

2025 BRAND LAUNCH TOOLKIT



BIRTHPLACE OF ADVENTURE

BRITISH COLUMBIA 



Land Acknowledgement

Destination British Columbia acknowledges with gratitude the xʷməθkʷəy̍əm (Musqueam Indian Band), Skwxwú7mesh Úxwumixw (Squamish Nation) and səliłwətał (Tsleil-Waututh Nation) on whose shared territories we operate our main office.

We respectfully recognize that we carry out our work on the territories of Indigenous Peoples throughout BC. We honour our ongoing and developing relationships with First Nations (status and non-status), Inuit, and Métis Peoples. We are on a path of learning and are committed to working together.



TL;DR: Why you should read this toolkit

This is your shortcut to joining one of the biggest tourism brand launches in British Columbia.

Birthplace of Adventure is part of a bold new family of iconic destination brands designed to elevate BC's global presence and drive tourism across the province.

WHY IT MATTERS?

- **Tap into global marketing** – Participate in the consumer brand launch for your chance to access 2.4M+ social followers
- **Reach responsible travellers** – See who we're targeting. Connect with travellers who spend more, stay longer, and seek authentic experiences.
- **Use ready-made tools** – Save time with plug-and-play assets. Find messaging, images, and templates you can drop straight into your marketing.
- **Boost your visibility** – Connect your business or community to a bigger provincial story.



YOUR NEXT STEP

Participate in the brand launch on social, kicking off from October 13-19! Now is the time to review the tools, prepare your content, and be ready to ride the wave of attention as *Birthplace of Adventure* goes live.



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Welcome

Dear Tourism Partners,

The tourism industry in BC is entering an exciting new chapter with the launch of the full family of *Super, Natural British Columbia*® brands. Six bold new destination brands—*Birthplace of Adventure, Nature's Heartland, Rainforest to Rockies, The Infinite Coast, Valleys & Vineyards* and *The Great Wilderness*—will reshape how the world sees and experiences *Super, Natural British Columbia* for many years to come. Each brand was developed in collaboration with Indigenous Tourism BC, regional and community partners. Together with *Vancouver and Area* and *Destination Ski*, we now have a full complement of brands that will drive geographic and seasonal growth for tourism in British Columbia. This toolkit shows you how to integrate the *Birthplace of Adventure* brand across your materials, messaging, and offerings. Each brand has its own toolkit, designed with flexibility in mind to allow you to express the brand in ways that feel authentic to your organization.

Whether you run a small cafe, lead a community DMO, or market to international travellers, let this toolkit be your source of inspiration.

When we come together as Team BC, we create something far greater than any of us could achieve alone—a unified destination that competes and wins on the global stage, delivering a stronger market presence that benefits everyone.

Dive into the toolkit, use the tools, and help us strengthen British Columbia as a unified, competitive global destination.

Maya Lange
VP Global Marketing
Destination BC





Introducing the SNBC Brand Family

SNBC - THE PARENT BRAND

Super, Natural British Columbia® (SNBC) is the provincial brand that represents BC to the world. It sets the purpose, values and tone for how BC shows up in marketing.

THE ICONIC DESTINATION BRANDS

BC’s new destination brands, including *Birthplace of Adventure*, are part of the SNBC brand family. Think of SNBC as the parent, and the iconic destination brands as the children, each with their distinct look and personality.

Aligning with the destination brands helps you reach more travellers by connecting your business to a powerful story that’s already gaining attention internationally.

Each iconic destination brand highlights a different part of BC and helps tell a bigger story about what makes our province special.



PURPOSE

We Bring People and Nature Closer Together

ESSENCE

The Wonder of Nature

VALUES

Sustainability

Adventure

Community

Respect

VOICE

Evocative

Open

Uplifting

Unpretentious



Target Traveller

Through Destination Canada’s new Traveller Segmentation program, we have identified two high-potential audiences for BC. They offer a mix of strong responsible travel values and high economic impact:

- **Outdoor Explorers** - adventurous spirits who crave the thrill of unknown places, physical challenge, and connection with locals.
- **Refined Globetrotters** - passionate travellers seeking immersive, exclusive experiences, and cultural connection.

Outdoor Explorers have been identified as the primary audience for the *Birthplace of Adventure* brand.

For more details on the Destination Canada traveller segmentation program, visit www.tourismdatacollective.ca/segmentation.



WHY IT MATTERS FOR YOU

- The new segments help us focus on the travellers who bring the highest positive impact to BC, through strong responsible travel values and high economic impact.
- These segments show up strongly both internationally and domestically, which means aligning to them helps us reach the right people, wherever they’re coming from.
- By applying the segments to your communications, creative and/or media targeting, it ensures that we’re focusing our collective efforts towards the highest-potential audiences (whether domestic or international), as backed by Destination Canada's extensive research.

