



WEATHERHOOD

Brand Identity Guide

v.3 July 14, 2023

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.

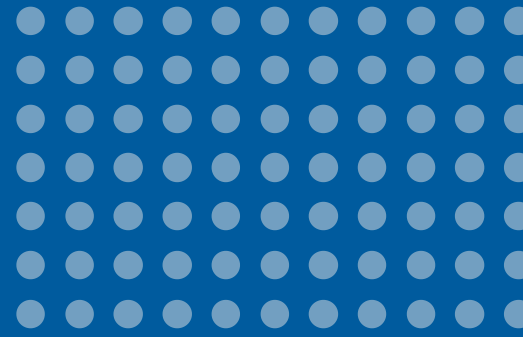
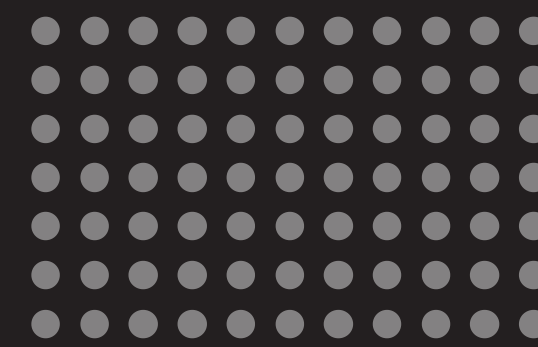


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B2C LOGO

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.



PRIMARY LOCKUP

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.



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

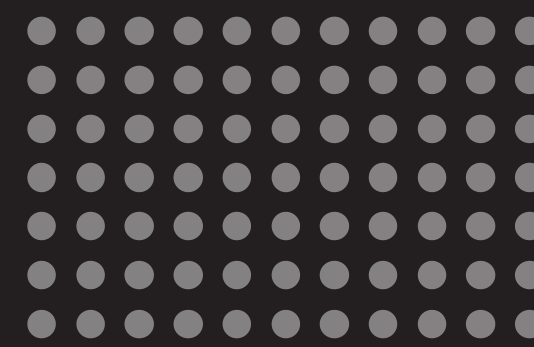
In cases where the design layout would be enhanced with the horizontal logo configuration, prioritize the 2-tone logo (yellow and blue) for your project.

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



Standard 2-tone logo on light background





B2B / B2G LOGO

**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.

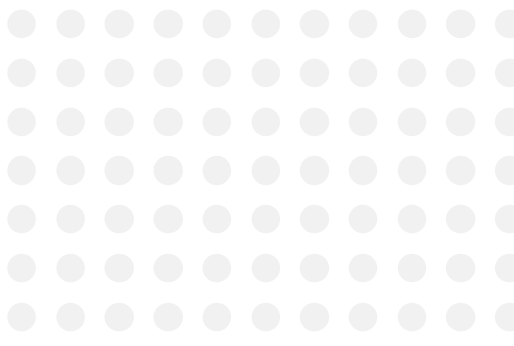


STACKED VARIATIONS



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

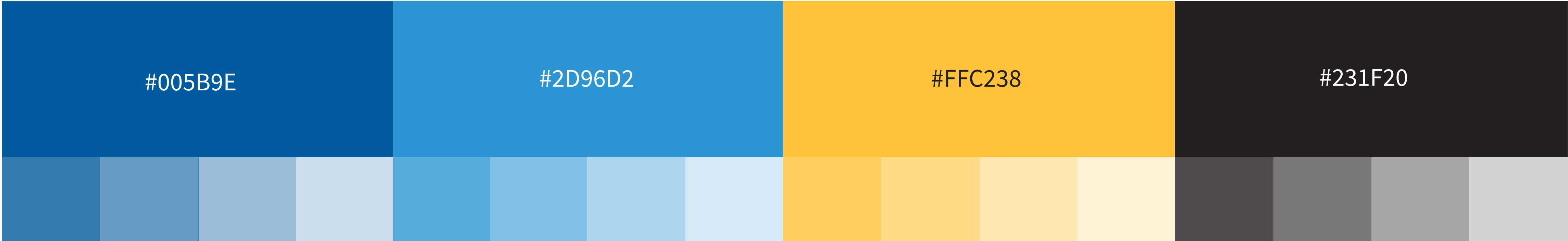
The energetic blue sky on a bright and clear day always puts a pep in our step. Looking to set a happy mood? Use bright-eyed Sky Blue. Good vibes only.

