



Brand Guideline

The background is a solid teal color. Scattered across the top half are several abstract, organic shapes in various colors: yellow, light blue, orange, pink, purple, and light green. These shapes are irregular and resemble brushstrokes or confetti.

**Giving extraordinary kids a
chance to be ordinary.**

Index



Logos	4
Colours	10
Typography	13
Photography	15
Iconography	17
Language	19
Social Media	22

Logos



Logo

Main

SWIRLS, front and centre, which just feels right. Our campers identify them as one of their most cherished Brigadoon icons & they've been the one and only symbol on our official camp flag since day 1. To us, they represent the three tenets of camp; to experience, to learn, to teach.

And, a VIBE that represents the personal transformation our campers experience at Brigadoon & who we see them become - fun, adventurous, and bold.

Characteristics of our logo

- Bold
- Fun
- Inviting
- Adventurous
- Inclusive



Logo

Main



Reversed

Logo

Icon



Reversed

Logo

Fundraising

The In Support Of (BV) logo is used for Cause Marketing campaigns where a portion of the proceeds or a minimum of \$5,000 is committed to BV. The ISO logo/ phrasing should be used when a product supporting BV has a %/\$ contribution from each sale going to BV.

The Proud Supporter Of (BV) logo should be used when the logo appears in reference to a formalized relationship BV hold with a partner and where there is NO percentage or dollar contribution on a product, but rather a set amount.

For third party, independent fundraisers/groups where no contract exists, we have created a Proceeds Benefit (BV) version of the event logo.

Use this instead of the standard Brigadoon Village logo for these independently-led fundraising events.

In support of



Proud Supporter of



Proceeds Benefit



In support of



Proud Supporter of



Proceeds Benefit



Logo

What Not to Do

In this day and age it's a good idea to not place too many restrictions on what you can do. Our logo may exist in everything from Snapchat to a cardboard box and everything in between.

That being said, there's a few big no-no's.



Original



Don't Stretch



Don't Colourize



Don't Change
The Shape

There are exceptions to every rule. But generally speaking, the above should never be considered.

Colours

The background of the slide is a solid dark blue. Scattered across the upper half of the slide are numerous small, teardrop-shaped confetti pieces in various colors, including yellow, orange, light blue, pink, and purple. The word "Colours" is written in a large, white, sans-serif font, centered horizontally in the upper portion of the image.

Colours Wheel

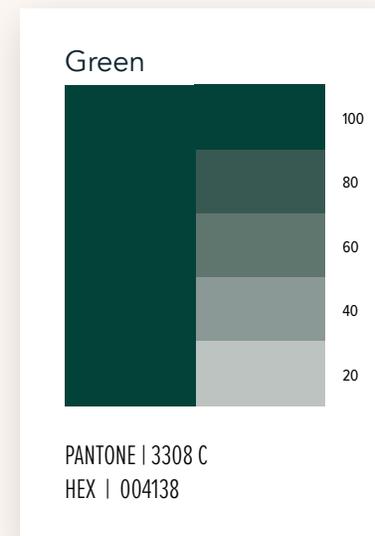
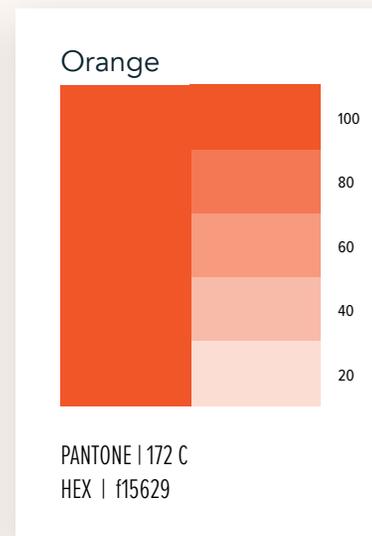
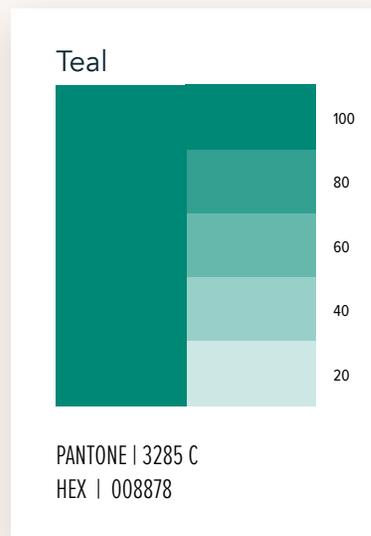
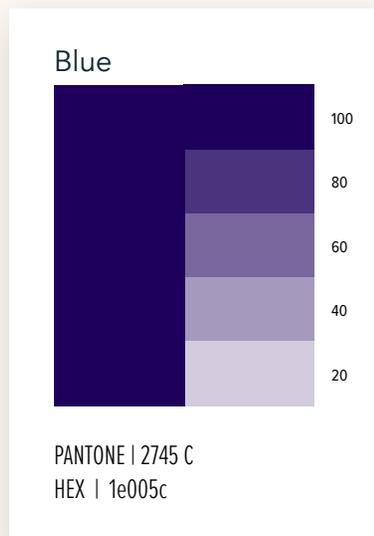
COLOURS, that capture nature's palette at camp all year round (we're not just a summer camp anymore!) and reflects our campers' incredible artwork that decorates the rocks, halls, walls, ceilings, and pathways of The Village.

