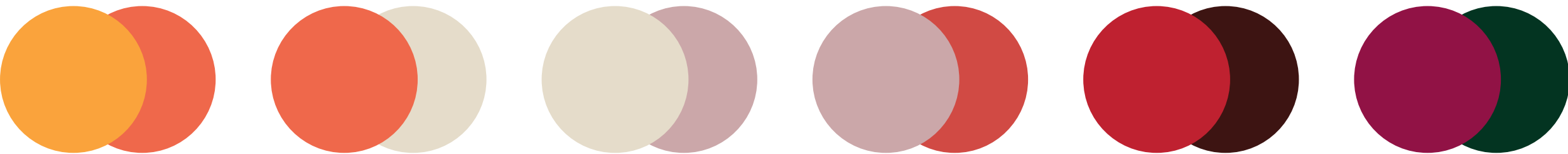
When developing designs for our brand, it is essential to utilize our brand colors in a way that effectively represents our visual identity. We recommend using our brand colors in the pairings that have been specifically designed to complement one another and create a cohesive look and feel.

By utilizing these specific color pairings, we can create designs that are visually appealing, impactful, and representative of our brand. It is important to note that deviating from these specific color pairings may result in designs that do not effectively represent our brand and may cause confusion among our audience.

HIGH  
CONTRAST



LOW  
CONTRAST





# Typography

## Headline typeface

The use and design of printed and digital type is a crucial element in ensuring consistency across all communication materials. It is important to choose a typeface that effectively represents our brand identity and resonates with our target audience.

To this end, we have identified GT Alpina Fine as the preferred leading type family for Tourism Cowichan taglines, headlines, and subheadlines, both in printed materials and digital formats. This font is a perfect blend of sophistication and playfulness, thanks to its classy yet fun display serif style.

In fact, the creators of GT Alpina Fine describe it as a meticulously crafted font family that expertly merges distinct shapes with a practical execution. By using GT Alpina Fine consistently across our communication materials, we can establish a clear and recognizable visual identity that effectively represents our brand.

## GT Alpina Fine

THIN

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

LIGHT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

REGULAR

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

MEDIUM

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

BOLD

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789



# Typography

## Paragraph typeface

When it comes to selecting a secondary typeface for all paragraph text in our print and web materials, we have identified Halyard Display as our preferred font. This grotesque sans-serif font strikes the perfect balance between familiarity and uniqueness, making it a great choice for representing our brand identity.

Halyard Display boasts a robust and lively design, which allows it to be used effectively at any size. Its versatility makes it a great option for a variety of communication materials, both in print and digital formats.

Overall, Halyard Display is an excellent secondary typeface that perfectly complements our primary typeface, GT Alpina Fine. By using Halyard Display consistently across our paragraph text, we can create a cohesive and visually appealing design that effectively represents our brand.

## Halyard Display

### EXTRALIGHT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### LIGHT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### BOOK

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### REGULAR

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### MEDIUM

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### SEMIBOLD

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### BOLD

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### BLACK

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789





# Typography

## Website typeface

To maintain consistency in our website design, we have identified Freight Pro as our preferred typeface for headlines. This font boasts a similar structure and overall characteristics to our primary headline font, GT Alpina

As Freight Pro is part of the Adobe Fonts family, it is easily accessible and comfortable to use in website design. This font is perfect for creating bold and impactful headlines that effectively capture our audience’s attention.

Overall, by using Freight Pro consistently for our website headlines, we can create a cohesive and visually appealing design that effectively represents our brand identity.

## Freight Pro

### LIGHT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### BOOK

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### MEDIUM

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### SEMIBOLD

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### BOLD

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### BLACK

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789



# Photography style

## Ground rules for selecting photos

A single well-captured photograph can convey more meaning than a thousand words. However, there are numerous techniques and styles to produce a great photo. When it comes to promoting Tourism Cowichan, it is essential to select photos that align with our brand's visual identity.

To ensure visual and communicative consistency, it is important to adhere to the following guidelines when choosing photos to represent our brand. Only select photos that meet our brand's visual assumptions, and that align with our overall aesthetic. By following these guidelines, we can maintain a visually cohesive and compelling brand identity.

Need more details on that? Ask for our  
**Brand photography Art Direction**



Both landscape and portrait oriented photographs are welcome. Feel free to mix them to achieve best results.



Make sure that the photographs capture real life. No overtly posed or inauthentically happy expressions. Focus on emotions and beauty of the moments.



Unexpected, creative and original shots are highly appreciated.



