



# Roncesvalles Village BIA Branding Brief

Last updated: July 24, 2020

## Context

While we had hoped to address branding earlier in the year, a combination of factors shifted priorities: including a newly formed committee with a new chair having to get up to speed on myriad initiatives, while hosting committee meetings just before the onset of the COVID-19 shutdown the street, which then demanded a complete rethink. This got in the way of grappling with a potentially large and expensive project. However, in recognizing the urgency of defining our brand to inform our marketing collaterals and streetscape elements that we had planned to roll out this year, we also have identified what we are trying to achieve in the short and longer term. Branding involves far more than visual identity and how things look.

## Collateral

### Immediate Needs & Desires

- Banners Hardware (Beautification) & Banners (Marketing)
- Mailer to Roncy Homes (Marketing)
- Social Media Advertising (Marketing)
- Hanging Baskets (Beautification & Marketing)

### For Later in the Year or next year

- Banner replacement for the mainstage (Marketing & Festivals)
- Decorative Lighting (Beautification & Marketing)
- Winter Decorations (Beautification & Marketing)
- Design of Gateway Signage (Beautification & Marketing)
- South End Construction Signage and Communications (South End Mitigation, Membership & Marketing)

### Additional Considerations for Branding Strategy:

- RVBIA Logo - does it fit with our vision? Does it need substantial changes or refinement?
- Polish Festival - Does recent collateral fit with the brand vision? What works? What doesn't?
- Roncy Rocks - Does recent collateral fit with the brand vision? What works? What doesn't?
- RVBIA Website (recently redesigned) Does it fit with the vision? What works? What doesn't?
- RVBIA Print and Digital: New BIA logo & branding elements will need to be applied to all our communication assets: Letterhead, Agenda, Minutes, Reports, Signage, Email signatures, Social Media Accounts
- RVBIA Gardens, Hanging baskets and other potential floral elements.

## Brand Research

### Roncesvalles Village BIA Mandate and Mission

The Roncesvalles Village Business Improvement Area (BIA) is an association of commercial property owners and tenants who work in partnership with the City: to create a thriving, competitive, and safe business area that attracts shoppers, diners, tourists, and new businesses; and to improve business conditions for its members on Roncesvalles Avenue through street beautification, property maintenance, events and marketing, while spurring economic development and community building. Our mission is to strengthen connections between business and community on Roncy.

## Goal

To cultivate a streetscape and culture on Roncesvalles that attracts locals and visitors who wish to eat, shop, share and thrive.

## Objectives for 2019-2022

1. Identify and promote the unique aspects of Roncesvalles that build local loyalty and attract visitors
2. Improve the design of the gardens and lighting throughout the seasons
3. Improve promotion and sharing of events on Roncesvalles
4. Increase involvement of BIA Members in making Roncesvalles an attractive destination to shop & socialize
5. Extend the streetscape to the south end and mitigate the impact of the reconstruction
6. Reduce the environmental impact of our events and other activities year-over-year
7. Support Members by providing access to relevant business & community information

## Brand Rationale Development

To support our mandate, we need a common understanding of our current brand and future prospects to inform and unify the visual design of marketing and promotional collateral and for streetscape assets. One that combines heritage elements with contemporary ones that reflect our community's urban space and consciousness. One that draws on the unique experience of our street and our businesses for our loyal shoppers, our community and the visitors we attract. One that envisions the future of our main street with its unique appeal to neighbouring communities -- including proposed large-scale developments -- and to visitors using the expanding transit hub in our vicinity.

## Market Research

In addition to analytics drawn from surveys conducted at our festivals and stats we pulled from these for our sponsorship packages, we derive insights from our social media and website. Our social media accounts rank among the top ten among Toronto's 83 BIAs in terms of followers and engagement. We also gained insights from community consultations for our mural project on the elements most significant to the enjoyment and future of the community.

Small independent businesses make up the large part of our main street. Many are owned, managed or staffed by locals. Our community is loyal to our businesses. Both BIA and community campaigns to shop local started a decade ago during the reconstruction of Roncesvalles. New shops and new residents moved in during a subsequent housing boom as the enhanced street attracted attention. There is much to love about Roncesvalles Village and subsequent awareness campaigns and events instilled a sense of pride and appreciation. Local volunteers came together to care for our gardens. For their part, our businesses have been very supportive of community fundraisers and initiatives. Our #LoveRoncey tags reflect this. On our website we identify the top 10 reasons that locals and regular visitors love Roncesvalles. See more Community Insights in **Appendix A**.