HOW TO USE THIS

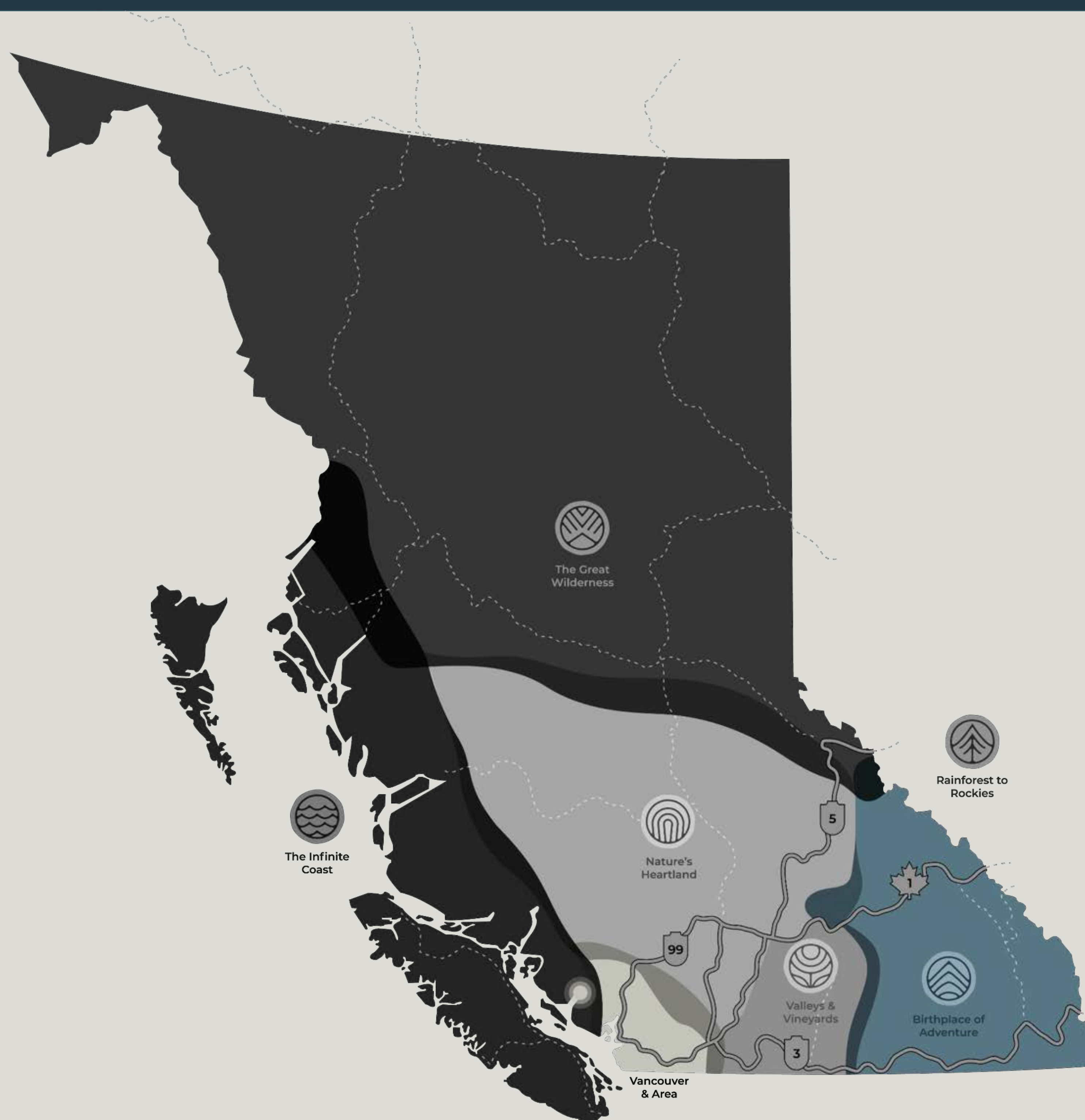
To position your experience or destination to align with the Outdoor Explorer segment and the audience Destination BC will be prioritizing for this brand, consider:

- Highlighting physical challenges and off-the-beaten-path adventures.
- Showcasing eco-friendly practices and authentic local connections, and ways for travellers to give back to communities.
- Promoting rustic or remote stays as part of the experience.
- Keeping it flexible: provide options for spontaneous and customizable itineraries and a range of levels for accessibility.



Overview

Birthplace of Adventure is a mountainous region in the southeast corner of British Columbia, home to the Canadian Rockies and the Purcell, Selkirk, and Monashee ranges. The area includes four national parks, including the UNESCO-recognized Canadian Rocky Mountain Parks, over sixty provincial parks, numerous hot springs like Ainsworth, and many vibrant mountain towns, offering diverse outdoor experiences.





Brand Strategy

POSITIONING

A land of endless peaks, shaping generations of adventurers.

The *Birthplace of Adventure* brand is built on a clear positioning and a set of pillars that guide how we tell our story.

Download the brand one pager at DestinationBC.ca/BOA

PILLARS

NATURE

Endless peaks & valleys

Four ranges, endless peaks: The rugged Canadian Rockies, Purcells, Selkirks, and Monashee mountains rise impressively. Stretching to the sky, these ranges embrace and protect communities living in the valleys within and shape their way of life.

Rivers connect valleys: Crisp alpine rivers—including the giant Columbia River—run alongside lakes and hot springs, weaving through valleys. They play a vital role in the cultures and histories of Indigenous & settler communities, providing sustenance, livelihood, and recreation.

Nature, preserved: Experience awe-inspiring encounters with nature and wildlife in protected parks. Home to four national parks, over 60 provincial parks, and the Columbia Wetlands—five of which are UNESCO World Heritage Sites.

