



SUPER,  
NATURAL  
BRITISH  
COLUMBIA  
CANADA

—  
OUR  
BRAND

APRIL 2015  
V2.0

# WELCOME TO A NEW DIRECTION AT DESTINATION BC.

IN THIS DOCUMENT, WE WILL INTRODUCE YOU TO OUR  
TOURISM BRAND FOR BRITISH COLUMBIA.

BUILDING A SOLID AND INSPIRING DESTINATION 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 REVITALIZED 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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A dramatic, high-contrast photograph of a shark breaching the surface of a dark, choppy sea. The shark's dorsal fin and part of its back are visible as it cuts through the water, creating a splash. The background features a dark, overcast sky with heavy, grey clouds and a range of dark, silhouetted mountains or hills in the distance. The overall mood is mysterious and powerful.

# 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 30 years, our tourism brand—using the tagline, *Super, Natural British Columbia*<sup>®</sup>—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 Canadian Tourism Commission.

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.



+



+



+



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

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

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

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

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

# 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

TYPOGRAPHY

COLOUR PALETTE

STONE OF VOICE

LOGO WEB TILE



PHOTOGRAPHY



## 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.

This isn't easy to do. It means imposing a ruthless discipline on measuring an image by its mood as much as its 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? If the answer is yes, then don't use it.



The key is to build a bank of photos over time that promote your product or business, and live up to the brand standards. This means searching out photographers who naturally shoot within our brand style and exploring the potential of licensing their personal, unpublished work that might fit the bill perfectly. Whatever the case, please use these next pages as guidelines to gain an innate understanding of the family of brand imagery we are striving for. If all British Columbia tourism partners used top-level, on-brand photography, our ability to attract new and return visitors would be tremendous.



## PHOTOGRAPHY TIERS

We encourage you to build a bank of photos over time that live up to brand standards.

In broad terms, three tiers of photography represent distinct consumer needs and industry objectives.

> **Signature Photography:** This level is focused on creating an impression; an inspiring and alluring visual introduction to our province and its most iconic natural attributes.

These signature images go beyond visual information to create emotionally driven viewer involvement. They have magnetic appeal. They are confident, not contrived. They are stand alone pieces of photography that inspire awe in the viewer—a true visualization of Super, Natural British Columbia.

Signature Photography's primary purpose is to build equity in the brand. It will define and differentiate our brand from all other tourism offerings. It will build and sustain an emotional bond with our audience.

> **Experience Photography:** This level begins to add more visual information while continuing to reinforce the emotional equity of the brand. The images help stimulate a deeper interest in and understanding of the specific areas of British Columbia or the experiences we offer, but they retain a highly brand-sensitive look and feel.

> **Editorial Photography:** Images at this level help define specific moments. The images are a visual representation of the effect that our unique environment has on our way of life and illustrate the individual pieces that make up the mosaic of British Columbia's cities, towns and experiences. They make it that much easier for the viewer to imagine themselves being here.

## A THOUSAND WORDS

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

How that plays out in photography 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 new 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

Moody photography is 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 real life, depth and emotion in their photographs.

Remember that a degree of obscurity can help reinforce our photographic DNA: back-lighting, concealed or silhouetted faces and grainy, gritty resolution texture can work in your favour.

- > Moderate obscuring makes the photo less slick and more interesting (example on left: snow on lens and lens flare)
- > Distance and back-lighting remove facial detail, but emotion and story remain



Imagine a room fully lit with fluorescent tubes that were designed to flood a space with light. Compare that to a room which uses well-placed potted lights that create a pattern of focused spot light. This is part of the visual solution that will help separate our photos from the competition. Fully lit shots can come across as flat, while dappled light produces depth, texture and mood.

This is not a rule, but a technique that can help bring photography on brand.

