ACCELERATE OKANAGAN

Brand Book Version 2.0

Last update March 2018

WHAT IS A BRAND?

A brand is not a logo.

While the logo marks a brand's existence, it is not the brand.

A brand is an experience.

A brand is a set of expectations, memories, stories and relationships that our audience associate with us.

A brand is a personality.

It is a reflection of everything we do—from the events we throw to the content we publish to the programs we develop and deliver.

The Who
The What
The Why

THE WHO

We are a smart, innovative group of community builders and program developers committed to supporting the growth and success of #OKGNtech.

THE WHAT

We give new and
growing technology
driven businesses
the mentorship,
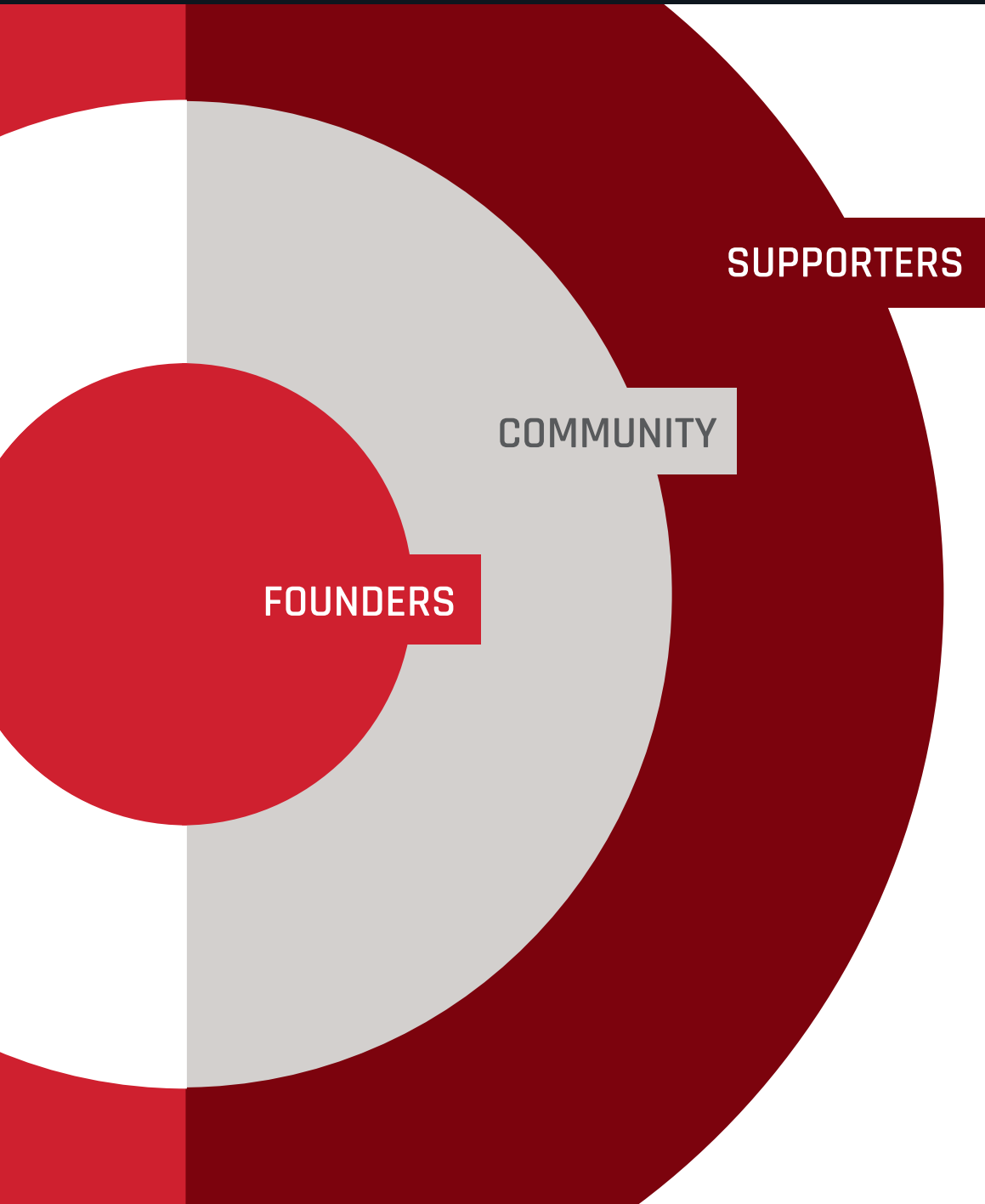connections,
and community
they need to thrive.

