



THE **small
housing
summit**

Brand Guidelines

Contents

3 About Our Brand

4 Values

5 Mission & Vision

6 Audience

7 Personality & Tone

8 Identity

9 Taglines

10 Logo

11 Colour & Imagery

12 Typography

14 Example: Cover

15 Example: Interior 1

16 Example: Interior 2

17 Example: Interior 3

About Our Brand

**Stop the chatter.
Start the action.**

The Small Housing Summit (SHS) fills the gap between *talking* and *doing* small housing in BC. A one-day conference, it gathers our province's innovators and changemakers—from design, construction, finance, real estate, policy to outreach. And explores the opportunities around smaller forms as a densification tool in our single-family neighbourhoods and beyond.

Forget siloed conferences and conversations.

The SHS is your one-stop shop for thinking outside the box in terms of how we design and build our future liveable cities and communities.

Values

The Small Housing Summit goes beyond talk. It speaks the language of *change* by bringing top thinkers from diverse industries in one room to *do* small housing in BC.

Together we can invigorate our communities through:

Inclusivity

We gather leading thinkers from diverse industries to facilitate action-based dialogue. We are approachable and accessible.

Collaboration

Together we can do more, faster. We are huge advocates for knowledge sharing and cross-sector learning. It creates a level playing field and helps others rise up.

Partnership

We can't do it alone. We connect with industry and corporate partners and sponsors who want to push the envelope and create change together.

Proof

We go beyond talk. We want research to back up our vision through quantitative and qualitative data to showcase the opportunities and potential pathways forward.

Action

Talk isn't enough. We have our eyes set on big horizons. We want to change the housing paradigm through research, pilots and policy.

Mission

Collaborate with leading thinkers, doers and policy makers to accelerate the uptake of small housing in BC through knowledge sharing, partnership, research and innovation.

Vision

Liveable, connected and densified cities through small housing.

Audience

Established professionals in the housing sphere, including:

Design

Industry

BUILDERS AND DEVELOPERS



Finance

Real estate

Policy

CITIES AND GOVERNMENT



Outreach

AT THE CITY/INDUSTRY LEVEL



Personality & Tone

The Small Housing Summit is conversational but professional. It's strategic and well-thought out, while also light on its feet and agile—able to twist and turn should new opportunities pop up. It's poignant and hard-hitting without being aggressive and over the top. As such, it's collaborative and values inclusivity and partnership. It's also well-read and gives thought to what it says. The renaissance man of small housing with a splash of humour and big pour of accessibility.

Tone

Tone is conversational but again on point. It uses contractions rather than long-form (it's versus it is). This makes the Summit more approachable and accessible. It's also to the point. No fluff and fancy language. It's direct while inoffensive, and targeted to its diverse professional audience.

In short, it's:

Conversational.

Professional.

Strategic.

Brand Voice

The brand voice is professional, direct but warm and inviting. It has some underlying humour, however, is most focused on bringing big thinkers to the table to create lasting change. Everything is strategic, taking into account how the reader sees and reflects on the brand. Our voice is about inclusion; creating a space for transparency and learning.

Poignant.

Inclusive.

Identity

Our name is simple for a reason. It is self-explanatory. It doesn't make reference to the small versus big comparison, and therefore, gives the brand greater longevity.

THE small
housing
summit

The logo shows it as The Small Housing Summit. The "the" should be capitalized only if at the front of the sentence, otherwise, lowercase it. SHS can be used, after the first instance of the name with (SHS) in brackets.

Correct uses:

START OF A
SENTENCE



The Small Housing Summit

The Summit

The Small Housing Summit (SHS)

The SHS or SHS

MID-SENTENCE



the Small Housing Summit

the Summit

the SHS or SHS

Taglines

Small change is coming. Join the *doing*.

SERVICE BENEFIT



Building the missing middle, together.

SERVICE FEATURE



Stop the chatter. We're *doing* small housing.

INDUSTRY/SOCIAL
PAIN POINT



Beyond talk. We're *doing* small housing.

Logo



Logo is always black. Logo should have a margin on all sides of at least one unit in width.



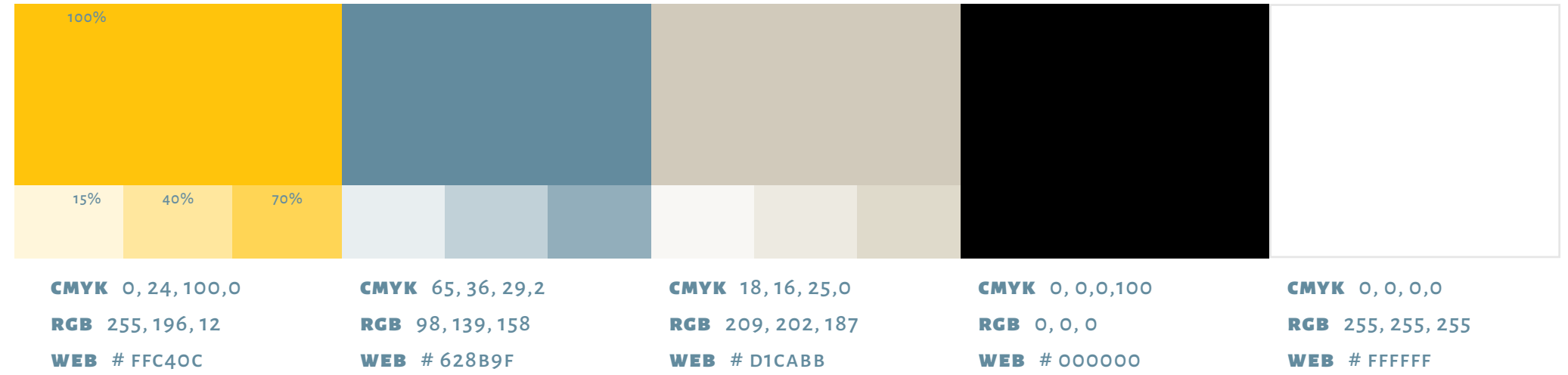
On a coloured or patterned background, logo should be placed in a white box and is at least one unit width away from the background's edges..