CULTURE

Real mountain culture

Mountain town vibe: A unique collection of relaxed, humble communities, each offering a different slice of mountain life and proudly calling this area, “the Kootenays”. From the energetic buzz of ski and bike towns to artsy enclaves and resource-driven hubs, all are united by a deep connection to the outdoors that shapes every part of life and continues to evolve.

Grounded in the land: Preservation and respect for nature isn’t just a practice for the generations, inspired by Indigenous Peoples, whose ways and traditions shaped countless ways of life.

Boldly authentic: Passionate, unpretentious people who value substance over style and experience over extravagance.

WHY IT MATTERS FOR YOU

- The brand strategy provides a shared, insights-backed framework to tell consistent, compelling stories that resonate with responsible travellers.
- By aligning your communications and creative with the brand positioning, you help create a cohesive, impactful experience - from first introduction to planning and booking.

HOW TO USE THIS

- The pillars serve as storytelling themes you can use to link your experiences to the broader narrative of *Birthplace of Adventure*.
- Show what you're best at by connecting your message and offering to the most relevant pillar(s).



Brand Strategy

POSITIONING

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PILLARS

ADVENTURE

Steeped in adventure

Birthplace of Adventure: Generations of Indigenous peoples were the first to navigate these peaks and valleys, forging paths and stories that remain central to their identity. Later, Swiss guides and the creators of cat and heli-skiing carved forward this spirit moving across the land, cementing a reputation as a hub for adventure.

Heart-racing to heart-resting: Whether navigating swift rivers, trekking mountain trails, or rejuvenating in natural hot springs, there are countless ways to define adventure here.

Easygoing and serene: World-class outdoor experiences unfold effortlessly in a relaxed setting surrounded by inspiring landscapes. Visitors find adventure alongside passionate and laid-back locals.

WHY IT MATTERS FOR YOU

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HOW TO USE THIS

- The pillars serve as storytelling themes you can use to link your experiences to the broader narrative of Birthplace of Adventure.
- Show what you're best at by connecting your message and offering to the most relevant pillar(s).



Brand Elements

The *Birthplace of Adventure* brand identity features a colour palette, pattern, badge and wordmark- inspired by unique characteristics found in area.

Watch the brand elements come to life in video format: DestinationBC.ca/BOA

We will be developing guidelines for tourism industry usage of the brand identity elements soon.

In the meantime, please leverage the social media templates shared in this document, or connect with us to discuss any other ideas or opportunities to collaborate at Brand@DestinationBC.ca

ENDORSED LOGO

BIRTHPLACE
OF
ADVENTURE

BRITISH COLUMBIA 

COLOUR



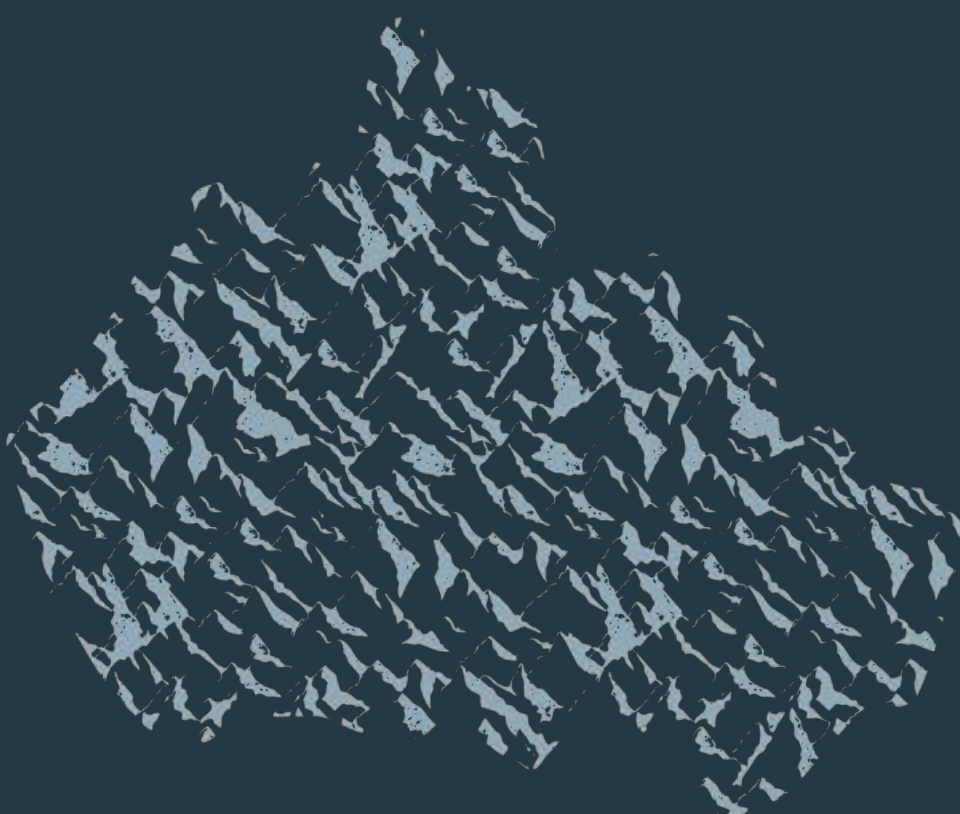
TYPOGRAPHY

GREAT FOREST
Montserrat

BADGE



PATTERN





How to Get Involved

The launch of the SNBC brand family this Fall is the first step towards building global awareness of *Birthplace of Adventure*, and you can be a part of the story.

