COAST SMART

respect the ocean

Brand Identity Guidelines

CoastSmart Brand

BRAND RESEARCH

The development of a brand strategy was initiated in July 2016 to link the pilot project goals, the local stakeholders' goals, and international best practices in water safety branding. The brand development process was designed to ensure that objective and research-based direction and decision making would guide the development and design of the CoastSmart identity and how it would ultimately be expressed – its brand.

The process considered the following:

- What is CoastSmart's unique purpose?
- How will this unique purpose be fulfilled (what are the reasons to believe in it)?
- Who are CoastSmart's primary and secondary target audiences?
- What are the target audiences' needs / desires that the CoastSmart brand must consider and appeal to?
- What is the desired brand personality / tone?
- What is the communication environment within which the CoastSmart brand will be viewed and interpreted?
- How must the CoastSmart brand allow for brand extensions or sub-brands within it?
- How can the brand support development of a brand narrative and stories?

To answer these questions, the communication consultants completed a review of related literature providing critical insight and perspective into best practices and insight in the target audiences. In addition, the stakeholder consultation identified appropriate brand strategies, alliances, barriers, opportunities and tone.

Ultimately, the biggest challenge in branding CoastSmart for this pilot project is one of balance.

Balance between:

- The tourism message and the safety message.
- The local focus and the national implementation.
- Owning the safety message and supporting others in delivering it.
- The calm of a clear ocean day and the underlying chaos of the hazards.
- The lure of risk and the reality of danger.
- Planning for holidays from afar and the spontaneity of the moment when there.
- Expectations of a manageable water experience and the unpredictability of the ocean.
- The cool-factor of Tofino and Ucluelet, and the undesirability of injury and death.

CoastSmart Brand

Taking these challenges and all the research into consideration, the following brand strategies and personality / tone were identified.

BRAND STRATEGIES

1. Fresh, contemporary brand that fits the local context but is adaptable for roll-out in other locations.

2. Brand colours need to consider international site signage palette.

3. Clear messaging and calls-to-action that are easy to understand.

4. Must support local stakeholders' brand promises and campaigns.

   - Stakeholders need to trust the CoastSmart brand

   - CoastSmart brand is supplementary to stakeholder brands – cannot compete visually

   - Logo should look like a "stamp" of achievement or approval and, over time, should be easily recognized

   - Brand needs to be easily integrated into stakeholder marketing efforts

BRAND TONE AND PRIMARY KEY MESSAGES

Local stakeholders were surveyed on their opinions on brand tone and main key message. The majority of respondents answered this open ended question with thoughtful responses as indicated in the following word cloud. The larger fonts represent words that were used more frequently in the answer; the smaller the font, the less often it was used.

Building on this feedback from locals as well as the review of branding best practices in international water and beach safety, the CoastSmart tone and personality is recommended to be serious, respectful, bold, and edgy.

The CoastSmart brand needs to convey something the audience wants to become. It needs to appeal to the audience's desire of what they can achieve, of what they can "be".

WORD CLOUD GENERATED FROM STAKEHOLDER SURVEY IN RESPONSE TO QUESTION

"what is the most important tone and key message for CoastSmart to deliver?"

The larger fonts represent words that were used more frequently in the answer.

COASTSMART BRAND TONE / PERSONALITY

Serious, respectful, bold, edgy

COASTSMART TAGLINE

Respect the Ocean

COASTSMART CALLS-TO-ACTION

Know before you go near the water

Be CoastSmart. Find out how at www.CoastSmart.ca

The Logo

full colour version

full colour version with URL

The CoastSmart logo has been designed to work as a complement to stakeholder brands and act as a stamp of approval which is visually recognizable over time.

Emphasizing the "Smart" in CoastSmart and using a stylized A that is reflective of the international triangle hazard symbol, the logo and tagline combination visually reinforces the importance of being intelligent about coastal hazards and respecting the power of the ocean.

Clearspace

To ensure that the CoastSmart logo is clearly visible in all applications, always surround it with sufficient clear space (free of type, graphics, and other elements that might cause visual clutter) to maximize the recognition and impact of the brand identity.

When the logotype is used, a clear space equivalent to the height of the "C" should be maintained.
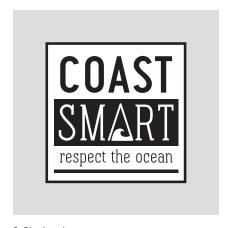
Colour Variations

1. Full colour version

The preferred colour for the CoastSmart logo is the full colour version.

In some cases, a full color logo may not be practical or possible due to limitations in printing. For these instances there are several other variations that may be used.

2. Black only

3. Reversed

Colour Palette

Slate Blue

Process
C:91 M:69 Y:47 K:39

Spot
Pantone 7546 C

Online
R:44 G:62 B:80
#2c3e50

Bright Teal

Process
C:94 M:4 Y:33 K:0

Spot
Pantone 7466 C

Online
R:49 G:166 B:178
#31a6b2

ISO Yellow

Process
C:0 M:28 Y:86 K:0

Spot
Pantone 136 C

Online
R:237 G:188 B:75
#edbc4b

Ice Blue

Process
C:6 M:2 Y:3 K:0

Spot
Pantone 656 C

Online
R:236 G:240 B:241
#ecf0f1

A distinctive colour palette defines the CoastSmart brand. Slate Blue provides an anchor for the supporting colours while a stark white exists to complement the palette.

The palette may be expanded by using tints of the main colours. An emphasis on the use of the blue tones is preferable as it supports the association with the ocean and water.

The ISO yellow should only be used as an accent.

Typography

Print

Headlines Pekora Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*?(".,:")

Subheadings Pekora Slab Serif Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*?(".,:")

Subheadings Pekora Slab Serif Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*?(".,:")

Body Copy Roboto Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*?(".,:")

Body Copy Emphasis Roboto Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*?(".,:")

Typography plays a crucial role in the CoastSmart brand identity, and when used correctly allows the brand to communicate in a simple yet effective way.

Typography should be used consistently across all CoastSmart brand applications. There are several brand typefaces to choose from. The brand typefaces can be used in conjunction with one another to highlight or emphasis as well as adding impact where necessary.

CoastSmart

COASTSMART

The typed or written word "CoastSmart" should always be represented as one word, either with uppercase "C" and "S" – or in all uppercase if the situation warrants this casing – for example, in headlines that are all caps.

Typography

Web

Headlines Pathway Gothic One

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*?(".,:")

Subheadings Pathway Gothic One

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*?(".,:")

Body Copy Roboto Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*?(".,:")

Body Copy Emphasis Roboto Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*?(".,:")

The fonts chosen for web design are available as Google Fonts and should be used in all online applications of CoastSmart messaging..

Imagery

The style of the imagery used within CoastSmart tools are key elements to the brand's personality.

Stock and commissioned photos are to be editorial in perspective, reflecting a specific coastal hazard, or an experience or activity that is being witnessed by others. This editorial perspective means that subjects are not looking into the camera, but are rather engaged in the activity of choice.

Images should convey a balance of ocean conditions – portraying both rough, stormy conditions as well as calm water and beach activities. Images should support the safe interaction with coastal hazards and activities while illustrating the diversity of natural elements found in the region. Images taken at Pacific Rim locations should always be chosen over non-local images.

The colour tone of the images should support and reflect the colours in the palette – blues ranging from green tones to purple, with warm accents.