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Banff and Lake Louise isn’t just a physical product, it’s an emotional awakening. A feeling that’s as big and dynamic as the spaces it represents; igniting the awe of being alive in those experiencing it. Shaped by countless centuries of natural forces, these places are full of living elements that change with every step, every day, every season, and every time you return. This place is alive; physically and emotionally.

Banff & Lake Louise Tourism was developed to unite our visitors and our partners, while protecting and preserving our environment. From turquoise lakes to mountain tops, our brand creates the harmonized spirit that brings that mindset to life.

By understanding our brand, we’re able to cultivate and create those moments of indelible awe.

Our brand is alive, and this is our story.
OUR BRAND PLATFORM

Our Mission and Our Vision are the compass for internal and external communications and marketing.

OUR MISSION & VISION

We are the destination marketing organization for Banff National Park, which means we promote the destination as a whole to potential visitors from around the world.

OUR MISSION

Inspire the world to experience the indelible awe of Banff and Lake Louise.

OUR VISION

A bold and disciplined marketing organization committed to the growth of our tourism economy and curation of our brand.
OUR PROMISE AND OUR STORY

Our Promise and Our Story work together to explain what Banff & Lake Louise Tourism offers, and why we want to share our destination with the world.

OUR 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 grow 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. It is the unique point of difference for Banff and Lake Louise.

OUR STORY

Life is a limited time offer.

If you have one, use it. Share it. Don’t waste it. There’s no warranty. No return policy.

Here is a gift for you, the living: a place to pursue the moments that give meaning. The moments of indelible awe.

For life in every form, here was created Banff and Lake Louise.

This place is alive. Are you?
Historic and exciting, prestigious while pioneering, adventurous yet timeless. Our Essence marries the contrasting nature of our destination, and delivers it as the guiding elements of Classic and Inspired.

CLASSIC

Classics constantly evolve to maintain relevance, and avoid becoming relics of a bygone era. They are timeless, historic, valuable, highly regarded, important, relevant today and in the future.

How Our Essence is Classic:
Respecting the purity of connection to our landscapes, wildlife, air and water, and committed to protecting them.

Evolving to be accessible and streamlining the booking of arrivals, departures, and activities with ease.

Engaging in an authentic, truly Canadian experience, and recognizing the significance with family and friends.

INSPIRED

We are inspired as two towns, as individuals, and as an organization, to pioneer, innovate, evolve, and stay fresh in our ideas and actions. We are inspired by the wonder of our destination, proud and excited to share it with the world.

How Our Essence is Inspired:
Encouraging the act of rest and rejuvenation; uplifting the mind, body, and spirit.

Embracing the opportunities for the vibrant experiences you’re seeking, and avoiding the boredom of the status-quo.

Acknowledging the need for exploration, in search of jaw-dropping discoveries and experiences.
Our Voice is a representation of who we are, by what and how we say it. Banff & Lake Louise’s Essence embodies a broad and complex entity, and Our Voice communicates it.

Our Voice is carefully curated to communicate with our visitors, which results in Our Voice being divided into Primary and Secondary categories. Our Voice is Conversational (Primary), Inspirational and Informational (Secondary); and lives on a sliding scale that caters to the subject matter.
CONVERSATIONAL
The Primary element of Our Voice is friendly and welcoming. It leads with an intelligent and well-articulated tone, while being calm, genuine, and approachable.

This establishes the initial and overall tone of our communications, while supporting the Secondary elements of Inspirational and Informational.

INSPIRATIONAL
This Secondary element of Our Voice is excited, enthusiastic, delighted, passionate, and infused with an appropriate level of emotion.

Our messaging appeals to the audience’s feelings, while encouraging the viewer to find their own deeper meaning from our content and communications. Inspirational language actively encourages action; whether that action is to learn more about the destination, book that trip, or add Banff and Lake Louise to their bucket list.

It invites viewers to step out of the structure of their daily life, visit our destination, and become a part of the life that is Banff and Lake Louise.

INFORMATIONAL
This Secondary element of Our Voice is caring, action-oriented, helpful, relevant, accurate, thoughtful, factual, and up to date.

Informational content is dedicated to our protection and preservation by sharing information and educating guests on our destination's heritage.