01

Participate in the Consumer Launch on social

Are you interested in the opportunity to access 2.4 million followers? This September marks the official launch of the iconic destination brands—an integrated initiative spanning paid, earned, and owned media, as well as travel media and trade. See [page 13](#) for how to join the launch on social and for the opportunity to be featured on @SuperNaturalBC

02

Continue the momentum beyond launch

Miss out on launch week? No stress—this is a long term play and there will be lots of opportunities to join the momentum. See [page 14](#).

03

Fuel Your Marketing with Brand Tools

Use tools such as consumer messaging & Canva templates to enhance your marketing and visitor experience. Find these on [page 15](#).

04

Sign up for Decals & Other Future Merch

Starting this Fall, get a free decal to put up in your business. Sign up on DestinationBC.ca to get yours.

05

List Your Business on SuperNaturalBC.com

Want a free listing to start to connect with global travellers this Fall? Visit the [Tourism Business Portal](#) to learn more and check your eligibility.

Already listed on our previous website, HelloBC.com? Your listing has been carried over to the new website. Make sure your info is current and, where relevant, highlight how your business connects to the *Birthplace of Adventure* brand and target traveller.

06

Connect with your RDMO

Regional DMOs are key partners in this project, helping to shape the brands and bring them to life on the ground. Reach out to explore local opportunities and share your questions, updates, or ideas. *Birthplace of Adventure* is a part of one tourism region:

[Kootenay Rockies Tourism](#)



Join the Social Media Brand Launch

The global brand launch kicks off in early September with media and trade events, the new website, and trade co-op programs. Mid-September brings the start of paid media, alongside additional tactics to sustain momentum through the fall.

Don’t miss the chance to tap into 2.4M followers by joining the global rollout, one week at a time, across our social platforms.

This timeline outlines when each brand will go live, so you can plan to amplify content from our **@SuperNaturalBC** accounts, engage in the conversation, and share stories by using #exploreBC and #BirthplaceofAdventure and tagging **@SuperNaturalBC**.

- Social media opportunities for industry during launch week:**
- **Share content:** Amplify SNBC launch posts by resharing to your Stories.
 - **Post your own content:** Send a collaborator request to *Super, Natural BC* on Facebook (one per day, space limited) for a chance to be featured.
 - **Tag us:** Use @supernaturalbc, #exploreBC, and #BirthplaceofAdventure on Instagram and TikTok for future feature opportunities.
 - **Use templates:** Bring the *Birthplace of Adventure* brand to life by using our **pre-made social templates** and tag us for an opportunity to be featured soon.
 - **Get engaged:** Jump in on posted social comments—help hype our audience and answer trip planning questions where relevant.
 - **Add Yours Fridays:** Each Friday, we’ll invite you to share images/videos in our Instagram and Facebook Stories “Add Yours” chain to showcase Birthplace of Adventure alongside our content.

| Social Media Launch | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
|---------------------|---|-----------|----------|----------|
| | → SEPT 16-NOV 11 Global Paid Media Launch | | | |
| | SEPT 15-21 | | | |
| | SEPT 22-28 | | | |
| | SEPT 29-OCT 5 | | | |
| | | OCT 6-12 | | |
| | | OCT 13-19 | | |
| | | OCT 20-26 | | |



Beyond Launch Plans

Miss out on launch week? No stress—this is a long term play and there will be lots of opportunities to join the momentum. Here we've identified some ongoing social media opportunities for tourism businesses and communities. Stay tuned for other opportunities over the coming months.

Amplify @SuperNaturalBC Content:

- Reshare our posts to your Stories to extend reach.
- As content moves from inspirational to informative, CDMOs and partners may receive collaborator requests on IG/FB when space allows.
- TIP: We'll occasionally add @explorecanada as a collaborator for added visibility.

Share Your Content:

- Tag us in your posts and Stories on IG/FB/TT using @supernaturalbc, #exploreBC, and #BirthplaceofAdventure for a chance to be featured.
- Use the premade template to showcase the brand and tag us for potential Story features.

Engage with the Community

- Join the conversation on posted social comments and help answer trip planning questions.



Assets for Industry: Consumer Messaging

These consumer-facing messages tell the story of the *Birthplace of Adventure* experience in clear, compelling language.

191 WORDS

Step into the *Birthplace of Adventure*, a land of endless mountain ranges, sweeping valleys, and stories older than the mountains. Walk in the footsteps of Indigenous Peoples whose traditions and creation stories are rooted in the land formations. From the sacred hoodoos to glacier-fed rivers and healing hot springs, nature offers gifts that have been respected and nurtured for generations. Here, the mountains aren't just a backdrop—they're a way of life. Whether you're carving through the birthplace of heli-skiing, riding through Canada's Mountain Biking Capital, soaking in rejuvenating hot springs or paddling down a crisp alpine river, outdoor adventure is a part of daily life. Alongside a diverse array of outdoor adventure in the mountains, you will also experience the mountain culture unique to this area. Mountain communities each have their own distinct character. Locals, grounded and unpretentious, live with a deep respect for the land, embracing its rugged beauty with humility and pride. This is a place to protect, preserve and connect with nature. With over 60 provincial parks and four national parks, take your time to learn about legendary stories, and embrace the invigorating power of the mountains.

