Communications and Graphic Standards Manual

Updated March 2016

PORT MOODY
CITY OF THE ARTS

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Introduction

Graphic and communications standards exist to ensure a consistent, professional and effective identity throughout an organization.

A brand and visual identity are two of the most important tools that an organization can use to build and maintain its image. Over time this visual identity helps to solidify an organization's name and reputation.

Today, Port Moody, City of the Arts, is a unique, safe, vibrant waterfront city of strong neighbourhoods; a complete community that is sustainable and values its natural environment and heritage character. Our logo and wordmark are symbols that represent the City of Port Moody brand and by establishing guidelines we can protect their integrity.

As a member of staff, every time you communicate with the public, it contributes to our reputation. Stationery, business cards, publications, newsletters, advertisements, web sites, flyers, brochures, signs and other forms of communication represent not just the individual program, service or department, but the entire City of Port Moody.

With the development of brand, graphic and editorial standards, we have better control over the image we want to project. The City of Port Moody has a uniform look and feel – vibrant, picturesque, creative, clean, natural and contemporary - that appears in all our communication material, regardless of the application, purpose, format and size.

The benefits of adopting a standard include:

Higher level of professionalism - people actually do judge a book by its cover! When applied to communication material, a more polished image lends credibility to the message.

Reduces time spent producing materials – there is greater administrative efficiency in standardizing the use of logo, colour and fonts, because this eliminates the need and therefore the time it takes to develop new themes or reinvent the wheel each time a new product is needed.

Better communication with the public – by standardizing key graphic design elements a visual identity program creates communications that are easily recognized by the public as "City of Port Moody" information.

The City of Port Moody Graphic and Communications Standards Manual outlines logo, wordmark and crest usage and size, as well as font standards with respect to the City's visual identity. In addition, it provides guidelines on the City's colour palette, design elements and editorial style, and addresses templates for stationery, ads, PowerPoint presentations and signs. These comprehensive standards offer all staff a flexible framework within which to design print, web, multimedia and merchandise, while at the same time reinforcing the consistent, clear and positive image of our city in the minds of both internal and external stakeholders.

The manual covers the major issues of application, but cannot address every possible design situation.

Within this Graphic and Communication Standards Manual are several marketing communications terms that might be unfamiliar.

- **logo** - a graphic element used to identify a company, product, service, or brand and promote instant public recognition. The logo is typically trademarked to protect it from use by other companies.
- **wordmark** - a standardized graphic representation of the name of a company, institution, or product name used for purposes of identification and branding. A wordmark is usually a distinct text-only typographic treatment. The organization name is incorporated in a graphic style and colour to create a clear, visually memorable identity. The representation of the word becomes a visual symbol of the organization or product.
- **brand** - the set of physical attributes of a product or service, together with the beliefs and expectations surrounding it. It is a unique combination which the name or logo of the product or service should evoke in the mind of the audience.
- **brand identity/brand image** - a unique set of images and ideas that represent what a particular brand stands for or potentially promises to customers. "Brand identity" refers to the strategic goal for a brand; while "brand image" is what the audience actually thinks about the product or service.
- **visual identity** - visible elements of a brand, such as color, form, and shape, which sum up and convey the symbolic meanings that cannot be communicated through words alone. In a broader (corporate) sense, it may include elements such as building architecture, color schemes, and dress code.

The City's Graphic and Communication Standards Manual is governed by Administrative Policy # 19-1360-1.

If you have any questions or concerns, please contact the Corporate Communications Division, Corporate Services Department.

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jreynolds@portmoody.ca

Logo and Wordmark

The City of Port Moody's identifying graphics are the logo and wordmark.

Our logo

Port Moody's half-disk logo was created in 1995 by the Economic Development Committee. The committee developed two versions– one using blue and green and a second version in black and white (no gray tones). In 2001 Port Moody adopted the 'City of the Arts' slogan and this tag line was added to the logo.

Our wordmark

In 2004 a wordmark was created as an alternative to the logo. The wordmark is simpler and less complex than the logo and is used especially in situations where the full logo would be impractical, such as embroidered clothing.

PORT MOODY
CITY OF THE ARTS

The City's visual identity can be represented by the logo alone, the wordmark alone, or the logo together with the wordmark. When the logo and wordmark are used together they denote "Port Moody, City of the Arts; Port Moody, City of the Arts" which is redundant. For that reason, **the combined logo and wordmark is no longer in use.**

The artwork, symbols and typographical content of the City of Port Moody logo and wordmark are protected under the copyright laws of Canada. Use of the logo and wordmark is restricted and must appear in official City of Port Moody corporate documents, publications, materials, advertisements, sponsorships and for promoting City events.

- Any other use requires written approval from the Corporate Communications Division. See Policy 1-0300-1 for information.
- Permission may be granted in instances where the City of Port Moody is an official sponsor or promoter of an event, service or program.
- Once approval is granted guidelines provided in the Communications and Graphic Standards should be followed.
- Any duplication of the logo and/or wordmark by any means, in whole or in part constitutes an infringement of the copyright, trademark and/or design rights of the City of Port Moody and is prohibited by law.

Logo and wordmark guidelines

Use intact

When using the logo alone, all logo elements must appear intact. You cannot separate the logo elements, break them down in parts or combine them with other images. You may only use the logo according to the guidelines provided in the Port Moody Communications and Graphic Standards Manual.

Colours

	Colour Swatch	C	M	Y	K	R	G	B	Pantone	Hexadecimal
Blue		100	44	0	0	0	120	193	300	0078C1
Green		100	0	65	30	0	128	102	335	008066

Minimum size and protected space

The logo and wordmark should always be legible and therefore the following recommended minimum sizes will ensure their integrity and clarity.

- Logo – 0.5" wide
- Wordmark – 1" wide

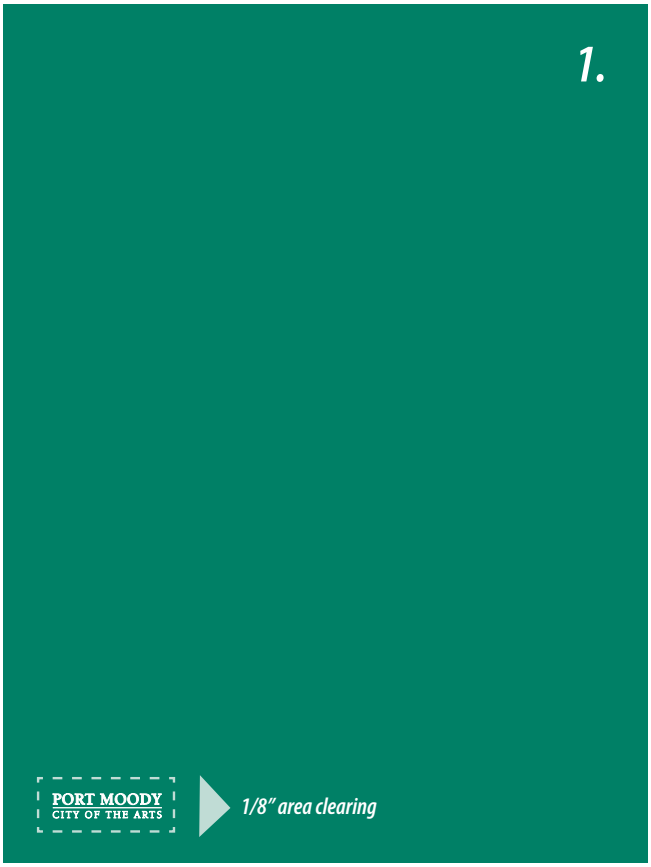
The combined logo and wordmark is discouraged. In those rare cases where they must be used, the following minimum sizes are recommended.

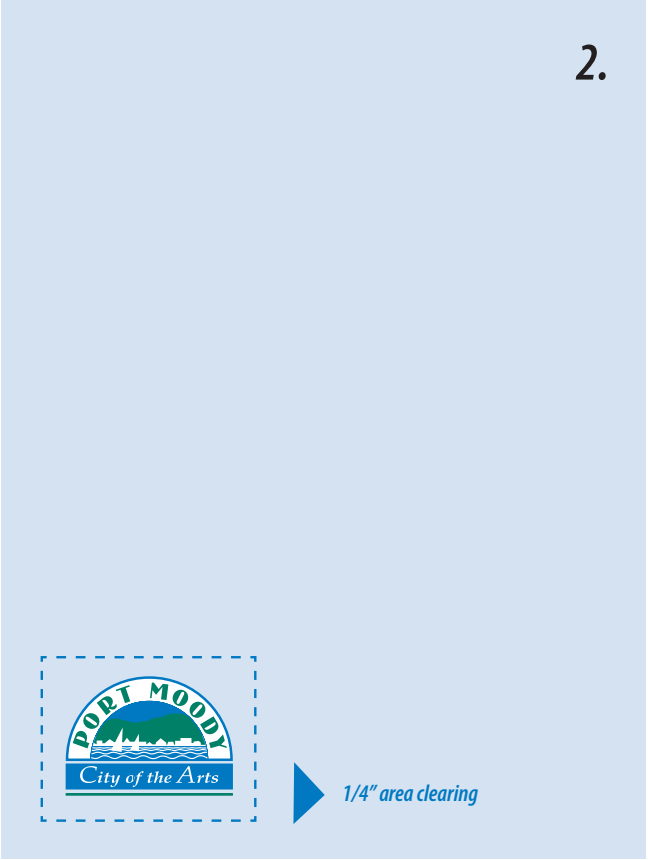
- Logo & Wordmark horizontal – 1.5" wide
- Logo & Wordmark stacked – 1" wide

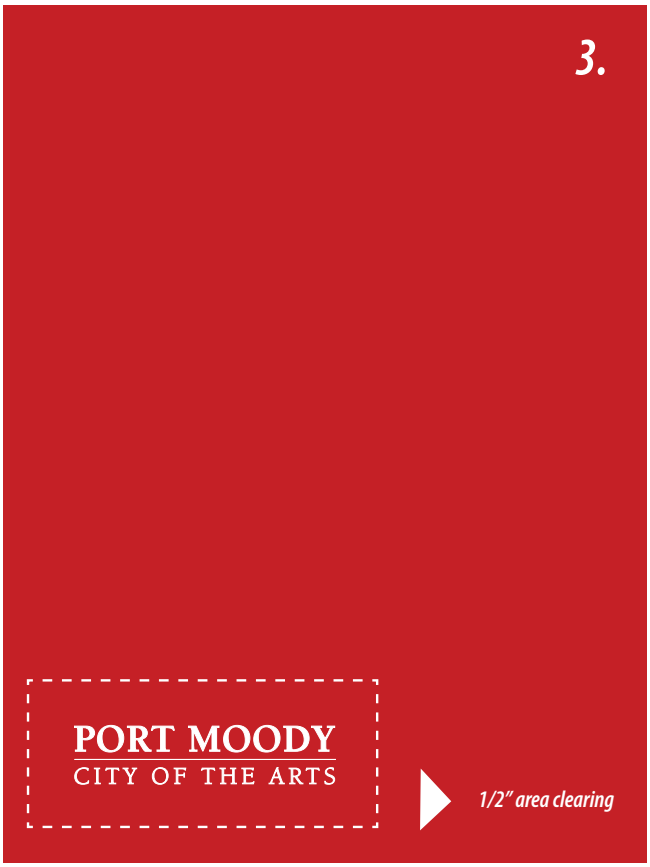
Always keep a minimum amount of space surrounding the logo and wordmark to separate them from headlines, text, other images and the outer edges of documents. The protected space is:

- **logos or wordmarks scaled between 0.5" and 2"**
  - at least 1/8" area clearing it of any text, images or photographs
- **logos or wordmarks scaled between 2" and 3"**
  - at least 1/4" area clearing it of any text, images or photographs
- **logos placed larger than 3"**
  - at least a 1/2" area clearing it of any text, images or photographs

Logos larger than 5" in any application must be cleared with the Communications Division.







1. Logos or wordmarks scaled between 0.5″ and 2″

- at least 1/8″ area clearing it of any text, images or photographs

2. Logos or wordmarks scaled between 2″ and 3″

- at least 1/4″ area clearing it of any text, images or photographs

3. Logos placed larger than 3″

- at least a 1/2″ area clearing it of any text, images or photographs

Logo and wordmark applications

Application	Logo	Wordmark
Full color **PMS 300 & 335**		PORT MOODY CITY OF THE ARTS
Black & white version. Instead of black it is OK to use PMS 300 or grey.		PORT MOODY CITY OF THE ARTS PORT MOODY CITY OF THE ARTS
Reversed in white on any dark background		PORT MOODY CITY OF THE ARTS

The logo and wordmark have been converted and saved in various file formats.

