

SUPER,
NATURAL
BRITISH
COLUMBIA
CANADA

OUR
BRAND

DECEMBER 2021

V5.0

WELCOME TO THE DESTINATION BRAND
FOR BRITISH COLUMBIA.

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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Our Brand, December 2021, V 5.0 includes updates to the Typography and Tone of Voice section.

A serene landscape featuring a dense forest of tall, thin trees in the background. In the middle ground, a small, rocky island with some vegetation sits in a calm body of water. The foreground shows the water's surface with gentle ripples. The overall color palette is cool, with various shades of blue and green.

REDEFINING OUR BRAND

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.

THE CHALLENGE AHEAD

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.



WILD AT HEART

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.

SUPER, NATURAL BRITISH COLUMBIA

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.

IMAGINE THE ROI OF COMPOUNDED MESSAGING
AND CUMULATIVE IMPRESSIONS.

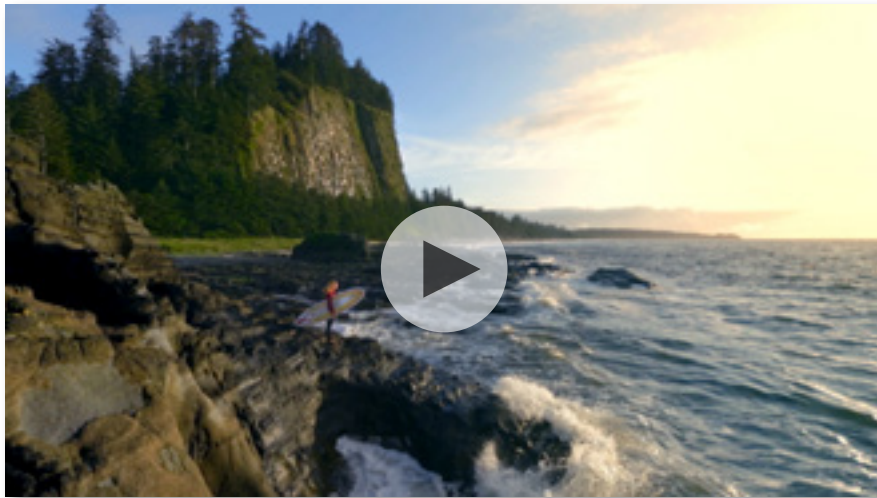
THE PAY-OFF IS HUGE AND WILL LAY THE GROUNDWORK FOR STEADY
VISITOR GROWTH FOR YEARS TO COME.

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.

BRAND TOOLBOX

PHOTOGRAPHY/VIDEOGRAPHY

TYPOGRAPHY

COLOUR

TONE OF VOICE

LOGO WEB TILE



PHOTOGRAPHY/
VIDEOGRAPHY



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

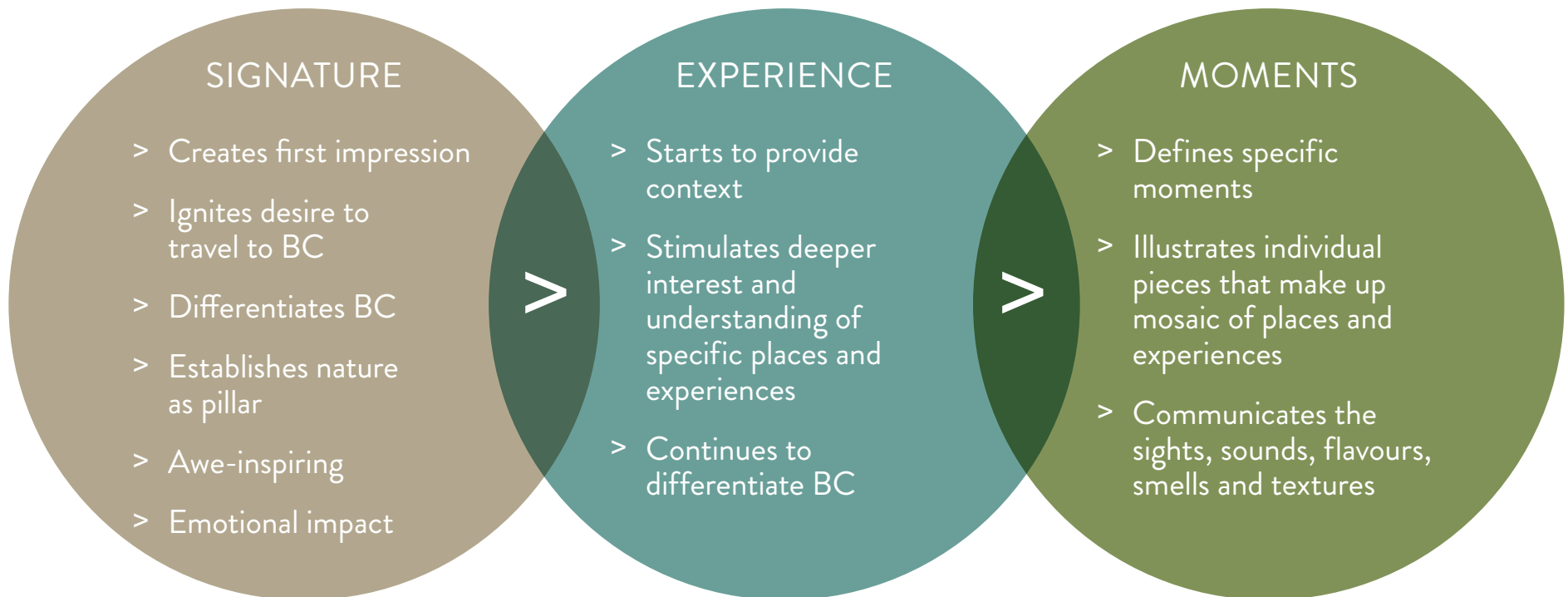
In broad terms, three tiers of imagery are needed to tell the story to the consumer. There is no hard line differentiating each tier, but rather a continuum. All are *brand* images, engaging and inspiring the viewer from an emotional perspective. Depending on your creative output, you may need a combination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

