

A scenic landscape featuring a range of rugged mountains in the background, a large lake in the middle ground, and a helicopter flying across the sky. The foreground shows rocky terrain with sparse vegetation. The text 'The Great Wilderness BRAND TOOLKIT' is overlaid in large white letters on the left side of the image.

# The Great Wilderness BRAND TOOLKIT

SUPER. NATURAL  
BRITISH COLUMBIA  
CANADA



## 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**



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



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The Great  
Wilderness

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### Toolkit Purpose:

This toolkit can be used by Destination BC's partners as a quick reference guide to all the tools produced for *The Great Wilderness* 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 *The Great Wilderness*:

The *Great Wilderness* stretches across the northernmost part the province, and is home to seemingly endless nature and abundant wildlife. From the Coast Mountain Range in the west to the Alberta border in the east, and from Highway 16 to the Yukon border, its vast lands, open skies and endless roads make this one of the world's last great wildernesses.

*The Great Wilderness* encourages travellers to rediscover their sense of adventure as they step out of the ordinary into the extraordinary. It's a place where nature feels at its biggest and most alive—mountains and giant glaciers, volcanoes laying on valleys of lava, northern lights and remote hot springs, and wildlife spanning bear, moose, caribou, bison and eagles. Here, perspectives shift and the feeling of accomplishment is the reward for those that push beyond where many go.

Explore the ancient history and modern culture of the Indigenous Peoples who call this land home, experience meditation in motion on an epic road trip, or pursue an adrenaline-inducing adventure—hiking, river rafting, horse backing and more—in some of the world's most pristine and protected wildernesses. As you move through *The Great Wilderness*, you'll hear the call to connect to something greater than yourself.

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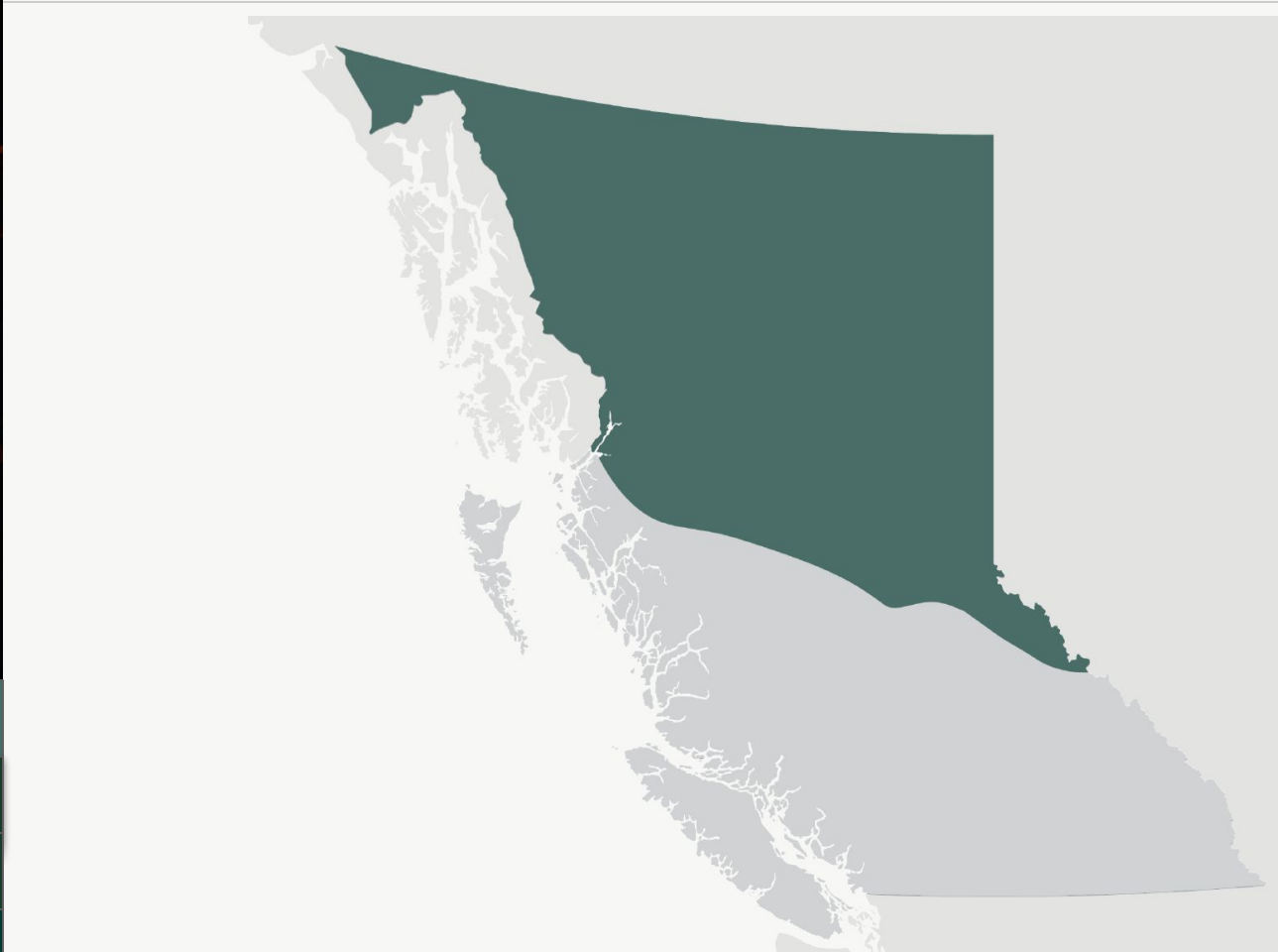
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**The Great  
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## BRAND GUIDELINES

