

SUPER, NATURAL BRITISH COLUMBIA BRAND FAMILY

Squamish | Photo: Hubert Kang

RAINFOREST TO ROCKIES



BRAND GUIDELINES

SUPER, NATURAL
BRITISH COLUMBIA
CANADA



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1.0

BUILDING THE FAMILY OF BRANDS

1.1 THE SUPER, NATURAL BRITISH COLUMBIA
BRAND FAMILY

1.2 IMPORTANCE TO THE TOURISM INDUSTRY

1.1. THE SUPER, NATURAL BRITISH COLUMBIA BRAND FAMILY

We are expanding the *Super, Natural British Columbia*® brand family.

Together with Indigenous Tourism BC, the Ministry of Tourism, Arts, Culture and Sport, and Regional Destination Marketing Organizations, and with the support of communities throughout the province, Destination BC (DBC) is branding, marketing, and supporting the development of globally compelling routes and places that span the entire province through the Invest in Iconics Strategy. The strategy aims to inspire visitors to visit more places in the province at more times of the year, which benefits communities and residents alike.

DBC is packaging and developing iconic travel routes and places in a powerful way to make them world-famous destinations that rise above the competitive noise and vacation choices. Through place branding and destination development, these new routes and places will offer remarkable experiences to travellers as they hit the road, rail, or trails to explore our province.



Revelstoke | Photo: Blake Jorgenson



Kamloops | Photo: Megan McLellan



Vancouver | Photo: Hubert Kang



Blanket Creek | Photo: Ryan Creary



The *Super, Natural British Columbia* brand family now includes two new brands:

Rainforest to Rockies
The Great Wilderness

And brands in development will focus on:

Southeast BC
 Southern Valleys
 West Coast
 Central BC
 Vancouver and Fraser Valley

***Super, Natural British Columbia* is the parent brand.**

Each new brand will be recognizable as part of the *Super, Natural British Columbia* (SNBC) brand family.

Similar to a parent-child relationship, the new brands will share certain features with the SNBC brand, both at the strategy and the brand identity level. This shared structure will ensure they remain connected and aligned. The sibling brands will maintain a difference from SNBC and each other, similar to teenagers who have their own personality, but also belong to the family.

1.2. IMPORTANCE TO THE TOURISM INDUSTRY



We all have a part to play in building these new brands, but tourism businesses are at the very heart of its success. It is your products and services that visitors come to experience.

That's why taking part in bringing the new brand to life is essential. By supporting and connecting your business with the *Rainforest to Rockies* brand, you can better support the visitor experience and leverage revenue opportunities. Added together, our compounded messaging and impressions will help us to better be heard and seen worldwide.

These guidelines provide essential brand attributes, whether working with a well-established tourism business or exploring the potential of a fresh idea that will attract or retain visitors to your area.

