

# RAIN FOREST TO ROCKIES



# BRAND TOOLKIT

# OVERVIEW



Destination BC is packaging and developing iconic travel routes and places that span the entire province of British Columbia 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.

Learn more about why we're taking this new approach, and how you can leverage the brand in your work, watch the videos below.

**Introducing the future of tourism in BC**



VIDEO

**How to leverage the brand in your work**



VIDEO

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# OVERVIEW

## Toolkit Purpose:

This toolkit can be used by Destination BC's partners as a quick reference guide to all the tools produced for the *Rainforest to Rockies* brand. Each section will contain information and links to the detailed tool for further reference.

## This toolkit is for:

Destination Marketing and Management Organizations, Sector Associations, and Tourism Businesses.

## 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, explore more, and stay longer. Travellers create their own adventures, choose their path and set their own pace.

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# BRAND GUIDELINES

The Brand Guidelines share the brand strategy and brand identity assets for all types and sizes of tourism businesses to bring the brand to life.



[Read the Guidelines](#)

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# THIRD-PARTY LOGO

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 Great Forest font below the logo.

It is intended to be used by partners within their own branded materials, where appropriate and relevant.

**IMPORTANT:** Please follow the [Rainforest to Rockies Brand Guidelines](#) for information on logo usage, application, clear space and minimum size.



Request the  
Third-Party Logo

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SQUAMISH

# KEY MESSAGING FOCUS

The following outlines where the messaging should focus on communicating the core aspects of the brand - those most compelling reasons why our ideal traveller will want to experience *Rainforest to Rockies*. They represent what we want to say to our potential visitors. How we say it will vary: for example, through visuals, a short headline, or through a story.

Please see the [Rainforest to Rockies Brand Guidelines](#) for more details on the key messages.

**Key Message #1** focuses on the iconic journey from the Pacific Coast to the Canadian Rockies, from sea to sky.

**Key Message #3** appeals to the target visitor's love of travelling their way, at their own pace.

**Key Message #2** concentrates on the ever-changing landscapes along the journey, and the natural wonders that await.

**Key Message #4** describes how the journey is unique and iconic to British Columbia.

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CRANBROOK

# VISUAL ASSETS

In addition to using your own visual content, we've curated a comprehensive collection of images and video for *Rainforest to Rockies*. To access and use these assets:

1. Please sign in or register at [BCContentHub.com](https://www.bccontenthub.com)
2. Type in the search bar "*Rainforest to Rockies*" for all assets within this brand or "*Rainforest to Rockies Iconic*" for the best photos or b-roll clips.

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VANCOUVER

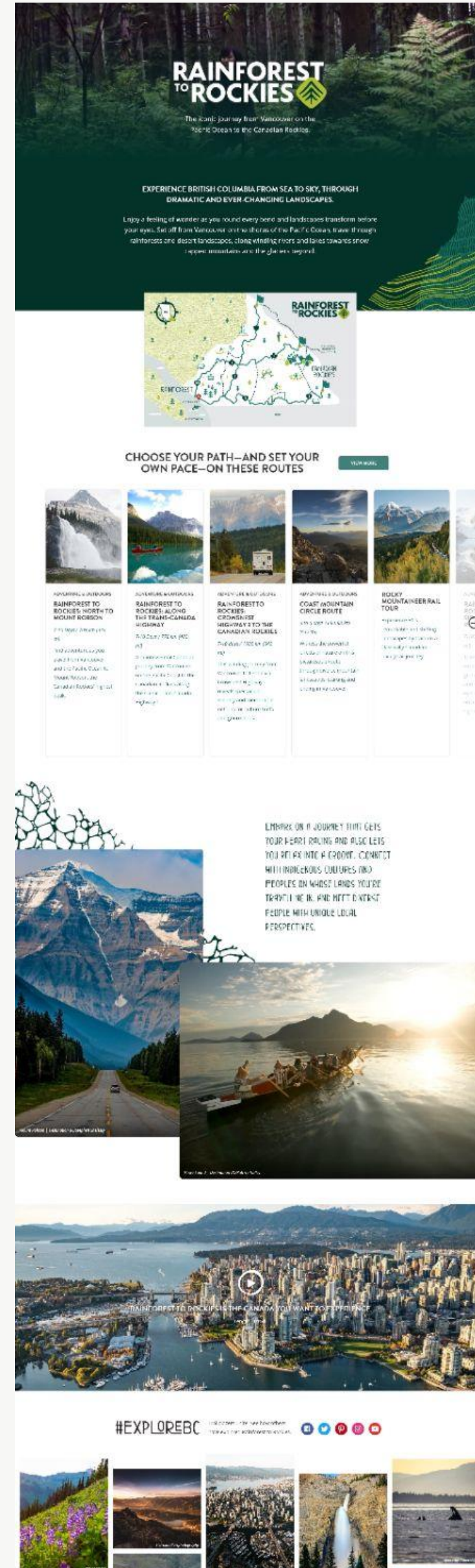
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# LANDING PAGE LINK AND QR CODE



The new brand has a landing page with key messaging, a map and itineraries. It's also translated for the German and Mexican markets.

URL: [hellobc.com/rainforest-to-rockies](https://hellobc.com/rainforest-to-rockies)

Translated Landing Pages:

- [Germany translated landing page](#)
- [Mexico translated landing page](#)



Use this QR code for a quick link back to the landing page.



Tag @rainforesttorockies in your social media posts for a chance to be featured and/or amplified.

## ACTIVE CHANNELS:

Facebook - [@rainforesttorockies](https://www.facebook.com/rainforesttorockies)

Instagram - [@rainforesttorockies](https://www.instagram.com/rainforesttorockies)

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RADIUM HOT SPRINGS

# HelloBC LISTINGS

List your business on HelloBC.com for free, and you will benefit from exposure to the millions of travellers who visit the website each year. This opportunity is more important than ever with the launch of the *Rainforest to Rockies* brand, which will bring new focus to our website.

Visitors to [HelloBC.com](https://www.hellobc.com) are able to search for accommodation, attractions, activities, and experiences. Through our partnership with TripAdvisor, all business listings on HelloBC include information pulled directly from the related TripAdvisor listing, and businesses have the opportunity to add additional content including accessibility features, social media information and travel offers through [Destination BC's Tourism Business Portal](#).

For those participating in the HelloBC listings program, please ensure your business listing and approved photos are up to date. Your online profile plays a key part in helping consumers secure their travel plans and instills their confidence in booking with you.

For more information about HelloBC business listings, visit [Business Listings on HelloBC – Requirements, Eligibility and Content Sources](#).

Need assistance? Contact us at [BusinessListings@DestinationBC.ca](mailto:BusinessListings@DestinationBC.ca)

[Create/Update your  
Hello BC Business listing](#)

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For questions about the *Rainforest to Rockies* brand, contact [brand@destinationbc.ca](mailto:brand@destinationbc.ca).

Contact us

We'd love to hear your ideas on how you might use *Rainforest to Rockies* brand in your marketing activities or at your business.

Submit your ideas

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