WEATHERHOOD

Brand Identity Guide

PURPOSE OF THIS DOCUMENT

This guide outlines the common components which form the visual expression of the Weatherhood brand identity system for on-screen applications and promotional usage.

Weatherhood is your friendly hyperlocal neighbourhood weather network. Our brand promises reliable accuracy in a welcoming and active style.

We aren't limited in the industries we serve, so it's essential that our work is adaptable. The writing to design—essentially everything we make—must work together to deliver a smart and meaningful message.
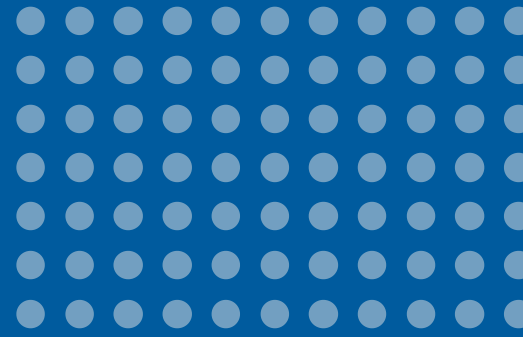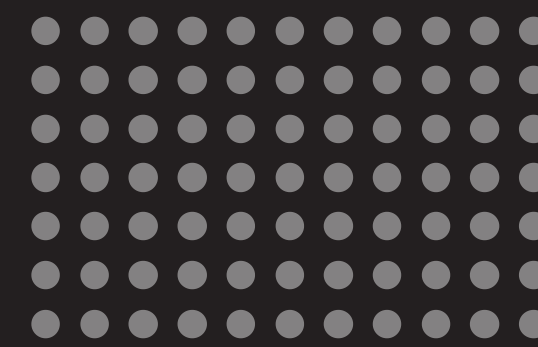
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Better Data.
Better Decisions.

The umbrella logo is our primary mark and serves as our consumer-facing identity.

As an apparatus of protection against the elements, the umbrella symbolizes the adage that "knowledge is power." When Weatherhood users are armed with knowledge, they are empowered to make suitable choices.

UMBRELLA LOGO (B2C)

This primary logo configuration should be used consistently on standard and common communication materials. This includes collateral such as business letterheads, invoices, administrative memo pads, digital stationery, envelopes, etc…

When introducing the brand to a new market or audience, use this full logo configuration —tagline included—to communicate our key value proposition.

$x \div 1.5$

$x \div 1.5$

x value

$x \div 1.75$

WEATHERHOOD

Better Data. Better Decisions.

$x \div 1.5$

$x \div 1.5$

VARIATIONS

The standard 2-tone variants (yellow and blue) must be used wherever possible.

However, there will be cases where alternate variations will be more appropriate, such as placements on dark backgrounds or when limited ink colours are a factor in your design requirements.

Applying other colours to the logo is not allowed.

Standard 2-tone logo on light background

Reverse colour logo on dark background

Black logo on light background

White logo on dark background

HORIZONTAL LOCKUP

In cases where the design layout would be enhanced with the horizontal logo configuration, prioritize the 2-tone logo (yellow and blue) for your project.

Alternate colour variants are available for dark backgrounds and monochromatic (black and white) reproduction.

1x

x ÷ 2.5

1x

x value

x 3.25

1x

1x

Standard 2-tone logo on light background
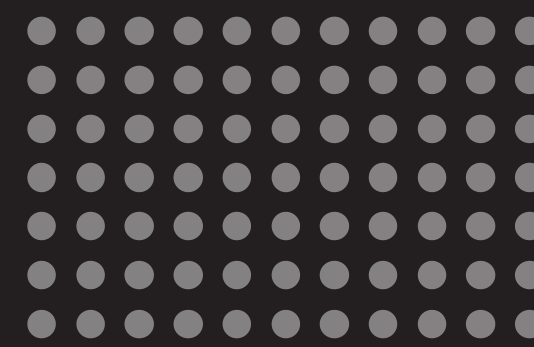
Feel the Sunshine. Swim the Sea. Drink the Wild Air.

The sunrise logo is our business and government partnership identity.

Weatherhood offers immeasurable value for municipalities and organizations whose decisions are dependent upon accurate, hyperlocal weather data.