## Unique Roncey Experience

### [Top 10 Reasons Why We Love Roncey](#)

1. Village Vibe
2. Independent awesome shops
3. Everything you need on and near Roncesvalles (One-Stop Shopping, Variety)
4. Great Places to Eat
5. Thriving mainstreet
6. Accessible: TTC, bikes, walkable, strollers & wheelchairs
7. Street Gardens & Trees and the Greening of Roncey
8. Proximity to Waterfront and High Park

9. Community Engagement
10. Health & Wellbeing: an abundance of support services

## Target Markets for RVBIA Marketing & Communications

1. Local Residents
2. Local employers and their staff (our Members and employers beyond the BIA)
3. Friends and Family visiting locals
4. Locals from neighbourhoods close by: The Junction, High Park, Parkdale, Dundas West, Bloordale, Sterling Road
5. People of Polish Heritage
6. People who enjoy exploring the city on foot and by bike
7. People who are visiting the waterfront or High Park
8. Potential sponsors and funders
9. Middle to High income, college or university education, young professionals
10. Visitors staying at the Howard Johnson Inn and local BnBs and AirBnBs
11. Other visitors from across Toronto and beyond who enjoy exploring new areas or attending street festivals, such as:
  - a. Connected Explorers
  - b. Young Socializers (18-34)
  - c. Knowledge Seekers (40-50, 50+) middle to high income, college/university educated.
12. Future residents of proposed large-scale developments e.g. at Bloor & Dundas W.

## Brand Recognition

### Place Recognition

Roncesvalles Village and particularly Roncesvalles Avenue is well known throughout the City and envied by other BIA's for its festivals, for its unique initiatives and for its vibe. Roncy -- as it is known to the locals and now more broadly -- has unique shops, great places to eat and hangout, lots of trees and gardens, and the people are really welcoming. It's an urban village in its best sense. *"One of Toronto's most loved neighbourhoods."*

Many of the small business owners and restaurateurs that moved in after a generation of shopkeepers started to retire, brought the sensibilities and values of a new generation of entrepreneurs. Hard working, creative, with attention and passion for what they were selling, their businesses attracted those who wanted products selected or served with care. Products such as those that were well-made, hand-crafted, ethically-sourced or healthy for the mind, body and soul, and for the planet, and, not least of all, delicious and delightful. Roncy got more of a nightlife. People were hanging out on the street. Resident's would often meet their neighbours on Roncy, and would enjoy showing off our street to visiting family and friends. It became common when visiting other parts of Toronto or running into people elsewhere who were from Toronto that they would say "Oh, I love Roncy," when they learned where we were from.

Would they recognize the BIA logo? Did they like the look of our marketing materials? Have our marketing collaterals done justice to the reputation of the street and the objectives of the BIA? There's always room for improvement, with more resources directed to marketing and a shared understanding of the unique Roncy experience.

### RVBIA Recognition

Certain marketing materials for Roncy Rocks and the Roncesvalles Polish Festival in 2015 and 2016 sometimes did not recognize the RVBIA. Now the BIA is getting due recognition as the Presenter of its festivals with logo representation as appropriate to its contribution.

However, what we are promoting is our main street and the businesses on the street. Whether the marketing message lends itself better to **Roncesvalles** or to **Roncy**, the RVBIA needs recognition, whether it is the presenter or a presenting partner; whether it has been produced by BIA staff and Board, or Committee Members and other volunteers; or when the BIA is supporting a community initiative through cash or in-kind.

Our Members ought to know what the RVBIA is undertaking to fulfill its mandate on their behalf. Our community and customers should be made aware of what's being done to maintain and enhance the conditions for a thriving main street. If the businesses do well, there are more employment prospects and the businesses are in a better position to give back to the community by supporting events and causes in addition to the products and services that contribute to the quality of life here.

## Commonalities of Existing Brand Elements

Operating without a branding or visual identity guide, without a set of templates, depended on aligning new materials with their precedents where these existed, or breaking the mold if these old materials looked too dated, lacked lustre or seemed amateurish. For several years, only our festivals had design budgets, so visual identity for these enjoyed more consistency than other BIA collaterals. However, some common elements have persisted. See description in **Appendix B**.

## Short Term Visual Identity Elements

In the short term, we have examined what we have created over the past couple of years to determine: which design elements reflect the unique aspects that people love about Roncy and what we hope will return after the street re-opens.

