

	POLICY	No.	1.4
	VISUAL IDENTITY	Effective Date	July 14, 2026
		Revision Letter	B
		Council Approval	2026-16-03

1.0 PURPOSE

- 1.1. To establish a policy for the consistent, professional, and authorized use of the District of Fort St. James Visual Identity, including use of the District Logo, Corporate Logo, Tagline, colours, typefaces, graphic elements, and related brand assets.

2.0 SCOPE

- 2.1. This policy applies to Council, Council committees, employees, contractors, consultants, volunteers, community partners, and any third party that uses, displays, reproduces, or requests permission to use the District's Visual Identity.
- 2.2. This policy applies to all District communications.

3.0 DEFINITIONS

- 3.1. **Brand Guidelines** means the District of Fort St. James Brand Guidelines as amended from time to time in accordance with this policy.
- 3.2. **Corporate Logo** means the approved District logo used with the word "District".
- 3.3. **District** means the District of Fort St. James.
- 3.4. **Logo** means the approved Fort St. James visual mark in any approved vertical, horizontal, full colour, reverse, positive, one colour, or other approved format.
- 3.5. **Tagline** means the District's approved positioning statement, "historic and resourceful!".
- 3.6. **Visual Identity** means the complete collection of approved brand elements used to represent the District, including the logo, Corporate Logo, tagline, colours, typefaces, and graphic elements.

4.0 POLICY

- 4.1. The District's Visual Identity is a corporate asset and must be used in a consistent, professional, and authorized manner.
- 4.2. The District of Fort St. James Brand Guidelines are adopted as the District's approved visual identity standard and are attached to this policy as Schedule "A".
- 4.3. All applications of the District's Visual Identity must conform to this policy and the Brand Guidelines, including approved Logo formats, clear space, minimum size, colour use, typefaces, graphic elements, and restrictions on Logo misuse.

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- 4.4. The Corporate Logo should be used for official District business, including Council materials, Council reports, formal correspondence, and public notices.
 - 4.5. The Tagline should be used sparingly and only for promotional, tourism, marketing campaign activities, or wherever else deemed appropriate by the Chief Administrative Officer or their designate.
 - 4.6. The Logo, Corporate Logo, Tagline, colours, proportions, typefaces, and graphic elements must not be altered, distorted, recoloured, rotated, reconfigured, recreated, or placed in a manner that reduces legibility or conflicts with the Brand Guidelines.
 - 4.7. Third-party use of the District's visual identity requires prior written approval from the Chief Administrative Officer or designate. Approval may include conditions respecting purpose, format, duration, placement, acknowledgement, and compliance with the Brand Guidelines. Approval may be revoked if the use is inconsistent with this policy, the Brand Guidelines, or the interests of the District.
 - 4.8. Existing materials that do not conform to the Brand Guidelines may continue to be used until they are depleted, replaced, renewed, or updated, unless the Chief Administrative Officer determines that earlier replacement is required.

5.0 RESPONSIBILITIES

- 5.1. The Chief Administrative Officer is responsible for:
 - a) administering this policy;
 - b) approving third-party use of the District's visual identity or designating an approval authority; and
 - c) approving proposed updates to this policy.
- 5.2. Staff are responsible for:
 - a) using only approved logo files and brand assets in accordance with the Brand Guidelines;
 - b) ensuring contractors and consultants are provided with approved logo files and brand assets; and
 - c) seeking guidance on use of the Brand Kit and Visual Identity, if required, from the Chief Administrative Officer or their designate.
- 5.3. Council is responsible for approving this policy.

6.0 DOCUMENT APPROVALS

Role	Position	Name of Approver	Date Approved
Owner	Corporate Officer	Alexander Bihori	July 8, 2026
Reviewer	Chief Administrative Officer	Rachelle Willick	
Final Approver	Mayor and Council	Martin Elphee	July 14. 2026

7.0 REVISION HISTORY

Effective Date	Rev Letter	Document Author	Description of Change
January 28, 2009	A		Initial Release.
July 14, 2026	B	Alexander Bihori	Introduction of updated Brand Guidelines, Vol. 1, 2026, and newly re-written Visual Identity Policy.

APPENDIX A

Visual Identity Statement of Use

This notice governs the use of District Visual Identity assets unless a separate written agreement or authorization provides otherwise.

Statement of Ownership and Purpose

The District of Fort St. James visual identity, including its logos, tagline, graphic elements, colours, typefaces, and related brand assets, is the property of the District of Fort St. James.

