



North Van City Mosaic Toolkit

This toolkit is a resource that facilitates the sharing of information about the newly launched North Van City Mosaic.

The toolkit includes:

[Logos](#)

PNG and EPS files for web and print use

[Descriptive Copy](#)

One-sentence, short, and long descriptions

[Social Media](#)

Template posts with suggested emojis and tags for Facebook, Instagram, Twitter

Logos

Wordmark: Always written with a capitalized first letter of each word

Font:

Title: Clear Sans Thin **Bold**,

Tagline: Clear Sans Thin

Wordmark Colours:

Title: Black,

Tagline: Purple: #18158f

Logo Colours:

Green: #6DAD70

Yellow: #ffde59

Navy Blue: #13669b

Purple (Transparency): #18158f

Orange (Transparency): #f81212

Magenta (Transparency): #ff007a



North Van City Mosaic
Bringing Our Community Together
in Response to COVID-19



North Van
City Mosaic

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Funder Logos:



Descriptive copy

The following copy may be referenced when describing the North Van City Mosaic and its aims.

General Copy: One Sentence

North Van City Mosaic: Bringing our Community Together in Response to COVID-19 is a community public art project invites anyone who either lives, works, or plays in the City of North Vancouver to contribute an image of a drawing, painting, or photograph, along with an optional description, that represents their experience living in the time of COVID-19.

General Copy: Option 1 - Short

North Van City Mosaic: Bringing our Community Together in Response to COVID-19 is a community public art project developed by members of the Mayor's Healthiest Small City Social Resiliency Collective, to advance the City of North Vancouver's social resiliency and connectivity social during and beyond the ongoing COVID-19 response and recovery. The North Van City Mosaic will creatively engage our community to create an image of their COVID-19 story. Professional artists work with the community's images to create a digital



mosaic website and physical artworks, programmed in two phases, that speak to the project's overall goals to inspire others by sharing experiences of resiliency, cooperation, and hope.

General Copy: Option 1 – Long

North Van City Mosaic: Bringing our Community Together in Response to COVID-19 is a community public art project developed by leadership representatives from Family Services, North Shore Neighbourhood House, North Van Arts, North Vancouver School district and United Way, under the umbrella of the Mayor's Healthiest Small City Social Resiliency Collective. The project was one of five quick-starts to advance the City of North Vancouver's social resiliency and connectivity social during and beyond the ongoing COVID-19 response and recovery. The North Van City Mosaic will creatively engage our community to create an image of their COVID-19 story. Professional artists work with the community's images to create a digital mosaic website and physical artworks, programmed in two phases. The goals of the North Van City Mosaic are to create a legacy for the community to reflect, understand, inspire others, and articulate the impacts of the pandemic through artistic expression, while building resiliency, connection, and hope.

In Phase I, local visual artist Sandrine Pelissier and expressive art therapist Sophie Babeau employ their original online mosaic concept, developed with the technical help of Relevant Software, to invite members of the public to collaborate in building an online digital mosaic. Anyone who either lives, works, or plays in the City of North Vancouver can contribute by submitting an image of a drawing, painting, or photograph, along with an optional description, that represents their experience living in the time of COVID-19. The online digital mosaic creates a platform to share a 'common' thought, invite memory sharing, and experience multi-generational interactions; allowing for a wide audience to participate safely during social distancing.

In Phase II, the images collected through the online digital mosaic will be utilized to create other community public art pieces for people to gather and reflect on this extraordinary period for years to come. Participants of Phase I of the North Van City Mosaic will be notified via email of upcoming announcements for Phase II community public art projects. Stay in touch for updates!

Social media

Included is a list of some recommended emojis and required tags. Please feel free to use an emoji and image that best represents your message and the project.

Suggested Emojis

 Artist Palette

 Camera



✍️ Writing Hand

😷 Face with Medical Mask

🏙️ Cityscape

💛 Yellow Heart

Hashtags

General: [#NorthVanCityMosaic](#) [#SocialCollectiveCNV](#)

Account Handles [Please note the North Van City Mosaic does not have a distinct Social handle. Please tag the following Partner Organizations]

Facebook: [@NorthVanArts](#), [@NVSD44](#), [@UWLM](#), [@FSNorthShore](#),
[@NorthShoreNeighbourhoodHouse](#), [@CityOfNorthVan](#), [@NorthVanRC](#)

Instagram: [@NorthVanArts](#), [@NVSD44](#), [@UWLM](#), [@FSNorthShore](#),
[@NorthShoreNeighbourhoodHouse](#), [@CityOfNorthVan](#), [@NorthVanRC](#)

Twitter: [@NorthVanArts](#), [@NVSD44](#), [@UWLM](#), [@FSNorthShore](#),

[@NorthShoreNeighbourhoodHouse](#), [@CityOfNorthVan](#), [@NorthVanRC](#)

Images

North Van City Mosaic brand logo can be used on social media to identify it on North Van Arts' socials. For images, use a promotional shot that best represents North Van City Mosaic.