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.



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

What Lovely Typography

What Lovely Typography

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

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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.



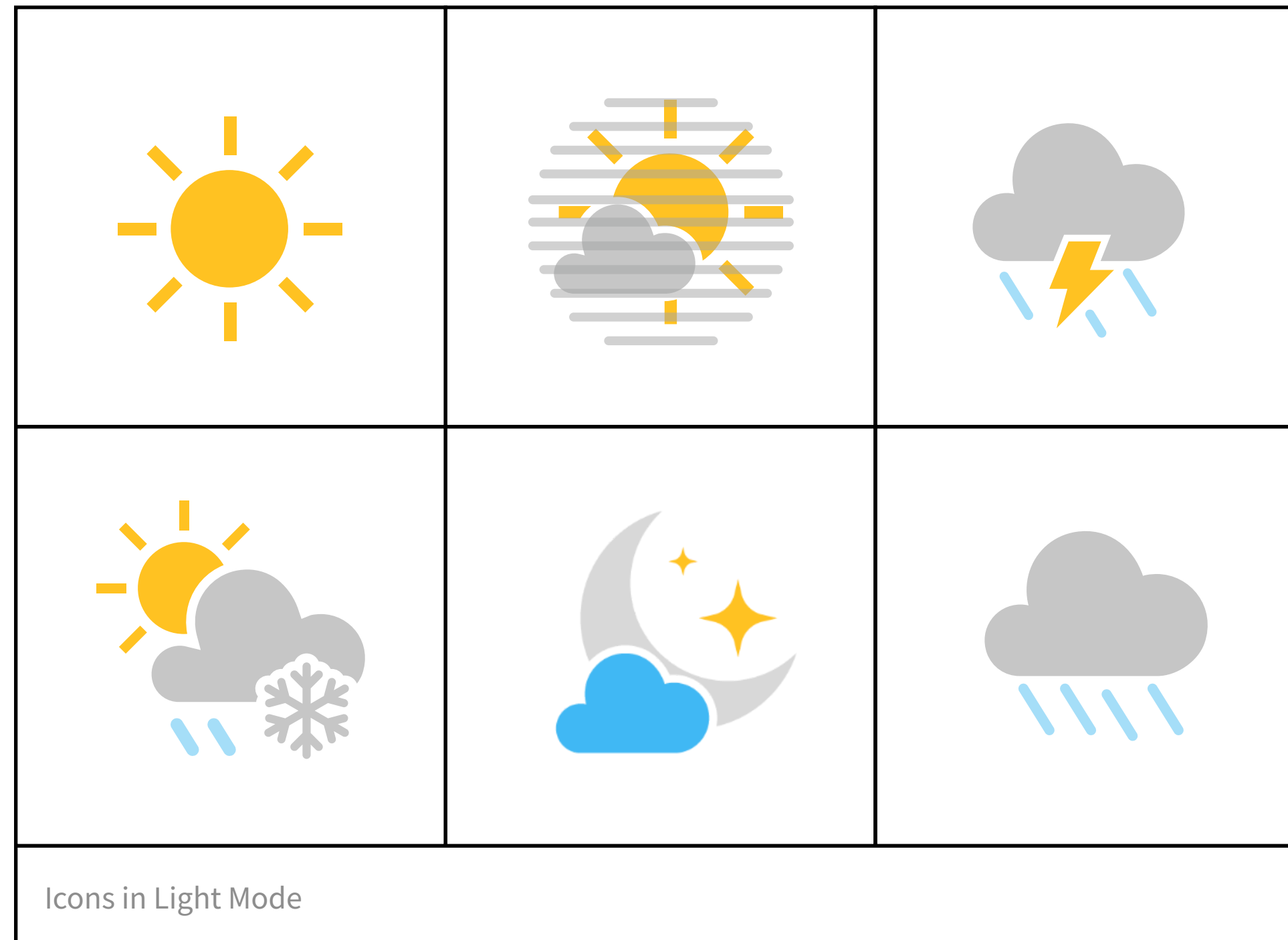