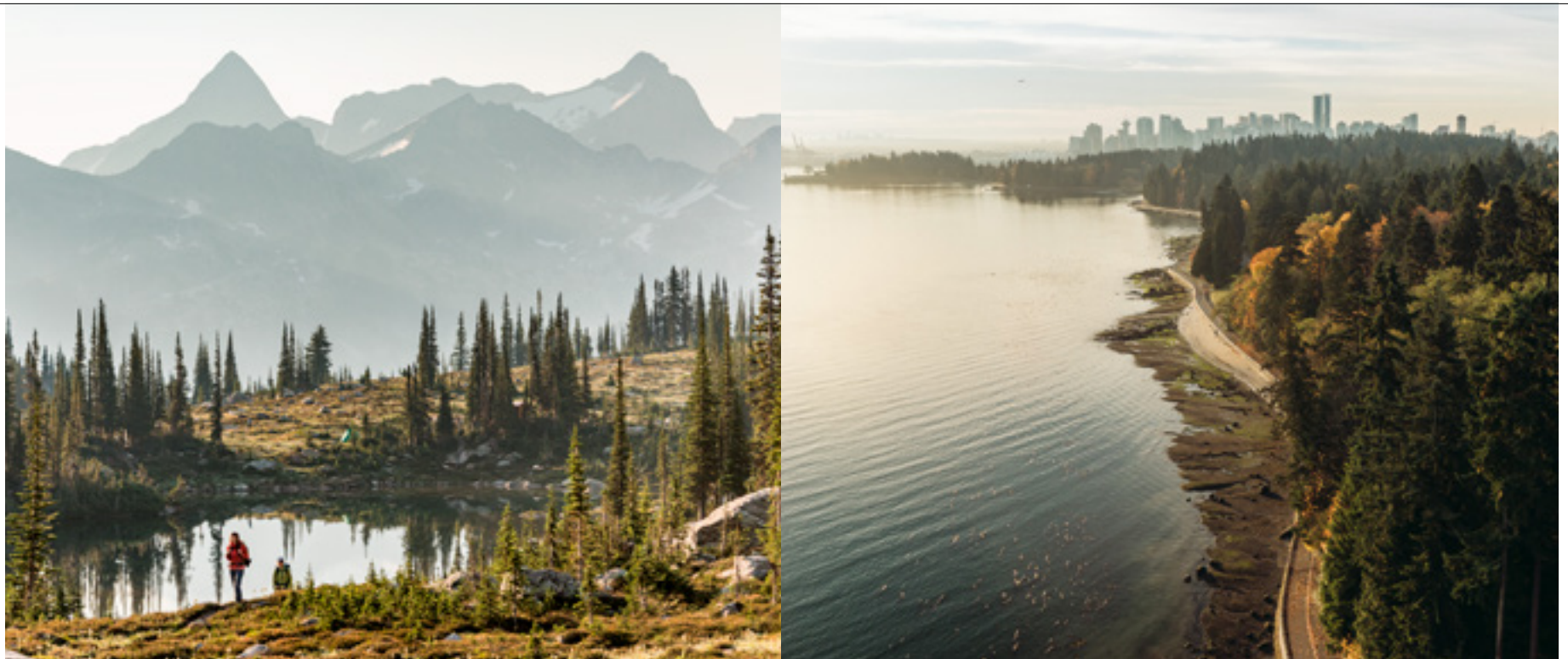
THREE TIERS OF BRAND PHOTOGRAPHY



SIGNATURE 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.

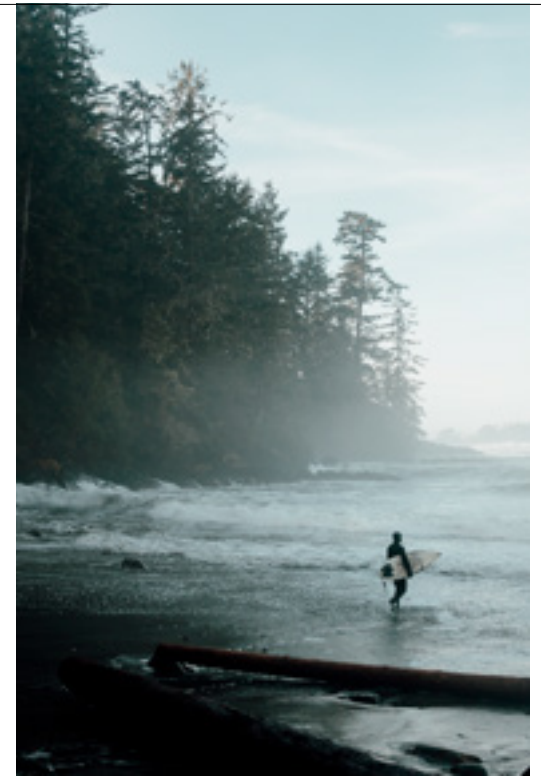
With wilderness imagery, people may be part of the shot, but the landscape is the star, and there is a strong sense of one-ness between the person and the landscape within which they are positioned. Urban photos may be vibrant and metropolitan, but shown in the context of our nature, whether oceans,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



LEVEL OF EXPERIENCE

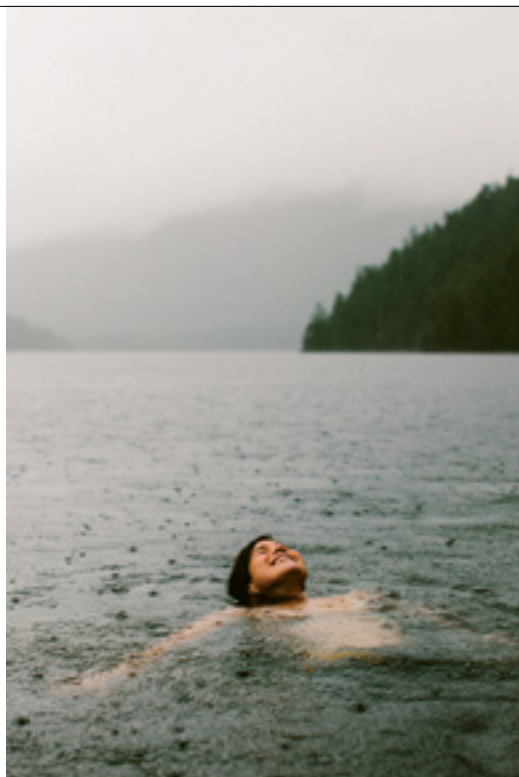
Of the three tiers, the experience tier can offer our audience a tangible view of what they can expect from their travels to our province. This category focusses in from the signature level, which is typically a wide view of BC's iconic assets, to feature specific activities.

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.



An aerial photograph of a coastal landscape. In the foreground, waves with white foam break onto a dark, sandy beach. To the left, a rocky point juts into the water. A dense, green forest covers the middle ground, separating the beach from the background. In the distance, a range of mountains is visible under a blue sky with scattered white clouds. The word "TECHNIQUES" is overlaid in white, sans-serif capital letters in the center of the image.

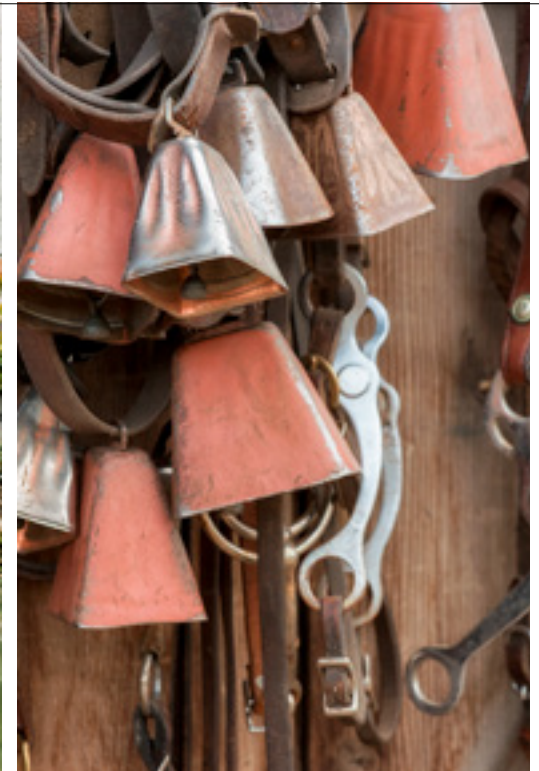
TECHNIQUES

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

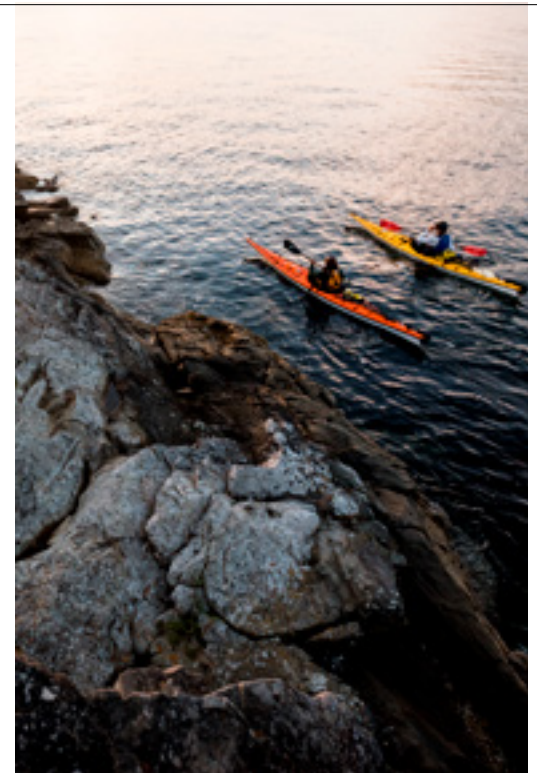
Primary red becomes oxblood red. Bright, sky blue is calmed to a dusty aqua-blue. Acidic green is toned back to a mossy, earth-tone green.



