

Banff & Lake Louise Brand Guide

MAY 2024





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These brand basics are designed to give you all the answers you're looking for. We want to arm you with the inspiration and information that you need to hit the ground running on your next project. Think of it like a dip in the hot springs — by the end of this, you'll step out feeling relaxed and enlightened.

These next pages will guide you through the way we tell our story. The values we share, the emotive words we summon, our colours and cues, and the way they all work together to give this special place a unified voice and unique look and feel.



Together, our vision and values get to the heart of this place. These are foundational to everything we do, and always a good place to return to ensure we're on the right track.

DESTINATION VISION:

Lead Tourism for Good.

Working together towards a future of tourism that is a force for the good of people and park.

DESTINATION VALUES:

Nature, Hospitality, Curiosity.

Our landscapes and creatures, the welcoming nature of our community, and the enrichment that comes from understanding, not just visiting a place.

DESTINATION BRAND PROMISE:

Moments of Awe.

There are four elements that reflect the spirit of this destination, and influence the work that we do.



Natural

There is deep connection to nature in all we do.



Soulful

We go beyond physical and connect deeply.



Vital

We're a dynamic, ever-changing place, inherently active at our core.



Renewal

This place changes you, in all the best ways.

The Brand Model is our foundation – it summarizes who we are, what we value, the values-aligned audience that we want to invite to experience our destination, as well as what we uniquely offer to visitors.



Destination Values are our shared core beliefs that express what we love and what's most important to us as a destination.

Nature, Hospitality, Curiosity

These are the values we have as a destination, and they're the values we want to share with our visitors. An appreciation of our stunning natural beauty and wildlife, and the warmth of our community. We cater to the curious – those who explore and want to try something new, or who look beyond the surface and search for deeper connections.



Nature

Nature's unyielding power awakens our senses and compels us to explore, protect, and respect the park.



Hospitality

We celebrate our role as both gracious hosts and grateful guests.



Curiosity

Curiosity, adventure, and exploration inspire our appreciation and understanding of our environment, community, culture, and selves.

More than ever before, values are influencing how, and with whom, consumers are spending their disposable income. Values-motivated travellers care about their impact on the places they visit and act accordingly. To really understand our visitors and what matters to them we dove deep. Extensive research, traveller interviews and analysis uncovered three key groups of travellers we see in Banff and Lake Louise.

Perspective Seekers want to make the most of every moment and pack their itineraries with as many experiences as they can. Travel is a way to express their values and change how they see themselves and the world around them.

Immersive Adventurers prefer slow, immersive and informative experiences, loosely planned travel and seeking the unfamiliar.

Experience Curators prefer easy and enjoyable experiences with thorough but relaxed itineraries. Travel is about having a great time for this group of visitors.

You can find a deeper dive into Perspective Seekers and our other segments in our [Visitor Experience Toolkit](#).

We sought out the travellers that share our values – the ones most likely to share our passion for protecting and enjoying this place, that are curious, and want their travel experience to change them.

Learn more about our priority audience, Perspective Seekers, on the next page.



MEET OUR PRIORITY AUDIENCE:

Perspective Seekers

Perspective Seekers are the values aligned visitors that we are inviting to experience our destination. For this audience, travel is about expressing their values, and having transformative experiences. They want moments and memories that last well beyond their trip and are mindful of sustainable and socially responsible experiences.

They like to move fast and have the most iconic experiences they can afford. They are unlikely to linger in any one activity and rely on experts to make sure they experience the best the region has to offer and experience it safely. More information about Perspective Seekers, including how to reach them, can be found in the [Target Audience Marketing Toolkit](#).



BRAND PROMISE

**We're selling a feeling.
One that draws you here,
lifts you up and stays with you
long after you've left.
It can be found in every corner of the park,
in every imaginable activity.**

We're selling
Moments of Awe



Messaging strategies are a jumping-off point, connecting our brand promise to our key audience groups. They define how ‘moments of awe’ can mean something different to each particular audience. These short write-ups will inspire and inform what goes in our audience facing copy.

Leisure Traveller

What do moments of awe mean to Perspective Seekers from near and far.

Visitors are drawn to Banff and Lake Louise for the iconic natural beauty. What they find here is that and so much more. Wowed by the friendly locals who give them the best insider tips. Getting stopped in their tracks by the views. Feeling inspired to try something for the first time. These little moments of awe, so profound, stay with each visitor long after they’ve left.



