

ISS
ofBC
WELCOMING
NEWCOMERS

BRAND GUIDELINES

www.issbc.org/brand

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Immigrant Services Society of BC (ISSofBC) is a non-profit that welcomes and supports newcomers to settle in their communities, learn English, study and find work in British Columbia (BC).

Please visit us at www.issbc.org.

Dear Colleagues, Partners and Friends of Immigrant Services Society of BC (ISSofBC),

We are very excited to share with you a new visual identity which incorporates the values and vision of our organization.

ISSofBC is known for its welcome and support to newcomers, including immigrants, refugees and international students, as they settle, learn English, study, and find work in British Columbia.

We are constantly evolving and growing, and revisiting our brand identity has enabled us to consider changing strategic priorities and the opinions and ideas of internal and external stakeholders.

Following our 50th anniversary celebration year, we had the opportunity to explore a modernized, refreshed look that speaks directly to our main audience, our clients. While we have decided not to change our name, we will use a diverse colour palette to underline our key commitment to diversity, equity and inclusion. We have also introduced a tagline 'Welcoming Newcomers' that has been tested with key stakeholders, including clients, to explain our role clearly.

We are energized by the possibilities that this new visual identity brings to unify ISSofBC across all the locations in which it operates.

We would like to acknowledge that our offices are situated on the unceded and ancestral territories of the xʷməθkʷəy əm (Musqueam), Sk̓w̓x̓w̓ʼ7mesh (Squamish), Səl̓íl̓wətaʔ/Selilwiltulh (Tsleil-Waututh), Qw'ó:ntl'an (Kwantlen), q̓ icəy (Katzie), kwikwəł əm (Kwikwetlem), Qiq̓ĕyt (Qayqayt), θenascəwaʔt̓ təməxʷ (Tsawwassen), Lheidli T'enneh, Qat'muk (Ktunaxa) and sngaytskstx tum-ula7xw (Sinixt) Nations.

ISSofBC recognizes the systemic inequities that result from colonization and is committed to working together toward reconciliation.

With best wishes,

Jonathan Oldman

Chief Executive Officer



OUR BRAND (WHO WE ARE)

Branding is much bigger than a logo, colour or font. It's our identity. Our identity carries the values and purpose of our organization. ISSofBC is a large and very diverse organization, and we want everyone internally and externally to know who we are and what we do, in a unique, simple and succinct way.

We define our brand as what our most important stakeholders (including staff, clients, funders, partners and volunteers) think, feel, and say about us. We want to raise awareness of what we do particularly among newcomers. They need to know that we are here to support them upon their arrival in British Columbia.

The following pages are a snapshot of our refreshed brand and created to inspire you and give you a quick guidance to communicate ISSofBC in a clear and unified way, both visually and verbally.

We have undertaken research inside and outside the organization of ISSofBC to discover our unique proposition. We are still at the beginning of the journey though. We will continue to add to and evolve to our identity over the following years. However, we feel we have made a strong start, and all our communications will increase awareness and understanding of who we are, as they will now be woven from a common thread.

As well as through our logo, visual and verbal approaches, other important ways of raising brand awareness include:

- Ambassadors across the organization playing leading roles on external committees or organizations;
- Community champions known as our 'Welcome Team', both alumni and volunteers, who will reach out through their networks to increase awareness of who we are and what we do, and engage new and existing clients;
- Awards;
- Partnerships;
- Media spokespeople;
- Social media;
- Community Events.

ISSofBC's brand is more than just a logo; it's the organization's identity, representing values and purpose. The focus is on clear recognition both internally and externally, defining the brand by stakeholder perceptions.

OUR BRAND GUIDELINES

Brand guidelines are rules and standards to ensure ISSofBC is presented consistently to all our target audiences.

These guidelines are made up of our words – our tone, story and our messages, and our visual identity – our logo, colours and fonts. Among other key assets, they include photos, videos, infographics, signage and promotional items.

Brand guidelines can be very long documents. However, our guidelines are shorter to ensure our staff and partners have time to digest and use the most important elements.

Always contact our communications team at communications@issbc.org if you require further guidance and to ensure correct use of the guidelines (for example, if you are a staff member, partner, an editor, copywriter, photographer, videographer, printer or graphic designer).



