



BUILDING A SOLID AND INSPIRING BRAND IS ESSENTIAL TO OUR SUCCESS.

IT HELPS US REACH OUR FULL POTENTIAL AS A TOURISM DESTINATION.

IT HELPS US ACHIEVE GROWTH IN VISITOR REVENUE AND VOLUME.

IT HELPS US ACHIEVE OUR GOAL OF BEING THE MOST HIGHLY RECOMMENDED

DESTINATION IN NORTH AMERICA.

OUR BRITISH COLUMBIA BRAND IS NOT ONLY EMOTIONALLY POWERFUL,
BUT TRUE. TRUE TO THE PLACE, TRUE TO ITS PEOPLE, AND TRUE
TO THE EXPERIENCE THAT TRAVELLERS WANT AND EXPECT TO FIND HERE.
WE ARE EXCITED TO SHARE OUR BRAND WITH YOU, AND WILL PROVIDE ONGOING UPDATES
AS WE DEVELOP FURTHER GUIDELINES, RESOURCES, AND ASSETS.

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THE CHANGING TOURISM INDUSTRY

The travel industry has changed dramatically in recent years. We are now competing with well-funded destination brands that are constantly moving the bar higher with consumer engagement, branding, and marketing sophistication. To add to the competition, new and emerging destinations, as well as previously closed countries (e.g. China), are now actively vying for their share of the tourism market.

The internet has become the primary research source for travellers, who are more informed than ever. Through social and review websites, travellers are playing a critical role in defining a destination brand, both positively

and negatively. As a destination brand, we must reflect well on the travellers who promote us. To build brand advocates and promote trust, we must be forthright and authentic in how our brand is expressed.

With rebounding global economies and a burgeoning middle class of inspired consumers (with greater access to information and a louder voice than ever), we needed to research, assess, and evolve our approach to attracting travellers to our province, and ensure that the British Columbia brand is as powerful and relevant as it can be.

REVITALIZING THE BRITISH COLUMBIA TOURISM BRAND

What is a brand? Our brand is the essence, or personality, of British Columbia. It makes us distinctive, memorable, and different from other destinations, in the eyes of the potential visitor.

It promises a unique kind of travel experience. It guides expectations of what travellers will see and do, and importantly, how they will feel.

Our brand distills BC's defining characteristics and personality into a simple and moving story about us, as a destination and as a people. It is a rallying cry that inspires all of BC's tourism industry to strengthen their resonance with travellers.

For over 35 years, our tourism brand—using the tagline, Super, Natural British Columbia®—has inspired millions of people to visit BC. It continues to be a highly regarded brand, and the envy of many destinations.

Consumers have very positive perceptions of BC. They see us as beautiful, friendly, clean, and safe. However, in today's intensely competitive landscape, our brand needs to work harder than ever to make sure that BC stands out from the crowd.

That's why we undertook a comprehensive research and consultation process to understand travellers' perceptions of BC. We spoke to over 10,000 consumers in our key markets throughout Canada, the US and overseas.

Because this brand belongs to all of us, we also sought input from industry to help define BC's personality and unique experiences. We gained valuable input from 115 Visitor Centre representatives, from across the province, who talk with thousands of visitors each year. We gathered rich insight from over 350 industry stakeholders at regional workshops, as well as over 600 other stakeholders through an online survey. We consulted with our Board of

Directors, the Tourism Marketing Committee, and other key partners such as the Destination Canada.

We also closely assessed the brands of other destinations, including our competitors.



SO WHAT DID WE LEARN?

WE LEARNED THAT TRAVELLERS HAVE POSITIVE IMPRESSIONS OF BRITISH COLUMBIA

AND WANT TO TRAVEL HERE... SOMEDAY.

BUT TOO OFTEN, THE URGENCY IS MISSING.

WE LEARNED THAT, IN A WORLD OF INCREASINGLY AGGRESSIVE COMPETITION, WE DO NOT HAVE THE MAGNETISM

REQUIRED TO MOTIVATE TRAVELLERS TO PUT BRITISH COLUMBIA AT THE TOP OF THEIR MUST-SEE DREAM LIST.

WE KNOW WE ARE TALKING TO AFFLUENT PEOPLE WHO LIKE TO TRAVEL.

THEY DON'T SEE THE VALUE IN VISITING BC. THE TOP REASONS PEOPLE GIVE FOR NOT VISITING BC ARE:

OTHER PLACES SEEM MORE INTERESTING

BC IS TOO FAR TO TRAVEL TO

BC IS TOO EXPENSIVE TO VISIT

NATURE IS THE MAGNET

COMPELLING REASONS TO VISIT BC

We learned that for travellers to BC, nature is the magnet. Travellers believe that the people of BC are positively shaped by their natural environment, making them friendly, balanced, and open-minded. British Columbia is seen as a place where people are free to be themselves, and don't worry about doing what's "been done."

Our sea-to-sky topography sets us apart and makes us different: from the depths of the Pacific to the peaks of the Rockies and everything in between.

Travellers are drawn to the sheer vastness of BC's nature, its abundance and diversity. While not all travellers plan to get out and immerse themselves in the wilderness, the fact that they can "rub shoulders" with it captures their imaginations.

In the minds of many travellers, BC doesn't just have nature; BC has wilderness. In our research, travellers spoke to us about why authentic nature matters to them. Their feelings and experiences were highly personal, but for each one, those feelings were heartfelt.

Some spoke of finding truth and reality in nature, and an opportunity to regain perspective and rediscover their better selves. For some, it inspires creativity; for others, it's energizing; and for others, they experience something spiritual.

ATTRIBUTES OF BC

With the diversity of our great province and its people, we are many things. But if we really look carefully at who we are and what we stand for, through the lens of travellers near and far, there is a handful of attributes that represent our natural resources, wilderness, and culture, all at once.

BC IS STRONG

It is a strength born out of the power of our nature and its deep impact on everyone it touches. It is reflected through an unwavering confidence that speaks to being grounded and tuned into what's real and true. BC IS FREE-SPIRITED

+

It is non-conformist, authentic, and true to itself. It carries an attitude that is not limited by the "done" thing, but carves its own path, welcoming others to come along for the journey and enjoy the ride.

BC IS ADVENTUROUS

With its vast, accessible wilderness and breadth of experiences, British Columbia is not afraid to be challenged and must be experienced, not witnessed, to be fully appreciated. When engaged in, BC is a place that will reward and change you.

BC IS OPEN

BC embraces people with an open mind and an open heart. While it demands a level of respect, it is non-judgmental and accepting. It not only welcomes you to be yourself, it surrounds you in an environment that inspires it.

BC IS GENEROUS

This speaks to the warmth of BC's people, but also a land that is vast, diverse, and plentiful. When nurtured and respected it has so much to offer, from an abundance of wildlife, to rich vegetation, to an ability to help put one's life back into perspective.



THE ESSENCE OF OUR BRAND

To experience BC is to be transformed and renewed. Our promise to travellers is that BC's powerful nature will bring out the best in each of them.

Our brand is built upon BC's true nature, which is vast, diverse, abundant, awe-inspiring, and powerful. It draws inspiration from the rugged coastline, the rainforest's unstoppable exuberance, the haunting beauty of the desert, the mighty rivers, grassy plains, and massive mountain ranges.

We describe BC as the sea-to-sky province. The province sweeps from zero to 4,000 metres, and sea-to-sky is the context for many of BC's tourism experiences.

At the core of our brand is the brand essence: Wild at Heart. The brand essence speaks to a truth about our target audience: they have a deep appreciation of nature and while they may lead successful and accomplished lives, there is a part within them that craves a connection to the wild. In the wild, they are reminded of what is real and what really matters, and the true nature of beauty and freedom.

SURR, NATURAL BRITISH @LUMBIA

OUR BRAND TAGLINE

Our brand tagline is timeless and has such positive recognition in the marketplace, we see it serving us for many years to come.

After a comprehensive research and review process, we learned that our brand tagline—Super, Natural British Columbia—continues to resonate strongly with travellers. It not only fits our redefined brand positioning perfectly, with our focus squarely on BC's magnificent wilderness, but transforms our positioning into a self-contained statement that can stand on its own, functioning as a logo and headline in one.

ALIGNMENT

We make choices for product development, promotional tactics, partnerships, how we behave, and whom we employ on our front lines. All of our choices can enhance the brand or detract from it. Therefore, we need to master the tools that define the brand.

IMAGINE IF ALL CONSUMER TOUCH POINTS COMING FROM BC
SHARED A COMMON THREAD.

IMAGINE THE POWER OF IMMEDIATE RECOGNITION AND A REPUTATION
FOR OUTSTANDING TRAVEL EXPERIENCES IF WE COULD UNITE OURSELVES
THROUGH A RECOGNIZABLE LOOK AND FEEL.

AND CUMULATIVE IMPRESSIONS.

THE PAY-OFF IS HUGE AND WILL LAY THE GROUNDWORK FOR STEADY VISITOR GROWTH FOR YEARS TO COME.

THESE ARE THE REWARDS OF ALIGNMENT.

CULTURED/RAW POSITIONING

While our unique selling proposition is BC's wilderness, our province has so much more to offer, such as urban and cultural experiences. This is why, within our strategic brand essence, Wild at Heart, there is a sense of both refined civilization and raw wilderness.