A title or tagline may be placed to the right of the logo with a blue line in between. The title or tagline should be at least one unit width away from the dividing line.

Colour & Imagery

Style & Colour

Our style is contemporary but classic. We don't use a lot of bold vibrant colours. Our palette is relatively muted with a pop of yellow, which has a warming effect and is cheerful, positive, high-energy and optimistic. Other colours are blue-grey, light grey, black and white.

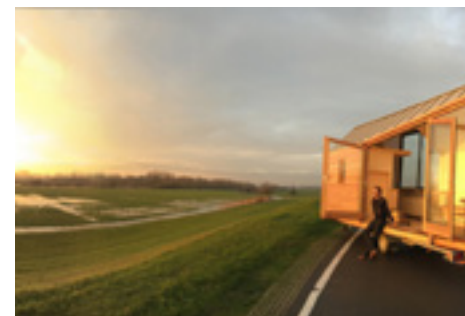
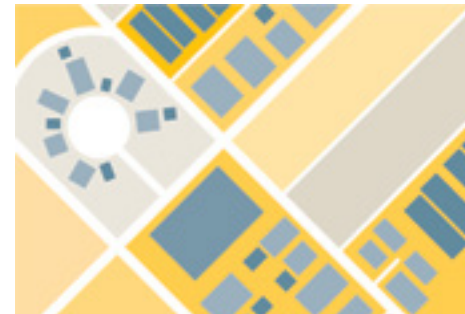


Images

We like white space and write succinct copy that is well designed, nice to look at and easy to digest.

We are wordsmiths that use visuals to show and tell stories that move people.

We don't want one-dimensional images. Our imagery is a mix of line art/illustration and high-impact images that convey the story behind what is small housing. We want bright and cheerful shots that inspire our readers to want to learn more, while appreciating the artistry that goes into every package we create.



Typography

Benton Sans Condensed is a humanist sans serif typeface, friendly in its look and compact in character.

Use Benton Sans Condensed for titles, headings, quotes and other statements of impact. If there is a need for italics, use the expressive italics of the secondary typeface, Alegreya Sans.

Quotes and statements should be set in the colour blue, whereas titles and headings are black.

If Benton Sans Condensed is not available, use Roboto Sans Condensed as an alternative.

Primary typeface

BLACK

Benton Sans Condensed

MEDIUM

Benton Sans Condensed

Alternative

BOLD

Roboto Condensed

REGULAR

Roboto Condensed

Typography

Alegreya Sans is a humanist serif typeface, expressive and versatile.

Use Alegreya Sans for body text and SMALL CAPS (which comes as a separate font) for captions.

Body text should be set in the colour black and captions are blue.

Alegreya Sans is an open source typeface and is widely available.

Secondary typeface

REGULAR

Alegreya Sans

ITALIC

Alegreya Sans italic

MEDIUM

ALEGREYA SANS SMALL CAPS

Example: Cover

THE small
housing
summit

**Heading 1:
Title**

Example: Interior 1

Pg# Text 4: Folio

Text 4 (R): Folio

Heading 4: Short action statement

**Text 1: Introduction. Benton
Sans Condensed, medium.**

Text 2: Body Text. Alegreya Sans, regular.

Dummy text. Sapeleni comnimmunel et lia cusam,
nem volut inti imilitatus eum res imusam iderferrum
fugiaturis ra sedi volorit ibusandem untia natus et qui
volupta tationectat. Ignist, et et aut res earibusapis.

Example: Interior 2

Pg# Text 4: Folio

Heading 2: Section Name

Text 4 (R): Folio

Heading 3: Sub-section. Benton Sans Condensed, black.

Text 2: Body Text. Alegreya Sans, regular.

Dummy text. Sapeleni comnimmel et lia cusam, nem volut inti imilitatus eum res imusam iderferrum fugiaturis ra sedi volorit ibusandem untia natius et qui volupta tationectat. Ignist, et et aut res earibusapis.

Heading 5 (L): Medium-length statement. Left-aligned. Benton Sans Condensed, bold. Statement in blue. Highlight something with 15% yellow.

Don't use yellow for text.

Emphasize text with a yellow box.

TEXT 3 (L): LABEL. LEFT-ALIGNED. ALEGREYA SANS SC, MEDIUM.

Example: Interior 3

Pg# Text 4: Folio

Text 4 (R): Folio

**Heading 5: Medium-length statement.
Benton Sans Condensed, bold.
“Could place a quote here.”**

TEXT 3: LABEL. PERHAPS THE QUOTED AUTHOR'S NAME.