ISSofBC's brand guidelines provide rules for consistent presentation to target audiences, covering verbal and visual elements. These include tone, story, messages, logo, colours, fonts, photos, videos, infographics, signage, and promotional items.

OUR VISION

Our long-term goal and our result if we are successful in what we are doing.

*We all
thrive together
in community.*

OUR MISSION

How we are going to reach the goal and the reason why we exist.

*Helping immigrants
build a future
in Canada.*

OUR VALUES

We are a values-driven organization. This influences how we work, the projects and initiatives we engage in, who we hire and our partnerships.

We work with purpose.

We aspire to improve.

We cultivate belonging.

We are genuine.

Our baseline values & principles

Integrity

Honesty

Respect

issbc.org/about-us

OUR AUDIENCES

When communicating, we cannot communicate everything to everyone. We would have to change the information, tone and style of what we are sharing. We therefore prioritize.

Our primary audiences are our:

- Clients
- Staff.

Our colours, tagline, and written language should all speak to clients.

To do this, our staff need to be on board and understand how to choose images, simplify language and translate accurately, without using internal language or insensitive approaches.

Other audiences include:

- The Board
- Funders
- Partners
- Governments
- Peer organizations
- Communities.

Please note. Targeting the general public is a vast, extremely costly and challenging audience to tap into. The best practice approach is to speak to those most interested in our sector and work. Challenges of racism and misunderstanding our mission and vision arise when reaching out further.



OUR VOICE

We want audiences to view ISSofBC as a leader in welcoming and settling newcomers, including refugees. This means how we write matters just as much as what we say.

Consistency in the style and tone we use, the stories we tell and the accuracy of the information we share is vital to building a unified, trustworthy and dependable brand.

STYLE

Simple and succinct: Since English is a second language of many staff and clients, we must always test and think from their perspective. Less is more. Consider what our terminology and acronyms might mean to clients or those outside the organization or sector, and simplify.

Consistent: It's important that we talk about our work in an accurate and consistent way. We should always back up our impact with facts and data.

Professional and authoritative: Our content is well written, grammatically correct, and error free. This also applies to content we share on our platforms that is not written by us.

tone

Everything we write should communicate the personality traits and values of the ISSofBC brand.

Diverse and inclusive: We always speak in a way that is easily understood by multiple nationalities and diversities. We aim to translate into multiple languages as accurately and as simply as we can. We write a huge variety of content. We are inclusive of all races, genders, nationalities and abilities*. We try to ensure accessibility.

Respectful: We respect different voices and opinions. We are mindful of the impact on the diverse nationalities we serve, as well as our own staff, concerning any international crises or issues.

Innovative: We pursue opportunities and new ideas that drive entrepreneurial spirit. Our ideas inspire all of us, and of course, our clients to learn and succeed in their new communities.

Genuine: We use authentic voices and opinions. We aim to be honest in all we say and do.

Impact-driven: We don't seek growth for growth's sake, we strive for impact.

That means we ultimately care about how our work impacts our clients, in all their diversities and nationalities. Use data, facts and outcomes to prove and demonstrate, rather than tell.

** Indigenous identity, race, colour, ancestry, place of origin, religion, marital status, family status, physical or mental disability, sex, sexual orientation, gender identity or expression, or age of that person or class of persons.*

ETHICAL COMMUNICATION GUIDELINES

ISSofBC has a responsibility to share the stories of newcomers and refugees respectfully. We must stress ethical communication, understanding power dynamics, and prioritizing equitable representation.

ISSofBC's communication practices must encourage colleagues to consider both external reception and the preferences of the individuals at the heart of the stories. Our stories should shape opinions and commit to avoiding stereotypes or biased narratives.

Our communications must underscore a commitment to partnership with all newcomers and refugees, highlighting shared humanity across diverse experiences.

BOILERPLATE

A boilerplate is a very short description of what we do that can be included at the end of press releases, printed materials, at events, on screens and in PowerPoint presentations. Please use the exact wording:

Immigrant Services Society of BC (ISSofBC) is a non-profit that welcomes and supports newcomers to settle in their communities, learn English, study and find work in British Columbia (BC).