This dichotomy is also captured in our creative. A blend of the cultured and the wild, of sophistication and exhilaration, of urban and natural landscapes. Our photography is authentic and unsanitized, yet it is balanced by an intelligent, poetic writing tone. Thus, our creative can be summed up in two words: "Cultured" and "Raw."



> Our brand story is captured in a video which adds sound and motion to the description on the previous pages. We invite you to watch and use it as inspiration.





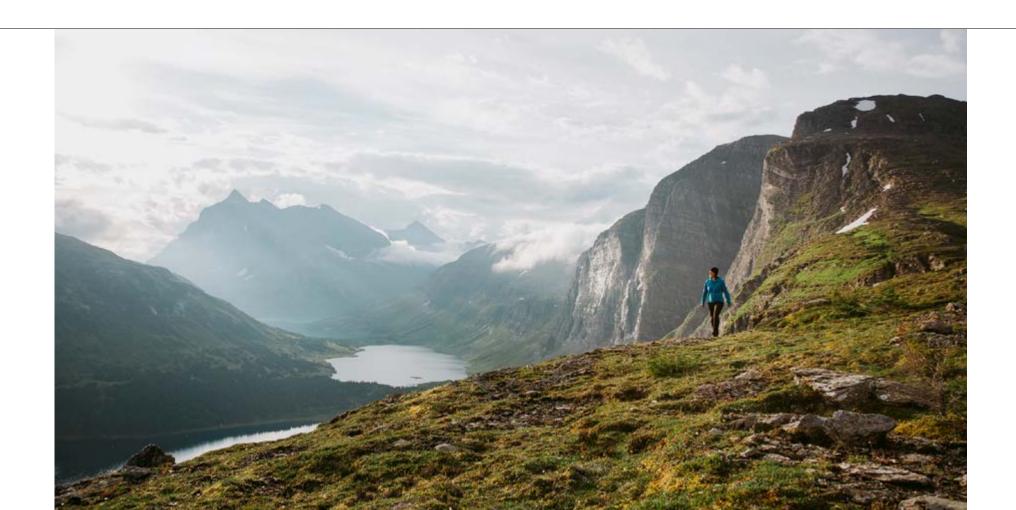
RESETTING THE BAR

Our mandate is to set the bar and assume the enviable position of being recognized, at a glance, for our unique photography and videography.

This isn't easy to do. It means imposing a ruthless discipline on measuring the visuals by their mood as much as the content. It means finding shots that stop people in their tracks, arresting their attention whether they are flipping through a magazine, surfing the web or waiting through

commercials. Our job is to search for moments, angles, times of day and weather conditions to capture that allure and intrigue.

For our destination brand, the best criteria you can use to judge your image selection is against the question: Does this look like a tourism photo or video? If the answer is yes, then don't use it.



A THOUSAND WORDS

We have shifted the parameters of our visual styling to represent ourselves more authentically, squarely establishing nature as our pillar. The standard of our signature or "wow" shots is largely graded on emotional impact. In general, story and emotion rule.

How that plays out in photos and video is affected by our physical realities. BC is a province with vastly different geographies and climates. From wet, coastal rainforests to arid deserts. From snow-capped mountains to seemingly endless rolling grasslands. This variety is a tourism strength,

and a broad tapestry for our brand. But looking for authenticity in how we represent this brand visually means looking for depth and drama, often highlighting the beauty and texture created by our skies.

We will look for light and shadow to bring dimension to our images. From haunting landscapes shrouded in mist or rain, to blinding reflections playing on a smooth lake surface. In every case, in every region, we are proud to show our province in all of its natural, climactic moods.



- > Nature as a central theme
- > Authenticity
- > Emotional impact

Mood-filled photos and videos are already loved by the masses. The popularity of Instagram's desaturating and focal-obscuring filters are living proof of this. People are not impressed by the picture-postcard images of the past. They are looking for moments of life captured in an instant, unearthing unposed and effortless beauty. This applies to landscape as well as people.

But it bears clarifying that moody does not necessarily mean dark, sullen, or overly cloudy. Preference is for less pin-sharp focus on every receding plane and instead, a greater use of a shallow depth of field. The dream-like quality can be achieved in sunlit conditions as well as overcast days; in wilderness settings or urban; with landscape, still life or people as the main subjects. In essence, like the experience of travelling through our province, the bar for on-brand visuals has a very personal and intimate perspective.

It is also important to understand that the idea of "authenticity" means being true to our wide spectrum of weather conditions and the down-to-earth character of our people. The term isn't meant to prevent post-production work.

Finally, we are setting a brand ideal based on a list of principles. A reminder that every principle is *not* required, but we encourage you to employ as many as you can to bring the visuals as "on-brand" as possible.



The key is to build a bank of assets over time that promote your product or business, and live up to the brand standards. This means finding photographers and videographers who naturally shoot within our brand style. Please use these next pages as guidelines to gain an innate understanding of the family of brand imagery we are striving for, and share these guidelines with content creators so that they too understand our brand. If all British Columbia tourism partners used top-level, on-brand visuals, our ability to attract new and return visitors would be tremendous.



VISUAL TIERS

In broad terms, three tiers of imagery are needed to tell the story to the consumer. There is no hard line differentiating each tier, but rather a continuum. All are *brand* images, engaging and inspiring the viewer from an emotional perspective. Depending on your creative output, you may need a combination of tiers. For example, a print ad may use a signature image whereas a video will need to showcase all three tiers to tell the story.

- > **Signature:** This level is focused on creating an impression; an inspiring visual introduction to the most emotive aspects of our nature. These images go beyond visual information to create emotionally driven viewer involvement.
- > Experience: This level begins to add more visual information while continuing to reinforce the emotional equity of the brand. They include subjects or activities that narrow the focus, but retain a highly brand sensitive look and feel.
- > Moments: Then, by defining the moments in a casual, editorial style, we can illustrate the individual pieces that make up the mosaic of British Columbia's cities, towns and activities. They make it that much easier for the viewer to imagine themselves being here.

THREE TIERS OF BRAND PHOTOGRAPHY

SIGNATURE

- > Creates first impression
- > Ignites desire to travel to BC
- > Differentiates BC
- > Establishes nature as pillar
- > Awe-inspiring
- > Emotional impact

EXPERIENCE

- > Starts to provide context
- > Stimulates deeper interest and understanding of specific places and experiences
- > Continues to differentiate BC

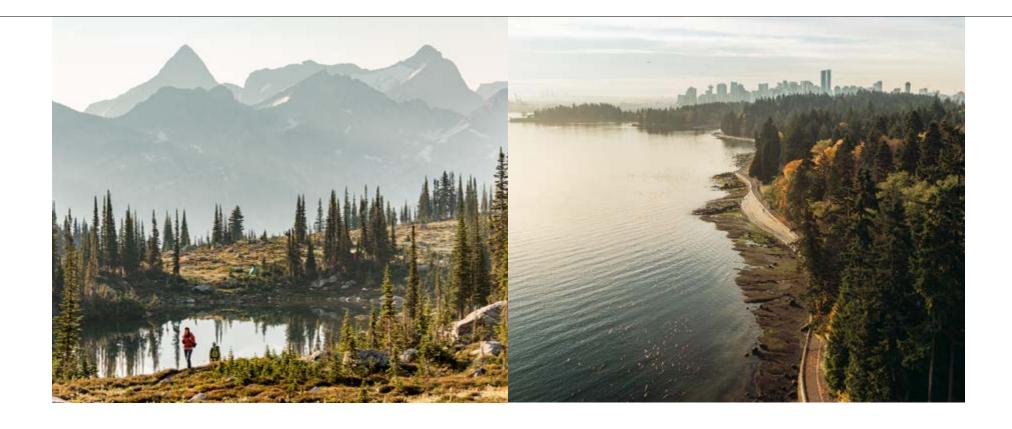
MOMENTS

- > Defines specific moments
- Illustrates individual pieces that make up mosaic of places and experiences
- Communicates the sights, sounds, flavours, smells and textures

SIGNATURE EFFECT

Technically, a signature image uses specific techniques (detailed in the following pages), including dramatic lighting, texture, and colour balancing. But signature photography and videography must hit the highest marks in emotional impact. A signature shot must be able to stop viewers in their tracks, projecting an impression of raw nature and majesty. This is an image that draws the viewer in, with its complexity and layers, and makes them want to spend time studying it.

With wilderness imagery, people may be part of the shot, but the landscape is the star, and there is a strong sense of one-ness between the person and the landscape within which they are positioned. Urban photos may be vibrant and metropolitan, but shown in the context of our nature, whether oceans, lakes, mountains, or forest.



LEVEL OF EXPERIENCE

Of the three tiers, the experience tier can offer our audience a tangible view of what they can expect from their travels to our province. This category focusses in from the signature level, which is typically a wide view of BC's iconic assets, to feature specific activities.

Experience level shots should work as hard as signature shots to capture spontaneity and visual depth. These visuals are used at a critical point in the path-to-purchase cycle and need to create an emotional hook that is both motivating and compelling. This is a great example where a photojournalistic approach is effective.

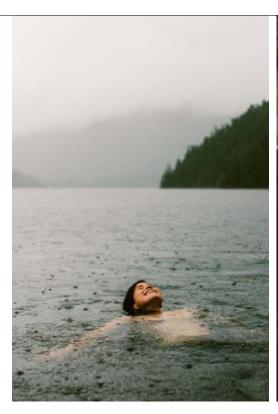






MOMENT TO MOMENT

Promoting our massive province to the world means paying attention to the detail. There will be many instances where zooming in on the fine elements of an experience will be needed, such as the catch of the day or a well worn saddle and riding gear stacked in a beautiful still life after a day at a guest ranch. All of the principles can be applied: shallow depth of field, earth-tone colour palette, soft edges, contouring light, smudgy blacks.









