



# City SHAPES

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# ABOUT CitySHAPES

Propose and advance practical solutions to the housing, climate, transportation, liveability, and governance challenges facing Canadian cities.

The City Shapes brand should be representative of the goals and initiatives of the organization. City Shapes not only consults but also takes action setting up cities for success. For this reason, it should be a dynamic and positive brand look.

## IDEATION

- cityscapes
- dynamic
- skyline
- action-oriented
- building blocks
- fun
- shaping cities
- connection
- colourful
- integration
- campaign brand
- community
- maps
- health
- bridge/path
- sustainability

Bridge, rainbow, horizon, path, connection

Housing, skyline, building blocks, community



The brand will be a nod to the Catherine McKenney for Mayor brand while having its own identity. The colours and fonts are a play on the municipal brand. The assets and icons will represent the many different initiatives of the brand and the wordmark is versatile in that it can include the shape skyline or not, and be effective in black & white. The two words are connected by an arch symbolizing many things, but most of all connection: the connection of an organization & a city with common goals. This arch can be used as an icon for different products and the skyline shapes can be used to add interest or in patterns.

# WORDMARK

COLOUR



ALTERNATE



B&W



# BRAND COLOURS



# TYPOGRAPHY

SANS SERIF

ALEXANDRIA

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

SERIF

VOLLKORN

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# GRAPHIC ELEMENTS

ICONS



DYNAMIC  
ELEMENTS



PATTERNS



# BRAND APPLICATION



## Title

**SUBHEAD**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**SUBHEAD**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**SUBHEAD**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**CALL TO ACTION**