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.

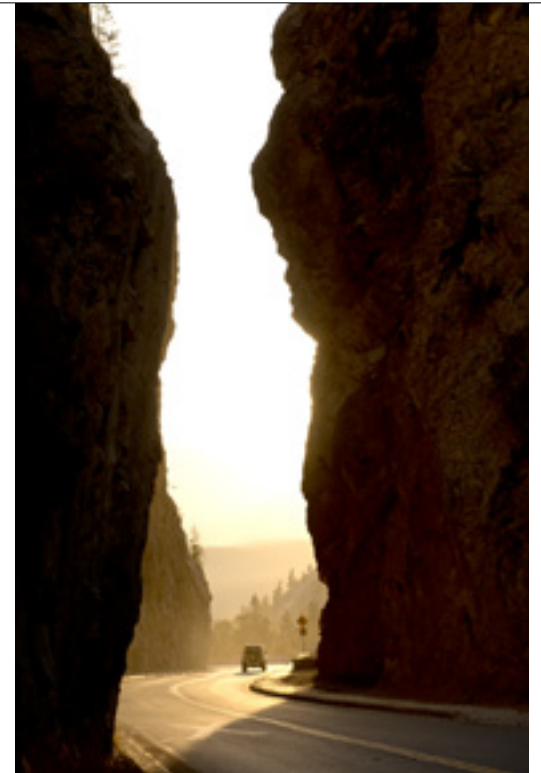
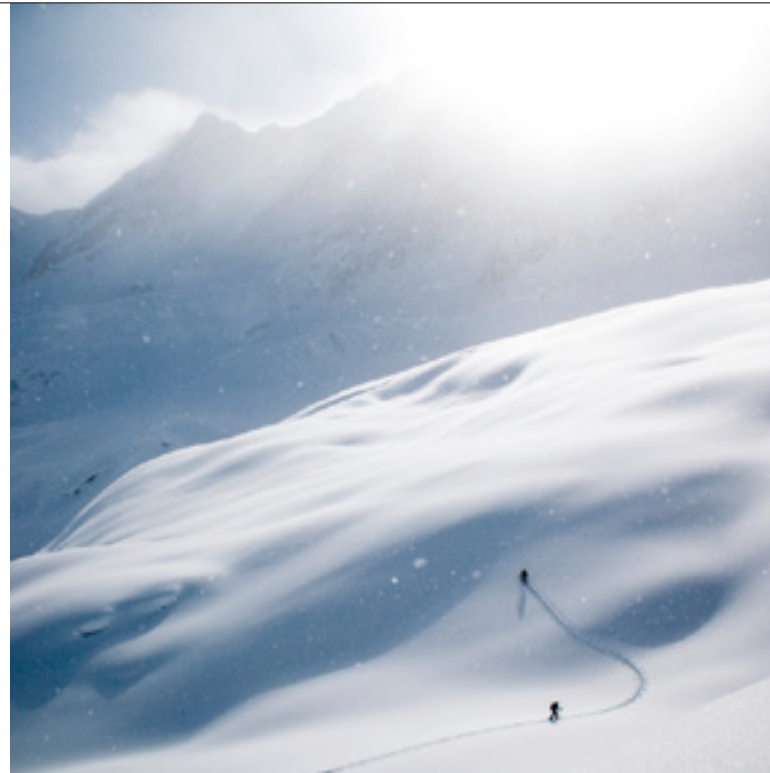
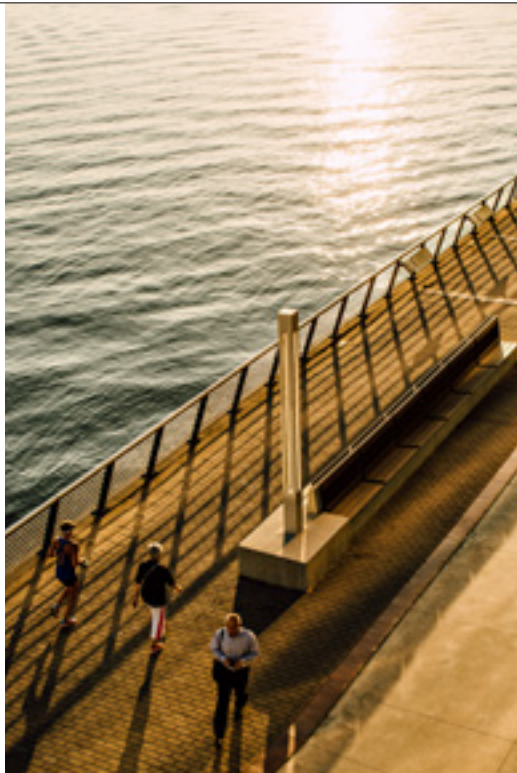


COLOUR AND TONE

: MONOCHROMATIC

: SINGLE OR LIMITED NUMBER OF HUES

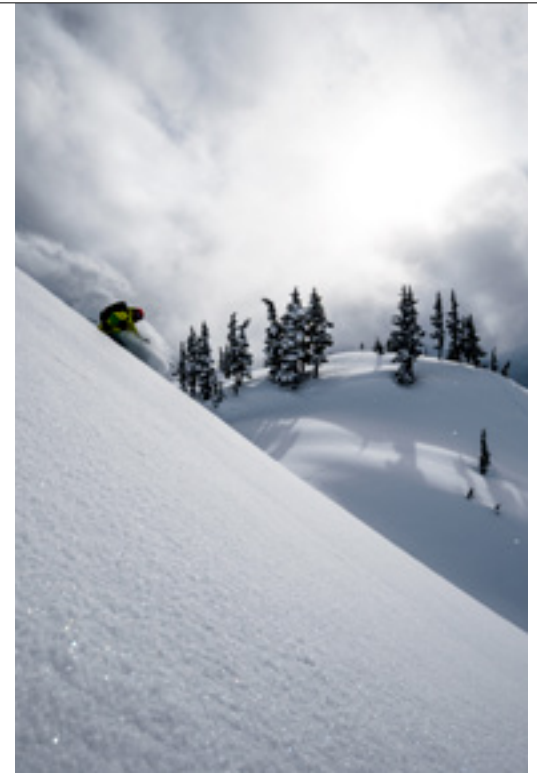
Taking the limited palette one step further – composing imagery based on monochromatic tones – can yield equally compelling effects. Visuals that are predominantly made up of one part of the colour spectrum take on an illuminated and soothing presence because of the reduced visual noise. The simplicity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