THE WHY

We believe in the power of the entrepreneurial spirit and the positive impact of a healthy entrepreneurial ecosystem.

SUPPORTERS

COMMUNITY

FOUNDERS

Founders are at the center of everything we do.

Startup, alumni & growth.

Community is how we do it.

Sponsors, funders & institutions.

Supporters help create our communities.

Okanagan, tech & talent.

TYPES OF FOUNDERS

Startup Steve

This 23-year-old entrepreneur does some contract coding to pay the bills but he's got a big idea. Steve has incorporated his new business but has a steep learning curve ahead of him. He is looking for funding opportunities, small business support, tech community connections to help him grow. He is also looking for mentorship and a program that will hold him accountable, keep him focused, and ensure his continued success. Steve is a Penticton native and although he has been offered jobs south of the border he wouldn't give up his Okanagan lifestyle for anything.

FINDING STEVE

OFFLINE: You'll find Startup Steve working in the shared space, drinking beer at BNA, online gaming, and playing softball with his rec team.

ONLINE: Steve is in his email three or four times a day. He is has a Facebook account but Twitter and Instagram is where he gets most of his news.

Growth Stage Sally

This 42-year-old entrepreneur is a home grown success story. Since incorporating her life science company in 2009, she has hired over 50 people and hit a revenue target of $5m. She is currently building a growth strategy that will create even more jobs and more revenue. She is looking for support in building her leadership team, guidance in developing a repeatable revenue model, and leadership coaching. She is also looking to attract new talent, connect with other growth stage companies, and acquire new skills that will help her keep her head above water.

FINDING SALLY

OFFLINE: You'll find Sally at her office headquarters on St Paul, in the Innovation Centre, Metabridge, presenting at BC Tech Summit, Yoga at Oranj, or on the soccer field for her kids practice.

ONLINE: Email twice a day. Facebook and Instagram morning and night. Linkedin once a week. Blog (when she has time or something peaks her interest).

Good-to-go Gail

This 47-year-old program Alumni continues to be an active member of the #OKGNtech community and a shining example of success. Her information tech company has grown from 20 to 150 employees and her revenue projections are all hockey stick. Gail is looking to give back to the communities that have supported her throughout her entrepreneurial journey and she is also always on the lookout for top and emerging talent (hello pipeline planning).

FINDING GAIL

OFFLINE: You'll find Gail at her company headquarters (located in the new innovation centre), speaking at Chamber and charity events. Gail is also a huge fan of golfing, tennis, and wine touring.

ONLINE: Gail loves Facebook and is getting aquainted with Instagram. She is in her email a few times a day but it's full of promotional emails so she doesn't always get to to the good stuff. Gail loves reading the New York Times on Sundays.

OUR MISSION

To give new and growing technology-driven businesses the mentorship, connections, and the community they need to thrive.

BRAND PILLARS

Educate

We develop and deliver
world-class mentorship
programs for every stage of
the entrepreneurial journey.

Inspire

Our innovative storytelling
both captivates and
inspires a local and
international audience.

Report

We provide a platform for
trusted thought leaders
and community members
to share and react to tech
industry news with both
insight and timeliness.

Connect

We collide points both
on and off line that help
to grow and strengthen the
entrepreneurial ecosystem.

BRAND VALUES

Sometimes the best way to understand what something is, is to understand what is isn't.

WE ARE WE ARE NOT

WE ARE	WE ARE NOT
Inclusive	Exclusive
Community focused	Self involved
Resourceful	Demanding
Smart	Ignorant
Fun	Immature
Passionate	Indifferent
Collaborative	Divisive
Leaders	Followers
Coaches	Consultants

FILTERS

Filtering our work through the same series of questions helps to ensure quality and consistency.