ICONOGRAPHY

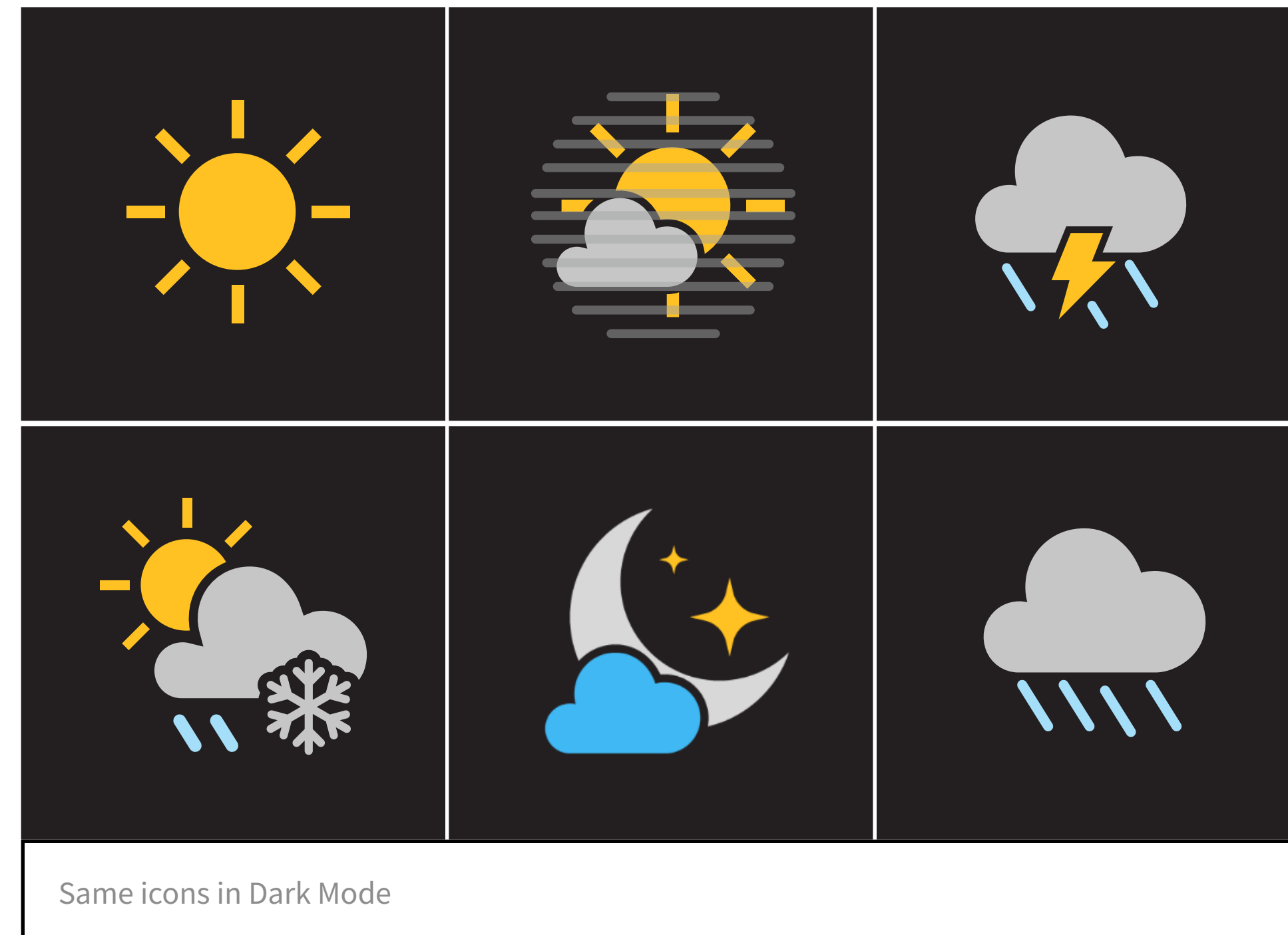
Weatherhood's icon language takes a page from the book of Modernism: a design movement that promotes sleek, clean lines and eliminates decorative additions that are purely for the sake of embellishment. Additionally, we emphasize a fullness in our curvilinear forms so clouds appear fluffy.