Please visit us at www.issbc.org.

KEY MESSAGES

In addition to our vision, mission and boilerplate, we can use key messages to clearly explain what we do. Think of a key message as an 'elevator pitch' (to be able to explain ISSofBC to someone in the time it takes to use an elevator).

Key messages are unique, short and succinct, two sentences maximum. The messages must be used without adapting them so we will be much more easily remembered by our staff and clients. Please use each key message with supporting evidence (this could be a story, resource, programme, data and research etc) and always add 'Please visit us at www.issbc.org'.

1. We are a founding member of today's vibrant British Columbia's settlement sector. We welcome and provide services to thousands of diverse newcomers to ensure that we all thrive together in community.
2. We are a newcomer sector leader and innovator. Curious, we learn by doing and extend boundaries to do better.
3. We are a value-driven organization with a team of over 500 staff at our heart, who all bring their commitment and diverse knowledge skills and experiences to their work each and every day.



CONTENT CREATION AND STORYTELLING

Good storytelling is a best practice today in communications. It gives our clients and staff a voice and is a ground-up approach. Rather than an organization telling its audience what it is or what it does, a story gives a genuine and authentic insight into our work showcasing both hope and learning. Stories are also an inherent part of the culture of many diverse nationalities we serve.

A story is much more memorable than facts and figures.

Telling a good compelling story can raise awareness, inspire and resonate with audiences, increase partnerships and funding opportunities. We can also use stories to communicate the complexity and long-term nature of our work.

ISSofBC has already used stories successfully. All staff can also further share these through channels including social media, the website, presentations, reports, proposals, blogs, podcasts and emails. Stories can also be enhanced by or told through photos, reels, videos and animations.

www.youtube.com/@ISSofBC

GUIDELINES FOR STORYTELLING

A good story is:

- A FEEL piece, not a THINK piece. What emotions are you trying to elicit? Use an authentic voice – do not try to tailor it, so it is too professional or standard organization language. It should be in a language that resonates with those reading it.
- A moment in time. No two moments are alike. What happened? Who was there? What did they say and see?
- About an individual, not about the public. It is also tailored to a specific audience, not to the general public.
- About dignity, hope and learning, not about victims or those who lead perfectly happy lives. It should lead to a learning. It can teach ethics, values, diversity, equity and inclusion.
- Inspired or about those you work with. Ideas can come from meetings, dialogues, events, social media comments and conversations.
- Focused outwards. Experiment with different ways to present thoughts and feelings using dialogue, sensory details, and physical descriptions.



LOGO COLOUR APPLICATIONS

The ISSofBC logo should appear in its full colour version whenever possible. Where this is not possible, please use these alternatives:

- Burgundy on white background,
- **White** on dark, high contrast background, and
- **Black** on white background *only* when the print is black and white.



ALTERNATIVE LANDSCAPE LOGO

The ISSofBC landscape logo is intended for use in cases where the available format is landscape, and the vertical space is insufficient for the primary logo.



BRAND PALETTE

The ISSofBC colour palette is vital in creating a strong brand identity. Use it consistently to create a distinctive identity, making our communication materials more recognizable..



C:30 M:100 Y:90 K:50
RGB 104, 10, 16
HEX#: 680A10

C:3 M:20 Y:100 K:0
RGB 247, 204, 0
HEX#: f7cc00

C:80 M:0 Y:50 K:0
RGB 1, 180, 157
HEX#: 01B49D

C:45 M:10 Y:100 K:0
RGB 155, 185, 59
HEX#: 9BB93B

C:80 M:20 Y:6 K:0
RGB 5, 157, 208
HEX#: 059DD0

C:0 M:64 Y:100 K:0
RGB 237, 112, 0
HEX#: ed7000

C:20 M:100 Y:78 K:11
RGB 182, 0, 50
PANTONE 201
HEX#: b60032

C:90 M:10 Y:100 K:0
RGB 18, 179, 66
HEX#: 12b342

C:70 M:95 Y:40 K:45
RGB 67, 25, 67
HEX#: 451943

HEX#: 680A10

HEX#: b60032

HEX#: f7cc00

HEX#: 01B49D

HEX#: 9BB93B

HEX#: 059DD0

HEX#: ed7000

HEX#: 12b342

HEX#: 451943

NOTES FOR STAFF:

When altering colours in Microsoft PowerPoint, Microsoft Word, Canva, and other office software applications, please use of **HEX#** codes for accurate and consistent colour representation across different platforms and devices.