Keywords for the successful selection are: nature, warmth, passion, openness.





# Photography style

## Ground rules for making photos

We highly recommend organizing a photo shoot to capture promotional subjects, events, or places in the brand’s style. It’s crucial to ensure that all photos are taken by professional photographers who adhere to the principles of photography. Additionally, we require high-resolution, 8-bit TIFF or JPG files for all materials, and precise location information for each photograph should be included.

By organizing a photo shoot, we can ensure that our promotional materials feature high-quality, visually engaging images that accurately represent our brand. Professional photographers have the expertise and knowledge to capture the desired aesthetic, resulting in cohesive and visually consistent brand imagery.

Need more details on that? Ask for our  
**Brand photography Art Direction**

- ✓ Photographs should be rich, rootsy, moody and earthy tones that bring to life the connection between artisan producers, the land, and heritage
- ✓ Desired themes includes: environment, local traditions, food, crafts and anything that covers genuine and heartfelt vibe of the region.
- ✓ Unexpected, creative and original shots are highly appreciated.
- ✓ It should feel natural, organic, and authentic.





# Photography style

Examples of suitable photographs

Need more details on that? Ask for our **Brand photography Art Direction**







# Brand elements

## Illustrations / icons

We love our set of 24 hand-drawn icons that capture the essence of the Cowichan landscape. These icons are versatile and can be used as both subtle graphics and full-size illustrations to enhance any promotional materials. They can be used in a variety of the brand’s colors or as clipping masks for photographs.

We encourage you to explore the creative ways these icons can be applied to your promotional materials. You can find examples of their use on the next page or in the “BRAND IN USE” section. By incorporating these icons, you can add depth and character to your designs while maintaining the visual consistency of the Cowichan brand.





# Brand elements

## Rounded patches





# Brand elements

## Flags

Tourism Cowichan has two flags designed to complement its brand. It's important to use these brand elements wisely and consistently, as this will enhance the brand's coherence and improve recognition.





