



# GRAPHIC STANDARDS MANUAL

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Produced and maintained by the  
Cariboo Regional District Communications  
Department and subject to approval by the  
Cariboo Regional District Board of Directors.

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Last Updated: February 2026

*building communities together*

*The Cariboo Regional District is committed to working to advance reconciliation, recognizing and honouring Indigenous rights, and fostering meaningful relationships with Indigenous Peoples, with the intention of working together to create enduring partnerships that support resilient communities for the benefit of all residents, now and into the future.*

# GRAPHIC STANDARDS

## Who Should Use This Guide?

This guide is intended to be used by Cariboo Regional District (CRD) staff, committees and commissions, consultants and graphic designers to help ensure consistency by providing standards and specifications for the use of the CRD corporate identity in a variety of situations.

While it can be appealing to get creative and explore new ways to apply a brand, this often leads to inconsistent design results and misuse. Consistent and repeated application of the CRD brand leads to better overall recognition and builds trust with our audiences.

The information contained within this document is intended as general guidance for use of CRD branding and recommended formatting requirements for the corporate identity and other branded elements.

## Corporate Brand Management

The CRD Corporate Branding Guidelines are administered by the Communications Department under the authority of the Chief Administrative Officer.

The Communications Department is responsible for the development, design, and oversight of all public-facing communications and materials. Departments provide subject matter expertise and program information, and Communications works collaboratively to ensure all materials are accurate, accessible, and aligned with approved brand standards.

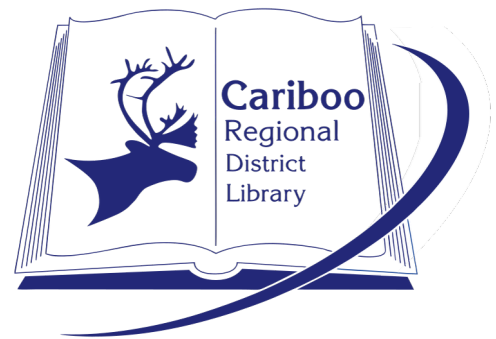
Use of the CRD Corporate Brand must occur through or in collaboration with the Communications Department.

## Application

This guide should be followed for all printed and multi-media Regional District communications. This manual provides the technical information required to ensure that the visual identity of CRD is used consistently and uniformly.

## Guidelines Assistance

If you should have any questions regarding the application of the guidelines or require digital brand files, please email: [communications@cariboord.ca](mailto:communications@cariboord.ca)

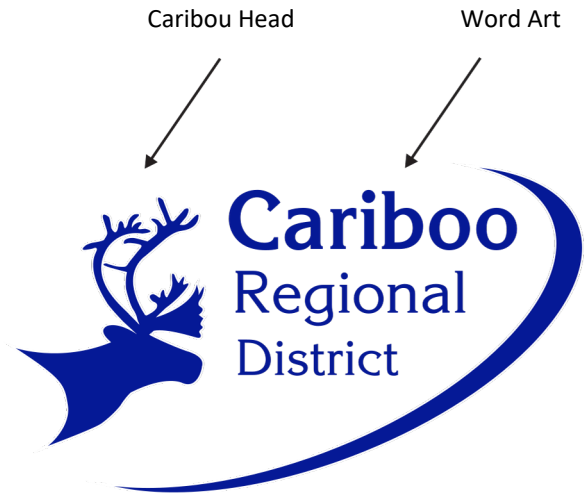


# CRD LOGO GUIDELINES AND USAGE

There are three versions of the CRD logo. There are no other acceptable versions of the logo except the ones shown below.

## Authorized Logo

The official Cariboo Regional District logo, with the caribou head and word art is preferred for most standard uses. It must be used using official camera-ready artwork or digital files obtained from the Communications Department.



## Banner

This logo, with the words extended out to the right is only to be used in cases where vertical space is not available.



## Utility

This logo, without the word art, is only to be used in extreme cases where the text of (a) or (b) would be unreadable, as a watermark or in cases where only an iconic representation is required.