These assets are provided solely for the purpose authorized by the District. Receipt of any District brand asset does not grant general permission to use, reproduce, alter, distribute, or apply the District's visual identity for any other purpose.

Use of District brand assets must comply with the District's Visual Identity Policy No. 1.4 and the District of Fort St. James Brand Guidelines.

Authorized Use

District brand assets may only be used for the specific purpose, project, event, publication, or material for which they were approved for. Authorized use does not transfer ownership of the assets.

Conditions of Use

All use of District brand assets must follow the approved formats, colours, spacing, sizing, and application standards set out in the District of Fort St. James Brand Guidelines. The logo must remain clear, legible, and appropriately prominent in all applications.

Use only approved District logo files, artwork, templates, and brand assets provided or authorized by the District.

Maintain required clear space around the logo and ensure the logo is reproduced at or above the minimum size identified in the Brand Guidelines.

Use approved brand colours, logo formats, and file types appropriate to the intended print, digital, sign, or display application.

Ensure sufficient contrast and legibility, particularly when applying a logo to a coloured, photographic, textured, or busy background.

Prohibited Use

District brand assets must not be:

- altered, distorted, rotated, recoloured, redrawn, reconfigured, cropped, animated, or modified;
- placed on backgrounds that reduce visibility, contrast, readability, or brand integrity;
- combined with other words, graphics, logos, slogans, or marks in a way that suggests unauthorized endorsement, partnership, sponsorship, or affiliation;
- used for commercial products, political material, advocacy campaigns, fundraising, or third-party advertising unless specifically authorized;
- used in a way that may harm the reputation, neutrality, integrity, or public image of the District; or
- used after permission has expired, been withdrawn, or the approved purpose has ended.

APPENDIX B

Brand Guidelines

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BRAND GUIDELINES

VOL. 1 | 2026



Brand

A strong brand is built through the consistent use of many interconnected elements—not just a logo. Colour, typography, imagery, graphic elements, and tone of voice all work together to create a recognizable identity that reflects the unique spirit and values of the District of Fort St. James.

These brand guidelines serve as a practical resource for applying those elements consistently across all communications. They establish a cohesive visual and verbal framework while allowing the flexibility to adapt to different audiences, platforms, and projects. By following these standards, every communication helps strengthen the District's identity and presents a unified, professional, and memorable brand.



Logo

The logo set contains versions in vertical and horizontal format. It is important to determine which logo will work best in the available space.

Vertical Version



Horizontal Version

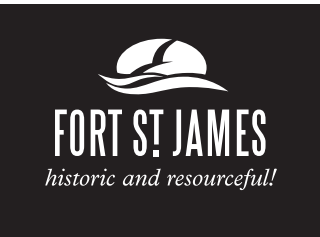


Tagline

historic and resourceful!

The logo set contains versions of the logo with and without the positioning tagline - historic and resourceful!

Logo Formats - Vertical Version

	Logo - Full Colour	Logo - Full Colour Reverse	Logo - One Colour Positive	Logo - One Colour Reverse
Logo - Vertical				
Logo - Vertical with District				
Logo - Vertical with District and Tagline				
Logo - Vertical with Tagline				

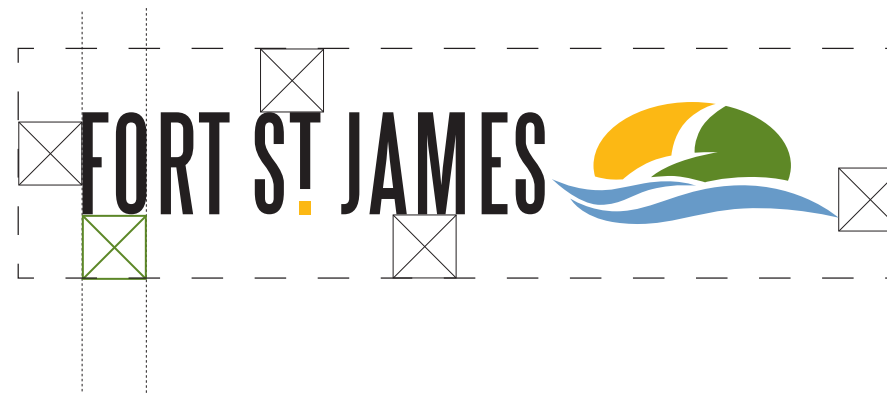
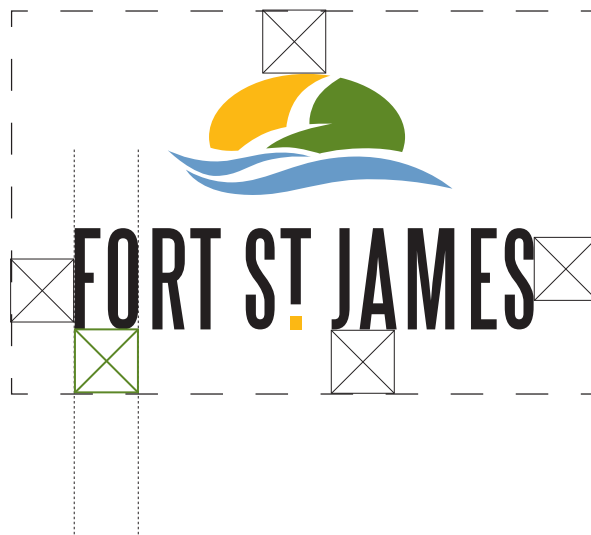
Logo Formats - Horizontal Version

