

BRAND GUIDELINES

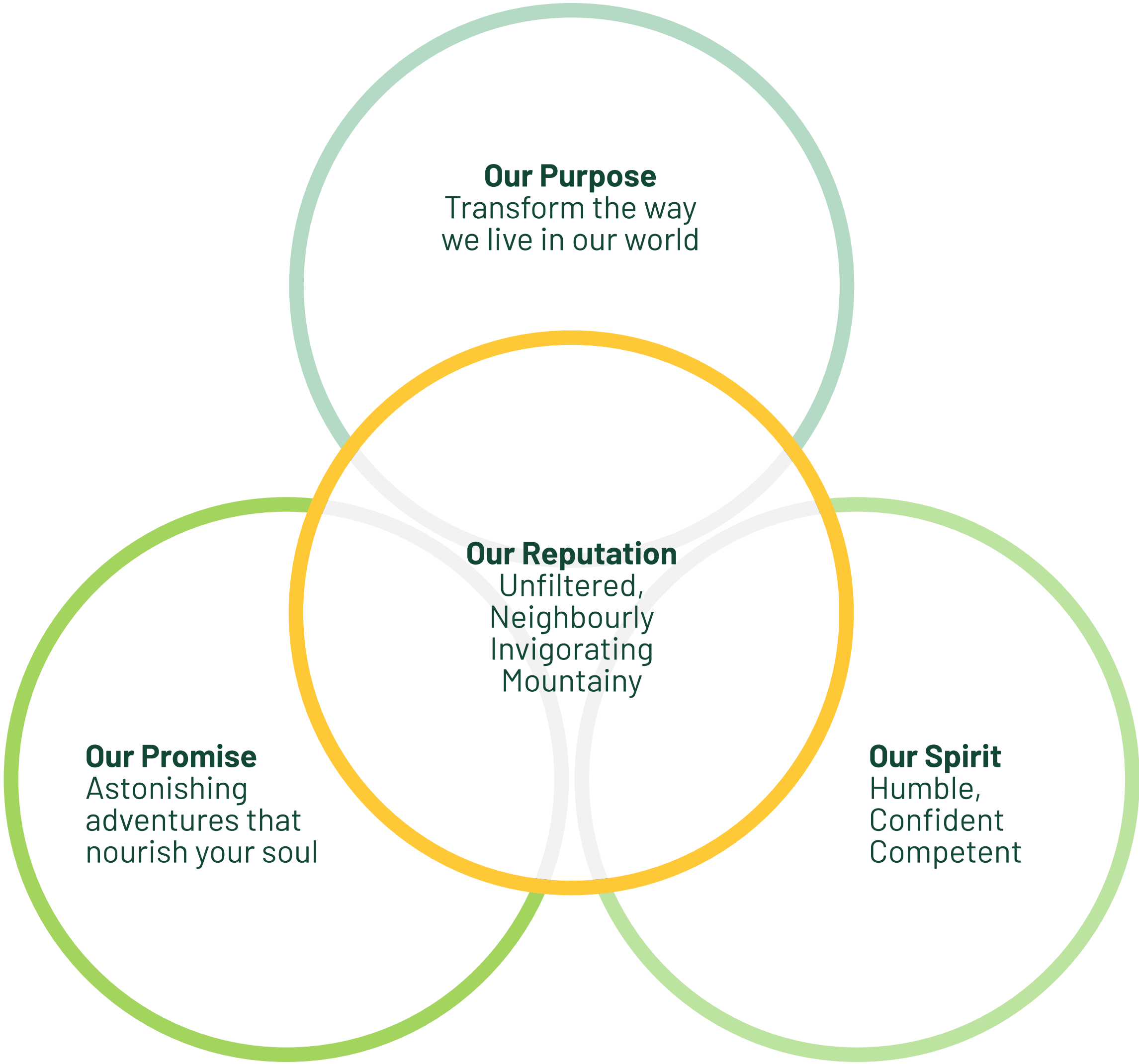
Version 1.2 | Dec 2, 2022

CANMORE
KANANASKIS



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
LOGO



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 primary
colour options



Full Colour



Full Colour Reverse



Black



Reversed

Our primary logo usage

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

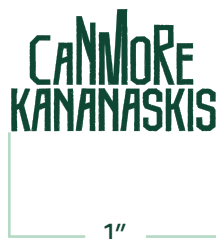
PROTECTIVE SPACE

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.



MINIMUM SIZE

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



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)



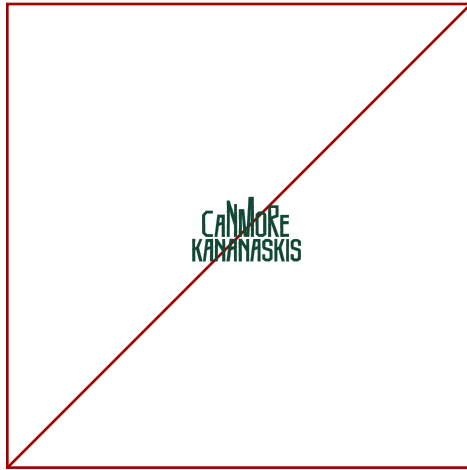
Some final thoughts on using our logo

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

If 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



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.



Change the alignment of the logo



Don't add an outline or drop shadow.



