

Our  
City

Our  
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Our  
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# Voice and Tone

Inspirational

Community based

Playful, engaging

Positive, community pride

Neighbourhood

Welcoming/inclusive

Our goal is to foster a sense of civic pride, strengthen community connections and collaboration, and improve the quality of life and livability in neighbourhoods throughout Surrey.

## **Call to Action:**

Join your neighbours and take action to enhance your community! Find grants, resources, and tools available to get started at [surrey.ca](http://surrey.ca).

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# Concept

A series or network of blocks or shapes (cultures, people, places) that lead a path to form a community. Similar to fitness trails or trim trails that when done little by little and added together, lead to improvements.



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Tagline

Empowering neighbours.  
Enhancing Communities.

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Let's empower & enhance

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Moniker

Surrey **Our  
City**



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Wordmark



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Wordmark with tagline

Let's  
empower  
& enhance

Our  
City

The image shows a wordmark for 'Our City' on a dark blue background. The word 'Our' is positioned above 'City'. The letter 'O' in 'Our' is a large yellow circle containing a pink heart. The letter 'u' in 'Our' is pink, and the 'r' is orange. The word 'City' is in a bold, sans-serif font, with 'C' in orange, 'i' in yellow, and 't' and 'y' in orange. To the right of the wordmark, the tagline 'Let's empower & enhance' is written in white, stacked in three lines.

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# “Reverse” Option

On pink, wordmark has yellow heart/dot

On yellow, wordmark has pink heart/dot



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# Colour Palette

Surrey is a combination of many cultures and peoples. The colours selected from the City's secondary colour palette were selected in order to connect with and resonate with the people.



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# Colour Palette

**Pantone** 648  
**HEX** 19305a  
**CMYK** 100 - 85 - 35 - 31  
**RGB** 69 - 126 - 129

**Pantone** 116\*  
**HEX** fbb116  
**CMYK** 0 - 34 - 100 - 0  
**RGB** 252 - 177 - 22

**Pantone** 166\*  
**HEX** f37720  
**CMYK** 0 - 66 - 100 - 0  
**RGB** 244 - 119 - 33

**Pantone** 7724  
**HEX** f05a5f  
**CMYK** 0 - 80 - 56 - 0  
**RGB** 241 - 91 - 96

**Pantone** 431                      **CMYK** 11 - 1 - 0 - 64  
**HEX** 69737b                    **RGB** 106 - 115 - 123

\* The COS secondary colours 166 and 116 have been tweaked for accessibility

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# Photography



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# Signage



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# Signage



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Print - TSA

# Host a block party.

Discover a grant at  
[surrey.ca/ourcity](https://surrey.ca/ourcity)


**Our  
City**




Grants, resources & tools.




# Print - Posters (concept)





Let's empower & enhance our city.




Join your neighbours and take action! Find grants, resources, and tools to get started:




[surrey.ca/ourcity](https://surrey.ca/ourcity)




Let's host a block party.



Join your neighbours and take action! Find grants, resources, and tools to get started:



[surrey.ca/ourcity](https://surrey.ca/ourcity)



Let's get a free neighbourhood cleanup kit.



Join your neighbours and take action! Find grants, resources, and tools to get started:



[surrey.ca/ourcity](https://surrey.ca/ourcity)



# Print - Poster



**Connect with your neighbours**

Receive a grant to host a block party



[surrey.ca/ourcity](https://surrey.ca/ourcity)



**Make your neighbourhood shine!**

Borrow a cleanup kit



[surrey.ca/ourcity](https://surrey.ca/ourcity)



**Improve your neighbourhood**

Grants available up to \$3,000



[surrey.ca/ourcity](https://surrey.ca/ourcity)



# Print - TSA

**Our  
City**

Receive  
a grant  
to host a  
block party



[surrey.ca/ourcity](https://surrey.ca/ourcity)



**Our  
City**

Borrow a  
neighbourhood  
cleanup kit



[surrey.ca/ourcity](https://surrey.ca/ourcity)