	Logo - Full Colour	Logo - Full Colour Reverse	Logo - One Colour Positive	Logo - One Colour Reverse
Logo - Horizontal				
Logo - Horizontal with District				
Logo - Horizontal with District and Tagline				
Logo - Horizontal with Tagline				

Logo - Clear Space

Maintaining adequate clear space around the Fort St. James logo is essential to preserving its visibility and impact. This designated area must remain free of text, graphics, borders, or other visual elements to ensure the logo is not crowded or diminished within a layout.

Consistent use of clear space reinforces the strength and integrity of the brand while improving readability across all print and digital applications. For the Fort St. James logo, the minimum clear space is equal to the combined width of the F and O in the word FORT. This measurement should be maintained on all sides of the logo in every application.



Logo - Minimum Size

The minimum size specifies the smallest dimensions at which the logo may be reproduced while remaining clear and legible. Using the logo below the recommended minimum size can reduce readability and diminish its visual impact. Always ensure the logo is reproduced at or above the minimum size to maintain brand recognition and consistency across both print and digital applications.

Vertical Logo Minimum Size



Horizontal Logo Minimum Size



Brand Colours

In addition to the colours used in the official logo four brand colours have been added. These colours make excellent background for the colour version of the logo to be used in either positive or reverse formats.

Primary - Logo Colours



Pantone: 130C / 129U
C:0 M:30 Y:100 K:0
R:253 G:185 B: 19



Pantone: 576 C / U
C:48 M:0 Y:100 K:39
R:92 G:135 B: 39



Pantone: 645 C / U
C:55 M:24 Y:0 K:9
R:103 G:153 B: 200

Secondary - Colours



Pantone: 412 C / U
C:31 M:45 Y:63 K:90
R:63 G:41 B: 5
#3f2905



Pantone: 615 C / U
C:0 M:1 Y:27 K:6
R:242 G:232 B: 187
#f2e8bb



Pantone: 357 C
C:73 M:43 Y:78 K:45
R:54 G:80 B: 55
#365037



Pantone: 2965 C / U
C:100 M:38 Y:0 K:64
R:0 G:58 B: 99
#003e63

Brand Typefaces

Fjalla One

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!% ^ & * () { } | < > ?

Fjalla One is a clean, highly legible typeface that combines strong readability with a friendly, approachable character, making it well suited for clear and inviting communications. Recommended for headlines.

Fonts are available through google fonts.
<https://fonts.google.com>

Brand Typefaces

Saira Semi Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!%^&*(){}|<>?

Saira Semi Condensed Typeface

A modern sans-serif typeface that offers a professional, clean appearance while providing the versatility needed for a wide range of print and digital applications. Recommended for sub-headlines and body copy.

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!%^&*(){}|<>?

Roboto Typeface

Roboto is the primary typeface used throughout the District of Fort St. James for internal communications, administrative materials, and professional documents. Its clean, modern design ensures clarity, consistency, and readability across a wide range of applications

Logo Typefaces

These fonts should be reserved for the logo and positioning statement and should not be used for general branded layouts.



Logo Typeface

Steelfish

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!%^&*(){}|<>?

Positioning Statement Typeface

Plantin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!%^&*(){}|<>?



Logo Misuse

Consistent and correct use of the Fort St. James logo is essential to maintaining a strong and recognizable brand identity. Applying the logo as intended preserves its integrity, reinforces brand recognition, and ensures consistency across all communications.