## Minimum Size

The official logo must never be printed smaller than the minimum size, 8mm wide.



The banner logo must never be printed smaller than the minimum size, 35mm wide.



Clear space equal to the height of the caribou head must be maintained on all sides.

# CRD LOGO GUIDELINES AND USAGE

## Primary Brand Colours

The CRD Colours are:

**Reflex Blue:** Pantone Reflex Blue or CMYK (c100,m96,y7,k17) #1F2d8d

**Grass Green:** Pantone 382 or CMYK(c30,y100) #b5d333

When this option is not available solid colour versions can be used in reflex Blue, Black, Greyscale or Reversed white.

## Secondary Brand Colours

For larger projects, there is a secondary colours and accent colour file available. Please see communications for usage.

## CRD Logo Fonts

Korinna

## Incorrect Logo Usage

- When a logo is reduced or enlarged, it should be treated as one unit. Resize all elements proportionately. Do not stretch, skew or reshape the logo.
- The CRD logo should appear large enough to be clearly identified.
- Never substitute the logo colours. The only exception will be a tone on tone application for wearables.
- Never substitute the fonts in the CRD logo.



# CRD LOGO GUIDELINES AND USAGE

## Building Communities Together Slogan

The *building communities together* slogan is used as an integral part of the consistent visual appearance of the Cariboo Regional District.

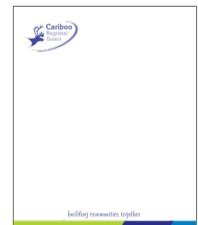
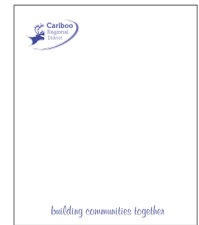
The slogan should always be lowercase and shown in black, white or reflex blue.

When the slogan is used within a body of text, it should be italicized.

## CRD Slogan Font

MurrayHill BT

MurrayHill BT  
*building communities together*



## Typography

Typography is used as an integral part of the consistent visual appearance of the Cariboo Regional District. Whenever possible, body text should be printed in black or reflex blue.

Kozuka Gothic Pro H is the font to be used for headers and headlines.

As a general rule, all correspondence should be in Calibri 12pt, full justification, except where impractical.

**Kozuka Gothic Pro H**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%&\*()?/**

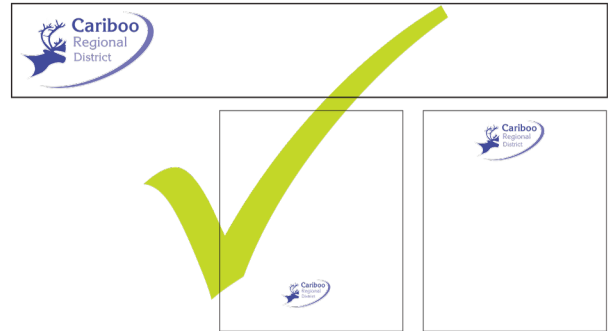
Calibri  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*()?/

# CRD LOGO GUIDELINES AND USAGE

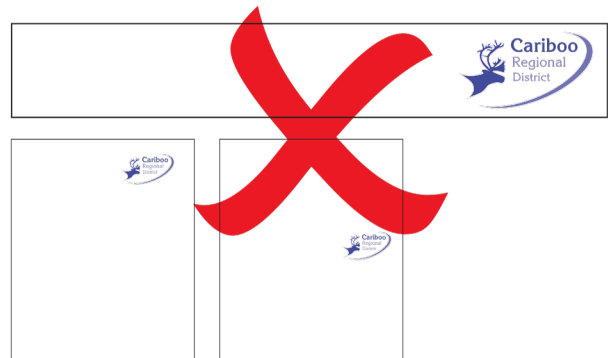
Accepted use:

## Right Facing

The CRD logo is a Right Facing logo and should always appear on the left, facing in towards the copy or centered and never on the right facing out.