2.0

BRAND STRATEGY

2.1 ABOUT RAINFOREST TO ROCKIES

2.2 THE IDEAL TRAVELLER

2.3 THE SPIRIT OF THIS ROUTE

2.4 PLACE X TRAVELLER INSIGHT

2.5 BRAND ESSENCE

2.6 BRAND PROMISE

2.7 BRAND PILLARS

2.8 SUMMARY

2.1. ABOUT RAINFOREST TO ROCKIES

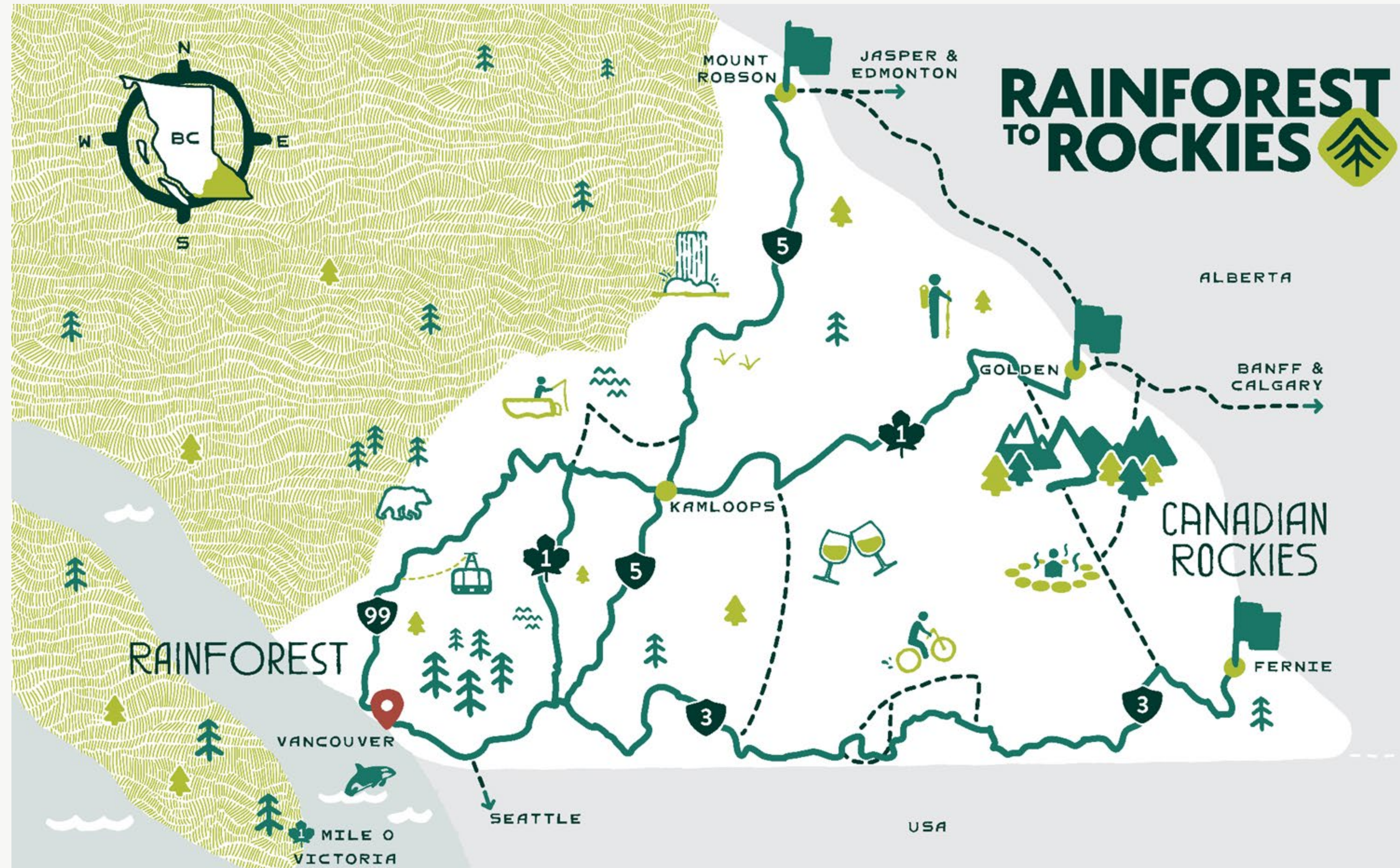
Rainforest to Rockies is the quintessential Canadian journey along ever-changing landscapes from Vancouver on the Pacific Coast to the Canadian Rockies, including:

- Highway 99 from Vancouver through Whistler and Pemberton to Lillooet, then to Kamloops, and north along Highway 5 to Mount Robson in the Canadian Rockies.
- Highway 1 to Revelstoke, Golden, and Yoho National Park.
- Highway 1 to Hope, then Highway 3 to Osoyoos and on to Cranbrook, east to Fernie or north to Golden and Yoho National Park.

This journey covers most of the southern part of the province, giving travellers many options for discovering BC while encouraging them to stop and explore more. Travellers create their own adventures, choose their path and set their own pace.

This is a journey packed with adventure, and an invitation to find tucked-away places, a chance to see wildlife and meet welcoming locals along the way.

These brand guidelines serve as the foundation for building the brand identity of *Rainforest to Rockies*, reflecting Destination BC's commitment to responsibly distinguish BC on the global stage.



2.2. THE IDEAL TRAVELLER

Brand development begins with understanding who this brand is for. We call them 'Our Ideal Traveller'. The ideal travellers for *Rainforest to Rockies* are road-trippers who believe that the most meaningful experiences come when they take time to explore. They are looking to slow down and dive deeper into a place for a more impactful, meaningful journey. They are looking for opportunities to get out in nature to enjoy soft adventure, have authentic interactions with locals and learn about different cultures.

Sustainability is important to these travellers; they care about the environment and they look for ways to minimize their impact on the destinations they visit, as well as maintain the good habits they have.

The time spent in the car, listening to music and spontaneously planning excursions provides valuable bonding opportunities for the travelling companions and makes for an unforgettable journey.

With these insights at in mind, we set out to describe our brand muse, or brand inspiration: the people who are most open and ready to embrace everything that makes our journey unique, and who we are eager to lead on an unforgettable adventure.



2.2. THE IDEAL TRAVELLER



North Vancouver | Photo: Hubert Kang

OUR BRAND MUSE:

CURIOUS WANDERERS

- Busy people whose vacations are precious
- Crave new and different kinds of adventures without giving up indulgence
- Want visual stimulation
- Enjoy bucket-list experiences and seek out local gems
- Take their time to indulge in the joys of the journey, experiencing the things they love most
- Desire natural spaces and a deeper immersion in nature
- Enjoy sharing their desirable travel moments with the world

Note: The Curious Wanderer is developed to inspire the brand work. A global audience segmentation study is underway to identify the responsible traveller as a whole new approach to selecting who our focus audience is in each market with our global marketing efforts.

2.3. THE SPIRIT OF THIS ROUTE (INSIGHTS LEADING TO BRAND STRATEGY)

Brand strategy is informed by what's true and distinctive about the place, and globally compelling.

About the Place

Rainforest to Rockies is an impressive collection of the province's compelling features: the Pacific Ocean, rainforests, and iconic Canadian Rockies are at either end of the journey; combined with cosmopolitan cities close to nature, small towns, Indigenous Peoples and opportunities to learn, farmlands, desert-like landscapes, lakes and beaches, valleys and alpine forests, stunning parks, soaring mountain peaks and an extensive selection of outdoor activities in between.