Always use the approved logo artwork without modification, and position it so that it remains clear, legible, and appropriately prominent within the design. Care should be taken to maintain adequate contrast, clear space, and sizing to ensure maximum visibility.

The examples illustrate common logo misuse and should be avoided in all applications.



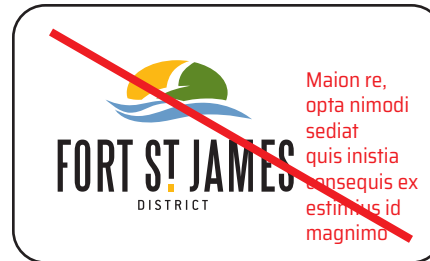
Do not change the colours of the logos



Do not distort the logo



Use the correct logo for background contrast



Keep text and other elements outside of clear space boundaries



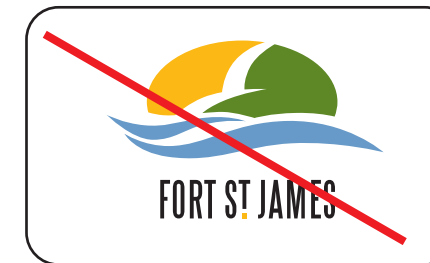
Don't rotate the logo



Do not reconfigure logo elements



Do not place the logo on a busy background or image



Do not change the scale of logo elements

Graphic Elements

Tapestry Illustration

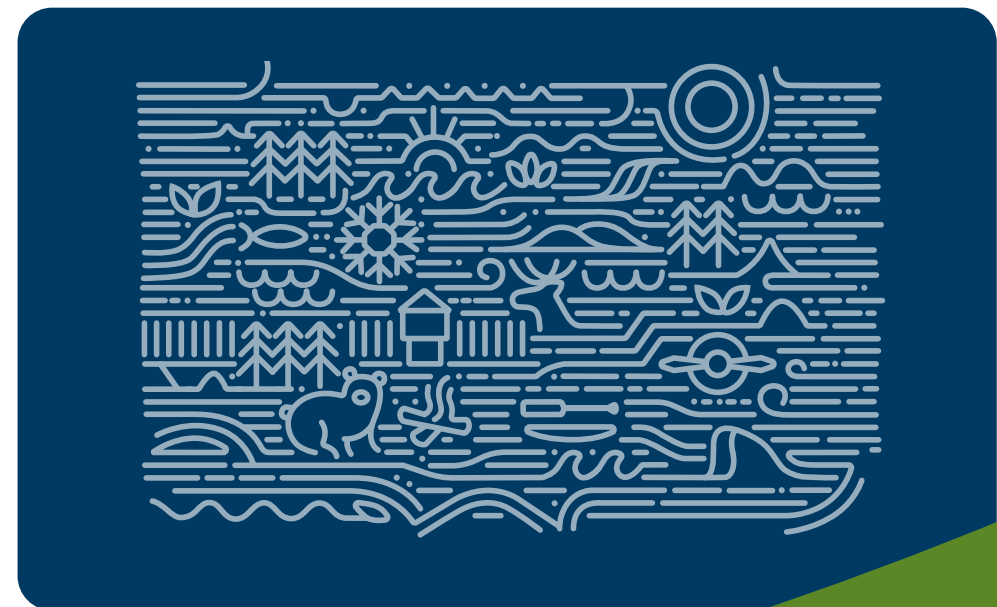
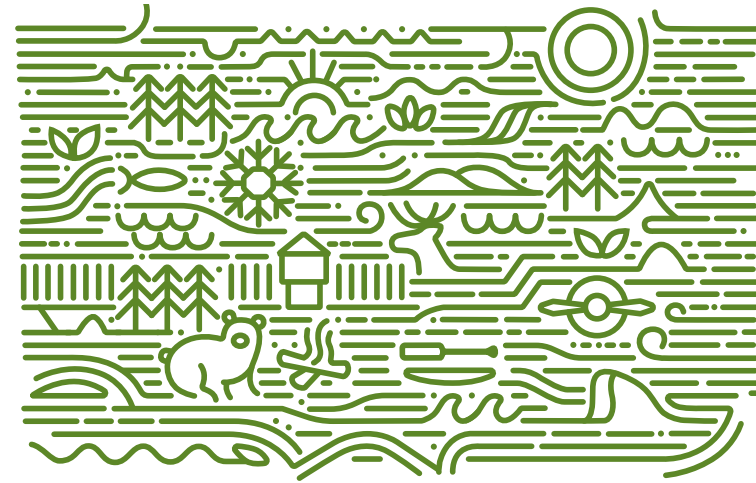
The brand graphic has been designed in a modern, engaging, and welcoming style that reflects the diverse character, attractions, and natural beauty of the region. Rich in detail, it incorporates many of the area's defining features, creating a distinctive visual element that strengthens the overall brand identity.