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.





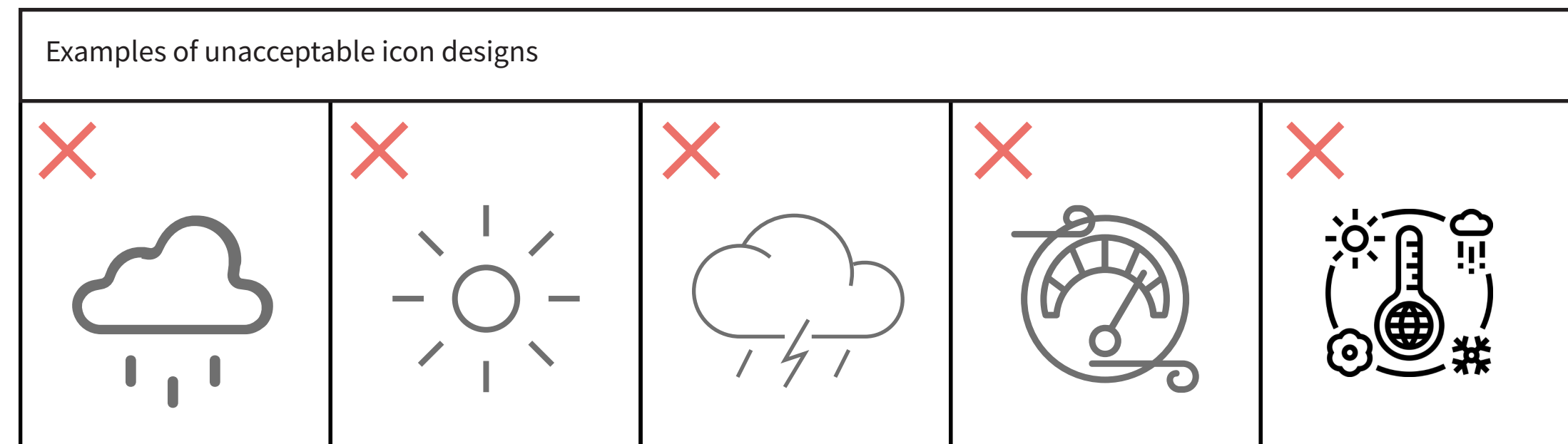
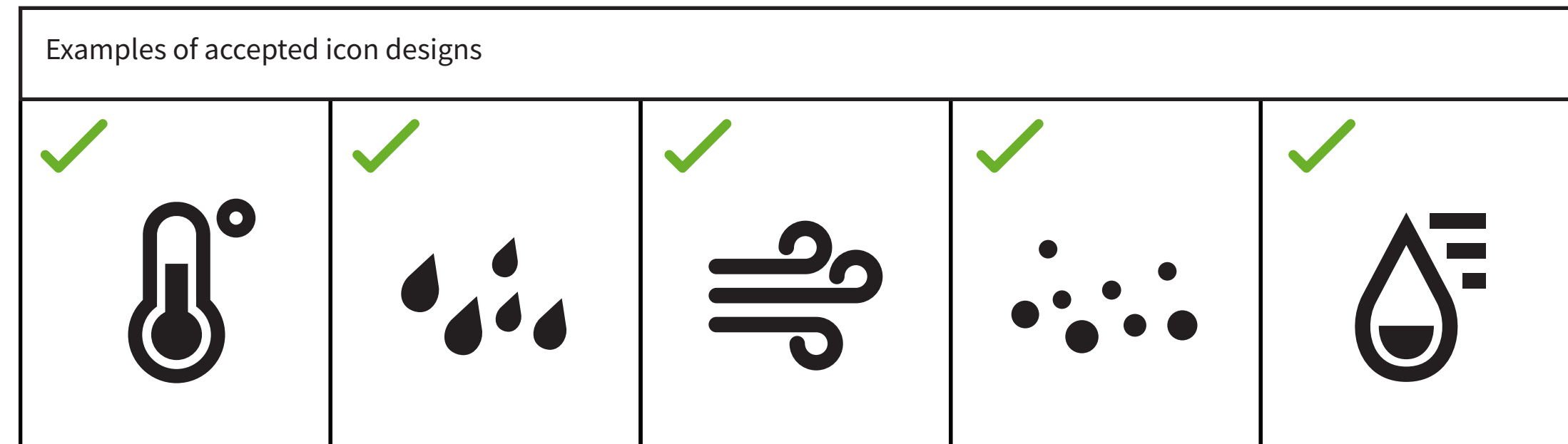
GRAPHIC ICONS