For in-house use, always download a high resolution JPEG directly from RPM or the Intranet. Do not save the logo or wordmark to your desktop, C drive, home or departmental directories.

- **Logo colour - RPM#127997**
- **Logo b&w- RPM#127995**
- **Logo b&w reversed- RPM#127996**
- **Wordmark colour- RPM#137655**
- **Wordmark b&w - RPM#127989**

Consult with the Communications Division if you need a logo or wordmark for any printing that is being done by a professional print shop.

Incorrect use of the logo and wordmark

- Do not stretch or squish the logo
- Do not change the official colours
- Do not personalize
- Do not use novelty fonts
- Do not use incorrect proportions
- Do not use low resolution versions of the logo and/or wordmark
- Do not rotate text
- Do not use portions of the logo
- Do not apply the logo or wordmark over a background without sufficient contrast

Correct use of logo and wordmark

PORT MOODY City of the Arts

Business News

DECEMBER 2015

Connecting with our business community

In 2015 Council began our new term by establishing a long term vision and strategic plan for the City of Port Moody. Council's four-year strategic plan articulates priorities, provides a framework for the decisions we make, and guides how we will deliver services to the community. The plan is based on seven strategic priorities: Community Planning, Service Excellence, Moving People, Parks & Recreation, Preserving the Environment, Economic Development and Arts & Culture. Creating a strong local economy relies on the success of our local businesses, which Council is supporting with a number of initiatives in order to help our local businesses prosper.

We are excited to see the vision in our recently adopted OCP that is taking shape on Murray Street, with the introduction of three new craft breweries into the neighbourhood. These unique and locally owned businesses are widely supported by our residents, and also attract many visitors to our community.

This ties nicely into the recently created Tourism Committee, which has been appointed by Council to develop a Tourism Strategic Plan. This plan will help identify our strengths, unique attributes, and aspects that attract visitors, as well as providing opportunities for our local businesses to benefit. The preliminary work has identified key themes, such as promoting our outdoor recreation opportunities, unique food and beverage establishments, and independent/creative locally owned enterprises, that we hope to build on.

In 2015, the City released our Economic Development Profile, providing a snapshot of our local economic context. The profile supports current and potential businesses in their decision making, gives local context for those outside of our community looking to establish a business here, and provides data that the City can use to help in decision making that serves local business.

As we move into 2016, Council, staff, our Economic Development Committee, our Tourism Committee and our local business leaders will continue to work together to engage and serve our community. With the Evergreen Line scheduled to open in early 2017, we expect to see a number of development applications along the transit corridor. This will provide some challenges, but more importantly, a tremendous opportunity to bring more customers to our local businesses, and to improve our connections to the rest of the region.

Involving you is critical as we develop Port Moody as a complete community that is socially, economically, and environmentally sustainable. Please always remember, we are here to help in your success. If you have ideas, suggestions, or questions, call me directly at 604.469.4515 to discuss how we as a City can assist your business.

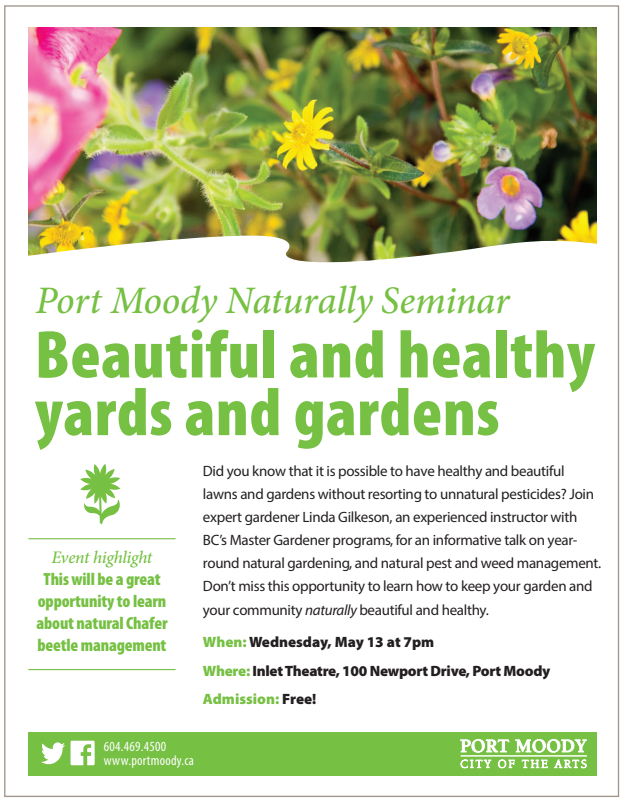
M.E. (Mike) Clay

Here are four easy ways to pay your business licence:

1. **Online** by credit card (Mastercard or Visa) through our website at www.portmoody.ca/eservices.
2. **24-hour drop off** - drop your cheque in the Finance drop box located at the rear entrance to City Hall and the library.
3. **In person at City Hall**, 2nd Floor, 100 Newport Drive, 8:30am-5pm weekdays using cash, cheque, credit card or debit card.
4. **Through the mail** at City of Port Moody, 100 Newport Drive, Port Moody, B.C. V3H 5C3

BUSINESS LICENCE PAYMENTS ARE DUE FEBRUARY 1, 2016

Reversed logo - newsletter header



Port Moody Naturally Seminar

Beautiful and healthy yards and gardens

Event highlight
This will be a great opportunity to learn about natural Chafer beetle management

Did you know that it is possible to have healthy and beautiful lawns and gardens without resorting to unnatural pesticides? Join expert gardener Linda Gilkeson, an experienced instructor with BC's Master Gardener programs, for an informative talk on year-round natural gardening, and natural pest and weed management. Don't miss this opportunity to learn how to keep your garden and your community *naturally* beautiful and healthy.

When: **Wednesday, May 13 at 7pm**

Where: **Inlet Theatre, 100 Newport Drive, Port Moody**

Admission: **Free!**

604.469.4500
www.portmoody.ca

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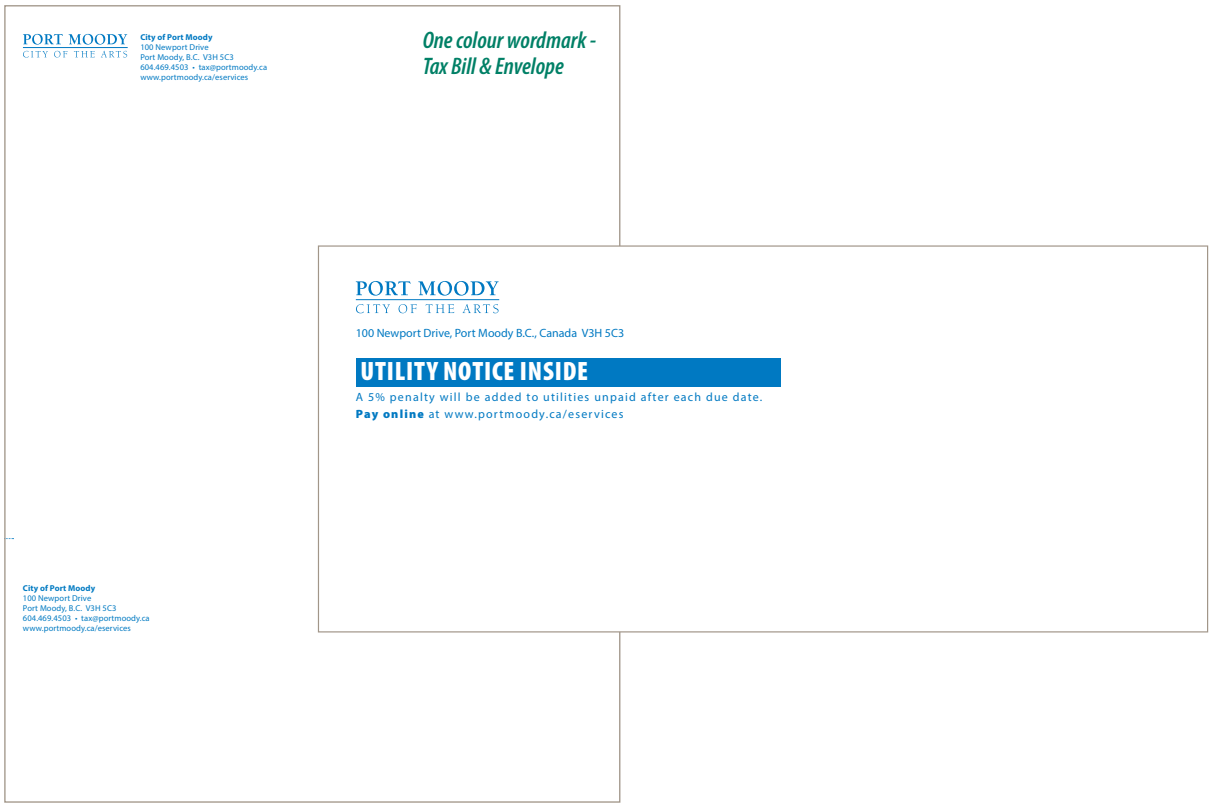
Reversed wordmark - poster



PORT MOODY
CITY OF THE ARTS

City of Port Moody
100 Newport Drive
Port Moody, B.C. V3H 5C3
604.469.4503 • tax@portmoody.ca
www.portmoody.ca/eservices

One colour wordmark - Tax Bill & Envelope

PORT MOODY
CITY OF THE ARTS

100 Newport Drive, Port Moody B.C., Canada V3H 5C3

UTILITY NOTICE INSIDE

A 5% penalty will be added to utilities unpaid after each due date.
Pay online at www.portmoody.ca/eservices

City of Port Moody
100 Newport Drive
Port Moody, B.C. V3H 5C3
604.469.4503 • tax@portmoody.ca
www.portmoody.ca/eservices

City Emblem/ Coat of Arms

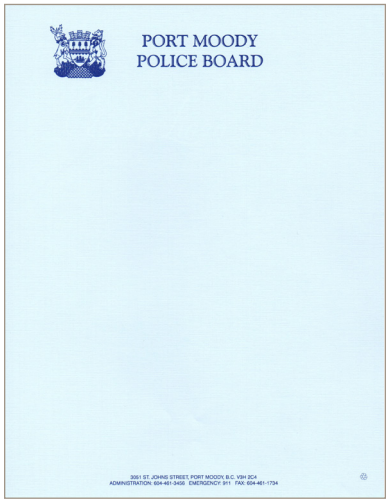
Port Moody's official Coat of Arms is full of symbolism. A stag and a cougar hold a shield above the Inlet, symbolic of the area's wildlife. Above the shield is a castle, emblematic of Port Moody's designation as a city, and above that is a band-tailed pigeon, a rare local bird. On the shield is a miniaturized economic history of the area: trees for the forest industry, tracks for the railway, and a clipper ship for the early port. If you look closely at the stag and cougar, you will see a collar of maple leaves, meant to imply Canada. You will also notice a salmon around the neck of the stag, representing the original Coast Salish settlers, and a railroad spike on the cougar.

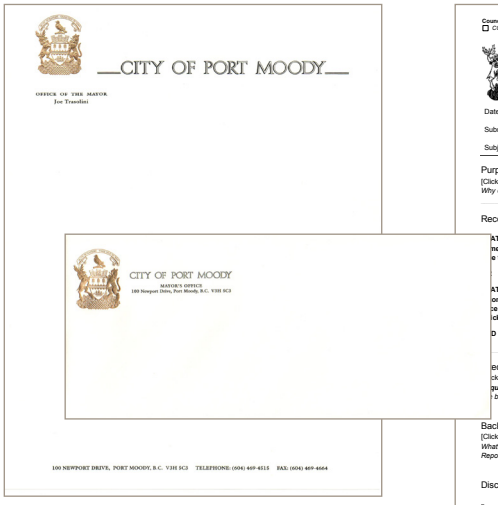
The Coat of Arms appears on Council reports and is only used by Mayor and Council. The police department uses a variation of the crest for its branding.

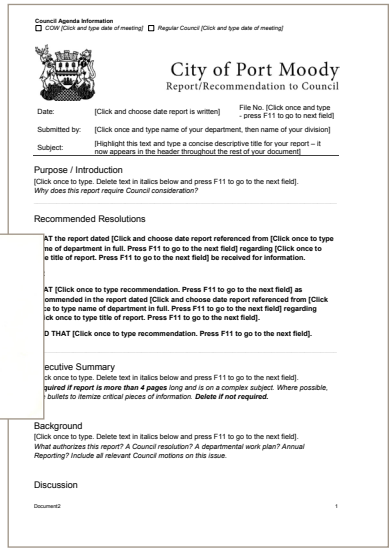
The band-tailed pigeon is restricted to use by the Mayor only.