B2B / B2G

SUNRISE LOGO

This logo configuration should be used consistently on standard and common communication materials. This includes collateral such as business letterheads, invoices, administrative memo pads, digital stationery, envelopes, etc…

When introducing the brand to a new market or audience, use the full logo lockup—tagline included—to communicate our key value proposition.

STACKED VARIATIONS

HORIZONTAL VARIATIONS
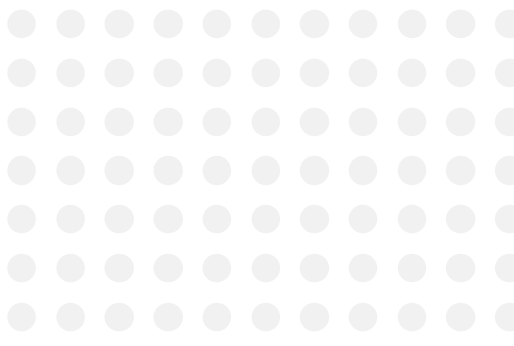
PRIMARY COLOUR PALETTE

Ocean Blue
Classically blue and self-assured, this serene shade is the friend that always shows up as the confident and trustworthy voice of reason, wisdom and deep perspectives.

Sky Blue
The energetic blue sky on a bright and clear day always puts a pep in our step. Looking to set a happy mood? Use bright-eyed Sky Blue. Good vibes only.

Sunny Yellow
A happy, warm glow draws in one's eye and sets a friendly atmosphere. Local weather doctors recommend a daily dose. Use as an accent colour to create moments that stand out.

Space Black
Look up into space and allow your eyes to adjust. You'll see that the dark night sky is never fully black. Let it ground your senses and command your thoughts.

#005B9E	#2D96D2	#FFC238	#231F20
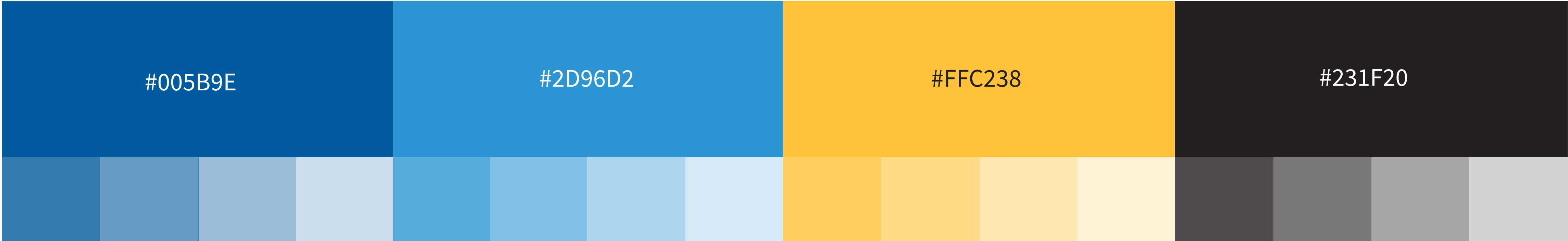
CMYK: 100 / 70 / 10 / 0
RGB: 0 / 91 / 158
Tints Shown: 20% degrees

CMYK: 0 / 25 / 95 / 0
RGB: 255 / 194 / 56
Tints Shown: 20% degrees

CMYK: 0 / 25 / 95 / 0
RGB: 255 / 194 / 56
Tints Shown: 20% degrees

CMYK: 0 / 0 / 0 / 100
RGB: 35 / 31 / 32
Tints Shown: 20% degrees

What Lovely Typography

What Lovely Typography

What Lovely Typography

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What Lovely Typography

PRIMARY TYPEFACE

Crisp. Bold. Clear. Weatherhood's typographic stylings prioritize usability and ease of reading.

A newcomer to the bold sans-serif tradition, the unique characteristics of the Poppins font family are based on the pure geometry of the circle.

With 18 font weights to choose from, the Poppins font family grants designers the power of versatility.

Go ahead—use for titles, subheads, body copy and everything in between, across digital channels and print-based mediums of all types.

POPPINS, SEMIBOLD

Hello, I am Poppins.

