



EDMONTON TOURISM

BRAND GUIDELINES

**EXPLORE
EDMONTON**

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BRAND IDEA

At the heart of our brand is an idea. Born from consumer insight and grounded in our brand truth, this idea is the thread that binds together everything we do. It shines through in all of our communications, from advertising to tradeshow materials to conversations in social media.



IN AN INCREASINGLY SUPERFICIAL WORLD,
**THERE IS A GROWING
APPRECIATION OF
AUTHENTICITY.**



PEOPLE ARE SEARCHING FOR A
**MORE DOWN-TO-
EARTH URBAN
EXPERIENCE.**

**SOME WANT TO
IMMERSE THEMSELVES
IN THE CULTURE,
PEOPLE AND SETTINGS
OF THE PLACES
THEY VISIT.**

**OTHERS WANT A
BIGGER ADVENTURE,
TO INDULGE IN
UNEXPECTED
EXPERIENCES.**



A wide-angle photograph of the Edmonton skyline at dusk. The sky is a mix of soft pinks, purples, and blues. In the foreground, a large, modern cable-stayed bridge with a white, A-frame structure spans a river. The city skyline is visible in the background, featuring various high-rise buildings, some with lights on. A construction crane is visible on the right side of the skyline. The overall scene is a mix of urban architecture and natural elements like trees and water.

**WE'RE A CITY
THAT DOESN'T
DO BIG CITY
PRETENSION.**

**WE FIGHT FOR
AUTHENTICITY,
COMMUNITY AND
GRASSROOTS CULTURE.**

**WE'RE IN TOUCH
WITH OUR ROOTS.**

**WE'RE
DOWN-TO-EARTH
FREE THINKERS.**



EDMONTON ...

THE LARGEST NORTHERNMOST METROPOLIS.

THERE'S AN UNIQUENESS TO HOW WE DO
ORDINARY THINGS.

IT'S AN ATTITUDE THAT YOU'LL ONLY APPRECIATE
ONCE YOU'VE VISITED EDMONTON.





BRAND EXPRESSION

WORDMARK

Primary Wordmark

The Edmonton Tourism wordmark is built on the bold fearless nature of Edmonton. We have nothing to hide.

Keep the size relationship of the wordmark elements proportionate. Never separate or regroup the letterforms.

The primary wordmark for Edmonton Tourism, consisting of the words "EXPLORE" and "EDMONTON" stacked vertically. Both words are rendered in a very bold, uppercase, sans-serif typeface. The letters are thick and closely spaced, creating a strong, impactful visual.

PANTONE BLACK
C63 M62 Y59 K94
R45 G41 B38
HEX 2D2926

WORDMARK

White



Black

**EXPLORE
EDMONTON**

Minimum Printable Size

**EXPLORE
EDMONTON**

Minimum Size
1.25" Width

Minimum Clearance Space



The clearance space around the logo must equal 'x', where 'x' is the width of the letter 'M' in Edmonton.

BRAND COLOURS

The primary colour palette consists of four main colours. Ice, Sand and Tundra are inspired by our northern landscape. And Winter white is an unapologetic nod to Winter City roots.

Formulas are shown in CMYK for print, RGB for screen display and HTML for online applications. Do not rely on the appearance of colours in this manual for colour matching; use the specified colour breakdown.

Primary Colour Palette



PANTONE 2205
C47 M4 Y16 K10
R119 G183 B193
HEX 77B7C1



PANTONE 7495
C48 M27 Y100 K5
R143 G153 B62
HTML 8F993E



PANTONE 467
C21 M24 Y61 K0
R206 G183 B122
HEX CEB77A



WHITE
C0 M0 Y0 K0
R255 G255 B255
HTML 2FFFFFFF

BRAND COLOURS

Secondary and tertiary colours are intended to complement the primary palette and are not to be used as substitutes for primary colour application. Coal is to be used as the primary colour for text, borders.

Secondary Colour Palette



PANTONE BLACK
C63 M62 Y59 K94
R45 G41 B38
HTML 2D2926



PANTONE 2164
C62 M40 Y32 K3
R108 G133 B150
HTML 6C8596

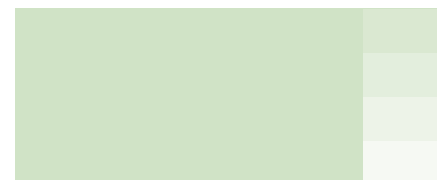


PANTONE 1265
C14 M36 Y95 K46
R136 G107 B37
HTML 886B25



PANTONE 7421
C18 M100 Y45 K0
R101 G29 B50
HTML 651D32

Tertiary Colour Palette



PANTONE 5595
C25 M0 Y29 K0
R193 G226 B194
HTML C1E2C2



PANTONE 700
C0 M45 Y27 K0
R245 G160 B158
HTML F5A09E



PANTONE 434
C15 M11 Y11 K0
R215 G216 B216
HTML D7D8D8

TYPOGRAPHY

Use the following typefaces for all designed sales and marketing print collateral and online communications.