The artwork, symbols and typographical content of the City of Port Moody Coat of Arms are protected under the copyright laws of Canada. Use of the Coat of Arms is restricted for use by the Mayor and Council.

- Any other use requires written approval from the Communications Division. See Policy 1-0300-1 for information.
- Once approval is granted guidelines provided in the Communications and Graphic Standards should be followed.
- Any duplication of the Coat of Arms by any means, in whole or in part constitutes an infringement of the copyright, trademark and/or design rights of the City of Port Moody and is prohibited by law.







Typography

The fonts that appear in the logo are not available for use as other text. The font used in the wordmark is Berkeley Oldstyle font.

General correspondence

Port Moody's house font is Arial regular at 11 point for body text or normal text such as the contents of letters or documents with a large volume of text. Arial is a contemporary sans serif font from an extremely versatile family of typefaces which can be used with equal success for text setting in reports, presentations, magazines etc, and for display use in newsletters, advertising and promotions. In addition, it is a fairly compact font that allows more text to appear on a page without appearing dense. This means that printed documents will use less paper.

Most City defined MS Office templates use Arial as the default font. In addition, there are easy to use style guides for general correspondence, reports and manuals which allow for these documents to have a consistent look and feel across the organization.

Graphic design

- Port Moody uses Myriad font family in its visual identity. Myriad is a clean, sans serif typeface that is legible even in small sizes. When Myriad is unavailable, you may use Arial.
- The supporting font family is Minion. Minion is a serif font that is generally accepted for pairing with Myriad. When Minion is unavailable, you may use Times New Roman.
- Use text creatively as you would an image. For example, as pull quotes, or in infographics.
- Never use novelty fonts.
- Avoid all caps, WordArt, drop shadows and special effects whenever possible.

This text is set in Myriad Web

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

This text is set in Arial Narrow

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

This text is set in Myriad Pro

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

This text is set in Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

This text is set in Minion

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

This text is Times New Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Website

The website uses Verdana font. Verdana is a sans serif font specially designed to be readable at small sizes on a computer screen.

Special use of other fonts

On occasion, a particular publication may warrant the use of another font (e.g. Annual Calendar, projects targeting a youth audience, Civic Appreciation Awards). Staff should consult with the Corporate Communications Division prior to applying special fonts to a project.

Colour palette

Port Moody's primary colour palette reflects the colours of the logo and is based on the Pantone Matching System (PMS) which is the industry standard. The colours may also be reproduced in CMYK or process colour. For in-house printing and web applications respectively, use the RGB or Hexadecimal values that appear in the chart below.

When printing items that use a silk-screening process, vinyl application or other non-offset printing method, match the colour as closely as possible to the PMS standard.

Please note that the colours that you see on your monitor or from laser copier printouts are generally not accurate representations of the actual colour. Avoid using your monitor or laser printouts for visual colour matching. Remember also that ink colours tend to differ slightly depending on whether you choose coated (gloss) or un-coated (matte) paper.

	Colour Swatch	C M Y K	R G B	Pantone	Hexadecimal
Blue		100 44 0 0	0 120 193	300	0078C1
Green		100 0 65 30	0 128 102	335	008066
White		n/a	0 0 0	0 0 0 0	FFFFFF

The City's secondary colour palette contains carefully chosen colours that complement the logo while also depicting Port Moody as vibrant, picturesque, creative, clean, natural and contemporary.

The palette helps to reinforce the visual identity for the City of Port Moody and to ensure that City publications will harmonize with each other and look as if they belong to a single organization. Used singly or in combination, these colors can be applied to graphic elements on document covers, divider pages, brochures, displays, boards, web pages, signage, and other publications.

You can achieve a lot more variety by using screen values or tints of any of the colours in the palette. For convenience, customized Port Moody colour palettes are available as the standard choice in Microsoft Office products – Word, Excel and PowerPoint.

	Colour Swatch	C M Y K	R G B	Pantone	Hexadecimal
Green		58 0 100 0	120 196 0	376 C	78c400
Red		15 100 100 6	190 0 24	1787 C	C40018
Gold		0 25 94 0	255 196 35	123 C	EBC100
Purple		47 90 0 0	172 1 197	258 C	ac01b3

PORT MOODY FOCUS

Spring 2015 • Vol. 18 No. 1

Glass collection starts the week of April 20

Starting the week of April 20, the City of Port Moody will pick up non-refundable glass at the curb on a monthly basis.

Residents, get ready for the start of our new glass recycling program! If you live in a single-family home, you should have received a grey bin from the City during the month of March. Apartment dwellers, look out for a new cart in your garbage room dedicated specifically to glass by mid-April. No matter where you live, make sure you're peeling off the labels, and rinsing glass of any food before you recycle.

City staff will pick up your glass once a month starting the week of April 20. That's the first week you should set out your glass recycling bin, along with your carts. Please place your bin so it's the first thing our driver sees when approaching your house.

Need a schedule for glass pick-up? Download one at www.portmoody.ca/glass or sign up for a reminder text, email, tweet or phone call using our Solid Waste App.

City staff have been busy delivering bins to residents throughout the month of March.

GLASS ONLY

PORT MOODY CITY OF THE ARTS

PoMo Transportation..... 2&3 | Budget & Economics..... 4&5 | Nature & Wildlife..... 6&7

YOUR QUARTERLY COMMUNITY NEWSLETTER

PORT MOODY FOCUS

Summer 2015 • Vol. 18 No. 2

Fill out a survey on the future of local transportation for a chance to win a bike!

TransPort Moody

OUR VISION FORWARD

Port Moody is updating its 2005 Master Transportation Plan (MTP) to improve how community members and visitors travel in and though our city over the next 25 years. Branded, **TransPort Moody**, the new MTP will be a detailed plan that looks at road networks, and considers feedback the City received during Official Community Plan (OCP) consultations.

Over the next 12 months, we want you to participate in the process, and to make TransPort Moody a plan that reflects the desires of the community while meeting Port Moody's overall transportation needs. Share your thoughts through surveys, community meetings, social media conversations and information booths at events. The first opportunity you have to get involved is by sharing your thoughts at **www.portmoody.ca/TransPort**. You can also stop by our booth at Rocky Point Park on Canada Day from 11am-5pm. It's not just a chance to help shape the future of transportation in Port Moody - residents who fill out a survey during the year-long consultation process also have a chance to win a mountain bike.

In a 2014 Ipsos Reid Survey, 40% of Port Moody residents named transportation as the most important issue facing the community. TransPort Moody is expected to keep pace with the anticipated transportation conditions in Port Moody as they grow and change, while improving quality of life and mobility for residents.

For more information on TransPort Moody and how to participate, visit www.portmoody.ca/TransPort

New Council Strat Plan..... 2 | Summer Construction..... 3 | Reading Clubs..... 4

YOUR QUARTERLY COMMUNITY NEWSLETTER

PORT MOODY FOCUS

Fall 2015 • Vol. 18 No. 3

Staff create safer rinks in Port Moody

A 2014 poll by the Rick Hansen Institute revealed that there are approximately 500 serious hockey related head, neck and spine injuries in Canada every year. As a former hockey mom and the Arena/Curling/Aquatics Programmer at the City, Lynn Oldenburg is well aware of these statistics. So, she was excited when she heard that a neon orange marking along the edge of a hockey rink could potentially prevent the kind of injuries her son experienced. That bright orange marking is called a "look-up line." Lynn explains that "it's an area of the ice that will alert players that they're in the danger zone, and [the visual warning] should prevent some of the problems of players colliding in corners and along boards."

The look-up line is the brain child of a former high school hockey player from Massachusetts who suffered two separate spinal injuries from crashing into the boards. The line first surfaced in the spring of 2014 and has been heralded by minor hockey associations across North America.

The line was installed by three members of our Facilities team, using creativity and innovation. The group manufactured a lightweight jig made out of recycled wood and an old plastic sign. While one staff member glided the jig around the edge of the rink, another sprayed orange paint into the box, creating a 40" wide stripe in its wake. The third member of the team maintained a safe working environment by keeping the cables and cords kink-free and out of the way. The entire process of two paint applications, with some time in between to ensure the paint was frozen plus a little cleaning up along a few rough edges, took the three men about an hour to complete.

Our arenas are among the first in BC to have the safety marking. We installed look-up lines in both arenas in July and they are already generating positive feedback from user groups. Staff will continue to gather feedback from renters during the coming season to see if the lines are making a difference.

Register for all kinds of skating programs today! Find classes in the Happening Guide online at www.portmoody.ca/happening

Great Culture Days Events..... 2 | Read Like a Jedi!..... 3 | Civic Awards..... 4

YOUR QUARTERLY COMMUNITY NEWSLETTER

PORT MOODY FOCUS

Winter 2015 • Vol. 18 No. 4

Two festive holiday events in Port Moody

CP Holiday Train
Saturday, December 19, 2015
Port Moody Rec Complex, 300 loco Road
All activities are by donation to SHARE Family and Community Services

Looking for an afternoon of festive family fun? The CP Holiday Train event is an annual favourite here in Port Moody, and we've got lots of activities lined up for you:

- Get on the ice between 2:30 and 4pm and take a lap around Arena 2 at our free Family Skate. The Skate Shop is open at 2pm, and limited rentals are available. Admission is limited - first come, first skate!
- Grab a hotdog and cup of hot chocolate beside Trasolini Field starting at 3pm. Catch the Port Moody Community Band and Moody Middle Choir performing classic Christmas tunes, and cozy up next to the roaring bonfire.
- From 3pm onwards, stop by the Wellness Room at the Recreation Complex and enjoy face painting, colouring and carolers. Grab a snack by donation, and make sure to see Santa.

The Holiday Train is scheduled to roll in at 4:50pm behind the Port Moody Rec Complex, and it's a sight you don't want to miss. Decked out in thousands of lights, this train has travelled across Canada raising food and cash donations for dozens of local food banks. Sing along with Jim Cuddy, Devin Cuddy and Kelly Prescott, who will definitely get you into the holiday spirit. Make sure to bring a cash or food donation to the event for SHARE Family and Community Services. Last year we raised over 1,410 lbs of food and $1,362.67, and we want to beat those numbers this year! Looking for more event details? Go online to www.portmoody.ca/cpholidaytrain

Celebrate the Season
Tuesday, December 22, 2015, 6:30-7:30pm
Inlet Theatre, 100 Newport Drive

The Port Moody Public Library invites you to Celebrate the Season at their annual family-friendly Christmas event. Enjoy classic sing-along carols and seasonal stories at Inlet Theatre. This free event is suitable for all ages.

Fitness resolutions..... 2 | 2015 in review..... 4 | Winter driving tips..... 7

YOUR QUARTERLY COMMUNITY NEWSLETTER

Focus Newsletter

Community Notes

Metro Vancouver sprinkling regulations start June 1

Lawn sprinkling regulations go into effect June 1 and are in place until September 30. You can only sprinkle between 4 – 9am. For more information, go to www.metrovancouver.org.

- Even-numbered addresses: Monday, Wednesday & Saturday
- Odd-numbered addresses: Tuesday, Thursday & Sunday

Water use almost doubles (mostly due to outdoor use) at the same time that seasonal rainfall is at its lowest. These restrictions help ensure that demand doesn't exceed what our existing water distribution system can deliver.

Fire up the grill safely this summer

One of the best parts of summer is having hotdogs, hamburgers and veggies on the BBQ. If you're the grill master, remember to keep safety in mind:

- Always open your BBQ's lid before lighting. If it doesn't ignite, turn the control valves off, wait five minutes and then try again.
- When you're done grilling, close the valve on the cylinder first to burn off propane in the hose. After the burner is extinguished, turn the control valves off.
- Remember to scrape off any leftover food residue. Bears love dirty BBQs. Don't give them an easy meal – make sure to clean that grill after every use!

Know your Bear Essentials!

Port Moody is bear country so it's normal for bears to roam through our community from mid-March to November. However, if we're careless with our attractants, they may be active year round.

Bears consider garbage, fruit trees, birdfeeders, barbeques and similar items as simply irresistible meals. By managing attractants around your home you can help keep bears in the forest and out of our urban areas. Here are some tips to keep in mind:

- Keep your waste collection carts locked until collection day
- Store carts with both bear clips firmly attached
- Curb carts between 5:30 and 7:30am
- Rinse carts often to eliminate odours
- Remove bird feeders between March 1 and December 1
- Keep compost bins well mixed and tidy
- Pick all fruit from trees and off the ground

Dealing with Chafer beetle

A healthy lawn is your best defence against Chafer beetle! The City is launching a new program to help residents deal with Chafer beetle. The program includes discounts on the purchase of nematodes, tiny worms that you can use to kill the Chafer beetle larvae without harming people, pets or plants.