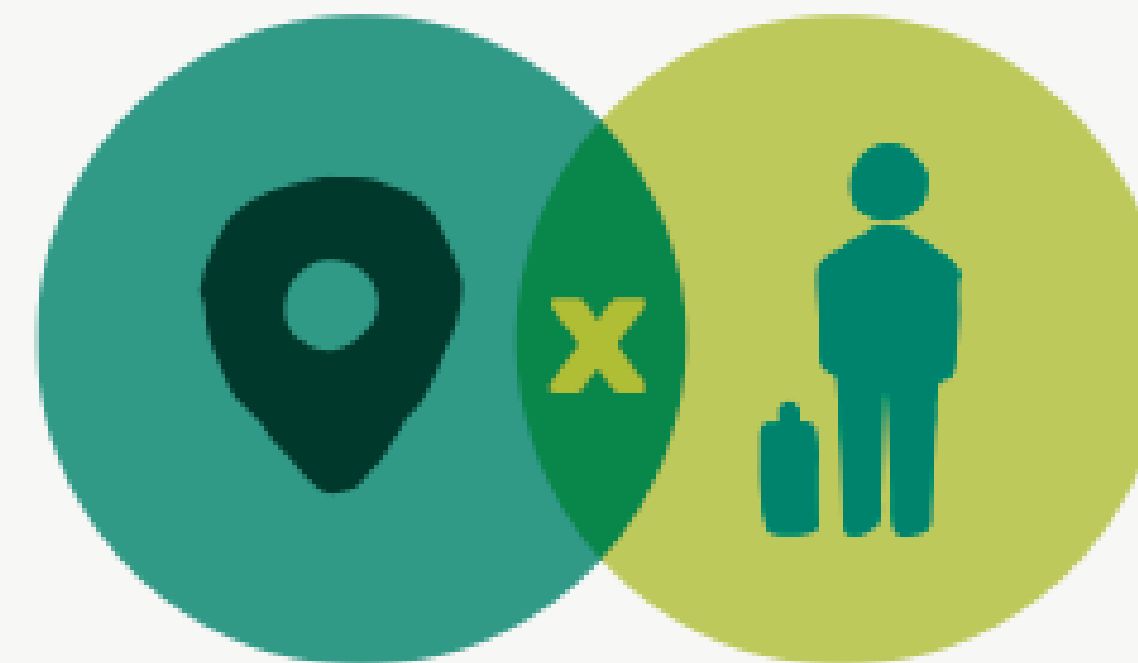
All that, plus many ways travellers can experience this journey: by car, RV, rail or trail; along a choice of routes and offshoots; travel at your own pace; with a vast array of landscapes, cultures, communities and experiences.

What It Means To The Ideal Travellers

For travellers, *Rainforest to Rockies* can be a journey of discovery and memorable moments set against bold and unique backdrops and non-stop vistas. As nature reveals itself and surprisingly transforms to the varied landscapes along this journey, the pace slows down. Travellers become more present and make meaningful memories. *Rainforest to Rockies* has it all: those brag worthy experiences they seek as well as the local gems that make their journey special.

Our Competitive Edge

While competitors boast big nature and impressive scenery, few places offer such a variety of biodiversity and remarkable natural landscapes across such an easy-to-navigate route. Here, landscapes are continuously changing and this is an important distinction for this route brand. There is one "WOW" moment after another. A local described it perfectly, saying, "this route makes your heartbeat at every turn and every corner."



