

2025 BRAND LAUNCH TOOLKIT



# Valleys & Vineyards

BRITISH COLUMBIA 





# Land Acknowledgement

Destination British Columbia acknowledges with gratitude the xʷməθkʷəy̓əm (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.

*Valleys & Vineyards* 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 6-12!** Now is the time to review the tools, prepare your content, and be ready to ride the wave of attention as Valleys & Vineyards goes live.





# Contents

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<b>TL;DR - why you should read this toolkit</b>	<b>03</b>
<b>Welcome message</b>	<b>05</b>
<b>Introducing the SNBC Brand Family</b>	<b>06</b>
<b>Target Traveller</b>	<b>07</b>
<b>Valleys &amp; Vineyards: Overview of Area</b>	<b>08</b>
<b>Valleys &amp; Vineyards: Brand Strategy</b>	<b>09</b>
<b>Valleys &amp; Vineyards: Brand Elements</b>	<b>10</b>
<b>How to Get Involved</b>	<b>11</b>
<b>Social Media Brand Launch</b>	<b>12</b>
<b>Beyond Launch Plans</b>	<b>13</b>
<b>Brand Tools for Industry</b>	<b>14</b>
Consumer Messaging	
Social Media Stories	
Canva Templates for Social	
Image & Video Library	
<b>FAQs</b>	<b>18</b>





# 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—*Valleys & Vineyards*, *Rainforest to Rockies*, *Birthplace of Adventure*, *The Infinite Coast*, *Nature's Heartland*, 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 *Valleys & Vineyards* 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 *Valleys & Vineyards*, 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.

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

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



PURPOSE

We Bring People and Nature Closer Together

ESSENCE

The Wonder of Nature

VALUES

Sustainability

Community

Adventure

Respect

VOICE

Evocative

Uplifting

Open

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.

**Refined Globetrotters have been identified as the primary audience for the *Valleys & Vineyards* brand.**

For more details on the Destination Canada traveller segmentation program, visit [www.tourismdatacollective.ca/segmentation](http://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

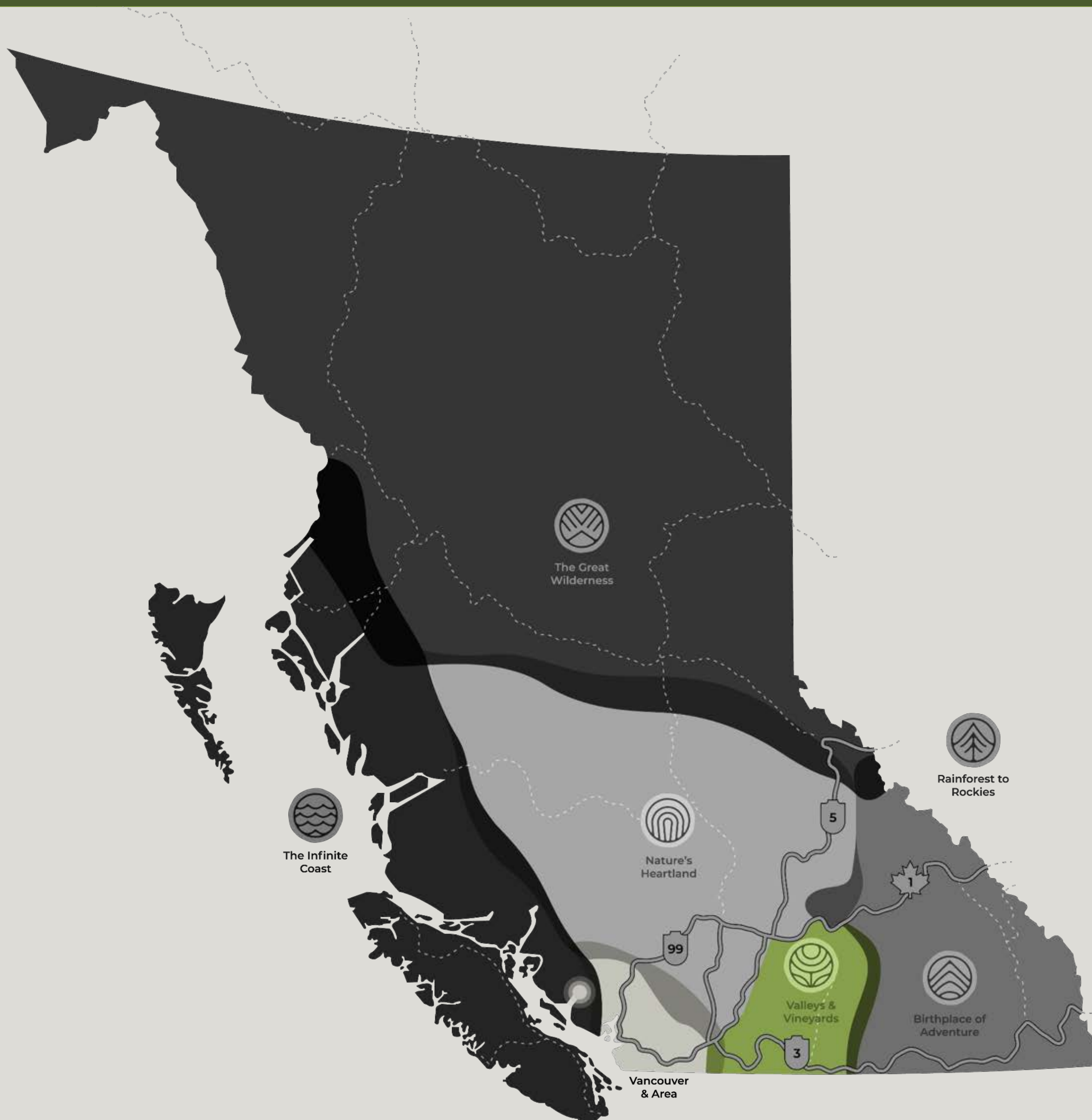
- To align your experience or destination with the Refined Globetrotters segment - consider:
- Dialing up exclusivity: highlight the areas of your experience that feel unique and premium.
- Leaning into the unique history and culture in your area.
- Elevating unique culinary and wellness experiences.
- Making it easy: offer seamless booking, curated itineraries, or partner with travel trade to provide a complete package.