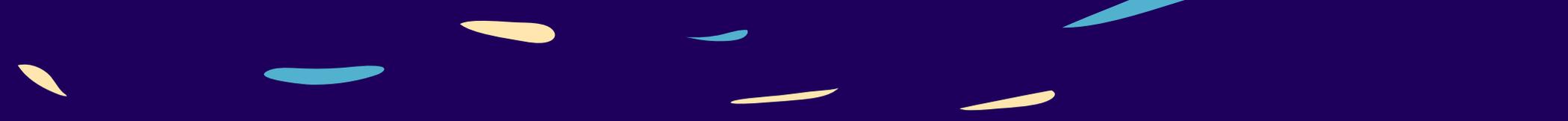


Colours

Primary

While you have the ability to use a TON of colours, below are the ones you will likely lean on the most.





Typography

Typography

COME PLAY

Headlines look like this.

Subheads looks like this. Sed et repersp iducili quiaturerum repe consect inulpar chictotam simagnimin rem sernamus, to quundia si ullitatiunt alici voluptur?

Body copy looks like this. Ebit pro maximagnati oditem quature ribuscit, net presci alit ex eumqui sam, sunt pa eumentio. Res voloritat a et fuga. Nit, omnihicitas re eos volenis dolut audaepu dandam re niatistior andia qui delibus citatist, que ad quiaepe ditatiscieni quos entorep ernatios earum sint.

Aa

ABCDEFGHIJ
KLMNOPQRST
UVWXYZabcd
efghijklmno
pqrstuvwxyz
0123456789

Luna Regular
Use this very sparingly to add some flare to your canvas.

Aa

ABCDEFGHIJ
KLMNOPQRST
UVWXYZabcd
efghijklmno
pqrstuvwxyz
0123456789

Avenir Roman
To be used in body copy set in Sentence Case.

Aa

ABCDEFGHIJ
KLMNOPQRST
UVWXYZabcd
efghijklmno
pqrstuvwxyz
0123456789

Avenir Heavy
To be used in subheads set in Sentence Case.

Aa

ABCDEFGHIJ
KLMNOPQRST
UVWXYZabcd
efghijklmno
pqrstuvwxyz
0123456789

Avenir Black
To be used in headlines set in Sentence Case.