## Roncesvalles Village BIA: Identity Elements

1. **Logo:** (see page 10 - BIA Logo Refinements and Renditions Needed)
2. **Main Street Identity:** Use **Roncesvalles** (I work **on** Roncesvalles)
3. **Neighbourhood Name:** **Roncesvalles Village** or Roncesvalles (e.g. I live **in** Roncesvalles)
4. **Community:** Roncy has become a colloquialism and is used in social media tags (e.g. Hey **Roncy!** Roncy Boys and Roncy Girls, Find it on #Roncy)
5. **Typography:**  
Serif for titles (Garamond used in logo; Georgia used on website)  
Sans Serif: (Open Sans used on website)  
Script: TBD for those personal touches
6. **Colour Palette:** (see Website: pages 14 & 15)
7. **Imagery:** Style TBD. We typically use streetscapes, shopfronts or product shots.
8. **Supporting Graphic Elements:**
  - a. **Tags:** #LoveRoncy #ShopRoncy
  - b. **Website:** roncesvallesvillage.ca
  - c. **Handle:** @roncesvillage
9. **Tagline:** TBD
10. **Themes:** For our website banners & business directory we use: EAT PLAY LOVE THRIVE\*

\*This thematic wordplay does not resonate with some members who find it outdated.

## Roncesvalles Polish Festival and Roncy Rocks

- Continue to use what was created in 2019, unless the visual identity team and festival marketing coordinators decide otherwise.

## Roncesvalles Streetscape Elements

How should we use our brand colours to guide the selection of florals, particularly in our long established perennial gardens? How do we establish a more uniform design vision retroactively?

**Recommendation.** Embrace the diversity of colours from our brand and the diversity of each unique garden. Focus on pallets of duotones selected from reds, vermillion, amber, violet and some cerulean blues on a background of greens and variegated foliage. Interlace some white blooms carried through from garden to garden, which are more visible in the dark than deeper colours.

**Our 23 streetside gardens** have established perennials and pollinators. We are creating an inventory to identify the predominant colours of the blooms within each garden. We are aiming to identify a pallet of 1 or 2 colours for each garden. Each year some plants fail to re-established or get damaged or stolen, so we need to replace them. By using annuals to infill, we can add some blooms throughout the season, while still preserving the perennials and pollinators that are thriving. Our Roncesvalles Pollinator Gardens have been recognized with a TABIA award.

**Brand Uniformity:** Increase uniformity through common elements, like adding vertical interest, colour schemes, border plants on the curb side of the gardens, and adding annuals for continuous colour during the summer particularly along the sidewalk edge. The goal after the pandemic was not to start anew, but to work with the perennials and pollinator plants that are established and thriving, solve watering issues and create some demonstration gardens that apply the recommendations in our Garden Maintenance and Design brief and restated above.

**Pole Baskets:** The summer arrangements for the baskets should be more uniform. It's more efficient for the nurseries supplying the plants which must be established weeks ahead of time. There will likely only be 2 to 4 types of plants in these. Here are three options.

1. Use a white on green scheme for the whole street as proposed by Beautification
2. Use an alternate scheme that includes colour down the whole street and change the scheme from year to year.
3. Treat each of the 7 TTC stops as a set with four baskets -- two each at the stops on either side of the street. Create the same arrangements for each, but vary the colour for each of the 7 sets.

## Questions of Purpose

In re-examining the brand of our main street and our BIA, we asked:

1. Should we create a visual identity for "Roncesvalles" i.e. for our main street to be used on all marketing collaterals and streetscape elements?
2. If so, for marketing purposes when should we use Roncesvalles versus Roncy?
3. Is it our intent to promote only the business aspects of the street or to enhance only the retail side of the street?
4. Or, in fulfilling the BIA's mandate of improving business conditions for the street and its mission to strengthen connections between the businesses and the community, do we continue a holistic approach of applying new streetscape elements to both the east and west sides, as we have done to date? And, to promote events that will drive people to our street through social media, even if these are not ones that the BIA is running?
5. Should we continue to use the BIA Logo as is and make refinements or should we scrap it now or later?
6. Are there applications, like banners, where we would only use a new Roncy or Roncesvalles identity to be created, and not include the RVBIA logo in any version or size?

# Conclusions of the Branding Committee

The Branding Committee supports applying "Roncesvalles" to banners, signage and other communication collateral that establish place and location on Roncesvalles. It took a long time for Torontonians to learn where to find us, nevermind how to pronounce our street name.