# Brand elements

Rectangular patches



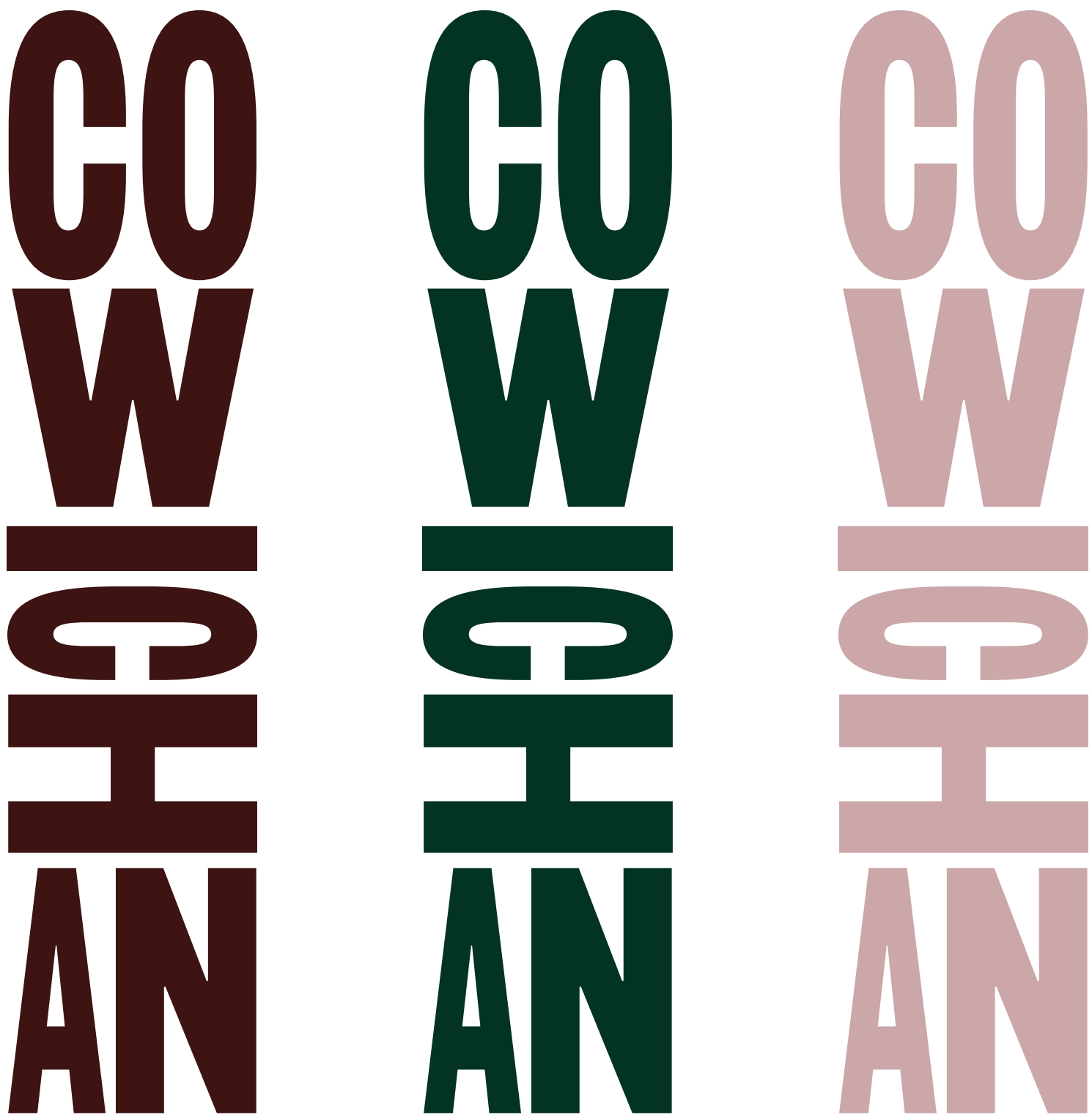


# Brand elements

## Stacked logo graphic

Please note that our stacked logo graphic is not intended to be used on its own as a standalone logo. Rather, it should be used as a supporting graphic or as an additional embellishment when the primary logo is also visible.