Business Traveller

What does moments of awe mean to organizations who are selling Banff and Lake Louise as a destination for business events.

Business gatherings can happen anywhere in the world, but meetings become magical in Banff and Lake Louise. Here in the Canadian Rockies, corporate gatherings are elevated to energizing and invigorating. Employees and clients will be inspired by moments of awe, both in and out of the boardroom.



Incentive Travel

What do moments of awe mean to incentive travel organizations who are selling Banff and Lake Louise as a business incentive prize.

Banff National Park is an iconic destination, welcoming equally extraordinary visitors. This special place is both inspiring and invigorating, a chance to go beyond the day-to-day. Here, visitors are rewarded with endless moments of awe, moments that change a person, in all the best ways. With stunning mountain scenery, friendly locals, and opportunity for all kinds of adventure, team members return home feeling refreshed, renewed, and transformed. Banff National Park offers visitors a chance to go above and beyond the day-to-day, in a destination as extraordinary as those who visit.



Employees

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CONTENT FPO



Members

How does moments of awe inspire a member business working to promote and deliver a great experience for every guest.

Awe occurs in little moments throughout a trip in Banff and Lake Louise, whether that's in nature, in human connection, in experience or self-discovery – and these moments of awe have a big impact. They can be found in any of the experiences our members offer; whether it's a room with a view, a brand-new taste, a once-in-a-lifetime experience, or a treat yourself purchase. Our members take special care to deliver on these memorable moments for every individual visitor.



Brand Story

Breathe in

Breathe out

Lose yourself in the moment

The big ones that take your breath away

The little moments, out of nowhere

Seek them out, pursue them with wild abandon

Be open to them, let them find you, share them freely

Save them forever, carry them with you

They're waiting for you here... make them yours



We are one of the most photogenic places on earth. From glacial peaks, to historic main streets, bighorn sheep to turquoise lakes. As the expression goes, play to your strengths, so naturally we lead with photography. No matter where you find yourself in Banff and Lake Louise, we're always ready for our closeup.

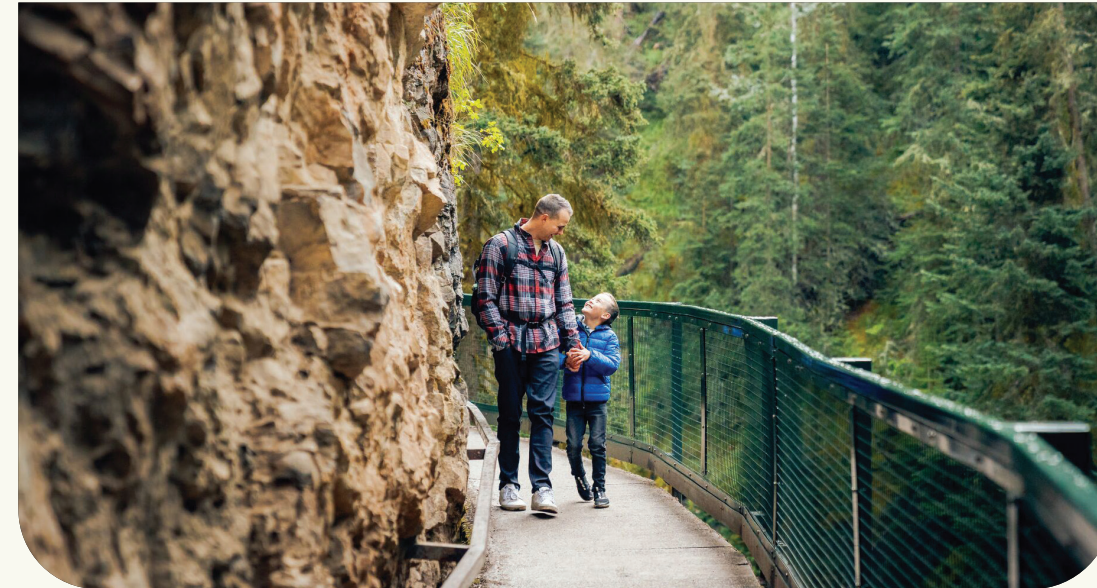
To stay connected to the natural influence of our brand, our photography strives for realism over perfection. We want to feel unrehearsed, spur-of-the-moment, and authentic. Our visuals should be an authentic representation of what a visitor can expect to see when visiting our destination.