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



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.

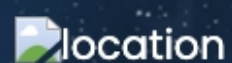




22° Feels like 21°

Clear with few low clouds

High 26° · Low 15°



Downtown Centre

HIDE ▾

WIND

1.59 km/h

AIR QUALITY

25

AMOUNT

0mm

HUMIDITY

52%

UV

0

VISIBILITY

24.1 km

PRESSURE

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



Journey from classroom to apprenticeship with EJTC.

[Learn More](#)

7-DAY FORECAST

Today	Fri	Sat	Sun	Mon	Tue	Wed
26° 15°	28° 17°	29° 18°	27° 17°	22° 17°	24° 16°	27° 16°
2%	2%	0%	5%	75%	38%	8%

Send us your weather video and pictures so we can share them!

[LEARN MORE](#)

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.

Every Weatherhood station offers audiences hyperlocal weather information, delivering the highest levels of accuracy available in weather reporting and forecasting.

WHY THIS MATTERS

- After the economy, weather has the highest impact on retail success, and is estimated to affect as much as 35% of GDP in industrialized countries.
- Weather is among the first things people check in the morning, after messaging and email.
- Most people check the weather once or twice daily.
- Weather is by far the most important local news topic in adults' daily life.
- Current weather services don't offer neighbourhood-by-neighbourhood accuracy.

WHY WEATHERHOOD

- Weatherhood was developed with leading Canadian and international meteorologists.
- Weatherhood measures and forecasts weather using stations placed every few kilometers.
- Major weather providers do not have weather stations in the cities of Vancouver, Surrey, Burnaby or North Vancouver

Checking the weather is a key part of virtually everyone's day. And for each of them, accuracy is the most important factor.*

*Source: <https://mets.onlinelibrary.wiley.com/doi/full/10.1002/met.1480>

Meet your customers with what they need when they need it with dynamic weather-triggered advertising.

Weather-triggered advertising allows you to reach hundreds of thousands of consumers with creative automatically delivered based on the weather in a user's neighbourhood—at the exact moment it's happening!

- If it's really cold?** Weatherhood will serve your creative promoting cozy winter clothing, hot beverages, winter tires, or flights to warm destinations.
- If it's hot and sunny?** Visitors on each neighbourhood weather page will learn where to get sunglasses, frozen treats, pools, or nearby air-conditioned destinations.
- If it's raining?** We'll serve visitors your ad creative to buy an umbrella, visit a tanning bed, go to the movies, or have a staycation at a great hotel.

TAKE CONTROL THIS WINTER

Here Comes The Sun

Escape the rain

Remember Weather is the most searched topic on the internet. Connecting your brand to Weatherhood allows you to reach consumers with the right message, in the right place, at the right time.

Become a launch partner See back for details

Get in early Get in touch with your Glacier Media digital advertising consultant.

WEATHERHOOD

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WEATHERHOOD
Better Data. Better Decisions.