A trustworthy voice that provides up to date and relevant information to enhance the visitor’s experience. Communicating thoughtfully with accuracy, clarity and accessibility provides a seamless experience for the visitor.
Our Audience is key, as it establishes how we connect with our visitors, and why.

Our Audiences are designed to understand and recognize all types of travellers. Our Audiences are divided into three main categories:

**FREE SPIRITS (FS):**
Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimentally adventurous, they indulge in high-end experiences shared with others. As a “traveller’s traveller,” they seem to love everything about travelling, and they embrace experiences with open arms.

Free Spirits have the need to take in all Banff and Lake Louise’s must-do experiences — from dog sledding to the Glacier Adventure & Skywalk.

**CULTURAL EXPLORERS (CX):**
Cultural Explorers are defined by a love of constant travel. They embrace the opportunity to discover, and immerse themselves in the culture of the places they visit. Avid travellers who value learning and discovery, Cultural Explorers prefer to blend in authentically by avoiding touristy groups and schedules.

Cultural Explorers are drawn to local cuisine down on Banff Ave., or up at the Lake Agnes Tea House during a day hike.

**AUTHENTIC EXPERIENCERS (AX):**
Authentic Experiencers seek out authentic, tangible engagement with their destinations, with a particular interest in local history. A learned-understated traveller, travel is not their only interest in life, but they certainly appreciate it. They prefer to do their own thing, controlling what they see and when they see it.

Authentic Experiencers are attracted to the natural wonders of Banff and Lake Louise, and often gravitate to experiences that are off the beaten path.
OUR LOGOS

The Banff & Lake Louise Tourism logo is a symbol of the nature it protects. The Grizzly Paw represents the undeniable, thrilling impression on the visitor, and supports the indelible awe of Banff and Lake Louise.

For instances where the photography or background elements are complex, please use the knockout logo to ensure maximum legibility.

Intended for usage in website, primary merchandise, digital advertising, film/video applications, long-haul Canada promotions.

NOTE: The logo is intentionally positioned on an angle, and it should not be altered in any way, shape or form.

PRIMARY LOGO - CANADA

The Banff & Lake Louise logo is a symbol of the nature it protects. The Grizzly Paw represents the undeniable, thrilling impression on the visitor, and supports the indelible awe of Banff and Lake Louise.

For instances where the photography or background elements are complex, please use the knockout logo to ensure maximum legibility.

Intended for usage in website, primary merchandise, digital advertising, film/video applications, long-haul Canada promotions.

NOTE: The logo is intentionally positioned on an angle, and it should not be altered in any way, shape or form.

LOGO VARIATIONS

Full Colour - Grizzly Purple

Black

White

Knockout
OUR LOGOS

Safe Space around the logo ensures that it is consistently legible across all platforms. The Safe Space is determined by the width of the ‘L’ from the logo double stacked.

Minimum Size ensures that the logo will be legible in both Print and Digital.

NOTE:
This logo CANNOT be used under 0.75”, or 55px wide.

ALIVE LOGO - VARIATION

NOTE:
Use of ‘Alive’ on older materials is permitted, but new collateral should use the Primary logo.

MINIMUM SIZE

PRINT - 0.75” wide
DIGITAL - 55px wide
KNOCKOUT - 1” wide or 72px wide
OUR LOGOS

To keep from blending in at a distance, we use the Maple Leaf for international markets. This iconic Canadian symbol achieves the highest resonance with our overseas audiences.

For instances where the photography or background elements are complex, please use the knockout logo to ensure maximum legibility.

Intended for usage in website, primary merchandise, digital advertising, film/video applications, international promotions.

NOTE: The logo is intentionally positioned on an angle, and it should not be altered in any way, shape or form.

SECONDARY LOGO - INTERNATIONAL

Full Colour - Charcoal Black

LOGO VARIATIONS

Black

White

Knockout
OUR LOGOS

Safe Space around the logo ensures that it is consistently legible across all platforms. The Safe Space is determined by the width of the ‘L’ from the logo double stacked.

Minimum Size ensures that the logo will be legible in both Print and Digital.

NOTE:
This logo CANNOT be used under 0.75”, or 55px wide.

ALIVE LOGO - VARIATION

NOTE:
Use of ‘Alive’ on older materials is permitted, but new collateral should use the Primary logo.