HEX CODE:

Definition: HEX codes are a way to represent RGB colours using a six-digit alphanumeric code.

Format: HEX codes are especially important for web design. They provide a standardized format (#RRGGBB) for specifying colours, ensuring consistency in online brand representation.

CMYK:

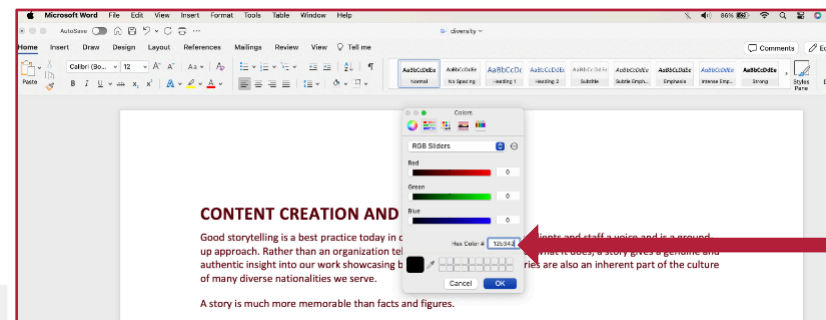
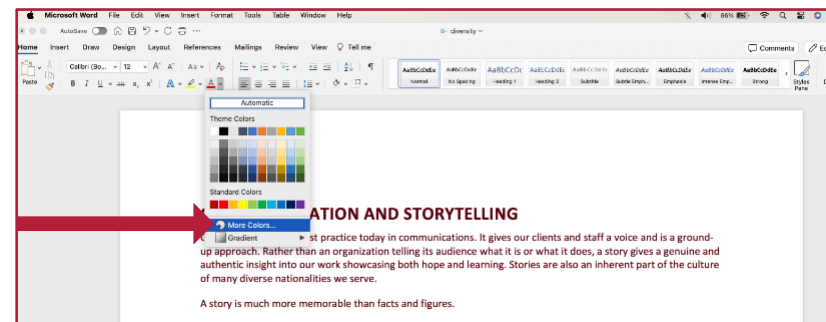
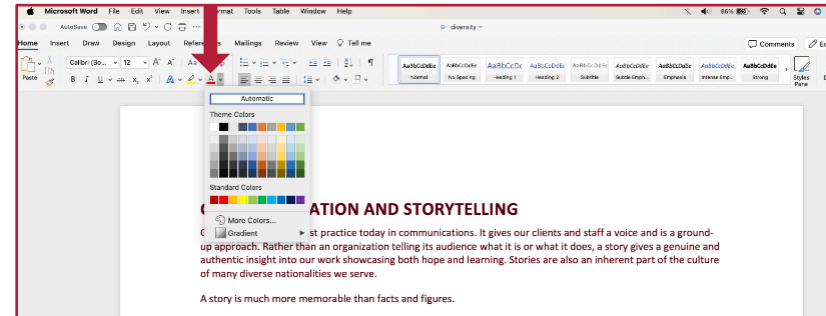
Definition: CMYK stands for Cyan, Magenta, Yellow, and Key (black). It is a subtractive colour model used in colour printing.

Usage: CMYK is primarily used in the printing industry, where colours are created by subtracting different percentages of these four ink colours.

RGB:

Definition: RGB stands for Red, Green, and Blue. It is an additive colour model used in electronic displays, such as computer monitors, television screens, and digital cameras.

Usage: RGB is used in digital imaging and electronic displays. Colours are created by combining different intensities of red, green, and blue light.



Maintaining brand identity is crucial, and the ISSofBC colour palette plays a vital role in this regard. These are some inspiring colour combinations to uphold the brand's identity and make our materials more recognizable.