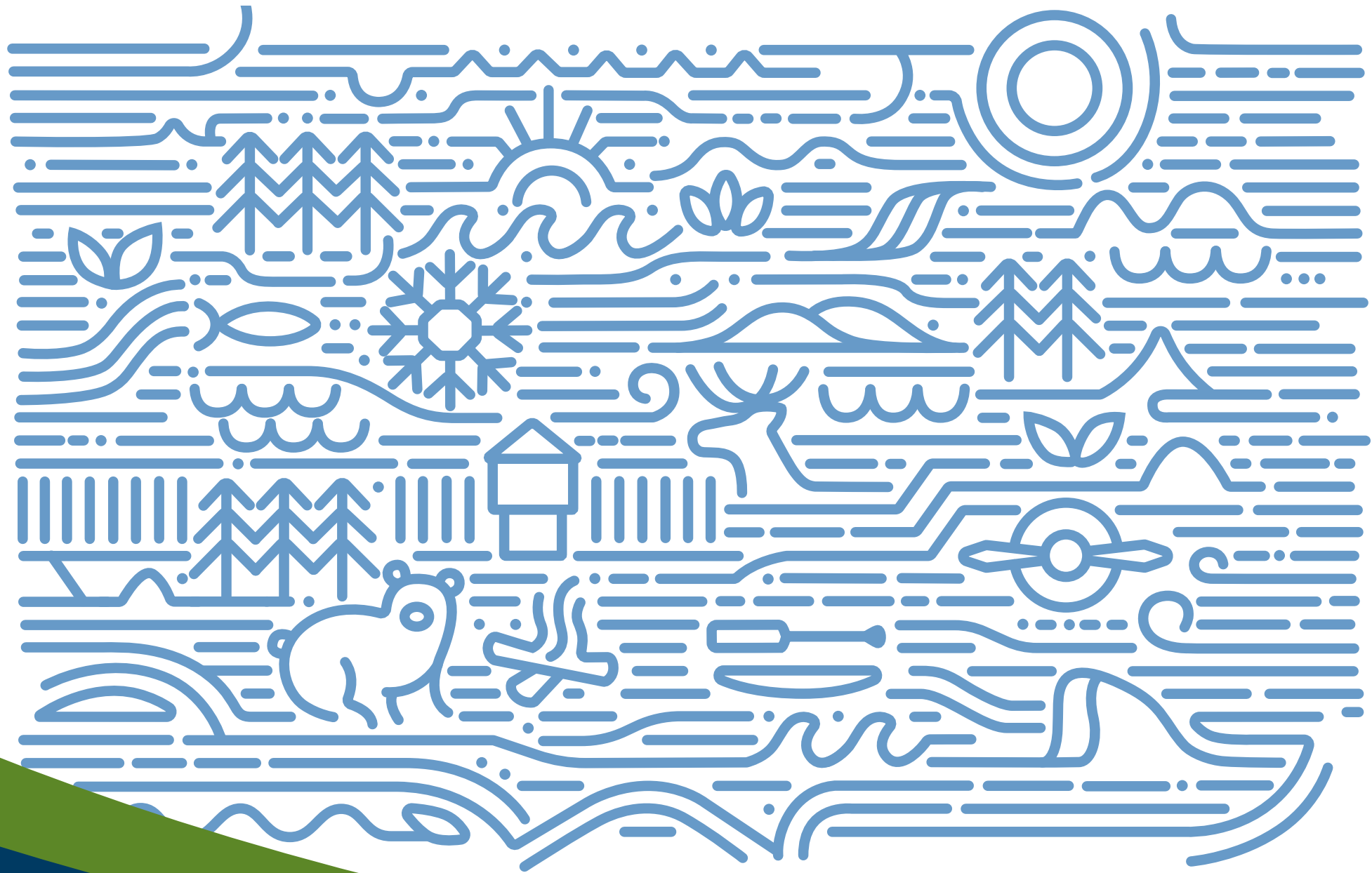
Designed with versatility in mind, the graphic can be used in its entirety or selectively, allowing individual elements to be incorporated into a wide variety of communications and marketing materials. Examples throughout this document demonstrate how portions of the graphic can be applied to create a consistent and recognizable brand presence across different projects. To maximize flexibility, the graphic is provided in multiple colour variations, including reverse versions for use on dark backgrounds.