PLACE X TRAVELLER INSIGHT

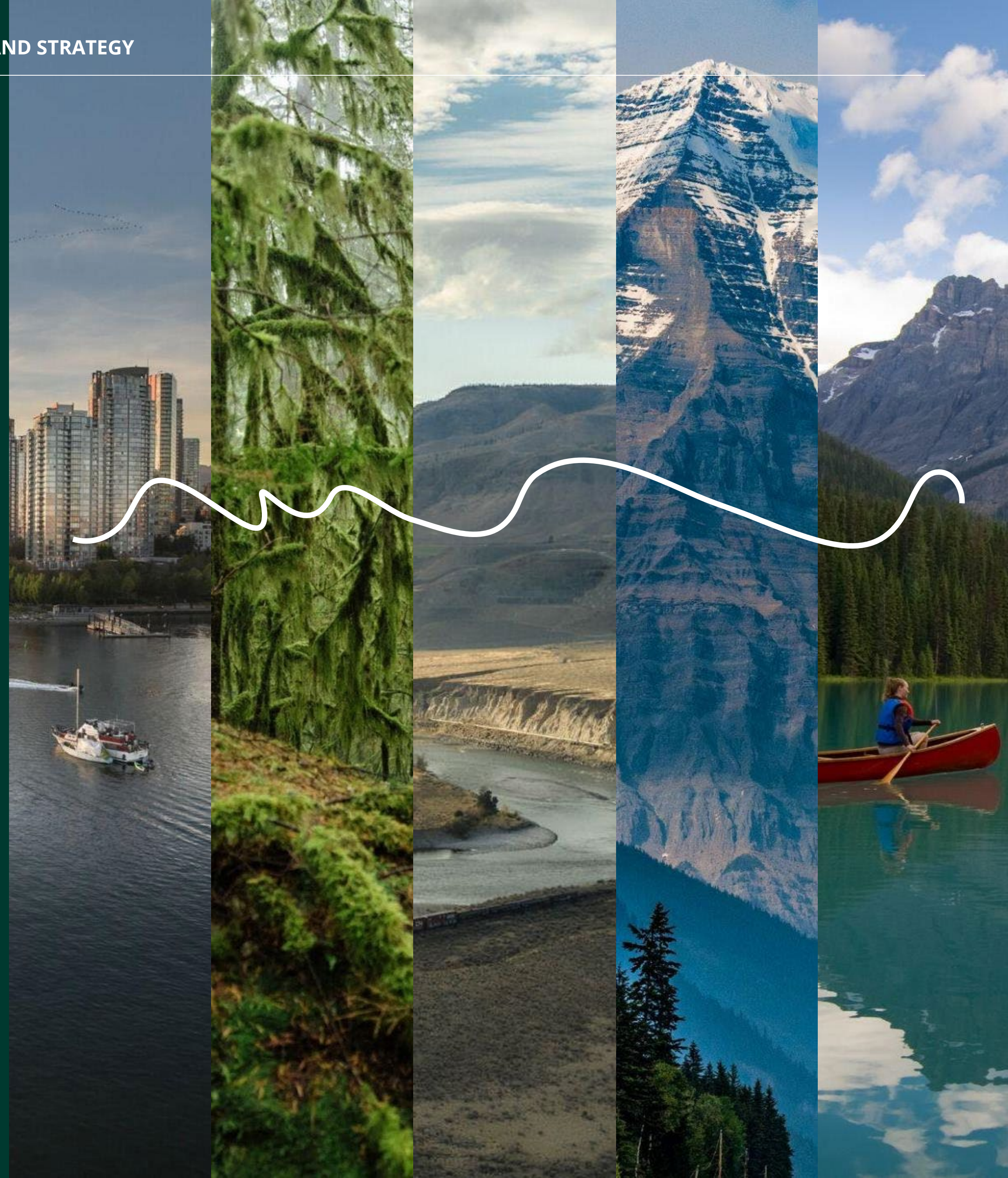
It is at this intersection of place and what it means to our ideal traveller that our brand essence takes root.

2.4

Place x Traveller Insight

EVER- CHANGING

Merging and diverging lands that seemingly transform in front of our eyes **feels like magic**



2.5. BRAND ESSENCE

Essence is the heart of our brand. It is a powerful, singular idea that defines the brand and sticks in people's minds to make it unforgettable.

OUR BRAND ESSENCE:

UNFOLD WONDER

Our essence invites travellers to take the lead in an unforgettable adventure. It celebrates both the small, hidden moments and the rich wonders found within the unique landscapes of BC, where every twist and turn holds the promise of ever-changing lands that seem to transform right before your eyes.

2.6. BRAND PROMISE

*Promise is our unwavering commitment to deliver a consistent and exceptional experience.
It's the assurance our travellers can rely on.*

OUR BRAND PROMISE:

THE ICONIC CANADIAN JOURNEY BETWEEN THE PACIFIC OCEAN & THE CANADIAN ROCKIES

Our promise boldly claims our stature as a world-famous journey between two renowned wonders. Evoking these globally recognizable icons makes them instantly resonant and captivating for all. It exudes pride, confidence, and unmistakable clarity.

2.7. BRAND PILLARS

Pillars are the building blocks of our brand, proving our Promise and shaping our stories. Each one embodies a key aspect of who we are, creating a strong foundation for authentic, long-term storytelling and destination development.

ICONIC BC BOOKENDED BY OCEAN & MOUNTAIN

Between the famous Pacific Ocean and renowned Rocky Mountains lies a journey through everything that makes BC unique—from welcoming cultures to dazzling landscapes to winding waterways and the wildlife within.

EVER-CHANGING LANDSCAPES SURPRISE

From breathtaking shorelines through deserts, glaciers, and alpines, this is a journey where shapes, colours, and landforms twist and transform right before your eyes.

CONNECTIONS TO MANY CULTURES

From shining ocean cities to beautiful rustic communities, encounter a vivid mix of Indigenous cultures and diverse local voices united by their warm welcome.

TRAVELLERS CHOOSE THEIR OWN ADVENTURE

Curious wanderers have the ease and freedom to decide how their journey unfolds, with connected loops and offshoots revealing local gems and surprising encounters along their way.

DEEP CONNECTION TO THE LAND

We have a shared responsibility to this land, a journey of learning inspired from the values of its original and ongoing stewards, the Indigenous Peoples. We strive for regeneration and invite our visitors to share in this respect.

2.8. SUMMARY

UNFOLD WONDER

BRAND ESSENCE

Essence is the heart of our brand. It is a powerful, singular idea that defines us and sticks in people's minds to make it unforgettable.

THE ICONIC CANADIAN JOURNEY BETWEEN THE PACIFIC OCEAN & THE CANADIAN ROCKIES

BRAND PROMISE

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ICONIC BC
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BRAND PILLARS

Pillars are the building blocks of our brand, proving our Promise and shaping our stories. Each one embodies a key aspect of who we are, creating a strong foundation for authentic, long-term storytelling.