COLOUR AND 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

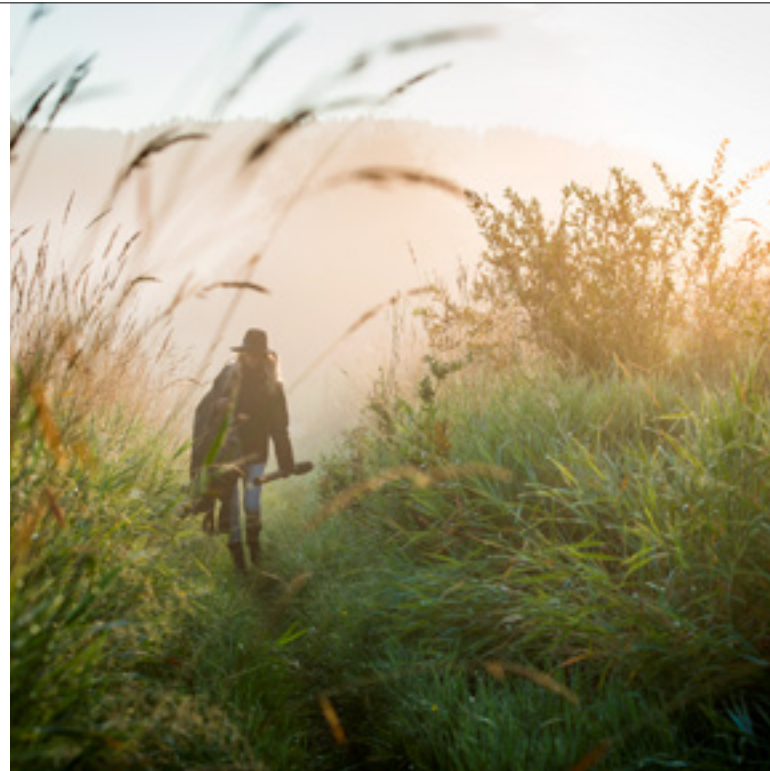
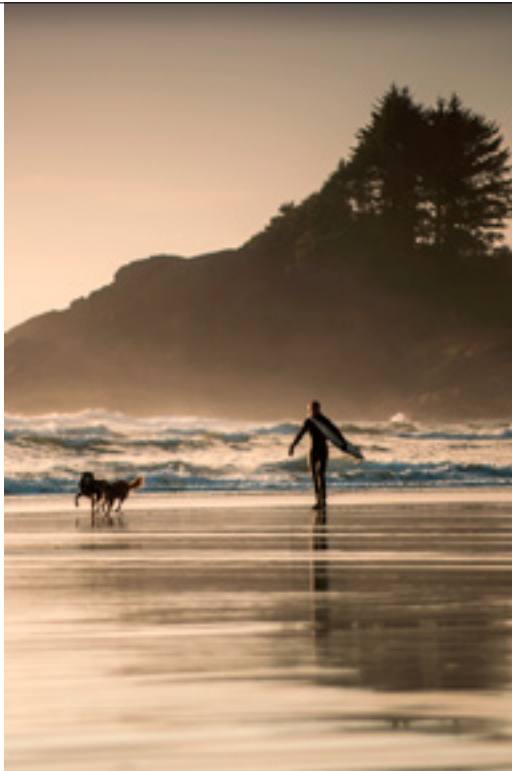
: OBSCURING WITH BACK LIGHT

: 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 silhouette 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

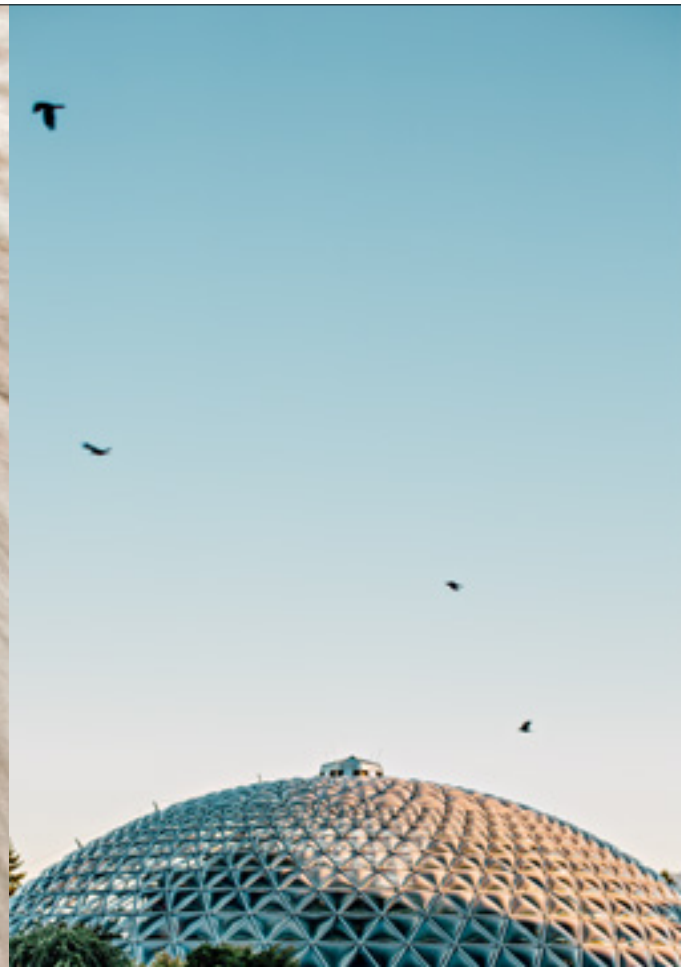
: BOLD CROPPING

: 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

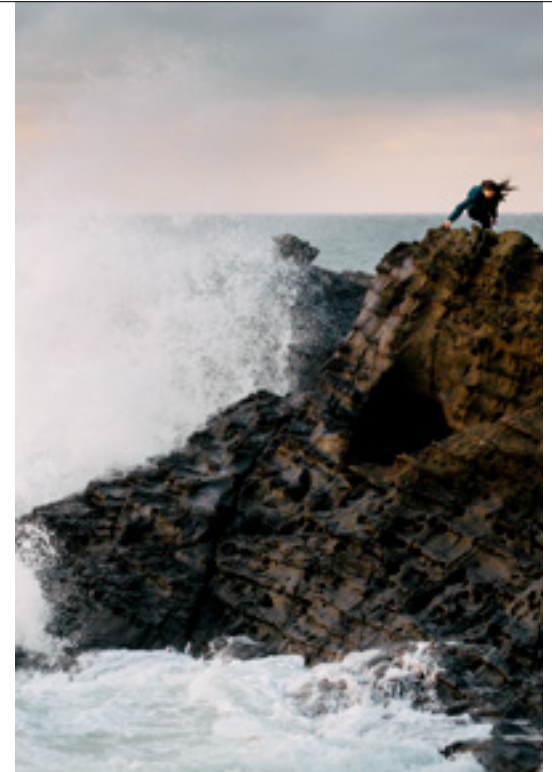
In general, we adhere to a stripped-down presentation of our brand. This rule aligns with our visual character of simplicity and minimalism, while adding an artistic esthetic.



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.



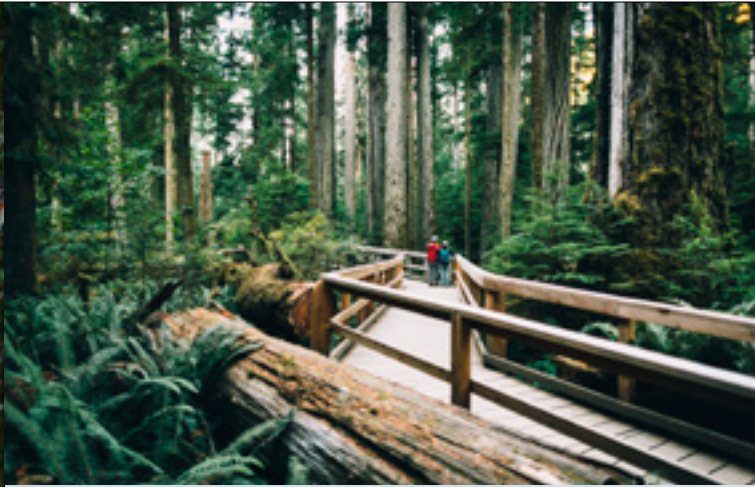
CITIES IN WILDERNESS

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".