Primary Headline Font

Veneer Clean should be used for main headlines and may be used for labels.

VENEER CLEAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Subheads

Calluna Sans Semibold and Bold Uppercase, should be used in a consistent manner and applied to only subheads. Veneer Clean may also be used as a subhead in a smaller size than the headlines.

VENEER CLEAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calluna Sans Semibold - All caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calluna Sans Bold - All-caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Copy

Calluna Sans Regular should be used primarily for extended running body copy in longer, multiple-page documents and marketing collateral.

Calluna Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

tone of voice

The Edmonton Tourism creative relies on spontaneous images and engaging headlines that convey the brand feel.

**WE ARE
UNAPOLOGETICALLY
PLAIN SPEAKING
BUT WITH HIDDEN
DEPTHS.**

We know Edmonton has a lot to offer and we're proud to share our little piece of the world with people near and far.

**WE AVOID
SEE AND SAY.**

Our headlines play off our images – images also convey an honesty and spontaneity about the place we call home.

**WE DON'T JUST
TELL PEOPLE
THERE'S A LOT TO
SEE AND DO
IN EDMONTON**

We give them a peek at honest and authentic experiences through words that leave a really good impression.

**WE ENGAGE IN
A CONVERSATION.**

A conversation that everyone will want to continue.

**JUST LIKE THE
CITY ITSELF,
EVERYTHING WE
SAY AND HOW
WE SAY IT IS
SURPRISING.**

Pleasantly surprising. We talk to people; not at people. And we always have an interesting thought to share. A thought that makes others think about Edmonton in a new way. And with a smile. A thought that Edmontonians would wholeheartedly agree with.

**WE DON'T TRY
HARD TO IMPRESS
BECAUSE THAT'S
JUST NOT WHO
WE ARE.**

So we never brag. We say what we mean and mean what we say. In a unique way. We are the ultimate dinner guest. We're entertaining. We're thoughtful. We bring really great hostess gifts.

tone of voice

Headlines

- **ENGAGE THE AUDIENCE WITH YOUR HEADLINE.**
- **THINK OF THE HEADLINE AS AN INVITATION TO A REALLY GREAT PARTY.**
- **THE HEADLINE SHOULD ALWAYS START WITH A TRUTH ABOUT EDMONTON.**
- **NOW, ADD A TWIST TO THE TRUTH. SHARE THE TRUTH IN AN INTERESTING WAY. ASK YOURSELF WHAT'S UNIQUE ABOUT THE SUBJECT MATTER AT HAND.**
- **BE WITTY. BE LIGHTEARTED. ADD SOME HUMOUR.**
- **BE PROUD OF WHAT EDMONTON HAS TO OFFER, JUST AVOID BEING BOASTFUL.**
- **KEEP THE TONE CONVERSATIONAL.**
- **CONTRACTIONS ARE YOUR FRIEND.**

A headline should complement a photograph. Avoid describing the photo to your audience, rather think of the headline as an opportunity to bring in the deeper meaning people experience while visiting Edmonton.

Body Copy

The headline draws the audience into a conversation. The body copy delivers specifics in a straightforward way. Think of the headline as answering the Why? Why Edmonton? Why should I visit or vacation in Edmonton.

Now think of the body copy as answering the Who? What? When? Where? How? The body copy is where you share details with the audience – details about the events and activities that deliver on the truth you captured in the headline. Be clear. Be specific.

Maintain the conversational tone you captured in the headline. Never sell hard because that wouldn't be authentic. Let short, sweet and to the point guide your every word. Oh, and, be sure to follow basic Canadian Press grammar and spelling rules.

Most importantly, have fun. If you are having fun writing the ad, your audience will definitely have fun reading it. And finally, ask yourself if the ad feels original and authentic to our humble city.

The tone is lighthearted and conversational.

PHOTOGRAPHY

The Edmonton Tourism brand platform acts to guide the art direction for photography while complementing the conversational tone-of-voice of the brand – pleasantly surprising.

Brand images should engage the traveller emotionally by putting their experience within reach. A viewer should feel like they're right in the centre of the action – they're an active participant, not a spectator.

Scenes should feel organic and spontaneous.

We call this photographic style 'Staged Spontaneity'.

OFF BRAND



ON BRAND – 'STAGED SPONTANEITY'



PHOTOGRAPHY

When selecting photography, choose warm and inviting imagery that will lead a traveler to the feeling of the excitement, when discovering Edmonton's culture, people and attractions.