Non-Accepted use:



## Accent Bars

The accent bar can be used as an element throughout designs. It may be used as a treatment in a variety of cases, such as a bottom bleed, floating, a separator at the base of a document (such as a footer or above contact information) or a navigation feature. The bar should generally not exceed 3% of the copy area in height.



# ACCESSIBILITY

## Accessibility Considerations

To support readability and accessibility, CRD materials should follow these practices when applying the approved brand standards.

### Use approved fonts consistently

All materials must use the approved CRD fonts outlined in this manual. These fonts were selected to support readability across print and digital formats.

### Maintain adequate text size

Text should be sized appropriately for the format to ensure readability. Body text in print materials should generally not be smaller than 11–12 pt, and digital graphics should use larger text where possible.

### Ensure sufficient colour contrast

Text and important information should maintain strong contrast against the background. Avoid placing text over busy images or low-contrast colour combinations.

### Do not rely on colour alone to convey meaning

Information should not rely solely on colour to communicate meaning. When colour is used to highlight information, additional labels, symbols, or text should also be included.

### Use clear layouts

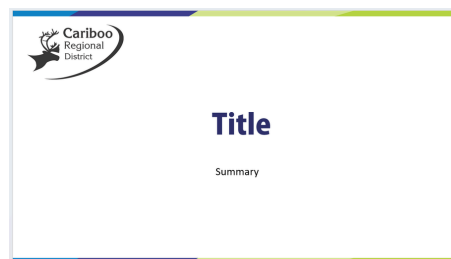
Maintain consistent spacing, margins, and alignment to improve readability and visual clarity.

### Use high-quality images and graphics

Images should be clear, high resolution, and not distorted or pixelated when resized.

# PRESENTATIONS

Presentations delivered on behalf of the Cariboo Regional District should use the approved presentation templates provided by the Communications Department. Using the standard template helps ensure consistent application of CRD branding, including logo placement, colours, fonts, and layout. Staff are encouraged to contact the Communications Department for access to the current presentation templates or assistance with preparing presentation materials.



| SPEAKING ENGAGEMENT METRICS |                |        |          |
|-----------------------------|----------------|--------|----------|
| Impact factor               | Measurement    | Target | Achieved |
| Audience interaction        | Percentage (%) | 85     | 88       |
| Knowledge retention         | Percentage (%) | 75     | 80       |
| Post-presentation surveys   | Average rating | 4.2    | 4.5      |
| Referral rate               | Percentage (%) | 10     | 12       |

# LETTERHEAD AND TEMPLATES

A number of guidelines have been developed for directors and staff in using Regional District letterhead and memo templates for correspondence.

1. Regional District letterhead and memoranda templates are to be used for official Cariboo Regional District business only.
2. Regional District letterhead may only be used by directors with an express Board resolution or when:
  - the letter is not related to policy;
  - the letter relates to a community group or event within the director's electoral area or municipality;
  - the letter does not conflict with other CRD initiatives.

If staff determine the correspondence conflicts with corporate objectives, use of Regional District letterhead may be declined.



*Going forward, we will be transitioning to the new letterhead style once the pre-printed letterhead supply is finished.*

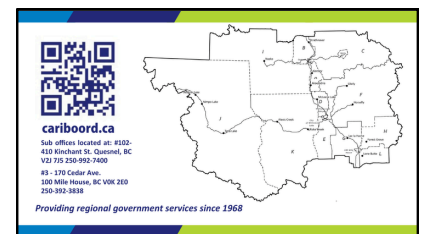
# BUSINESS CARDS

Business cards represent the Cariboo Regional District's professional image and must consistently reflect the CRD brand.

All business cards must follow approved design standards and use official logos, brand fonts, and approved colour palettes. Layout, spacing, and hierarchy must align with the CRD Brand and Graphics Manual to ensure a clean, professional, and consistent appearance across all departments.

To maintain brand integrity and consistency, all business card design and printing is coordinated through the Communications Department.

The reverse side of the business card may be customized by department or service area to include approved messaging, imagery, or program-specific information. All reverse-side content must be reviewed and approved by Communications to ensure alignment with CRD branding standards.