SECONDARY LOGO - CLEAR SPACE

MINIMUM SIZE

PRINT - 0.75” wide
DIGITAL - 55px wide
KNOCKOUT - 1” wide or 72px wide
OUR LOGOS

For specific winter promotions, the Snowflake is used. This recognizable winter icon is to categorize winter festivities within local markets.

For instances where the photography or background elements are complex, please use the knockout logo to ensure maximum legibility.

Intended for usage in web, primary merchandise, digital advertising, film and/or video applications, for winter specific promotions.

**NOTE:**
The logo is intentionally positioned on an angle, and it should not be altered in any way, shape or form.

SECONDARY LOGO - WINTER PROMOTIONS

Full Colour - Snowflake Blue

LOGO VARIATIONS

Black

White

Knockout
OUR LOGOS

Safe Space around the logo ensures that it is consistently legible across all platforms. The Safe Space is determined by the width of the ‘L’ from the logo double stacked.

Minimum Size ensures that the logo will be legible in both Print and Digital.

NOTE: This logo CANNOT be used under 0.75”, or 55px wide.

SECONDARY LOGO - CLEAR SPACE

MINIMUM SIZE

PRINT - 0.75” wide

DIGITAL - 55px wide

KNOCKOUT - 1” wide or 72px wide
Like Banff and Lake Louise itself, the brand offers a dynamic range of colour.

**NOTE:**
The Accent and Neutral Colour Palettes cannot be used as the dominant colour within designs. They must always be used in conjunction with the Primary Colour Palette, as supporting elements.
Our Typography

Vinyl OT is an accent Typeface, and is intended for use of Headers, CTA’s, Call Outs, Buttons, or anything requiring urgent action.

Work Sans Typeface is used for headlines, sub-headlines, body copy, captions, labels, etc.

Work Sans is an open source font, and can be downloaded from Google Fonts for Mac or PC.

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**NOTE:**
Do not use Vinyl OT for Body Copy.

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Our Typefaces

**VINYL OT REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**WORK SANS BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**WORK SANS REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
OUR TYPOGRAPHY

Vinyl OT serves as the Header Font.

Work Sans is to be used for all other font treatments, as it has great legibility and the typeface can easily be utilized to create hierarchy and variety, while maintaining visual consistency.

Work Sans has a wider ‘X’ Height than Vinyl OT, so to ensure visual balance, Vinyl OT should be tracked out 50-100pts, depending on the size of the text. The typography example is mocked up at 30pt font with 75pt tracking.

NOTE:
Vinyl OT is to be used for all uppercase should only be used for items like call to actions, web buttons, prices, urls, etc.

Do not use Work Sans in UPPERCASE for headlines as it appears too ‘shouty’.

TYPOGRAPHY SAMPLE

HEADER

Subheader

This is the font to be used for copy. This is the font to be used for copy. This is the font to be used for copy. This is the font to be used for copy. This is the font to be used for copy. This is the font to be used for copy. This is the font to be used for copy. This is the font to be used for copy. This is the font to be used for copy. This is the font to be used for copy. This is the font to be used for copy. This is the font to be used for copy.

CAPTION, CAPTION, CAPTION, CAPTION.

CTA BUTTON
OUR PHOTOGRAPHY

To stay connected to the honest feeling of our brand, our photography strives for realism over perfection. We want to feel unrehearsed, spur-of-the-moment, and authentic.

We 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.
- Authentic natural colours that are true to nature’s vivid palette.
Avoid anything that is contrived, or alters the authenticity of a photo.

**We’re mindful against:**

- Heavy filters or editing
- Long exposure or motion blurs
- Avoid heavily posed or staged
- Artificial replacements of sky, forests or water
- Heavy Photoshopping techniques such as increased contrast, saturated colours, smoothing, etc.
- Fish Eye Lens, distorted perspective, or edited perspective
- Watermarks, as this is a direct violation of the photographer’s copyright. Please ensure all imagery has permission and mutually agreed upon terms of use from the photographer.
Our tone is friendly, approachable, genuine, welcoming, passionate, intelligent, professional, calm, and well-articulated.

Friendly & Welcoming:
We can address the listener by their first name.

Professional & Approachable:
We are warm without being overly casual.