# Overview

*Valleys & Vineyards* is a generous land of lush valleys in the southern interior of British Columbia. It is defined by the Okanagan and Similkameen valleys, featuring Canada's unique 'pocket desert,' rolling hills, fertile orchards, and expansive lakes like Okanagan and Osoyoos. Volcanic soils nourish renowned vineyards and thriving agricultural communities.







# Brand Strategy

## POSITIONING

A generous land, where life-giving waters nourish both soil and soul.

The *Valleys & Vineyards* 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/VV](https://DestinationBC.ca/VV)

## PILLARS

### NATURE

Hills, Valleys & Shining Waters

**Life-giving waters:** Deep, cooling lakes shape the land, nourishing soil and soul, and reflecting a deep history of Indigenous stewardship.

**From desert to lush valley:** An unexpected expanse of desert gives way to grasslands, groves and freshwater. Here, arid hills and lush valleys coexist, creating a layered and connected experience that transforms with the seasons.

**Generous lands:** The land's rich, volcanic soil has sustained life for generations, from the first Indigenous peoples to multigenerational wine growers—nurturing not only more than 200 vineyards but also orchards, honey, lavender, specialty crops, and wild foods, fueling a vibrant wine and culinary scene.

### CULTURE

A Gathering Place

**Sustainable innovation:** A place where wine and food culture thrives, shaped by creativity and a deep respect for the land. Entrepreneurs and growers are committed to protecting their harvests for future generations, alongside Indigenous practices of sustainable harvesting. Home to the seven generations pledge, this is a place where its roots while embracing the future.

**Savour together:** Warm, welcoming locals and travellers connect around tables where food is shared meals, stories, and traditions. Here, food is more than nourishment—it is a form of storytelling, carrying the history, knowledge, and spirit of this uniquely giving land.

### 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 *Valleys & Vineyards*.
- Show what you're best at by connecting your message and offering to the most relevant pillar(s).

### ADVENTURE

Natural Movement

**Spontaneous and all-seasons:** A relaxed, go-with-the-flow approach to adventure, where movement and wellness feel social and natural. An all-season place that connects us to nature's rhythms.