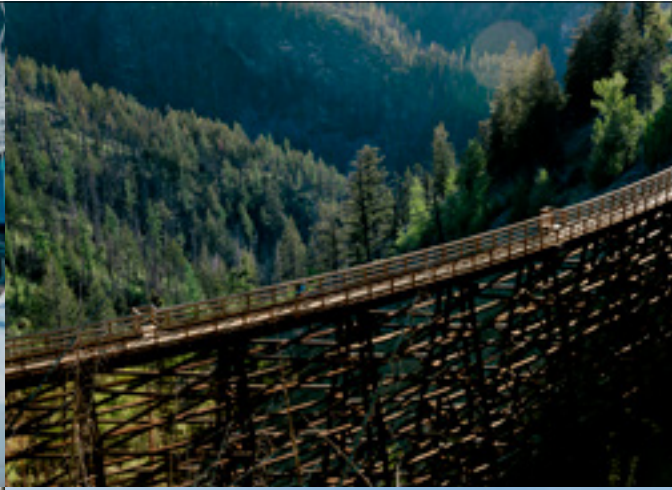
Aerial or wide cityscapes can be tricky. Here, weather and time of day have a huge influence on the success of the photo. Try to find drama in a composition and always to tell the brand story of urban centres in relation to their natural surroundings. Ocean, lakes, rivers, forests, mountains should play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

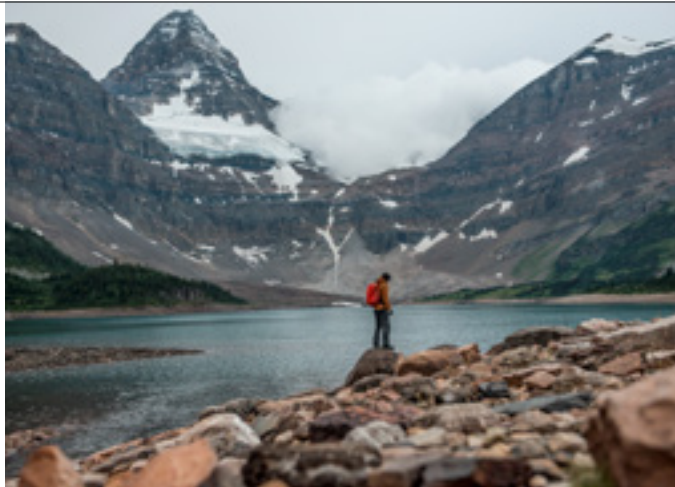
> Regardless of subject matter, try to weave wilderness or natural surroundings into the visual story.

