

TOWNSHIP OF ESQUIMALT

Economic Development Place Brand & Playbook

PLACE BRAND PLAYBOOK

COMPETITIVE ADVANTAGE

- Strategic Location and Scenic Coastal Beauty
- Community Events and Engagement
- Cultural Landscape
- Military – Present and Historical
- Employment and Industrial Area Opportunities

TARGET AUDIENCE

- Potential Investors – Developers/Investors/Realtors
- Business Owners – Chamber of Commerce – Industry Leaders
- Tourism Investment Opportunities – Visitors and Tourists
- Active community members and volunteer groups

BRAND
PERSONALITY

Neighbourly
Modern
Friendly
Vibrant
Welcoming

BRAND TAGLINE

“THE PLACE TO BE” aptly captures Esquimalt’s unique appeal as a place of **both warmth and opportunity**. This vibrant township offers a rare blend of scenic natural beauty, strong community engagement, and economic vitality, setting it apart as a destination worth choosing for residents, investors, and visitors alike.

Esquimalt is not only strategically located with breathtaking scenery and a welcoming atmosphere; it is also a township that deeply values its **heritage, fosters a collaborative and engaged community,** and has the infrastructure for a stable, growth-oriented future.

By positioning itself as **“THE PLACE TO BE,”** Esquimalt embraces these distinctive strengths, inviting all to see its potential as **a thriving place for living, working, and exploring.**

Brand Guideline

November 2024



ESQUIMALT

THE PLACE TO BE

03. CONSTRUCTION

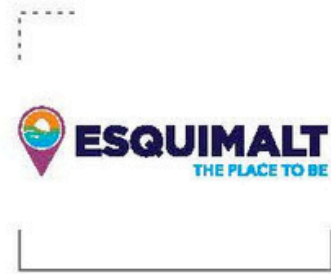
LOGO MINIMUM SIZE _____

Large Version



Width= 80 mm

Standard Version



Width= 30 mm

Small Version



Width= 25 mm

COLOUR _____

Vibrant, bright, energetic colours create a visual identity that is both memorable and eye-catching.



C40 M90 Y25 K0
HEX #a5407d



C0 M55 Y100 K0
HEX #f68b1f



C60 M20 Y100 K0
HEX #79a342



C75 M5 Y35 K0
HEX #0ab1b1



C100 M100 Y35 K35
HEX #201c50



C90 M5 Y0 K0
HEX #00abea

04. COLOUR

05. TYPOGRAPHY

FONT FAMILY _____

FONT

GothamBlack - Regular

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@%^&()

FONT

Avenir Next- Demi Bold

Aa Bb Cc

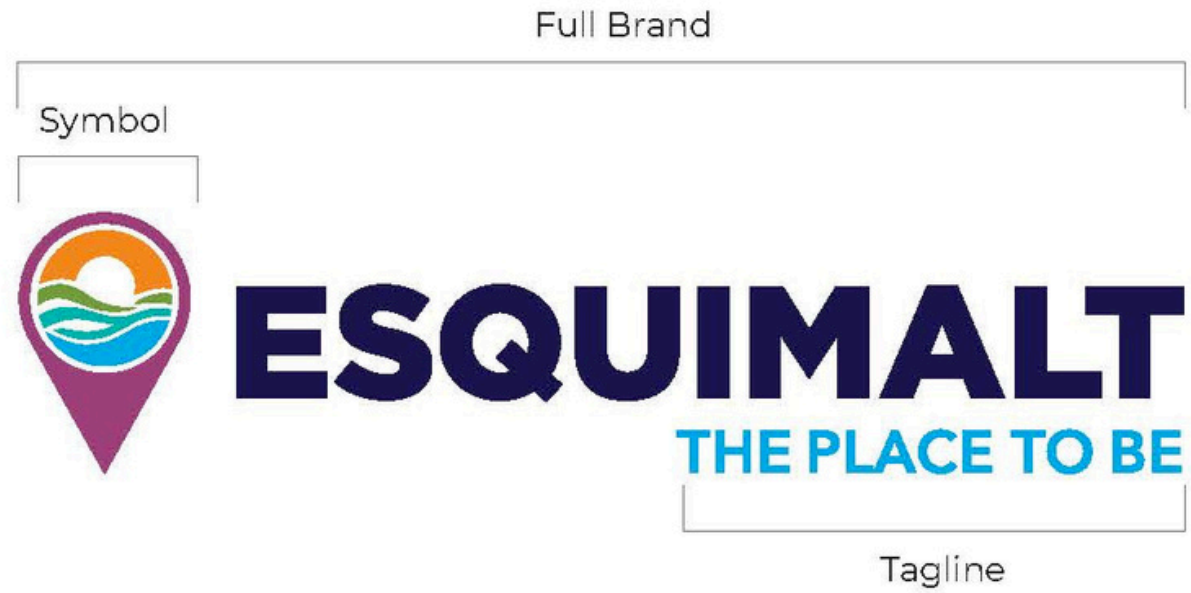
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01. LOGOTYPE

FULL LOGOTYPE _____

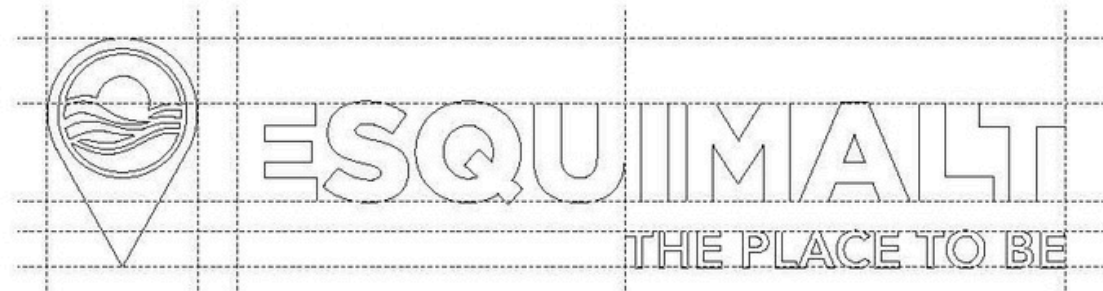


LOGO VERSIONS _____



02. CONSTRUCTION

LOGO CONSTRUCTION GRID _____



CLEAR SPACE REQUIREMENTS _____



07. DESIGN ELEMENT APPLICATION

06. DESIGN ELEMENT

SYMBOL _____



08. LOGO LOCK-UP

LOGO APPLICATION _____





EXAMPLE

Esquimalt, a vibrant township nestled on the southern tip of Vancouver Island, is truly "The Place to Be." This dynamic community offers a unique blend of scenic natural beauty, strong community engagement, and economic vitality, making it an ideal location for investors seeking both stability and growth. With its strategic location, breathtaking waterfront views, and welcoming atmosphere, Esquimalt seamlessly combines a rich heritage with a forward-thinking vision. This prospectus will explore the distinctive strengths of Esquimalt, highlighting the key factors that make it a prime destination for investment in a thriving community where residents, businesses, and visitors alike can flourish.



MERCHANDISE

EXAMPLE



THE PLACE TO BE...

"Esquimalt: The Place to Be"

Discover a vibrant waterfront community where breathtaking scenery meets a thriving local economy.

Explore the historic charm of Esquimalt, relax on the shores of The Gorge Waterway, or enjoy a picnic in Saxe Point Park. With its strong community spirit and commitment to sustainable growth, Esquimalt offers a unique blend of warmth and opportunity for residents, businesses, and visitors alike.



ESQUIMALT

THE PLACE TO BE



ESQUIMALT

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