82 WORDS

Step into the *Birthplace of Adventure*, where endless mountain ranges and sweeping valleys inspire a passion for outdoor adventure. With over 60 provincial and four national parks this is the birthplace of heli-skiing, a haven for mountain biking, and home to alpine rivers and hot springs. The locals here live authentically, grounded in a culture of adventure and respect for the land. Uncrowded and deeply connected to its roots, this place invites you to explore, protect, and embrace the mountain way of life.

WHY IT MATTERS FOR YOU

- Rooted in the brand strategy, this messaging helps unify how the iconic brand presented across channels, making it easier for travellers to understand and connect with the journey.

HOW TO USE THIS

- Feature on your website to introduce the brand and show how your business or organization fits into the story.
- Adapt the messaging to your business—whether in day-to-day operations, shaping a product or experience, or inspiring your marketing content like social posts and captions.
- Turn key phrases into speaking points for frontline staff, interviews, or presentations to help tell the broader *Birthplace of Adventure* story and highlight your organization's connection to it.

62 WORDS

In the *Birthplace of Adventure*, endless mountain ranges offer a rugged landscape where passion for outdoor adventure runs deep. Sacred hoodoos, alpine rivers, and natural hot springs offer adventure and connection. With over 60 provincial and four national parks, this refreshingly authentic area invites you to connect with nature, discover legendary stories from locals and embrace the invigorating power of the mountains.



Brand Tools for Industry: Social Media Stories

Share *Birthplace of Adventure* on your social channels with our ready-to-use stories, and help spark excitement for the brand launch.

NOTE: Please do not share until October, 13 2025, 10am PT

INSTAGRAM STORIES TEMPLATES



WHY IT MATTERS FOR YOU

By sharing brand-aligned content, you can increase visibility for your business or community, tap into a larger audience, and show travellers how your experience fits into the journey.

HOW TO USE THIS

- Simply **download** and share these Stories on your social channels
- Tag @SuperNaturalBC to increase your chances of being re-shared and featured.