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.



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## BRAND GUIDELINES

### THIRD-PARTY LOGO

The third-party lockup is composed of the *The Great Wilderness* 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 [The Great Wilderness Brand Guidelines](#) for information on logo usage, application, clear space and minimum size.

The Great  
Wilderness

BRITISH COLUMBIA, CANADA

Logo for light backgrounds

The Great  
Wilderness

BRITISH COLUMBIA, CANADA

Logo for dark backgrounds

Request the  
Third-Party logo



## BRAND GUIDELINES

### KEY MESSAGE #1

#### Experience an extraordinary land

Considered one of the world's last great wildernesses, this vast northern land is filled with open skies and endless roads. It's a place of epic proportions where travellers can truly feel the power of the elements. Through the experience of immersing yourself in majestic mountains, sleeping volcanoes and valleys of lava, northern lights, giant glaciers and remote hot springs, while sharing space with an abundance of wildlife—from bear, to moose, to caribou, elk, and bison— The Great Wilderness is a place to disconnect from the ordinary to be moved by the extraordinary.

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## BRAND GUIDELINES

### KEY MESSAGE #2

## Get into something greater

*The Great Wilderness* is a place that beckons travellers to trade schedules and routines, for an adventure like no other. It's a place where nature feels at its biggest and most alive. When surrounded by these ancient lands, you'll sense a shift in perspective and the rush of accomplishment for having pushed beyond where many go. Allow the wilderness to speak to your soul, and hear the call to experience something much greater than yourself.





**KEY MESSAGE #3**

**Encounter spirited characters**

*The Great Wilderness* is home to many Indigenous nations, whose Peoples have nurtured the land for millennia. Immerse yourself in these diverse and unique Indigenous cultures and get ready to meet the strong and resilient people who call this place home. Their stories, legends, way of life and wisdom will deepen your understanding of yourself and the natural world.

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### KEY MESSAGE #4

## Take the road less travelled

*The Great Wilderness* lends itself perfectly to road tripping. Whether you begin your journey at Mile 0 of the famed Alaska Highway (#97), traverse British Columbia along the Yellowhead Highway (#16), meander along the Glacier Highway (#37) or follow [The Great Northern Circle Route](#), these long stretches of open road are a meditation in motion, inviting you to roam freely and breathe deeply.

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KEY MESSAGE #5

## Discover your adventurous spirit

There are many ways to experience adventure in *The Great Wilderness*. Whether it's a multi-day hike where dinosaurs once roamed, a horse packing trip in one of North America's largest protected areas, or a thrilling river rafting trip through a UNESCO World Heritage Site, this is an area that welcomes your adventurous spirit. Those interested in shorter pursuits will find day hikes to waterfalls, wildlife encounters, treks to see lava beds, and freshwater fishing excursions all within easy reach.