The stacked logo graphic serves as a supplementary visual element to the primary logo and should not be used as a replacement for it. When incorporating the stacked logo graphic into your designs, it is important to ensure that it complements and reinforces the visual identity of the Cowichan brand.



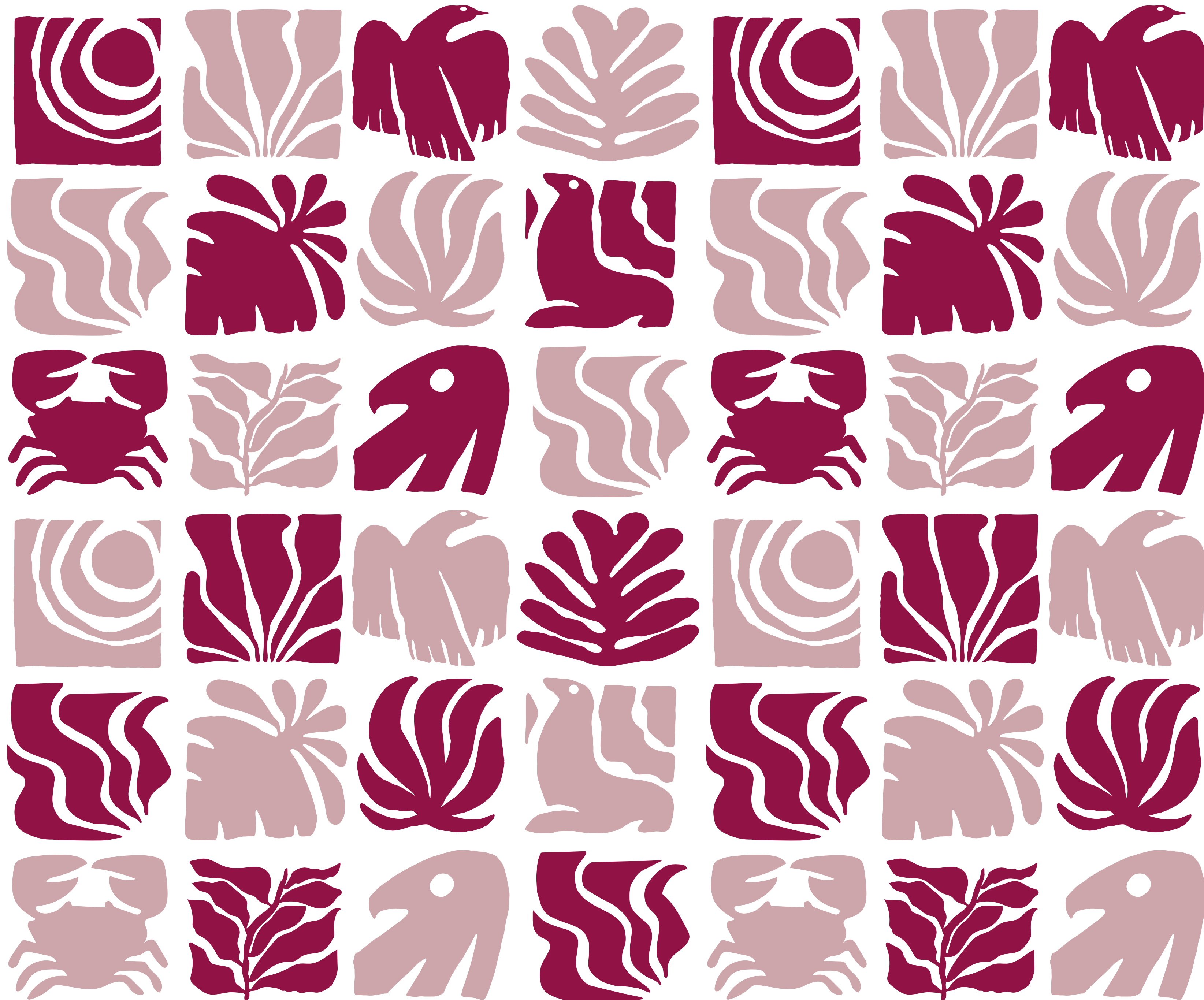
AVAILABLE IN ALL COLOUR OPTIONS:







# Pattern







# Brand elements

## Different ways to use illustrations

- TOP LEFT - subtle icon / decoration
- MIDDLE TOP - clipping mask for an image
- BOTTOM LEFT - on top on photograph, image or solid background
- MIDDLE BOTTOM - subtle watermark
- TOP RIGHT - background border with image
- BOTTOM RIGHT - bullet point icons



























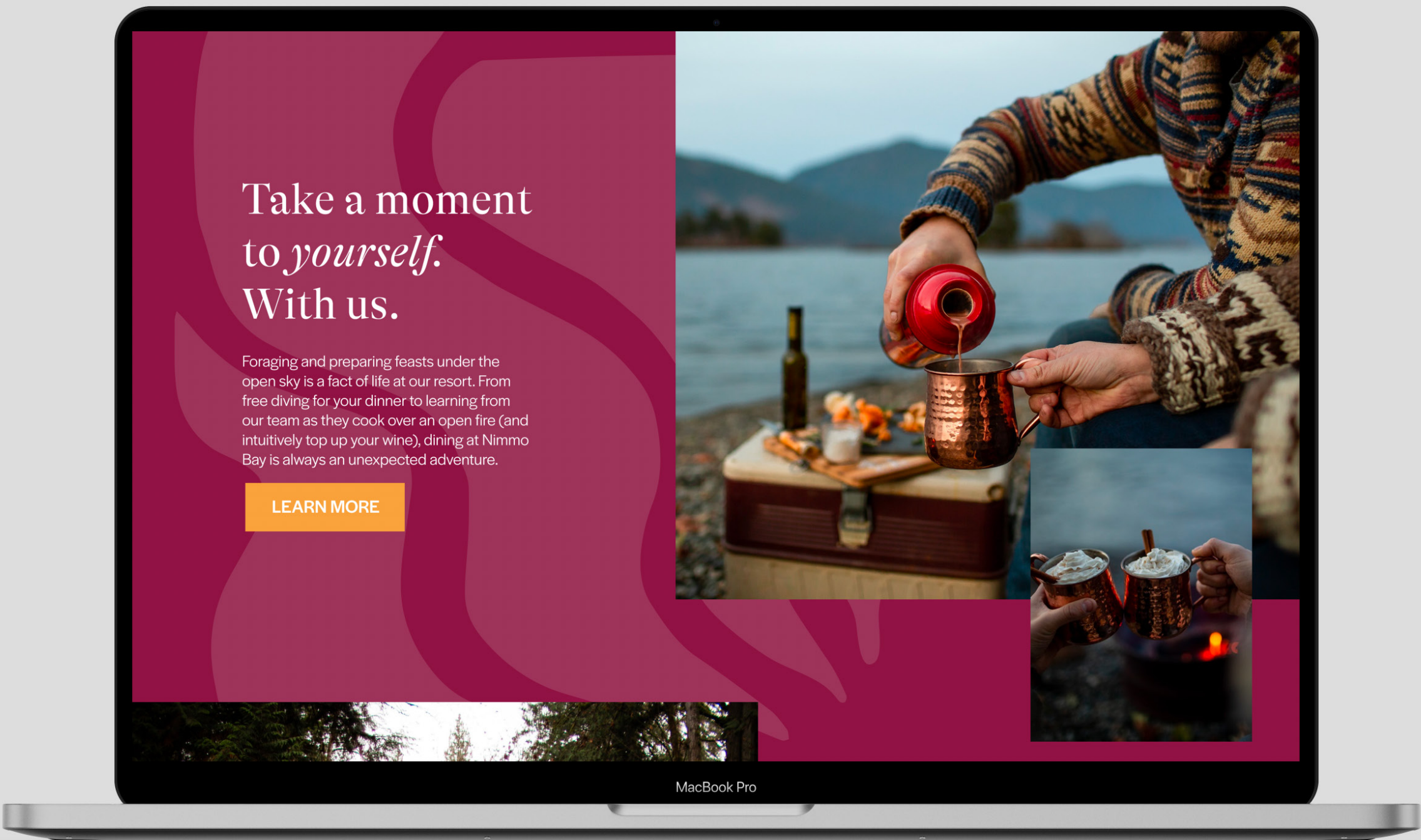
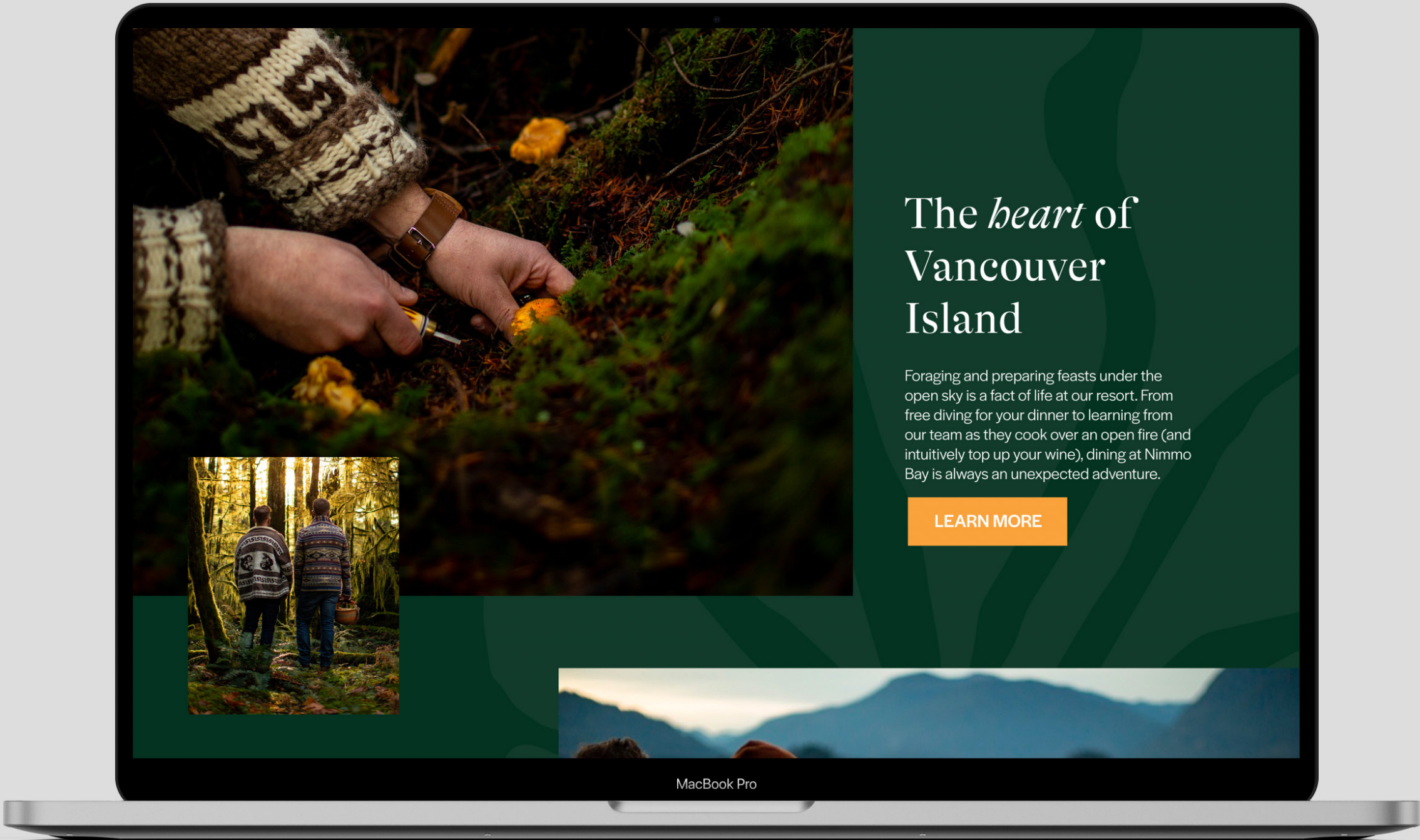
