Visit www.portmoody.ca/chaferbeetle for more information on how to manage Chafer beetle, including a monthly calendar of lawn care tips, videos and discounts on nematodes.

Golf to support literacy

Join in the fun on Tuesday, August 25 at the Westwood Plateau Golf & Country Club for the Port Moody Public Library's 15th annual Links to Literacy golf tournament.

- Come for the day and golf ($200 for golf, cart, fun activities and banquet); or attend only the evening banquet ($50).
- Donate cash or an auction item.
- Be a sponsor and support literacy while increasing your organization's profile in the community.

This popular event is presented by Pacific Coast Terminals and Port Metro Vancouver. Proceeds go towards library literacy initiatives in our community. Phone 604.469.4577 or visit library.portmoody.ca/links for details.

Recycle your non-refundable glass

GLASS

The City of Port Moody is picking up non-refundable glass at the curb on a monthly basis. Single family homes now have a separate bin for glass, while multi-family homes have a large cart for their garbage rooms. Want to know when your glass collection will happen? Download a schedule at www.portmoody.ca/glass or get a text, email, tweet or phone call using our Solid Waste App.

Back page of Tax Newsletter

Icons

EVENTS *for* ALL!

WHAT *to* DO

TIME FOR SOME *fun!*

Port Moody is a city on the go, but our residents always make time to check out a free concert, a gallery opening or a food festival. Whether it's a new addition or a classic staple, this is a city that sure likes its events!

Rib-tastic!

This summer, over 40,000 people came through Rocky Point Park for the Rotary Club's inaugural RibFest, proving that you can never really have too much meat.

Mad for music

Rocky Point Park is never quiet for long. Seeing a maestro-in-training perform at the pier's public piano is just one way you can get your musical fix.

Party people

When's the last time you hung out with the neighbours? Get all the info on block parties at portmoody.ca/blockparty and start the planning!

OH BOY! *Your September is going to be* BUSY!

September always marks the return of the routine. Break up your usual weekend activities with one of these great family-friendly events guaranteed to entertain:

1. TransPort Moody Safety Fair
This event is all about staying safe and having fun. Come for the excellent exhibitors, great prizes and complimentary refreshments
Sat, September 12. City Hall, 100 Newport Drive, 11am-3pm

2. Food Truck Festival
Try tasty treats from a wide variety of fantastic food trucks – you won't leave hungry.
Sat, September 19. Inlet Field, 3000 block Murray Street, 11am-5pm

3. Day of Arts
Port Moody is filled with musicians, perfomers and artists. See why we're City of the Arts & get inspired by the massive talent in your town.
Sat, September 26. City Hall, 100 Newport Drive, 12pm-5pm

There's something fun to do all year round in Port Moody

- Port Moody Safety Fair *(Sept 12)*
- Food Truck Festival *(Sept 19)*
- Terry Fox Run *(Sept 20)*
- NEW! Day of Arts *(Sept 26)*
- Ioco Ghost Town Day *(Oct 4)*

- Celebrate the Season *(Dec 22)*
- CP Holiday Train *(December)*
- Penguin Plunge *(Jan 1)*
- Banner Painting Festival *(Jan 16-17)*
- Family Day Skate *(Feb 8)*

Fall | **Winter** | **Spring** | **Summer**

- Fingerling Festival *(May 7)*
- Public Works Day *(May 28)*
- Kids Only Swap Meet *(TBD)*

- Golden Spike Days *(July 1-3)*
- Pancake Breakfast *(July 2-3)*
- Summer Sunday Concerts

LOOKING FOR MORE *connections?*

Port Moody Arts Centre www.pomoarts.ca
Events, classes and local gallery

Port Moody Community Directory www.portmoody.ca/communitydirectory
Contact info on local clubs and community groups

Port Moody Film Society www.pmfilm.ca
Screens monthly films at Inlet Theatre

Port Moody Public Library www.library.portmoody.ca
Storytimes, sing-and-learns and lots of weekend events

Port Moody Station Museum www.portmoodymuseum.org
Educational programs and heritage events

Inlet Theatre www.inlettheatre.ca
200-seat community theatre located in City Hall

Rotary Club of Port Moody portal.clubrunner.ca/257
Signature events include RibFest & Search for the Perfect Pint

It's impossible to list all the amazing events going on in Port Moody! For more specifics as we get closer to dates, head to ***www.portmoody.ca***

Community Guide spread

Port Moody Design Elements

Photography and graphic elements are important design elements that communicate the appropriate look, feel and personality of Port Moody.

The wave

This is perhaps the most identifiable brand image, outside of the logo and wordmark. The wave typically appears as a header or footer in documents and on signage. The wave can also be incorporated creatively in other less corporate applications.

Wave as a footer on a sign

Images

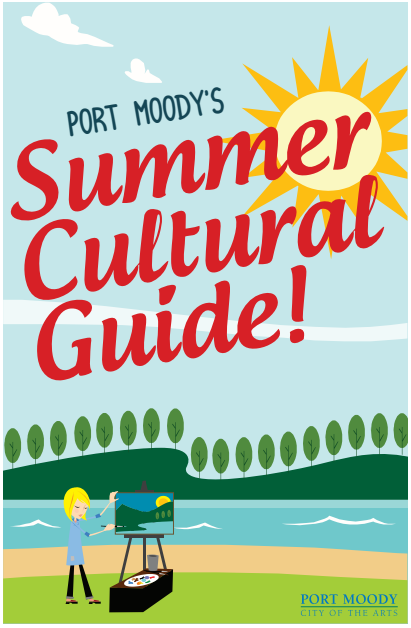
Use photos and graphics that capture the City of the Arts as a unique, safe, vibrant waterfront city of strong neighbourhoods; a complete community that is sustainable and values its natural environment and heritage character. Large scale, high quality photos work best with the City's design elements.

All images – logo, wordmark, photos, icons – must be used at high resolution only. For print this means 300 dpi or higher. Images used in web or email applications are typically 72 dpi and for PowerPoint presentations, 150 dpi is acceptable.

It is important to insert the image (logo or photo) into your document rather than copying and pasting it in. Each time you copy and paste an image, the resolution degrades further. By using the insert option you will preserve the quality of the image.

Use clipart as little as possible since this tends to make documents look unpolished and unprofessional. The City's photo and icon collection can support most business applications that call for images. If you have trouble finding an appropriate image to use, please consult the Communications Division.

Always maintain the original proportions of images. Avoid stretching, compressing or otherwise distorting the image to make it fit the space.



Wave used casually in Cultural Guide

Please join us in celebration

Wave used in e-vite header

Photo releases or model releases

- Staff must obtain a signed model release for all identifiable persons in photos that appear in City print, electronic and online publications. This is particularly important if children are in the photo. Model releases provide the City with the right to publish the likeness of an individual without compensations. The City does not pay model fees. The Port Moody Model Release Form is RPM #36842.

- A photo release or model release is not necessary if a photo meets the following criteria:
  - Groups of four or more individuals
  - No children are identifiable
  - The photo is take in a public place where there is not a reasonable expectation of privacy.

- If staff appear in photos during their normal course of work, they do not need to sign a model release.

Shooting on civic property

- Photographers (other than staff) who wish to shoot still photos or live video in City facilities or other City property must obtain a location release from the City. The Port Moody Location Release Form is RPM #127091.

- News media do not need a location release, but still need permission from the City before they can shoot in City facilities. Prior notice is required if the event is a scheduled activity where the public is participating, such as a class at a community centre or the Recreation Complex. This will allow the City to advise patrons and allow them to decide if they wish to be photographed or filmed.

Photo credits

- Wherever possible the City will give photographers a credit when their photo is published. The Port Moody Photographer Release Form is RPM #127092.

- When City staff take photos of shoot video on behalf of the City or as part of their job, it is considered work product. In such instances, staff do not generally receive a photo credit.

- External stakeholders will need permission from the City before they can use any City stock images. The City typically grants permission setting out parameters for how the image should be published and how the City wishes to be acknowledged. The Port Moody Publication Release Form is RPM #127093.

Note: Don't assume that it is okay to use images ir video that are on the General (K) drive, website or social media sites. Check with Corporate Communications staff before using or sharing photos or video recordings.

Shapes

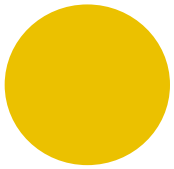
Shapes are a great way to:

- Organize, separate, connect
- Symbolize an idea
- Create movement
- Make a block of text more interesting by setting the text into a shape
- Highlight information
- Provide texture or depth
- Convey mood or emotion
- Provide emphasis
- Crop photos in an interesting way

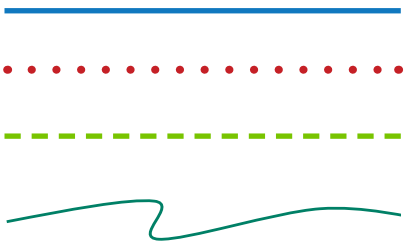
Port Moody uses geometric shapes primarily as placeholders to insert important information and notations within body text. You can also use shapes as text boxes for calls to action, quotations and to highlight bits of information that help people to better understand and respond to the message.

The square is solid, reliable, predictable, familiar. The vast majority of the text we read is set in squares and rectangles, so it is familiar, safe, and comfortable. Soft, curved and rounded squares and rectangles are more friendly and inviting than sharp, angled shapes. They're also more crisp and contemporary. Think icons, web buttons, and apps.

Triangles suggest action. They are dynamic. Triangles may convey either conflict or strength. Triangles can direct movement (up, down, left, right — depending on which way they 'point') but rather than moving themselves, they point the way for the reader.



Circles suggest infinity, free movement such as a rolling ball or a more controlled movement such as a spinning globe. Outside of logo designs, circles are less common elements of design which makes them good for grabbing attention, providing emphasis, and breaking up familiar rectangular blocks of text. You could set text in circles or simply use a circle as the background for more traditional blocks of text.



A line is any mark that connects two points. It is one of the simplest design elements. Lines can create mood; horizontal lines are calm and quiet, while vertical lines suggest more of a potential for movement.

A line can be vertical, horizontal, diagonal. It can also zigzag or curve. Other line qualities include thick thin, dark, light, dashed, dotted. Use lines to:

- organize information or separate material
- create pattern or rhythm
- outline or define a shape
- create graphs of charts
- add a graphic component
- suggest emotion

Port Moody's design uses simple lines in documents and reports. Use these lines only for a particular purpose; too many lines are distracting and confusing.

Icons

A graphic icon is a visually simplified version of an object, usually a small picture, that makes it easy for people to recognize. The City has purchased a family of stock icons as part of its graphic tool box. Additional Port Moody specific icons have also been created to complement the stock icons. Icons appear in print publications, signage and also on the City website and on social media sites to increase both recognition and calls to action.

Bullets

A 'bullet point' is an item introduced by a dot ('bullet') or a similar icon. Bullets help readers skim for information, but also make it easy to list features, steps or tips. With bullet points, you can use simple structures and punctuation to help your sentences flow from one item to the next. An excellent way to do this is through bulleted lists.

1. **Emphasize the first few words** to capture the main idea. That way, readers can skim easily. Use bold type or italics, for emphasis.
2. **Make bullet points consistent.** Make all sentences or fragments or questions.
3. **Use consistent language wherever possible.** For example, start each bullet with a verb.
4. **Punctuate bullets consistently.** If all bullets are sentences, use sentence case and end each one with a period. If all bullets are phrases or fragments, don't use sentence case or end with punctuation.
5. **Avoid ending bullet points with semicolons.** Semicolons are old-fashioned in today's crisp documents.
6. **Avoid making bullet points so long** that they look like paragraphs. Three lines is a reasonable maximum length.
7. **Number bullet points when you have many**, more than five, so that readers can easily track the bullets and refer to them.
8. **Avoid bullet points when you want to build rapport** or deal with a sensitive issue. Bullets communicate efficiency rather than warmth.
9. **Lay out bullet points cleanly.** Avoid a variety of fonts or a mix of margins.

Examples of acceptable bullets:

•	Closed dot bullets	✘	X marks
○	Open dot bullets	»	Double arrow bullets
■	Square bullets	*	asterisk
✓	Check marks		
1.	numbered bullets	2.	numbered bullets
1)	numbered bullets	2)	numbered bullets
I.	numbered bullets	II.	numbered bullets

White or negative space

In design, white space or negative space is that portion of a page left unmarked: the space between graphics, margins, gutters, space between columns, space between lines of type or figures and objects. White space is not simply the absence of content. Rather, it is space where you choose not to place any content and is an important element of design.