HEX#: 680A10



HEX#: b60032



HEX#: f7cc00



HEX#: 01B49D



HEX#: 9BB93B



HEX#: 059DD0



HEX#: ed7000



HEX#: 12b342



HEX#: 451943

ESTABLISHED COMBINATIONS



FONTS IN USE

The consistent use of fonts (typography) for body copy and text gives all ISSofBC printed and electronic materials a recognizable appearance. ISSofBC's official typefaces are Montserrat, Akshar, and Arial. These fonts are readily available and do not have to be purchased. If you cannot find them, please check in with IT.

PRIMARY FONT

MONTSERRAT BOLD

A B C D

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

Used primarily for headlines within body copy, set in all-caps.

MONTSERRAT ULTRA LIGHT

A B C D

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Used primarily for large display headlines or emphasis

Download font here: fonts.google.com/specimen/Montserrat

SECONDARY FONT

AKSHAR

A B C D

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

AKSHAR SEMIBOLD
Used as substitute in headlines (set in all-caps)

A B C D

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Akshar Light
Used only for emphasis or text-body.

Download font here: fonts.google.com/specimen/Akshar

NOTES FOR STAFF:

In future, we will refer to ISSofBC, without the need to italicize 'of' as we have realized that most new staff, clients and external stakeholders, do not adhere to or use the italics.

ALTERNATIVE FONT

When Montserrat is not possible to access, please use Arial or any height legible font like: Helvetica, Futura and Open Sans.

ARIAL BOLD

ABCD

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Used primarily for headlines within body copy, set in all-caps.

MONTSERRAT ULTRA LIGHT

ABCD

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Used primarily for text

NOTES FOR STAFF:

Avoid using fonts like:

Comic Sans, Papyrus,
Brush Script, **Impact**, *Curly M1*,
and other display fonts.

They are overused, outdated, illegible and non-compliant with ISSofBC's communication standards.

FONT HIERARCHY

Font hierarchy is essential in design for readability, visual organization, emphasis on key points, positive user experience, branding consistency, and aesthetic appeal. It guides attention, establishes information hierarchy, and enhances overall visual communication.

TITLE

MONTERRAT BOLD 16PT ALL-CAPS

Subtitle

Montserrat EXTRA BOLD 12pt

SUBHEAD

AKSHAR SEMIBOLD ALL-CAPS

Caption

Montserrat EXTRABOLD

Text

Montserrat REGULAR 10pt. — Maecenas eu diam a leo porta interdum. In non massa quis odio feugiat sagittis. Quisque ac lorem. Maecenas ut sem sed ipsum suscipit malesuada. Nulla quis dui quis ante fermentum interdum. Proin eget est a augue vehicula mattis. Pellentesque sed nisi at nisi scelerisque iaculis. Phasellus orci. Nulla adipiscing. Suspendisse et leo vel elit ullamcorper gravida. Proin tempor, ligula ut tincidunt tempor, mauris nibh feugiat odio, nec tincidunt erat orci dictum purus. Etiam luctus odio. Aliquam adipiscing urna a felis. Quisque sed elit in

EMPHASIS

AKSHAR LIGHT 14PT ALL-CAPS – DONEC ID NISL. ALIQUAM ERAT VOLUTPAT. INTEGER FRINGILLA. DUIS LOBORTIS, QUAM

SPACE AND SIZE



WELCOMING
NEWCOMERS



Always maintain the minimum protective space around the logo to ensure visual clarity. The minimum protective space should be equal to the X-height of the tagline around the logo.

The **minimum size** of the logo is crucial to ensure legibility and impact. The logo must never be reproduced at a width smaller than 0.5 inches to maintain its readability.

In the context of **embroidery**, the minimum width for reproduction should be 0.8 inches to preserve the integrity of the logo.

For **web** use, the signature should not appear at a total width less than 150 pixels.



Min. width: 0.5"
for printing



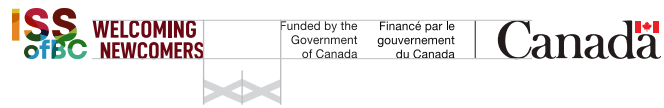
Min. width: 0.8"
for embroidery

OUR LOGO USED WITH GOVERNMENT FUNDERS

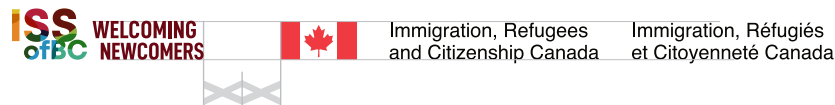
ISSofBC has contractual obligations, especially with funders like the Federal Government and the Province of British Columbia. Verify compliance before placement. If partners have specific requests, discuss and agree on the best approach using the provided guidelines.