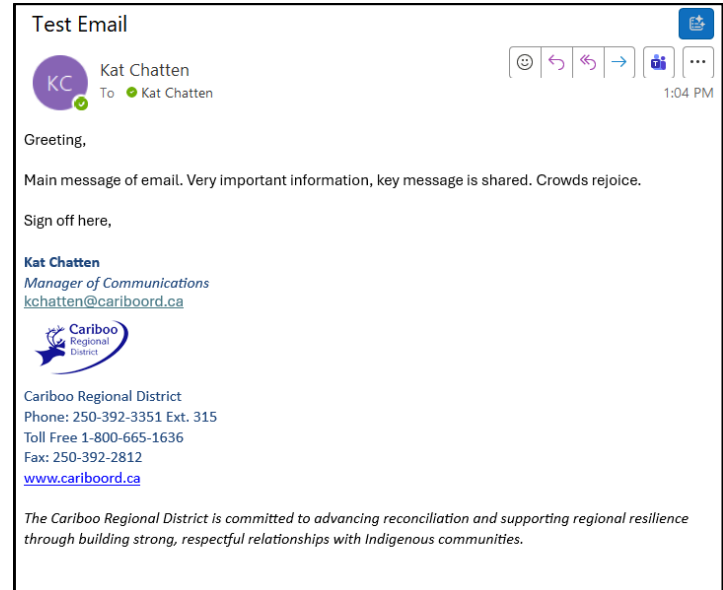
# EMAIL FORMATTING

Email communication represents the Cariboo Regional District's professional image and must reflect the CRD brand in tone, clarity, and presentation.

Because emails may be viewed across a wide range of platforms and devices, formatting must remain simple and universally readable.

## Formatting Requirements

- Use standard formatting supported across major email platforms.
- Emails must use a white background.
- Background images, background colours, watermarks, and decorative templates are not permitted.
- Avoid excessive graphics or advanced formatting that may not display consistently across devices.



## Signatures & Footers

Staff are expected to use the approved CRD email signature format to maintain a consistent and professional organizational presence.

The approved signature template is available from the Communications Department.

Staff may include the approved CRD reconciliation statement beneath their contact information.

If additional content is added to a staff email signature, this statement is the only approved addition. Personal messages, quotes, taglines, advertising, or other supplemental content are not permitted.

When included, the statement must appear exactly as written:

The Cariboo Regional District is committed to advancing reconciliation and supporting regional resilience through building strong, respectful relationships with Indigenous communities.




# GENERIC ADVERTISING & NOTICES

## Generic Advertising and Notices GLANCE AREA

The glance area is a portion of the ad which the reader can quickly and easily comprehend the purpose of the ad without reading the body text.

**LAC LA HACHE - AREA G**

 **LAND ACT**

**Application for Crown Land**

Cariboo Regional District of Williams Lake, BC has applied for a statutory Right Of Way over Crown land described as follows:

**UNSURVEYED STATUTORY RIGHT-OF-WAY OVER PART OF SURVEYED DISTRICT LOT 2822, LILLOOET DISTRICT, PLAN 9588.**

**Location:** Lac La Hache  
**BCGS Mapsheet(s):** 92P.083  
**Approximate application size:** 0.048 hectares (80mx6m)  
**Application Purpose:** Statutory Right-of-Way for water system

Written comments regarding this application will be received by the Integrated Land Management Bureau (ILMB) until June 19, 2008. The ILMB will not consider comments or expressions of interest received after this date.

**Integrated Land Management Bureau**  
201-172 North 2nd Avenue  
Williams Lake, B.C.V2G 1Z6  
Phone: 250-398-4574  
Fax: 250-398-4836

Please quote file No. 5407414 on all correspondence.

Any written responses to this advertisement will be considered part of the public record and may be released upon request. For more information, contact the Freedom of Information Advisor at the Integrated Land Management Bureau.

*building communities together*  
**cariboord.ca**

### A) Flag

The flag is a reversed area at the top of the ad which identifies the connection with the target reader. This is a headline and is in ALL CAPS and CENTERED. This will usually be a general area (108 Mile Ranch, Big Lake, etc) followed by the electoral area. This area should not be larger than 8% of the copy area height. The flag area may not always be applicable.