Photo checklist:

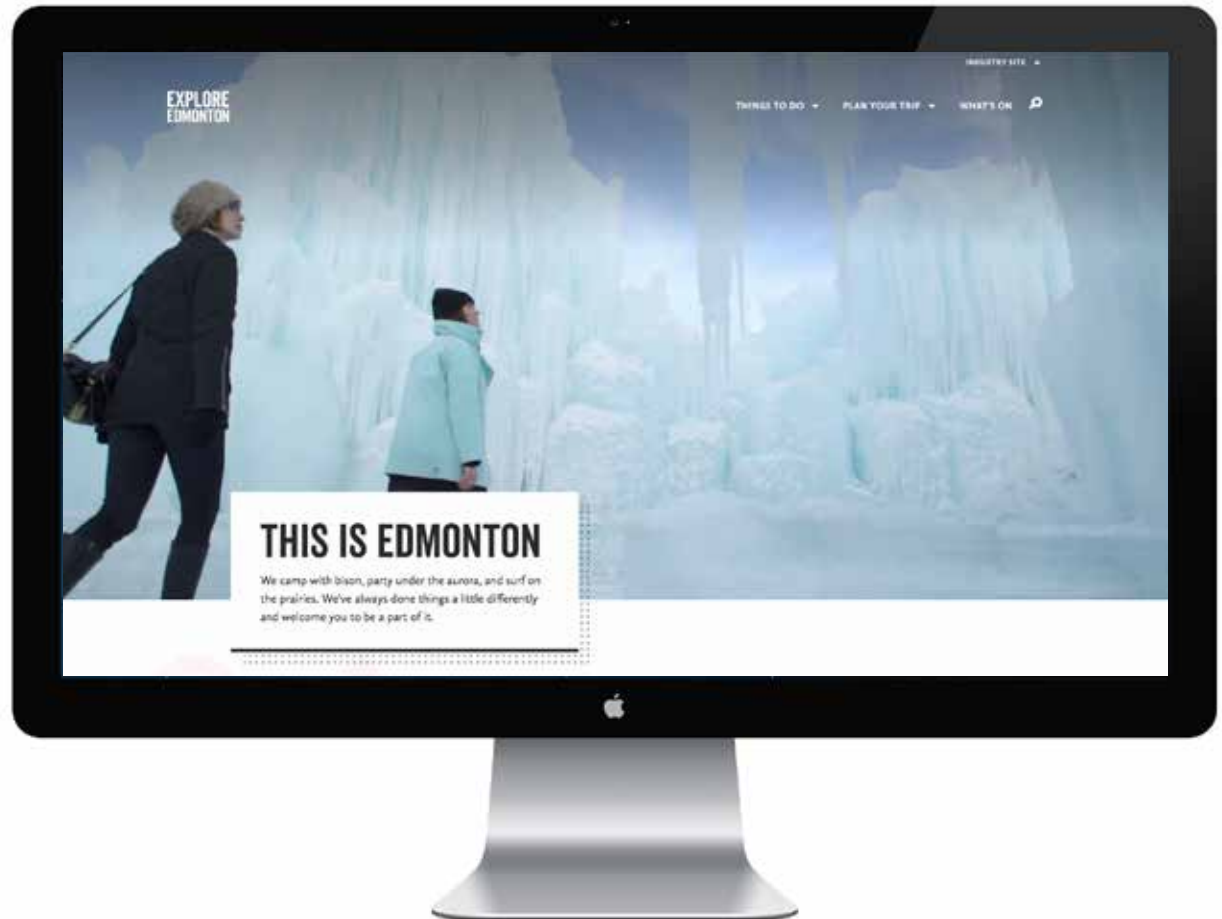
- Avoid staged scenarios. Capture real moments and engage viewers in the event or attraction.
- Show the city's hidden gems. Surprise a traveler with authentic experiences.
- Put the traveller in the centre of the action – they're an active participant, not a spectator.



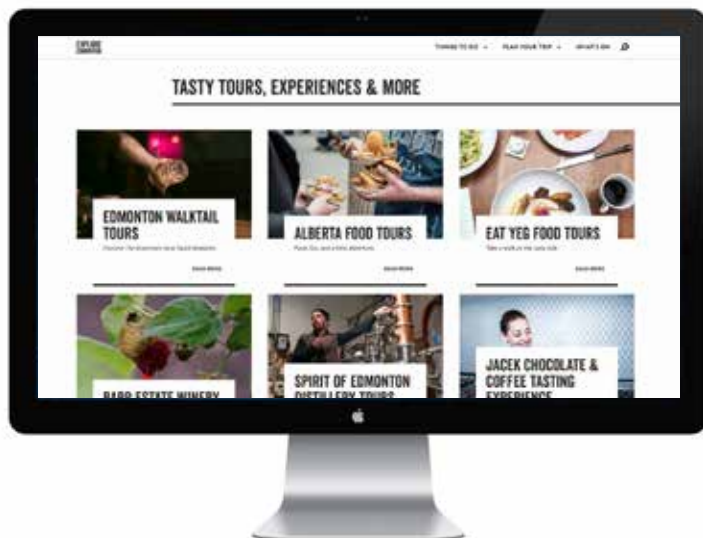
WEBSITE

The Edmonton Tourism website is a vibrant hub used to attract visitors to our city. The websites carefully curated photography, copywriting, and colour, represent brand expression and should be considered also as a reference tool for determining brand consistency.

exploreedmonton.com



WEBSITE



Special applications not addressed in these guidelines must be authorized by the Consumer Marketing Team, Edmonton Tourism.

Please direct questions regarding wordmark usage to your Edmonton Tourism contact.

**EXPLORE
EDMONTON**