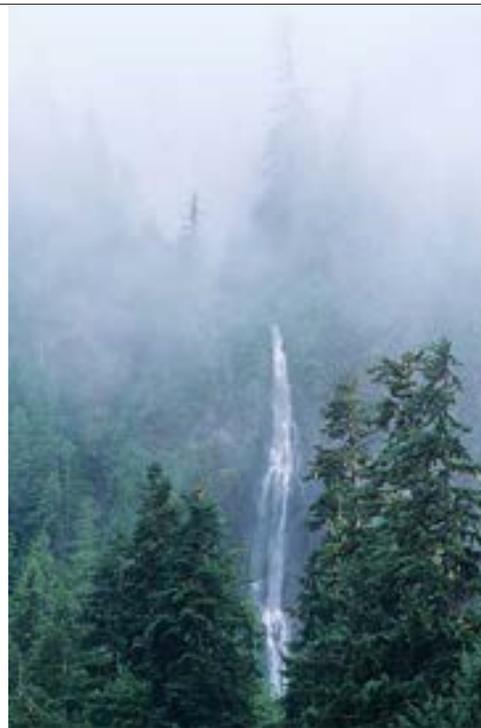
> Dappled light creates drama,  
even in sun-drenched scenarios



Intrigue can be created by using other enhancements such as film-like grain or airborne particles, as in the snow boarder and waterfall images below.

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.

> Texture and a shallow depth of field can create mood and sense of real life



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.

> Bold cropping, even into faces, can add dimension to the story



One of the most valuable methods in assembling on-brand photos is to choose imagery based on monochromatic tones. Images that are predominantly made up of one part of the colour spectrum or limited to earthy tones tend to be soothing, and make a more creative statement. Two images below show how content is boldly held together using a narrow colour range which reduces noise and draws the viewer in.

> Contrary to popular practice, choosing images with monochromatic tones is a powerful way to engage a viewer



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 to the lay person.

This is not to say that colourful shots, or shots that are pin sharp without any obscuring (as in the ski image below) have no place in our photo repertoire. What makes this image so powerful is the subtle reduction in colour intensity and the photo-journalistic spontaneity.

This latter quality prevents the shot from feeling clichéd, avoiding the standard of people always looking overjoyed, where the only emotion is happiness. Realities of life are so much more relatable and engaging. Eyes on camera is usually avoided. In fact, face away from camera keeps the subject anonymous, allowing the viewer to imagine themselves there, in that moment.

- > Desaturation converts bright colours to earthtones
- > Natural emotions conveyed
- > Anonymity works: eyes away from camera, faces away from camera
- > Photo journalistic styling keeps angles, expression realistic



## URBAN

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 techniques may change, but the end goal of capturing Cultured/Raw remains the same.

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 tell the brand story of urban centres in relation to their natural surroundings. Ocean, lakes, rivers, forests and mountains should play a starring role whenever possible.

> Regardless of subject matter, try to weave wilderness or natural surroundings into the photo



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:** busy colour; over lit, uninteresting background that is not quite out of focus enough

(ABOVE) **GOOD:** dappled light produces pronounced light and shadow; mist and rolling 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 with light and shadow creates 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



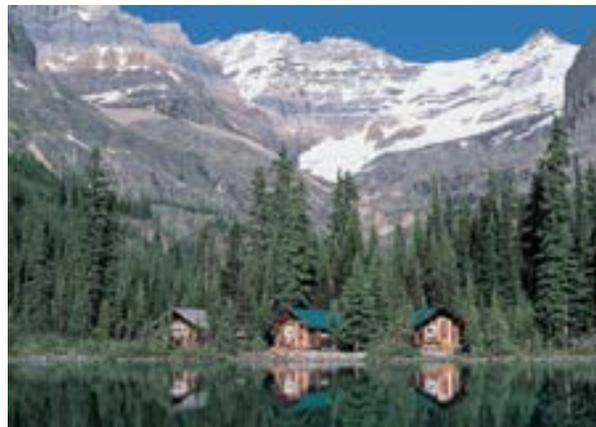
THIS IS ON-BRAND



THIS IS NOT



THIS IS NOT



THIS IS NOT



(ABOVE) **GOOD:** overcast skies 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; muddy gradient in sky adds drama with a natural, suede smoothness; candid, photo journalistic moment excuses any eyes-on-camera

(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; airborne dust and skimming light add 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

## SUMMARY FOR PHOTOGRAPHY

Our mandate is to improve all levels of our photography by using light, shadow and moderate obscuring to make images more provocative; weaving in the brand pillar of nature; and uniting all photos with techniques that heighten drama, emotional impact and real-life credibility.

