

# City of Courtenay

## Visual Identity & Templates

July 28, 2023

## New City of Courtenay Crest

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New City of Courtenay Crest | Reversed

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**City of  
Courtenay**



**City of  
Courtenay**



**City of  
Courtenay**



**City of  
Courtenay**

# New City of Courtenay Crest | Reversed





## Colour Palette

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PRIMARY

**Seafoam Blue/Green**

#6EC1C7

PRIMARY

**COCY Teal**

#00535E

PRIMARY

**Earthy Green**

#3E8A7D

SECONDARY

**Salmon**

#ED7751

SECONDARY

**Mustard**

#BE9945

SECONDARY

**Cream**

#EAE4D6



# Courtenay Recreation

# Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

We are recommending that Open Sans remain the official font of the City of Courtenay. It is a legible, open-source font that is already available and in-use, simplifying the adoption of new design templates.

## Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Appeal to the Board of Variance

**1924 Sussex Drive**  
File No: Bov00022

The City of Courtenay Board of Variance is considering a resolution to issue a variance to the owner of the above noted property to reduce the minimum rear yard setback from 7.5 m to 5.1 m for a covered porch addition.

The subject property is shown in bold on the adjacent map.

### **Get More Information**

View relevant documents at City Hall from 8:30 am to 4:30 pm Monday through Friday, excluding holidays until the Board meeting.

Written submissions must be received by the City no later than 4:30 pm, **Tuesday, April 25, 2023** to ensure their availability to the Board of Variance members at the meeting.

We would like to make some recommendations around typography and font usage to help with consistency and readability.

Accessibility requirements strongly suggest using upper/lower type in all situations. All upper case text results in words with a uniform, rectangular shape, making them harder to read.

Adequate spacing between lines of text and between sections of text allows readers to scan for information more easily and makes the text itself more legible. All text should be left-aligned.

Highlighting sections of important text should be done with one difference - ie. bold, or italic. The goal is to reduce the number of different text sizes and weights in layouts to create a simpler typographic heirarchy that looks cleaner and is more legible.

## Sample Templates | City of Courtenay Poster/Colour Ads



**City of Courtenay**

# Mile of Flowers Plant-In

**Tuesday, May 27**  
**Starting at 5:00 pm**

Join hundreds of volunteers for Courtenay's annual Mile of Flowers Plant-In. A local tradition since 1967!

**Free BBQ**  
Join us at Standard Park (located at Cliffe Avenue and 14th Street for a free BBQ courtesy of Courtenay Rotary and the City of Courtenay.

**Event Details**  
Contact the following or more information:  
Tel: 250-334-4441  
Email: [communityservices@courtenay.ca](mailto:communityservices@courtenay.ca)

**What to Bring:**

- Gloves and trowel
- Drinking Water
- Community Spirit

**Where to Plant:**  
Anywhere on Cliffe Ave. between 8th Street and 21st Street

[courtenay.ca/plantin](http://courtenay.ca/plantin)

## Sample Templates | City of Courtenay Poster/Colour Ads

Full colour background for maximum impact and to keep the poster visually as one unit against a sea of competing visual clutter.

Headline is white in a teal box to prevent the overlapping of text and image. It can be difficult to manage contrast of text and image, so this creates a consistent space for the main headline and always meets accessibility standards for colour contrast.

Seafoam background would be used for City of Courtenay messaging.

Simplified text formatting allows for easier adaptation to various sizes.



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## Sample Templates | Courtenay Recreation Posters/Colour Ads



 Courtenay  
Recreation

PARTNER LOGO  
LOCATION



33rd Annual Father's Day  
**Kite Fly**

**June 19, 12:30 - 2:30 pm**  
Goose Spit Park

**B.Y.O.K.** Bring Your Own Kite  
**Park & Ride** from Brooklyn Elementary School  
11:30 am - 3:30 pm, 1290 Guthrie Road

**Registration** 12:00 - 1:00 pm  
**Judging and Prizes** 1:30 - 2:15 pm

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## Sample Templates | City of Courtenay Black & White Department Ads

Thick, black border is used to separate the City of Courtenay ads from the surrounding clutter

Typographic hierarchy is as described earlier, simple and clean for ease of legibility.

City logo signoff could be handled with the main City of Courtenay logo. The department would be identified at the top of the contact information.

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Written submissions must be received by the City no later than 4:30 pm, **Tuesday, April 25, 2023** to ensure their availability to the Board of Variance members at the meeting.


**Board of Variance Meeting Date**

**Wednesday, April 26, 2023**  
10:30 AM in the City Hall Council Meeting Room



**Devin Croin, Planner 1**

**City of Courtenay Development Services**  
830 Cliffe Ave., Courtenay, BC V9N 2J7  
Tel: 250-703-4839  
Email: [planning@courtenay.ca](mailto:planning@courtenay.ca)  
If you have any question or concerns about this application, please contact us.



**City of Courtenay**  
courtenay.ca

# Sample Templates | City of Courtenay Black & White Department Ads

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courtenay.ca

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## Water Main Flushing: West and South Courtenay

Flushing may cause temporary, short-term pressure fluctuations, discoloration and sediment in the water reaching your home or business.

Water main flushing protects drinking water safety and quality by removing sediment that may have accumulated in the lines over time. During flushing, water to individual properties should only be affected for 30-60 minutes.

### Tips for residents & businesses:

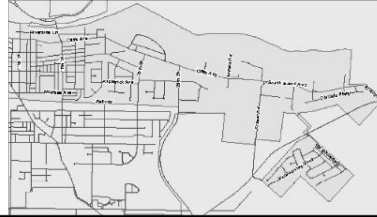
- Do laundry & wash dishes outside of flushing hours
- Run cold water taps to clear discoloured water
- If water does not clear after 60 minutes, contact Public Works Services at 250-338-1525, or the after-hours



[courtenay.ca/udf](http://courtenay.ca/udf)

Courtenay Public Works Services will be flushing water mains in West Courtenay within the shaded area shown on the map.

March 6 to 24, 2023  
7:30 am - 4:00 pm Weekdays



## 2022 Annual Report

Courtenay City Council will consider the 2022 City of Courtenay Annual Report at the following Council meeting:

WEDNESDAY, JUNE 28, 4:00 P.M.  
CIVIC CHAMBER  
770 HARRISON AVENUE, COURTENAY  
Or view online by accessing the meeting agenda and YouTube live stream link at [courtenay.ca/councilmeetings](http://courtenay.ca/councilmeetings)


At the meeting, Council will consider submissions from the public.

Written submissions must be received by Friday, June 23 at 12:00 noon at 800 Cliffe Avenue, Courtenay, BC, V9N 2J7 or by email at [info@courtenay.ca](mailto:info@courtenay.ca)

View the 2022 Annual Report at [courtenay.ca/annualreport](http://courtenay.ca/annualreport)



City of Courtenay  
courtenay.ca




City of Courtenay

Asset Management for Sustainable Service Delivery

# A Framework for British Columbia

Presented by:  
Jane Smithsen CAO, City of Courtenay  
July 6, 2023, Committee of the Whole





ZOOM


## A Framework for British Columbia

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ZOOM



City of Courtenay

Asset Management for Sustainable Service Delivery  
A Framework for British Columbia

courtenay.ca

# Sample Templates | City of Courtenay Poster/Colour Ads | Alternate



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**Kite Fly**

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Goose Spit Park

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**Thank you.**