1. What category of tech does this story support?

2. How does this support the founder?

3. How is this promoting connection? Who are the right partners?

4. How are we innovating? Could it be better? Is this the right time?

5. What are the rules? Why are these the rules? Do they still make sense?

6. Are we supporting diversity?

TYPES OF TECH

Decoding the tech industry by using descriptive and educational categories of information that inspire clear communications and powerful experiences.

1. Green + Clean Tech

2. Agritech

3. Advanced Manufacturing

4. Gaming, Animation, Film

5. Information + Communication Tech

6. Medtech

7. Fintech

8. Aerospace

BRANDING BASICS

Brand Voice
Brand Channels
Logos
Colour Palette
Typography
Graphics
Photography

BRAND VOICE

We are in a conversation with our community and it's important that our brand voice reflects that.

RELATABLE

MORE THIS: Calling all entrepreneurs! The next Startup Basics series is set to kick off September 15. Connect with us to find out more.

LESS THIS: The 2017 SBP will launch September 15. Limited space available. Sign up now.

FUN

MORE THIS: T-30 minutes to Startup Drinks. Why not kick off happy hour with a Hey Y'all?!

LESS THIS: Startup Drinks will take place this Fridayfrom 4:30-6.

SMART

MORE THIS: To give some perspective on the growth in the tech community, the average annual revenue for a company on RevUP's first year was $300,000. Today, growth stage companies on RevUP average over $3 million in annual revenues.

LESS THIS: The Okanagan tech industry has grown a lot.

BRAND CHANNELS

Knowing where to find our audience can be tricky.
Here is a list of our current channels.

ONLINE

- Email
- Website
- Blog
- Facebook
- Instagram
- Twitter
- Linkedin
- Digital advertising
- Social advertising
- Media

OFFLINE

- Internal events
- External events
- #OKGNworks
- Innovation Centre
- Program sessions

THE LOGO

The horizontal logo mark

The logo consists of the digibyte icon on the left and the wordmark on the right. The digibyte represents connection and collaboration, a key element of the AO brand. The line weight, labeled x, is consistently implemented throughout the entlre span of the logo to create balance and visual appeal

THE LOGO

The stacked logo & digibyte icon

The elements are rearranged to accomodate a centralized layout. By accepting another logo arrangement this will increase the versatility of how the logo can be used.

This geometrically sound icon can be duplicated and connected to additional digibytes to form a seamless and visually appealing pattern.

ACCELERATE OKANAGAN

LOGO DO'S & DON'TS

✓ DO use the all black or all white logo when required.

✓ DO put the logo over top of a light image or colour.

✕ DO NOT put the logo over top of a contrasting colour.

✕ DO NOT stretch the logo.

✕ DO NOT put the logo over top of complex images or patterns.

✕ DO NOT change the colour of the logo.

The programs family of logos

These are Accelerate Okanagan's program logos. They can be used with the tagline or without ("naked logos") but must always be used in full colour, white or black.

Please note there are strict guidelines for using these as they are proprietary and in order to keep it that way they must be used consistently and correctly.

LOGO DO'S & DON'TS

✓ DO use the all black or all white logo when required.

✓ DO put the logo over top of a light image or colour.

✓ DO pair with other logos by using the correct (X) space and a hair line.

✗ DO NOT stretch the logo.

✗ DO NOT put the logo over top of complex images or patterns.

✗ DO NOT put the logo over top of a contrasting colour.

✗ DO NOT add the name of your accelerator to the logo.

✗ DO NOT change the colour of the logo.

COLOURS

The colour palette

The colours are designed for use solely in conjunction with the specific Accelerate Okanagan program they represent.

Additional colour options have been included for use with programs that may be introduced in future.