Calm & Well-Articulated:
We are succinct, and we do not overuse punctuation.

Intelligent & Genuine:
We can use contractions, but we don’t shorten words (e.g., powder doesn’t become ‘pow’).

Our tone is excited, enthusiastic, delighted, passionate, and infused with an appropriate level of emotion.

Excited & Enthusiastic:
We convey our emotion using a limited number of descriptors and sparse exclamation usage.

Delighted and Passionate:
We aim to infuse our words with more emotion while still remaining professional.

Our tone is caring, action-oriented, helpful, relevant, accurate, thoughtful, factual, and up to date.

Caring & Helpful:
We are eager to share our local knowledge and expertise to ensure a seamless experience for our visitors.

Thoughtful & Accurate:
We ensure we customize and personalize the information to the listener as much as possible.

Relevant & Factual:
We ensure the information we share is useful, up to date, and concise.

Action-Oriented:
We want the audience to feel empowered to take action with the information provided and to plan ahead.

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OUR WRITING

Our Voice has Primary and Secondary elements to it. Remember to keep Conversational (Primary) at the forefront of all communications, and assess when and where the Secondary elements (Inspirational and Informational) are to be used.

NOTE: Read everything you write aloud. If it sounds like something you would hear or say out loud, you’re on the right track.

WRITING SAMPLES

INSPIRATIONAL & INFORMATIONAL

Tell me more about downhill skiing in Banff National Park.

We are lucky to have one of the longest ski seasons in the world and we get more than 9m or 30ft of fresh powder every year. There are 357 runs across three incredible ski resorts. Mt. Norquay is a locals’ gem overlooking the townsite. Sunshine Village ranges from gentle slopes to steep runs. And Lake Louise has some of the most exciting wide-open bowls in the Canadian Rockies.

INFORMATIONAL

What can I do if I visit in May?

Great question! May’s a bit of a tricky month for us here in the Park. We are still experiencing some winter weather like snow and ice – therefore, many of our summer activities aren’t available. There are year-round experiences open for you to try, including the Banff Gondola, Canmore Cave Tours, wildlife sightseeing tours, or exploring some of the lower elevation hiking and walking trails. What type of activities are you hoping to experience during your visit?

INSPRATIONAL

Drive up the Icefields Parkway.

Have you heard of the Icefields Parkway? As you travel down this exceptional scenic highway, every curve of the road offers a new view. Around one bend stretches a vast turquoise lake bordered by lush pine forest. Around another soars an impressive vista of snow capped mountain peaks. Explore natural wonders such as waterfalls, canyons, and glaciers in this wide open space. You may even get lucky and spot some of the wildlife that make Banff National Park so special. It’s the most stunning scenic drive you’ve ever experienced.
Due to trademarked names, and the complexity of labeling specific towns and locations, please pay attention to the punctuation, case, and spelling associated with organization and location names.

Banned words portray a sense of unreality, or are trademarked and/or heavily used by other corporations within our sphere of marketing and communications.

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NOTE:
Read everything you write aloud. If it sounds like something you would hear or say out loud, you’re on the right track.

**ORGANIZATION NAME**
- Banff & Lake Louise Tourism
- Banff & Lake Louise

Note: The ampersand (&) is meant to be used when referring to the Banff & Lake Louise Tourism organization. The word ‘and’ is meant to be used when referring to the two locations—Banff and Lake Louise.

**LOCATION NAMES**

**Banff:**
- Banff Townsite; Banff town; town of Banff*

Note: ‘Town of Banff’ with a capital ‘T’ indicates the municipal government, and is an official trademarked name

**Lake Louise:**
- Lake Louise village; village of Lake Louise; Hamlet of Lake Louise

Note: Hamlet can be used when speaking to a Canadian audience

**Park:**
- Banff National Park

**Mountains:**
- Canadian Rocky Mountains; Canadian Rockies

Note: Specifying ‘Canadian’ Rockies helps distinguish our area from the USA

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**BANNED WORDS**

We want to make sure people know this is a real place. We want to ground Banff National Park in realism and authenticity.

Avoid such words as:

- Unimaginable
- Unbelievable
- Unreal
- Fantasy
- Epic

Note: Epic is avoided due to the pervasive use with Epic Ski Pass and Vail Resorts