

**DOWNTOWN VANCOUVER  
BUSINESS IMPROVEMENT  
ASSOCIATION**

**2019 BRAND GUIDELINES**

## TYPEFACE

The DVBIA uses Roboto as its core typography, using weights to add hierarchy within type.

Roboto Bold or Medium should be used as the header font mixed with Roboto Regular for sub-headers and Roboto Light for body copy.

### Roboto (Bold/Medium) - TITLE / HEADER

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!\$%&#@

### Roboto (Reg) - Sub-Headers / Highlighted copy

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!\$%&#@

### Roboto (Light) - Body

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!\$%&#@

Titles/Headers should be in Roboto Bold or Medium. Headers can be capitalised and tracking between 50 and 100. Here is an example:

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## THIS IS AN EXAMPLE HEADER

Sub-headers and highlighted copy should be in Roboto Regular and body copy should be in Roboto Light. Tracking can be between 25-50. Here is an example:

This is an example of sub-headers. Endia nit harumquis eatem aut odigendae eos sedit, officii ipis ipsamus, unt etur modi dipiend uciatati omni santius.

This is an example of body copy. Endia nit harumquis eatem aut odigendae eos sedit, officii ipis ipsamus, unt etur modi dipiend uciatati omni santius.

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Below are examples of the typography weights mixed together:

## THIS IS AN EXAMPLE HEADER

This is an example of body copy. Offic tesente magnam idignienimo tempelest endisciist liquiducime occus es modit harciamus.

## THIS IS AN EXAMPLE HEADER

This is an example of sub-header copy. Offic tesente magnam idignienimo tempelest endisciist liquiducime occus es modit harciamus.

## DVBIA BRANDS AND USAGE

There are two versions of the DVBIA logo.

The version with BIA and 'business improvement association' is for corporate usage such as letterheads and business cards. Anywhere the DVBIA is representing itself as an organization, and in particular, to its members or peer organizations, this logo is to be used.

The "downtown Vancouver" version of the logo is for DVBIA-sponsored events and festivals promoting downtown as the location/destination, primarily to non-members.

The "downtown safety ambassadors" logo is used strictly to promote or acknowledge the DVBIA's exclusive Downtown Safety Ambassadors program. Use of the logo concerning spacing, type of background, etc. would be the same as the 'downtown Vancouver' logo.



## LOGO PLACEMENT AND SPACEAGE

Use the BIA Box as a minimum safe distance to place the logo around other art assets. The exception for this logo is use on the letterhead and business cards, then use the logo right justified full bleed.



For the downtown vancouver logo use the "T" as a guideline for minimum safe placement.



## COLOUR PALETTE



### Downtown Red:

- Pantone 1805c
- CMYK: 0/91/100/23
- HEX:ab2b22



### Vancouver Charcoal:

- Pantone 11c (cool grey)
- CMYK: 0/2/0/68
- HEX:797979



### City Black:

- Pantone black 4c
- CMYK: 63/52/51/100
- HEX:000000



### Safety Blue:

- Pantone 299 c
- CMYK: 100/0/0/0
- HEX:00aeef
- RGB: 0, 174, 239