### B) Headline

The logo should be on the left hand side and headline is in ALL CAPS and LEFT ALIGNED, and should indicate what this ad is. This should be executed in as few words as possible. Example: PUBLIC NOTICE.

### C) Summary Headline

This is a third headline in which the purpose of the ad is explained. It indicates WHAT and WHY or WHERE. It is in Title Case and Left Aligned.

### D) Date/Location

In case of a public meeting or event, please indicate WHEN and WHERE. This line should be in sentence case, smaller than the summary headline.

### E) Body

Body text should be in Calibri font and never be any smaller than 7 point under any circumstances.

### F) Slogan

### G) Contact Information

If the contact information is not in the body text, add it here in Calibri.

### H) Website

The CRD website should be in a reversed area at the base of the ad. Do not include the www. This may not always be applicable

# PRINT & CREATIVE MATERIALS

Print and creative materials are often the first impression people have of the Cariboo Regional District. Consistent, well-designed materials build trust, support accessibility, and strengthen the CRD's visual identity across the region.

The Communications Department is responsible for the development, design, and production of all public-facing print and creative materials. Departments provide subject matter expertise, program details, and scheduling information, and Communications works collaboratively to ensure materials are accurate, accessible, and aligned with approved brand standards.

All public-facing print and creative materials — including brochures, posters, reports, signage, advertisements, and promotional items — can be developed in collaboration with the Communications Department prior to printing or public release.

All print and creative materials must:

- Use approved CRD logos, colours, and fonts as outlined in this guide.
- Reflect the CRD's professional image and adhere to accessibility best practices.
- Be used for official Regional District business and community engagement only.
- Be reviewed by the Communications Department before printing or public release to ensure accuracy and consistency

Unauthorized alteration of the CRD logo, colours, or design elements is not permitted. When in doubt, contact Communications for assistance or clarification before developing materials.

**Discover the stories behind the roads you travel...**

Our CRD historic driving guide highlights local landmarks, hidden gems, and the rich history that helped to shape our Region. Pick up your copy today or check it out online and head out for a drive! Experience the roads you know in a whole new way and discover some new ones too.

Grab your guide from your local visitor centre:

- Williams Lake
- 100 Mile
- Quesnel
- Prince George

Visit history and heritage page on our CRD website.

**Cariboo Chilcotin Historic Driving Tour Guide & Map**

Take a FREE self-guided tour.

Cariboo Regional District

Information in the driving brochure has been compiled by volunteers of the CRD's Heritage Steering Committee. **Interested in getting involved?** Contact us for more information.

building communities together

facebook.com/caribooregion cariboord.ca 1-800-665-1636

**Cariboo Regional District**

**MAKE the MOVE**

Everyday play over the odd getaway

Come for the outdoors. Stay for the opportunities. In the Cariboo, you'll find the perfect mix of lifestyle, prosperity, and community.

Best of all, Nature's playground is at your doorstep after the work day is done. Find out how you can make the move. cariboord.ca/makethemove

facebook.com/caribooregion

1-800-665-1636 cariboord.ca building communities together

# SOCIAL MEDIA

The CRD uses social media accounts to communicate about CRD initiatives, events and goals and as an avenue for engaging with residents. Facebook, Instagram and YouTube are approved channels. X (formerly Twitter) is only used by the Emergency Operations Centre when it is activated. Our primary goals for using social media are:

- Increasing public awareness of and citizens' access to the Regional District; Providing better customer service, including sharing time-sensitive information, correcting misinformation, fixing mistakes or providing updates on service changes;
- Enhancing the reputation and image of the CRD; Gathering feedback and facilitating conversations for stronger two-way communication with the public; and Building trust and strengthening relationships with residents, partners and stakeholders.

For more guidance on using social media as an employee or elected official please reference the full CRD Social Media Communications Policy.

