

*SUPER, NATURAL BRITISH COLUMBIA BRAND FAMILY*

Stone Mountain Provincial Park | Photo: Andrew Strain

# The Great Wilderness

## BRAND GUIDELINES

SUPER, NATURAL  
BRITISH COLUMBIA  
CANADA

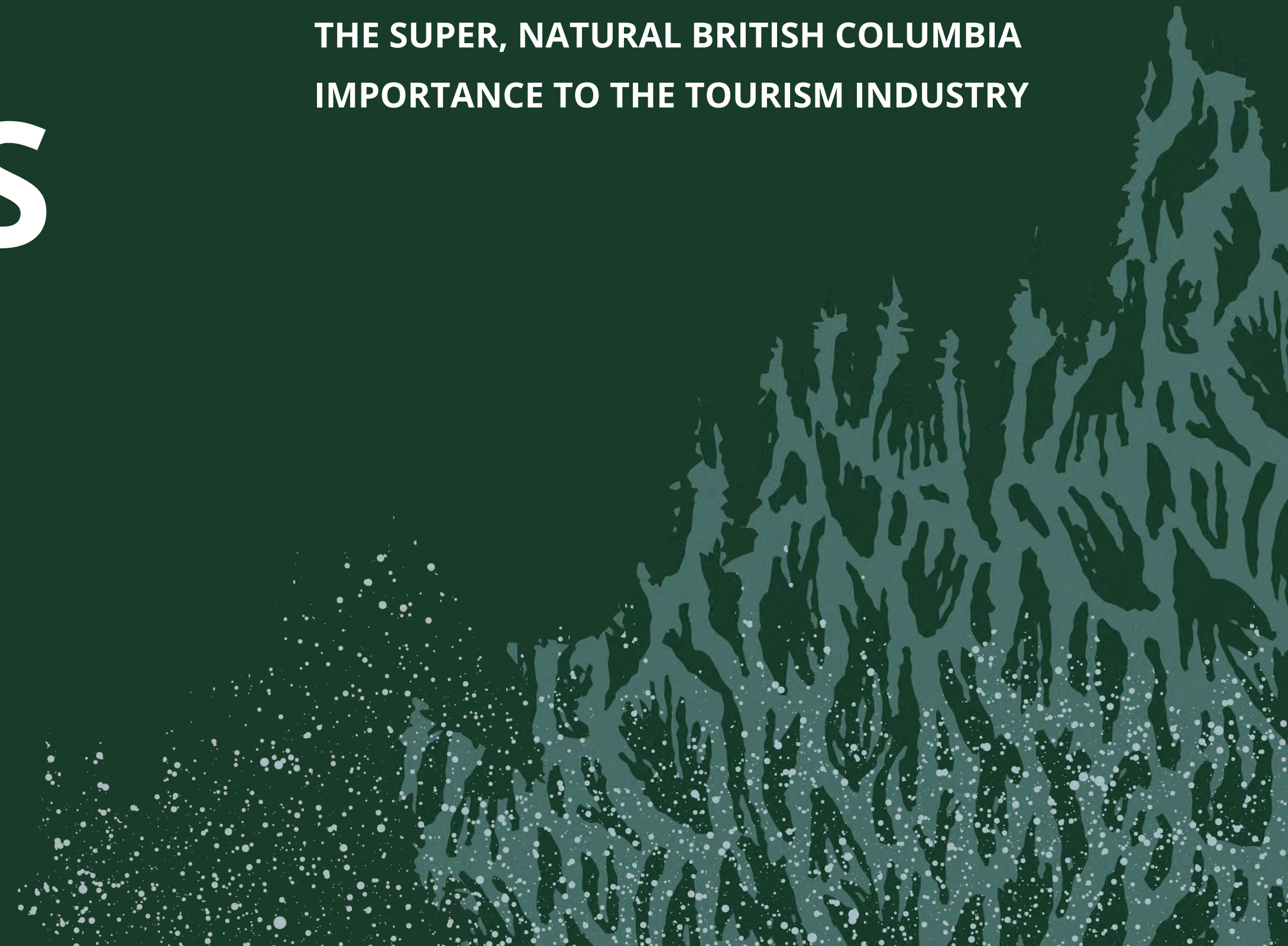
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1.0