COLOUR AND TONE

: RICH, VELVETY, EARTH TONES

Colour is one of the most powerful cues for identification. Just consider how we identify with sport's team colours, or navigate critical way-finding in a hospital or airport. Our objective is to have a visual style that is immediately recognizable and colour is one of the best ways to achieve this goal.

In general, we dial back superficial, primary colours and dial up velvety, earth tones. Our colours take on a creamy, suede-like quality, where desaturation plays a role, but not in a way that washes out an image. Rather, colours are desaturated or reduced to a narrower band of the spectrum, rendering the image to a family of cool tones and a family of warm tones.



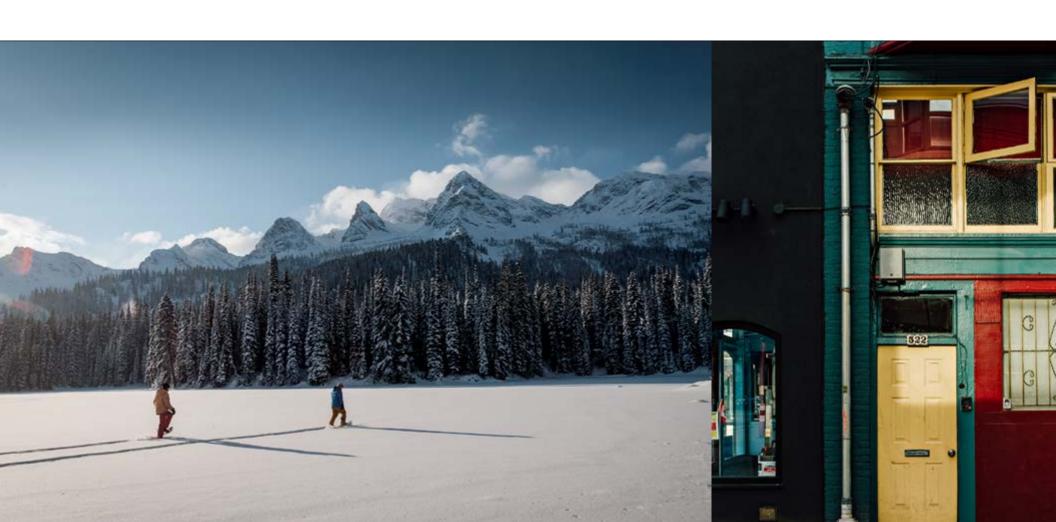




COLOUR AND TONE

: PRIMARY COLOURS ARE TONED DOWN

Primary red becomes oxblood red. Bright, sky blue is calmed to a dusty aqua-blue. Acidic green is toned back to a mossy, earth-tone green.



COLOUR AND TONE

: SMUDGY BLACKS

Avoid prominent pure blacks – shadows can be deep colour shades. Pure black is not wrong, but is most acceptable with soft edges, surrounded by deep, rich tones, or seen in smaller doses.







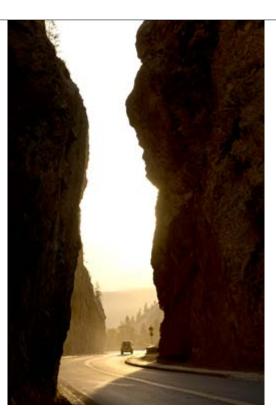
COLOUR & TONE

- : MONOCRHROMATIC
- : SINGLE OR LIMITED NUMBER OF HUES

Taking the limited palette one step further – composing imagery based on monochromatic tones – can yield equally compelling effects. Visuals that are predominantly made up of one part of the colour spectrum take on an illuminated and soothing presence because of the reduced visual noise. The simplicity draws the viewer in and the story of the content surfaces because there is less clutter.







COLOUR & TONE

: DESATURATED

Colour intensity can be narrowed by dialing back on the saturation to achieve a palette of earth tones, but take care not to overuse desaturation. Colour rebalancing or other digital techniques can erase credibility and the true beauty of the shot. The effects should be subtle and undetectable.







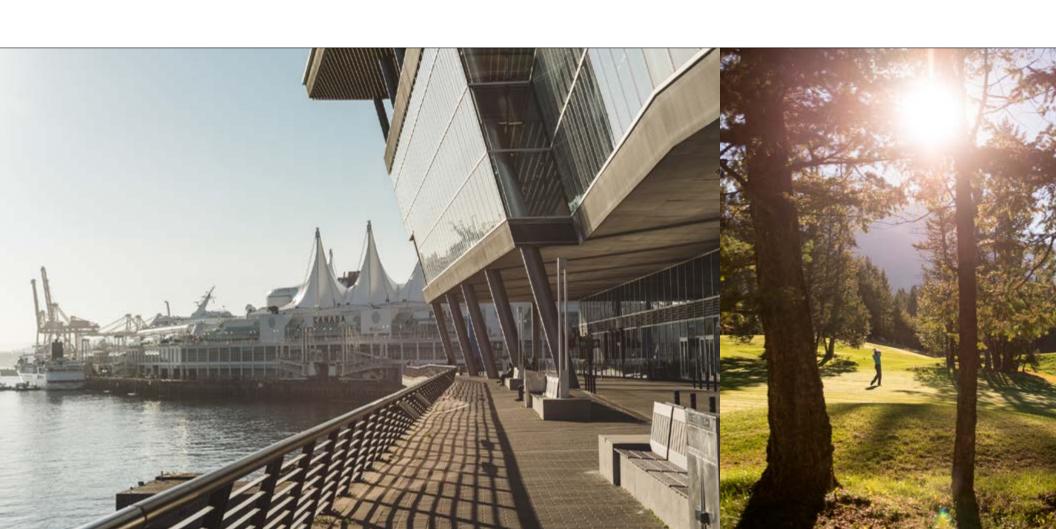
LIGHTING

: EARLY MORNING OR LATE AFTERNOON LIGHT

: CROSS LIGHT

: LONG SHADOWS

Dawn or dusk can give natural, muted hues as well as dramatic, low cross-lighting. Look for light and shadow to bring dimension.



LIGHTING

: DAPPLED LIGHT

Imagine a room fully lit with fluorescent tubes designed to flood a space with even light. Compare that to a room where well-placed, potted lights produce a pattern of focused highlights. Fully lit shots (think full sunlight, high noon) can create that fluorescent room effect, flattening out all dimension and causing harsh, black shadows. On the other hand, dappled light gives you depth, texture, and drama. Dawn or dusk can give great, natural, muted hues as well as dramatic, low cross-lighting.

There is a fine balance between light and shadow that can improve a photo or detract from it. Good lighting will gently contour objects and people, and create depth and distance. Bad lighting can suck the life out of your colours, eliminate the sense of distance and separation, and produce harsh shadows. Look for soft gradations versus abrupt contrasts.







COMPOSITION

: SHALLOW DEPTH OF FIELD

Shots created with a shallow depth of field provide dimension and a tangible sense of "being there". When you throw the foreground and/or background out of focus, it reflects the way the human eye perceives the world, and can bring a stronger focus to your subject.







COMPOSITION

- : OBSCURING WITH BACK LIGHT
- : OBSCURING WITH VEILING (DUST OR MIST OR GLASS)

Gently obscuring the subject with back light or veiling (with airborne particles such as snow, mist, or dust) can bring dimension and mystery to the shot.

When using veiling, ensure it doesn't blanket the entire shot (which would end up flattening it). If the veiling effects random portions of the image to differing degrees, you're left with a nice contrast to the areas left unveiled. In line with our other principles, veiling can soften light and shadow, soften colour tones, and create depth and layers.

Backlighting, also once frowned upon, now adds to our brand styling with its nostalgic glow. The bright spot of light provides warmth and often obscurs the subject into a silouette creating anonymity, mystery, and romance to the story. You want to avoid creating pure black silhouettes with harsh backlighting in order to maintain some subtle colour and detail.







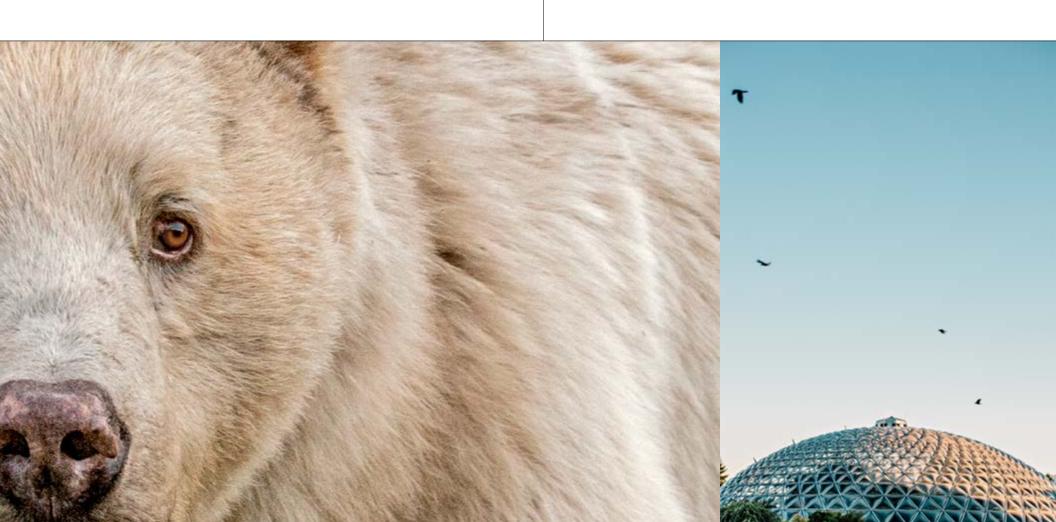
COMPOSITION

- : BOLD CROPPING
- : BOLD PERSPECTIVES

Cropping into a photo can provide an obscuring effect similar to light/shadow play and mist cover. Don't be afraid to experiment with breaking traditional rules like cutting into faces or more deeply into the frame. This exploration can lead to unexpected success.