Visuals of our destination are the star of the show, and our new brand colours (see page 22) were chosen to accent, enhance and complement the colours that occur within our park and can be seen through the lens.

Here are a few basic dos and don'ts when it comes to photography.

Things to Encourage

Strive to show authentic connections between people and their surroundings



Try to capture moments that our viewer will want to be a part of/have for themselves



Showcase responsible visitation



Strive to show natural movement that's part of the activity



We are one of the most photogenic places on earth. From glacial peaks, to historic main streets, bighorn sheep to turquoise lakes. As the expression goes, play to your strengths, so naturally we lead with visuals. No matter where you find yourself in Banff and Lake Louise, we're always ready for our closeup.

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Things to Avoid

Avoid long exposure or motion blurs



Avoid artificial replacements



Avoid heavy filters



Avoid heavily posed/staged



Avoid heavy photo editing techniques



The Bear Paw has become an iconic symbol of our destination.

The logo may be used in any of the primary colours, but should be chosen to ensure enough contrast on the background image.

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

NOTE: The logo is intentionally positioned on an angle, and it should not be altered.



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.



Print — 0.75" wide



Digital — 55px wide



Knockout — 1" wide or 72px wide



Banff and Lake Louise has no shortage of colour inspiration. Our wild beauty provides every shade under the sun, and it continues to change with the seasons.

As noted in the photography section, our colours are inspired by our surroundings, and we've found two hero colours that reflect and complement our brand perfectly.

When choosing a colour to use in a design application, first check which of the options offers the most contrast in the layout. Next, you may consider using Sunrise Sienna to evoke action and energy, Aurora Aubergine to reflect calmness and serenity, or Winter White for a bright and refreshing contrast.

Primary Colours

Sunrise Sienna

Representing energy; inspired by our vibrant sunrises over the mountains.



HEX: EA7660

RGB: 234/118/96

CMYK: 4/67/62/0

Pantone 7416 (90% tint)

Aurora Aubergine

Calmness and reflection; inspired by our dramatic winter skies.



HEX: 43273B

RGB: 67/39/59

CMYK: 64/82/50/52

Pantone 7449



Accent colours are intended to support the primary colours. They cannot be used as the dominant colour within designs. They must always be used in conjunction with the primary colour palette, as supporting elements.

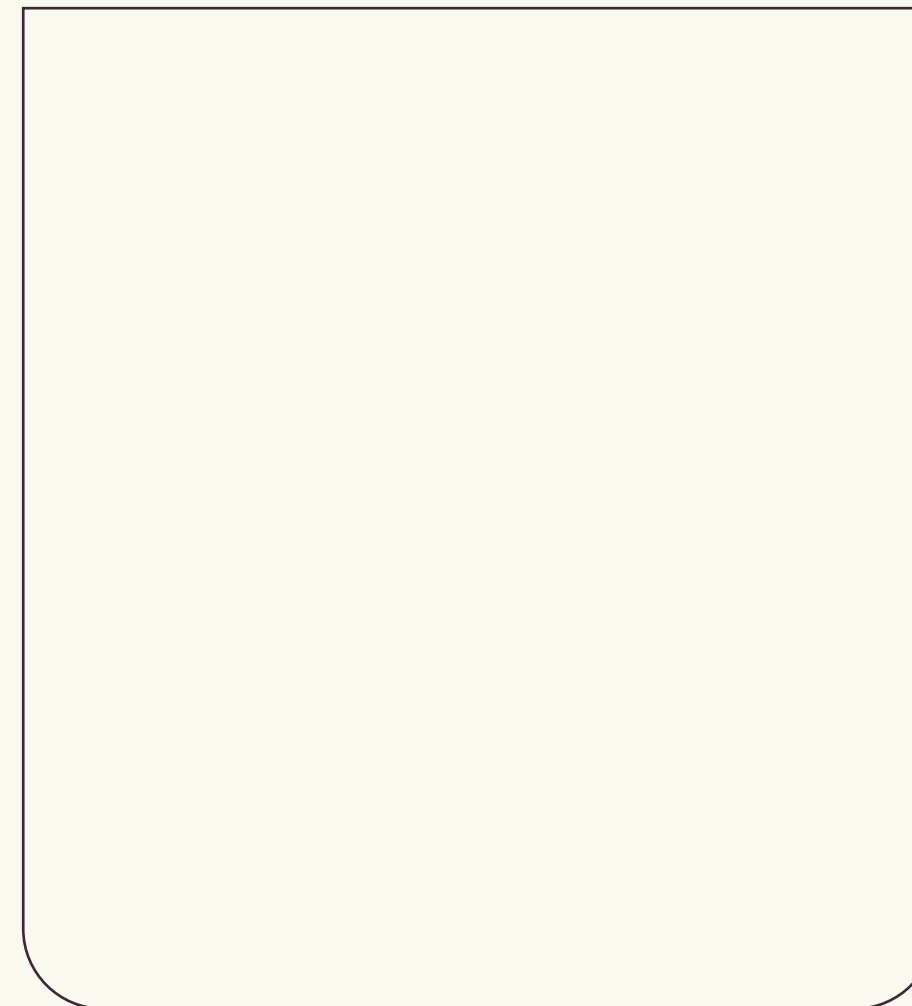
They should have a 10% prominence when used in conjunction with primary colours.