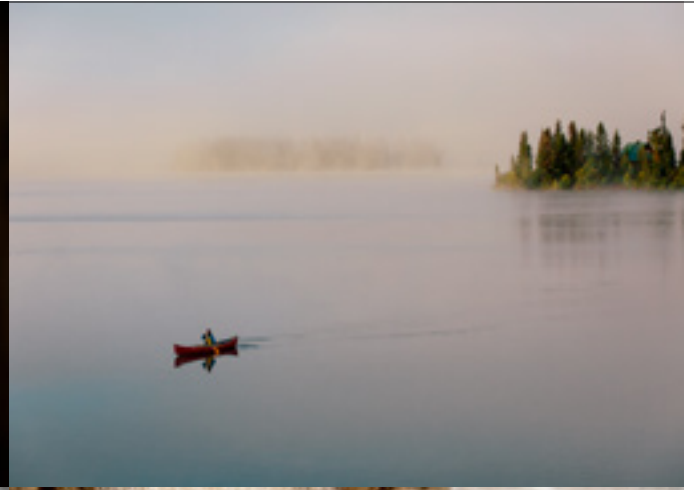


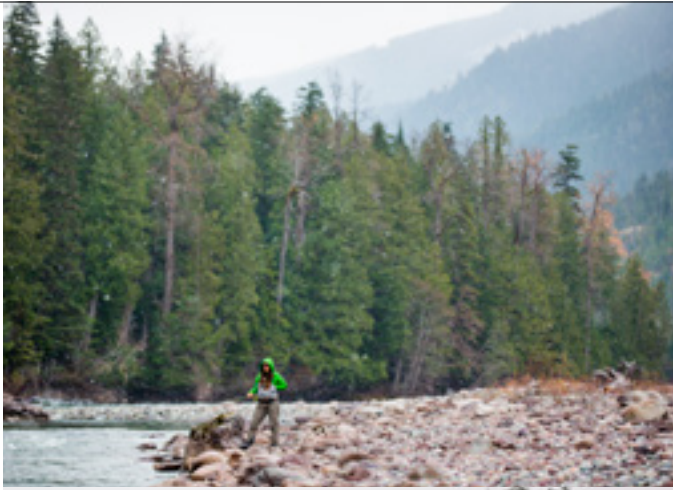




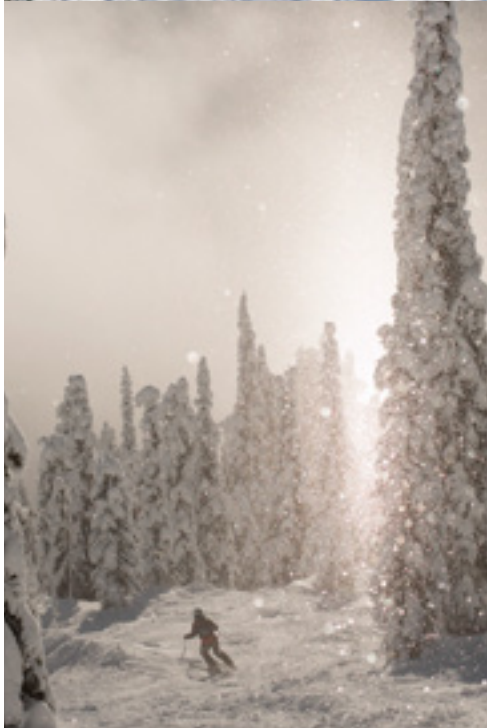


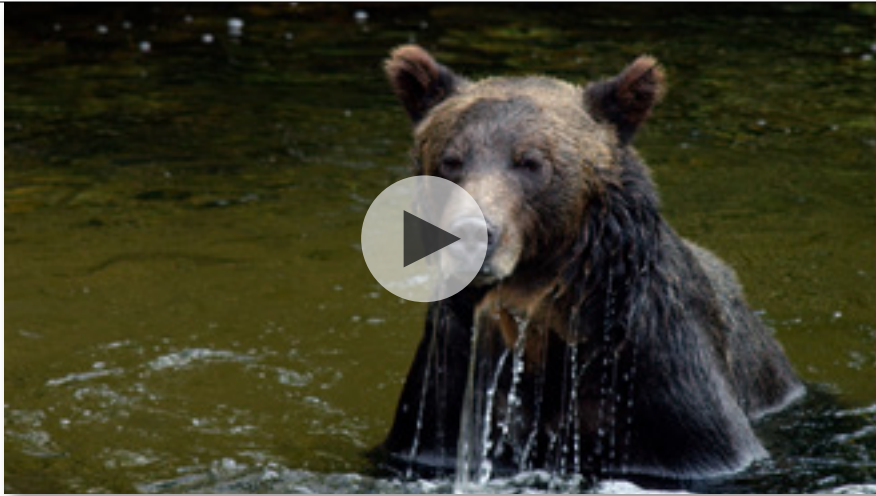




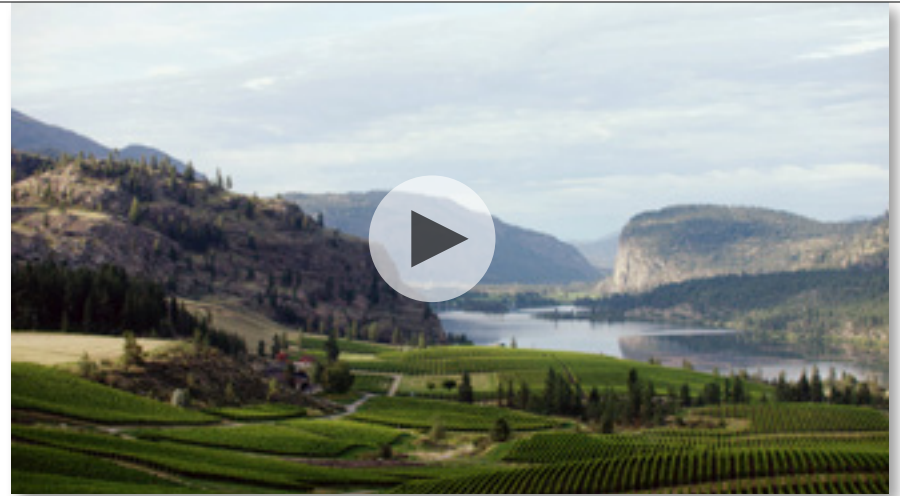




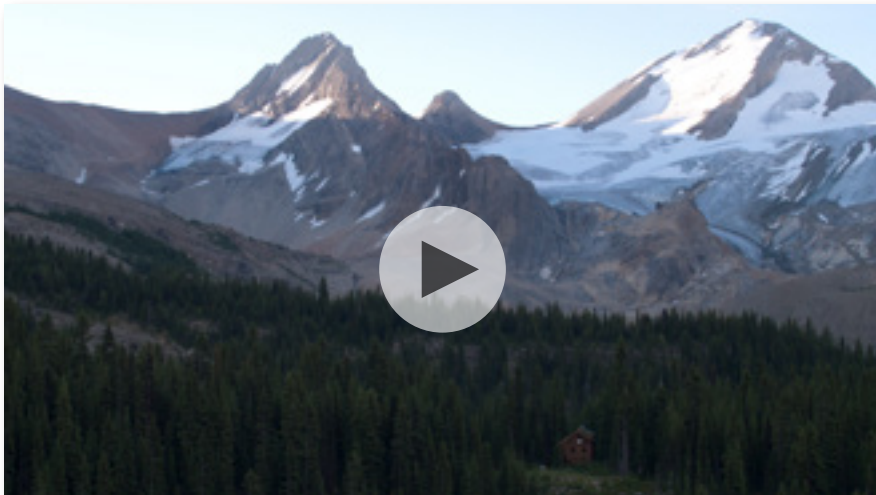




EXPLORE BRITISH COLUMBIA



VINEYARDS IN BC'S OKANAGAN VALLEY



MISTAYA LODGE IN THE CANADIAN ROCKIES IN BC



TYAX ADVENTURES IN BC'S SOUTH CHILCOTIN MOUNTAINS

AVOID



HAPPY OVERLOAD



COLOUR OVERLOAD



HONEYMOON OVERLOAD



AVOID



THE SPONTANEOUS CLICHÉ



THE ROMANTIC CLICHÉ



THE PARTY CLICHÉ



AVOID



CONTRIVED COMPOSITION AND DEPTH OF FIELD



CONTRIVED SYMMETRY



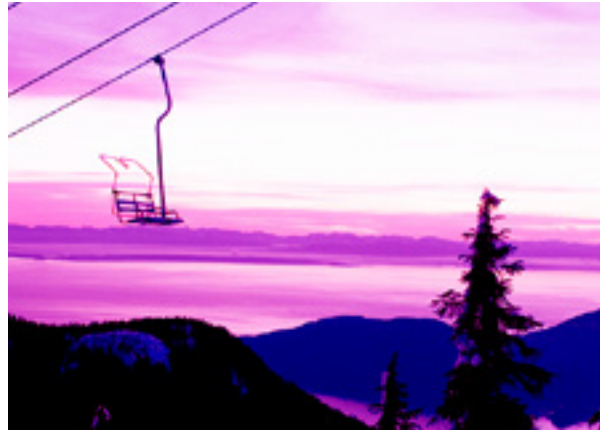
CONTRIVED ACTIVITY



AVOID



DESATURATION OVER-USE



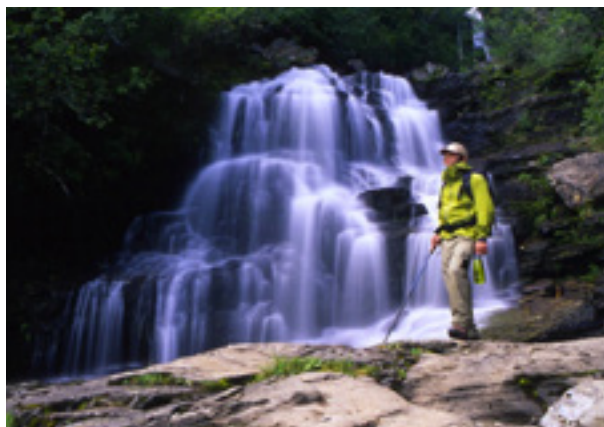
PHOTOSHOP OVER-USE



COLOUR TINTING OVER-USE



AVOID



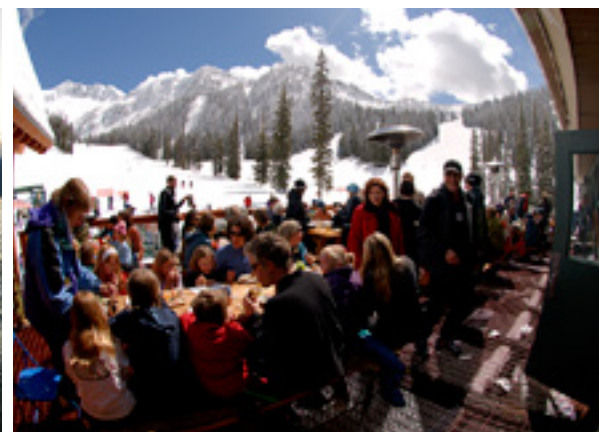
EXPOSURE EFFECTS



LIGHTING EFFECTS



EXTREME LENS EFFECTS



THIS IS ON-BRAND



THIS IS ON-BRAND



THIS IS ON-BRAND



THIS IS NOT



THIS IS NOT



THIS IS NOT



(ABOVE) **GOOD**: shallow depth of field; monochromatic tones, even in background; tight cropping; airborne snowflakes; snow and winter tones contrast the warmth of the aged wood

(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

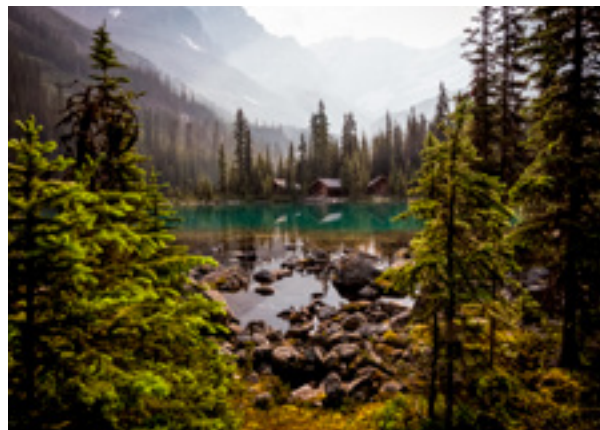
(ABOVE) **GOOD**: dramatic weather; great texture with waves; white spot on whale provides quick identification; monochrome tones, but light and shadow create shading

(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 ON-BRAND



THIS IS ON-BRAND



THIS IS ON-BRAND



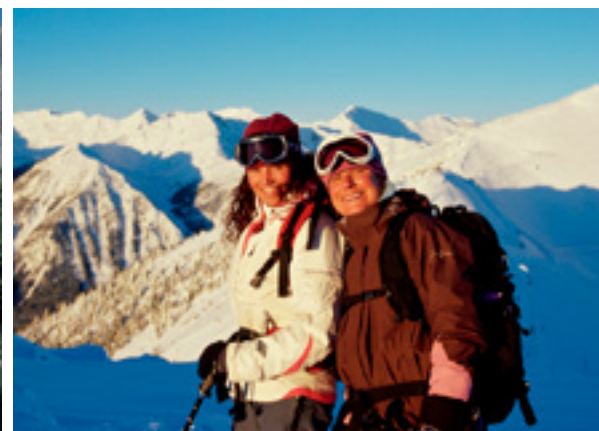
THIS IS NOT



THIS IS NOT



THIS IS NOT



(ABOVE) **GOOD**: mute colours; down-to-earth tones; mist creates layers of progressively receding landscapes; hikers are natural (not posed)