The darker shade of these colours is just 50% more black added to the CMYK sliders.
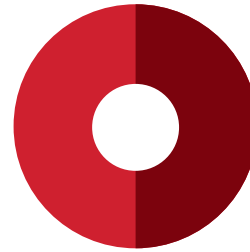
RGB: 206, 14, 45
CMYK: 12, 100, 91, 3
PANTONE 186 C
#cd0e2c
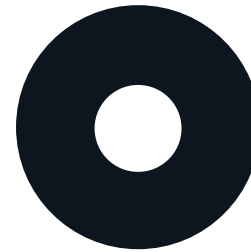
RGB: 16, 24, 32
CMYK: 82, 71, 59, 75
PANTONE Black 6 C
#0f1820
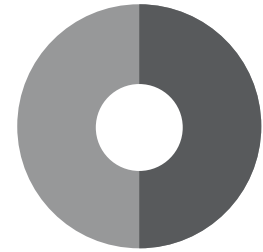
RGB: 151, 152, 154
CMYK: 43, 35, 35, 1
PANTONE Cool Gray 7 C
#585a5c

SECONDARY (PROGRAM BRANDING)
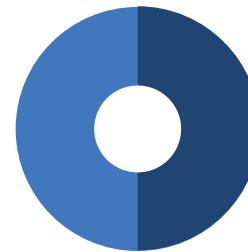
RGB: 42, 125, 225
CMYK: 77, 49, 0, 0
PANTONE 2727 C
#297ce0
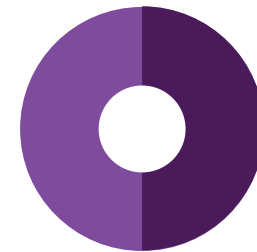
RGB: 206, 14, 45
CMYK: 12, 100, 91, 3
PANTONE 2587 C
#cd0e2c
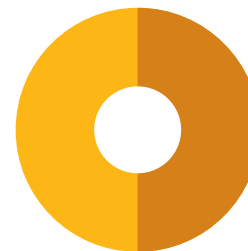
RGB: 255, 182,0
CMYK: 0, 31, 100, 0
PANTONE 7549 C
#ffb600
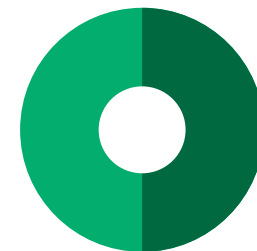
RGB: 0, 188, 112
CMYK: 87, 0, 78, 0
PANTONE 7480 C
#00bb70

FONTS

Typographic hierarchy

DATES IN RAJDHANI MEDIUM GRAY
HEADINGS IN RAJDHANI SEMIBOLD

Body copy in Roboto regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mollis luctus pretium. Etiam sollicitudin nulla libero, quis mollis odio ornare id. Morbi imperdiet felis nulla, et rhoncus sem fringilla quis. Pellentesque nec maximus arcu. Aliquam ultrices nisl ut aliquam congue.

"Pull quotes & neat tidbits of information using the font Playfair."

— JOANNA SCHLOSSER WROTE THIS

Nullam felis augue, euismod eu faucibus non, gravida eget purus. Vestibulum tempor purus tellus, ac maximus ex iaculis nec. Fusce sit amet auctor eros, id euismod diam. Cras sit amet nulla non eros mollis pretium.

PLAYFAIR (HEADLINES & PULL QUOTES)

Letterforms of high contrast and delicate hairlines. It references the change from calligraphy quills to ink pens and the change in technology advancements.

Notes: Use sentence case, never all caps. Use the regular weight as much as possible.

RAJDHANI (SECTION TITLES & HEADLINES)

Rajdhani has modularized letterforms and supports the Devanagari and Latin writing systems. The squared and condensed appearance may be interpreted as technical or even futuristic.

Notes: Use all caps, with regular to spaced out kerning. Use semibold or regular weights as much as possible.

ROBOTO (BODY COPY)

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves.

Notes: Use the regular weight as much as possible.

Regular: ABCDEFGHIJKLMNOPQRSTUVWKYZ abcdefghijklmnopqrstuvwkyz 1234567890

Italic: ABCDEFGHIJKLMNOPQRSTUVWKYZ abcdefghijklmnopqrstuvwkyz 1234567890

Bold: ABCDEFGHIJKLMNOPQRSTUVWKYZ abcdefghijklmnopqrstuvwkyz 1234567890

BOLD: ABCDEFGHIJKLMNOPQRSTUVWKYZ 1234567890 abcdefghijklmnopqrstuvwkyz 1234567890