POPPINS, REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
ÀàÂâÃÄáêëñĜĝŌōŌŒflœ
0123456789!@#$£€¥¢%^&*?
( )©™®¼½¾

TYPE-SETTING

We prioritize clarity over decoration. However, headlines can sometimes use a little *zhuzh.* Create visual interest and contrast by mixing font weights. Do so with a critical design eye. Avoid overuse.

When applying accent colours to text, stay within the primary palette whenever possible.

Always use colour mindfully. While some exceptions may apply, avoiding mixing two colours or more in the same copy line or statement. When in doubt, less is more.

HEADLINES
Poppins Regular + Bold

BETTER DATA
BETTER DECISIONS

SUBHEADS AND TAGLINES
Poppins Medium

The most accurate hyperlocal weather network in Metro Vancouver

BODY COPY
Poppins Regular

Weatherhood is a dense neighbourhood-level weather network that uses no-impact, wireless, solar-powered sensors to collect weather data across Metro Vancouver.

ICONOGRAPHY   Weatherhood's icon language takes a page from the book of Modernism: a design movement that promotes sleek, clean lines and eliminates decorative additions that are purely for the sake of embellishment. Additionally, we emphasize a fullness in our curvilinear forms so clouds appear fluffy.

WEATHER PICTOGRAMS

Weatherhood's pictograms are designed for optimal visibility in both light and dark modes, without needing to change the colourway of the icons themselves.
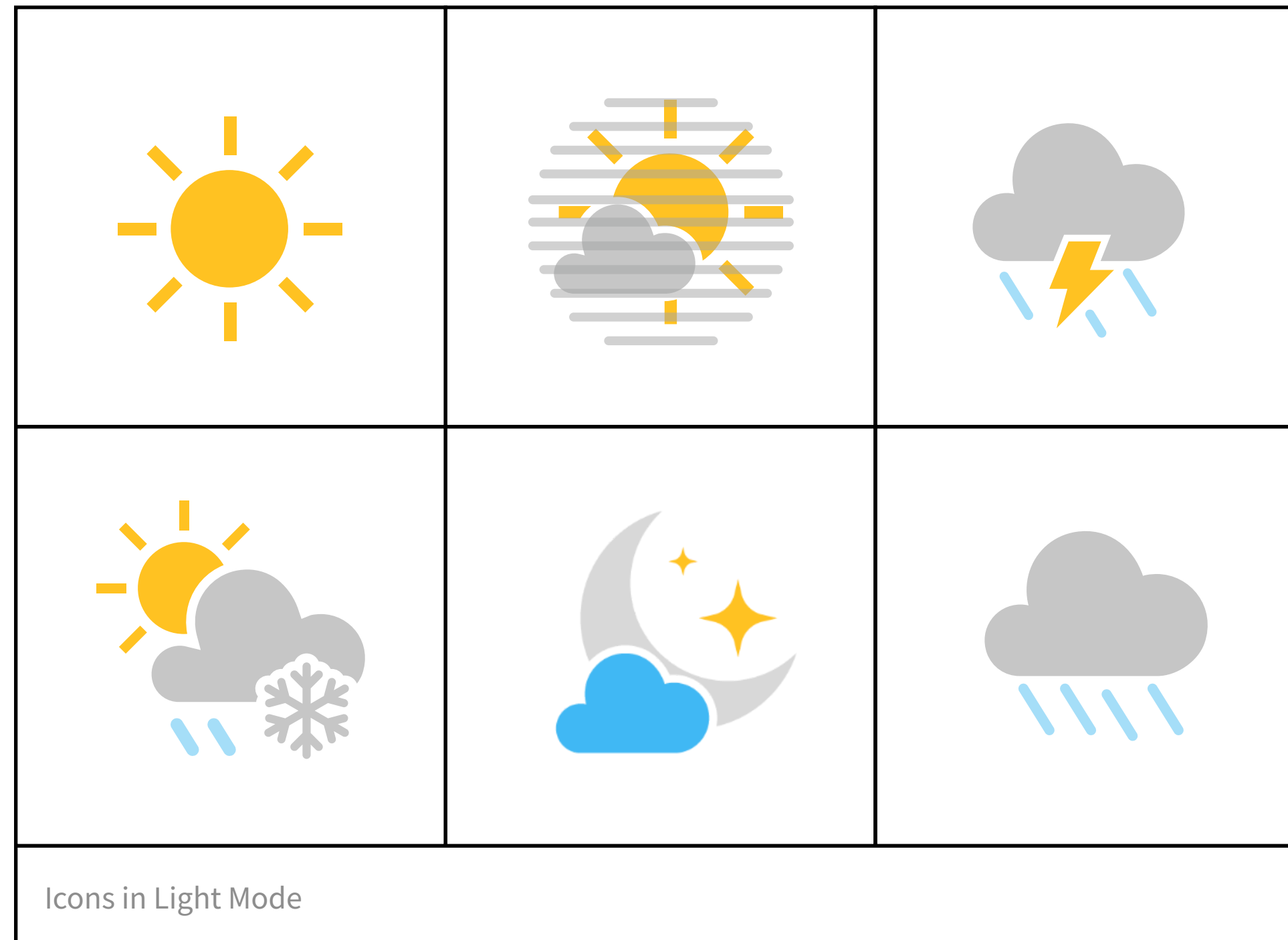
These are the official weather forecast pictograms for the Weatherhood UI. They can also be used for communication design projects. Contact us for the full pictogram set.