- Don't use photography that feels like DMO clichés.
- Don't colourize images to make them look more "moody" (eg, tinting a sunset pink or a dusk sky purple).
- Don't overlight your subject, resulting in a flat image with no depth.
- Don't use really colourful shots, unless critical to the story.
- Don't use exposures that create motion blur, especially with moving water.
- Deprioritize faces of people (not necessarily removing people).
- Capture natural human emotions (people don't have to look happy).
- Look for unique, unexpected compositions that capture real life or tell a story.
- Judge images by emotional impact.
- REMEMBER THESE TECHNIQUES:
  - > Monochromatic colour
  - > Photo-journalistic style
  - > Dappled light
  - > Desaturated earth tones
  - > Gentle obscuring (cloud, mist, lens flair, backlight)
  - > Texture and grain
  - > Shallow depth of field
  - > Unusual cropping



TYPOGRAPHY



## TWO CATEGORIES OF FONTS

Our typographic standards are divided into two levels:

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

A

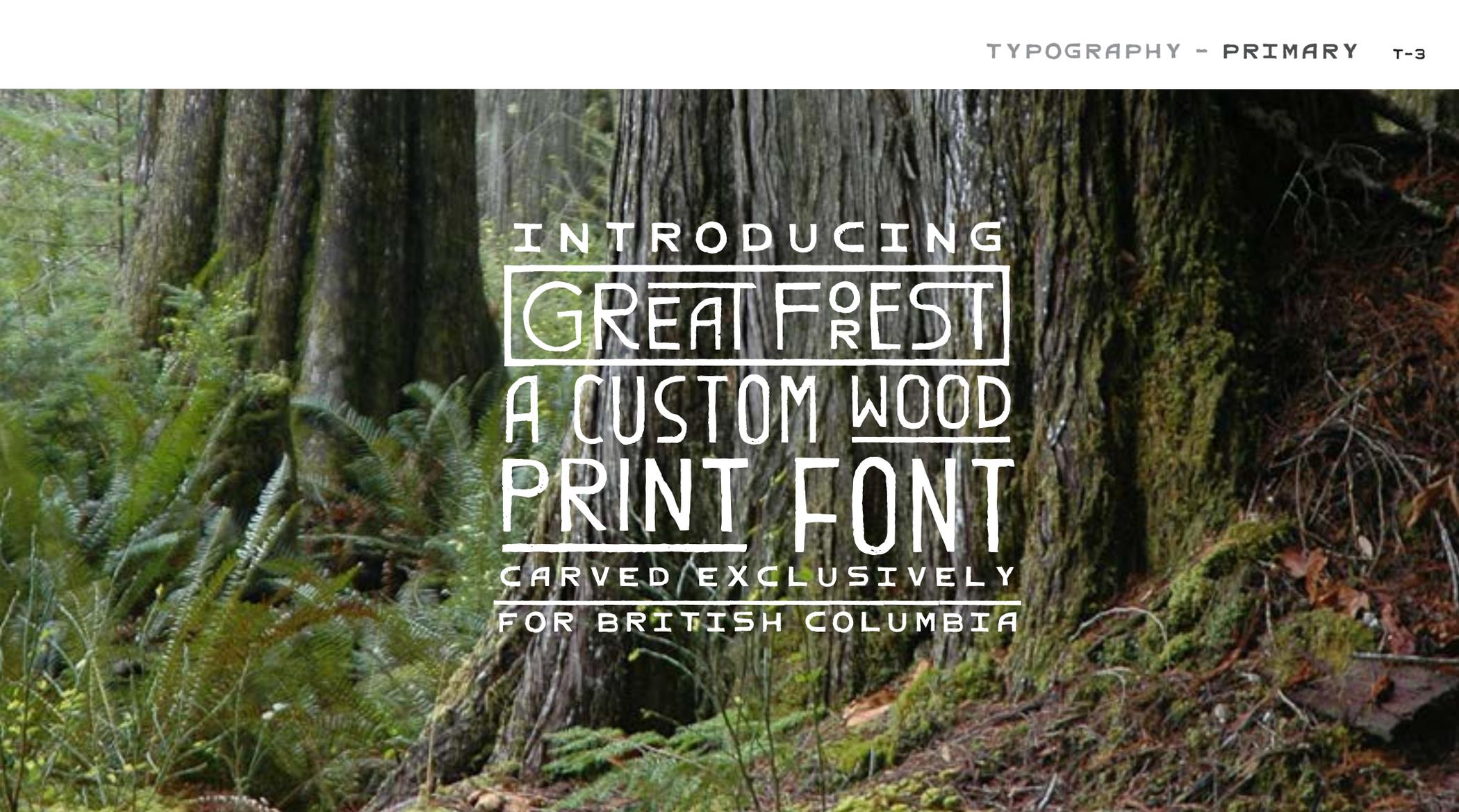
TYPOGRAPHY

Z

PRIMARY:  
Great Forest

SECONDARY:  
Brandon Grotesque\*

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



INTRODUCING  
**GREAT FOREST**  
 A CUSTOM WOOD  
**PRINT FONT**  
 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

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

REGULAR

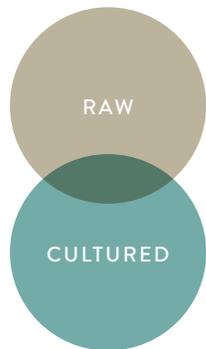
abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 ~!@#\$%^&\*()\_+={[]},,:;”/?