# BUILDING THE FAMILY OF BRANDS

THE SUPER, NATURAL BRITISH COLUMBIA  
IMPORTANCE TO THE TOURISM INDUSTRY



## 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.



Munch Lake Provincial Park | Photo: Andrew Strain



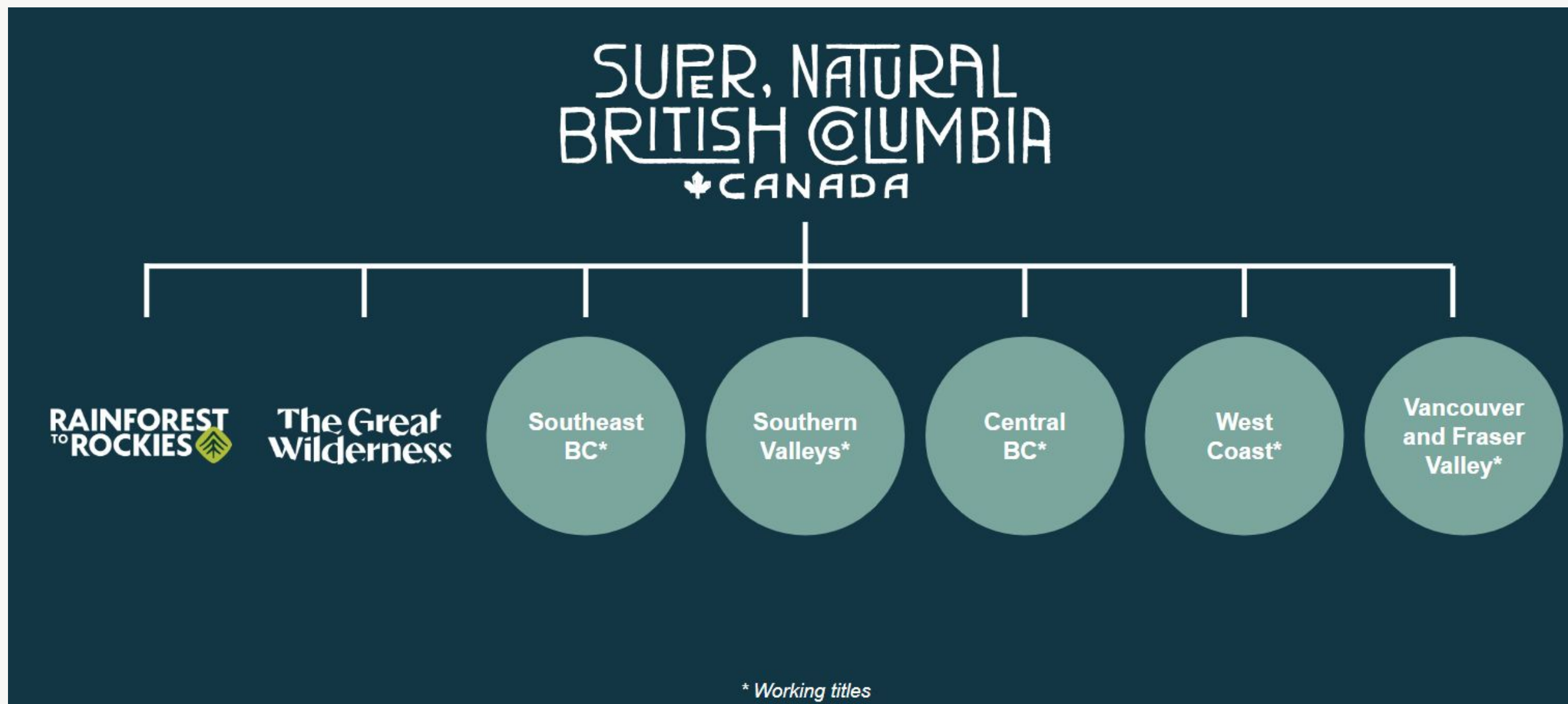
Dune Za Keyih Provincial Park | Photo: Taylor Burk



Fort Nelson | Photo: Ryan Dickie



Hudson Bay Mountain | Photo: Grant Harder



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.