**Our  
City**

Apply for  
a grant to  
improve your  
community



[surrey.ca/ourcity](https://surrey.ca/ourcity)




# Print - Rack card




**Improve your community**

Find grants up to \$3,000, resources, and tools to get started at [surrey.ca/ourcity](https://surrey.ca/ourcity)


**Improve Your Community**




Find grants up to \$3,000, resources, and tools to get started at [surrey.ca/ourcity](https://surrey.ca/ourcity)



**Improve Your Community**



Find grants up to \$3,000, resources, and tools to get started at [surrey.ca/ourcity](https://surrey.ca/ourcity)



Explore our resources to help put your plans into action. Your idea can make a difference.

**Get Involved**


**Free Cleanup Kits**  
We'll provide litter picking equipment and deliver it right to your door!

**Sign up to Volunteer**  
Take an active role in improving your neighbourhoods by volunteering!

**Host a Block Party**  
Get to know your neighbours and apply for a grant to help cover the costs (up to \$500).

**Borrow a Neighbourhood Event Kit**  
Includes portable sound system, pop up tents, folding tables and lawn games.

**Get Inspired**  
View our story map, showcasing real neighbourhood improvement projects to inspire and celebrate.

 **SURREY** [surrey.ca/ourcity](https://surrey.ca/ourcity)

# Print - Brochure

## Neighbourhood Cleanup Kit



### Steps for a successful neighbourhood cleanup

Take action and participate in Neighbourhood Cleanups. Together we can make a difference and build a greener, healthier, and safer community.

#### Plan and Prepare

- Plan your cleanup route:
  - Not all parks are municipal parks open to the public.
  - Learn about a neighbourhood before you start your cleanup. Refer to COSMOS maps, the City of Surrey website, and signage.
- Check the weather forecast. Postpone your cleanup in the event of extreme weather, especially high wind.
- Let others know where you are going and how long you will be.
- Dress appropriately for the weather and always wear close-toed shoes.

#### Stay Safe During Your Cleanup

- Scan the area for potential hazards.
- Always use the litter picker to pick up items. Never use your hands!
- If you come across any camps or people sheltering, do not approach or clean up any personal belongings.
- Stay on trails, open lawns and sidewalks—do not walk off-trail or on the street, there can be hazards.
- Never push down on a full garbage bin with your hands.

#### Keep Your Cleanup Nature Friendly

- Stay out of forests and tall grass meadows.
  - Many forested areas have restricted access to protect the natural ecosystems.
- Give wildlife space. Do not disturb nests, dens, or dams.
- Keep out of water.
  - Footsteps can stir up silt suffocating fish and destroying fish spawning habitat. Removing embedded items can do more harm than good.
- Do not remove natural items from parks.

#### If In Doubt, Leave It

**NEVER PICK UP:**

- Needles
- Biohazardous material: items that may have bodily fluids on them
- Sharp items that can puncture your skin: broken glass, pieces of metal
- Deceased animals
- Televisions, couches, mattresses, and other large household furniture
- Drywall, paint, lumber, and other construction material

If you come across any of the items above, report them using the [Report a Problem](#) website.

#### What To Do With Garbage Bags

- Make sure you can tie up the garbage bag so that collected items stay inside.
- Disposal options:
  - Pack out the bags to dispose of in your school garbage container.
  - If packing out the waste is not possible, place the garbage in a Parks garbage bin. If you fill the bin, use the [Report a Problem](#) website to report the full bin to the City of Surrey.

## Neighbourhood Cleanup Kit

### Steps for a successful neighbourhood cleanup

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[surrey.ca/ourcity](http://surrey.ca/ourcity)

# Digital



Community Projects & Grants  
**Workshops**

Participate in neighborhood improvement projects, events, and cleanup initiatives.

Share your ideas and projects with your neighbours and community leaders to celebrate and inspire.

Together, we can enhance our neighbourhoods and make Surrey a great place to live, work, and play.

Learn about various grants you can apply for at one of our upcoming workshops.

View upcoming workshop dates and project samples at [surrey.ca/ourcity](https://surrey.ca/ourcity)



Get Involved!



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