

Brand & Web Guide



Client --- Tree Police
Location --- BC, Canada
Project --- Website



1

- Goal is to create, launch and maintain a professional website.
- Current logo will be used for the new website.
- Theme will be characterized by 'confidence and wisdom'.











2

--- This vertical profile logo will have generous margins.

Colour Variation:

--- This logo is an image with no variant.

Main, Dominant	  	--- Oxford Blue #06192f + C Current #00635D + Dartmouth Green #00612C
Secondary		Moonstone #08A4BD --- Mikado Yellow #FDC70C
Buttons (CTA)	 	--- Blue NCS #008DD2 + Moonstone #08A4BD
Core Display	 	--- Black - #000000 + White - hex #ffffff

Title

Title

Title

Title



3

- Brand will feature cooler greens and blues with a dark green and warm yellow.
- Secondary colour used as backgrounds for text blocks, or highlights.
- Rounded Buttons / CTAs

Main State #008DD2



Roll/Press State #08A4BD





BD Branding
Department

4

- Badge logo is to be displayed with a 'ribbon' overlay as a background.
- Logo must not obstruct subjects in images.
- Use Mikado Yellow as banner, extended from edge of image.



Quoralis ventrum arcadine, velistrae dignora flux in aethernus. Stravium portare nunc, vitae fracterra lumen, sed orraquintis magna. Drelithos inceptum movare, cantaris vitae humbris, et



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5

- Position logo as a vertical arrangement left or right of copy, not above.
- Mikado Yellow banner behind logo with bold heavy text.



Public Sans Black

Sub Headings Public Sans Regular

Merriweather 24pt Regular body text. Velisquor dravintis portum, humbrix fractae vitae, marentor exulviae praestum. Noctilux curantis incepta, varraquor tempus fluxae, lumen in eternum ferox. Arcendis semper aurora, phasmora ventris clarum, fractrum in canticae viva.