PLAYFUL · EVOCATIVE · ACTIVE · OPEN · UPLIFTING

BRAND VOICE

Our tone of voice is the sound of who we are—it's the mix of the words we choose, the style we adopt, and the emotions we share. It's how we consistently express the *Rainforest to Rockies* brand, consistently crafting messages that engage, inspire, and build trust.

CURIOUS WANDERERS

BRAND MUSE

The brand audience is the travellers we want to inspire, the people who are most open and ready to embrace everything that makes our journey unique, and who we are eager to lead on an unforgettable adventure.

3.0

BRAND IDENTITY

3.1 LOGO

3.2 TONE OF VOICE

3.3 KEY MESSAGING

3.4 EXPERIENCE & STORYTELLING THEMES

3.5 COLOUR

3.6 VISUAL STYLE

3.1

LOGO

3.1-1 WHY THIS LOGO/ LOGO STORY

3.1-2 THIRD-PARTY LOCKUP

3.1-1 WHY THIS LOGO / LOGO STORY

The *Rainforest to Rockies* logo is composed of the *Rainforest to Rockies* wordmark and our icon, the Wander Mark.

The unique Wander Mark symbol playfully combines the vitality of a rainforest tree with the ruggedness of a mountain peak, bolstered by an upward arrow to signify the sea-to-sky climb along the way. We've named it the Wander Mark to emphasize the freedom each traveller has to explore these landscapes, at their own pace and in their own way. Focusing on the curiosity side of wonder, wander captures the irresistible urge to follow our heart, explore roads less travelled, spend time at local gems, and shape our own personal adventure.

**RAINFOREST
TO ROCKIES**



3.1-2 THIRD-PARTY LOCKUP

The third-party lockup is composed of the *Rainforest to Rockies* primary logo, with the addition of the words “British Columbia, Canada” written in the small caps of the Great Forest font below the logo.

It is intended to be used by third-party partners to be placed within their own branded design, where appropriate and relevant.

There are two versions of the third-party lockup, corresponding with the two different coloured versions of the primary logo. The version with the wordmark in Canopy Green colour should be used on light-coloured backgrounds, and the version with the wordmark in Spirit Bear White should be used on dark-coloured backgrounds.

Rainforest to Rockies is an official mark and may be used by industry partners in marketing materials, providing they follow the guidelines. For further information about the use of the *Rainforest to Rockies* name and/or third-party logo please contact: brand@destinationbc.ca.



RAINFOREST
TO ROCKIES 
BRITISH COLUMBIA, CANADA

Logo for light backgrounds



RAINFOREST
TO ROCKIES 
BRITISH COLUMBIA, CANADA

Logo for dark backgrounds

THIRD-PARTY LOCKUP CLEAR SPACE

The minimum clear space (width and height) around the third-party lockup is equal to the width of the letter "F" in "RAINFOREST".



THIRD-PARTY LOCKUP MINIMUM SIZE

The minimum size of the lockup is based on its height.

Print: 25 mm (1 in)

Digital: 80 px

Where the third-party lockup must be displayed at smaller sizes than this, consult with the brand team.



THIRD-PARTY LOCKUP DON'TS



Don't swap the colours of the lockup.



Don't alter the colours of the lockup.



Don't change the colour of the "British Columbia, Canada" text.



Don't place the lockup on a background without sufficient contrast.



Don't outline the logo.



Don't distort the lockup.



Don't rearrange elements or alter the proportions of the lockup.



Don't recreate the lockup.

3.2

STONE OF VOICE



3.2 BRAND VOICE

Each of the *Super, Natural British Columbia* (SNBC) family brands, including *Rainforest to Rockies*, shares the voice attributes of the parent brand. Each brand also has one unique voice attribute, not shared with its siblings or parent brand.

The brand voice attributes (still under consideration along with the evolution of the SNBC brand) are:

EVOCATIVE

We're storytellers and story-makers. We speak in a way that paints a picture of our place and people to earn attention and intrigue.

ACTIVE

We're always ready to get out there and try new things from laid-back to exhilarating and everything in between. We speak confidently so others are encouraged to join in the moment.

OPEN

We seek out new points of view and welcome fresh thinking. We speak with curiosity to learn and appreciate all the unique perspectives each person brings to their BC experience.

UPLIFTING

We approach every moment with a bright outlook. We speak with warmth and show up in a way that makes people feel welcome and engaged.

In addition to these *Super, Natural British Columbia* brand voice attributes, *Rainforest to Rockies* has the following unique voice characteristic:

PLAYFUL

We bring youthful curiosity, fun, and light-heartedness to every moment. We laugh, ask questions, and describe our experiences with joy and wonder.

Our playfulness is:

witty · cheerful · quirky · fun

Our playfulness is not:

edgy · brash · corny · goofy

See the following page for more on playfulness.

BRAND VOICE

PLAYFUL

PLAYFULNESS IS IN OUR NATURE

Rainforest to Rockies is an extraordinary journey through the ever-changing landscapes of British Columbia, where the wonder of nature naturally unfolds. It enthralls our senses with vibrant colours, textures, sounds, scents, and surprises us with joyful experiences around every corner. This experience influences our brand voice and defines what playful means for our brand.

