

BRAND GUIDELINES

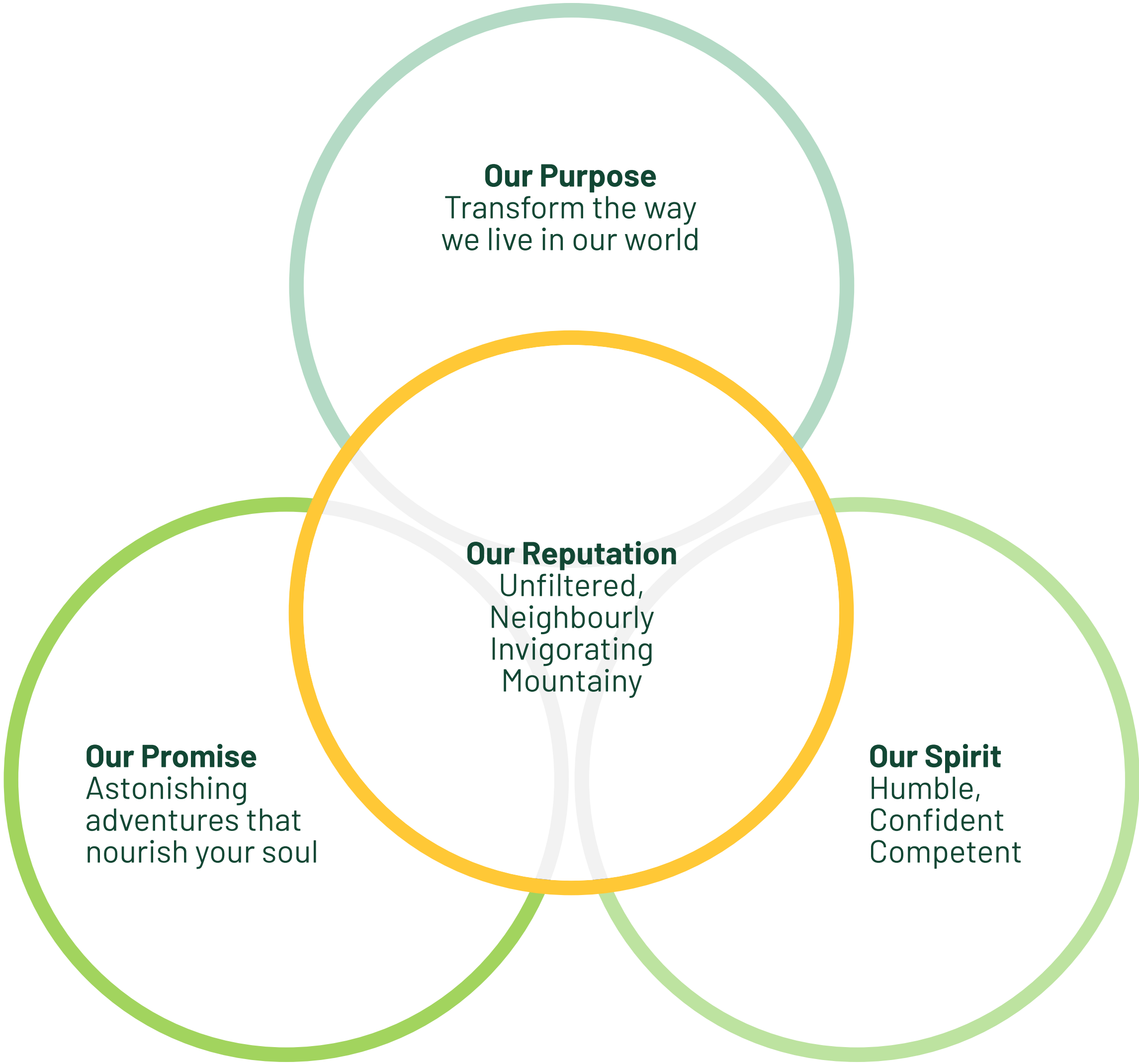
Version 1.2 | Dec 2, 2022

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.

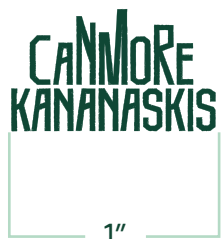
PROTECTIVE SPACE

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)



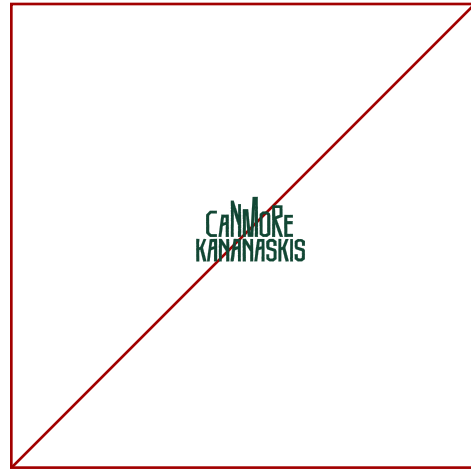
Some final thoughts on using our logo

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

If you're not sure, just ask.