**Soft adventure:** Outdoor activities like hiking, cycling, and paddleboarding connect you to the land and waters. Adventure is rejuvenating or energizing depending on what you seek, with something for all activity levels.





# Brand Elements

*Valleys & Vineyards* 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/VV](https://DestinationBC.ca/VV)

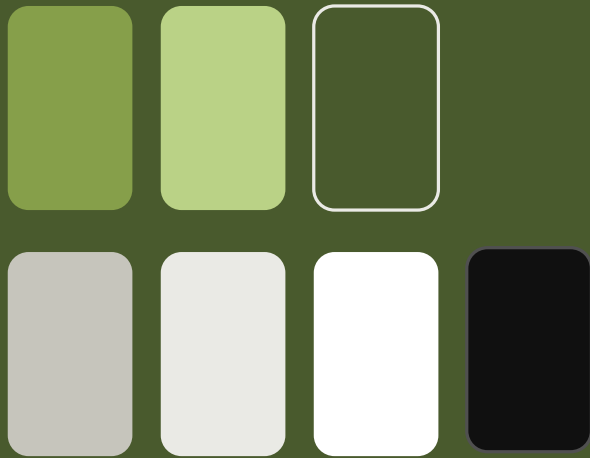
We will be developing guidelines for tourism industry usage of the brand identity elements soon.

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](mailto:Brand@DestinationBC.ca)

ENDORSED LOGO



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 *Valleys & Vineyards*, 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 12](#) 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 13](#)

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 14](#).

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](https://DestinationBC.ca) to get yours.

05

## **List Your Business**

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 *Valleys & Vineyards* 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. *Valleys & Vineyards* is a part of one tourism region:

[Thompson Okanagan Tourism Association](#)












# 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.

Follow along as we launch each iconic destination brand through our social platforms one week at a time. 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 #ValleysAndVineyards 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 #ValleysAndVineyards on Instagram and TikTok for future feature opportunities.
  - **Use templates:** Bring the Valleys & Vineyards 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 Valleys & Vineyards 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 #ValleysAndVineyards 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 *Valleys & Vineyards* experience in clear, compelling language.

185 WORDS

Welcome to *Valleys & Vineyards*, where deep, cooling lakes and lush valleys shape a vibrant culinary culture and a balanced way of life. Here, First Nations stories and knowledge are inseparable from the landscape—from the life-giving waters to N'ha-a-itk, the legendary spirit of Lake Okanagan. Rooted in respect for the land, the area is home to the Seven Generations Pledge—a commitment to preserve these lands for future generations, inspired by Indigenous philosophy. Golden hills and desert ecosystems meet lush valleys, where more than 200 wineries craft award-winning vintages. Rich volcanic soil fuels a farm-to-table culinary scene that's both innovative and grounded. Here, adventure flows at your own rhythm. Cycle the scenic Kettle Valley Rail Trail, paddle across serene lakes, unwind in a wellness spa, or wander along sunlit trails. Every path invites you to slow down, connect, and savour the beauty around you. Gather around a table with friends old and new, sharing conversations, food and stories. *Valleys & Vineyards* is more than a destination—it's a place to nourish your spirit, gather with friends old and new; and embrace life's simple joys.

107 WORDS

*Valleys & Vineyards* invites you to experience a land of lush valleys, cooling lakes, and quiet rejuvenation. Rooted in tradition and sustainability, this area is home to the Seven Generations Pledge—a commitment to preserve lands for future generations, inspired by Indigenous philosophy. Golden hills and life-giving waters meet vineyards, where award-winning wines and farm-to-table dining celebrate the land's generosity. Here, adventure flows at your pace—paddle tranquil waters, cycle scenic trails, or wander along sunlit paths. Nature and culture intertwine, offering moments to reflect, connect, and savour. Gather with friends, share laughter, and celebrate being at one with the land. This is where souls are nourished.

## 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 *Valleys & Vineyards* story and highlight your organization's connection to it.

39 WORDS

Welcome to *Valleys & Vineyards*—where rolling hills, refreshing waters, and lush valleys shape the landscape. Here, a vibrant food and wine culture invites you to slow down, connect with nature, share meaningful moments, and savour life's simple pleasures.