**BOLD**

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

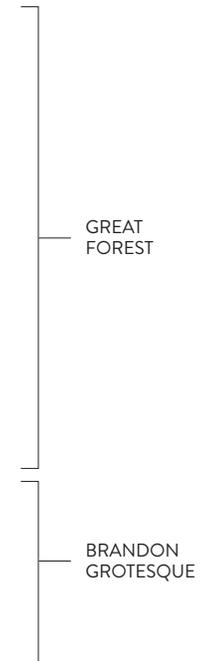
**BRINGING THE TWO TOGETHER**

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



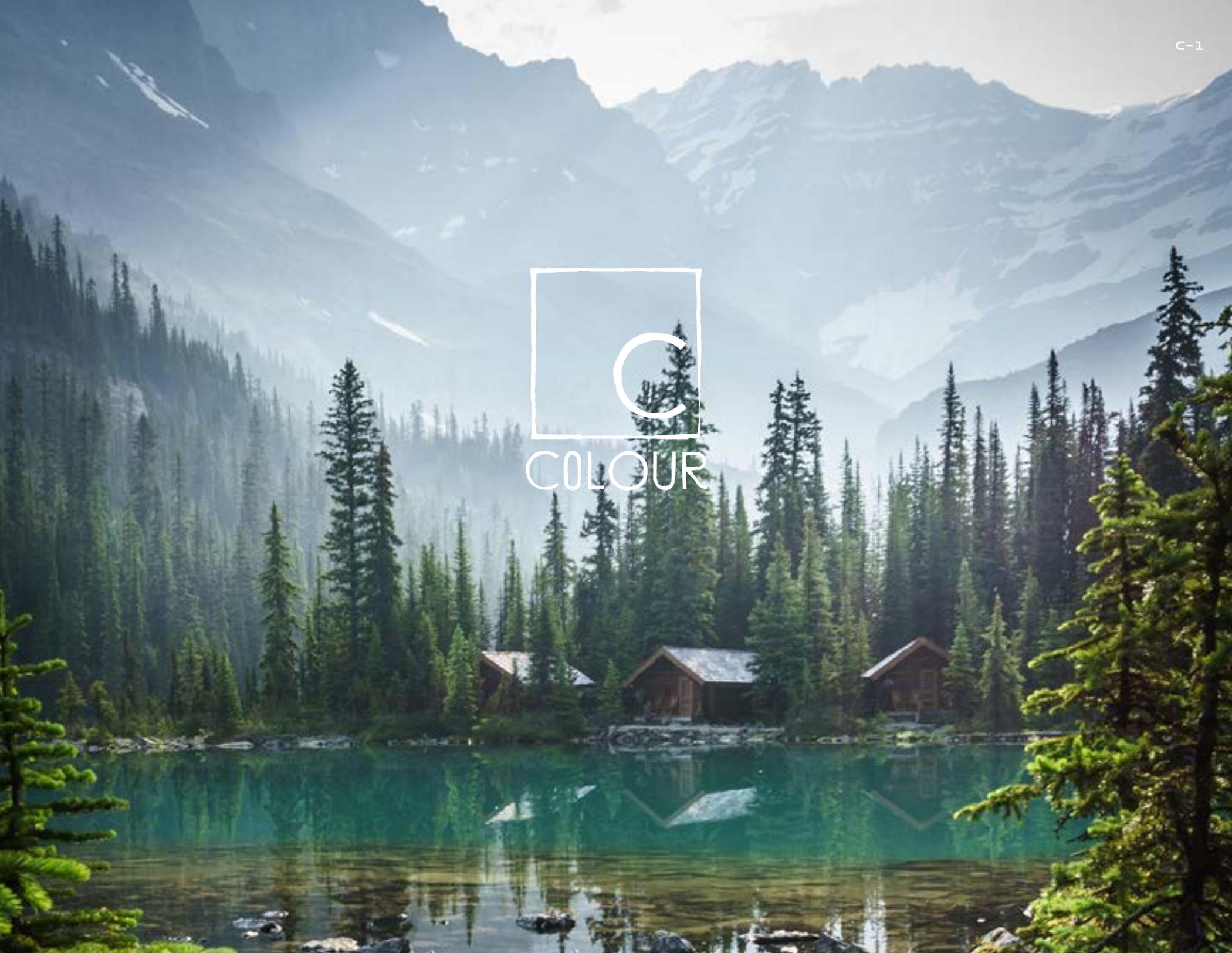
GREAT  
BEAR  
RAIN  
FOREST

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





COLOUR



### THREE CATEGORIES OF COLOUR

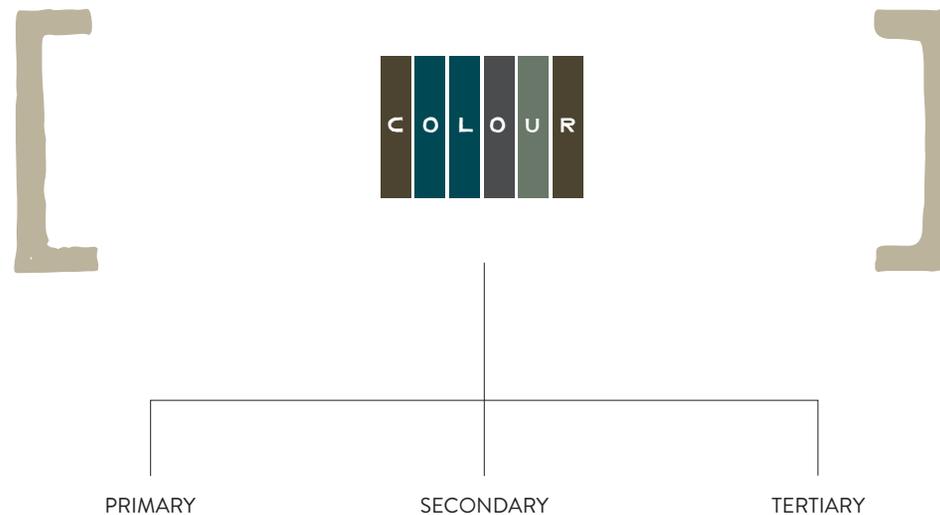
Our colour standards are divided into three categories:

- > **Primary palette:** should dominate the colour use. In our case, white is our default logo and background colour, and black is a default type and alternative logo colour.
- > **Secondary palette:** are the first colours you reach for beyond black and white.
- > **Tertiary palette:** fills out the field with seven earth tones.