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## BRAND GUIDELINES

### COPY BLOCKS

**The Great Wilderness**  
**Super, Natural British Columbia, Canada**

The vast and remote nature of *The Great Wilderness* calls to the intrepid traveller seeking adventure a world apart. Beneath the northern lights and open skies, travellers will be captivated by the land's compelling characters, ancient geology, and enriching experiences.

**The Great Wilderness**  
**Super, Natural British Columbia, Canada**

The vast and remote nature of *The Great Wilderness* calls to the intrepid traveller seeking adventure a world apart. Beneath the northern lights and star-strewn skies, travellers will find compelling characters, ancient geology, and enriching experiences. Here, wildlife easily outnumber people, glittering glaciers share space with dormant volcanoes, and Indigenous People weave stories and legends of the land.

**The Great Wilderness**  
**Super, Natural British Columbia, Canada**

The vast and remote nature of *The Great Wilderness* calls to the intrepid traveller seeking adventure a world apart. Beneath the northern lights and star-strewn skies, travellers will find compelling characters, ancient geology, and enriching experiences. Here, wildlife easily outnumber people, glittering glaciers share space with dormant volcanoes, and Indigenous People weave stories and legends of the land. Whether an exhilarating river rafting weekend, a mountain hike to epic vistas, or a road trip along a stretch of empty highway, *The Great Wilderness* is a place where the ordinary ends and the extraordinary begins.

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## VISUAL ASSETS

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

1. Please sign in or register at [BCCContentHub.com](https://BCCContentHub.com)
2. Type in the search bar "*The Great Wilderness*" for all assets within this brand or "*The Great Wilderness Iconic*" for the best photos or b-roll clips.

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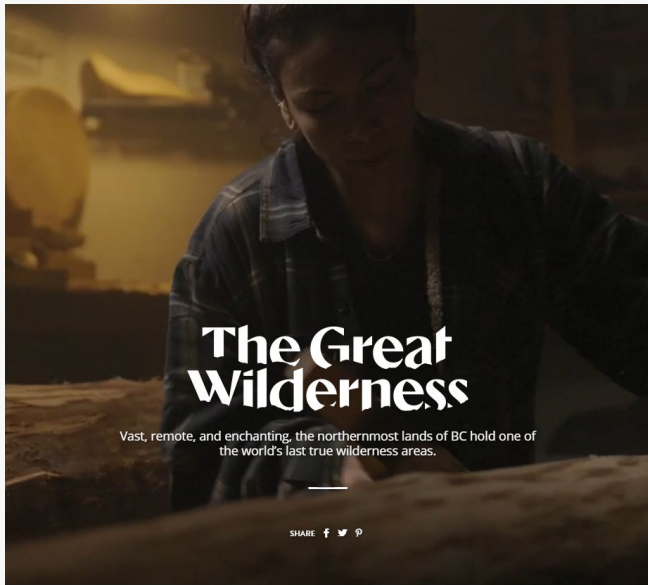
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# LANDING PAGES, QR CODE, SOCIAL HANDLES



ROAM THROUGH OTHERWORLDLY LANDSCAPES, WHERE NATURE REIGNS AND ANIMALS OUTNUMBER HUMANS.

Immerse yourself in a place with endless paths and skies that stretch beyond the imagination. *The Great Wilderness* sprawls across northern British Columbia, from the coast mountain range in the west to the Alberta border in the east, and from Highway 16 in the south to the Yukon border in the north. It is a land of incredible scale, where magnificent natural wonders and diverse wildlife share space with the original and ongoing stewards, the Indigenous Peoples.

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

Vanity URLs:  
[hellobc.com/the-great-wilderness](https://hellobc.com/the-great-wilderness) | [hellobc.com/tgw](https://hellobc.com/tgw)  
Full URL:  
<https://www.hellobc.com/places-to-go/the-great-wilderness/>

German Translated Page  
Vanity URL: [www.hellobc.de/tgw](https://www.hellobc.de/tgw)  
Full URL:  
<https://www.hellobc.de/places-to-go/the-great-wilderness/>



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



## 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 *The Great Wilderness* 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)

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Create/Update your  
Hello BC Business listing



## CONTACT US

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For questions about *The Great Wilderness* brand, contact [brand@destinationbc.ca](mailto:brand@destinationbc.ca).

[Contact Us](#)

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

[Submit your ideas](#)

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