Using "Roncesvalles" on street banners and signage does not preclude using the community coined "Roncy" for social media purposes and in editorial copy. Particularly, when it's appropriate to use this colloquial term of endearment for our main street and our community. It's friendly, it's casual, it's familiar. It's where we like to be. It's more than a neighbourhood. It's a contemporary urban village. But, it's not a new housing development. It has history.

Our main street literally brings together the businesses and the community. This is unlike most other main streets where businesses congregate on both sides at its centre and the buildings transition to residential on either side of the retail strip. The BIA will continue to apply streetscape features to both sides of the street. It enhances the whole street and gets noticed by those passing through, including transit riders, cyclists and drivers, as well as those who regularly walk the street.

The website was redesigned to reflect the streetscape and diversity of shops, restaurants, health care and professional services. The committee feels that the website does a good job of reflecting the BIA brand and fits with the vision. It should not be changed. The colour scheme of the website could easily be used for our branding purposes.

We generally like the vintage style logo, It speaks to an organization that has been around a long time and is a pillar in the community. It speaks to the historical origins of the community. It's shape is familiar, and even when you can't see the details, those who know the RVBIA, can recognize its logo by shape. Details of the refinements needed are outlined further down.

For the most part, the BIA logo should be attached to any collaterals we create to help fulfill our mandate. It can be used subtly in order to give more prominence to the events, initiatives, business, and street that it is meant to be promoting.

That said, our current exception is the RONCY Letters used for photo ops, selfies and as a gateway feature at our festivals. In this case, the letters do the talking.

Once updated, the BIA logo would also have to be applied to public documents such as Letters, Reports, Agendas, Minutes and public slide presentations.

## Branding Committee

Marketing & Promotions Committee Chair, Gabby Ouimet  
Beautification Committee Co-Chair, Erin McCaughan  
Former Treasurer, Jennifer Jackson  
Former RVBIA Chair, Len McCauley  
Executive Director, Veronica Feihl  
Social Media Manager & Events Coordinator, Daniele Stoddard

## APPENDIX A: Community Insights

Below are some insights captured on the final survey we did with the community for the mural following two in-person consultations and one other survey. We asked them which elements they felt were significant to the community and its future. These are listed in order of those most selected to least selected. The respondents were able to select as many as they wanted to.

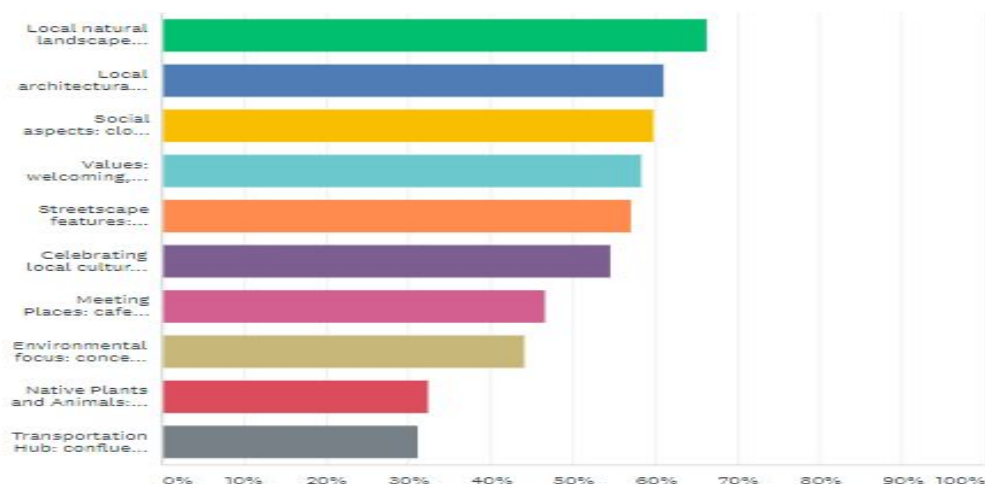
Of 77 respondents, two thirds selected the one that ranks at the top, while one third selected the one that ranks at the bottom. The top 6 to 7 resonated with 50 per cent or more of the respondents. The bar graph below the answer choices sums it up. All of the respondents live within the M6R area code. The survey was not focused exclusively on what people like best about Roncesvalles Avenue, but for the sake of the mural we reached beyond this.