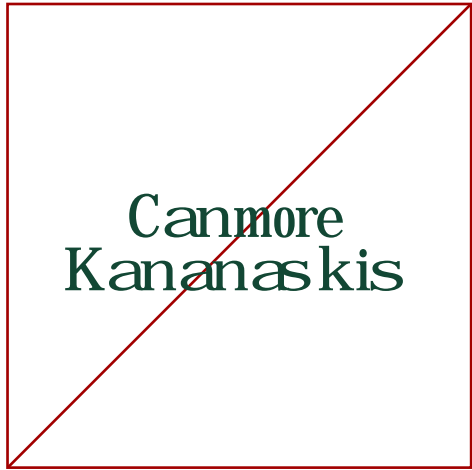
Don't alter its colour. Only use the logo in the colours provided.



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.

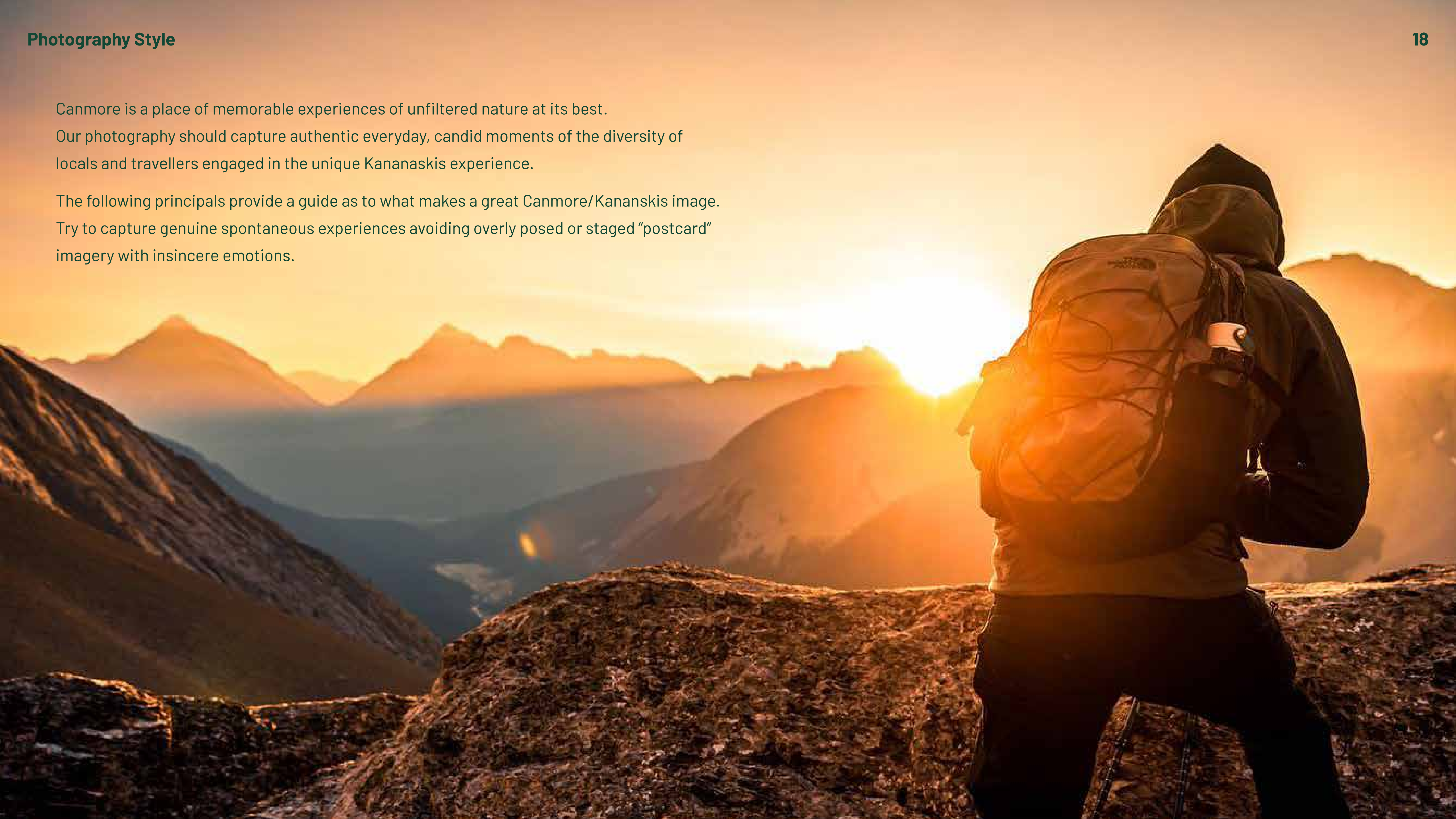


OUR PHOTOGRAPHY STYLE



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