Don't adjust the letter spacing



Don't rotate the logo.



Don't remove or replace a logo element



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



Don't put it in shapes.



Don't add elements to the logo



Don't add tag lines



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

OUR TYPOGRAPHY



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
NOPQRSTUVWXYZ



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
light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

Barlow
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

Barlow
Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

Barlow
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

Barlow
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

OUR COLOURS



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

LARCH
CEDAR
PINE
GLACIER
MOSS

OUR GRAPHIC DEVICES



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.



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 colours provided there is adequate contrast with the background. A selection of icons colours is shown here.

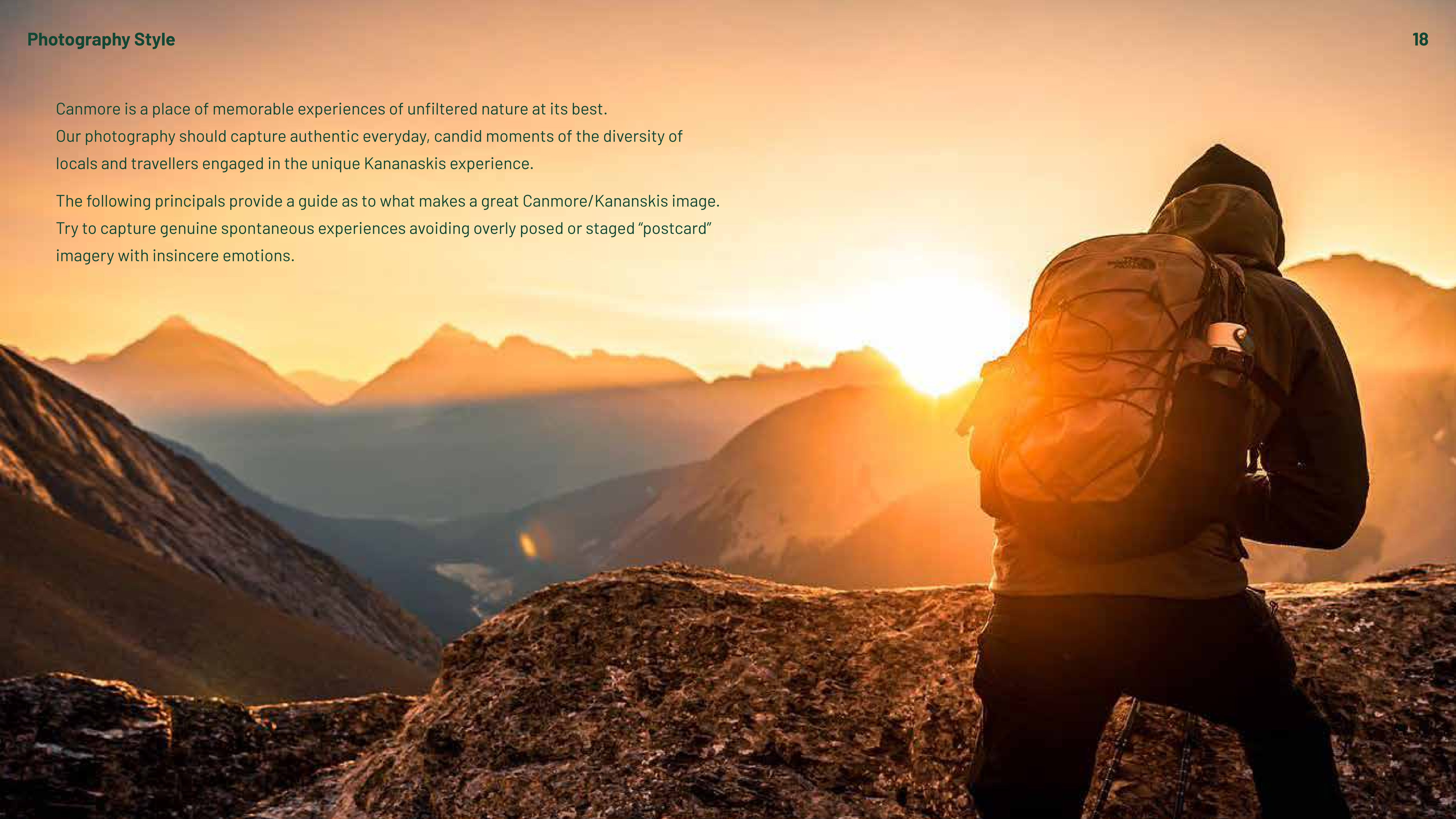


OUR PHOTOGRAPHY STYLE



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.