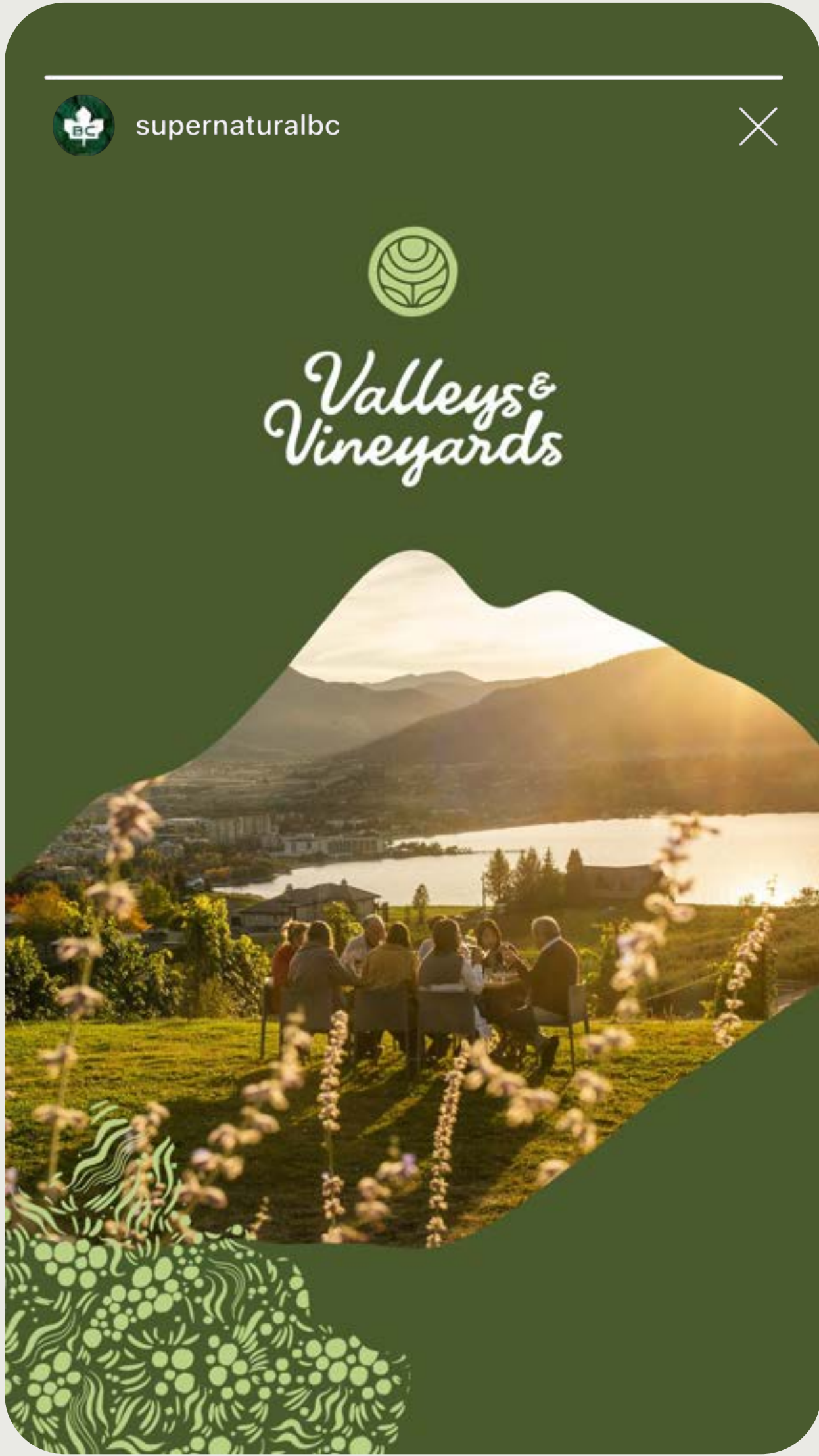