WEATHERHOOD.COM

WEATHERHOOD
Better Weather Data

TEMPERATURE
HUMIDITY
WIND
MOISTURE
PRECIPITATION

Weather Stations
Weatherhood Outreach

GLACIER MEDIA GROUP

Sensors live in Vancouver

Weatherhood on Tablet

WEATHERHOOD
Better Weather Data

TEMPERATURE
HUMIDITY
WIND
MOISTURE
PRECIPITATION

WHAT IS WEATHERHOOD?

Weatherhood is a dense neighbourhood-level weather network that uses no-impact, wireless, solar-powered sensors to collect weather data across Metro Vancouver. Weatherhood provides the most accurate weather and serves this information to consumers through local media, including Vancouver Is Awesome, Richmond News, North Shore News, Burnaby Now, and many more.

WHICH WEATHER STATION WOULD YOU CHOOSE?

- It doesn't measure wind very well. It can't give us real numbers about temperature, rain or wind.
- It can give us accurate numbers about temperature, rain or wind.
- It can give us accurate numbers about temperature, rain or wind.

Better Weather Data

WEATHERHOOD | GLACIER MEDIA GROUP

WHAT IS A WEATHER SENSOR? Individual scientific weather sensors measure a variety of meteorological elements including temperature, humidity, wind, moisture, precipitation, and more. Our weather stations, made up of multiple sensors collect hundreds of readings and deliver measures via cellular data instantaneously. The data provides superior accuracy for current weather conditions and predictive forecasts.

HOW DO YOU DECIDE WHERE TO PUT A STATION? Our neighbourhood-level weather and climate network is built by strategically spacing weather sensors across the region usually atop low rise buildings. Sensors are placed and do not require penetration of or connection to the roof, any power supply (solar), or data service (wireless). Weather stations are secured by being weighed down or by being secured to available infrastructure on site such as a light pole or wooden pier. UBC expert meteorologists ensure the ideal location and position for the sensors to ensure accurate weather data. We provide assurances through experience, expertise, and \$10M in insurance coverage.

WHAT DO WE PROVIDE YOU FOR HOSTING? **Becoming a network host provides many benefits, including:**

- Recognition as the host on the Weatherhood page.
- Tenant and building benefit of a scientific weather station on site.
- Bolster your ESG strategy by providing a public good.
- Keep everyone informed and act as your community's focal point.
- Contribute to weather and climate research with our UBC partnership.
- Exclusive incentives to advertise on Weatherhood.
- Opportunities and products in the future.

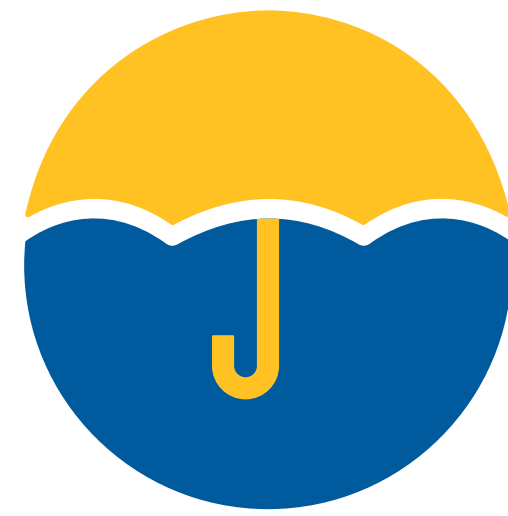
OK, WHAT'S NEXT?

- Contact Kemp Edmonds, kedmonds@glaciermedia.ca
- We help determine the potential location
- Review our agreement and get sign off
- Set a placement date and provide access at that time
- We'll install at your convenience
- Bring the Future of Weather to life.

phone: 236.808.2514
email: kedmonds@glaciermedia.ca

VANCOUVER IS AWESOME | RICHMOND NEWS | NORTH SHORE NEWS | NEWS | BURNABY NOW | NEW WESTMINSTER RECORD | BIV

METOS CANADA | meteoblue | GLACIER MEDIA GROUP



WEATHERHOOD