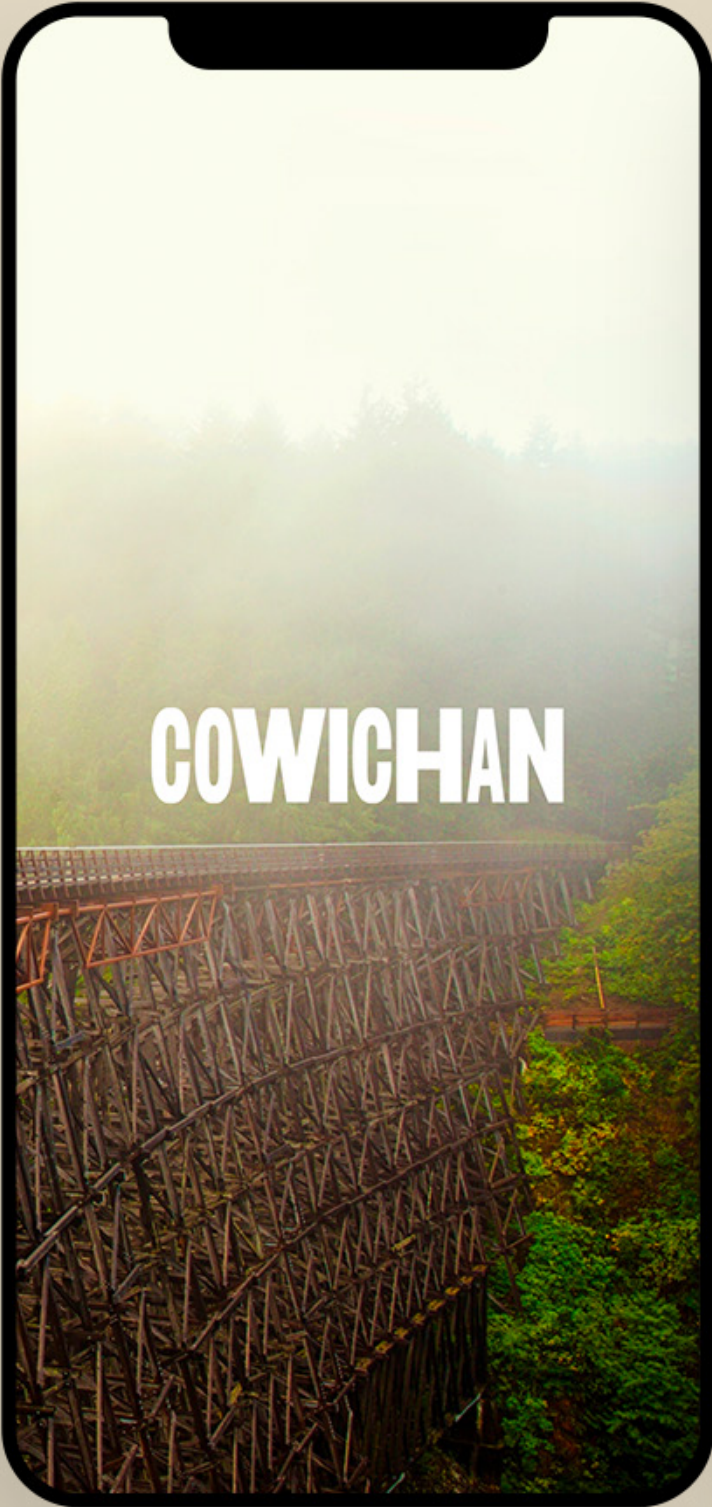
Brand in use























**[www.tourismcowichan.com](http://www.tourismcowichan.com)**

Our Tourism Cowichan Guidelines document is an internal resource that is intended to provide you with the basic tools and rules for the appropriate use of the visual elements that create our Tourism Cowichan brand identity.

Questions? Please contact:  
[info@tourismcowichan.com](mailto:info@tourismcowichan.com)



Branding and document  
created by Loki Creative  
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[weareloki.com](http://weareloki.com)

**COWICHAN**