The reason for separating the full palette into three groups is to narrow the colour spectrum that the brand is seen in. This is a strategic practice for all successful brands, especially in the first several years of launching, as the brand is establishing a recognizable pattern in the minds of the target audience.

In addition to establishing familiarity, our brand is founded on a stripped down simplicity that prioritizes a raw, understated presentation.

Finally, the neutral tones of the Primary and Secondary palettes showcase our photography as the hero, especially when the images are composed of earth tones or monochromatic tones.



- > Categorization helps prioritize a segment of the palette to promote recognition in the market

## 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.

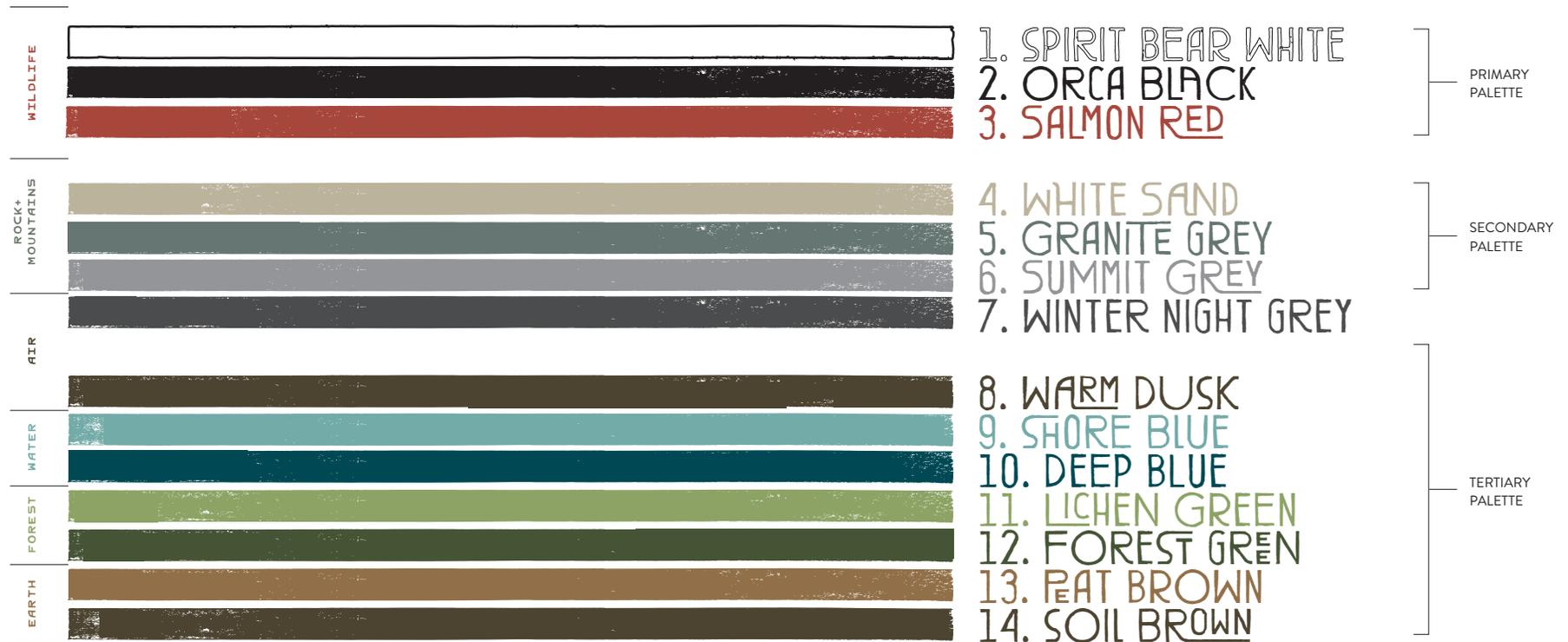
These are broken down into Primary, Secondary and Tertiary groups, graded in an order of predominance as seen in our communications.