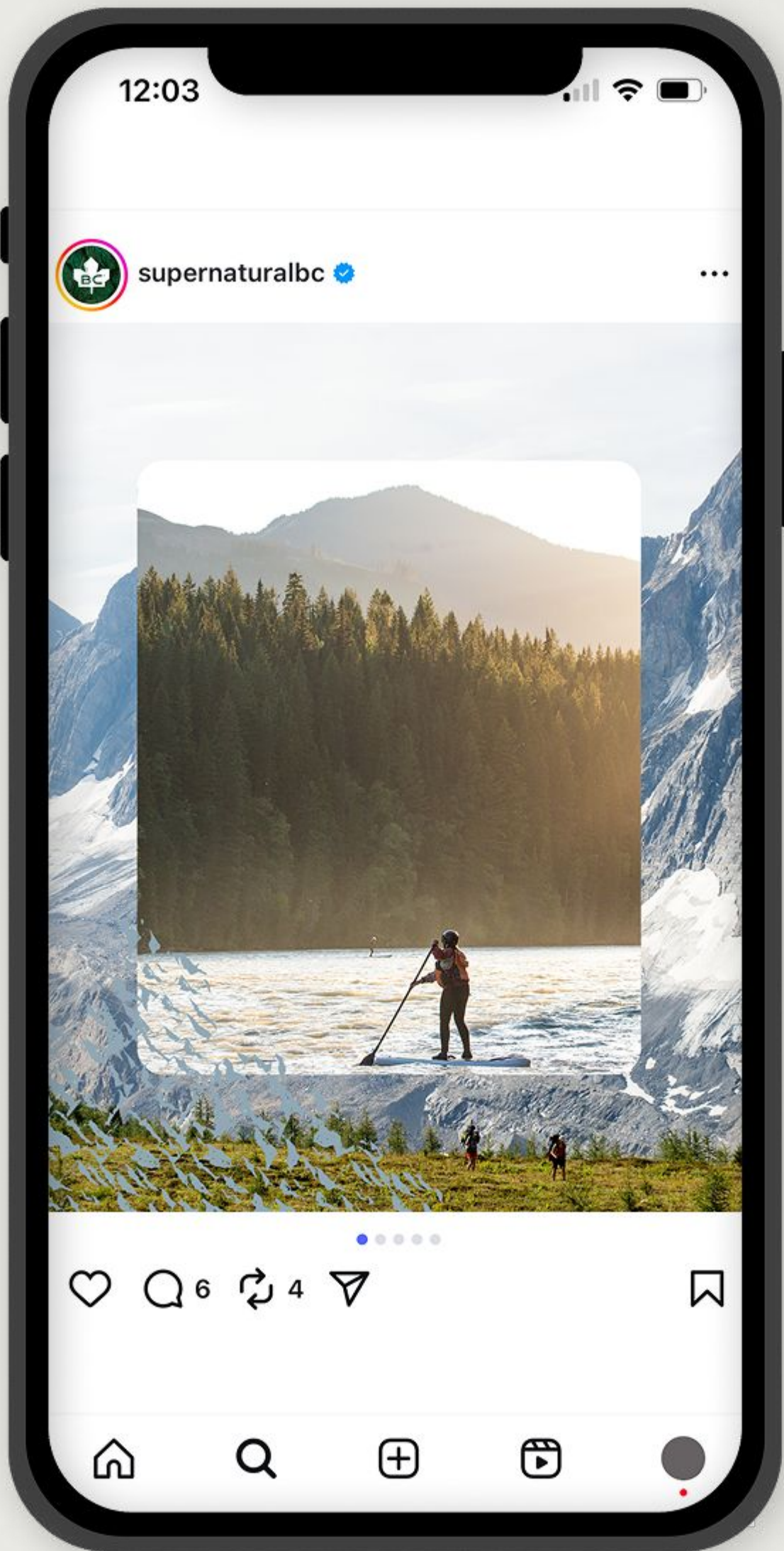


Brand Tools for Industry: Canva Social Templates

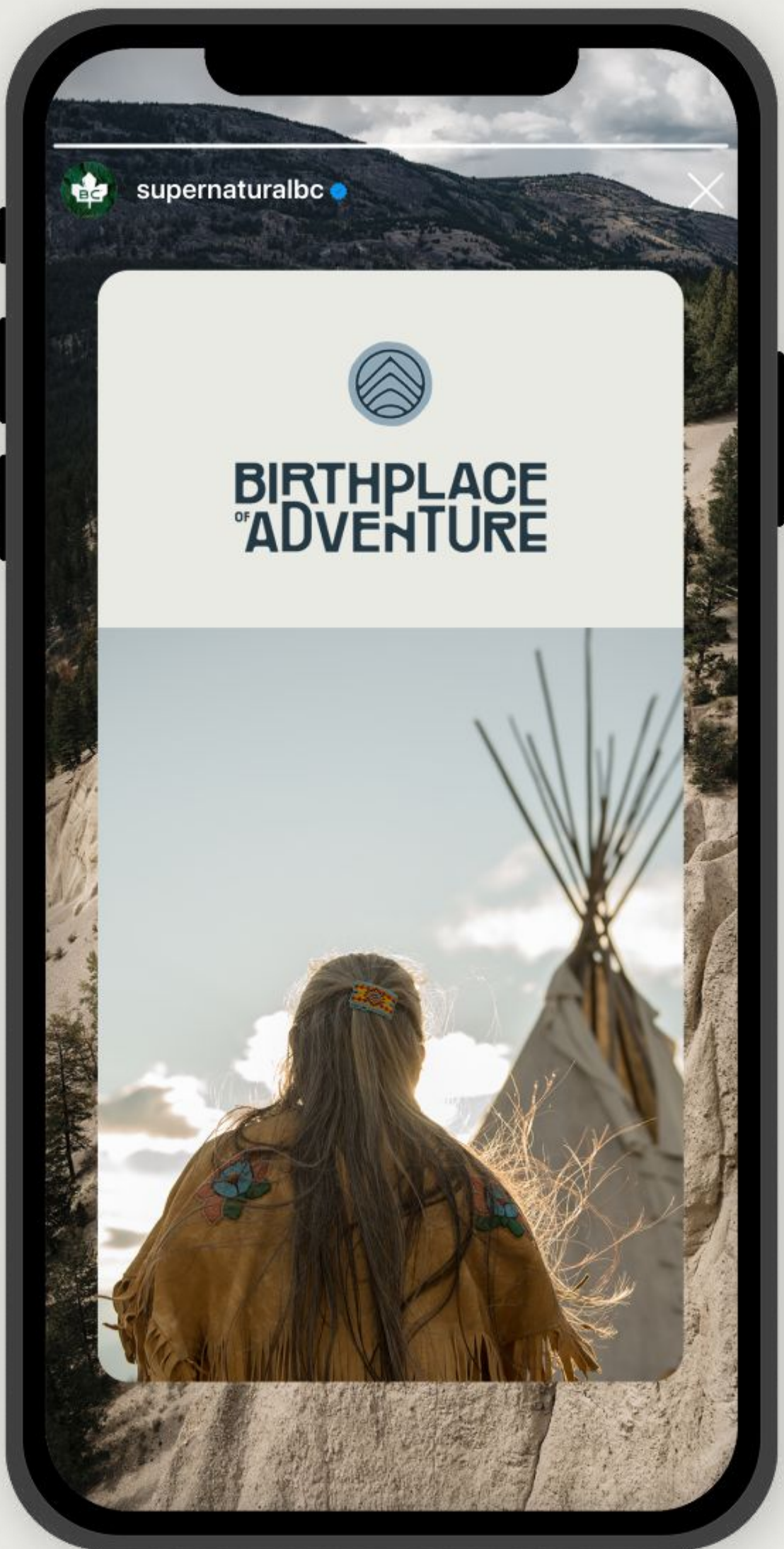
These easy-to-use Canva templates will help you create posts that align with the brand launch campaign from September onwards.

NOTE: Please do not share until October, 13 2025, 10am PT

CANVA TEMPLATES



Download 4:5 Template
Best for in-feed facebook & instagram posts



Download 9:16 Template
Best for story templates on various social platforms

WHY IT MATTERS FOR YOU

Simple templates to help you connect to the brand and launch sequence.

