

01 CURRENT BRAND IDENTITY

existing conference visual assets & current challenges

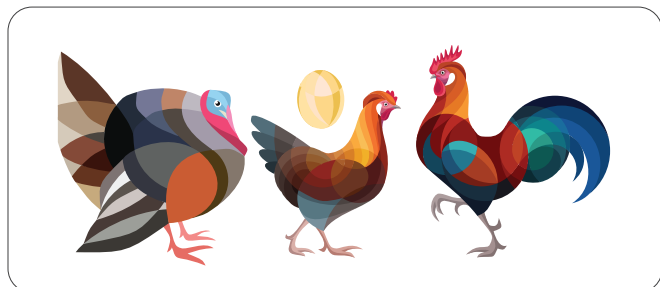
CURRENT CONFERENCE IDENTITY



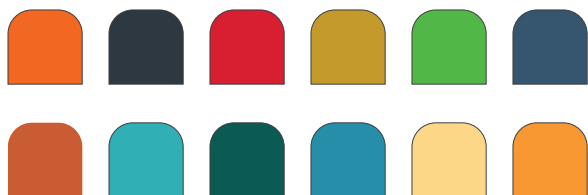
Conference logo - horizontal



Conference logo - vertical



Conference logo - iconography



Conference colour samples

CHALLENGES

Recognition exists for current identity but is too doing much.

- 01 Too many competing colours. All colours have a legitimate place in the sponsor brand but all conference colours make the event too busy.
- 02 Mixed visual styles. No common language - logos range from heritage to illustrative to bold consumer branding to regulatory marks.
- 03 Current brand too playful, less professional. Current bird icons are memorable but is layered and broad colour palette pushing to more illustrative than professional.
- 04 Identity lacks a cohesive system. Existing orange is useful recognition, but type, supporting colours, imagery and graphics need a hierarchy.

SPONSORING ASSOCIATION IDENTITIES

Strong visual brands, but very different visual languages.



BC Turkey Producers' Assoc.



BC Chicken's Growers' Assoc.



BC Broiler Hatching Egg Com.



BC Turkey Marketing Board



BC Hatching Eggs Assoc.



BC Egg



BC Chicken Marketing Board

OPPORTUNITIES

A polished, neutral frame for the association brands.

Retain the conference orange or potential red as a recognition cue

- 01 Introduce one darker anchor colour and warm neutrals
- 02 Use restrained poultry / agricultural motifs rather than character illustrations
- 03 Let association logos help keep their own colours inside consistent

SHARED VISUALS

Birds (poultry), eggs, feathers, farming, BC agricultural cues

02 REFRESHED IDENTITY

warm, connected, modern

UPDATED CONFERENCE LOGO

As part of the BC Poultry Conference refresh, there is an opportunity to make subtle updates to the existing iconography and typography so they feel more refined and better complement the new visual direction.



Without making significant changes to the existing identity, the refresh simplifies the logo by removing the serif details from the icon but still makes the “b” clear, while maintaining the formal and recognizable typeface.

Building on the existing BC Poultry Conference identity, the shift focuses on a warmer, more approachable experience that reflects modern poultry agriculture and supports connection across the four sectors.

The goal is to feel cohesive and professional without becoming overly polished, corporate, or design focused.

-  **WARM, NOT RUSTIC**
Warm neutrals, natural textures and agricultural references, while keeping the imagery clean, current and reflective of modern poultry farming.
-  **CONNECTED, NOT CORPORATE**
The conference is as much about conversation, relationships and community as it is about formal programming.
-  **SIMPLE, NOT SPARSE**
Clear hierarchy, stronger graphic elements and comfortable layouts rather than excessive white space or delicate linework.
-  **SHARED, NOT DOMINATED**
Create an umbrella identity that represents all four poultry sectors without allowing any one association colour or visual language to take over.



03 COLOUR & TYPOGRAPHY

grounded / social / contemporary

COLOURS

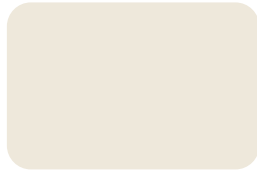
The updated colour and type system is intended to feel warm, grounded and contemporary while remaining flexible across conference materials and participating association brands.