SEMIBOLD: ABCDEFGHIJKLMNOPQRSTUVWKYZ 1234567890 abcdefghijklmnopqrstuvwkyz 1234567890

REGULAR: ABCDEFGHIJKLMNOPQRSTUVWKYZ 1234567890 abcdefghijklmnopqrstuvwkyz 1234567890

BOLD: ABCDEFGHIJKLMNOPQRSTUVWKYZ 1234567890 abcdefghijklmnopqrstuvwkyz 1234567890

REGULAR: ABCDEFGHIJKLMNOPQRSTUVWKYZ 1234567890 abcdefghijklmnopqrstuvwkyz 1234567890

REGULAR: ABCDEFGHIJKLMNOPQRSTUVWKYZ 1234567890 abcdefghijklmnopqrstuvwkyz 1234567890

AO GRAPHIC ELEMENTS

Having fun with colour and shapes

We are moving away from the small, digibyte pattern we used in the past and towards a bolder, more expansive direction that feels more modern and breathable. Using the circle from the digibyte which alludes to community and giving back (coming full circle). Pairing the graphic shape with bold architectural images and images of people connecting and working together, creates a look and feel that is more in line with where Accelerate Okanagan is today.

Coloured digibyte circles set to multiply over black and white imagery. Use the cirlces to create interest or call attention to a specific area on the image.
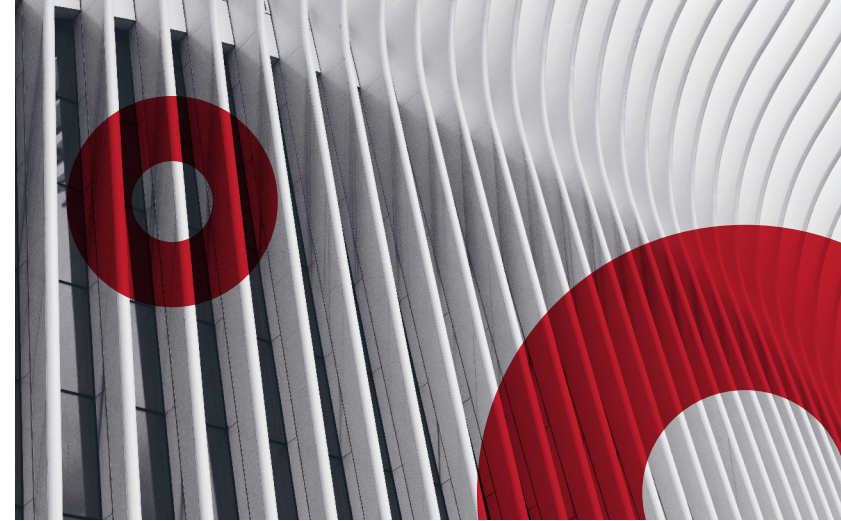
Duotone imagery using AO or Program brand colours. Use sparingly and in tandem with black and white imagery. On the blog and website, always use full colour images - this is meant for marketing collateral.

All together now! Place duotone images within the circle shape. Careful with your cropping - this won't work for all images.

GRAPHICS & PHOTOGRAPHY FOR REVUP

Photography notes: use images of people in pairs as this program highlights the one on one coaching and relationships with EIRs and mentors. A mix of age and genders and races preferred.

Dark purple, multiplied at 70% overtop of black and white image. Digibyte circle also dark purple.

Main purple, multiplied overtop of black and white image changed to Pantone Cool Gray 11.

Main purple, multiplied at 70% overtop of black and white image changed. Dark purple digibyte, multiplied.
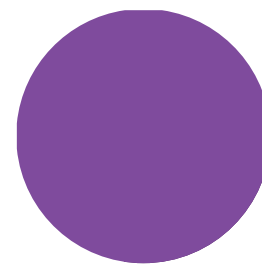
Iconography notes: Across all programs we want to use the same icons for the same content and messages, but with the proper colour adjustments.

