## BRAND GUDDELINES

Version 1.2 | Dec 2, 2022



### CANNORE KANANASKIS



#### **Our Brand** Canmore Kananaskis Brand Model

We exist to transform the way we live in our world. Therefore, we promise astonishing adventures that nourish your soul.

In everything we do, we are humble, confident, and competent and as a result are seen as unfiltered, neighbourly, invigorating, and mountainy.

**Our Promise** 

Astonishing adventures that nourish your soul



**Our Reputation** 

Unfiltered, Neighbourly Invigorating Mountainy

> **Our Spirit** Humble, Confident Competent









#### Our Logo | Overview

#### Our hand crafted wordmark feels bold, confident and contemporary.

Inspired by nature it's organic form feels informal, welcoming and neighbourly. The condensed font, crisp edges, upturned angles and varying heights brings to life the dynamism of the Kananaskis mountains without incorporating a mountain icon into the logo.





#### **Our Logo** | Colour Options

**Our primary** colour options

## CANARE KANANASKIS Full Colour

## CANARE KANANASKIS

Black



PE KANANASKS

Reversed



#### Our Logo | Usage

#### **Our primary** logo usage

For ease of recognition, please follow the standards of minimum size and protective space created for our logo.



#### **PROTECTIVE SPACE**

It's important to keep our logo clear of other graphic elements, logos or text. A clear space (X) has been established defined by the height of the "C" characters in our logo.



# CANARE KANANASKIS

#### **MINIMUM SIZE**

To ensure legibility, our logo must never be reproduced smaller than 53mm (1″) in width or 78px width in digital applications.





#### Our Logo | Identifier

#### Our identifier

Our identifier can be used as a brand signifier for placements with limited space, where the wordmark is less practical (e.g. social media icons)







#### Our Logo | Don'ts

#### Some final thoughts on using our logo

Here are a few examples of things that should be avoided when using our logo.

lf you're not sure, just ask.



Don't alter its colour. Only use the logo in the colours provided.



Don't make it too small





Change the alignment of the logo



Don't place the logo over a busy background or a colour that lacks adequate contrast.



Don't add an outline or drop shadow.

spacing



Don't put it in shapes.

logo



Don't squash or stretch it.



Don't re-create the logo in any another font.



Don't adjust the sizing of the elements within the logo.



Don't adjust the letter



Don't add elements to the



Don't rotate the logo.



Don't add tag lines



Don't remove or replace a logo element



Don't add elements or other logos too close to the logo







#### Our Typography | Headlines

#### **Our Hero font**

We've selected a hand drawn brush stroked font for our headlines. It feels in family with our wordmark, bold confident and conveys a sense of approachability while bringing a ton of character to our messaging. This is paired with a san-serif with varying weights and styles providing flexibility in layout.

#### Hackney svg

ABCDEFGHIJKLM Noporstuvwxyz













#### **Our Typography** | Secondary type

#### **Our Secondary** font

Barlow was selected as the secondary font to complement the more expressive Hackney. It is a workhorse of a font with multiple weights and suited for a broad range of applications. As a Google font it is easily accessible and usable organization wide and easily implemented for web.

**Note** When Barlow is unavailable or it isnt appropriate to use it (i.e. a Powerpoint presentation), Helvetica should be used as the default system font.

#### Barlow

Barlow	ABCDEFGHIJKLMNOPQF
Black	Abcdefghjiklmnopqrstu
Barlow	ABCDEFGHIJKLMNOPOF
Bold	Abcdefghjiklmnopqrstu
Barlow	ABCDEFGHIJKLMNOPQR
Semibold	Abcdefghjiklmnopqrstuv
Barlow	ABCDEFGHIJKLMNOPQF
Regular	Abcdefghjiklmnopqrstuv
Barlow	ABCDEFGHIJKLMNOPQR
light	Abcdefghjiklmnopqrstuv

## RSTUVWXYZ uvwxyz 1234567890!@#\$%^&\*()

RSTUVWXYZ .vwxyz 1234567890!@#\$%^&\*()

RSTUVWXYZ Ivwxyz 1234567890!@#\$%^&\*()

RSTUVWXYZ vwxyz1234567890!@#\$%^&\*()

'wxyz 1234567890!@#\$%^&\*()

RSTUVWXYZ









#### **Colour Palette**

#### **Our Colours**

Our vivid colour palette takes its cues from our nature. From lush greens of our forests to the golden hues of our Larch trees.

#### Note

The HTML colour values differ from the standard Pantone breakdown to give a closer match onscreen to the chosen colours. Please use the values provided. PMS 123C PMS 7404U 0C/16M/89Y/0K HTML FFC836

PMS 368C PMS 367U 54C/0M/100Y/0K HTML 99BE2D

PMS 3435C PMS 3425U 87C/15M/77Y/69K HTML 144835

> PMS 565C PMS 565U 35C/0M/19Y/0K HTML B4DAC5

PMS 7486C PMS 7486U 25C/0M/50Y/0K HTML BDE3A0











#### Graphic Devices | Our Pattern

#### Our Pattern

Our "mountainy" pattern is inspired by the needles of the Larch tree.

The pattern works best bleeding off the side of the application and cropped close enough to fill the space.





#### Graphic Devices | Our Icons

#### **Our Icons**

A brush stroked icon style feels connected to our typography whilst making our icons feel unique and ownable.

The icons may be used in any of the brand clours provided there is adequate contrast with the background. A selection of icons colours is shown here.



















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#### **Photography Style**

Canmore is a place of memorable experiences of unfiltered nature at its best. Our photography should capture authentic everyday, candid moments of the diversity of locals and travellers engaged in the unique Kananaskis experience.