A page that has a lot of text or graphics with very little white space will be busy, cluttered, and hard to read. However, proper use of white space can give a page a classic, elegant, or rich look. For example, upscale brands often use ad layouts with little text and a lot of white space. On the other hand, classified ads use minimal white space.

Don't do this! This poster has:

- *Novelty fonts*
- *Excessive text highlighing*
- *No white space*
- *A stretched wordmark*

It's just bad!

Applying Port Moody's Communication Standards

Writing

See Appendix A for the Port Moody Style Guide.

Writing is the basis of most of our civic communication material. Research shows that the way people read government writing differs from the way they read everything else. When a document comes from the government, it provokes an important question on the readers mind: *Do I need to do anything?*

Our job is to communicate our message in the most effective way to answer the reader's question. Today, the passive, disembodied voice of typical old-fashioned government writing turns off more readers than it engages.

While Council and committee reports are formal documents, the Port Moody house style favours plain language and a more informal, conversational tone for most public communication such as:

- Ads
- Brochures
- Forms
- Guides
- Instructions
- Letters
- Media Releases
- Newsletters
- Notices
- Posters
- Reports
- Signs
- Social media
- Surveys
- Website

Writing on the City's website and social media sites is typically even more informal and should conform to universal web writing standards.

The Communications Division is an excellent resource for City staff who are preparing documents for the public. Staff should consult with the Communications Division to review drafts of all public communication to ensure that it conforms to the Port Moody editorial style. In some cases, the City Manager and Mayor's office will also need to approve materials prior to distribution.

Some universal writing tips:

- **Write for someone in Grade 6.** This is the reading level of the average adult and most newspapers write for a Grade 6 reading level.
- **Use a Canadian dictionary;** set your dictionary in MS Word to default to Canadian English. When in doubt, the Oxford Canadian Dictionary and Canadian Press Caps & Spelling and Style Guide are excellent references. You can borrow a copy from Corporate Communications.
- **Use plain language** and avoid acronyms, jargon, technical language.
- **Avoid big words;** less is always better.
- **Use an active voice** rather than passive to engage your reader.

Design tips

- Ask yourself: Who is my audience? What is the purpose of my message?
- Organize text and graphics.

    1. use City templates whenever possible
    2. use only the City's official fonts, or fonts approved for a specifc project. A good design uses no more than two fonts at any given time.
    3. use font styles that are embedded in City templates, avoid novelty fonts and WordArt
    4. use left justified text instead of centered text
    5. avoid using all caps
    6. use italics only for headlines or subheads, avoid italics in body text
    7. avoid underlining, text outlines or drop shadows
    8. use only one shape per document
    9. use only one line style per document
    10. use more white space
    11. avoid using clipart unless absolutely necessary; use high resolution stock images or icons instead
    12. use the Port Moody colour scheme that is embedded in the template

- Proofread carefully. Even better, ask a coworker to proof your document.

    1. when referring to the City of Port Moody as an organization use 'City'. Use 'city' when referring to Port Moody as a geographical location
    2. when in doubt, use the Canadian Press Stylebook as a resource or reference
    3. avoid an acronym unless you explain what it means the first time the acronym appears in the document
    4. for date references, use day, month, year as in Saturday, January 1, 2011. Don't use st, nd or th after the date
    5. if space is limited, you can use abbreviations for months, but avoid them in days of the week

- Refine and fine-tune

Email signatures

Many people use their signature to reflect their personality, provide pertinent information and more. However it's very easy to go overboard. Four to six lines is the standard; many users consider anything beyond that to be inconsiderate.

Graphic email signatures can be a problem because many email programs save these graphics as attachments in a special folder that fills up quickly. Sometimes the graphic does not appear in the body of the email, so readers need to open a separate window. Many people will find this annoying, even if they appreciate the intent of the graphic.

With size limits on our email accounts it is even more important to keep graphics to a minimum in emails. Information Services advises that:

"Adding an image to each outgoing email will grow the size by approximately six times a standard email. The emails will still be fairly small in size, but will add to the total size of your inbox and everybody else's in the City. The bottom line is that you will have to manage your email (delete and export to RPM) on a more regular basis than other people in the City because each outgoing message will have the logo attached. This doesn't mean that every day you will have to empty your mailbox and it will become full at the end of the day, but over a few weeks and months time, it will become larger quicker than the average user."

Why are email signatures important? We may take email signatures for granted, but they are part of our visual identity and influence the tone of every email you write. By using an approved signature, you're helping to project a consistent image of the City.

- Use Arial or Verdana font in blue or black for email signatures.
- No additional personalized information (including but not limited to: signature in a different font; quotation; Bible or other religious reference; picture; business cards; graphic/emoticon, such as a yellow ribbon etc.) Some messages such as *"Please consider the environment before printing this email"* are consistent with Council's Strategic Plan and are acceptable. Consult with the Communications Division before using such signatures.
- No horizontal lines should appear between what is written in the email message and the signature at the end of the message. It is OK to use vertical bars between multiple phone numbers and multiple URLs as in examples below. This is a vertical bar (|).
- No bullets.
- No disclaimers or legal messages.
- No graphics unless it is an approved logo in which case it should be the last element of your signature.
- The temporary use of special signatures to promote work related activities is acceptable. For example: a branded City program/service/initiative, if you're a finalist in a competition or wish to promote an upcoming presentation. Please check with the Communications Division before using such signatures.

Recommended email signatures

Your Name, accreditation
Job Title, City Of Port Moody
604-469-0000 (t) 604-000-0000(c) 604-469-0000 (f)
yourlogin@portmoody.ca |www.portmoody.ca

Your Name, accreditation
Job Title | City of Port Moody
t: 604.469.0000 | c: 604.000.0000 | f: 604.469.0000
yourlogin@portmoody.ca | www.portmoody.ca

Your Name Job Title, City Of Port Moody
604.469.0000 (t) 604.469.0000 (f) yourlogin@portmoody.ca

Your Name, accreditation
Job Title, City of Port Moody
T: 604-469-0000 | F: 604-469-0000 | yourlogin@portmoody.ca
your work your life your rewards ...
we're HeRe
Develop with us!

Website

An online style guide is recommended in conjunction with the website refresh in 2016. The guide will outline principles for writing in an online environment, and Port Moody's approval process for publishing content.

All standards in this manual also apply to web usage. The logo or wordmark should appear prominently on our website and intranet, just as it does in print documents.

On our web and intranet sites, use of the logo must follow the colour, proportion and clear spaces as described in the manual.

The logo and wordmark on the website are low resolution versions used specifically in those environments. Please do not download and use these logos for print projects or PowerPoint presentations. Consult with Corporate Communications staff if you need to use the wordmark or logo.

Social media

The City has an active social media presence on Twitter and Facebook.

This Social Media Policy (19-1365-01) establishes guidelines for the use of social media and enables the City to moderate discussions that are taking place on behalf of the City on social media sites. Specifically, it establishes protocols, criteria and courses of action for:

- Establishing and monitoring acceptable social media tools for use by the City
- Determining/adopting new social media tools/accounts
- Appropriate monitoring and administration of social media tools
- Providing timely, effective and accurate information and responses
- Ensuring a mechanism to address controversial or sensitive matters relating to online content about the City of Port Moody, its business or its employees
- Ensuring appropriate records management and retention efforts as it relates to online forums and tools
- Ensuring appropriate protection of privacy of the public who engage or interact with the City via social media or social networking tools.

In addition, the Port Moody Social Media Standards Manual provides a comprehensive framework to guide City staff in setting up, monitoring and maintaining approved social media. Staff should use the manual in conjunction with the Social Media Policy.

Advertising

Port Moody has a joint annual contract, in conjunction with other North-East sector municipalities and School District 43, with a local newspaper for statutory advertising. The City's Advertising Policy 01-1475-1 establishes conditions for the purchasing and formatting of ads which include simplifying text and graphics, and using links to our website for more information. The policy states that:

The following cost saving measures will be considered by staff across the organization when making advertising budgeting decisions and placing advertisements:

- Formatting and placement of advertising will be made within the terms of the City's advertising contract with the local newspaper selected through the competitive process
- As much as possible, advertisement formatting and placement will be coordinated through the Communications Division, Corporate Services Department
- The Communications Division will recommend changes to requested advertisements to ensure the following are considered and acted upon:
- Ad formats will use white space, graphics and font size creatively to ensure an effective message is conveyed with as minimal cost as possible
- Use of text and ad size is minimized
- Ad text includes reference to where additional information can be obtained, for example, on the website
- Electronic means of conveying messages is utilized as much as possible to reduce the number and size of printed messages
- Use of colour ads and graphics is employed only where essential to the conveyance of the desired message
- Abbreviations are used where possible and the duplication of information avoided unless required.
- Purchase of "goodwill" advertising is minimized or eliminated
- When making decisions regarding employment advertising, the Human Resources and Communications Divisions will work with departments to ensure that the City utilizes opportunities to reach the desired audience by an electronic means, or placement in a less costly publication than the Black Press papers
- Text in employment ads is minimized and directs prospective candidates to the City's web site for employment information
- Where employment ads in Black Press papers are considered necessary, the display ad section of the newspaper is limited to senior positions, with mid-level and junior positions ads placed in the progressives section
- Display ads for Human Resources recruiting are minimized.

Tell us what you think in Port Moody's citizen satisfaction survey

Large headline

What are the top issues facing Port Moody? Are you satisfied with City services? The City of Port Moody wants to know what you think! Starting on Wednesday, January 27, Ipsos Reid will be phoning 400 random residents to ask about various issues including, quality of life, financial planning, services and communications.

If you or anyone in your household receives a phone call from Ipsos Reid, we encourage you to answer all questions.

If you don't receive a phone call, you can still tell us what you think at **www.portmoody.ca/opinionsurvey** until Feb 15.

Clear use of graphics, white space and fonts.

We want to hear from you! Your responses help shape Council's decisions on important issues

604.469.4500
www.portmoody.ca/opinionsurvey

PORT MOODY
CITY OF THE ARTS

Web reference

Wordmark in footer

COUNCIL MEETING

When: Tuesday, February 23, 2016

Where: Port Moody City Hall, 100 Newport Drive Port Moody, B.C.

Times: Regular Council Meeting, 7pm

Television coverage airs on Shaw Cable 4 at 9am on Saturday, February 27, 2016.

We **live stream our Council meetings** online at www.portmoody.ca/watchlive. While you're on our website, sign up for **Council e-notifications**. Get an agenda package at City Hall, the Port Moody Public Library or www.portmoody.ca/agendas

PORT MOODY
CITY OF THE ARTS

Council meeting notice

Skate Attendant (15-51)

The City of Port Moody is seeking enthusiastic and customer service oriented individuals to provide auxiliary on-call relief during the skate season. This position ensures the safety and enjoyment of our ice arena patrons by providing quality customer service at the admissions counter and patrolling the ice surface.

Hours of work for this auxiliary position vary and will include some daytime, afternoon and evening shifts. This is a seasonal position during the time we offer public skating.

See **www.portmoody.ca/jobs** for more details on this opportunity and our online application process. Employment with the City of Port Moody is subject to the receipt of a satisfactory police records search.

Application deadline is Tuesday, July 14.

your work your life your rewards

PORT MOODY
CITY OF THE ARTS

HR recruitment ad

TransPort Moody

OUR VISION FORWARD

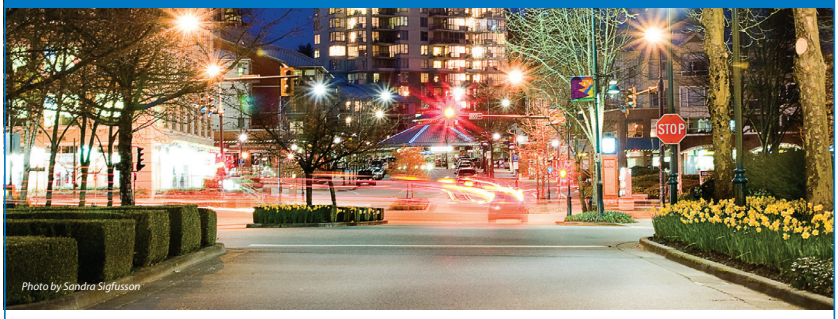


Photo by Sandra Sigfusson

Have your say about the future of transportation in Port Moody!

The City of Port Moody is preparing a new Master Transportation Plan, **TransPort Moody**, to improve how you travel in and through our city.

TransPort Moody will guide investments in transportation over the next 25 years - but we need your input! Attend this public workshop to learn more about the plan and give your opinion on establishing a vision for transportation improvements in Port Moody.