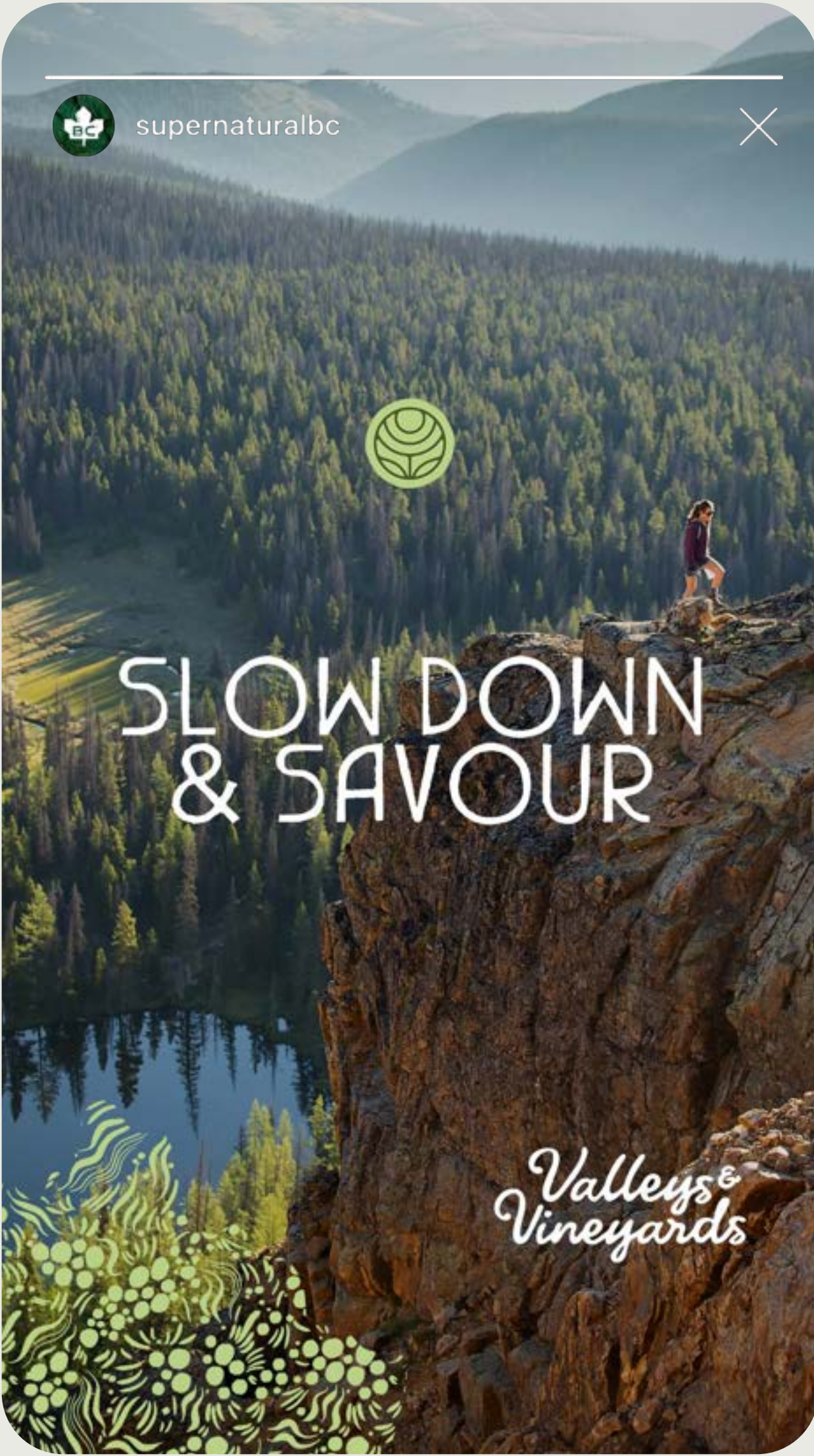