This journey fills us with wonder, sparking our curiosity. It naturally brings out a sense of playfulness in travellers, which is why it's a fundamental part of the *Rainforest to Rockies* brand voice.

To evoke playfulness:

Ask questions to evoke a sense of curiosity. Take people on a multi-sensory journey in their minds to give them a feel of what it's like to be here in person.

Embrace the joy and wonder people might feel. Describe vibrant colours, sounds of nature, or other sensations. Help them imagine how it will feel to be immersed in natural places, like paddling across the emerald green of lakes as clear as glass, and so on.

Bring a light-heartedness to our language. Remember these are people looking to book a vacation so we want to put them into that frame of mind, open to opportunities and ready for immersive experiences.

Keep visual and verbal language natural and relatable, talking in clear, concise, and plain language. Always imagine that you're sharing a story about a particular place or experience firsthand, rather than speaking in general terms to the masses.

Our playfulness inspires optimism, spontaneity, and fun. **Use witty references every once in a while to keep things interesting.** Steer clear of stereotypical or corny jokes, or anything that sounds clichéd or trite.

Have fun infusing playfulness into the brand's communication. Travellers will pick up on that feeling as they get ready to embark on a journey of a lifetime.

Remember, playful doesn't have to show up everywhere, all the time. Only where it fits naturally. We're still quite like our parent brand and share voice attributes with them that show up together with playful.

3.3

KEY MESSAGING



3.3 KEY MESSAGING

The following are fundamental messaging that communicate the core aspects of the brand. They represent what we want to say to our potential visitors, but how we say it will vary. These messages can be communicated in any number of ways, for example with a visual, a short headline, or through a story.

KEY MESSAGE 1:

A journey like no other from Vancouver on the Pacific Coast to the Canadian Rockies.

Rainforest to Rockies is an extraordinary journey where you can set your own course between Vancouver on the Pacific Coast and the Canadian Rockies. It's one of the world's most iconic journeys, taking you from sea to the sky, by road, rail, or trail.

KEY MESSAGE 2:

Where natural wonder unfolds along ever-changing landscapes.

You will experience a sense of awe as you travel along *Rainforest to Rockies*. Rugged shorelines meet lush rainforests at the edge of vibrant cities. Fertile valleys transform into arid desert and golden grasslands. Rivers rush from alpine lakes and waterfalls, twisting between towering mountains. A kaleidoscope of shifting colours and natural wonders unfold as you make your way through the ever-changing landscapes of British Columbia towards the longest mountain range in North America: The Rockies.

KEY MESSAGE 3:

Travel at a more natural pace and go your own way.

The journey along *Rainforest to Rockies* is an invitation to go your own way, and set your own pace. Road-trip along one of the main routes, loops or offshoots from the major highways. Discover tucked-away places and wildlife in its natural habitat. Feel free to stay a little longer at an unexpected gem of a place, enjoying things you love and the feeling of being on a road less travelled. Or the railway or trail less travelled, too.

KEY MESSAGE 4:

A uniquely Canadian, *Super, Natural British Columbia* road trip.

Winding its way across one of the most naturally diverse places on earth, *Rainforest to Rockies* is the quintessential Canadian journey, with unforgettable moments in natural landscapes and local gems in between. It's the Canada that world travellers want to experience, here in British Columbia.

3.4

EXPERIENCE & STORYTELLING THEMES



BRAND PILLARS AND EXPERIENCE THEMES / STORYTELLING THEMES

Pillars are a great starting place for industry to evaluate how their experience fits into the new brand. Each pillar is connected to an experience theme to express what they stand for at an experience level, becoming a useful tool to draw from for storytelling in marketing or destination development. They help us focus our efforts and priorities and build a strong, cohesive brand experience. But they aren't meant to limit us. If you have ideas outside these pillars tell us how you think you can bring the brand to life for visitors.



3.5

COLOUR

3.5-1 PRIMARY COLOUR PALETTE

3.5-2 SUPPORTING PALETTE

3.5-3 WEB CONTENT ACCESSIBILITY GUIDELINES

3.5-1 PRIMARY COLOUR PALETTE

The SNBC brand colours have been inspired by the natural landscape of British Columbia. Likewise, the *Rainforest to Rockies* colours are also inspired by nature, bringing new vibrancy, evoking a more dynamic and adventurous spirit, an expression of the brighter, more curious and playful essence of this journey.

Three dynamic greens serve as the heart of our visual expression, weaving a thread of natural wonder throughout our brand identity. They are the very embodiment of the lush rainforests, the flourishing coastlines, and the thriving landscapes that define our *Rainforest to Rockies* journey.

In specific cases where additional highlight colours are needed to compliment the *Rockies to Rainforest* primary colour palette, please use the [SNBC secondary and tertiary colour palette](#).