See the website style guide for more details on accent colour use.

For instances where photography or background elements are complex, Warm White knockout logo can be used to ensure maximum legibility. Tranquil Teal should never be used as a logo.

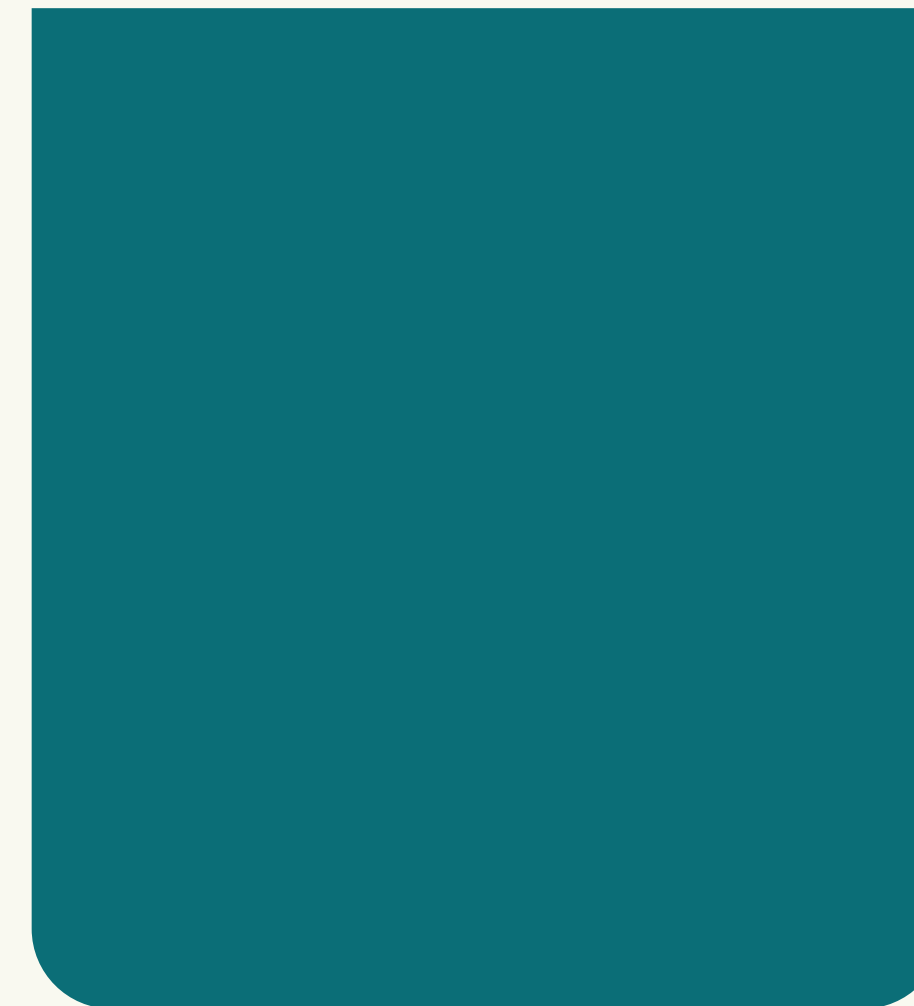
Accent Colours

Warm White
Refreshing brightness; inspired by our snow-capped mountains.