# Brand Tools for Industry: Social Media Stories

Share *Valleys & Vineyards* 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, 06 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

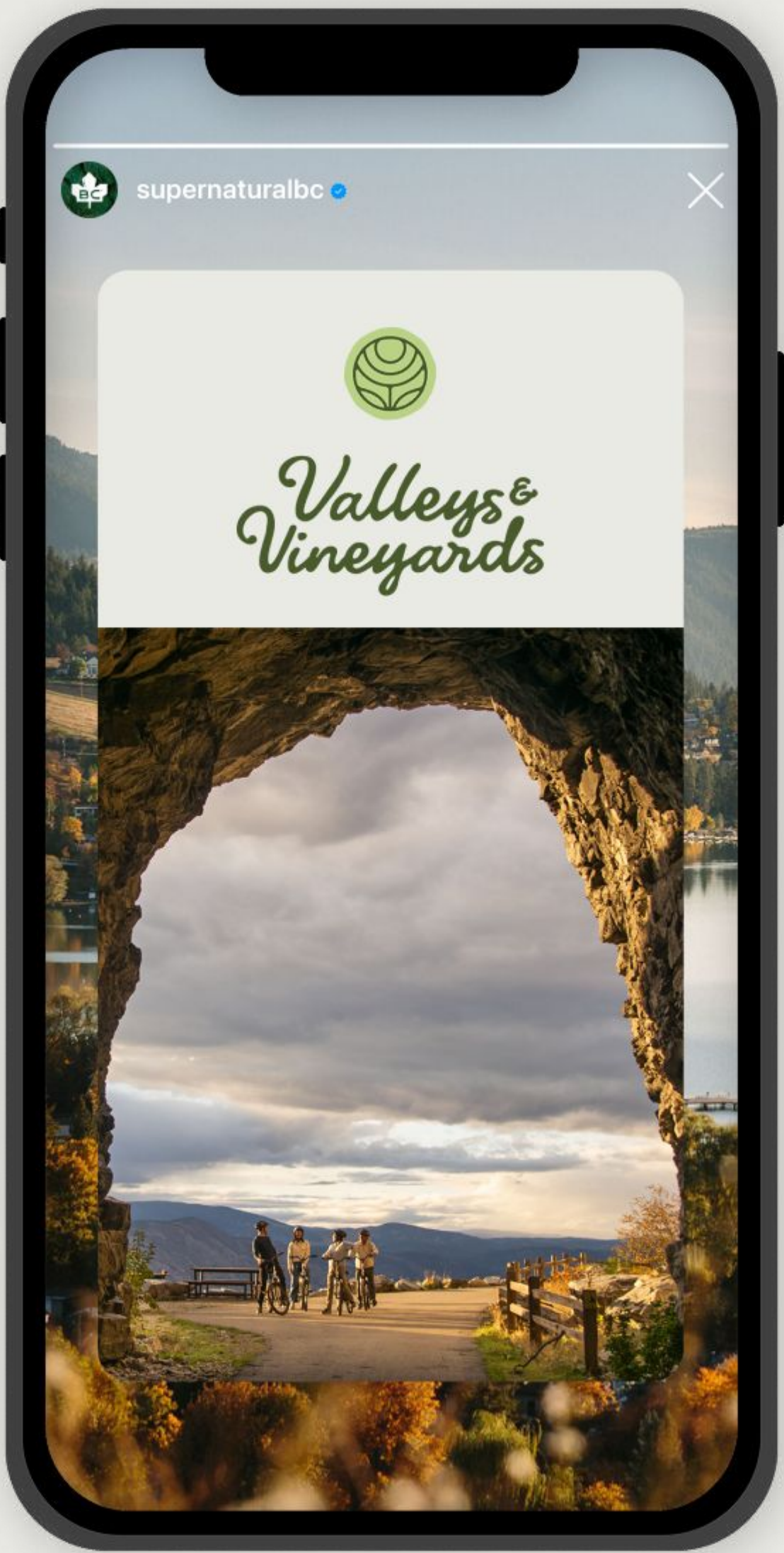
These easy-to-use Canva templates will help you create posts that align with the Iconics launch campaign from September onwards.

*NOTE: Please do not share until October, 06 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 *Valleys & Vineyards* brand through the links below.



## LINKS

Key Selects: [Valleys & Vineyards 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 the *Valleys & Vineyards* journey.