(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 ON-BRAND



THIS IS ON-BRAND



THIS IS ON-BRAND



THIS IS NOT



THIS IS NOT



THIS IS NOT



(ABOVE) **GOOD**: clouds push background further away; light low on horizon creates depth with long, black shadows and gradient in water

(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 ON-BRAND



THIS IS ON-BRAND



THIS IS ON-BRAND



THIS IS NOT



THIS IS NOT



THIS IS NOT



(ABOVE) **GOOD**: intense, minimal, skimming light highlights edges but doesn't eliminate detail in shadows; airborne snow adds drama

(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 predictable 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



TYPOGRAPHY

Great Forest Pro and Brandon Grotesque

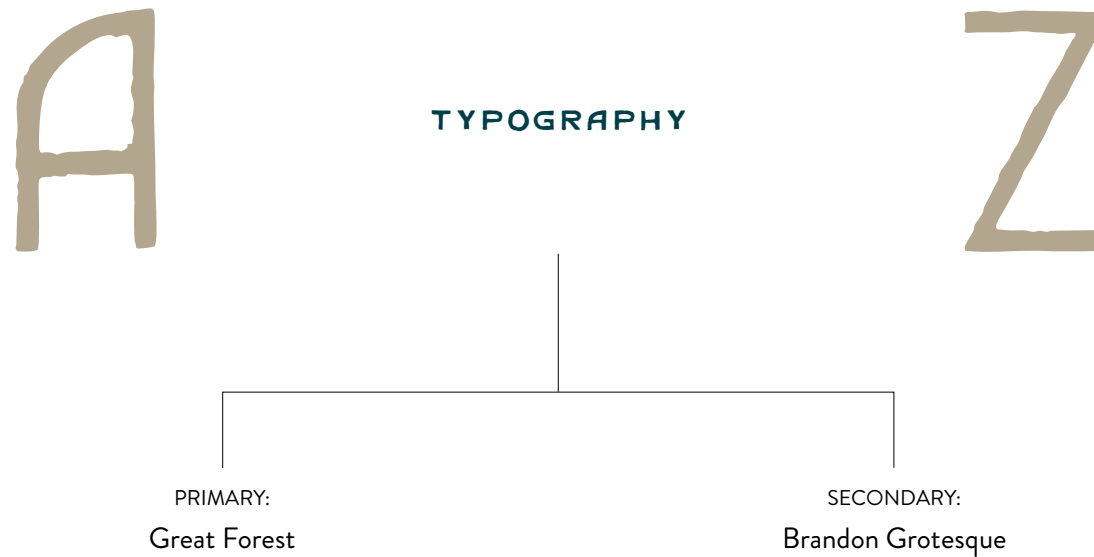
NOVEMBER 2021

V2.0

TYPEFACES

Our typographic standards are divided into two levels:

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



INTRODUCING
GREAT FOREST
 A CUSTOM WOOD
 PRINT TYPEFACE
 CARVED EXCLUSIVELY
 FOR BRITISH COLUMBIA

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

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

REGULAR

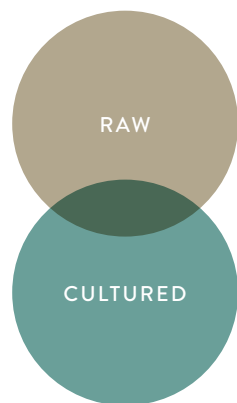
abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890
 ~!@#\$%^&*()_+={[]},,:;”/?

BOLD

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

BRINGING THE TWO TOGETHER

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



CALL
THE
WILD

Time in nature benefits our minds and bodies in profound ways.
Turn screen time into a mindful break and immerse yourself in a
call with British Columbia's wilderness.

GREAT
FOREST

BRANDON
GROTESQUE



COLOUR

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



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



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



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



TONE OF VOICE

TONE OF VOICE

Our voice stems from our brand attributes and reflects the personality of BC. British Columbians are positively shaped by the nature around them, making them friendly, balanced, and open minded.

We are the Helpful Guide

We promote the beauty of BC's nature, wilderness, experiences, and culture, while also protecting our environment, culture, and society.

All of this means that when we write copy:

- We are **confident**
- We are **grounded**
- We are **intriguing**
- We are **passionate**
- We are **welcoming**

**WE ARE CONFIDENT,
YET GROUNDED.**

We have a strong belief that BC needs to be experienced. And once experienced, travellers will be forever transformed. While we are confident, we're careful not to be boastful. We reflect the down to earth nature of fellow British Columbians. We provide accurate information supported by facts, quotes and/or reliable sources.

**WE ARE
INTRIGUING.**

We understand our travellers are open to new adventures. That's why we aim to spark curiosity and earn attention by providing information that leaves travellers wanting to discover more. For example, using open ended questions where appropriate.

**WE ARE
PASSIONATE.**

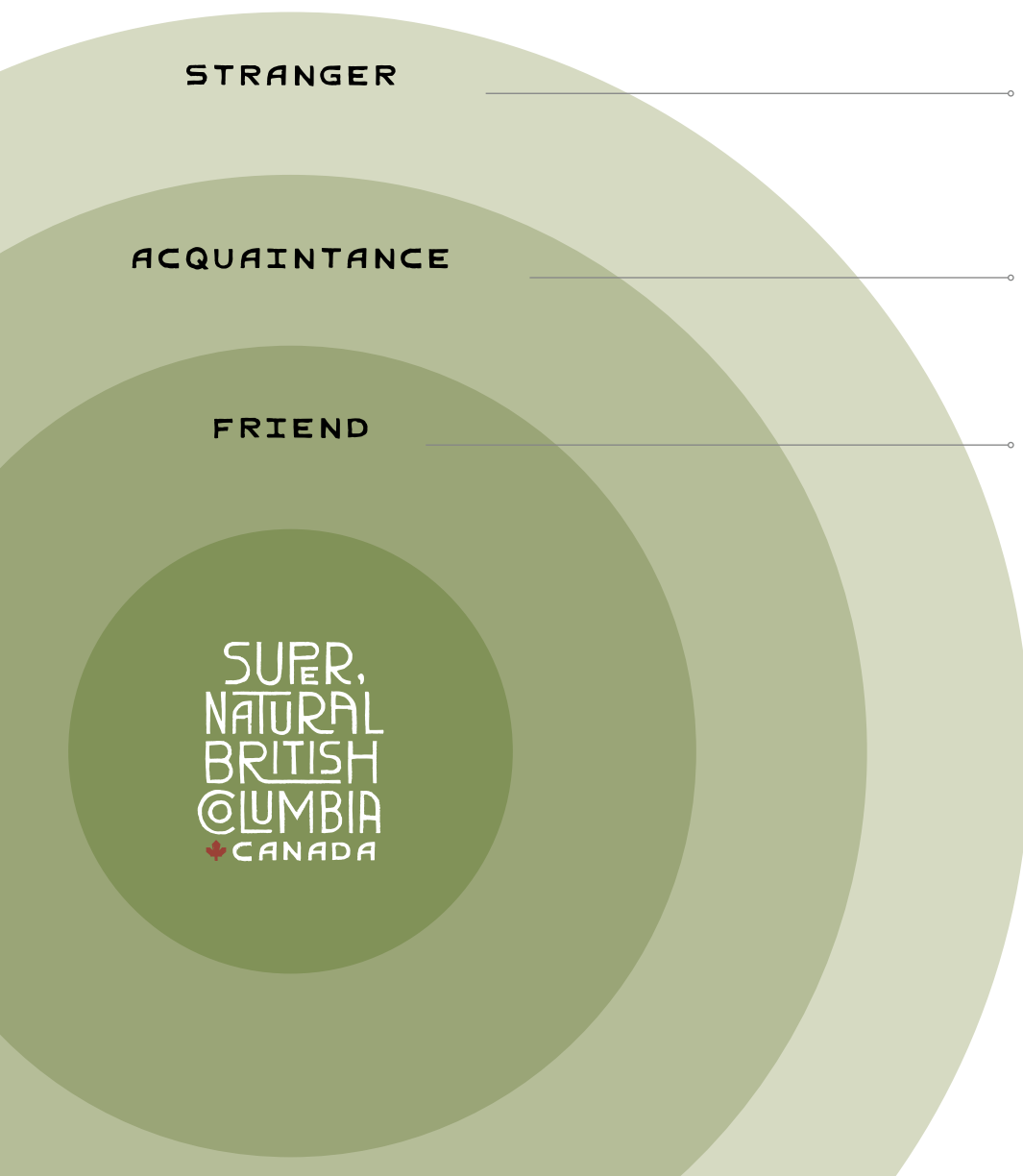
We know that BC's powerful nature brings out the best in our travellers. We are enthusiastic about sharing unique experiences and use sensory words and local tips to help paint a picture about BC.