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 as well as signalling a call to action in our online buttons.

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.





TONE OF VOICE



## TONE OF VOICE



### THREE CATEGORIES OF VOICE

We have three categories of writing tone to delineate different marketing objectives, from pure brand awareness to a time-sensitive promotion.

The highest brand level, or “Signature” copy, is broad and poetic, allowing for more imaginative phrasing and conceptual writing.

The second level, or “Experience” copy, is more specific to the activity or destination (e.g. Ski or the Okanagan). Experience copy adds the energy of activities that travellers respond to as they are keen to immerse themselves in British Columbia’s natural environment. It’s the *Wild* breathing life into the *Wild at Heart*.

Finally, the “Editorial” level, which tends to be more tactical, directs the reader to take some form of action: an invitation to dig deeper, to contact for more information or to inspire click-through. This tone is less interpretive than the Signature copy and can be more informational.

Our tone of voice should bear a level of consistency, across all levels of communication, from Signature, to Experience to Editorial.

Imagine a person in three distinct conversations, each with their own objective, and you can determine how the phrasing and word choice will change: from highly emotive, to more insightful, to matter-of-fact rational.

It may be helpful to visualize Signature copy as an intense one-on-one conversation. Experience copy may be speaking to a small, familiar group, while Editorial copy addresses a larger audience.

> The tone of voice requirements for our brand will differ, which is why there are three categories: from poetic to promotional, from over-arching description to specific content.

## A REMINDER OF OUR BRAND ATTRIBUTES

Brand Attributes are the brand's foundation: aspects of character that allow us to present our destination with credibility and authenticity. They infuse the personality with conviction and commitment, resulting in a defined and readily identifiable tone of voice.

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

## SIGNATURE VOICE: THE INTELLECTUAL MATE TO OUR PHOTOGRAPHY

British Columbia's brand essence, *Wild at Heart*, was derived from BC's vast wilderness. Wherever possible, this point of reference will be the cornerstone of messaging.

Signature copy should reflect the almost mystical attraction of British Columbia's wilderness with an inspirational, authentic copy style. The writing is poetic, but not precious. In a down-to-earth style, it draws the audience into a story spoken in awe of the natural beauty, and its monumental scale. This is simple, creative writing that compounds the reader's visceral impressions of our photography.

The ultimate goal with our brand's voice is to engage the audience with emotional impact. Words are considered and uniquely constructed to create striking moments through an insight (however deep or simple it might be) or a poetic turn of phrase. It does not come across as formal nor instructional, but is based on plain language creatively used to make the message memorable. With our brand's tone of voice, directness is key.

The energetic impact falls somewhere between the wisdom of an elder and an impassioned, young poet. Calm and knowing or sobering and emphatic, the language has a sophistication that comes from awareness of the world versus academia. Generally, the voice does not rest on humour to engage, but in rare instances when appropriate, the humour quality is dry and smart—never sarcastic or slapstick.

Fundamental to the brand tone of voice:

- » PASSIONATE
- » POETIC
- » UNAFFECTED
- » INSIGHTFUL

- > Try to keep wilderness central to the writing
- > Like our photography, copy is founded on emotional impact

- > The sell-factor tone of Experience copy falls in between Signature (softer tone) and Editorial (more direct)
- > Descriptive of a destination, activity or geographic area

## **EXPERIENCE VOICE: A FINE BALANCE**

Experience copy must compel readers to further explore the possibilities of travelling to and within our province, but maintain an eloquent narrative. Here, we're dealing with a tangible offering, but must present it with creativity.