Engaging crops



Authentic moments



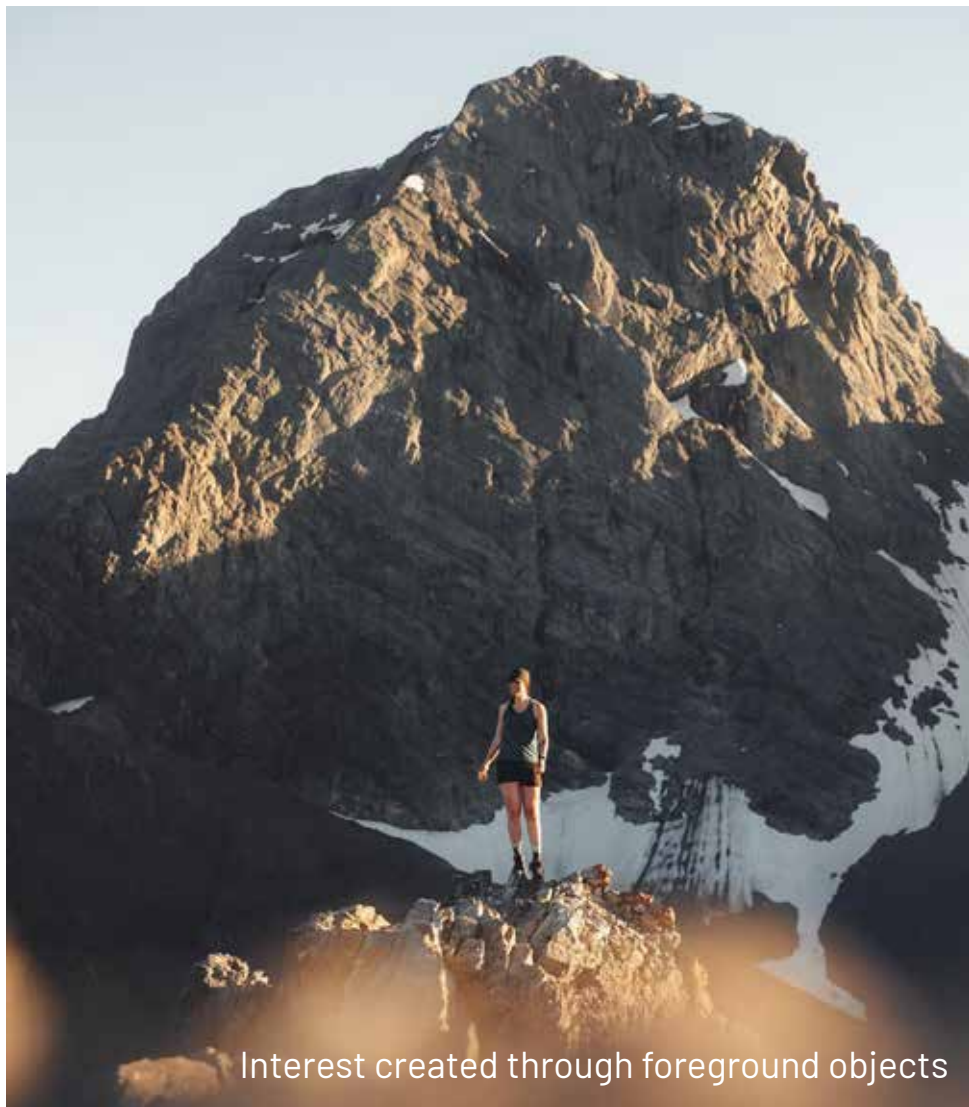
Engaging viewpoint



Intimate perspectives



Engaged in the environment



Interest created through foreground objects



First person perspective



Candid



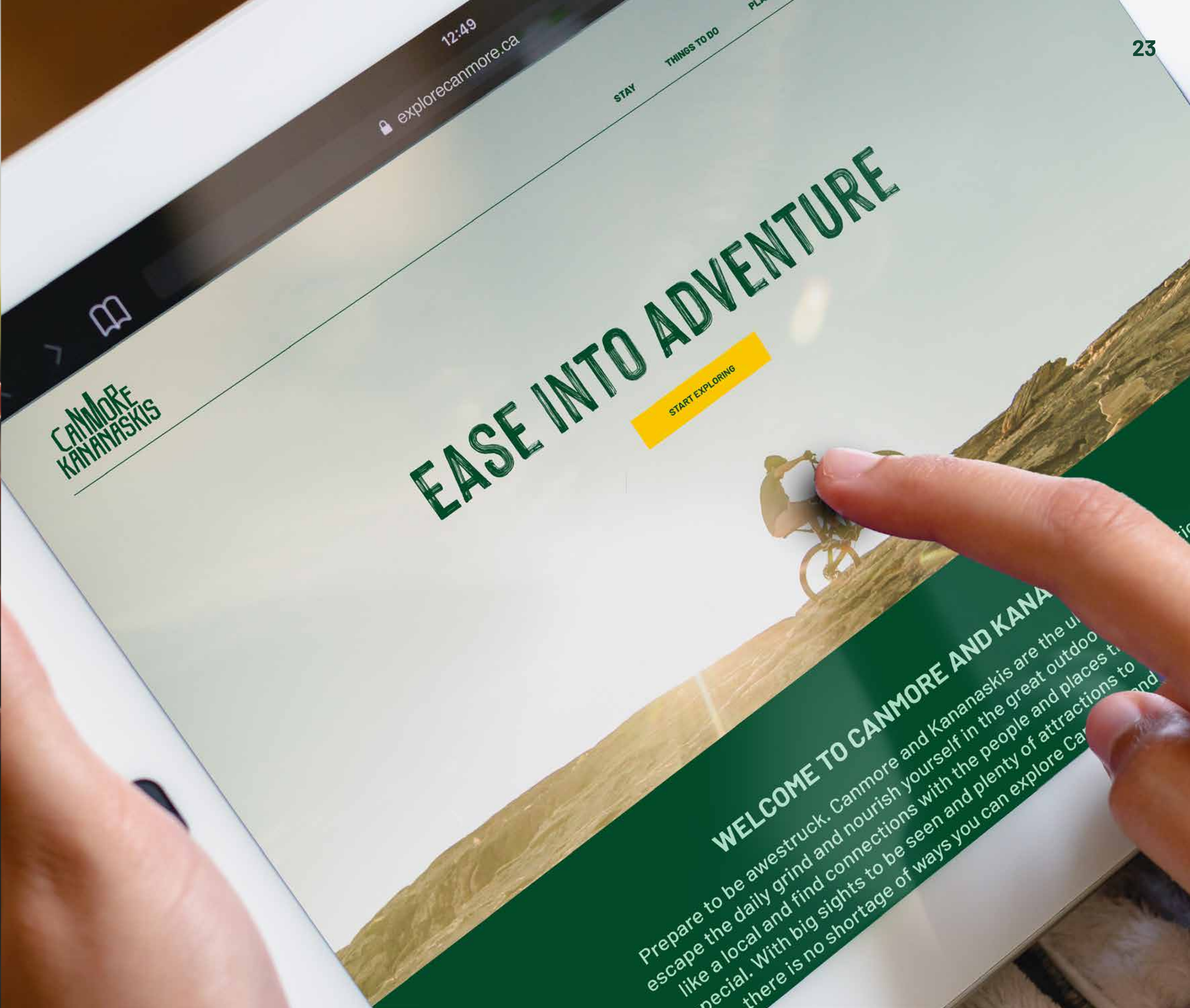
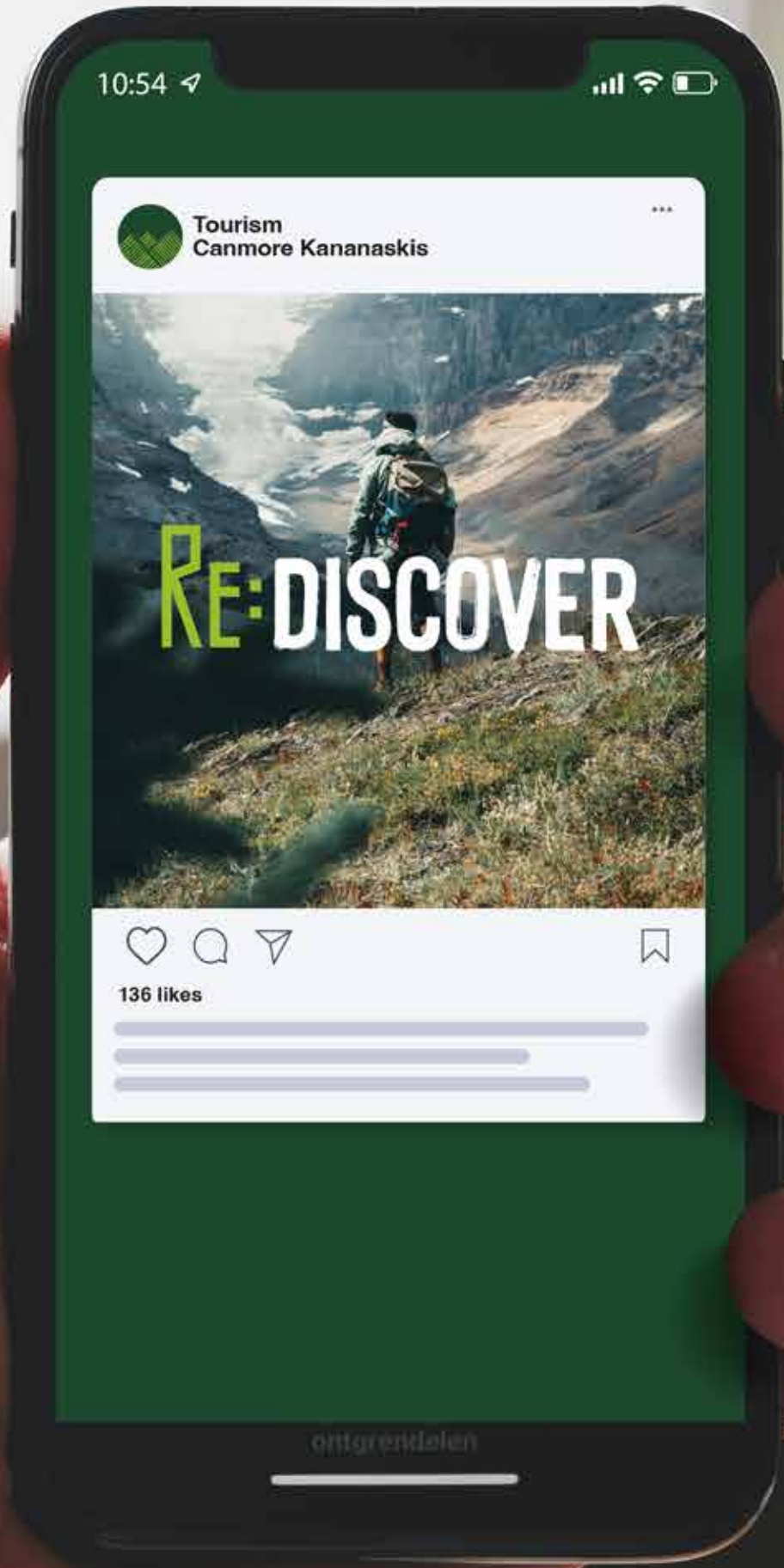
A sense of movement

NOTIONAL APPLICATIONS















CRANFORD
KANSAS



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KANANASKIS

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and Metis Region 3*

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Lindsey

SINCLAIR

she/her | Business Development Manager

OUR TEMPLATES



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.