By adding unique perspectives the image can take on more of an artistic esthetic.

> Bold cropping can create a photojournalistic quality, enhance the story or shift focus



MINIMALISM

In general, we adhere to a stripped-down presentation of our brand. This rule aligns with our visual character of simplicity and minimalism, while adding an artistic esthetic.

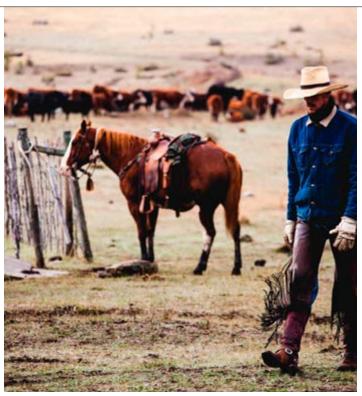


PHOTO JOURNALISTIC

Having people in our shots does not always require a group of people, nor do they always have to be shown as having "so much fun". It is totally acceptable to show reflection and one-ness: an individual taking in the moment and absorbing the beauty of the land.

Capture a candid moment. Find interesting angles and perspectives. Your subject(s) can have eyes off camera or even back to camera. The emotion is not lost and in some cases can be more intriguing with anonymity. Remember that the objective is not to eliminate a group of people having fun; the objective is to keep it real.





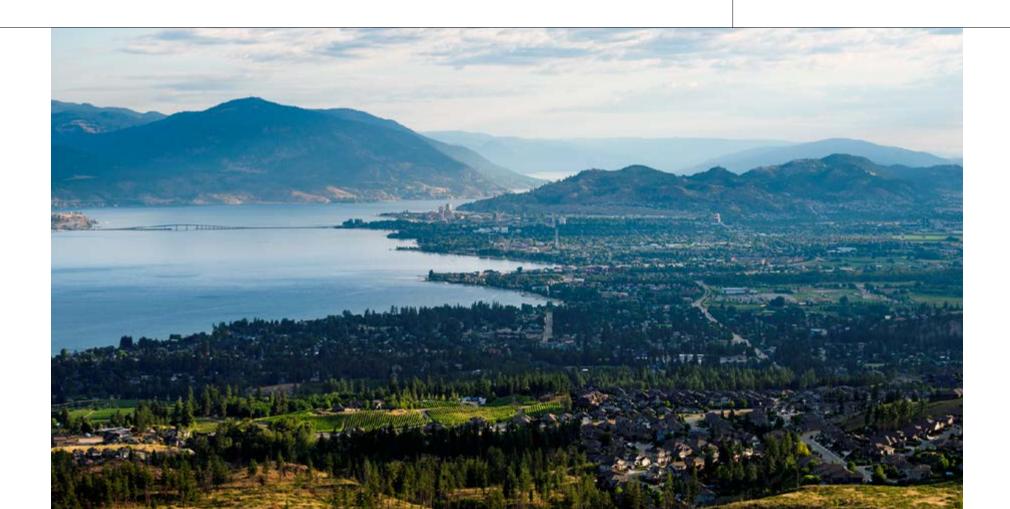


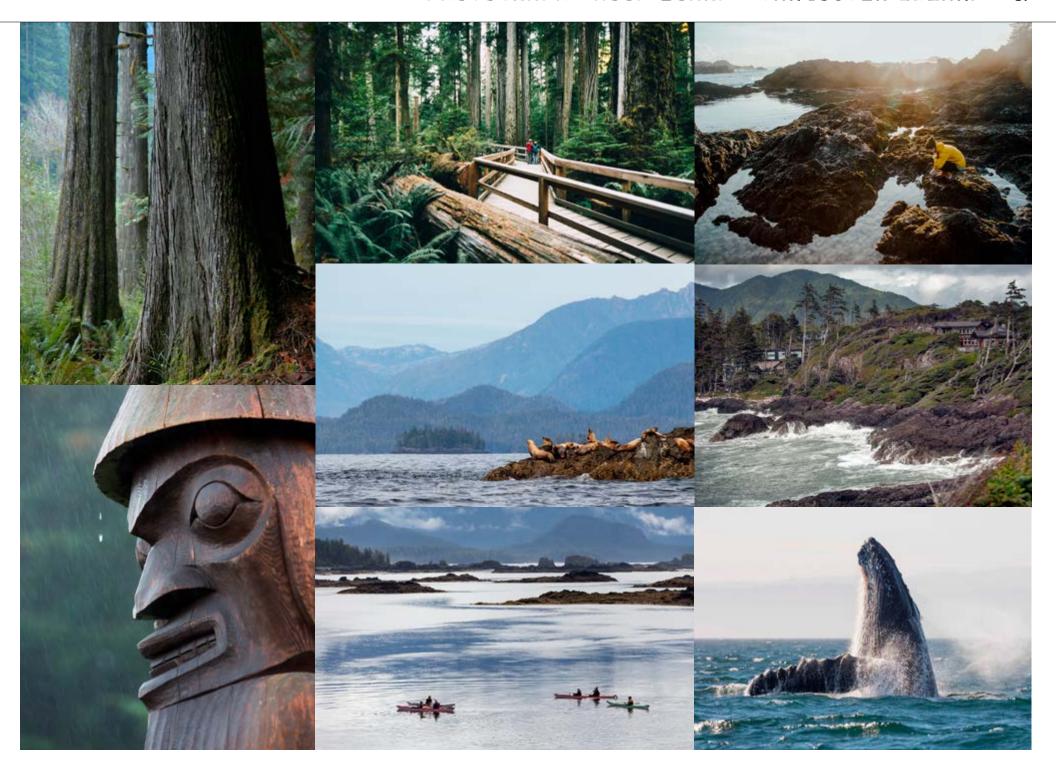
CITIES IN WILDERNESS

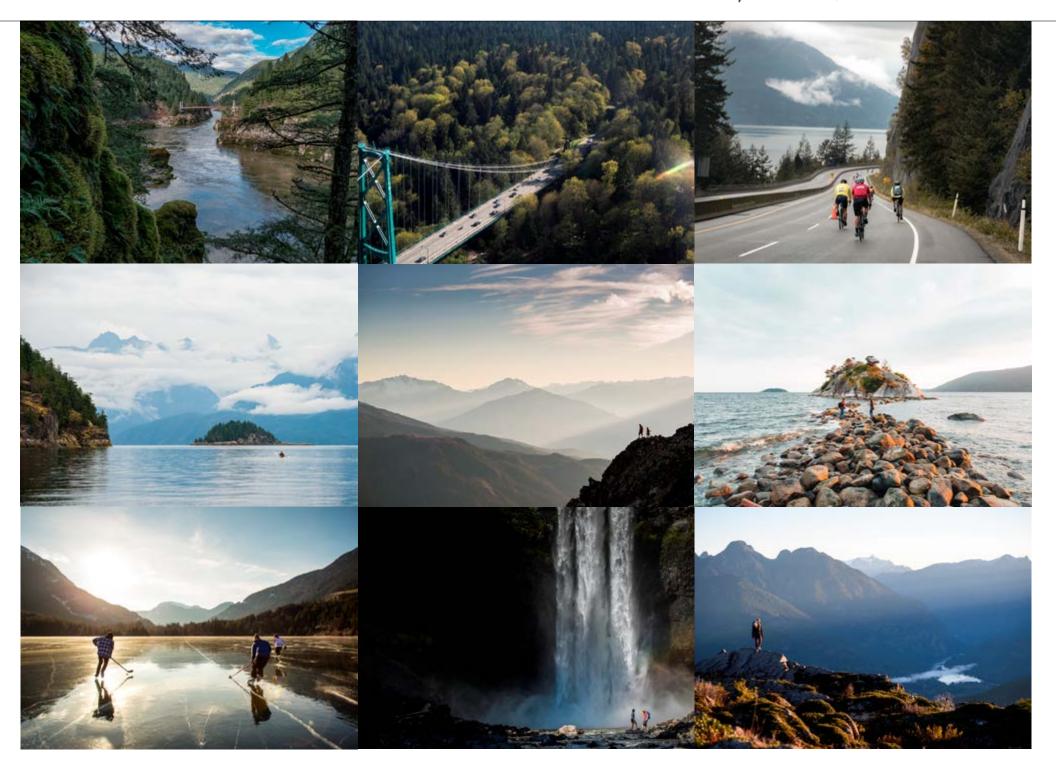
Most of the approaches that we've discussed so far apply perfectly to nature and wilderness. When it comes to shooting cities and the urban environment, the end goal is still to capture our stylistic dichotomy of "Cultured/Raw".