The following standards apply to all public-facing social media content:

- Approved brand templates must be used for all graphics whenever applicable.
- Photography must be high quality, authentic, and platform-appropriate. Low resolution, blurry, stretched, pixelated, or clipart-style images are not permitted.
- Graphics must not be overloaded with text. Use a concise headline or key message only. Detailed information should be included in the caption.
- Colours, fonts, and imagery must align with established CRD brand guidelines.
- Excessive or decorative use of emojis is not permitted. Emojis may be used sparingly to emphasize a key point where appropriate.
- All social media content must be proofread and reviewed by the Communications Department prior to posting.

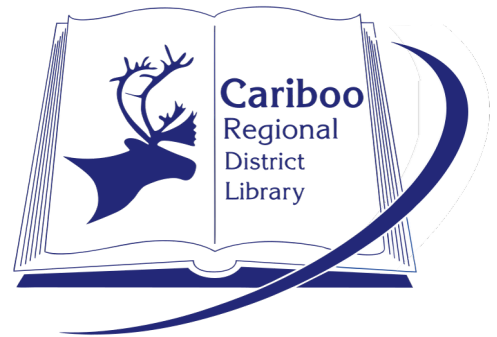


# GRAPHICS QUALITY CHECKLIST

All CRD publications, advertising, print collateral, and electronic and audio visual materials must display an approved application of the logo in a reasonably prominent, but not necessarily dominant, location.

Check the following reminders when utilizing a CRD logo:

1. Logos should always be taken directly from authorized electronic files or camera-ready art provided by the Communications Department.
2. When a logo is reduced or enlarged, it should be treated as one unit. Resize all elements proportionately.
3. Check all colour for accuracy and make sure the logo is legible in the chosen print context.
4. A logo should never be integrated into illustrations, cartoons or other symbols or logos.
5. A logo does not have to be large to be effective — but it should have ample space around it for legibility and integrity.
6. All public facing documents should be approved by the CRD Communications Department prior to publication or printing.



# CRD CORPORATE VFD LOGO GUIDELINES AND USAGE

## CRD VFD Logo

This is the official Cariboo Regional District VFD logo. It must be used using official camera-ready artwork or digital files obtained from the Communications Department.

The corporate VFD logo represents all of the Cariboo Regional District Volunteer Fire Departments under a unified brand.

It is intended for use on official materials, correspondence, and communications that speak of the CRD's Fire Protection Services as a whole.



## Colours

**Reflex Blue:** Pantone Reflex Blue or CMYK (c100,m96,y7,k17) #1F2d8d

When this option is not available solid Black or Reversed white versions can be used.



Black



Solid Blue



White/Reversed on Reflex



White/Reversed on black

# CRD VFD & CCSAR LOGOS GUIDELINES AND USAGE

## CRD VFD & CCSAR Logos

These are the official logos for the CRD Volunteer Fire Departments and the Central Cariboo Search and Rescue. These must be used using official camera-ready artwork or digital files obtained from the CRD Communications Department.

### Use by Volunteer Fire Departments

Volunteer Fire Departments (VFDs) operating under the Cariboo Regional District are representatives of the organization and play an important role in public safety and community engagement. Consistent, professional communication across departments helps maintain public trust and reinforces the CRD's identity as a unified regional service provider.

VFDs are to work with the Communications Department when developing or updating any print or creative materials, such as recruitment posters, public notices, event flyers, signage, or social media graphics. The Communications team can assist with concept development, design, and layout to ensure materials follow CRD brand standards while still highlighting each department's local identity.

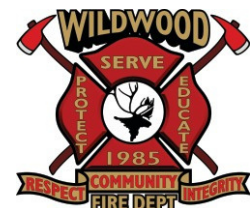
### Use of Logos and Crests

The CRD logo must only be used on materials that have been prepared and approved by the Communications Department. This includes any posters, advertisements, public information materials, or digital content that reference or display the CRD brand. The fire department crest may be used independently on uniforms, safety gear, apparatus, and internal materials specific to that department's operations, training, or local events. When both logos are used together, the CRD logo should appear in accordance with the visual standards in this guide, maintaining clear space and proportion.