ANSWER CHOICES	RESPONSES	
Local natural landscape elements: High Park, Lake Ontario, trees?	66.23%	51
Local architectural elements: the Library, the skyscapes formed by local homes, storefronts, churches, Roncesvalles Pedestrian Bridge connecting the village to the waterfront?	61.04%	47
Social aspects: close knit community, friendliness of neighbours, shop owners, family businesses, volunteerism, families, lots of kids, diversity, village vibe.	59.74%	46
Values: welcoming, inclusive, progressive, collaborative, creative, entrepreneurial, shop local.	58.44%	45
Streetscape features: street side gardens, trees, wide sidewalks, little shops, proximity of walkable streets and variety of shops, eateries and services.	57.14%	44
Celebrating local culture: Polish cultural roots, Polish Fest, Roncy Rocks, Dundas Roncesvalles Peace Garden and new partnership with the Mississauga's of the New Credit First Nations, reconciliation with indigenous people whose ancestral lands we now occupy.	54.55%	42
Meeting Places: cafes, restaurants, pubs, street benches, Roncesvalles United Church, Yoga Centre.	46.75%	36
Environmental focus: concern with sustainable lifestyles, role as stewards for future generations, protecting green spaces, expanding tree canopy, environmental initiatives, walkability, cycling lanes, less cars.	44.16%	34
Native Plants and Animals: plants and trees native to the area, perennials, pollinators.	32.47%	25
Transportation Hub: confluence of transportation modes; subway, train, bike path, welcoming pedestrian walkways.	31.17%	24
Total Respondents: 77		

Q2

During the previous consultations, the following elements were most often identified as significant to the community and its future. Select all that are important to you.

Answered: 77 Skipped: 0





# APPENDIX B: Existing Branded Print, Digital & Streetscape Assets

## Streetscape Elements

**Vintage:** Existing elements that belong to the BIA have a black, cast iron vintage style : e.g. lamp posts, tree guards, clamp on lamps on hydro poles.

**Contemporary:** Concrete & recycled plastic slat garden benches, black ash cans, TTC Shelters, RONCY Letters for use at our festivals and other events.

**Nature in the City:** Gardens & signage: pollinators, perennials, native plants. Trees & labels.

**Grunge:** Astral newspaper corral - heavily graffitied, hydro and TTC poles - Not ours, but reflects on us.

## Logos

**RVBIA:** quasi woodcut village scene in a Roncy bubble / snow globe. Black lines on white or white transparency for use on coloured background. Font: Garamond. (See more on next page.)

**Roncesvalles Polish Festival** - has evolved over the years, usually incorporating traditional Polish Eagle with a modern twist. Currently overlaid in multi coloured non-distinct florals with reds predominating. Festive! (Modernist)

**Roncy Rocks** - contemporary take on a cherry blossom mixing watercolour tones of fuchsia and orange with white overlay circle and rays that infer an album on white or layered background. Creative, energetic, hand-crafted, unique. Festive. Updated in 2016. (Contemporary/Post Modern)

## Website

Approach: Urban village where contemporary meets vintage. Directory uses shop front photos to capture a feel for the street. Web fonts used: Serif - Georgia Serif; Sans Serif - Open Sans. So far we have avoided showing people, focusing instead on shop fronts, and streetscapes. We need more product shots, and where appropriate people shots, such as our business owners.

## Social Media Profile Pics Orbs & Squares

**Eclectic: RVBIA:** Roncesvalles Ave. photo of vintage street sign in white and red with bold black lettering. Or bold sans lettering on red layered bubble background.

**Modernist: Polish Festival:** stylish, contemporary, coloured eagle against 1/3 white background at top, and 1/3 red overlay Blend of fonts, script, bold sans, & Serif

**Contemporary: Roncy Rocks:** Same as logo on white ground

## Documents

**Letterhead** - Palatino Linotype, Very Dated

**Power Point** - No template

**Reports** - No formal template

**Member Updates** (MailChimp) - Default styles with filtered photo banner



## BIA Logo Refinements and Renditions Needed

The RVBIA logo is old-school. It has a stamp or woodcut look and vintage feel. The streetcar and small buildings have an urban neighbourhood charm. Originally designed in black on white. It is intended to represent the association of businesses on Roncesvalles -- the street, not the whole village, as the name implies.

For the past couple of years, it is used most often in white on transparent, which allows for more vibrant coloured posters, ads, the web and on other marketing materials, as well as a greater variety in graphic imagery, colour and style. It is not used as the feature element on the poster, ad or signage. Tends to be used subtly, like a stamp of approval of the events it runs, or a watermark. What takes precedence in posters and other collateral is promoting the festivals, events, and initiatives along Roncesvalles, rather than the BIA itself.