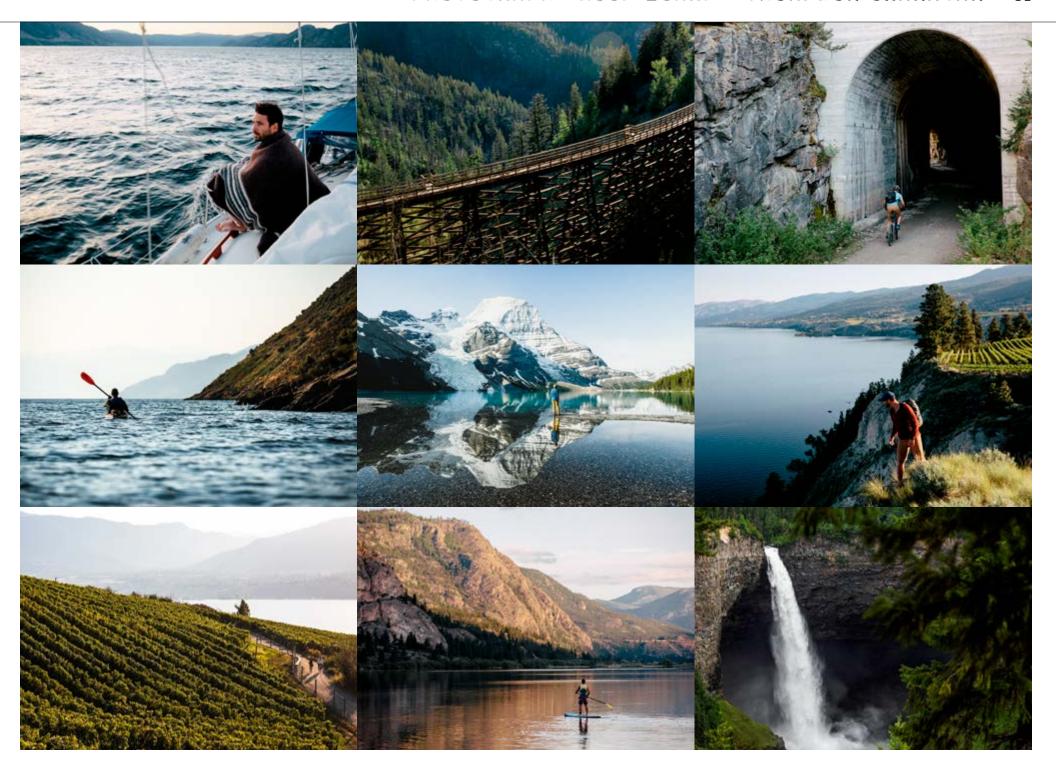
Aerial or wide cityscapes can be tricky. Here, weather and time of day have a huge influence on the success of the photo. Try to find drama in a composition and always to tell the brand story of urban centres in relation to their natural surroundings. Ocean, lakes, rivers, forests, mountains should play a starring role whenever possible.

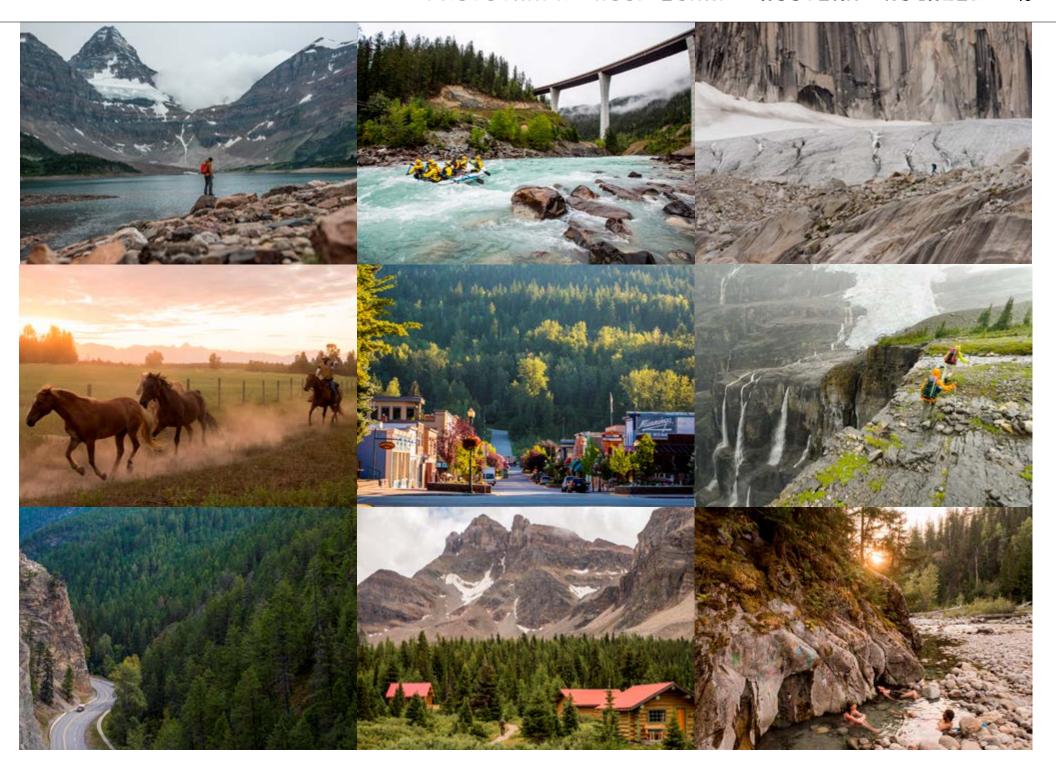
> Regardless of subject matter, try to weave wilderness or natural surroundings into the visual story.