HEX: F9F7EE
RGB: 248/247/238
CMYK: 2/1/6/0
Pantone Black 7 (10% Tint)

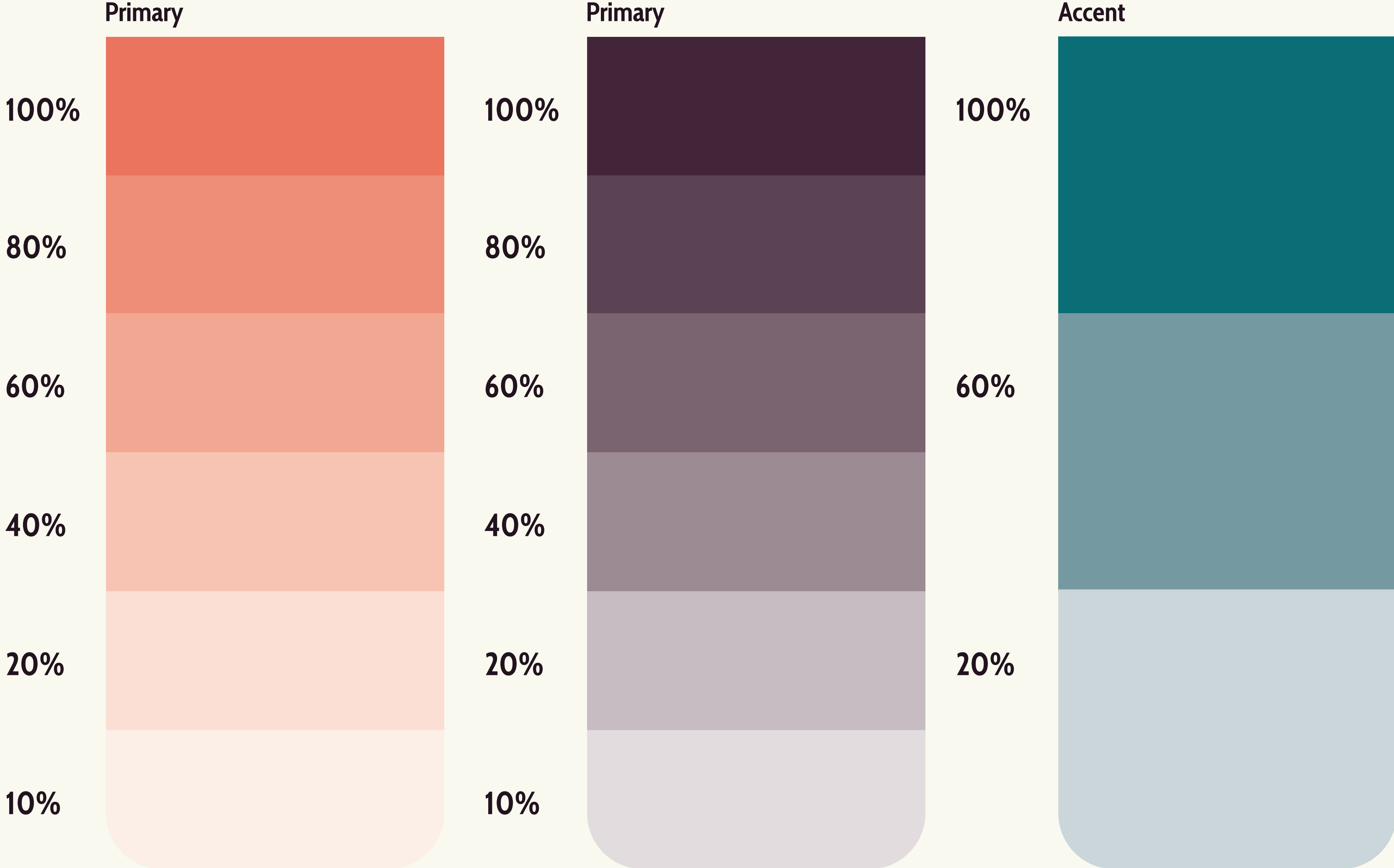
Tranquil Teal
Serenity and balance; inspired by our glacial-fed waters.



