

/// BRAND IDENTITY

Mission

What is our Purpose? Why do we exist?

To create opportunities for communities to celebrate the Okanagan lifestyle, together

Vision

What is the ideal future state if our Mission is being fulfilled?

The essential link to experience the Okanagan

Brand Values

Welcoming

We are committed to ensuring open and inclusive access for all. Safe, respectful amenities that are accessible to everyone is a key pillar of our brand.

Community

Born out of the pride of our local communities, our partnership has made this possible. Working together we will ensure the best interests of all communities in the region are respected and represented.

Experience

We will deliver a unique way to experience the beauty of the Okanagan. Diverse, active experiences for residents and visitors to enjoy the history and beauty of the region will set our experience apart from others in the region.

Environment

Preservation of the natural environment – and everything within it – is key. Decisions will be made with sustainability in mind, ensuring future generations to come will have the same accessible opportunities that we have today.

History

We will celebrate the rich cultural history of our region. We will educate residents and visitors on the importance of this geographic link and its role throughout history.

Logo Attributes

- ▶ Playful, vibrant
- ▶ Approachable, inviting
- ▶ Simple, clear, legible (to serve the diverse applications of the identity)
- ▶ Embrace the seasonality and colors of the environment
- ▶ Respectful of the diversity of experiences within the trail – from natural to urban
- ▶ Will leverage the logo colors of owner jurisdictions (see reverse)

/// COLOUR PALETTE

These colours have been specifically selected to project the colours of the trail, which is known for historical nature within the natural beauty of the Okanagan. The palette also includes colours from each of the partner organizations to ensure that as the trail crosses each organizations' land, the signage and other collateral can complement established identity programs in each jurisdiction.

Strict adherence to these colour standards will serve to unify user experience as they research a trip or use the trail.

Note: Because of the colour reproduction limitations of video monitors and laser printers, the simulated display of the Okanagan Rail Trail colour palette below does not establish visual standards for colour reproduction. Colours will also vary slightly depending on whether they are printed on coated paper or uncoated paper.

Pantone is the printing industry standard for specifying solid ink colours.

CMYK is the print industry standard for full colour printing. Also known as process colour printing, it relies on cyan, magenta, yellow and black to create the spectrum of colour seen in most full-colour printing.

RGB is a colour system based on red, green and blue, and used to represent the full spectrum of colour on video displays.

HTML is a colour system used for internet code programming.

Base colours - used primarily

RAILWAY	WATER TOWER	COAL	STEAM
Pantone Cool Gray 11 C65 M57 Y52 K29 R85 G86 B90 HTML #55565A	Pantone 302 C100 M74 Y40 K32 R0 G61 B91 HTML #003A5D	Pantone Process Black Co Mo Yo K100 R30 G30 B30 HTML #1E1E1E	Co Mo Yo Ko R255 G255 B255 HTML #FFFFFF

Accent colours - used for pops of colour

LAKE	KALAMALKA	CREEK	SPRING GRASS
Pantone 297 C40 Mo Yo Ko R145 G216 B248 HTML #8ED8F8	Pantone 312 C66 M15 Y8 Ko R81 G173 B211 HTML #48ACD3	Pantone 285 C90 M48 Yo Ko R000 G115 B207 HTML #0073CF	Pantone 390 C24 Mo Y100 K8 R182 G191 Bo HTML #B6BF00
SUNFLOWER	SUNSET		
Pantone 7408 Co M30 Y100 Ko R242 G175 Bo HTML #F2AF00	Pantone 166 Co M74 Y100 Ko R224 G82 B6 HTML #E05206		