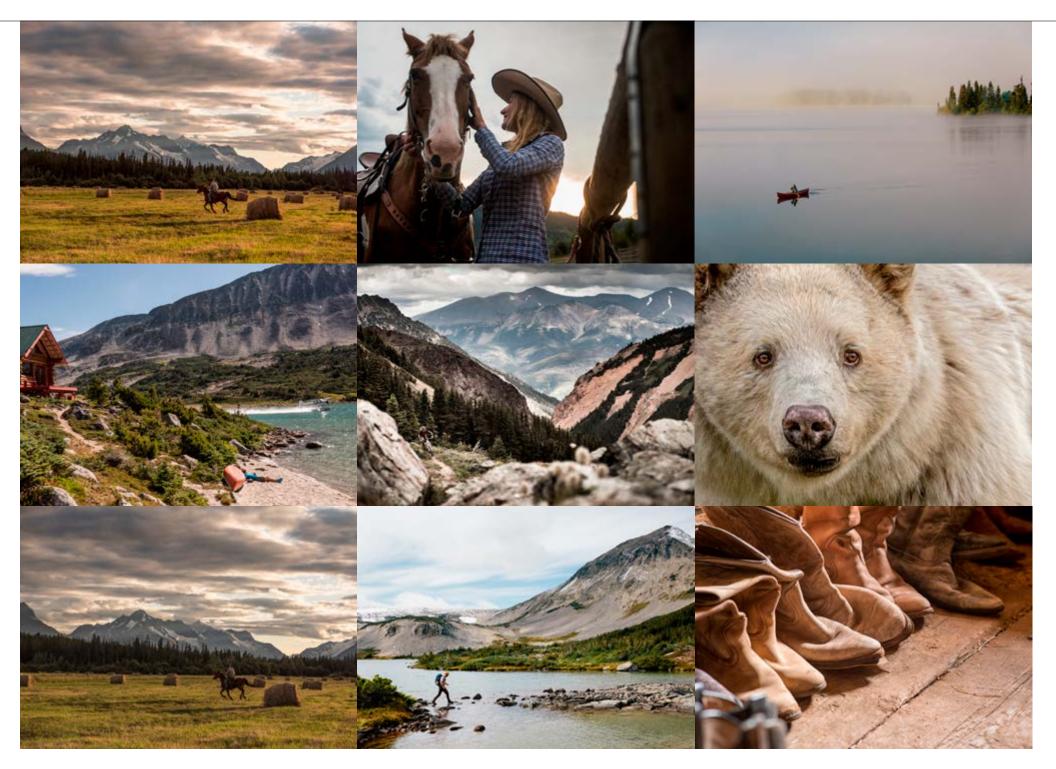


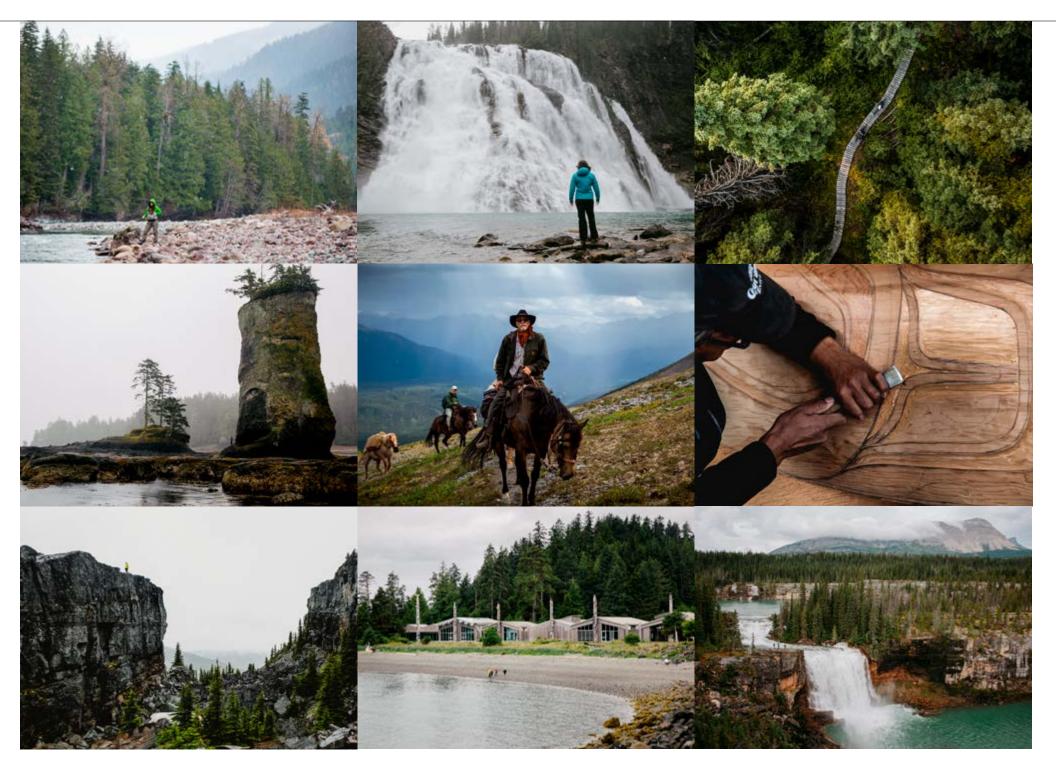




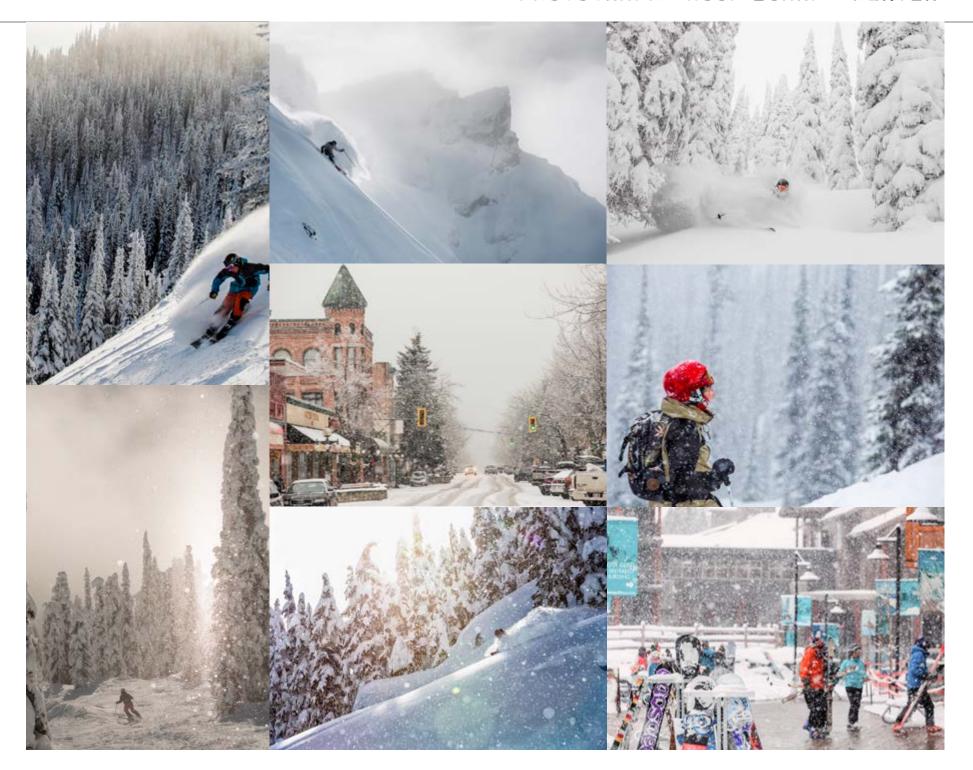


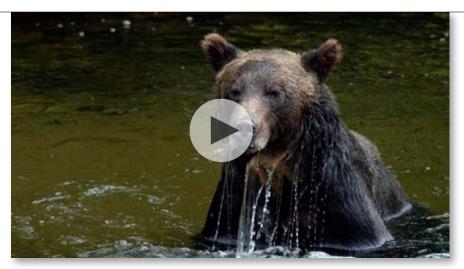












EXPLORE BRITISH COLUMBIA



VINEYARDS IN BC'S OKANAGAN VALLEY



MISTAYA LODGE IN THE CANADIAN ROCKIES IN BC



TYAX ADVENTURES IN BC'S SOUTH CHILCOTIN MOUNTAINS







HAPPY OVERLOAD COLOUR OVERLOAD HONEYMOON OVERLOAD













THE SPONTANEOUS CLICHÉ

THE ROMANTIC CLICHÉ

THE PARTY CLICHÉ









CONTRIVED COMPOSITION AND DEPTH OF FIELD





CONTRIVED SYMMETRY



CONTRIVED ACTIVITY









DESATURATION OVER-USE

PHOTOSHOP OVER-USE

COLOUR TINTING OVER-USE













EXPOSURE EFFECTS LIGHTING EFFECTS EXTREME LENS EFFECTS







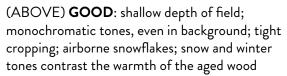






THIS IS NOT THIS IS NOT THIS IS NOT





(BELOW) **NOT GOOD**: over lit, uninteresting background that is not quite out of focus enough



(ABOVE) **GOOD**: dappled light produces pronounced light and shadow; clouds add depth and texture

(BELOW) **NOT GOOD**: bright, flat light; parallel, uniform horizon lines appear static



(ABOVE) **GOOD**: dramatic weather; great texture with waves; white spot on whale provides quick identification; monochrome tones, but light and shadow create shading

(BELOW) **NOT GOOD**: as magnificent as this moment in time is, the colour and light come across as a lucky, amateur snapshot, typical of tourism images

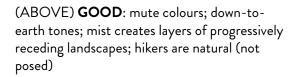






THIS IS NOT THIS IS NOT THIS IS NOT





(BELOW) **NOT GOOD**: bright, overlit; hikers look posed



(ABOVE) **GOOD**: mist mutes background without eliminating it, which puts focus on foreground; low light enhances shadows in mid ground; together these effects create depth

(BELOW) **NOT GOOD**: bright, reflected light flattens background and mid ground; with everything crystal clear, we are left with a stark, emotionless image



(ABOVE) **GOOD**: desaturation produces earth tones; sky adds drama with a natural, suede smoothness; candid, photo journalistic moment

(BELOW) **NOT GOOD**: over posed; typical bright, perfect sky; patchy shadows are distracting and don't add much to the mood

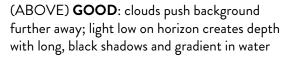






THIS IS NOT THIS IS NOT THIS IS NOT





(BELOW) **NOT GOOD**: mid-day light washes out tree and water texture; uniform horizon lines dampen interest



(ABOVE) **GOOD**: fading daylight cuts light at an angle and throws a soft rose glow in highlight that doesn't overwhelm; monochromatic tones; slight haze softens background; vignetting adds richness

(BELOW) **NOT GOOD**: bright sunlight flattens everything; crowded; too much going on



(ABOVE) **GOOD**: monochromatic tones; zoomed in perspective adds drama

(BELOW) **NOT GOOD**: background is uninteresting; harsh light; inanimate posture of goat is static

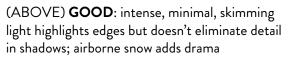






THIS IS NOT THIS IS NOT THIS IS NOT





(BELOW) **NOT GOOD**: exaggerated sunset colours feel unnatural and saccharine sweet



(ABOVE) **GOOD**: light and shadow; shallow depth of field with foreground thrown out of focus; interesting active angle on biker

(BELOW) NOT GOOD: bright, flat light



(ABOVE) **GOOD**: monochromatic tones; contemplative posture of subject seems candid and in sync with the environment; a credible, emotional moment in time

(BELOW) NOT GOOD: feels clichéd

CONSIDERATIONS FOR VIDEO

When creating videos, consider the pacing, music, sound, voiceover, and interviews with the same considerations as above. Storyboards should focus on real people, real stories, and build a narrative instead of promotional video, creating content that is more original and insightful, less predicable and cliched.

Use the brand journalism approach to create emotional engagement by using real stories that inspire and educate audiences.

- ☐ Create interest and drama with varied pacing
- ☐ Use slow-motion and time-lapse sparingly
- ☐ Incorporate natural sounds when possible
- ☐ Music should be compelling and emotive and the pace should match the visuals
- ☐ Avoid synthesized-sounding music; music created with real instruments is preferred
- □ Voiceover should sound authentic; not promotional

□ Capture people in their natural environments; people should appear/sound engaged in conversation rather than an interview

CONSIDERATIONS FOR PHOTOGRAPHY

In conclusion, our mandate is to improve all three photo tiers by using light, shadow, colour, and moderate obscuring to make images more provocative; weaving in the brand pillar of wilderness; and uniting all photos with a list of techniques that heighten drama, emotional impact and real-life credibility.