SALES ASSETS FOR REVUP

Pop Up Banner

One Pager

Postcard

GRAPHICS & PHOTOGRAPHY FOR STARTUP BASICS

Photography notes: use images of people in pairs, groups and on their own as this program highlights companies at the early stages of growth. A mix of age and genders and races preferred.
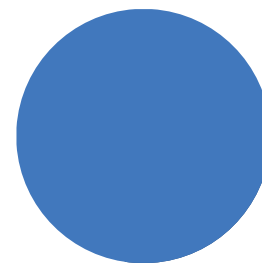

Main blue, multiplied at 100% overtop of black and white image. Digibyte circle also main blue.

Main blue, multiplied overtop of black and white image changed to Pantone Cool Gray 11.

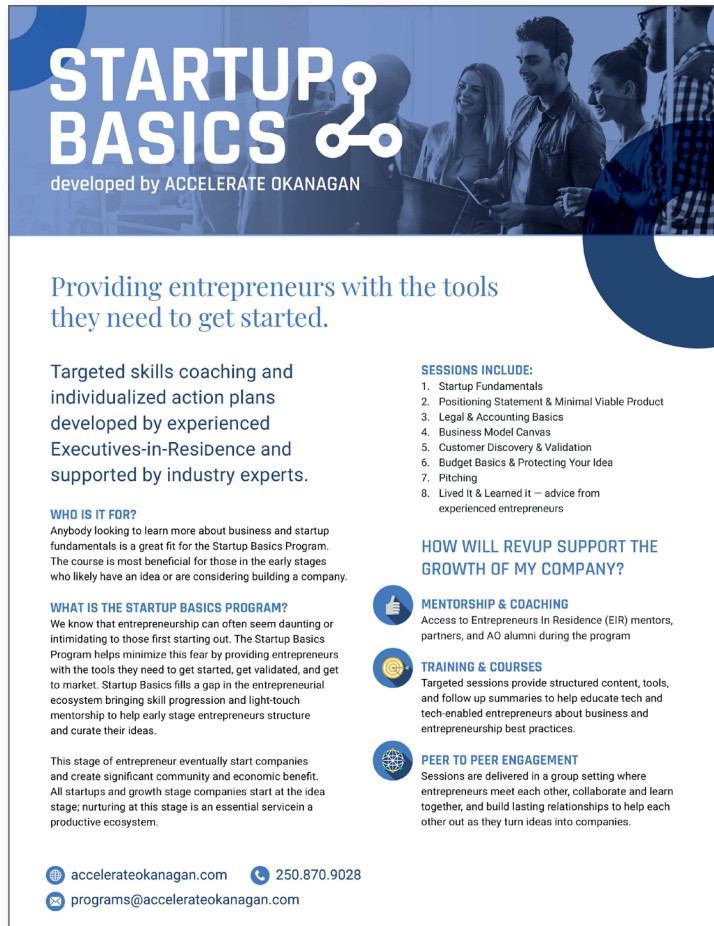Main blue, multiplied at 70% overtop of black and white image changed. Dark blue digibyte, multiplied.

Iconography notes: Across all programs we want to use the same icons for the same content and messages, but with the proper colour adjustments.

SALES ASSETS FOR STARTUP BASICS

Pop Up Banner

One Pager

Postcard

GRAPHICS & PHOTOGRAPHY FOR ACCESS TO CAPITAL & CALLIBRATION

VISUAL DIRECTION

Showcase movement, discovery and connectivity.

It is important for us to highlight the power of community and continuous connection happening everyday in #OKGNtech. The energy is palpable. Look for photos that capture natural, intimate, in-between moments as well as energetic and relatable experiences.

VISUAL DIRECTION

Yes.

- Bright, natural light
- Movement and interaction
- Diversity and inclusiveness

No.

- Funky angles
- Fish eye
- Heavy filters

SOCIAL

Post, share, and build community.

When it comes to social media, every post we make can build on the last one, if we are consistent and develop repeatable habits. By spending time and resources we don't just gain eyeballs; When we do it well we earn subscribers, pick up followers, and build community.

GOALS

1. Increase awareness & reputation as a thought leader.

2. Engage community interaction & partnerships.

3. Promote brand awareness & development.

4. Develop marketing measurement protocols.

5. Design & implement a structured social media strategy.

CONTENT DIRECTION

These categories are designed to streamline the kind of content that we publish. Our community of followers has come to rely on us for certain types of information. Consistently and effectively delivering this content is what will help us to grow our following.