This category is more descriptive of an area or an experience. It still refrains from hard-sell, but the encouragement to take additional action is stronger than the Signature level. Where Signature copy speaks conceptually, positioning the province through tone and attitude, Experience copy is rooted in real life tourism assets and is more definitive of what the traveller will see and do. For instance, the communication objective may circle around a specific destination, an activity or geographic area.

The energy is dialed up, but the enthusiasm of the voice is real and magnetic. Stay away from clichés or over-used terms that amount to empty descriptions. As with Signature copy, continue to seek emotional insights, poetic and clever turns of phrasing, and unusual angles to promote the offering.

- > Editorial is considered the “hardest working” writing tone as it must motivate the audience to take action; most sales-oriented of the three
- > Quality of writing must capture the essence of our Signature and Editorial voice, and stand out from competitors

## **EDITORIAL VOICE: PERSUASION IS IN THE DETAILS**

Editorial copy is an intimate, personal perspective with details that interpret and enhance the reader’s understanding of life in, and on the edge of wilderness. This is British Columbia as seen from the inside: concise descriptions of points of interest and activities, but written in a manner that is warm and appreciative.

Editorial copy is the most advanced along the path-to-purchase for our prospective travellers. At this point, they have been romanced by our Signature level communication, hooked by our Experience level and now it is the job of the Editorial level to seal the deal. Content will provide more rational and factual information, and specifics to help travellers plan their vacation.

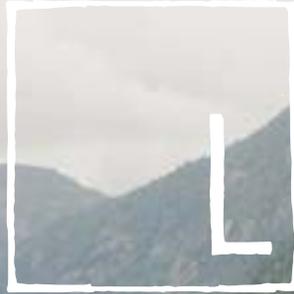
In general, Editorial copy gets down to the nitty-gritty of marketing, but the goal is to avoid falling into the marketing clichés and hard-sell copy which make brands unsavoury. Instead, we encourage thoughtful copywriting that borrows from our Signature and Experience levels, breaking past the typical vernacular to capture our audience with inspiring and motivating sound bites.

## SUMMARY FOR OUR VOICE

Our tone of voice loves British Columbia. And it's a good relationship. There's immense respect. Affection. And understanding. All those elements are evident, in every conversation. But our tone of voice is also very respectful of who the audience is, and why they are engaged in that conversation.

Our tone of voice doesn't "sell," it shares. The audience senses the intelligence and commitment, not a bombastic ego. In the end, the reader/listener is comfortable with this voice. They like, and remember, a turn of phrase. They appreciate and gain from the interpretation. They add value to the message because they sense its authenticity.

- Keep wilderness central to the theme.
- Judge the copywriting by its emotional impact.
- Don't go off-brand with the body copy, even if you've done well to stay on-brand with the headline. Tone of the long-form text is direct, logical, meaningful and just moderately stylistic.
- Don't tell readers how to feel.
- Don't go overboard with the poetic tone or superfluous adjectives.
- Don't speak in first person.
- Don't use jargon.
- Don't sound cold or overly authoritative.



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 [ImageBank.DestinationBC.net](http://ImageBank.DestinationBC.net) to download the web tile, usage guidelines and licence agreement. For assistance and to confirm usage, email [MarketingCommunications@DestinationBC.ca](mailto:MarketingCommunications@DestinationBC.ca).

**BLACK LOGO ON WHITE BACKGROUND**

**WHITE LOGO ON BLACK BACKGROUND**

TILE

HOVER STATE



TILE

HOVER STATE



**Size and Colour Options**

There are two logo sizes available for use: 150x198px and 250x330px and, two colour options to choose from: a black logo on white background or a white logo on black background, each with a corresponding hover state option. Please do not alter the size or colours of the tile.

The colour choice should be made based on the surrounding website imagery and content. Each option has a hover state, with corresponding files. If your website allows for hover state functionality please use both files; however a hover state is not essential.

**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.

Over the coming months, 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 new brand.

### PLEASE CHECK IN

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

[www.DestinationBC.ca](http://www.DestinationBC.ca)

Questions may be addressed to:

[MarketingCommunications@DestinationBC.ca](mailto:MarketingCommunications@DestinationBC.ca)