### Review and Approval

All materials displaying the CRD logo - whether digital or print - must be reviewed by the Communications Department prior to public distribution to ensure accuracy, consistency, and proper logo usage.

When in doubt, departments are encouraged to contact Communications for guidance or design assistance.



# CRD LIBRARY LOGO GUIDELINES AND USAGE

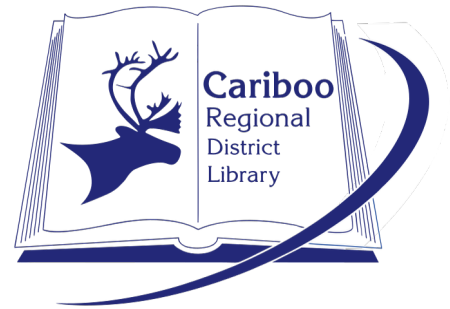
## CRD Library Logo

This the official Cariboo Regional District library logo. It must be used using official camera-ready artwork or digital files obtained from the Communications Department.

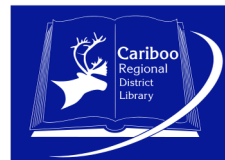
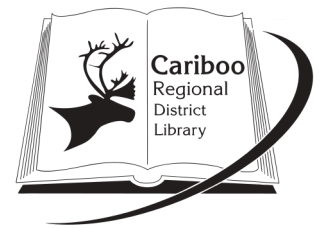
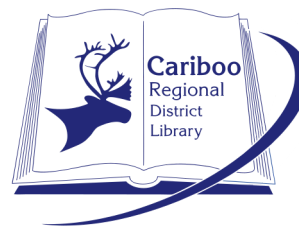
## Colours

**Reflex Blue:** Pantone Reflex Blue or CMYK (c100,m96,y7,k17)

When this option is not available solid Black or Reversed white versions can be used.



PANTONE  
REFLEX BLUE  
#1F2d8d



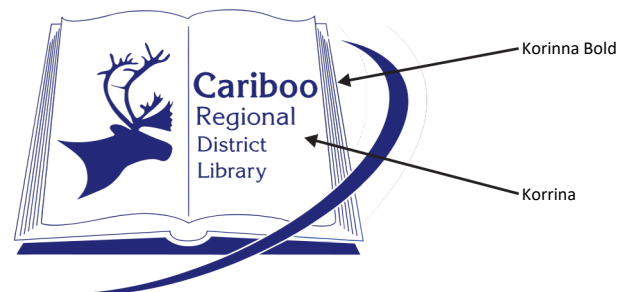
White/Reversed on Reflex



White/Reversed on black

## CRD Library Logo Fonts

Korinna

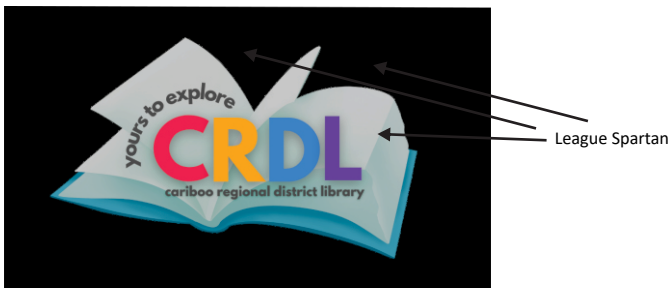


# CRD LIBRARY CARDS & PROMOTIONAL BRANDING

## CRD Library Cards & Promotional Branding

In 2025, the CRD Libraries went through a branding exercise for our new library cards. The designs were well received and moving forward and at the time of this publication we are working on branding guidelines to use the CRDL word treatment and the *yours to explore* slogan and colours for promotional and multimedia materials. Reach out to the Communications Department for more details.