CATEGORIES

1. **Organization-related promotion**
   Program promotion, internal job postings, important announcements

2. **Branded and Accelerate Okanagan-generated content**
   Interviews and blog posts, event photos, company culture

3. **Community**
   Sharing Alumni, member company and community member news/achievements, community events and awards

4. **Industry news and resources**
   News articles, infographics, articles about industry Trends and fields of tech

CONTENT DIRECTION

Something about why it's important to understand the channel you are posting in and it's demographic.

CHANNELS

Facebook
News, People Stories, Resources, photo albums, events
Ensure links preview and do not show up in the post copy
Refrain from using emojis or hashtags.

Instagram
People Stories, Office action, events, jobs, quotes, news
Heavy hashtag use is encouraged. Keep hashtags in additional comment. Refrain from using emojis.

Linkedin
News, People Stories, Resources, events, quotes
Ensure links preview and do not show up in the post copy
Light hashtag use is encouraged. Refrain from using emojis.

VISUAL DIRECTION

Bright, lively, and relevant images showcasing people interacting and participating.

Bonus points for images with brand colours.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit sed diam nonu mmy nib.

— AUTHOR FIRST, LAST NAME

"
Lorem ip sum dolor sit amet, conse ctetuer adip iscing elit sed diam nonu mmy.

— AUTHOR FIRST, LAST NAME

#OKGNtech NEWS — ACCELERATE OKANAGAN

VOL 1 ISSUES 6 · THURSDAY, MARCH 8, 2018

HOT OFF THE PRESS

Students at Okanagan College Create Solar-Powered Table to Charge Cell Phones

The table is the first creation by Project ReCharge — an initiative aiming to integrate solar technology with everyday objects.

GET THE DETAILS »

Dragon's Den Announces New Season and Kelowna Auditions Take Place March 08

GET EXCITED »

BC-Led Digital Technology Supercluster Awarded Federal Funding to Transform Canada's Fastest-Growing Tech Sector

LEARN MORE »

A Reformed Troublemaker Rigs Up High-Speed Internet in His Indigenous Community

#OKGNtech NEWS — ACCELERATE OKANAGAN

VOL 1 ISSUES 7 · FRIDAY, MARCH 23, 2018

HOT OFF THE PRESS

Ready to Rocket 2018 Winners Announced

Ready to Rocket is a unique business recognition list that profiles technology companies with the greatest potential for revenue growth. Check out our list of #OKGNtech winners.

VIEW LIST »

UBC Okanagan researchers find new way to produce living bio-tissues using 3D printing

WATCH & LEARN ▸

New Federal Budget Aims to Address Equality and Support Entrepreneurs

FULL STORY »

Canadian Students Found the Most Startups in the World

LEARN MORE »

#OKGNtech NEWS — ACCELERATE OKANAGAN

VOL 1 ISSUES 5 · THURSDAY, FEBRUARY 6, 2018

HOT OFF THE PRESS

Data Nerds Closes Series A Funding With Foundry Group, TechStars

Data Nerds is financed $3 Million in Series A with four notable investors.

GET THE DETAILS »

Vernon-Based AVS Systems purchased by Information Services Corporation for $45 million

LEARN MORE »

New Tech Seats to Create Exciting Opportunities for Okanagan Students

READ MORE »

TOP 10 Report Ranks Canada Third in Top 10 Startup Ecosystems Worldwide

Released in November 2017, the report ranks 954 cities and 125 countries around the world.

OH CANADA »

#OKGNtech JOBS   ACCELERATE OKANAGAN

Grow your career, here.
101 Job Opportunities in #OKGNtech. Unlimited Possibilities.