HEX: 0D6F77
RGB: 13/111/119
CMYK: 88/41/47/14
Pantone 322

Tints

We use tints of the brand colours to help create more visual hierarchy and bring differentiation into marketing materials when needed. They can help to soften the colours while still retaining a branded look.



Colour Relationships

Colour relationships are important to retain the heirarchy and strength of the brand.

Primary



Accent



Our typeface is called “Cabin”. Besides being a very appropriate name, it’s the perfect tool for us – a humanist sans, with a touch of modernism. Its attributes work well for longer texts, in print and on web copy.

Cabin Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Cabin Condensed Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Cabin Condensed Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Cabin Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Cabin Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Cabin Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Cabin Condensed Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Cabin Condensed Medium Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Cabin Condensed Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Cabin Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Cabin Medium Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Cabin Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***



What does Banff and Lake Louise sound like?

We're not talking cascading waterfalls, howling wolf packs, or bustling streets. Our voice and personality – how our brand speaks, writes, and interacts with our readers and guests – is both soulful and playful. A side of emotion with the witty and relatable balance of fun. The two aspects combine effortlessly like cocoa and marshmallows.

Our voice is carefully curated to communicate with our visitors in mind – understanding their needs, their knowledge and where we're reaching them.

We aim to have a tone that is **Conversational**, and depending on the subject matter the messaging can range from **Inspirational** to **Informational**.



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.

Here are examples of our tone of voice in action.

Click through for more live examples of our voice in action.

Business Events:

While its natural spaces are some of the most beautiful in the world, Banff and Lake Louise also extends a warm welcome indoors. Covering the full range from five-star luxury accommodations, rustic cabins, and everything in-between.

Groups from dozens to over 1,000 will find their perfect level of high-altitude comfort.

With inspirational views in every direction, Banff and Lake Louise creates the perfect backdrop for any gathering. It gives options for simple meeting rooms, mountaintop venues, and up to 15,000 square foot conference spaces.

Social Media:

Johnston Canyon is one hike you don't want to miss at this time of year.

During the winter months, the waterfalls freeze and create these cascading icicles that leave you in awe.

Ice cleats are highly recommended for this trail, and can be rented from several stores in both Banff and Lake Louise.

This hike makes our list of 10 must-do winter hikes, which you can find from the link in our bio.

*@itstomjoseph
#MyBanff*

Website:

Dining on mountaintops, outdoor patios, a cowboy cookout and historic teahouses are just a few of the highlights you can expect from this culinary mountain getaway. Enjoy the best of the outdoors and a thriving restaurant scene as the two collide for this unforgettable-foodie escape to Banff and Lake Louise.

For the best experience we recommend spending five nights in the Banff area and two to three nights in the Lake Louise area.

Members:

With these cold temperatures upon us, Banff & Lake Louise Tourism continues to share with visitors that we are open for business and welcoming everyone to the destination. Our Visitor Centre team is knowledgeable and here to help guests as well as answer questions from your frontline teams.

Visitor Services:

All visitors spending time in the national park do require a park pass. This includes visitors travelling by foot, shuttles, tours, or public transport. The fees from the park pass act as an entry and service fee to help support visitor services and facilities.

Due to trademarked names, and the complexity of labelling specific towns and locations, please pay attention to the punctuation, case, and spelling associated with organization and location names.

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

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.

Banff and Lake Louise, are a plural, not a single entity. Banff and Lake Louise are places to visit. (Not Banff and Lake Louise is a place to visit).

Location Names

Banff:

Banff Townsite; Banff town; town of Banff*

*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

Park:

Banff National Park

Mountains:

Canadian Rocky Mountains;
Canadian Rockies

Specifying 'Canadian' Rockies helps distinguish our area from the USA

Helpful Reminders

Write out the whole month whenever possible. Months can be abbreviated in headlines if needed.

However, for headlines, abbreviate only Jan., Feb., Sept., Oct., Nov. and Dec. All other months should be written out fully.

- Jan. 20, 2017
- March 16, 2017

Times should be written out as the number with a space between pm or am. Use hour only when it falls on the hour or hour colon minute.

- 6 pm or 6:30 pm
- 8 pm – 9:30 pm





For more information:

Banff & Lake Louise Tourism:
brand@banfflakelouise.com

banfflakelouise.com