When: **Monday, September 21, 2015**
Where: **Port Moody City Hall, 100 Newport Dr.**
Time: **7-9pm**

Registration is encouraged. Sign up and get additional information at www.portmoody.ca/TransPort or call 604.469.4567

This isn't just a chance to help shape the future of transportation in Port Moody. Residents who fill out a survey during the year-long consultation process also have a

chance to win a mountain bike!

Learn more at www.portmoody.ca/TransPort

604.469.4500
www.portmoody.ca

PORT MOODY
CITY OF THE ARTS

Economic development ad

Promotional items

The Port Moody logo, wordmark, or combined graphic can be used on a variety of promotional materials such as shirts, vests, jackets, water bottles, hats, etc.

On shirts, jackets and vests the logo should appear on the left chest. On hats it should appear centred.

- **Two threads:** Blue and green, to match PMS 335 and PMS 300.
- **One thread:** Blue, white or black, depending on underlying fabric colour. In some situations a tone-on-tone thread can be used (i.e. charcoal thread on a grey shirt).

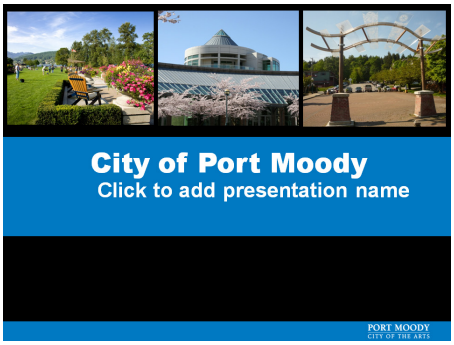
Division or unit name, event or other information should appear on the left sleeve or on the back of the shirt below the collar.

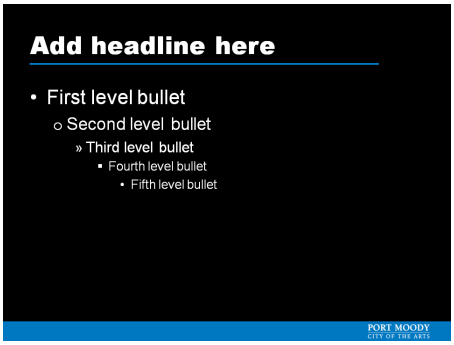
All clothing and promotional material orders must be coordinated through the Recreation Division, Community Services Department.

Stationery

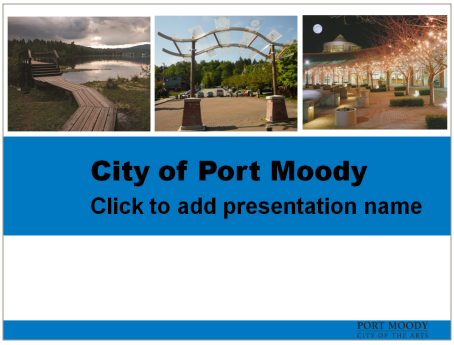
Examples of Port Moody stationery appear here. Both black and white and colour letterhead are now printed on demand. Electronic templates can be accessed in Word. Letterhead envelopes are also printed on demand by Legislative Services staff when they prepare outgoing mail. You can order business cards directly from Mills Basics online at printing.mills.ca/millsbasics. Log in using thyde@portmoody.ca and the password "password".

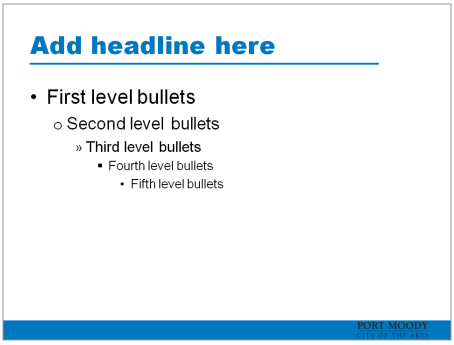
PowerPoint presentations





Official PowerPoint presentation, black background with wordmark





Official PowerPoint presentation, white background with wordmark

Informal staff presentation

The following templates are available in Microsoft PowerPoint. Access them by going File -> New -> Shared -> PowerPoint

Keep these tips in mind when creating a PowerPoint presentation:

- Less is more! Limit your bullet points and text. You want your audience to listen to you present your information, rather than read the screen.
- Take advantage of the different layout options within the corporate templates. Match your content up to the most appropriate layout.
- Use high-quality images, and leave white space. Images should be a minimum of 150dpi.

Signage

In 2009 Council approved a new official standard for the City's wayfinding signage. The elements of the new standard are:

- Port Moody green header
- Port Moody blue sign background
- White text in Myriad font
- Silver/grey wave as footer
- Port Moody logo in footer

The sign standard was also expanded to accommodate regulatory signage to create a consistent, integrated look throughout Port Moody. All new wayfinding signs must comply with the new standards. Staff must consult with the Communications Division whenever they need new signs or are replacing current signs.

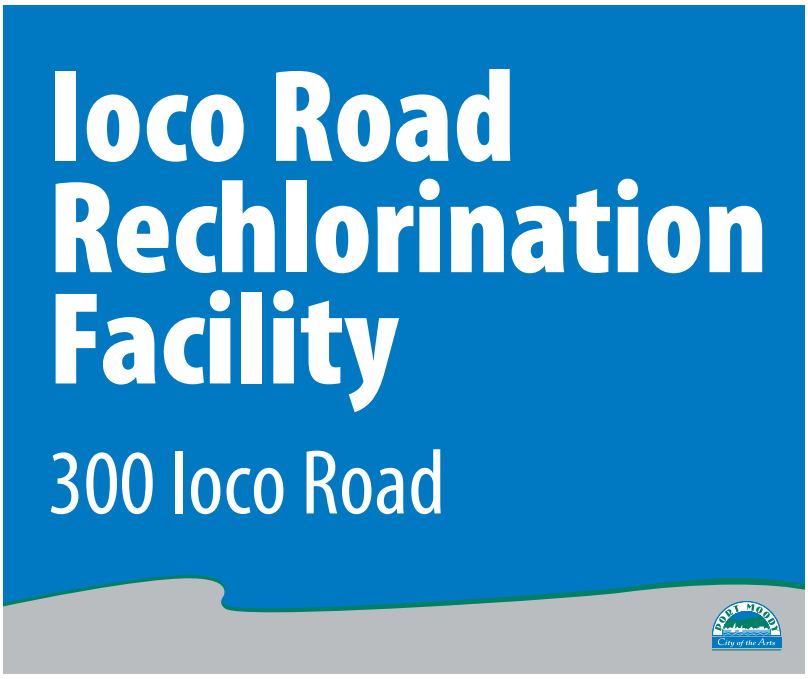
Any signage along a roadway must conform to Transportation Association of Canada (TAC) guidelines. Staff must consult with the Engineering Division whenever they need new roadway signs or are replacing current signs.

Wayfinding signage

Regulatory sign

Park administration sign

Regulatory sign



Building sign

Civic fleet of vehicles

The City's fleet of vehicles must display the City's logo in addition to the departmental name or function of the vehicle. The base colour for vehicles is white, as this is the most visible colour at night.

The logo can be painted on or applied as a vinyl-cut decal. For safety purposes, all civic vehicles should have a blue reflective stripe, 3 inches wide running the length of the vehicle. In addition, all vehicles should have red reflective safety markings on the rear bumper as these substantially reduce rear-end collisions.

Location of markings

The blue reflective strip should appear on the upper portion of the body of the vehicle. Where possible, apply the logo prominently on the door approximately ¼ inch below the blue reflective stripe. The departmental name and/or function will be in white text on the blue reflective stripe. The exact location of departmental name and/or function will depend on the shape/size of the vehicle.

- For some Operations vehicles, the logo will appear above the blue reflective stripe.
- For Works Yard vehicles, the City's "Port Moody Cares" decal will appear on the back of the vehicle.

These standards do not apply to City vehicles that have wraps featuring public art.

This vehicle has the 3" wide blue reflective stripe and its name and/or function in white text. The logo prominently appears on the door.

The exact location of the department name and/or function depends on the size and shape of the vehicle.

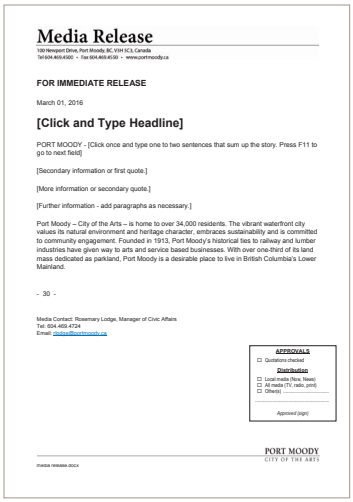
Red reflective safety markings should appear on the rear bumper. For Works Yard vehicles, the City's "Port Moody Cares" decal also appears on the back.

Media relations

The Communications Division is the lead division for media relations. All media releases, PSAs and advisories must be processed through the Communications Division. Communications may edit text for tone, style, and content, and distribute in the correct format so content has a greater chance of being picked up by the media.

The Corporate Communications Division is responsible for media relations, which includes creating and distributing general information and responding to media inquiries on behalf of the City. Media requests typically come through Corporate Communications and are routed directly to Mayor, Acting Mayor, or staff, as appropriate.

The Mayor is the primary spokesperson for the City and represents staff and Council (Administrative Policy #19-1360-1). If the Mayor is not available, the Acting Mayor is the spokesperson for the City and represents staff and Council. The Manager of Civic Affairs will act as a spokesperson when required. Please consult the Communications Procedures and Guidelines (RPM #291467) for complete details on media relations protocols.



Media Release

100 Newport Drive, Port Moody, BC, V3H 5C3, Canada
Tel 604.469.4500 • Fax 604.469.4530 • www.portmoody.ca

FOR IMMEDIATE RELEASE

March 01, 2016

[Click and Type Headline]

PORT MOODY - [Click once and type one to two sentences that sum up the story. Press F11 to go to next field]

[Secondary information or first quote.]

[More information or secondary quote.]

[Further information - add paragraphs as necessary.]

Port Moody – City of the Arts – is home to over 34,000 residents. The vibrant waterfront city values its natural environment and heritage character, embraces sustainability and is committed to community engagement. Founded in 1913, Port Moody's historical ties to railway and lumber industries have given way to arts and service based businesses. With over one-third of its land mass dedicated as parkland, Port Moody is a desirable place to live in British Columbia's Lower Mainland.

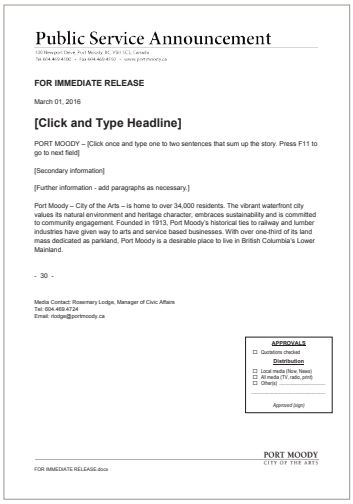
- 30 -

Media Contact: Rosemary Lodge, Manager of Civic Affairs
Tel: 604.469.4724
Email: rlodge@portmoody.ca

APPROVALS
☐ Quotations checked
Distribution
☐ Local media (Now, News)
☐ All media (TV, radio, print)
☐ Other(s) _____
Approved (sign)

PORT MOODY
CITY OF THE ARTS

media release.docx



Public Service Announcement

100 Newport Drive, Port Moody, BC, V3H 5C3, Canada
Tel 604.469.4100 • Fax 604.469.4550 • www.portmoody.ca

FOR IMMEDIATE RELEASE

March 01, 2016

[Click and Type Headline]

PORT MOODY – [Click once and type one to two sentences that sum up the story. Press F11 to go to next field]

[Secondary information]

[Further information - add paragraphs as necessary.]

Port Moody – City of the Arts – is home to over 34,000 residents. The vibrant waterfront city values its natural environment and heritage character, embraces sustainability and is committed to community engagement. Founded in 1913, Port Moody's historical ties to railway and lumber industries have given way to arts and service based businesses. With over one-third of its land mass dedicated as parkland, Port Moody is a desirable place to live in British Columbia's Lower Mainland.