For further guidance and to ensure proper use of guidelines and partner logos, contact our communications team at communications@issbc.org.

When a project is funded by multiple federal departments, the main acknowledgment is through the global Canada wordmark accompanied by a bilingual support line.



When IRCC is the exclusive funding entity, the primary method of acknowledgment involves using the departmental identifier alongside a bilingual support line.



Align the logo appropriately with the funder's logo. If the funder's logo is in portrait orientation, use the ISSofBC portrait; if the funder's logo is in landscape orientation, use the landscape version of the ISSofBC logo as well.



When placing the logo alongside others, please double the X-height in the tagline.

Utilize the "Canada - Welcome BC" set, with the message when the project is funded by the Government of Canada and the Province of British Columbia.



Utilize the "Canada - Welcome BC" set, with the message when the project is funded by the Government of Canada and the Ministry of Advanced Education, Skills, and Training of BC.



OUR LOGO AND OUR PARTNERS

In collaborative materials featuring the ISSofBC logo alongside other partners, it is crucial to maintain clear space for our logo, as illustrated here. No other logos should encroach on this space. When both the ISSofBC and a partner logo are present, consider the hierarchy carefully.

If partners have specific requests, discuss and agree on the best approach using the provided guidelines.

For further guidance and to ensure proper use of guidelines and partner logos, contact our communications team at communications@issbc.org.

WELCOMING NEWCOMERS | X 2



OUR LOGO AND PROGRAM NAMES

When arranging the ISSofBC logo alongside program names, always consider the guidelines set by funders and ISSofBC. The logo can be displayed side by side, as seen on Gateway and Global Talent, or stacked, as shown by Skills Hub, adhering to the specified spacing. It is crucial to uphold the designated colour palette and proportions.

In certain instances, such as Career Paths, the funder has supplied a separate logo for the program. They have requested that it remains distinct from the ISSofBC logo, as they are strategically branding the program at a provincial level and have numerous partnerships.



IMPROPER USE

Under no circumstances should any component of the ISSofBC logo be redrawn, modified or altered in any way. This page demonstrates examples of unacceptable and improper usage of the logo.



Only approved colours



Never show logo at an angle



Background should provide adequate contrast



Shadow, glow, gradient and other layer effects should never be applied



Do not add strokes to the logo



Do not stretch or distort logo

USE ON BACKGROUNDS

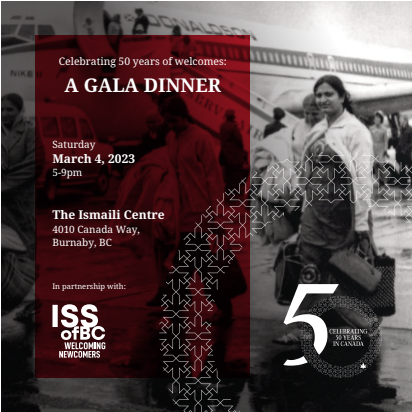
Use the ISSofBC logo on backgrounds that provide contrast. Always strive for maximum clarity. When using the signature on photographs and coloured backgrounds, be sure that the background is subtle enough that it does not interfere in any way with the legibility of the logo.



LOGO IN SIGNAGE AND MERCHANDISE



LOGO IN SOCIAL MEDIA AND SCREENS



Prepared by Marketing and Communications and Johanna Bartels, Graphic Designer. If you have any questions about this document, please contact: communications@issbc.org.

A photograph of a man and two women with a child on a balcony overlooking a city skyline. The man is on the left, wearing a black t-shirt. The woman in the middle is wearing a blue dress and a brown headscarf. The woman on the right is wearing a black dress and a pink headscarf, holding a young child. They are all looking out over a city with many skyscrapers under a cloudy sky. The balcony has a metal railing. There are some colorful circular graphics in the bottom left corner.

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