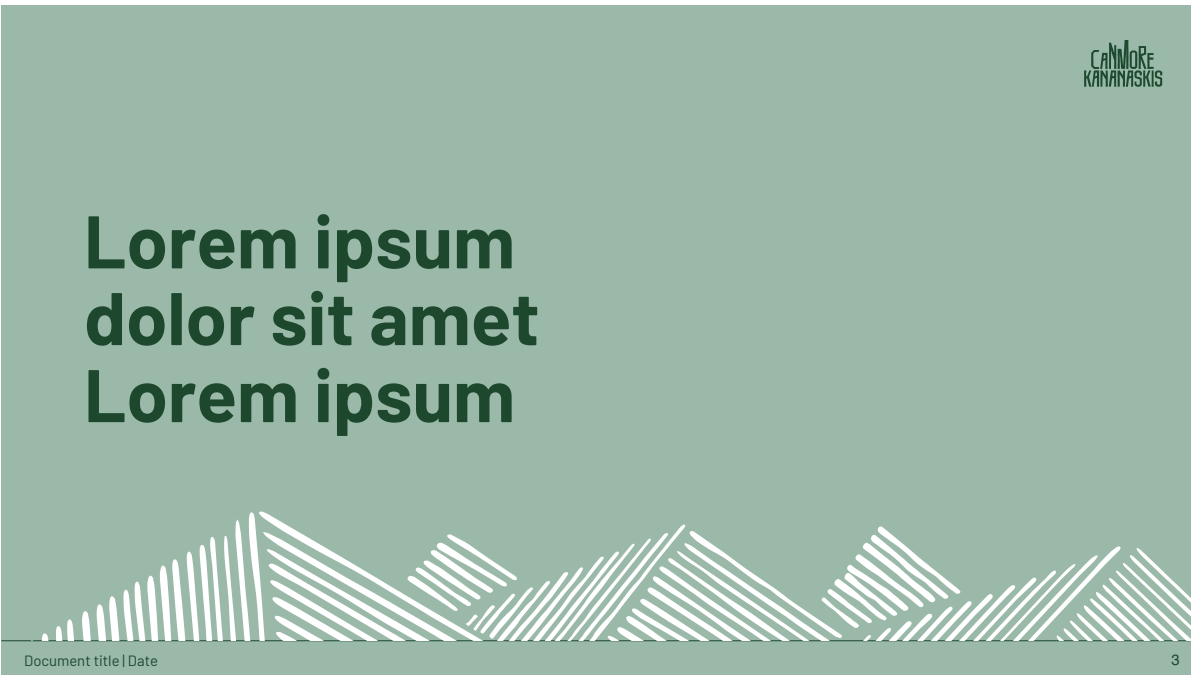
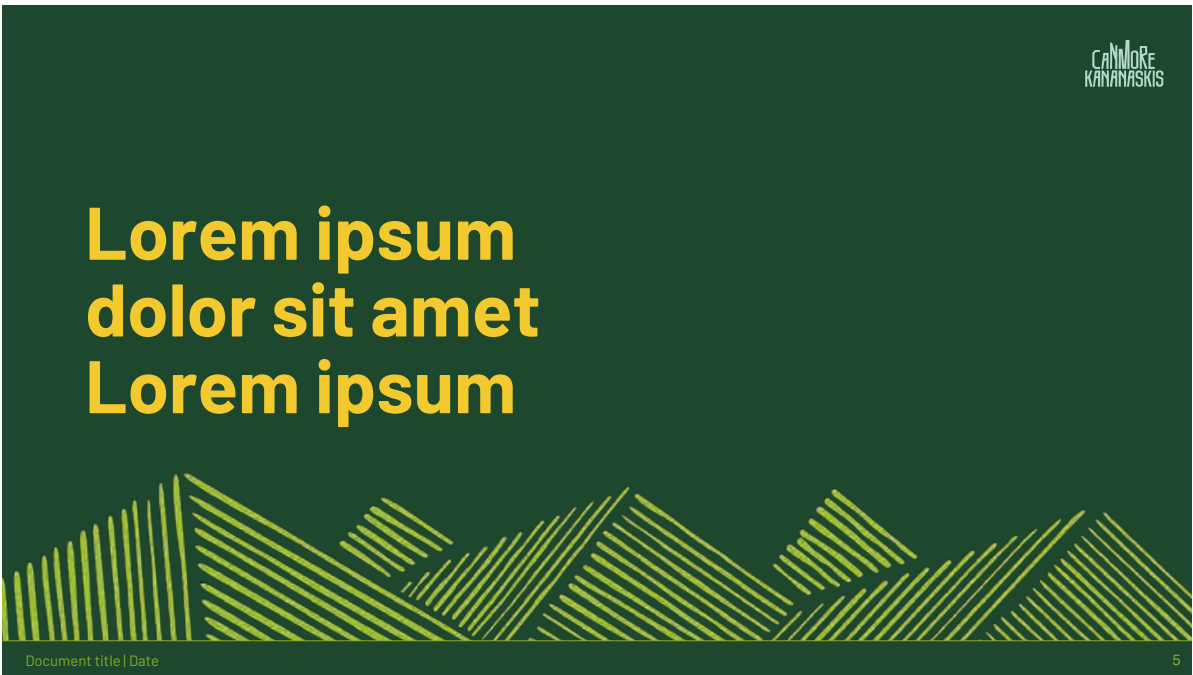