Icons in Light Mode

Same icons in Dark Mode
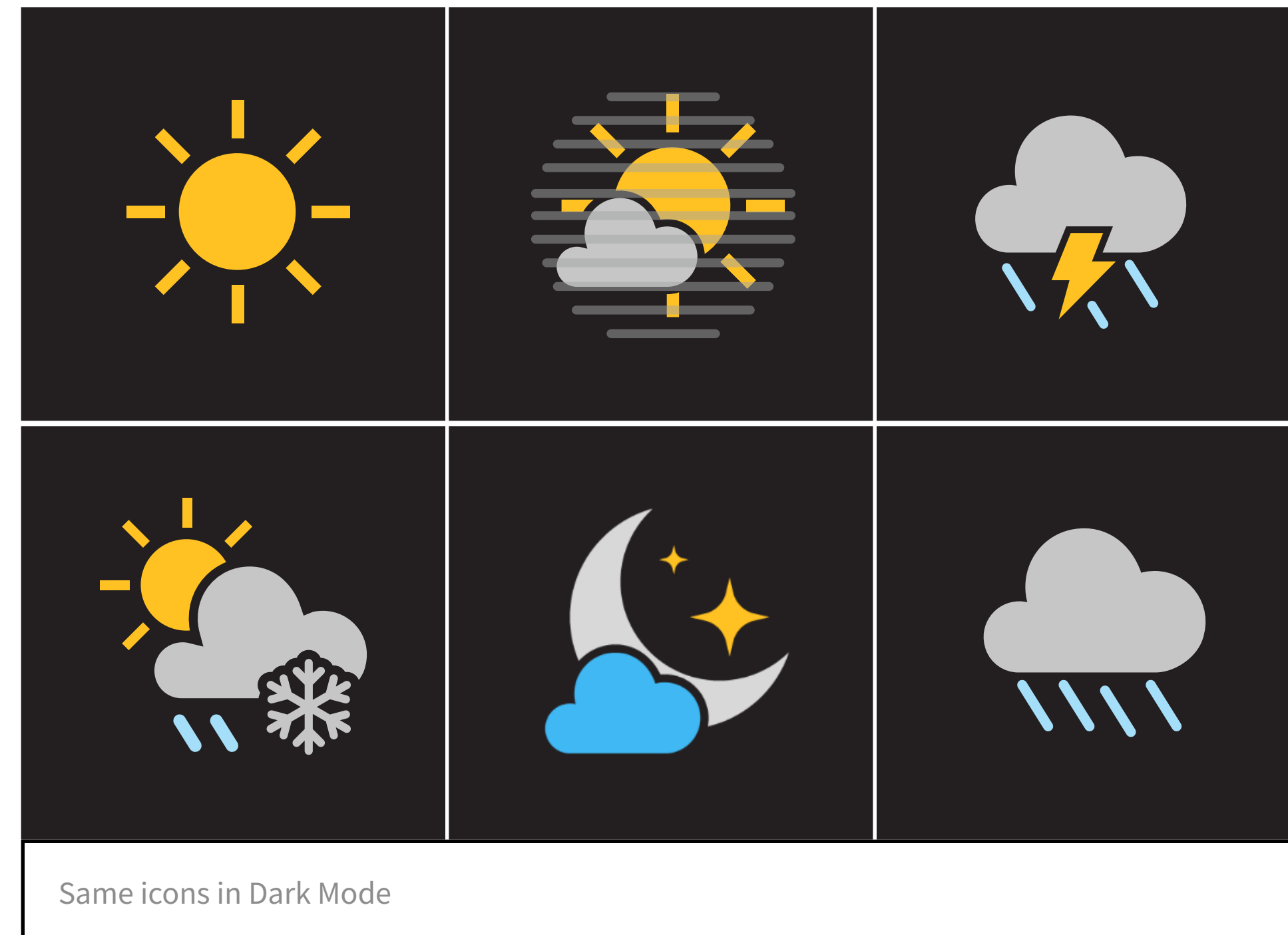
GRAPHIC ICONS

Icons are important communication graphics in our user interface, as well as in corporate communication media.

There will be times when a designer will need to create new icons to represent an abstract or simplified concept.

Whether designing from scratch or curating from royalty-free sources to use as a base for modification, it is imperative that the icon design style meet the following criteria:

• Minimal geometric fill shapes
• Bold, uniform line weight
• Round ellipses over oval ellipse forms
• Rounded stroke terminals

Examples of accepted icon designs

Examples of unacceptable icon designs
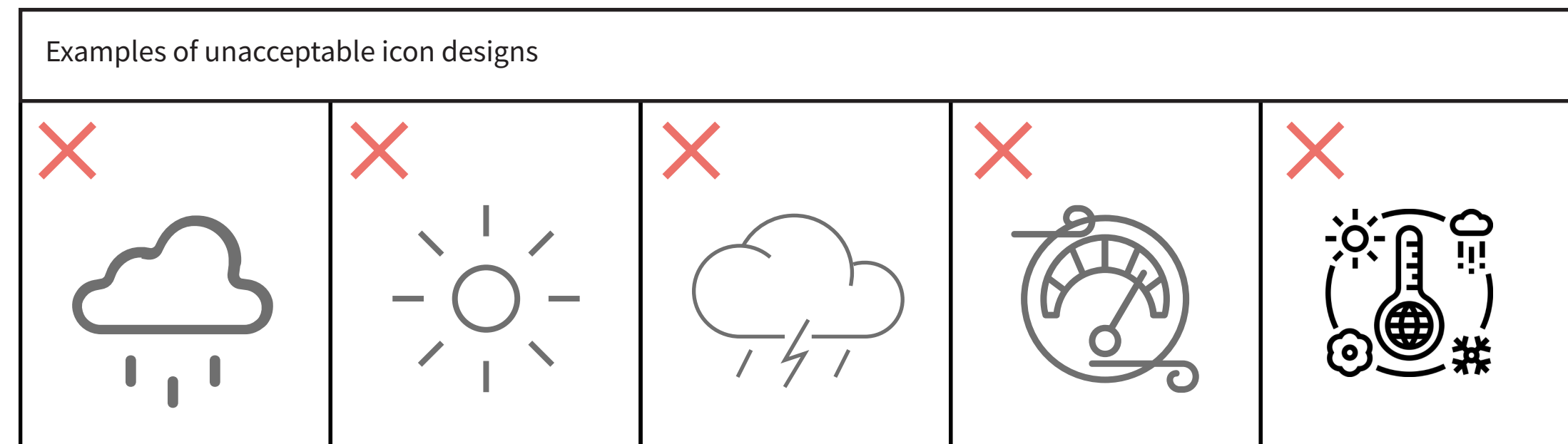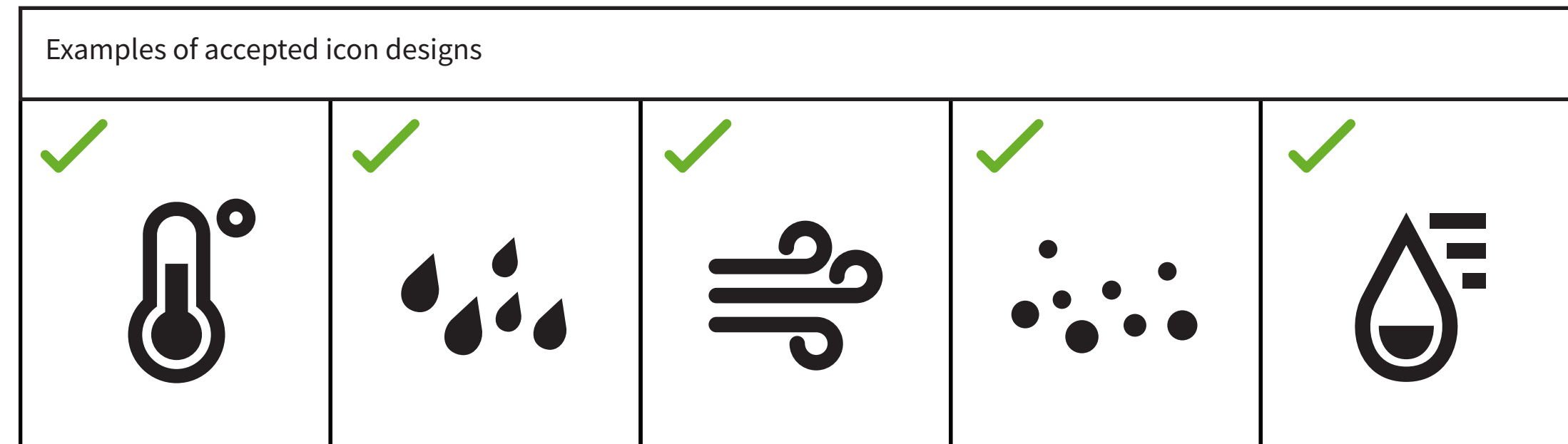
| Inconsistent line weights | Lacks visual strength | Line weight too thin | Lacks clarity, hard to understand | Too complex and cluttered |

