

Lantzville Community Pridemark Brand Use Request Form



Welcome – to the Lantzville Community Pridemark and thank you for helping us build our Lantzville brand. We are hoping to make the process of using the Pridemark as easy as possible, while attending to the very important matters of maintaining brand consistency. Corporate identity items, such as logos or related graphic materials, are the property of the District of Lantzville. The use of these materials by third parties is strictly prohibited unless written permission is obtained from the District of Lantzville. The Lantzville Community Pridemark is free to use, but we do ask that you agree to comply with some simple rules of usage. Please fill out and submit this request form. After we approve your application, we'll send you the logo's digital file.

Lantzville Community Pridemark:



FOR MORE INFORMATION,
PLEASE CONTACT:

Trudy Coates
Director of Corporate
Administration
District of Lantzville
7192 Lantzville Road
P.O. Box 100
Lantzville, BC V0R 2H0
Tel 250.933.8082
Fax 250.390.5188
tcoates@lantzville.ca
Lantzville.ca

NAME OF ORGANIZATION WISHING TO USE THE LANTZVILLE COMMUNITY PRIDEMARK

MAILING AND CIVIC ADDRESS

APPLICANT/PRINCIPAL CONTACT NAME

TELEPHONE

FAX

EMAIL

Describe the nature of your intended use of the Pridemark:

- ☐ Advertising
- ☐ Stationery
- ☐ Signage
- ☐ Promotional literature (brochures, newsletter)
- ☐ Promotional merchandise (not for re-sale)
- ☐ Promotional merchandise (for re-sale items)
- ☐ Trade Show Display
- ☐ Website (please name) _____
- ☐ Other (please describe) _____

Attach a graphic example of your intended use of the Pridemark.



For what time period do you wish to use the Lantzville Community Pridemark brand?

START DATE: _____

END DATE: _____

If possible, please indicate the file types you require?

☐ JPEG ☐ PDF ☐ PNG

I AGREE TO THE FOLLOWING TERMS AND CONDITIONS OF USAGE AND ATTACHED USAGE GUIDELINES FOR THE LANTZVILLE COMMUNITY PRIDEMARK:

- must not be placed in such close proximity to other content that it is indistinguishable;
- must only be used for Lantzville-located enterprises and organizations;
- must not be used as your business logo or for business branding;
- must not be your most distinctive or prominent feature on your website, printed material or other content - it should be secondary to your own brand;
- must not be used in applications for re-sale without special permission of the District;
- must not be used in a way that is harmful, deceptive, obscene or otherwise objectionable to the average person;
- must not be used on a website or other place that contains content associated with hate speech, political positions, pornography, gambling or illegal activities;
- must not be used in connection with content that disparages or sullies the reputation of Lantzville, its organizations, businesses and/or residents;
- must not be altered in any way including shape, colour, minimum size and wording;
- usage guidelines attached must be followed exactly.

The District reserves the right to withdraw permission to use the Pridemark Brand if the standards are not adhered to, or for any other purpose.

The District reserves the right to make changes to this Pridemark Brand Usage Agreement terms at any time.

By granting permission to use the Lantzville Community Pridemark, this does not authorize the Applicant to use any other District of Lantzville logos, images or content.

APPLICANT SIGNATURE _____

DATE _____

DIRECTOR OF CORPORATE ADMINISTRATION APPROVED SIGNATURE _____

DATE _____

APPROVAL EXPIRY DATE _____

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Lantzville Community Pridemark Usage Guidelines

Lantzville’s Community Pridemark

The visual identity we use to build pride of place inside our community is: Lovable, Livable Lantzville. A variation of an unattributed slogan popularized in Lodi, CA in the 1960’s, this simple phrase reminds residents of the small town values, rural character and family-friendly atmosphere that makes Lantzville a place for living well.

Ideally this version of the brand will be used as a signature on community events and shared with local businesses and organizations for use in their marketing.

Local-use Slogan



Handlettered Wordmark

Colour Alternatives





Lantzville's Colour Palette

Colour increases brand recognition by up to 80% by attracting attention, increasing emotional engagement and extending retention. A specific colour palette has been carefully chosen for use in all marketing and communications materials. Please familiarize yourself with the colour system and incorporate it into your documents as specified on this page.

Colour Space Definitions

- › Spot or PMS are for use in the offset printing environment
- › CMYK is for use in the digital printing environment
- › RGB and HEX are for use in the screen view environment

Primary Colour Palette



Blackberry

PMS 5275 **CMYK** 72, 71, 31, 13 **RGB** 90, 83, 120 **Hex** #5A5378



Storm

PMS 7699 C
CMYK 84, 54, 35, 12
RGB 52, 101, 127
Hex #34657F



Horizon

PMS 7710 C
CMYK 78, 14, 28, 0
RGB 0, 165, 181
Hex #00A5B5

Secondary Colour Palette



Wild Rose

PMS 1785 C
CMYK 0, 86, 55, 0
RGB 240, 75, 93
Hex #F04B5D



Marigold

PMS 7759 C
CMYK 27, 23, 100, 0
RGB 196, 179, 48
Hex #C4B330



Fog

PMS 427 C
CMYK 18, 12, 13, 0
RGB 207, 211, 211
Hex #CFD3D3



Lantzville's Incorrect Logo Usage

The signature should not be altered or changed in any way. Take care when importing the signature into your document that it has not been distorted (stretched, compressed or cropped). It should always be consistent and recognizable, in every application.

- 01 Do not rotate the logo
- 02 Do not stretch or distort logo
- 03 Do not change typeface
- 04 Do not frame logo
- 05 Do not change the colours or colour combinations
- 06 Do not scale or move elements individually
- 07 Make sure the logo is displayed in its entirety

01

The Lantzville logo is rotated diagonally.

02

The Lantzville logo is stretched horizontally.

03

The Lantzville logo is in a different typeface, with "LOVABLE LIVABLE" in a smaller font below it.

04

The Lantzville logo is enclosed in a decorative border.

05

The Lantzville logo is on a black background with a yellow diagonal stripe.

06

The Lantzville logo is scaled and moved, with "LOVABLE · LIVABLE ·" in a smaller font above it.

07

The Lantzville logo is incomplete, with only "Lantzville" visible.

Resolution
Always make sure that the logo is used at the right resolution and never pixelated or grainy.
Print environment: 300 dpi
Web environment: 72 dpi

Lantzville’s Secondary logos

The secondary logos are used when the primary logo is not an option because of colour limitation. There are many variations that will give you the flexibility to work within most applications. Each of these variations is available as PDF, PNG and JPEG files.

Reverse

For use on dark backgrounds, such as a garment or presentation slide.

100% Black

For use against a white background in limited colour applications, for example a fax cover sheet.

Reverse



100% Black



Lantzville’s Clearspace

Let the signature breathe – make sure the signature is not crowded. Careful consideration must be used when placing the signature close to other graphic elements or margins. Refer to the scale shown here for the minimum amount of clearspace.

Lantzville’s Minimum size

The absolute minimum size for the logo is 1.75 inches (4.5cm) in width. Do not reduce the logo beyond this scale.

For most printed applications such as letterhead and brochures, the general minimum size guideline is 2 inch (5cm) wide.

Clearspace



Minimum Size

