

BRAND FUNDAMENTALS



BRAND PROMISE

At our highest level, what do we offer? What can we credibly give visitors that's above and beyond anywhere else? What is our unique difference?

It's providing moments of *Indelible Awe*.

The rare experience that hits so hard, it stays with you forever. In Banff National Park, these life-changing moments are born from a seemingly inexhaustible supply.

It's a sudden connection between people and the natural world that instantly brings both to life. It's real, overwhelming and unforgettable. And it is the unique point of difference for Banff and Lake Louise.

BRAND POSITION

Banff & Lake Louise Alive

BRAND ATTRIBUTES

Uplifting, accessible, vibrant, jaw-dropping, protected, truly Canadian

BRAND TONE

Alive is a language. It is urgent, inspirational, emotional, a personal challenge

BRAND ESSENCE

CLASSIC: is timeless, historic, valuable, highly regarded, important, relevant and in-demand today and in the future. INSPIRED: as an organization, individuals, and two towns, we are inspired to succeed, pioneer, and enjoy our amazing natural resources. We innovatively evolve to stay fresh in our ideas and actions.

BRAND VOICE:

ALIVE IS A LANGUAGE

As a living guide for this brand, how you speak becomes a unifying echo of our collective personality. Anchored in the feeling of being Alive, this harmonious tone follows emotional considerations that only a living, thinking creature can understand.

ALIVE IS URGENT.

Alive is urgent. It actively encourages travel now to prevent regret later. Headlines and copy should immediately awaken the travel gene and make people stop and realize they need to be here immediately.

ALIVE IS INSPIRATIONAL.

Our tone invites viewers to join in these places, step out of the structure of their daily life, and become a part of life in Banff and Lake Louise.

ALIVE IS EMOTIONAL.

Our messages appeal to the audience's feelings, and leaves the viewer to find their own deeper meaning within them.

ALIVE IS A PERSONAL CHALLENGE.

It asks people to champion the possibilities of their existence by seeing these places with their own eyes, and proving they're Alive in the process.

LOGO USAGE



Grizzly
(Primary logo)

The brand is anchored in two primary colours, PMS 520 (BLLT Purple) and PMS Black 7 (BLLT Slate).

These are locked in their EPS format and should not be ever altered in any way, shape or form.

NEVER:

- Change the angle of the logo from what was provided.
- Have the logo bleed off the page.
- Have the logo larger than 30% of the ad.

SCALE:

- The logo acts as a design element. It should be embraced as such. It should only be second in prominence to the photo.
- The logo should always be used at a minimum of 1".

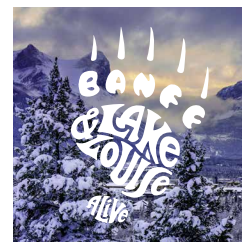
SMALL SPACE CONSIDERATION:

Use the simplified logo to the right when the size is under 0.75" (or 75 pixels). This logo CANNOT be used under 0.5" (or 50 pixels).



LOGO COLOUR

PREFERRED USE: WHITE For usage on photography. Limited use on primary colour fields.



PREFERRED USE: BLLT PURPLE



PMS520
CMYK 67 95 4 16
HEX #642F6C






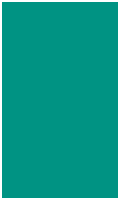





LIMITED USE: BLLT SLATE



PMS Black 7
CMYK 0 0 0 90
HEX #403b33



COLOUR PALETTE

<p>BLLT PURPLE</p>  <p>PMS520 CMYK 67 95 4 16 HEX #642F6C</p>	<p>BLLT SLATE</p>  <p>PMS Black 7 CMYK 0 0 0 90 HEX #403b33</p>	 <p>PMS 279 CMYK 68 34 0 0 HEX #418FDE</p>	 <p>PMS 3285 CMYK 98 0 59 0 HEX #009681</p>	 <p>PMS 319 CMYK 59 0 22 0 HEX #2DCCD3</p>	 <p>PMS 376 CMYK 54 0 100 0 HEX #84BD00</p>	 <p>PMS 7549 CMYK 0 22 100 2 HEX #FFB500</p>	 <p>PMS 166 CMYK 0 76 100 0 HEX #E35205</p>	 <p>PMS 7621 CMYK 0 98 91 30 HEX #AB2328</p>
PRIMARY PALETTE		SECONDARY PALETTE						

TYPE STANDARDS

INFORMATIONAL HEADLINES OR SUBHEAD

Vinyl OT Regular should be used in all caps for main headlines.