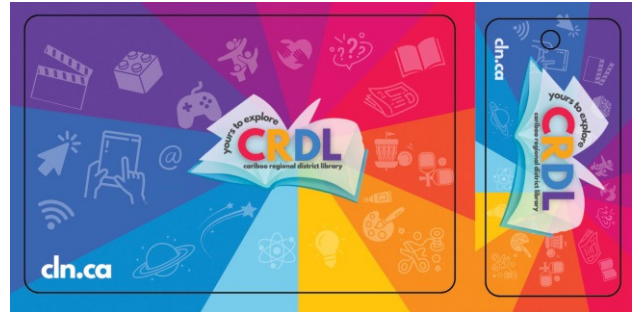
## CRD Library Word Treatment Font League Spartan



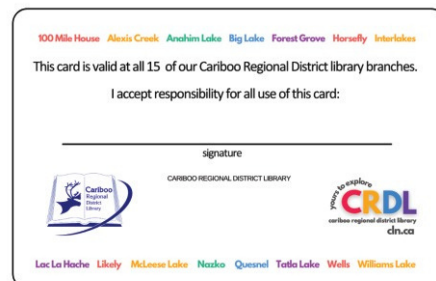
## CRDL Word Treatment Colors

For larger projects, there is a secondary colours and accent colours file available. Please see communications for usage.

## Front of Cards



## Back of Cards



# CRD EMERGENCY PROGRAMS LOGO GUIDELINES AND USAGE

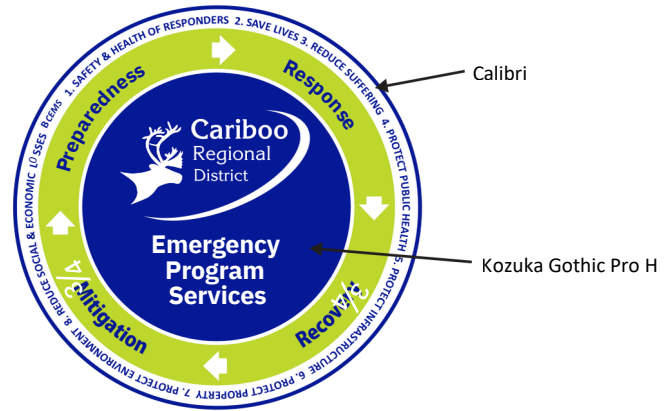
## CRD Emergency Program Services

The official Cariboo Regional District Emergency Program Services logo, with the caribou head, four pillars of emergency management and BCEMS is preferred for most standard uses. This logo is used for official documentation coming out of the Emergency Program Services department and the Emergency Operations Centre during an activation.

It must be used using official camera-ready artwork or digital files obtained from the Communications Department.

A more simplified version is also available that does not have the BCEMS priorities around the circle. This is to be used when the size of the logo is too small and impacts the ability to read the words legibly.

The Emergency Program Services is to work with the Communications Department when developing or updating any print or creative materials, such as recruitment posters, public notices, event flyers, signage, or social media graphics. The Communications team can assist with concept development, design, and layout to ensure materials follow CRD brand standards while still highlighting each department's local identity.



## Colours

The CRD Colours are:

**Reflex Blue:** Pantone Reflex Blue or CMYK (c100,m96,y7,k17) #1F2d8d

**Grass Green:** Pantone 382 or CMYK(c30,y100) #b5d333

When this option is not available solid colour versions can be used in reflex Blue, Black or Reversed white.



Solid Blue




Black



White/Reversed on Reflex



White/Reversed on black



For further information and camera ready art, contact the  
Cariboo Regional District Communications Department at  
250-392-3351 or 1-800-665-1636.

**Central Cariboo - Williams Lake**

Suite D, 180 North 3rd Avenue  
Williams Lake, BC V2G 2A4  
Phone: (250) 392-3351 or  
1-800-665-1636  
Fax: (250) 392-2812

**North Cariboo - Quesnel**

#102 - 410 Kinchant Street  
Quesnel, BC V2J 7J5  
Phone: (250) 992-7400  
Fax: (250) 992-7414

**South Cariboo – 100 Mile House**

Unit 2 - 170 Cedar Avenue  
100 Mile House, BC V0K 2E0  
Phone: (250) 395-3838  
Fax: (250) 395-4898