Warm neutral foundation with retained orange and sunflower accents.



CHARCOAL
#30302E

Primary anchor colour for headings, body text, and contrast.



WARM OAT
#EEE6DA

Main background neutral to soften the look and reduce reliance on white.



SUNFLOWER
#E7C85A

Warm supporting colour that adds energy without feeling overly dominant.



ORANGE (RETAINED)
#F36C34

Recognizable connection to the existing conference identity.



MUSHROOM
#A99B8B

Secondary neutral for backgrounds, supporting graphics and softer applications.

Warm neutrals provide the foundation, while sunflower and orange are used selectively as accents to avoid any one association colour dominating the conference identity.

Do not make any one colour the “hero,” think:
Oat + charcoal = foundation
Gold + orange = energy and action
Mushroom = support

TYPOGRAPHY

PRIMARY

Arial
Bold / Regular

A familiar, widely available typeface selected for readability, accessibility and easy file sharing across platforms.

USED FOR

Headlines
Subheads
Body Copy / Information
Digital and print materials

SECONDARY

Georgia
Regular / *Italic*

Used sparingly to introduce warm and a softer editorial quality.

USED FOR

Short introductions
Pull quotes
Select event messaging
Occasional editorial accents

IN CONTEXT

**BC Poultry
Conference**

Bringing Together BC's Poultry Associations

Connect. Learn. Gather.

A SHARED INDUSTRY.
A STRONG TOMORROW.

bcpoultryconference.ca

VISUAL APPROACH

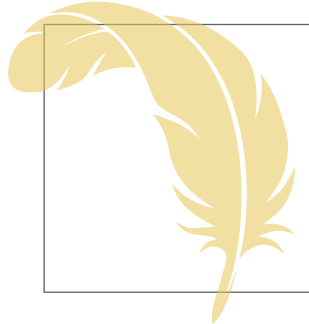
Feather as a shared conference motif; not an element belonging to any one association.
Flexible commodity graphics representing all four sectors
Contemporary photography
focused on people, production and connection

The graphic language uses familiar poultry references in a simple, approachable way to create consistency across the conference while allowing each sector to remain distinct.



FEATHER SOLID

Strong graphic accents
and small-scale
applications



OVERSIZED

Oversized use to create
movement and texture



FEATHER FAMILY

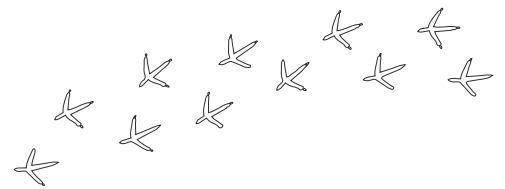
Utilize a variety of form and
movement to create a palette of
feather options.

VECTOR
GRAPHICS editable



FEATHER PATTERN

A flexible pattern for
backgrounds, etc

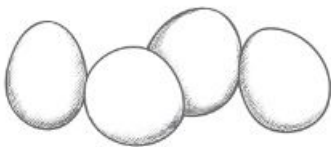


ICONS

Contemporary, clean, silhouetted,
to add interest.

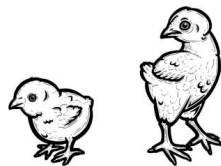
FOOTPRINTS

String pattern for movement,
playful feel, and variety.



SKETCHES

A modern yet rustic
creative element that
adds reality and warmth



05 IMAGERY DIRECTION

modern / clean / human / warm / connected

VISUAL APPROACH

Photography should feel contemporary, clean and people focused, reflecting modern poultry farming and the social connection of the conference, and nod to our provincial (west coast, mountainous) region.

To avoid being cliché or misrepresentative, avoid rustic barns, nostalgic farm imagery, wheat fields, weathered hands, and vintage farm styling.



MODERN FACILITIES
Clean, current, well operated.



PEOPLE IN AGRICULTURE



CONNECTION
Conversation and community.



FEATHER
Soft texture and shared identity.



EGGS & REPETITION
Single commodity reference.



PRODUCTION DETAIL
Care, quality, and precision.

Imagery sourcing either creative commons license or stock imagery (paid).