The horizontal breaks throughout the illustration are inspired by the reflection of light on the surface of Stuart Lake, adding movement and visual interest while reinforcing the community's connection to the water.

The illustration features a collection of iconic regional elements, including mountains, forests, wildlife, fish, snowflakes, recreational activities, native plants, sunshine, the Fort Flyer, and the Fort St. James National Historic Site, among others. Rather than using the complete illustration in every application, designers are encouraged to select the sections that best complement the subject matter of each project. While the imagery does not always need to directly relate to the accompanying message, thoughtful use of relevant elements can enhance the overall communication.

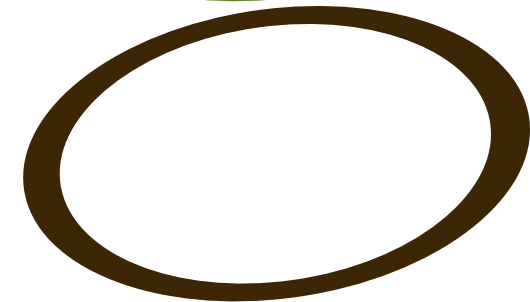
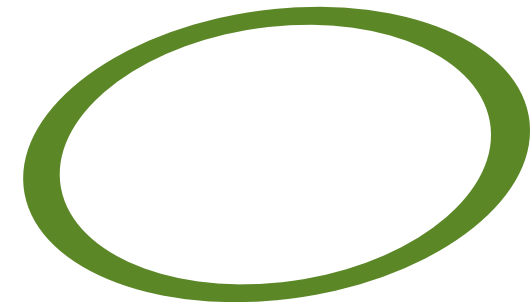
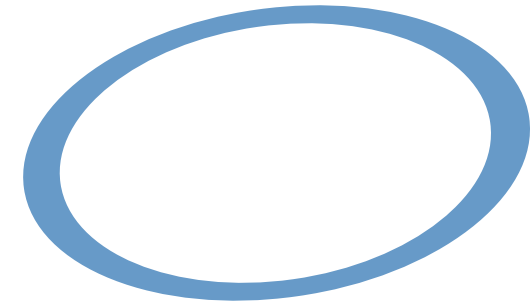
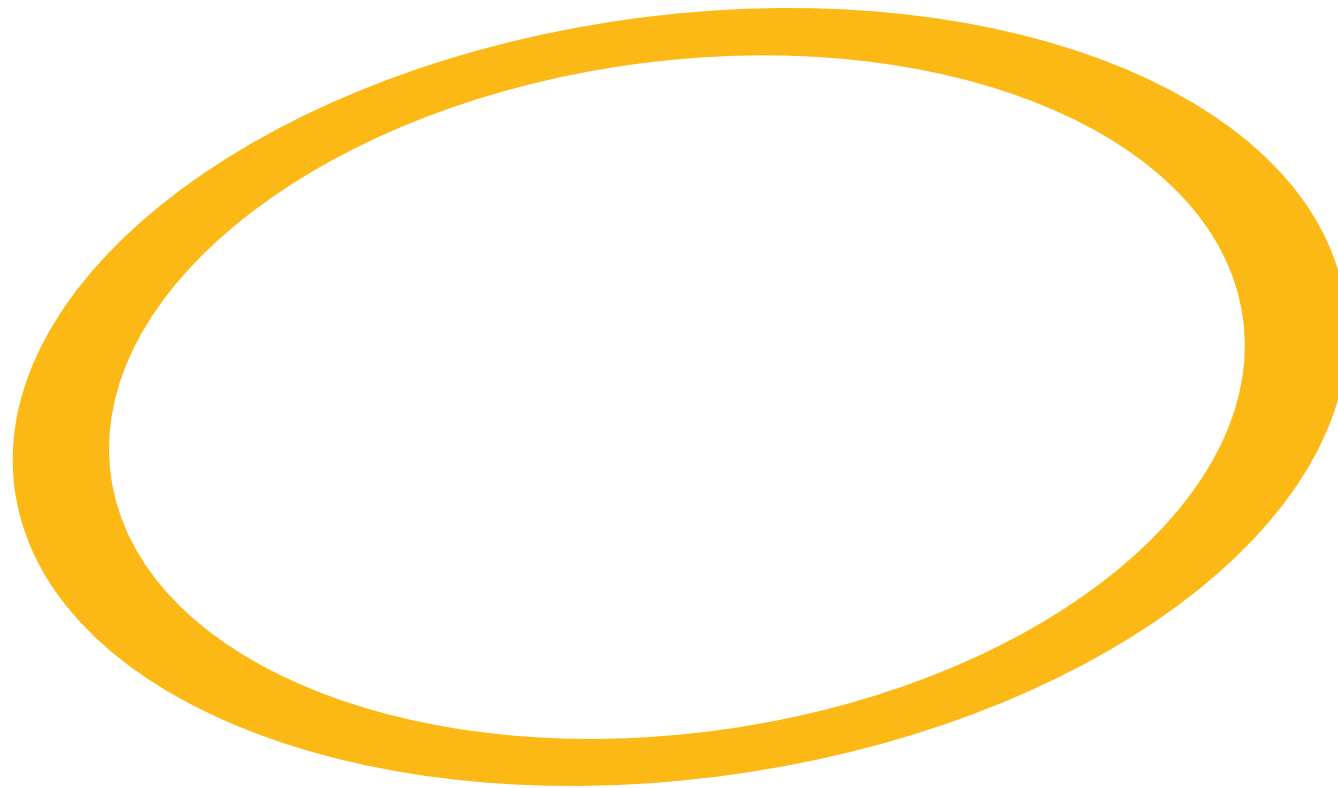
When applied consistently, the brand graphic creates a unique and memorable visual language that helps distinguish the community while leaving a lasting impression on both residents and visitors.