The following principals provide a guide as to what makes a great Canmore/Kananskis image. Try to capture genuine spontaneous experiences avoiding overly posed or staged "postcard" imagery with insincere emotions.





#### Photography Style

























#### Notional Applications | Ad Layout



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#### Notional Applications | Tote





#### Notional Applications | Digital





#### Notional Applications | Bottles







#### Notional Applications | Posters

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Ca**NNO**RE Kananaskis

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explorecanmore.ca

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#### Notional Applications | Toque







#### Notional Applications | Visitors Guide





#### Notional Applications | Business Card

## CANORE KANANASKIS

268 – 105 Bow Meadows Crescent Canmore, Alberta T1W 2W9, Canada Located on Treaty 7 Territory and Metis Region 3



Lindsey SINCLAIR she/her | Business Development Manager



P 1.855.678.1295 ext. 701
 E Lindsey@ExploreCanmore.ca
 explorecanmore.ca









#### Templates | Business Card

#### **Business Card**

Note the business card template is set up for printing on uncoated stock using pantone clours. The colours will appear different in print than on screen.



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Lindsey SINCLAIR

- **P** 1.855.678.1295 ext. 701
- E Lindsey@ExploreCanmore.ca explorecanmore.ca

she/her | Business Development Manager



#### **Templates** | PowerPoint

#### **PowerPoint** template

The PowerPoint template gives several options fr a flexible layout. It works best when different styles are combined. For example, when using a photo based cover, use the solid colour section dividers.



**Cover Options** 



Section Divider Options



Body Layout Options





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Lorem ipsum

Subhead section for the page

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Document title I Date



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Subhead section for the page

Lorem ipsum

goes here



#### Templates | Word

#### Word template

The Word template comes with a base of styles to create from including headlines, sub heads, table styles, bullet points and a table of Contents. It uses the brand font Barlow throughout.



SUBTITLE GOES HERE

#### About Tourism Canmore Kananaskis

Tourism Canmore Kananaskis (TCK) is the official not-for-profit Destination Organization for the area's tourism industry. Our goal is to increase overnight visitation, especially during the shoulder and winter seasons. We are promoting attractions, accommodations, and businesses in the area directly to consumers, while also leveraging international travel trade and media channels. Our organization is voluntarily funded by hotel and activity partners as well as marketing buy-ins from activity, food & beverage, retail, and professional services in the area. Tourism Canmore Kananaskis is working closely with the Town of Canmore, Travel Alberta, Indigenous Tourism Alberta and the Tourism Industry Association of Alberta to extend our reach.

Community-Wide Vision in Canmore and Kananaskis

The Canmore Kananaskis Community Tourism Strategic Plan was developed in early 2019 through the hard work of community stakeholders. The plan sets the direction for tourism development in the region for the next 10 years. A major focus of the strategy is committing to a triple bottom line approach to ensure sustainable tourism development in the future. TCK will take a lead role in implementing the plan's initiatives.

5-year Vision Together, we will be implementing a highly successful sustainable tourism program that will have captured the imagination of visitors and stakeholders.

By 2024, Canmore Kananaskis will be fully committed to a triple bottom line approach to tourism development, and this will be well received by visitors. A high degree of trust will have been built up between stakeholders and several high priority sustainable tourism development goals will have been achieved. 10-Year Vision We will be seen as a leader in sustainable tourism development:

#### TCK Values

- We are:
  An organization that is customer-centric and seeks to provide high quality service to members and a seamless visitor experience.
  A collaborative and inclusive organization that values transparency.
  A highly efficient and effective organization that creates value for its members.

- An organization that is responsive to the community and embraces the triple bottom line approach that balances people, profit, and the planet. An organization that values leadership and will work hard and smart to position itself as the go-to
  organization for tourism development in Canmore and Kananaskis.

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Community-Wide Vision in	Canmore and Kananas	kis	
5-year Vision			
10-Year Vision			
TCK Values We are:			
Partners			
Community-Wide Vision in	Canmore and Kananas	kis	
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TCK Values We are:			
Partners			
Community-Wide Vision in	Canmore and Kananas	kis	
5-year Vision			
10-Year Vision			
TCK Values We are:			
Partners			

#### Partners

TOURISM CANMORE KANANASKIS recognizes that realizing our vision and achieving our goals will be reliant upon consistent and proactive collaboration with the community. We will work with a sense of cooperation versus competition and will communicate openly and honescul van due accountable to each other. Together we can realize our shared vision for tourism in the Canmore Kananaskis region.<sup>1</sup>

Pillar	Outcome	Metric	Target 2022	Target 2023	Target 2024
- Jilai	Strong Brand	Brand Recall Rate	LULL	LULU	LULI
	Leads to Members	Online Referrals to	85,000	95,000	105,000
Profit		Members			
		Room Night Leads to Members	5,500	7,500	10,000
	Destination	Media Mentions	100	110	120
	Consideration	riedia riencions	100	110	120
Global prospects a	re improving but performance diverges	strongly across countries. https://www.ce	cd.org/economic-ou	tlook/	



#### Templates | Email Signature

#### Email signature template

The email signature is set in Helvetica regular.

The name colour is #144835 and 14pt

Other text is #808080 and 12pt

Land Acknowledgment is 8pt

Embed the image rather than add it as an attachment.





Bruce Marpole He/Him | Communications Manager

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Located on Treaty 7 Territory and Metis Region 3. We acknowledge all Nations who live, work and play and help us steward this land and honour and celebrate this territory.

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