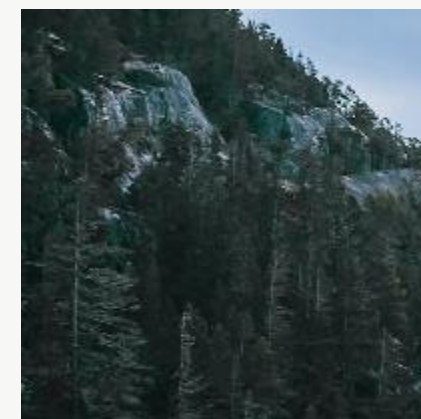
<p>Lush Moss</p> <p>RGB 176 189 54 / #B0BD36 CMYK 36 12 100 0 PMS 7744 C</p>	<p>Alpine Emerald</p> <p>RGB 26 118 103 / #1A7667 CMYK 100 0 61 28 PMS 3295 C</p>	<p>Canopy Green</p> <p>RGB 0 57 47 / #00392F CMYK 88 24 66 74 PMS 567 C</p>
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This zesty colour mirrors the vibrant optimism that bathes this journey, embodying the vitality of our coasts, the fresh foliage of our rainforest and the crisp, invigorating air of the Canadian Rockies.



This rich colour captures the grandeur of our journey, evoking the lush depths of the rainforest, the opulence of ever-changing landscapes, and the awe-inspiring heights of the Canadian Rockies.



This deep, bold colour signifies the joy of curious exploration, where travellers venture over roads less travelled to uncover local gems along this journey.

3.5-2 SUPPORTING PALETTE

Our supporting colours are taken directly from the SNBC parent brand colour palette, as seen in the SNBC brand guidelines. We use these neutral tones for text (body copy) to maximize contrast against any background. We also use Spirit Bear White as the colour of the *Rainforest to Rockies* wordmark on dark backgrounds.

SNBC Spirit Bear White

RGB 255 255 255 / #FFFFFF
CMYK 0 0 0 0

SNBC Orca Black

RGB 51 51 51 / #333333
CMYK 0 0 0 100

3.5-3 WEB CONTENT ACCESSIBILITY GUIDELINES

Coloured backgrounds and text are frequently used in digital and interactive media, including *Rainforest to Rockies* website, digital ads, social media, and interactive PDFs, to indicate interactive content such as hyperlinks, menu items, and Call to action buttons.

When using colour to indicate interactivity, use one of the colour combinations shown here. These colour combinations, when used in RGB/hex format in digital media, are compliant with the Web Content Accessibility Guidelines (WCAG 2.2) on minimum colour contrast.

For more details on achieving sufficient colour contrast on the web, see the [WCAG 2.2 Understanding Docs](#).

Aa Aa

Canopy Green / Lush Moss
Safe for normal and large text

Aa* Aa*

Orca Black / Lush Moss
Safe for normal and large text

Aa Aa

White / Alpine Emerald
Safe for normal and large text

Aa Aa

White / Canopy Green
Safe for normal and large text

Aa Aa

Lush Moss / Canopy Green
Safe for normal and large text

Aa Aa

Canopy Green / White
Safe for normal and large text

Aa Aa

Alpine Emerald / White
Safe for normal and large text

*Avoid using where another combination listed here is possible.

3.6

VISUAL STYLE

3.6-1 PHOTOGRAPHY/VIDEOGRAPHY VISUAL CRITERIA

3.6-2 VARIETY OF LANDSCAPES



3.6-1 PHOTOGRAPHY/VIDEOGRAPHY VISUAL CRITERIA

The goals of the visual criteria are to provide principles when selecting, buying, curating, or creating visual assets for the *Rainforest to Rockies* brand. These criteria build upon the visual criteria for the SNBC parent brand and adds differentiating elements to bring out the best of the brand strategy.

PLAYFUL

These images should convey the fun that can be had along the journey, always showing a moment unfolding.



JOURNEY

Demonstrate the journey through a diversity of landscapes, using the road as the central element in the story.



REVEAL & AWE

Capture a sense of curiosity, surprise, awe, and wonder that's felt along this route. Always show active emotions and not introspection.



PEOPLE, CULTURE, & DIVERSITY

Showcase the range of interactions and connections people have with the environment and cultures along the journey. Represent Indigenous culture with meaningful context.



3.6-2 PHOTOGRAPHY/VIDEOGRAPHY: VARIETY OF LANDSCAPES

When selecting visual assets, ensure that the stories told showcase a range of landscapes and specifically the following:

CITY & OCEAN

The journey starts where the land meets the ocean. The goal of these images is to show the city's proximity to nature.