• Photography

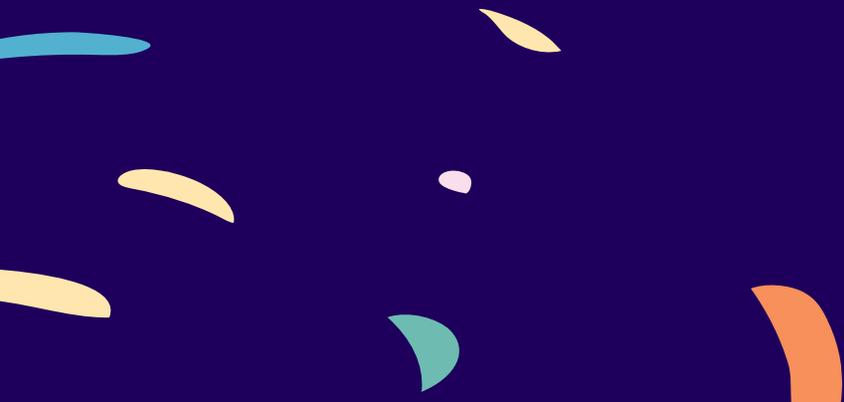
Photography

The photos used to accompany our brand should be high resolution images that respect our Photography Guidelines & credit the photographer (when indicated). When in doubt, choose photos that align with our brand:

Bold
Fun
Inviting
Adventurous
Inclusive

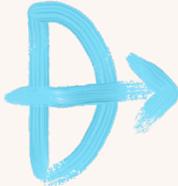


Iconography



Iconography

Each icon in the set represents a different activity that takes place at Brigadoon. These glyphs are meant to mimic children's finger paintings.



archery



boats



bonfires



fishing



fingerpainting



media



music



pottery



water



forest



art



ropes

A stylized sun graphic in the top left corner, featuring a yellow circle with several curved lines in yellow and teal extending from it.

Language

Language

Here are a few helpful tips to ensure our you're using the correct lingo when speaking about us or our camps!



1. Capitalize the 'B' in Brigadoon and the 'V' in Village at all times.
 - Don't refer to Brigadoon Village as 'Camp Brigadoon' – we're more than just a camp!
2. If you are referencing a camp that is hosted at Brigadoon Village, always refer to our camps in this way:
 - 'Camp XXX at Brigadoon Village'
 - All subsequent references after first mention can be 'Camp XXX'
3. If you are referencing a camp that is sponsored by a partner organization, always refer to the camp in this way at first reference:
 - 'Camp XXX in partnership with YYY at Brigadoon Village'
 - All subsequent references after first mention can be 'Camp XXX'
 - The only exception to this is Camp Goodtimes which is referred to as 'Canadian Cancer Society's Camp Goodtimes hosted by Brigadoon Village'
4. Ensure the word 'Camp' appears in the correct place in our camp titles, that the entire camp name is used each time it's referenced, and that camp names are spelled correctly. See complete list of camp names on next page.

Language

Summer Camps

- Camp Trailblazers in partnership with About Face
- Camp Braveheart
- Camp Brainiac
- Camp See-Ya in partnership with APSEA
- Camp Whatcha Say in partnership with APSEA
- Camp Treasure Chest in partnership with Lung Association of Nova Scotia
- Camp Kedooopse
- Camp BELIEVE in partnership with Mental Health Foundation of Nova Scotia
- Maritime Adventures Camp in partnership with The Canadian Hemophilia Society
- Camp JoinTogether in partnership with The Arthritis Society
- Camp Guts & Glory
- Camp Carpe Diem
- Camp Lots-a-Wata
- Camp Silly-Yak
- Canadian Cancer Society's Camp Goodtimes



• Social Media

Social Media

When using a photo taken at or provided by Brigadoon Village, tag us using our social handle for the channel (see list on next slide).

Before posting a photo taken at or provided by Brigadoon Village, ensure we have media consent forms on file for all campers appearing in the photo and that the photo meets our photo guidelines. Please also credit the photographer, if indicated.

If you are referencing a camp that is sponsored by a partner organization, a donor, or partner organization, always use the appropriate tag in the caption or photo.



Social Handles



 @brigadoonvillage

 @brigadoonvillage

 @brigadoon

 @brigadoonvillage

 @brigadoonvillage



If you have any questions contact callie.gallant@brigadoonvillage.org