- 30 -

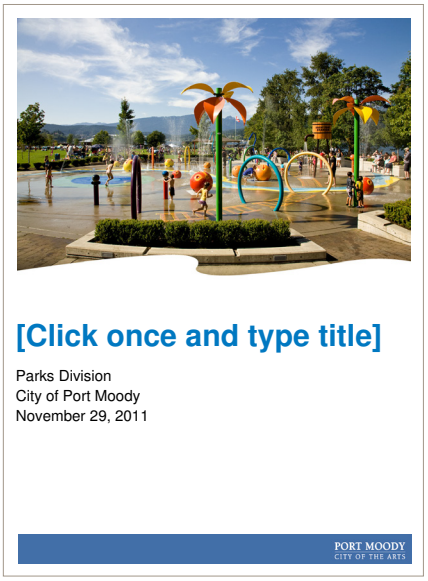
Media Contact: Rosemary Lodge, Manager of Civic Affairs
Tel: 604.469.4724
Email: rlodge@portmoody.ca

APPROVALS
☐ Quotations checked
Distribution
☐ Local media (Now, News)
☐ All media (TV, radio, print)
☐ Other(s) _____
Approved (sign)

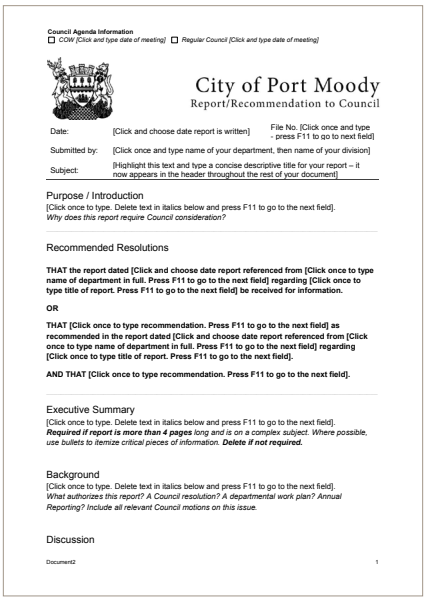
PORT MOODY
CITY OF THE ARTS

FOR IMMEDIATE RELEASE.docx

Templates



Department cover sheet



Council Agenda Information
☐ *COW [Click and type date of meeting]* ☐ *Regular Council [Click and type date of meeting]*

City of Port Moody
Report/Recommendation to Council

Date:	[Click and choose date report is written]	File No. [Click once and type - press F11 to go to next field]
Submitted by:	[Click once and type name of your department, then name of your division]	
Subject:	[Highlight this text and type a concise descriptive title for your report – it now appears in the header throughout the rest of your document]	

Purpose / Introduction
[Click once to type. Delete text in italics below and press F11 to go to the next field].
Why does this report require Council consideration?

Recommended Resolutions

THAT the report dated [Click and choose date report referenced from [Click once to type name of department in full. Press F11 to go to the next field] regarding [Click once to type title of report. Press F11 to go to the next field] be received for information.

OR

THAT [Click once to type recommendation. Press F11 to go to the next field] as recommended in the report dated [Click and choose date report referenced from [Click once to type name of department in full. Press F11 to go to the next field] regarding [Click once to type title of report. Press F11 to go to the next field].

AND THAT [Click once to type recommendation. Press F11 to go to the next field].

Executive Summary
[Click once to type. Delete text in italics below and press F11 to go to the next field].
Required if report is more than 4 pages *long and is on a complex subject. Where possible, use bullets to itemize critical pieces of information.* ***Delete if not required.***

Background
[Click once to type. Delete text in italics below and press F11 to go to the next field].
What authorizes this report? A Council resolution? A departmental work plan? Annual Reporting? Include all relevant Council motions on this issue.

Discussion

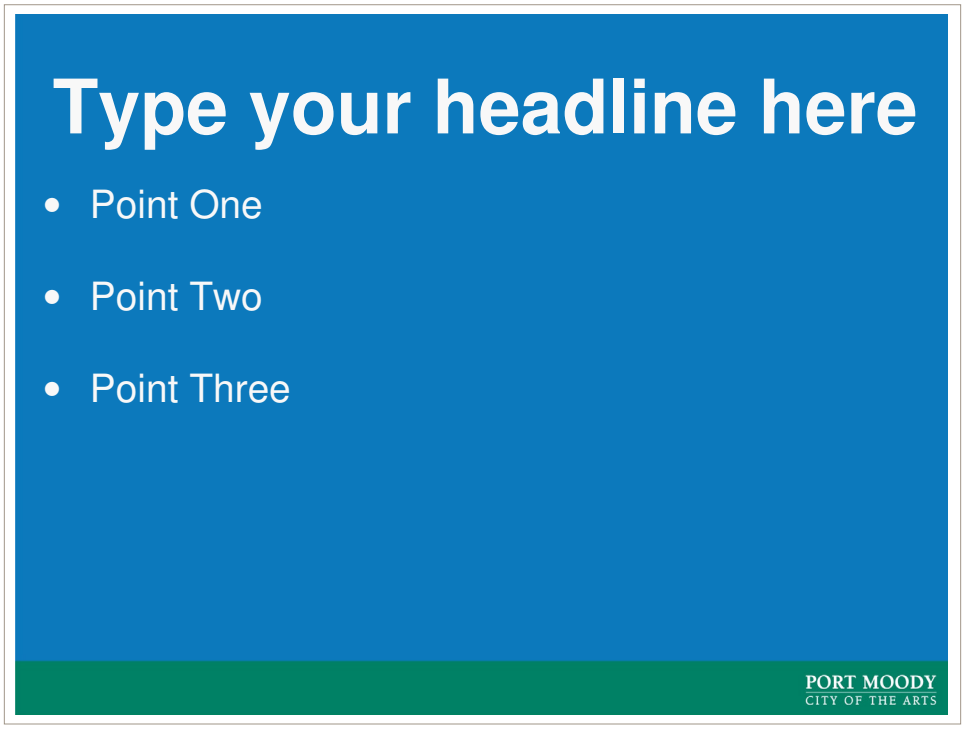
Document2 1

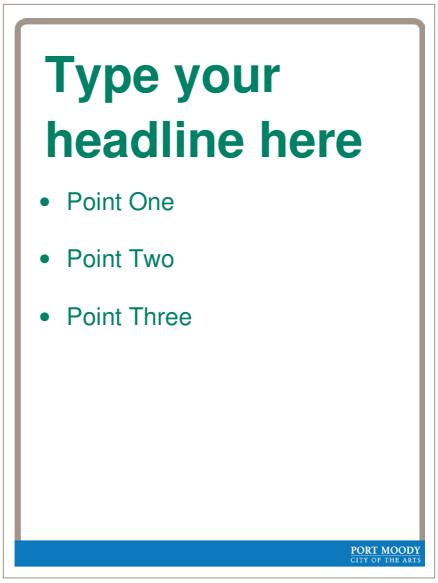
Council Report

The following templates are available in Microsoft Word. Access them by going File -> New -> Shared -> Office Templates

- Administrative Policy Manual
- Agreement Routing Form
- Blank Form
- Bylaw Statement of Intent
- Cover Pages (by department)
- Committee Annual Report
- Corporate Policy Manual
- Fax Cover
- Official PowerPoint Template, white background with wordmark
- Official PowerPoint Template, black background with wordmark
- Format letters for correspondence
- Closed Council Report
- Closed Report to Finance Committee
- Informal PowerPoint Template with black background - (for internal facing staff presentations)
- Informal PowerPoint Template with white background (for internal facing staff presentations)
- Regular Report to Council and Committee of the Whole
- Report to Finance Committee
- Letterhead, B&W
- Letterhead, Colour
- Media Advisory
- Media Release
- One panel flyer
- Public Service Announcement
- Service Award Certificate
- Signage (portrait and landscape)
- Terms of Reference
- Three Panel Brochure

Signage





Examples of MS Word templates

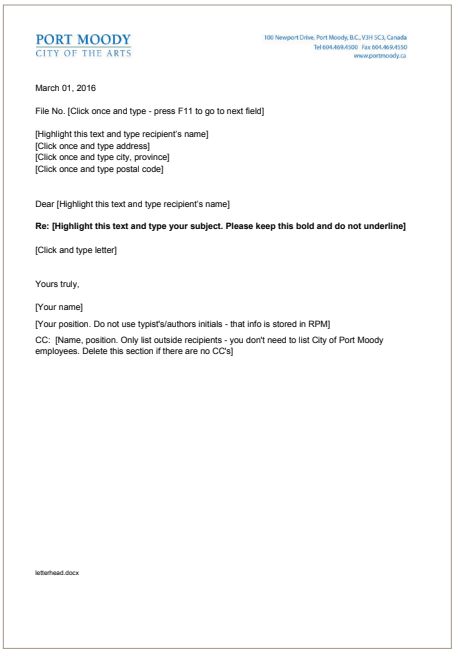
Memorandum

To:	[Click once and type - press F11 to go to next field]	File #:	[Click once and type]
CC:	[Click once and type]	Date:	March 01, 2016
	[Click once and type - delete row if not needed]		
	[Click once and type - delete row if not needed]		
From:	[Click once and type]		
Subject:	**[Click once and type]**		

[Click once and type your memo here]

PORT MOODY
CITY OF THE ARTS

memo.docx



PORT MOODY
CITY OF THE ARTS

100 Newport Drive, Port Moody, B.C., V3H 5C3, Canada
Tel 604.469.4500 Fax 604.469.4550
www.portmoody.ca

March 01, 2016

File No. [Click once and type - press F11 to go to next field]

[Highlight this text and type recipient's name]
[Click once and type address]
[Click once and type city, province]
[Click once and type postal code]

Dear [Highlight this text and type recipient's name]

Re: [Highlight this text and type your subject. Please keep this bold and do not underline]

[Click and type letter]

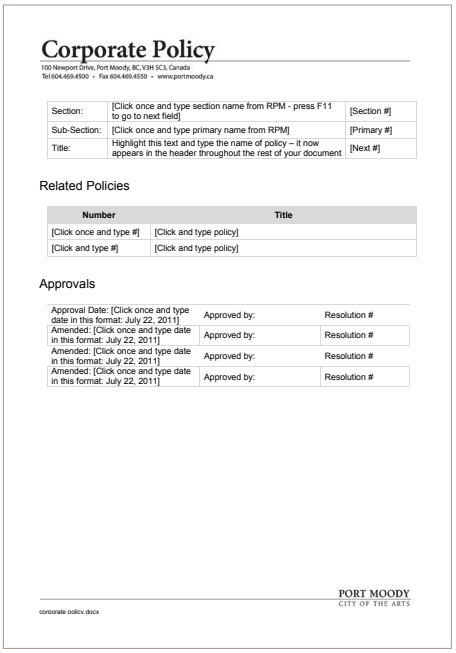
Yours truly,

[Your name]

[Your position. Do not use typist's/authors initials - that info is stored in RPM]

CC: [Name, position. Only list outside recipients - you don't need to list City of Port Moody employees. Delete this section if there are no CC's]

letterhead.docx



Corporate Policy

100 Newport Drive, Port Moody, BC, V3H 5C3, Canada
Tel 604.469.4500 • Fax 604.469.4550 • www.portmoody.ca

Section:	[Click once and type section name from RPM - press F11 to go to next field]	[Section #]
Sub-Section:	[Click once and type primary name from RPM]	[Primary #]
Title:	Highlight this text and type the name of policy – it now appears in the header throughout the rest of your document	[Next #]

Related Policies

Number	Title
[Click once and type #]	[Click and type policy]
[Click and type #]	[Click and type policy]

Approvals

Approval Date: [Click once and type date in this format: July 22, 2011]	Approved by:	Resolution #
Amended: [Click once and type date in this format: July 22, 2011]	Approved by:	Resolution #
Amended: [Click once and type date in this format: July 22, 2011]	Approved by:	Resolution #
Amended: [Click once and type date in this format: July 22, 2011]	Approved by:	Resolution #

PORT MOODY
CITY OF THE ARTS

corporate policy.docx

Support and Approvals

These standards have been developed for use as a resource by anyone responsible for creating or implementation communication materials. During that process, staff is responsible for managing the logos and graphic standards effectively.

The Communications Division is happy to answer questions about:

• incorporating the Port Moody visual identity into designs

• ensuring correct placement

• house writing/editorial style

• proper reproduction and colour management

Working with outside stakeholders

Sometimes external stakeholders may ask you to provide City of Port Moody branding materials for a joint promotional effort. It is important that our visual identity elements be used properly. Consequently, the Communications Division must approve all use of the Port Moody brand before they are released to the partner. The Communications Division also has final approval on usage in the final work.

For final project approval of printed materials and electronic design, please forward materials to communications@portmoody.ca

If you have any questions regarding the logo, wordmark or other visual identity usage guidelines, need additional design information or interpretation, please contact:

Leslyn Johnson, Senior Communications Advisor
604.469.4535 or
ljohnson@portmoody.ca

This manual and any addenda is available on our Intranet.