FEATURE JOBS

fresh grade
INFORMATION & COMMUNICATION TECH
INTEGRATION AND SERVICE ANALYST
APPLY NOW

WEST KELOWNA
TECH ENABLED
BUSINESS SYSTEMS ANALYST SUPERVISOR
APPLY NOW

tekmar®
ADVANCED MANUFACTURING
QUALITY ASSURANCE MANAGER
APPLY NOW

KF | AEROSPACE
AEROSPACE
BUSINESS SYSTEMS ANALYST SUPERVISOR
APPLY NOW

TECH ENABLED

#OKGNtech JOBS   ACCELERATE OKANAGAN

COMPANY SPOTLIGHT

We Like it Quick and Nerdy

Data Nerds is an energetic and dynamic tech company with headquarters in Kelowna. The team are a hardworking, data-driven group of ping pong lovers who are active in their local community. These nerds are not afraid to take a beach day and have a lot of love for their office dogs. Learn more from Chief Data Nerd, Josh Fraser about their strong culture and Friday lunch ritual.

NERD ALERT

FEATURE JOBS

Get Cleared for Takeoff

AEM CORP.
Information Technology Technician

This position is responsible for performing network engineering duties relating to implementation, operation, and maintenance of new or existing company hardware or software products/systems.
APPLY NOW

Be a First-Class Citizen

MAZU
Lead Software Developer

Lead a team of developers working with the full stack, front end to back end to create dynamically driven mobile applications. Work with the latest mobile technologies like Ionic, Cordova, iOS, Android and Progressive

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**#OKGNtech JOBS**   ACCELERATE OKANAGAN

COMPANY SPOTLIGHT

Get to know, Get in the Loop

GetintheLoop is a Kelowna-based startup with an amazing mobile marketing platform that connects Members with local businesses. They partner with companies across Canada and the world, including many leading team sports franchises and media organisations. We recently caught up with Marketing Development Manager, Tyson Armstrong to learn more about coop potential, the power of pressure, and the importance of taking chances.
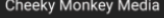
GET IN THE LOOP

FEATURE JOBS

Are you camera READY?

INhouse
JUNIOR PROJECT MANAGER

INhouse Video is looking for someone to manage customer accounts and video projects, including coordinating resources to ensure customer projects are done well and on time. This is an amazing opportunity to get a breadth of experience.
APPLY NOW

Have you got jungle FEVER?

Cheeky Monkey Media

A successful candidate for this role will have backend web development

NEWSLETTER — EVENTS

#OKGNtech EVENTS

ACCELERATE OKANAGAN

MAR 06

Explore Inter-Generational Living Opportunities with iGen

KELOWNA, BC

Join Happipad founders, Cailan Libby and Dr. Kenneth Chau, to learn about their new service, iGen. This new housing model will provide living opportunities to student and senior residents in the Kelowna area.

SAVE A SEAT »

GET SOCIAL

MAR 23

Startup Drinks

KELOWNA, BC

This after-work meetup brings together the entire #OKGNtech community. Hosted by Strawhouse, drinks courtesy of Big Surf Beer.

GET REGISTERED »

#OKGNtech EVENTS

ACCELERATE OKANAGAN

APR 17

Money Talks

Exploring alternative financing options.

KELOWNA, BC

There are a lot of ways to finance a startup. This panel will explore alternatives to accessing capital like brokered financings, angel networks, royalty and recurring revenue based financing and debt financing.

GET REGISTERED »

GET SOCIAL

MAY 01

ENTREPRENEURS UNPLUGGED

WITH GARRY VAN SOEST

VERNON, BC

This is an incredible opportunity to learn from experienced entrepreneurs in our community as well as an excellent opportunity to network with members of our local entrepreneurial ecosystem.

SAVE A SEAT »

FEBRUARY

#OKGNtech Events

ACCELERATE OKANAGAN

MAR 09

Techstars Startup Weekend
Powered by Google for Entrepreneurs

Techstars Startup Weekend Okanagan is the place to look for a team, create a prototype of your idea, validate your business idea, and receive feedback from experienced entrepreneurs, all in one weekend.

GET STARTED

GET SOCIAL

FEB 22

ALL STARS COFFEE 2.22

Join for a cup of coffee and a panel discussion with some of Silicon Valley's finest, moderated by Lane Merrifield. Powered by Accelerate Okanagan's Access to Capital Program.

Get Registered »

FEB 23

StartUP DRINKS

This after-work meetup brings together the #OKGNtech community. Hosted by Data Nerds & Crowe MacKay. Drinks courtesy of Big Surf Beer.

Get Registered »

GET CONNECTED