- ☐ Don't use photography that feels like DMO clichés
- ☐ Keep wilderness central to the composition
- ☐ Don't colourize images to make them look more "moody" (eg: tinting a sunset pink or a dusk sky purple)
- □ Don't over-light your subject, resulting in a flat image with no depth
- □ Don't feel that people have to play the starring role in the shot; or that they have to look happy; or that they need to be face-on to camera

- ☐ Unless critical to the story, or unless interest is achieved from other means, avoid really colourful shots
- ☐ Don't use exposures that create motion blur, especially with moving water
- ☐ Don't over-Photoshop images
- □ Don't overdo any of these techniques!
- □ Look for unique, unexpected presentation that captures real life; that tells a story: time of day, perspective

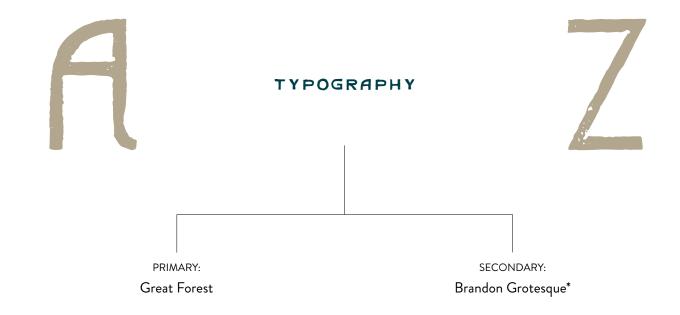
- □ Judge options by emotional impact
- □ Remember these techniques:
- > Monochromatic colour
- > Photo journalistic
- > Dappled light
- > Desaturated earth tones
- > Gentle obscuring (cloud, mist, lens flair, back-light)
- > Texture and grain
- > Shallow depth of field
- > Unusual cropping
- > Deprioritize faces of people (not necessarily removing people)
- > Maintain natural human emotions



TWO CATEGORIES OF FONTS

Our typographic standards are divided into two levels:

- > **Primary:** the font that provides the brand with a distinguishing and recognizable look, as seen in display type such as headlines
- > **Secondary:** complements the Primary font with a more readable profile, used for long-form text, cutlines, utility copy (e.g. graphs, charts)



* When Brandon is not available, Arial is our default Secondary font



PRIMARY TYPEFACE

To create a magnetic brand, we needed to use every available tool to produce arresting communications that stop consumers in their tracks. With this mandate, selecting a typeface that anyone could use didn't seem good enough to represent the voice of our brand. So...we created our own.

It is a proprietary font of Destination BC, and with the full implementation of the font family, it elevates from the sea of static, traditional typefaces and over-quirky, hand-painted letters to something that encapsulates our positioning of Cultured and Raw.

SECONDARY TYPEFACE

BRANDON GROTESQUE

Staying true to the Cultured/Raw duality, we have selected Brandon Grotesque for its modern appeal and compatible counterbalance to Great Forest. Its function is to provide legibility for consuming larger blocks of text, but it is also a beautiful alternative in its all-cap form for subheads or lead-in copy blocks.

LIGHT abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ~!@#\$%^&*()_+={[]},..;:"/?

REGULAR abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ~!@#\$%^&*()_+={[]},.;:"/?

BOLD abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ~!@#\$%^&*()_+={[]},.;:"/?

BRINGING THE TWO TOGETHER

The mix of our two typefaces delivers on the Cultured/Raw mandate. Each one complements the other, painting a diverse yet balanced picture of British Columbia through simple typography.

GREAT BEAR RAIN FOREST

British Columbia's central coast is home to the rare, white-coated Spirit or Kermode Bear. Isolated yet luxurious wilderness resorts afford adventurers all the comforts of a 5-star experience, while guided excursions offer intimate encounters with these forest lords in their natural habitat.

GREAT FOREST

BRANDON GROTESQUE





NATURAL SPECTRUM

We have a relatively wide range of colours at our disposal for expressing our brand. They were compiled with an eye to building a palette that reflects the natural pillars of our province's landscape: water, forests, mountains, earth, air, and wildlife.

These are broken down into Primary, Secondary and Tertiary groups, graded in an order of predominance as seen in our communications.

The Primary palette is made up of Orca Black, our default type colour; Spirit Bear White, our default background colour; and Salmon Red, used only for

the maple leaf in our logo. This Salmon Red plays the important role of connecting us to Canada in our logo.

Our Secondary palette includes White Sand, Granite Grey, Summit Grey and Winter Night Grey, selected for their versatility, compatibility, neutral tones, and performance on large swaths of coverage.

The Tertiary palette includes seven colours: two blues, two greens, two browns and one neutral. The presence of these colours are generally minor and should play a background role or an accent to the secondary palette.



PRIMARY PALETTE



SPIRIT BEAR WHITE CMYK: 0, 0, 0, 0



ORCA BLACK CMYK: 0, 0, 0, 100



SALMON RED

CMYK: 20, 80, 75, 20 RGB: 168, 72, 61 PMS: 7608

SECONDARY PALETTE



WHITE SAND

CMYK: 15, 15, 30, 15 RGB: 188, 180, 158 PMS: 7535



SUMMIT GREY

CMYK: 0, 0, 0, 50 RGB: 147, 149, 152

PMS: 422



GRANITE GREY

CMYK: 50, 30, 40, 30 RGB: 104, 119, 103 PMS: 7538



WINTER NIGHT GREY

CMYK: 0, 0, 0, 85 RGB: 77, 77, 79 PMS: 425

TERTIARY PALETTE



WARM DUSK

CMYK: 50, 55, 50, 35 RGB: 97, 80, 77 PMS: 411



LICHEN GREEN

CMYK: 50, 25, 75, 0 RGB: 142, 163, 102 PMS: 2276



SOIL BROWN

CMYK: 50, 50, 70, 55 RGB: 77, 69, 50 PMS: 7533



SHORE BLUE

CMYK: 50, 10, 29, 10 RGB: 118, 172, 169 PMS: 563



FOREST GREN

CMYK: 70, 50, 85, 35 RGB: 71, 85, 54 PMS: 5743



DEEP BLUE

CMYK: 100, 50, 50, 40 RGB: 0, 75, 85 PMS: 316



RAT BROWN

CMYK: 35, 49, 75, 20 RGB: 146, 113, 73 PMS: 7559



TONE OF VOICE

In written communication, our tone of voice is expressed in both content (what we say) and style (how we say it). In either case, it always reflects our brand values:

- > STRONG
- > FREE-SPIRITED
- > ADVENTUROUS
- > OPEN
- > GENEROUS

CONTENT

Written content should both help and inspire. We help people by giving them clear, relevant and useful information. We inspire them by wrapping this information in perspective and insight.

INSIGHT-DRIVEN COPY:

Strong brands, like strong people, are opinionated. They have a perspective that they bring to bear on things. Largely, it's this perspective that sets them apart. We are confident in expressing the British Columbia destination brand's perspective, which is this:

Every journey taken within British Columbia is, in fact, two: an outer and an inner journey. The further we travel into the province, the deeper we travel into ourselves. The more we are touched by BC's powerful nature, the more we discover our own nature, our authentic selves. This inner and outer discovery reinforces our primal belonging to the natural world. It is an experience of coming home, of returning to ancient truths, of rediscovering that we are all wild at heart.

Our core traveller prospects view themselves as explorers, not vacationers. They're not looking for escape; they're looking for stories of discovery. It's more important to come home having learned something new than to return

having ticked all the itinerary boxes. These discoveries might be about the geography, the culture or the history of BC, but often the greatest discoveries are the ones travellers make about themselves. They expect to be moved, transformed and challenged in some way.

These brand and traveller insights shape what we say and how we present information. Our insight-driven writing brings deeper perspective and meaning. It helps to set the brand tone apart from standard tourism-marketing copy. Messages become more resonant because they are rooted in human truth.

"SUPER, NATURAL BRITISH COLUMBIA" is itself insight-driven writing because it describes the province with two adjectives that fuse in the reader's mind into one: supernatural. The province is super and natural – almost magically so.

DELIVERING THE RIGHT BALANCE OF INSPIRATION AND INFORMATION:

The balance between inspiration and information will vary depending upon the objective of a piece of content. It's important to have a clear purpose when we write. If the primary purpose is to build brand awareness and get British Columbia "on the radar," copy should be inspirational and insight-driven. As potential travellers move through the decision-making process—from awareness to research to planning—their need for more functional information increases. Thus, if the content's primary purpose is to assist in trip planning or build urgency to book, it will dwell less on inspiration and more on utility. In such cases, it might be sufficient to include a brief, insight-driven introduction before swiftly moving to the facts.

While marketing objectives may guide the content, we also need to write with the reader's needs in mind. We respect the reader's time and attention. In most cases, copy accompanies a visual, and the visual does the inspirational heavy lifting. We consider what is already communicated in the visual and what—if any—additional inspiration or information to deliver through words.

We respect the reader's intelligence. We don't think it's necessary to spell out exactly how a traveller to BC will think and feel. We give readers the space to draw their own conclusions.

STYLE

Regardless of the balance of inspiration to information, the style (how we write) remains consistent.

We avoid typical tourism advertising. As with the photography guidelines, if the writing sounds like marketing copy, change it.

We use a poetic style to build emotion, vibrancy and immediacy. This also gives the brand a distinctive voice. For us, poetic writing simply means:

Painting a picture concisely with words.

It means pushing our writers to find memorable and pleasing turns of phrase. It means seeking new forms of expression that help readers see with fresh eyes. It does not mean flowery language, indulgent description or words plucked from a thesaurus.