# 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?**

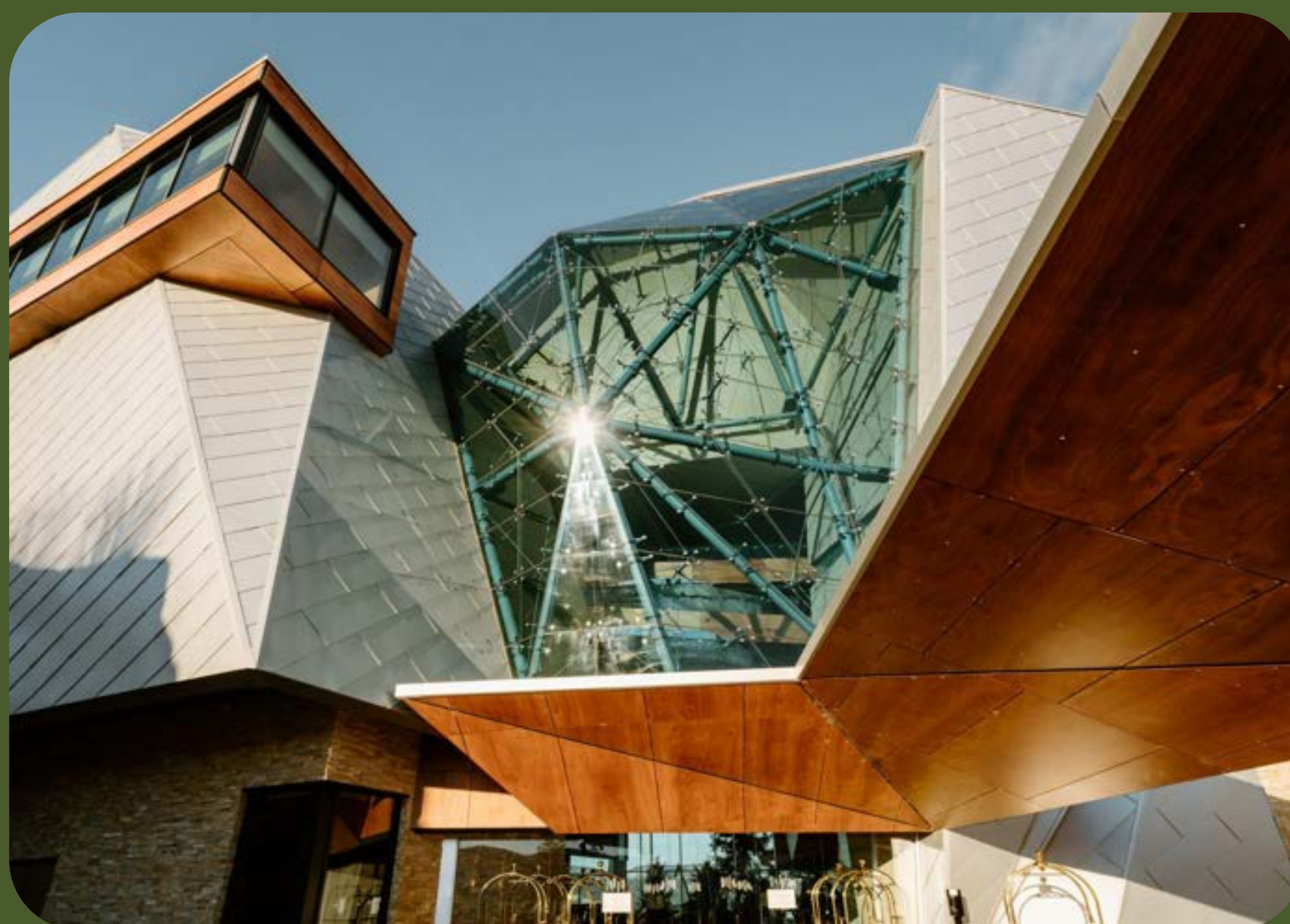
**A:** We encourage you to leverage the brand that you feel presents the biggest opportunity for or best alignment with your business or community.

**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](mailto: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](https://SuperNaturalBC.com).

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

**A:** Take a look at the [destination development strategy](#) for this brand. You can also contact [DestinationIndustryDevelopment@DestinationBC.ca](mailto: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](https://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 **DBC Learning Centre** for existing tools and resources.

For any inquiries about the *Valleys & Vineyards* brand or suggestions for information or engagement, please contact:

**[DestinationIndustryDevelopment@destinationbc.ca](mailto:DestinationIndustryDevelopment@destinationbc.ca)**



*Valleys & Vineyards*

BRITISH COLUMBIA 🍷