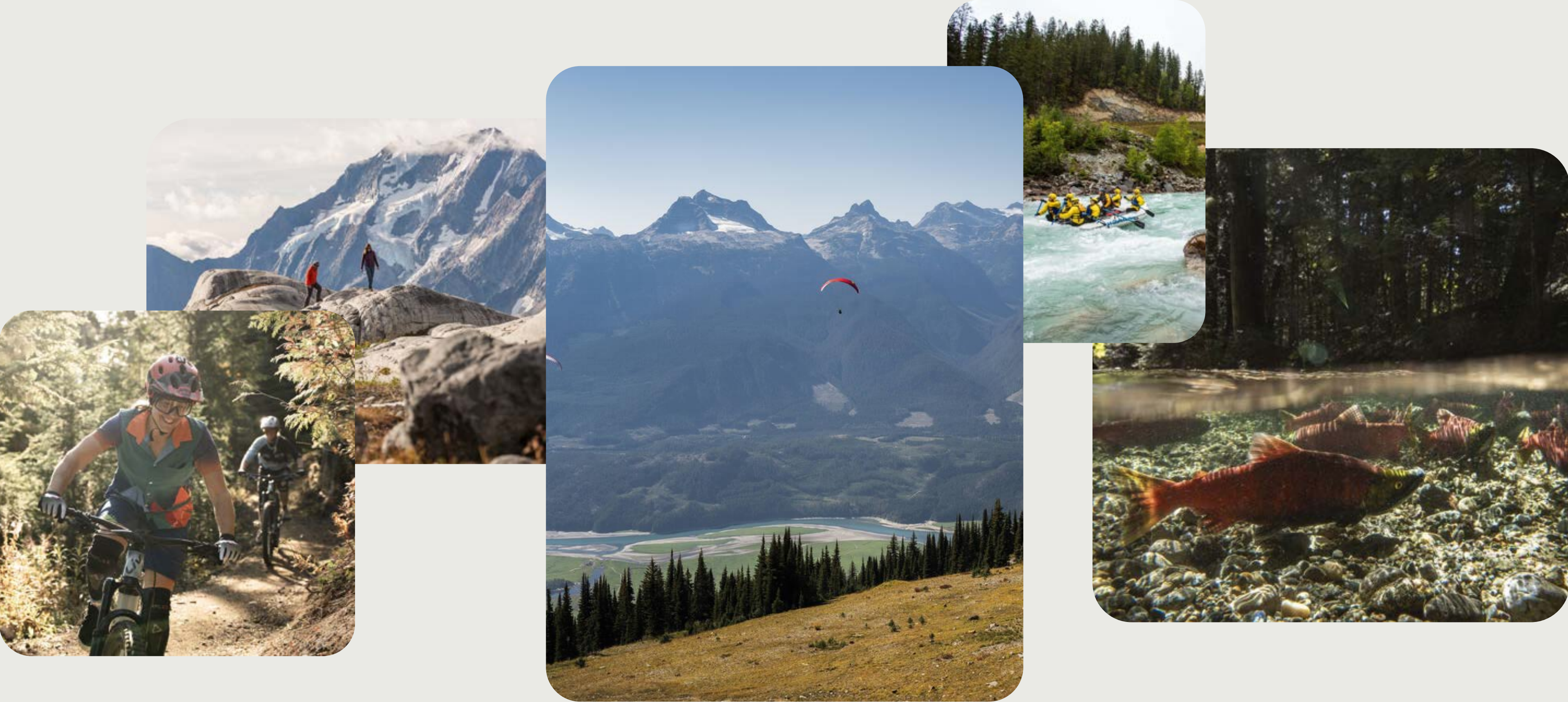
HOW TO USE THIS

- **Open the template link**
Click the Canva link provided in this toolkit. This will open the template in your browser.
- **Make a copy**
Select use template to create your own editable version in your Canva account.
- **Add your images**
Drag and drop your own photos or ones from our image library into the image frames. Adjust cropping to make sure the focus is clear.
- **Customize the text**
Replace the placeholder text with your own messaging. Keep it short and engaging to suit social channels.
- **Check the design**
Ensure any logos & branding are visible. Preview the post to confirm everything looks balanced.
- **Download and post**
Download in the recommended file type (PNG or JPG). Upload directly to your social media platform.



Brand Tools for Industry: Image and Video Library

Access a collection of curated images representing the *Birthplace of Adventure* brand through the links below.



LINKS

Key Selects: [Birthplace of Adventure Imagery](#)

Additional photo and video assets can be found on the [BC Content Hub](#).

Note: Where the creative tactic allows, please include a credit and location with the image.

WHY IT MATTERS FOR YOU

High-quality visuals are essential for capturing attention and inspiring travel.

- **HOW TO USE THIS**
- Incorporate relevant visuals into your website, social media, and marketing materials to elevate your storytelling and connect with the brand.
- Feature visuals in visitor centres, presentations, or digital ads to immerse audiences in Birthplace of Adventure.



Frequently Asked Questions

Q: Is the *Super, Natural British Columbia* brand being retired? How do the new destination brands fit with the provincial brand?

A: *Super, Natural British Columbia* will continue to play a critical role in building awareness and demand for tourism in BC. The new destination brands join *Super, Natural BC* as our globally compelling, competitively positioned reasons to visit BC. Please see [page 06](#) for more on this.