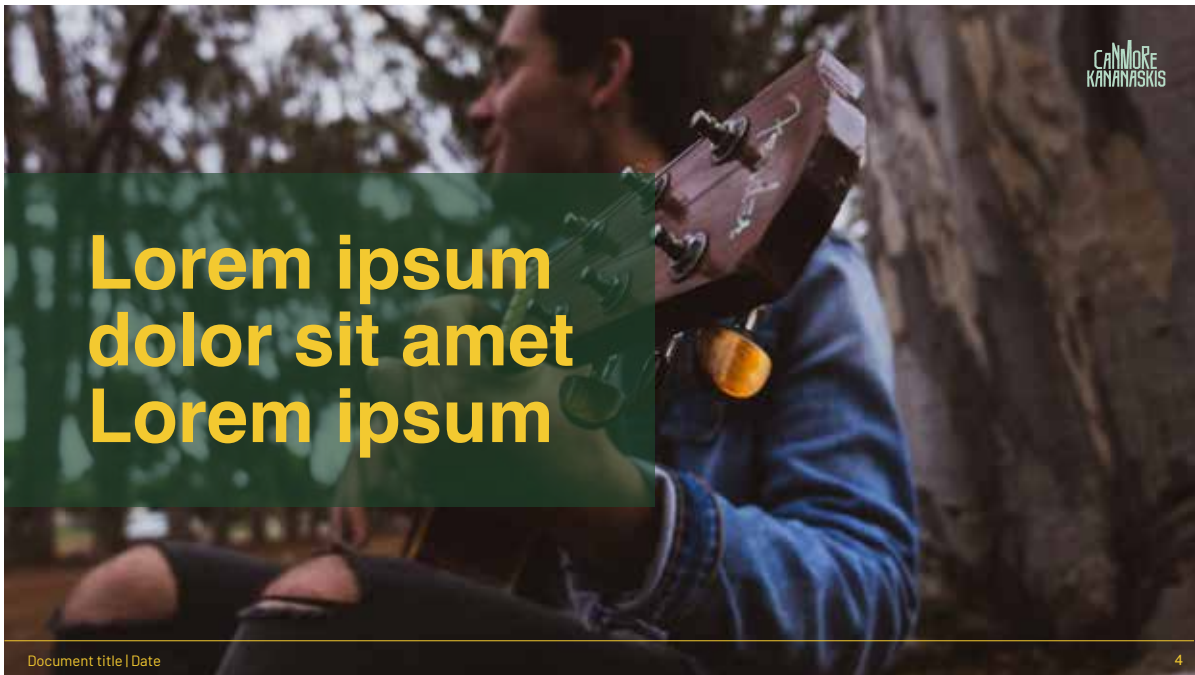