Paintings can be overdone; so can writing. The fewer words we use to paint a vivid picture, the better. Copy should be elegant and concise, confident in its simplicity. Avoid redundancy. Use adjectives, adverbs and metaphor with thoughtful economy. Don't pad the writing with unnecessary description and platitudes. Get to the point quickly but gracefully.

This does not mean stripping the writing down to a bare, functional minimum or being so plainspoken as to become banal. It does mean that every word is there for a reason, justifying its existence within the sentence.

While humour is not central or required, our exuberance and enthusiasm for life is sometimes expressed through charm, levity and wit.

We avoid over-used language like "awesome," "amazing," "world-class," "epic", "must-see," "bucket list," and "hidden gem." These words have lost the meaning they once had.

In our writing, we seek not to advertise but to share. The reader should sense a warm, welcoming strength, never a bombastic ego. We speak the truth, not hyperbole. We seldom need to overtly sell. Our province speaks for itself.

EXAMPLES			
OFF-BRAND	The following examples are evaluative and provide less helpful, compelling information:	ON-BRAND	The following are much more descriptive and therefore useful pieces of text:
	beautiful blossoms		fragrant white blossoms
	ten killer runs, amazing snow, and epic weather conditions		ten black-diamond runs, deep powder, and cool, sunny weather
	Take a refreshing dip in the swimming pool, then enjoy some of the mouthwatering fare available in the charming diningroom.		After cooling off in the Olympic-size pool, enjoy fresh seafood in the newly renovated, 26-seat diningroom.
OFF-BRAND	Another fantastic thing about the mission is that you get an awesome view of the valley below and the beautiful mountains in the distance. Evaluative and vague	ON-BRAND	The mission offers a commanding view of the Fraser Valley and the porcelain-white beauty of Mount Baker. Descriptive and specific—brand journlism rather than content marketing

EXAMPLES

OFF-BRAND

Rogers Pass

Driving through this high pass between the Columbia and Rocky mountains offers incredible views of giant peaks towering over the highway. You will find there are a number of pullouts along the way and it will be hard not to stop at every single one. If time isn't on your side, at least take the time to stop at one.

(60 words)

Too much filler

ON-BRAND

Rogers Pass

Rising to 1,330 m (4,360 ft), this pass offers expansive views of the Selkirk Mountains and the river valley below. The pass is named for the surveyor who discovered it in 1881 seeking the best route for the Canadian Pacific Railway. Historical markers at pullouts along the way tell the region's story.

(50 words)

Peppered with descriptive information

EXAMPLES

OFF-BRAND

Hot Springs Cove

Hot Springs Cove in Tofino is one of the most amazing things I've ever done. You take a boat from Tofino to the hot springs, and you see a lot of wildlife on your way there and on your way back – seals, otters, all sorts of things. We saw a wolf swimming from one little island to another. The Coast Guard was watching because they could tell the wolf was tired, and they were making sure that the wolf could get to the other side, which was amazing. The wolf ended up making it, which was awesome. We also saw some whales breaching, a grey whale and a humpback whale. Then when you arrive, you walk along this little wooden path through this awesome forest until you get to the hot springs.

(130 words)

Vague and rambling; less polished

ON-BRAND

Hot Springs Cove

Visiting Hot Springs Cove is one of the most memorable things I've ever done. You take a boat from Tofino and see lots of wildlife on the way – seals, otters, whales breaching. We saw a grey whale and a humpback. We also saw a wolf swimming from one little island to another; the Coast Guard was watching to make sure she made it. Then, when you arrive, you walk half a kilometre along a little wooden path through oldgrowth forest until you get to the 95-degree (F.) hot springs.

(90 words)

More concise, yet personable and informative

EXAMPLES

OFF-BRAND

Golden Ears Provincial Park

Golden Ears Provincial Park is a perennial favourite and no list of great BC places would be complete without it. Nestled into the mountains just outside of Maple Ridge, this second growth forest (a fire in 1931 harmed much of the area) is one of BC's largest provincial parks, with 62,540 hectares (154,540 acres) just waiting for you to explore! Besides camping in one of the 3 campgrounds (Alouette, Gold Creek and North Beach) there are countless activities. There are several trails to explore either by foot or on horseback, including the fairly easy Viewpoint Trail and the challenging Alouette Mountain Hiking Trail. The backcountry of Golden Ears Park is pretty rugged, so make sure that you do your research before you strike out on a hike. It's Alouette Lake; however, that is the star of the show! Swimming, waterskiing, fishing (take advantage of the Learn to Fish program), canoeing, kayaking and windsurfing are all water opportunities that you can participate in. Canoe, Kayak and peddle boat rentals are available at the south beach recreational area. The park is made up of huge Hemlocks, Douglas Firs and Western Red Cedars—the perfect home for deer, black bears and mountain goats! Reservations are definitely recommended if you are interested in camping here—it's a popular spot for many BC residents.

(220 words)

Copy is filled with superfluous, rah-rah text that provides little useful information.

ON-BRAND

Golden Ears Provincial Park

One of BC's largest provincial parks, Golden Ears is nestled in the mountains just outsid Maple Ridge. The park's 62,540 ha (154,540 ac) of second-growth forest are popular with hikers, campers and equestrians. Trails range from an easy, lake-view stroll to a strenuous climb up a mountain. Three campgrounds—Alouette, Gold Creek and North Beach—offer a combined 409 sites; and there are more than 20 km (12.4 mi) of horse trails to explore. At the centre of it all is Alouette Lake, for swimming, fishing, waterskiing and paddling. Boat launch and canoe/kayak rentals are located on the south end of the lake.

(100 words)

Copy has been cut in half, removing uninformative language and boosterism. This version is more likely to be read to the end, especially on mobile.

SUMMARY

The balance between inspiration and information will vary depending on the objective of a piece of content and the readers' needs. A billboard ad might rely on inspirational language; an itinerary demands plainspoken factual information.

- ☐ Avoid describing exactly how a traveller to BC will think and feel.
- □ Avoid over-used language and travel jargon.
- ☐ Omit needless words. Keep the writing concise.
- Avoid superfluous adjectives and adverbs. Nouns and verbs do the work.

ASK YOURSELF

- □ Does the copy inspire you?
- □ Does it meet the potential traveller's needs at this point in the purchase cycle? In this channel?
- □ Does this sound like typical tourism? If so, change it.



WEB TILE

The Super, Natural British Columbia website tile is available for members of British Columbia's tourism industry, including sector associations, communities, destination marketing organizations, and individual tourism businesses within British Columbia, to use on their websites to promote BC as a tourism destination.

Register or sign in at ImageBank.DestinationBC.net to download the web tile, usage guidelines, and licence agreement. For assistance and to confirm usage, email Brand@DestinationBC.ca.

BLACK LOGO ON WHITE BACKGROUND

WHITE LOGO ON BLACK BACKGROUND





Size and Colour Options

There are two logo sizes available for use: 100x140px and 150x211px, and two colour options to choose from: a black logo on white background or a white logo on black background. Please do not alter the size or colours of the tile.

Placement

The tile is best suited to a vertical placement along either the top or bottom edge, or housed within the header or footer of a site. Please consider the position of the tile on all devices (desktop, tablet and mobile). Ensure the tile is not cropped out of view if the website doesn't scale in size for viewing on smaller devices. Given the space constrictions associated with mobile, position the tile vertically close to the centre of the site, or incorporate into the footer. Finally, be sure to allow for some clear space around the tile.



UPDATES AND AMENDMENTS

We will continue to engage and consult with you to ensure that we're providing the right kind of tools and resources to amplify the voice of the brand through all of our collective marketing efforts.

As this document changes we will provide updates and resource details through our newsletters and corporate website.

When we harness our branding efforts and align around what we stand for and who we are as a destination, we can strengthen the magnetic pull of our the destination brand.

PLEASE CHECK IN

For any questions regarding our brand guidelines, please don't hesitate to connect with us at:

DestinationBC.ca

Questions may be addressed to:

Brand@DestinationBC.ca

VISUAL TIERS

In broad terms, three tiers of imagery are needed to tell the story to the consumer. There is no hard line differentiating each tier, but rather a continuum. All are *brand* images, engaging and inspiring the viewer from an emotional perspective. Depending on your creative output, you may need a combination of tiers. For example, a print ad may use a signature image whereas a video will need to showcase all three tiers to tell the story.

- > **Signature:** This level is focused on creating an impression; an inspiring visual introduction to the most emotive aspects of our nature. These images go beyond visual information to create emotionally driven viewer involvement.
- > Experience: This level begins to add more visual information while continuing to reinforce the emotional equity of the brand. They include subjects or activities that narrow the focus, but retain a highly brand sensitive look and feel.
- > Moments: Then, by defining the moments in a casual, editorial style, we can illustrate the individual pieces that make up the mosaic of British Columbia's cities, towns and activities. They make it that much easier for the viewer to imagine themselves being here.

THREE TIERS OF BRAND PHOTOGRAPHY

SIGNATURE

- > Creates first impression
- > Ignites desire to travel to BC
- > Differentiates BC
- > Establishes nature as pillar
- > Awe-inspiring
- > Emotional impact

EXPERIENCE

- > Starts to provide context
- > Stimulates deeper interest and understanding of specific places and experiences
- > Continues to differentiate BC

MOMENTS

- > Defines specific moments
- Illustrates individual pieces that make up mosaic of places and experiences
- > Communicates the sights, sounds, flavours, smells and textures