Depending on whether and how it is agreed we continue to use it, the RVBIA logo needs more formats for extensive use from tiny to huge. Refinements desired need to be specified. The sizes would need to be provided in 3 versions: white on transparent; black on transparent; and for the black on white version, for documents.

Recommendation: Add a version that includes our website at the bottom: [roncesvallesvillage.ca](http://roncesvallesvillage.ca)

### RVBIA Logo in Black

Logo used in 2008



Updated some time before 2015.



## Printed & Digital Marketing Materials

### Roncesvalles Polish Festival

# RONCESVALLES POLISH FESTIVAL TORONTO



#### Website



## Roncy Rocks



Note: Two different logo colour formats being used.

**Roncesvalles Avenue**

JUNE 8 2019

11 AM - 9 PM

10 HOURS of  
LIVE MUSIC

WITH SPECIAL GUESTS & PERFORMANCES  
AT THE **GALLEY STAGE**

**WELCOME GUARDIAN  
KIDS ZONE**

FACE PAINTING, SLIME, CRAFTS & MORE

**AT THE MAIN STAGE**  
**ROYAL WOOD**  
**DAMHNAIT DOYLE**  
**KC ROBERTS & THE**  
**LIVE REVOLUTION**  
**NQ ARBUCKLE & MORE**

**THE ART OF THE BBQ**  
WITH POLLOCKS HOME HARDWARE  
**BEER GARDEN**  
BEER VENDOR: ROUND THE HORN FOOD BY BARQUE

**JURIED ART**  
SHOW & SALE  
PERFORMANCE BY YMI DANCING  
(THE PIA BOUMAN SCHOOL) & MORE

**KIDS MUSIC**  
STREET MUSICIANS  
DANCE PERFORMANCES  
**FREE OUTDOOR  
YOGA & MORE**

LOOK FOR RONCY ROCKS  
HOT SPOTS ALONG RONCESVALLES!

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fRONCYROCKS

**Guardian**

*The Art of the Barbecue*  
with Pollocks Home Hardware

RONCESVALLES  
DENTAL CENTRE

PHILA  
OPTICAL

**SNAP**  
FITNESS & PT

BUNDAS WOODWORKING  
& SPECIATIES INC.

cookery  
Meridian

My  
Ctive

BARQUE

CLARENCE MOUNT  
CHURCH

Mabel's

RONCY ROCKS AND THE RONCESVALLES VILLAGE BIA THANK A COMMUNITY SUPPORTER FOR THEIR GENEROUS CONTRIBUTION.



## Other RVBIA Marketing Assets

### Screen Ads

Revue screen ad for holiday marketing in 2019 - also used for web posts and on social media

*What's On Roncy This Holiday Season?*

JOIN US ON  
**RONCESVALLES**  
FOR HOLIDAY FUN

**#RoncyReindeer Contest**  
November 17th - December 31st

**Carollers on Roncy**  
Saturday, November 30th

**Family Fun & Community Tree Lighting**  
At the Roncesvalles United Church  
Saturday, December 7th

#RoncyReindeer  
#WhatsOnRoncy

RONCESVALLES  
VILLAGE  
BIA  
@roncesvallesvillage.ca

Twitter Instagram Facebook @roncesvillage

Revue screen ad - also used for web posts and on social media.

Note tags used for Feb 2020 campaign.