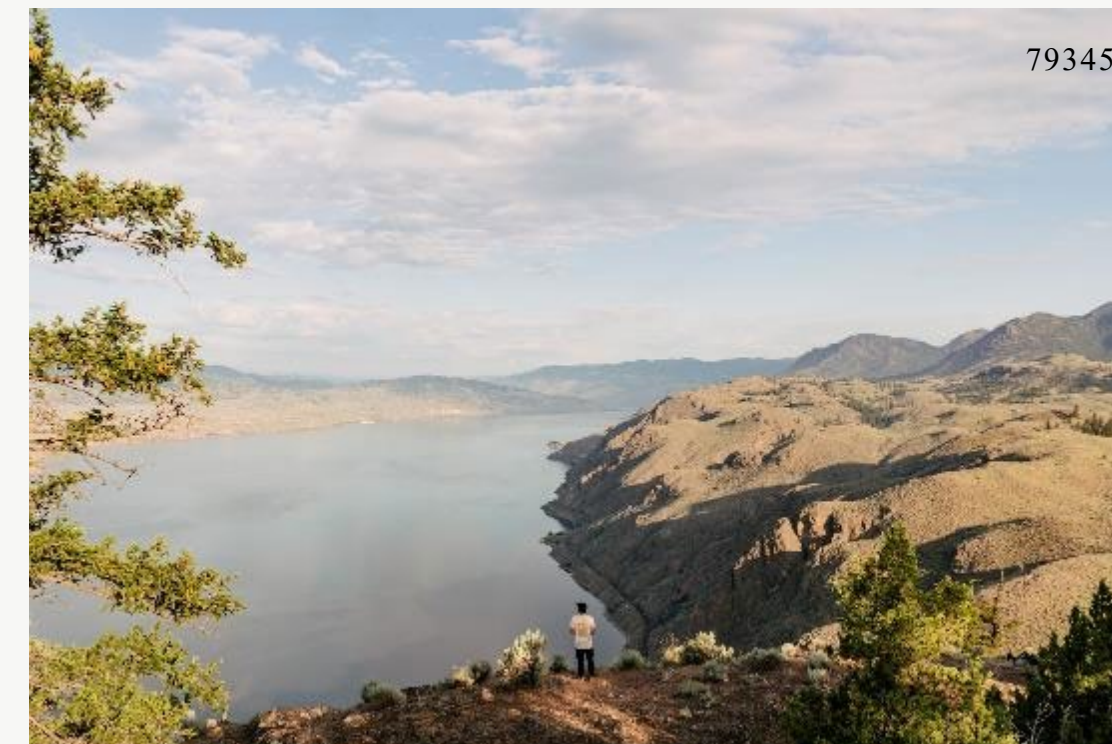
LUSH RAINFOREST

Showcase being in the rainforest and forest lookouts unique to the west coast.



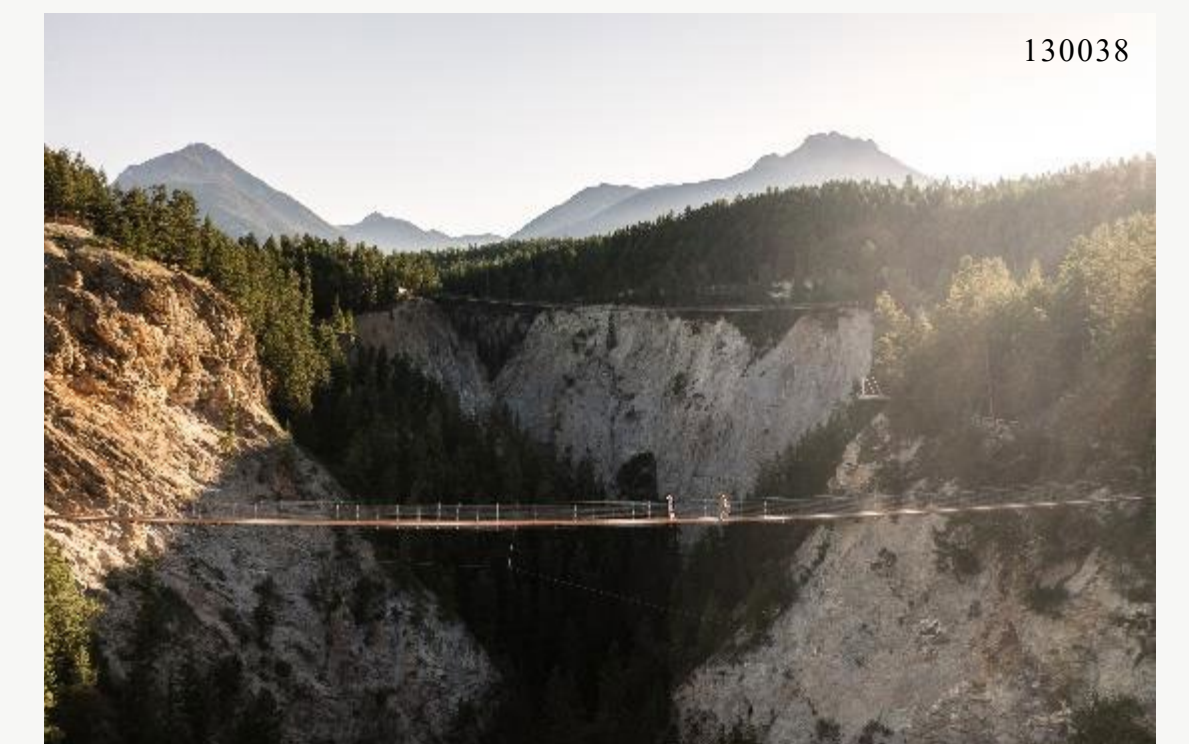
ROLLING DESERT HILLS

Capture the textures rich in the rolling hills of British Columbia's interior.



MOUNTAIN RANGES

The experiences that can be had in the famous mountain range, showing their majestic scale.



4.0

HOW CAN WE HELP?

For questions about the *Rainforest to Rockies* brand guidelines, contact brand@destinationbc.ca.