**WE ARE
WELCOMING.**

We embrace people with an open mind and an open heart. We are non judgmental and speak in a warm, and accessible way. That's why we share experiences that are both aspirational and achievable.

Our tone varies based on the goal of the content. And our goals fluctuate depending on the travellers we are targeting, such as their **familiarity with BC**, and their **intent to travel**.

What if we were to reframe our relationship with the traveller as being a...



Relationship	Goal of Content	Where does this most often apply?
Stranger -Assume no knowledge of BC and/or campaign	Stranger -Create emotional connection	Creative Advertising
Acquaintance -Assume some knowledge of BC and/or campaign	Acquaintance -Create intrigue	
Friend -Indicated that they are planning a trip to BC or around BC	Friend -Drive travel	Community management, web content, email, social content

TONE FRAMEWORK

Relationship	Stranger	Acquaintance	Friend
Goal of content:	Create emotional connection	Create intrigue	Drive travel
Style & focus	Inspirational. We use a poetic style to build emotion, vibrancy and immediacy. This gives the brand a distinctive voice. It's about painting a picture concisely with words.	Persuasive. We use insight driven copy to share stories of discovery about BC. We provide fresh perspectives and aim to showcase how BC can move, transform and challenge our travellers.	Informational. At this stage, potential travellers are starting to plan and their need for more functional information increases. Attempt to introduce with something insightful, but the focus should be on utility and facts.
Granularity related to place:	Assume knowledge of Canada, but not BC keep it high level about British Columbia, Canada	Ability to integrate well known places like Vancouver, Whistler, Rockies	Able to provide more granularity around places and regions in BC Tofino, Okanagan etc.
Intimacy	Elevated / 'Best Self' (how you are on a first!)	Friendly / Familiar	Conversational / Informal
Brand Attributes to play up	Strong	- Free-spirited - Adventurous	- Open - Generous
Channels this most likely applies to	- Out of Home - Print - Television - Video ads (excluding social) - long form - Audio ads - Display ads*	- Social ads (Facebook, Instagram, Pinterest) video or static - Native ads (Google) - Display ads* - Video ads—short to long form - Audio ads - Web articles - Organic social - Community management** - Email (consumer inbox)	- Social ads (Facebook, Instagram, Pinterest) static - Native ads (Google) - Display ads* - Web articles - Organic social - Community management** - Email newsletters - Email (consumer inbox)

*Display ads often have limited text available and so are somewhat of an outlier. Use the framework as a guide, but always follow the tone guidelines in the brief.

**Community management best practice is to reflect the tone of the traveller back to them if they sound like a friend, respond in that tone.

LANGUAGE

To achieve our goals, we follow the below principles across all our writing materials:

- We are **clear**
- We are **relatable**
- We are **insightful**
- We are **explorative**
- We are **honest**

WE ARE CLEAR.

Use simple words and sentences. Omit needless or redundant adjectives and adverbs to keep the writing elegant and concise. Nouns and verbs do the work. Don't be afraid of being decisive in guiding the traveller to experiences they've requested (rather than providing a laundry list), this is a way to be helpful and confident.

WE ARE EXPLORATIVE.

Use language that conveys an adventurous spirit, expresses a sense of curiosity, and a genuine interest in exploring BC.

WE ARE INSIGHTFUL.

Our core travellers view themselves as explorers, not vacationers. They're not looking for escape, they're looking for stories of discovery. Provide information that reveals discoveries, whether it's about the geography, the culture, the history of BC, or perhaps even about themselves.

WE ARE HONEST.

Be truthful and authentic about our province when it comes to travel. Don't exaggerate or conceal faults and avoid using generic marketing speak and superlatives.

WE ARE RELATABLE.

Avoid over used language (like 'must see' and 'epic'), slang, and travel jargon. Avoid describing exactly how a traveller to BC will think and feel.

VOICE SUMMARY

BRAND
ATTRIBUTES

We are Strong, Free Spirited, Adventurous, Open, Generous

BRAND VOICE

We are the Helpful Guide:

Our voice is always Confident, Intriguing, Passionate, Welcoming, Grounded

WRITING
PRINCIPLES

We always use language that is...
Clear, Relatable, Insightful, Explorative, Honest

BRAND TONE

Our Tone is influenced by...
Relationship to Traveller + Goal

STRANGER

Create Emotional Connection

- Inspirational
- Poetic
- Emotional
- Paints a picture
- Strong
- Showcase our "best self"

ACQUAINTANCE

Create Intrigue

- Persuasive
- Insight-driven
- Free-spirited and adventurous
- Friendly/familiar

FRIEND

Drive Travel

- Informational
- Functional
- Insight paired with facts/utility
- Open and generous
- Conversational



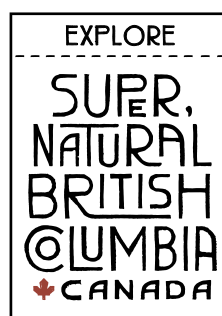
LOGO WEB TILE

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 bccontenthub.com 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

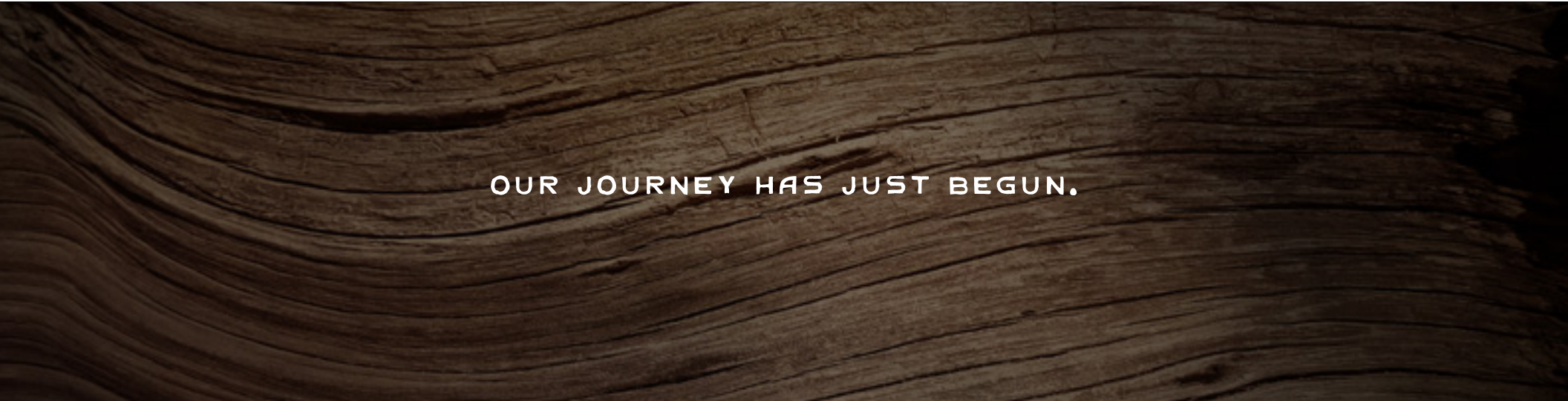


Size and Colour Options

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.



OUR JOURNEY HAS JUST BEGUN.

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