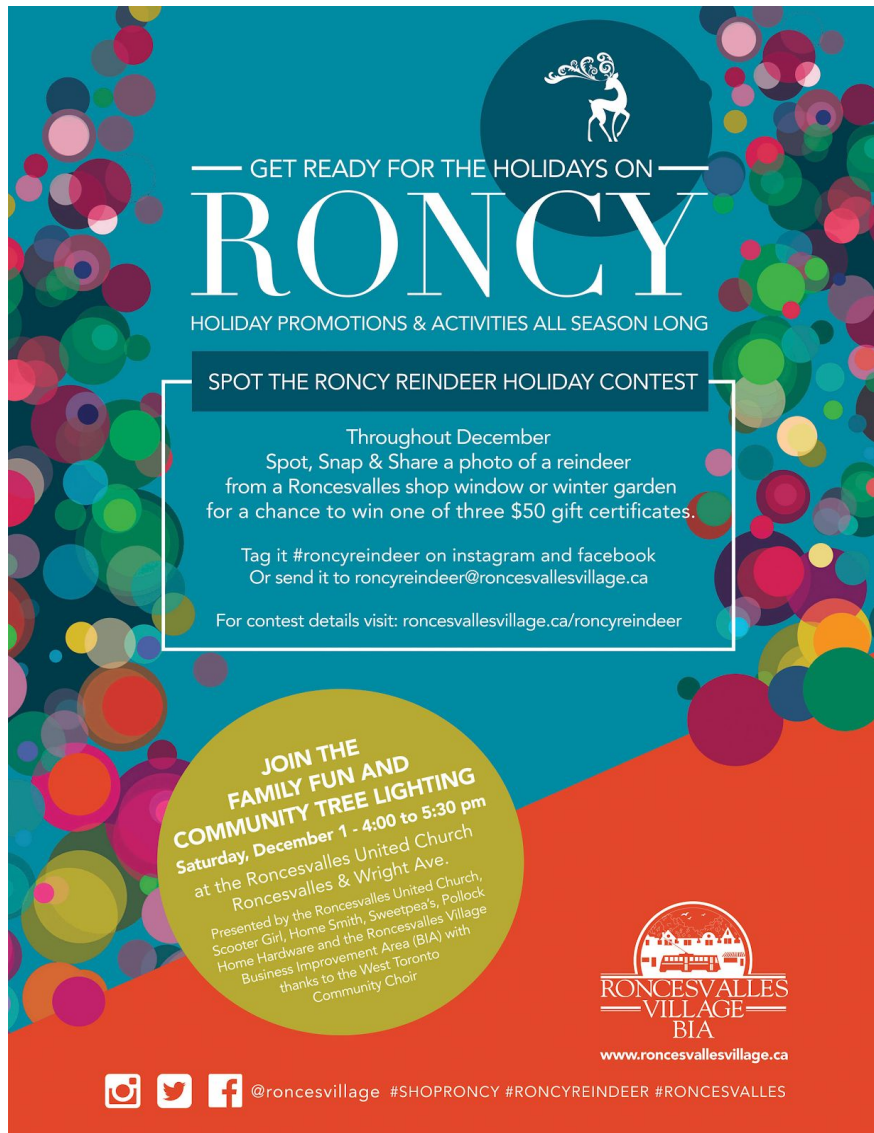
Show your LOVE for  
**RONCY**

This February, tag us and use #LoveRoncy on  
Facebook, Twitter and Instagram to share images  
of what you love about Roncesvalles Village.

# #LoveRoncy #ShopRoncy #ShopLocal

RONCESVALLES  
VILLAGE  
BIA  
roncesvallesvillage.ca

Facebook Twitter Instagram @RoncesVillage



## Shop Poster

2018 holiday marketing

Fonts and colours in this poster inspired the colour scheme on the website.

The fonts do a good job of conveying a handcrafted, artisan, village vibe (serif) with a more contemporary sans serif, clean font.

Both fonts are very versatile, easy to read, match the BIA logo for consistency. Looks modern but also warm.

## Website

Branding guidelines were not available at the time our website was ready to be redesigned, so our web design team drew their inspiration from the palette in the 2018 holiday shop poster above. Screenshot here shows the palette used on the navigation bar under 1 of the 6 images used on the sliding banner. The photo is our latest mural titled [The Original People Leading to the Eighth Fire](#).



## Website Colour Palette

The primary and secondary navigation colours used for roncesvallesvillage.ca draw mostly from secondary and tertiary hues. It's a broad palette that takes some skilful interpretation by designers.