Appendix A - Port Moody Style Guide

Spelling

Here are some of the more commonly misspelled words and the preferred Port Moody way of spelling them:

Correct Spelling	Incorrect Spelling/Comments
St. Johns Street	St. John's Street, Saint John Street
Ioco	IOCO (while based on an acronym, Ioco is spelled as a word and should not be entirely capitalized)
Barnet Highway	Not Barnett nor Barnette
Queens Street	Not Queen nor Queen's Street
TransLink, SkyTrain, SeaBus	One word, with the second part of the word capitalized
B.C.	Use periods and no space. Not BC, B. C. This is the Canadian Press preference for geographical abbreviations
Resumé	Make sure the accent is on the last 'e'
email, website	Do not hyphenate email, or website or use capitals except at the beginning of a sentence

Standardized spelling

Common rules that differentiate Canadian spelling from American:

'our', not 'or' (colour, favour, favourite)

're', not 'er' (centre, kilometre)

'ogue' not 'og' (calatogue, dialogue)

'ce', not 'se' noun/verb distinction (advice/advise, device/devise)

Office 2007 allows users to change their default spell check and dictionary from Englilsh (United States) to English (Canada).

City Standard (or Canadian)	Non-standard (or American)
Aesthetics	Esthetics
Analogue	Analog
Armour	Armor
Analyse	Analyze
Axe	Ax
Behaviour	Behavior
Calibre	Caliber
Catalogue	Catalog
Centre	Center
Cheque	Check
Cigarette	Cigaret
Colour	Color
Defence	Defense
Dialogue	Dialog
Gauge	Gage
Grey	Gray
Harbour	Harbor
Honour	Honor
Inquiry	Enquiry
Kilometre	Kilometer
Licence (noun)	License (noun)
License (verb)	License
Litre	Liter
Mould	Mold
Neighbour	Neighbor
Odour	Odor
Offence	Offense
Practise (verb)	Practice (verb)
Practice (noun)	Practice (noun)
Storey (level of a building)	Story (literary work)
Sulphur	Sulfur
Theatre	Theater
Valour	Valor
Vapour	Vapor

Correct capitalization

You should capitalize words only if the word is a proper noun (Vancouver, Mary), the word is an organization or company name (the CBC, the National Film Board), the word is part of an official title complete with name (eg: Mayor Judy Smith), or the word is first in a sentence.

City vs city When referring to the City of Port Moody as an organization, use "City." Use "city" when referring to Port Moody as a geographical location.

E.g. The City of Port Moody was founded in 1913. The city is located at the head of Burrard Inlet. The inlet features several parks and trails, as well as a boat launch all of which are maintained by City staff.

Department & Title names should be capitalized only if used as part of the entire, official name. General references to titles, departments or sections should not be capitalized.

- The Development Services Department includes bylaws, licencing, building and planning. The department is located on the second floor of city hall. Joe Smith, General Manager of Development Services, oversees the diverse group. As director, Mr. Smith is also a member of the City's Executive Leadership Team. The Executive Leadership Team meeting agenda was circulated to members.
- Port Moody police apprehended a suspect. The Port Moody Police Department is governed by a board.

See page 41 for a complete list of capitalization rules.

Compound words and use of hyphens

Use to separate two vowels. Examples include "re-elect," "pre-empt," "re-examine," "anti-intellectual," "anti-abortion," "pre-arrange," "multi-unit."

Use to separate longer compounds but not shorter ones. For example, "alligator-like" but not "catlike," "anti-nuclear" but not "antibody." Never hyphenate a word that ends in "ly." i.e specially made, not specially-made.

Punctuation

Use an extra comma in serial constructions. For instance, "Port Moody police arrested two thugs, a pimp and a drug dealer." Is it clear whether the police arrested four people or three — the third being both a pimp and a drug dealer? Or did the police arrest two thugs who were a pimp and a drug dealer? The sentence would be clearer if there were a comma before the last element of the serial construction: "Port Moody police arrested two thugs, a pimp, and a drug dealer." Start using an extra comma when listing serials. It's grammatically correct and much clearer.

Use the semicolon. It looks like a comma with a dot on top and is handy in a long series where the elements are complex. For example, "He visited several colleges, schools, and institutions; several factories, office buildings, and churches; and a number of miscellaneous public buildings."

Understand the difference between its and it's. "It's" means "it is." "Its" is the possessive form of the pronoun "it," i.e., "Its tires never touched the ground." meaning the tires belong to the vehicle. "It's a beautiful day" means "it is a beautiful day."

Quotations. The quotation marks go around the words as well as the punctuation. "Port Moody is a beautiful city," commented Mayor Judy Smith. The American preference is to place the punctuation outside the quotations.

Writing numerals

Spell out one to ten. "Garbage is picked up four times a week," not "Garbage is picked up 4 times a week." "Two-thirds of the citizens voted," not "2/3 of the citizens voted." Exceptions include units of measurement, i.e., "The bolt was 2 cm long," and school grades, i.e., "He is in Grade 5."

Use numerals for numbers 11 and beyond. "We know that sixty-three participants registered for the workshop should be " We know that 63 participants registered for the workshop." This rule applies unless the numerals are at the beginning of a sentence.

Telephone numbers. The 604 area code is not optional in the Lower Mainland, so include it as part of the complete phone number. Use "604-469-4500," and not "(604) 469-4500." Use periods as in 604.469.4500 instead of the hyphens, especially where space is limited.

The elements of good style

The simple secret to clear, well written text is just that. Keep it simple, clear and to the point, and remember that less is more. Some examples:

- "at this point in time" should be: "now"
- "with respect to" or "as regards" should be: "regarding"
- "on a regular basis" should be: "regularly"
- "owing to the fact that" should be: "because"
- "in the majority of cases" should be: "usually"

How to avoid bias and stereotyping

Use gender neutral words. Avoid assuming that certain words or functions denote one gender or the other. For instance, "Get your mother to help you" should be: "Get a parent to help you." Similarly, consider replacing words like "wives" and "husbands" with the words "spouse" or "partner."

Use parallel treatment. Use "men and women" or "girls and boys" depending on the age groups referred to.

Emphasize the person. Avoid disability bias by emphasizing the person and not the disability. Rather than "the disabled" or "the handicapped," substitute "people who are disabled."

Avoid using the disability as an adjective. Refer first to the person. Not "a disabled worker" but rather "a worker who has a disability."

Systems of measurement

Use metric. Canada uses metric measurements. So does the City of Port Moody in most cases. This includes distance (km), temperature (Celsius), weight (kg), gasoline and all liquid products (L), height (cm), and area (ha).

Use metric/imperial equivalents if unsure. If you're not sure which system of measurement your audience will understand, you can use both: The park included 3 ha (7.4 acres) of playing fields."

Use the correct abbreviations. Kilometres per hour is not "kph." It is "km/h." Always write a space between the numeral and the unit symbol: "3 kg" not "3kg." The only exception is between numerals and the degree symbol used with Celsius: "15°C" not "15° C."

Abbreviating time

Use no space and no periods. While style guides vary on this issue, for graphic design we've selected the following for consistency's sake: "10am" not "10 a.m." or "3:45pm" not "3:45 p.m."

Capitalization rules – The full list

When are capitals appropriate, and when are they not appropriate? Capitalization varies somewhat from publication to publication. However, there are some universal rules about capitalization which almost every publication, whether it be a newspaper, magazine or novel, generally follow without exception. The following list contains these generally accepted capitalization rules:

1. Always capitalize the first word of every sentence.

2. Capitalize the first word of every direct quotation.

- John said, "The first thing I want to do is eat."
- "William is my friend," he said, "but John is not." ("but" is not capitalized because it doesn't start a new sentence.)
- "We eat at six," he said. "Late comers will not be fed." ("Late" is capitalized because it starts a new sentence.)

3. Always capitalize the first word and the last word of every title. The words in between are also capitalized unless they are prepositions (of, from, to, for, etc.), short connecting words, the to in front of a verb, or the articles: a, an, the.

4. Always capitalize the names of people (except names like e.e. cummings, k.d. lang), places, and languages/races/nationalities.

- John, Uncle Roger, Aunt Martha, Marsha, Dr. Bob, etc.
- Port Moody, Burrard Inlet, Canada, North America, etc.
- English, Spanish, German, French, Italian, etc.

5. Always capitalize the names of the months, the days of the week, and special days such as holidays, but not the seasons of the year (fall, winter, spring, summer).

- January, February, March, April, May, etc.
- Monday, Tuesday, Wednesday, etc.
- Valentine's Day, Canada Day, Christmas, Boxing Day, etc.

6. Always capitalize a "title of relationship" if it takes the place of the person's name or is used as part of the person's name. If a pronoun such as "my" is in front of the word, a capital is not used.

- I had dinner with Uncle Bill. But...I had dinner with my uncle.
- I went with Mother to the store. But...I went with my mother to the store.
- I spoke with Dad last night. But...I spoke with my dad last night and her mother tonight.

7. Always capitalize the names of particular people or things, but never general ones.

- I had dinner with Doctor Smith. But...I had dinner with the doctor.
- I swam in Sasamat Lake. But...I swam in the inlet and fished in the lake.
- I signed up for Science 4A and History 3B. But...I signed up for science and history.
- I am taking history and math along with English and Spanish. (Notice that English and Spanish are capitalized because while they are not the names of specific courses, they are the formal names of languages.)
- I graduated from Moody Secondary School. But...I graduated from secondary school.
- I went to Simon Fraser University. But...I went to the university.
- He goes to Douglas College. But...He goes to college.

8. Always capitalize East, West, South, and/or North if they are locations, but never capitalize them if they are directions.

- I used to live in the East. But...I live east of Vancouver.
- Go west, young man, go west. But...I live in the Western Canada.
- He went in a northerly direction; I used to live in Northern Canada.

Appendix B - Recreation Complex Style Guide

Templates and Elements

- Find templates for a suite of products on the R drive. You'll find brochures, buck slips, portrait and landscape posters (8.5 x 11 and 11 x 17) and schedules here. There are also pre-sized "elements" for you, including left and right hand triangle corners, as well as footers, in every signature Recreation colour.
- Don't copy and paste elements from one Publisher document to another – a white box appears around the object, which looks unprofessional. Insert elements instead - go "Insert --> Image --> From File" and navigate to the element you need.
- If you're using a photo, insert complimentary elements using your judgement. For example, if the photo has a lot of blue in it, try yellow elements.
- Never stretch or distort the elements – if you need to scale them up or down, make sure to hold down the Shift key as you resize. This keeps everything proportional.

Recreation Brochures

Fonts

- Make program titles on the front of the brochure one of these three fonts:

Segoe Print

KOMIKA AXIS

Arial Bold

- Use these fonts sparingly on the inside of the document.
- A readable hierarchy of fonts inside the brochure is:

Program title (Arial 20 Bold)

Subhead (Arial 16 italic)

Body copy (Arial 10)

- If you need to adjust the font size to accommodate text, please note that nine points is the smallest you should go. Make sure that all of your text is as concise as possible – have someone else read it over, and edit it ruthlessly!

Recreation Poster

Colours

- The Recreation palate's signature colours are green and yellow. Accompanying this are the standard Port Moody blue and green. To maintain a consistent look and feel, only use colours from this palette. Using tints of signature colours expands Recreation's palette. Here are the RGB values at varying tints:

Green	
	100% = RBG 120, 196, 0
	75% = RGB 153, 210, 64
	50% = RGB 186, 224, 128
	25% = RGB 221, 240, 191

Yellow	
	100% = RBG 220, 193, 0
	75% = RGB 229, 209, 75
	50% = RGB 237, 224, 135
	25% = RGB 246, 239, 195

Port Moody Blue	
	100% = RBG 0, 120, 193
	75% = RGB 94, 144, 203
	50% = RGB 142, 173, 218
	25% = RGB 195, 209, 235

Port Moody Green	
	100% = RBG 0, 128, 102
	75% = RGB 0, 151, 130
	50% = 108, 178, 164
	25% = RGB 176, 211, 203

Sizing

- In the brochures, all of the pieces (headers, footers and photos) are 3.25" wide
- In the buckslips, all of the pieces (headers, footers and photos) are 3.25" wide
- In the 8.5 x 11 portrait-orientation posters, all the pieces (headers, footers and photos) are 7.5" wide
- In the 11 x 8.5" landscape-orientation posters, all the pieces (headers, footers and photos) are 10" wide
- In the 11x17 portrait-orientation posters, all the pieces (headers, footers and photos) are 10" wide
- In the 17 x 11" landscape-orientation posters, all the pieces (headers, footers and photos) are 16" wide

Adjusting Leading

- Watch the spacing between lines of text, especially when the text is big. Adjust the spacing between lines by going Format --> Paragraph --> Line Spacing --> Adjust the "between lines" spacing.

Circles

- One of Recreation Service's elements is a circle. Use a circle to highlight something small and important. Think about placing it in a corner (75% of circle showing) or using it to highlight a phone number or "call to action".
- Draw a circle using Publisher tools wherever you see fit – it's your call!