VINYL OT REGULAR: ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#%&*'()_+<>?

COPY

Sentence case only. Use Light when there's a lot of subheads being used. Never use Light reversed out of a colour or image.

AKKURAT LIGHT: ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#%&*'()_+<>?

AKKURAT LIGHT ITALIC: ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#%&*'()_+<>?

AKKURAT REGULAR: ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#%&*'()_+<>?

AKKURAT REGULAR ITALIC: ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#%&*'()_+<>?

PREFERRED TYPE COLOURS

BLLT PURPLE FOR COLOUR USAGE AND LIMITED USE ON PHOTOGRAPHY AND CALL TO ACTION HEADLINES.

WHITE REVERSE ONLY FOR USAGE ON PHOTOGRAPHY.

BLACK 90% LIMITED USAGE IN B/W ONLY.

BLLT SLATE Limited usage in B/W only.

White Reverse only for usage on photography.

BLACK 90% usage in CMYK and B/W.

PHOTOGRAPHY

AUTHENTIC PRINCIPLES

We will strive to show:

- Natural connections to surroundings.
- Natural movement that's part of activity.
- Natural expressions, with no camera engagement.
- Natural connections between people and the environment.
- Natural attraction that makes the viewer want to be part of it.
- Natural, unforgettable moments of indelible awe.

EXAMPLE PRINCIPLES

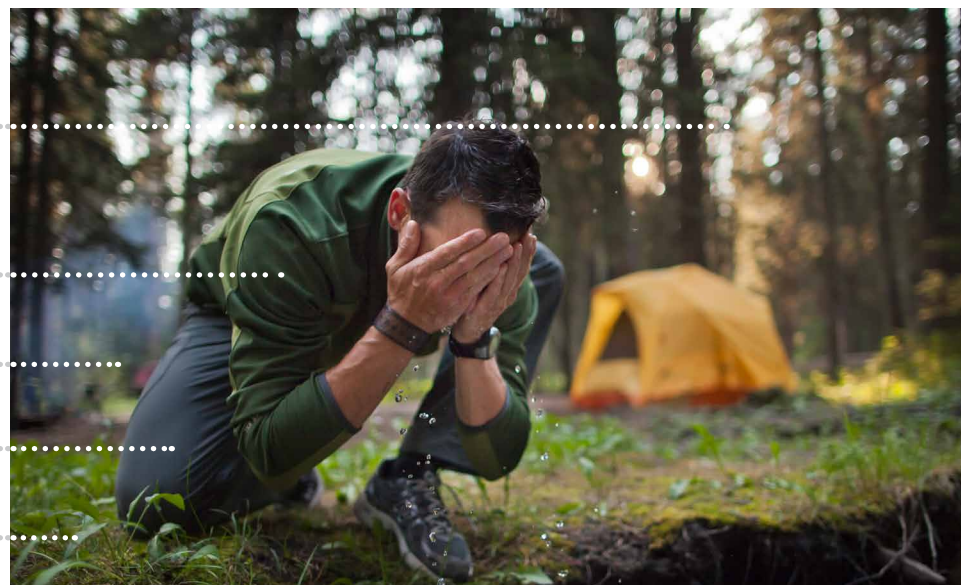
Dramatic lighting and atmosphere with natural textures.

Natural movement and emotions. Subjects are engaged in activity, not posed or consciously performing for the camera.

Showcases rich, natural landscapes while illustrating scale.

Focus on people without disconnecting from setting.

Authentic natural colours that are true to nature's vivid palette.



THE SNOW ELEMENT

PREFERRED

The Snow Element itself can be used to provide a border for photography or colour field. You can use the Snow Element on the bottom of the photo or colour field.



LIMITED USE

On limited horizontal applications, the Snow Element can be used in a vertical format on the side of the photo.