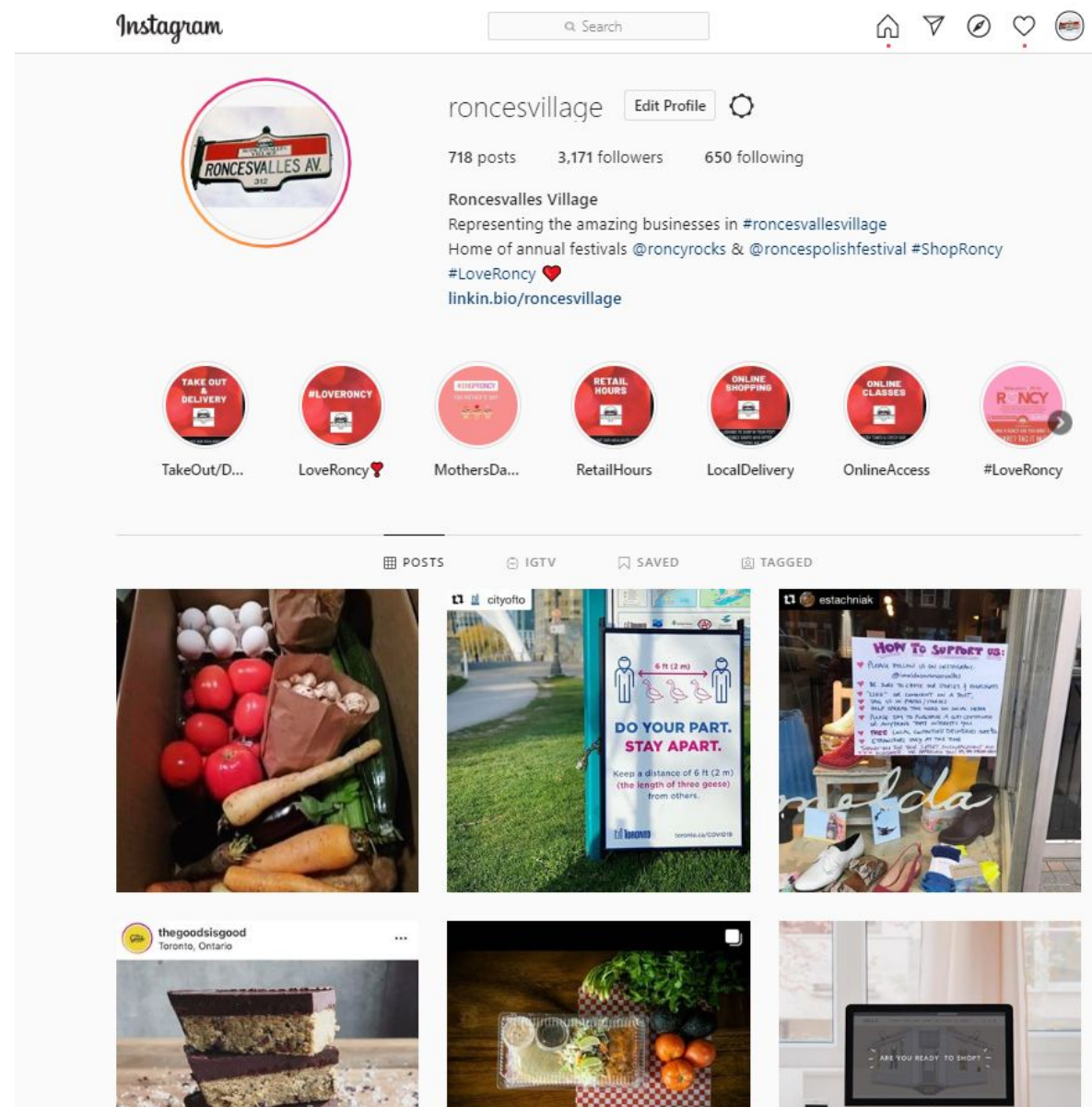
Red #9e3136 R158 G49 B54 Milano Red	Vermillion #f26144 R242 G97 B68 Burnt Sienna	Amber #e0a932 R224 G169 B50 Tulip Tree	Green #6dab3c R109 G171 B60 Apple	Blue #0a8fc8 R10 G143 B200 Pacific Blue	Violet #533e79 R83 G62 B121 Gigas
Dark Red #662a2d R102 G42 B45 Red Devil	Red #e03e3e R224 G62 B62 Cinnabar	Bronze #8a6c2a R138 G108 B42 Corn Harvest	Dark Green #4a7224 R74 G114 B36 Bilbao	Dark Blue #03799e R3 G121 B158 Cerulean	Dark Violet #311e49 R49 G30 B73 Midnight Violet

## Proposed Print Scheme

Red #9e3136 R158 G49 B54 Milano Red	Vermillion #f26144 R242 G97 B68 Burnt Sienna	Amber #ffb00f R255 G190 B15 Amber	Green #6dab3c R109 G171 B60 Apple	Blue #0a8fc8 R10 G143 B200 Pacific Blue	Violet #533e79 R83 G62 B121 Gigas
Dark Red #651f22 R101 G31 B34 Pohutukawa	Red #e03e3e R224 G62 B62 Cinnabar	Bronze #A37708 R130 G98 B8 Yukon Gold	Dark Green #4a7224 R74 G114 B36 Bilbao	Dark Blue #03799e R3 G121 B158 Cerulean	Dark Violet #311e49 R49 G30 B73 Midnight Violet



## Instagram



## RONCY Letters for Special Events



## APPENDIX C: Roncy Shop Front Branding

Vintage building features, typefaces: Art Deco, uppercase sans, lowercase serif