PowerPoint
template

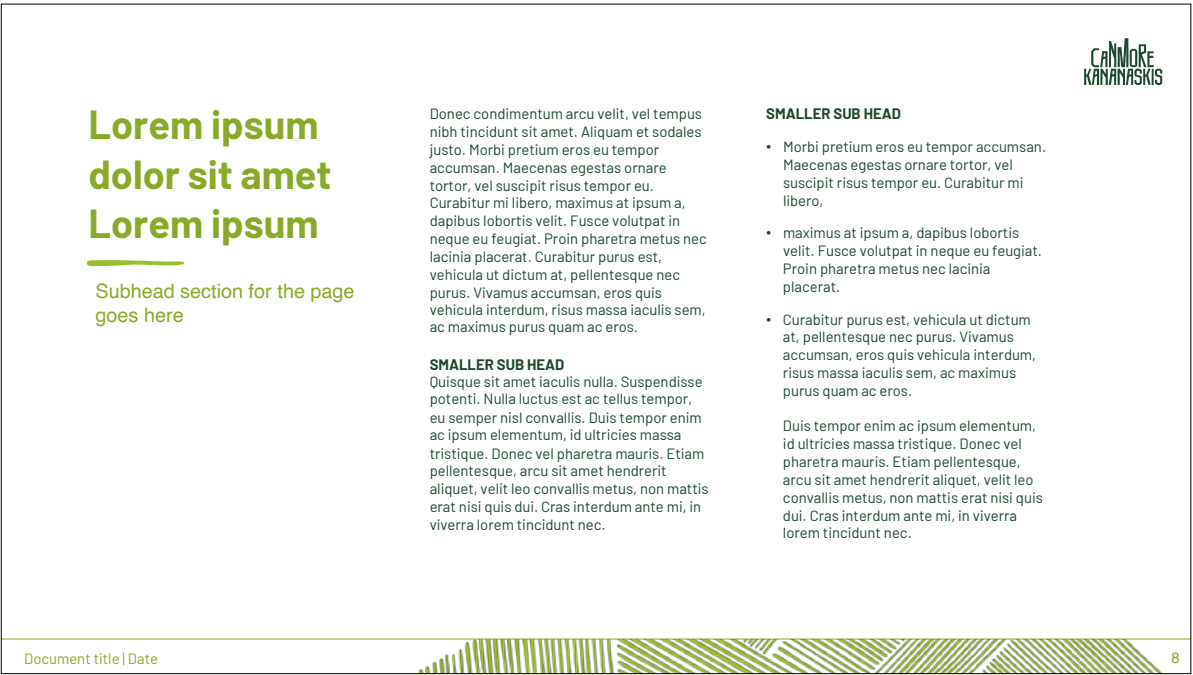
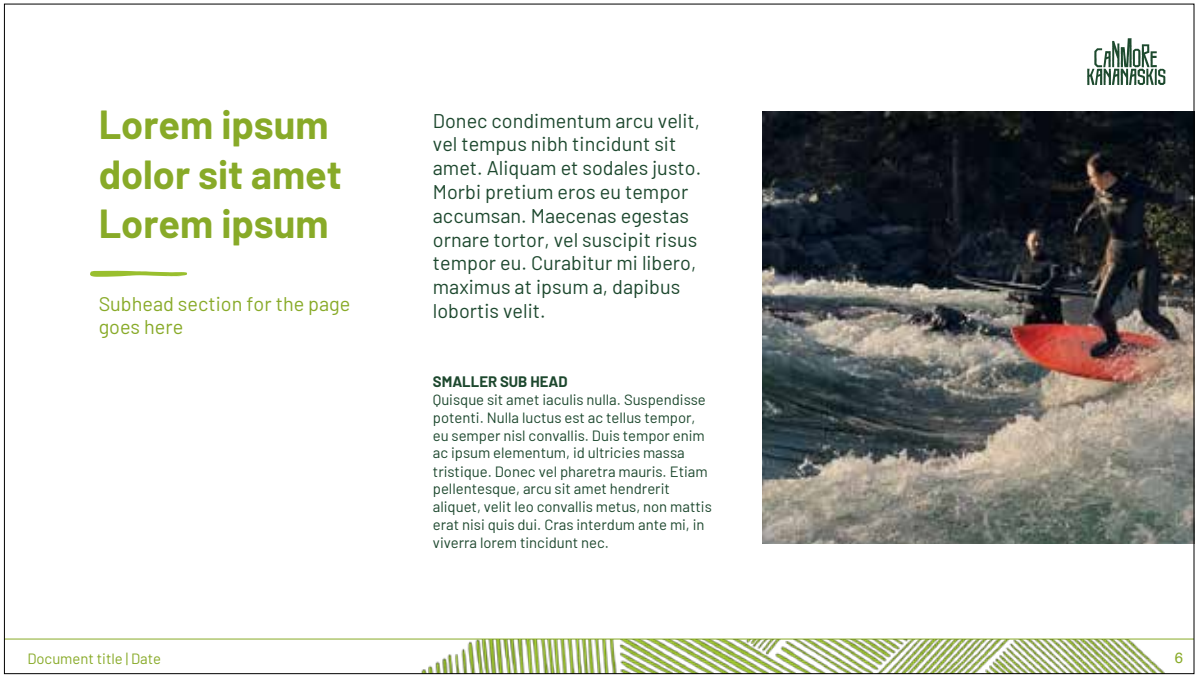
The PowerPoint template gives several options fr a flexible layout. It works best when different styles are combined. For example, when using a photo based cover, use the solid colour section dividers.



Cover Options



Section Divider Options



Body Layout Options

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.

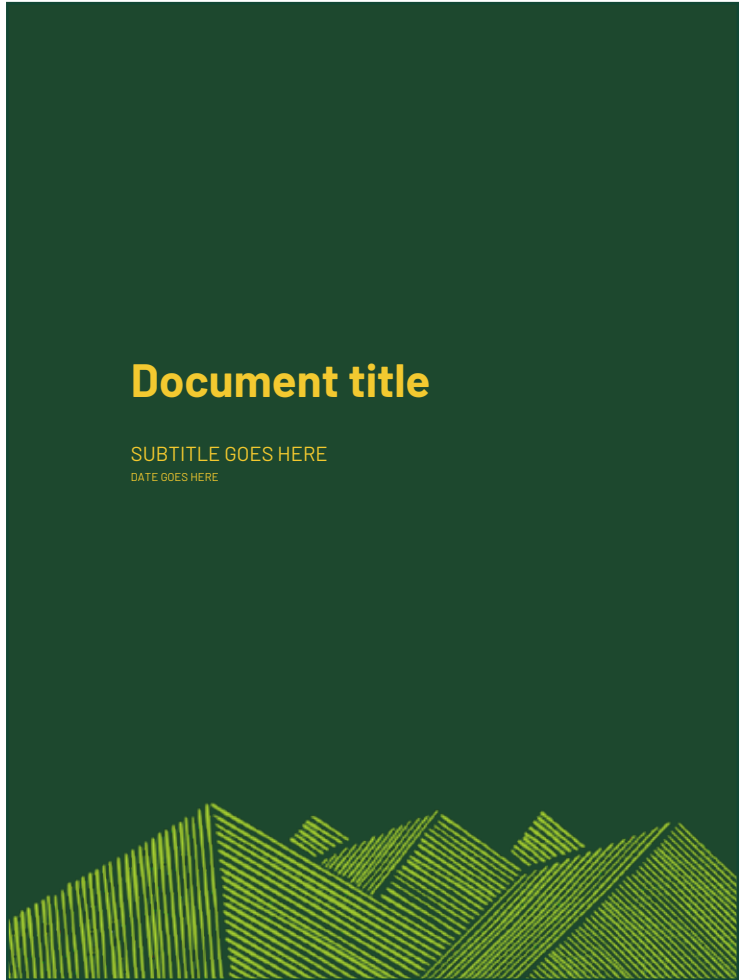



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1 | Document Name Goes here



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.