PHOTOGRAPHY

A Cloudy Day is No Match
For a Sunny Disposition

GENERAL PHOTO STYLE

Photography should convey an optimistic mood, with images that showcase joyful diversity, the gathering of family and friends, recreational activities and relatable slice-of-life situations.

SHOW PEOPLE IN THEIR ELEMENT

Photos that feature people should appear zestful and/or active. Aim for candid-looking shots that display togetherness and action. Diversity of all types is strongly encouraged.

SHOW OUR NATURAL HABITATS

Photos that feature local cityscapes, human-built spaces and natural scenery should convey a vibrant and energetic mood, no matter the season, weather condition or time of day.

WEATHERHOOD

22°
Feels like 21 °
Clear with few low clouds
High 26° • Low 15°
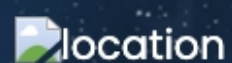
location Downtown Centre

HIDE ▲

WIND	AIR QUALITY	AMOUNT	HUMIDITY	UV	VISIBILITY	PRESSURE
1.59 km/h	25	0mm	52%	0	24.1 km	101.9 kPa

HOURLY FORECAST   NEXT **6** 12 24 HOURS

● TEMPERATURE ● PRECIPITATION ● WIND ● HUMIDITY ● PRESSURE

Now	12AM	1AM	2AM	3AM	4AM	5AM	5:18AM
22°	21°	20°	20°	19°	18°	17°	Sunrise

Hosted by Vancouver Art Gallery

7-DAY FORECAST

Today	Fri	Sat	Sun	Mon	Tue	Wed
26° 15°	28° 17°	29° 17°	27° 17°	22° 17°	24° 16°	27° 16°
2%	2%	0%	5%	75%	38%	8%

LAYOUT

The Creative Grid

LAYOUT

Weatherhood's online experience displays weather data in clean grids and structured charts. Use this as a cue for your layouts. Like organizing data, you must study your elements and find out how everything fits together in a pleasing and consumable manner.

Lean into structure and take great care of the information, but don't let things get stale—it's good to go off the grid once in a while.

WEATHERHOOD