Q: How do I know which destination brand my business/community should align with?

A: Please refer to the [Community Look Up Tool](#) on the Destination BC website to find the destination brand(s) your community is part of. We're still developing this tool, and it will soon include the ability to search by regional district and First Nation.

Q: If my community is in multiple destination brands, which one do I use?

A: We encourage you to leverage the brand that you feel presents the biggest opportunity for or best alignment with your business or community.

Q: Do the Destination Brands replace the tourism regions?

A: No, the new destination brands are consumer-facing brands, designed to help international travellers easily and quickly understand the offering for British Columbia. They do not reflect a change in current administrative boundaries for the BC tourism industry. The regional DMOs are key partners in this project; they have helped to create the brands and play a critical role in implementing the brands moving forward. Some RDMOs support several of the new destination brands.

Q: Can I use the brand identity (logo, typeface, colour, badge) for my business or community?

A: We will be developing guidelines for tourism industry usage of the brand identity elements soon. In the meantime, please leverage the social media templates shared in this document, or connect with us to discuss any other ideas or opportunities to collaborate at Brand@DestinationBC.ca





Frequently Asked Questions



Q: Are there training resources or webinars for tourism partners to understand and leverage?

A: Yes, please visit the website to find a variety of tools and assets including brand videos, brand strategy one-pagers and information on ordering merchandise. Stay tuned for more resources to be added.

Q: My business was already listed on the HelloBC website. Will this be transferred across to the new consumer website?

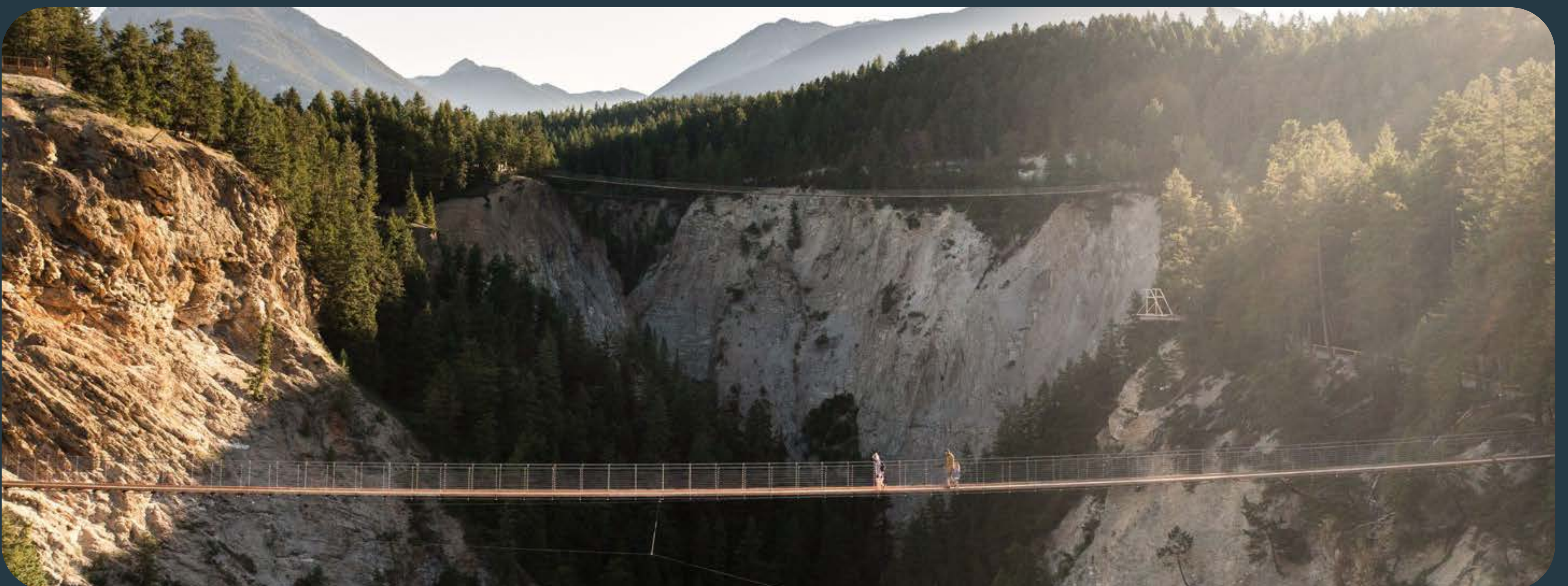
A: Yes! All existing business listings will be migrated over to the new SuperNaturalBC.com.

Q: I'd like to learn more about experience and destination development for this area. How do I find out more?

A: You can contact DestinationIndustryDevelopment@DestinationBC.ca to find out more.

Q: I am interested in learning more about the Invest in Iconics strategy, where can I find more information?

A: Please visit DestinationBC.ca/Iconics to find videos, tools, FAQs, contact information, and more.





THANK YOU

We're just getting started on this journey but we can't wait to share more with you in the coming months. Stay tuned for upcoming workshops, training, and engagements with Destination BC and your Regional DMO.

Check out the [Destination BC Learning Centre](#) for existing tools and resources.

For any inquiries about the *Birthplace of Adventure* brand or suggestions for information or engagement, please contact:

DestinationIndustryDevelopment@destinationbc.ca

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