2 | Document Name Goes here




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 honestly and be accountable to each other. Together we can realize our shared vision for tourism in the Canmore Kananaskis region.¹

Strategic Pillar	Outcome	Metric	Target 2022	Target 2023	Target 2024
Profit	Strong Brand	Brand Recall Rate			
		Online Referrals to Members	85,000	95,000	105,000
	Leads to Members	Room Night Leads to Members	5,500	7,500	10,000
	Destination Consideration	Media Mentions	100	110	120

3 | Document Name Goes here



1 Global prospects are improving but performance diverges strongly across countries. <https://www.ecad.org/economic-outlook/>

Email signature template

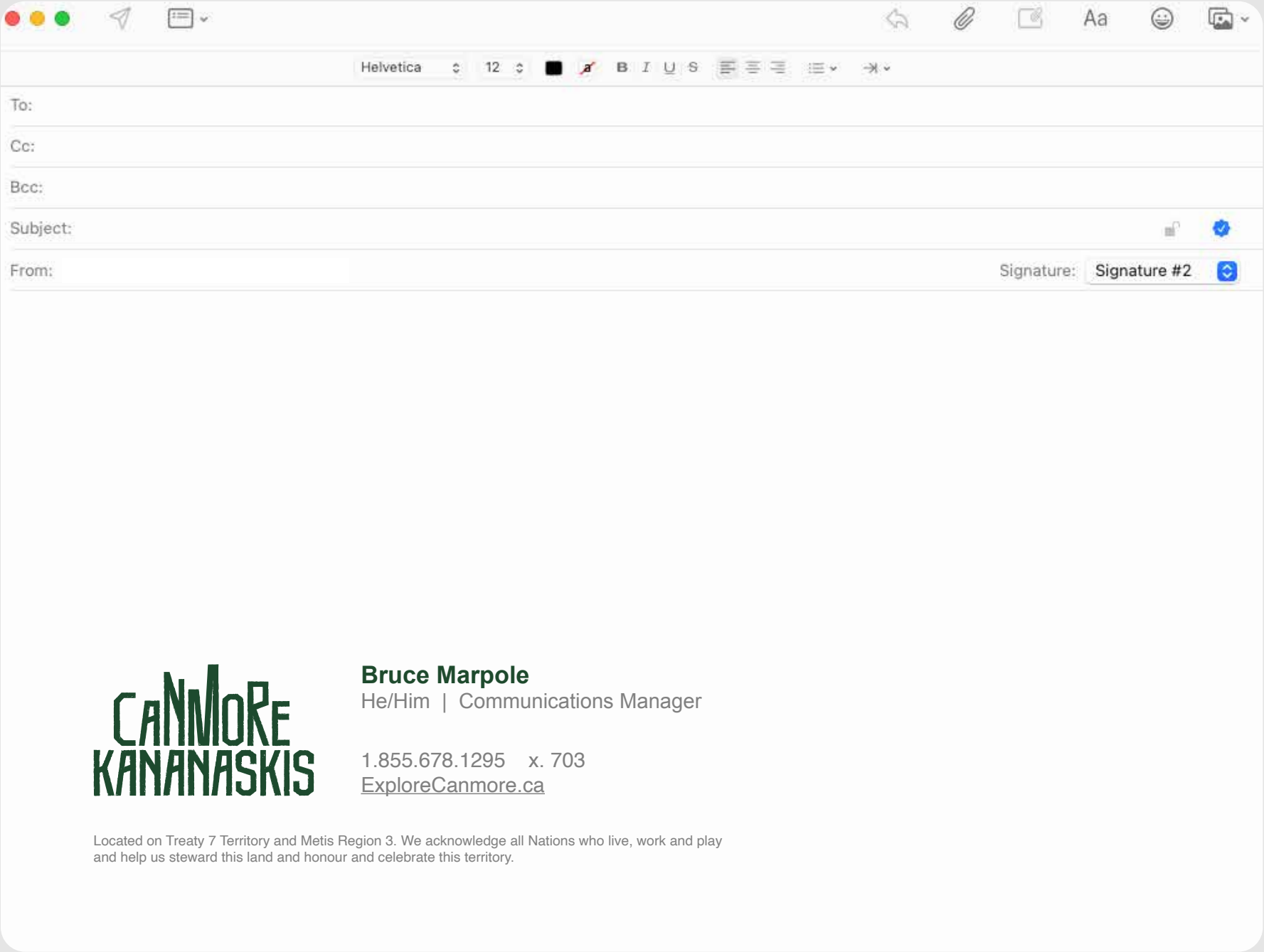
The email signature is set in Helvetica regular.

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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[ExploreCanmore.ca](https://www.explorecanmore.ca)

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.