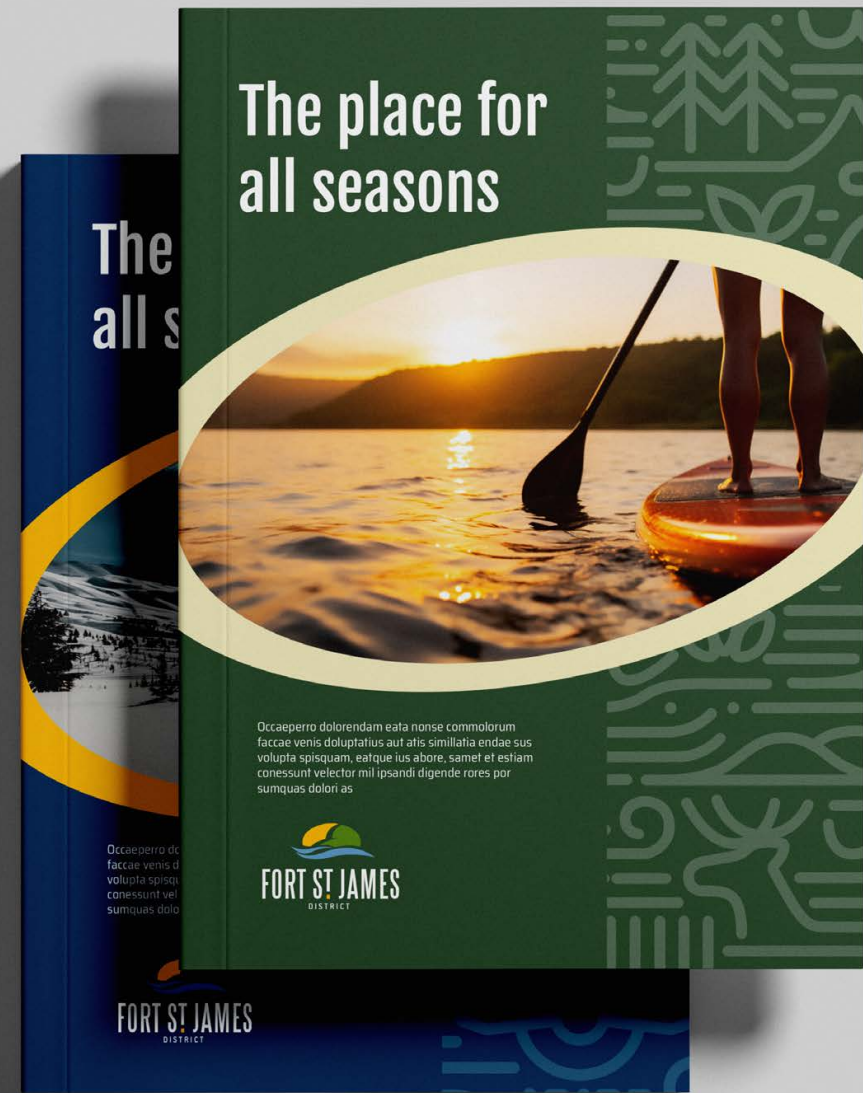


Graphic Elements

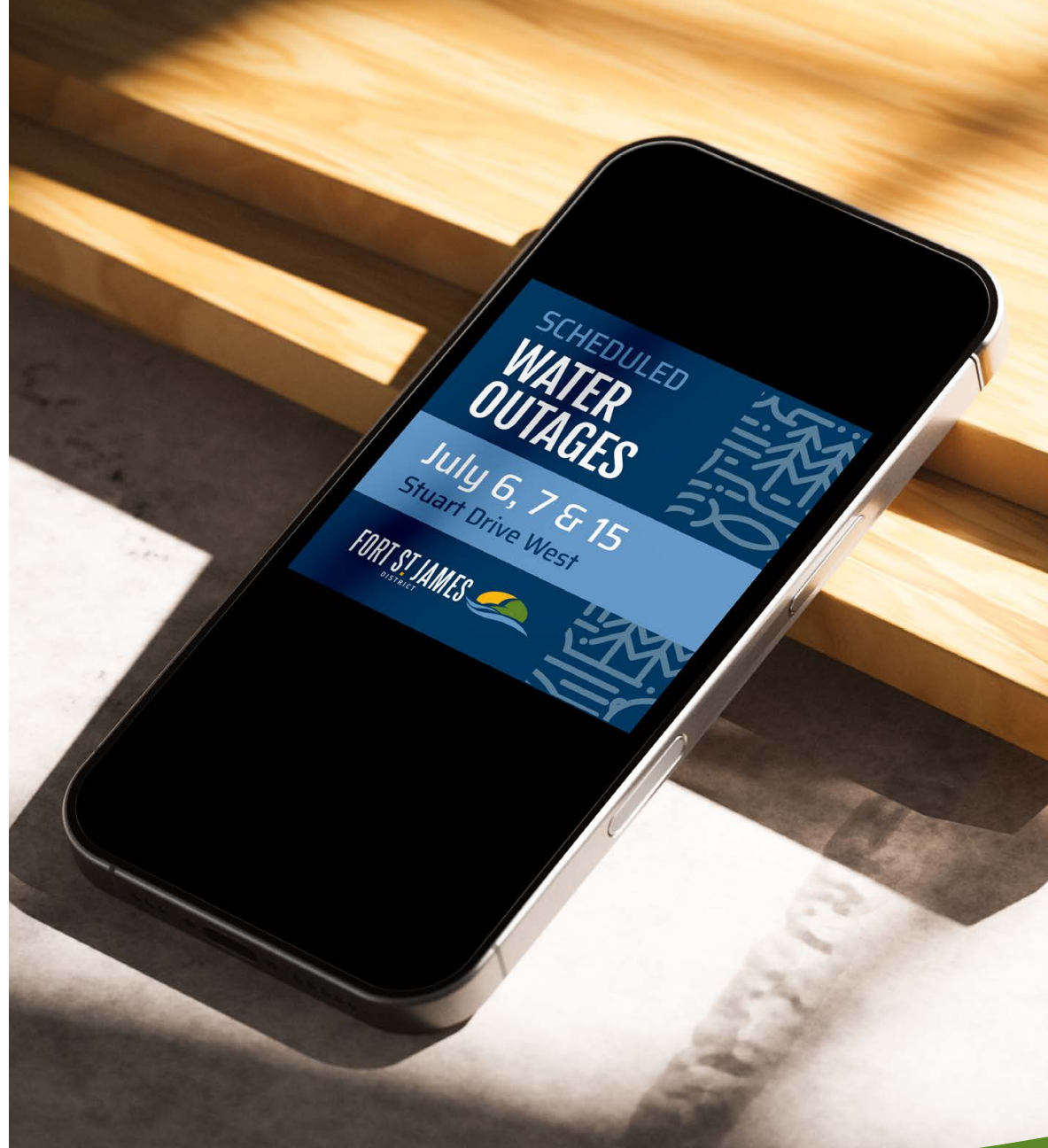
Image Oval



Brand Applications



Brand Applications



Brand Applications



Brand Applications



Brand Applications



Brand Applications



Brand Applications



Brand Applications





FORT ST JAMES

historic and resourceful!