## 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 *The Great Wilderness* 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

ABOUT THE GREAT WILDERNESS  
THE IDEAL TRAVELLER  
BRAND ESSENCE & PROMISE  
BRAND PILLARS  
SUMMARY

## 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.





## THE IDEAL TRAVELLER



Terrace | Photo: 6ix Sigma Productions

### OUR BRAND MUSE:

# THE WILDERNESS ADVENTURER

- Those whose hearts call them to adventure in the wilderness
- Unpretentious, independent, seasoned travellers from around the world
- Seek destinations that disconnect them from ordinary life
- Looking to be “alone together”
- Comfortable with basic or more rustic (not luxury) accommodation
- They know nature is their pathway to deeper connection with themselves and the world
- Comfortable with less structured travel and are open to new opportunities as they arise in-destination

Note: The Wilderness Adventurer 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.

## 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:

**BE IN GREATNESS**

## 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:

**LANDS THAT  
MOVE YOU**

## 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.*

### EPIC SCALE SURROUNDS US

A land of epic proportions and massive scale. Where the vastness of the land stretches beyond imagination. It's a place of open roads and endless skies, and horizons that seem infinite. A place of sublime beauty, where the wind whispers and awe awakens your soul. A place of mystery and mystique, where adventure awaits, and shifts in perspective forever change how you see the world around you.

### SEPARATED FROM THE ORDINARY

Step into a world apart, where wildlife thrives and ordinary life recedes. Where people are few and far between, and where legends abound. Where city lights give way to the Northern Lights painting the dark skies with an inviting silence. The promise of perspective gained as everyday cares fade away.

### GREAT WILDERNESS REIGNS

This is a rare and sacred land of great wilderness, where ancient landscapes merge with the enduring stories of Indigenous legacy. Towering mountains, giant glaciers, thundering waterways, valleys of lava, and wildlife so majestic, we feel both humbled and alive.

### VOICES OF STRENGTH & WISDOM

The original Peoples of authentic northern spirit shaped this land. Resilient, unapologetic, and unwavering. Characters of strength with strength of character. A land of legends, earthly and supernatural, sharing a timeless wisdom that honours the past and shapes us today. A tapestry of tales that enrich our journey and connect us to the living heart of the North.

### 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.

## SUMMARY

# BE IN GREATNESS

### BRAND ESSENCE

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## LANDS THAT MOVE YOU

### BRAND PROMISE

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TO THE LAND

### 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.

WISE • 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 *The Great Wilderness* brand, consistently crafting messages that engage, inspire, and build trust.

## THE WILDERNESS ADVENTURER

### 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

THIRD-PARTY LOGO

tone of voice

KEY MESSAGING

EXPERIENCE & STORYTELLING THEMES

COLOUR

VISUAL STYLE



# BRAND GUIDELINES SUMMARY

## TGW Logo

# The Great Wilderness



## SNBC Endorsement

SUPER, NATURAL  
BRITISH COLUMBIA  
CANADA

## Colour Palette

**Glacial Dust**  
#A9BDC4  
CMYK 34 14 6 0  
PMS 5445 C

**Highland Green**  
#476E68  
CMYK 70 27 54 35  
PMS 5545 C

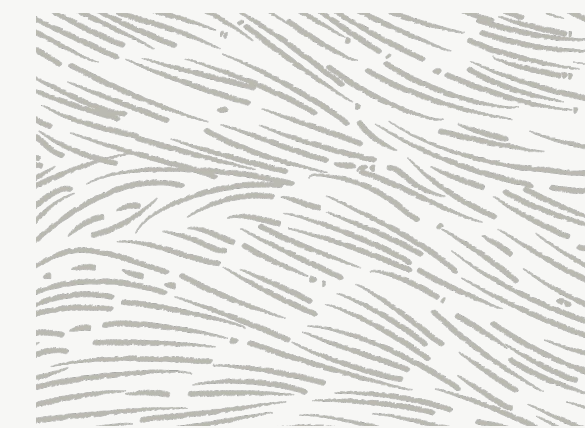
**Old Growth Green**  
#183B2A  
CMYK 78 35 74 78  
PMS 5605 C

**SNBC Orca Black**  
#333333  
CMYK 0 0 0 100

## Patterns



Night Sky



Fur

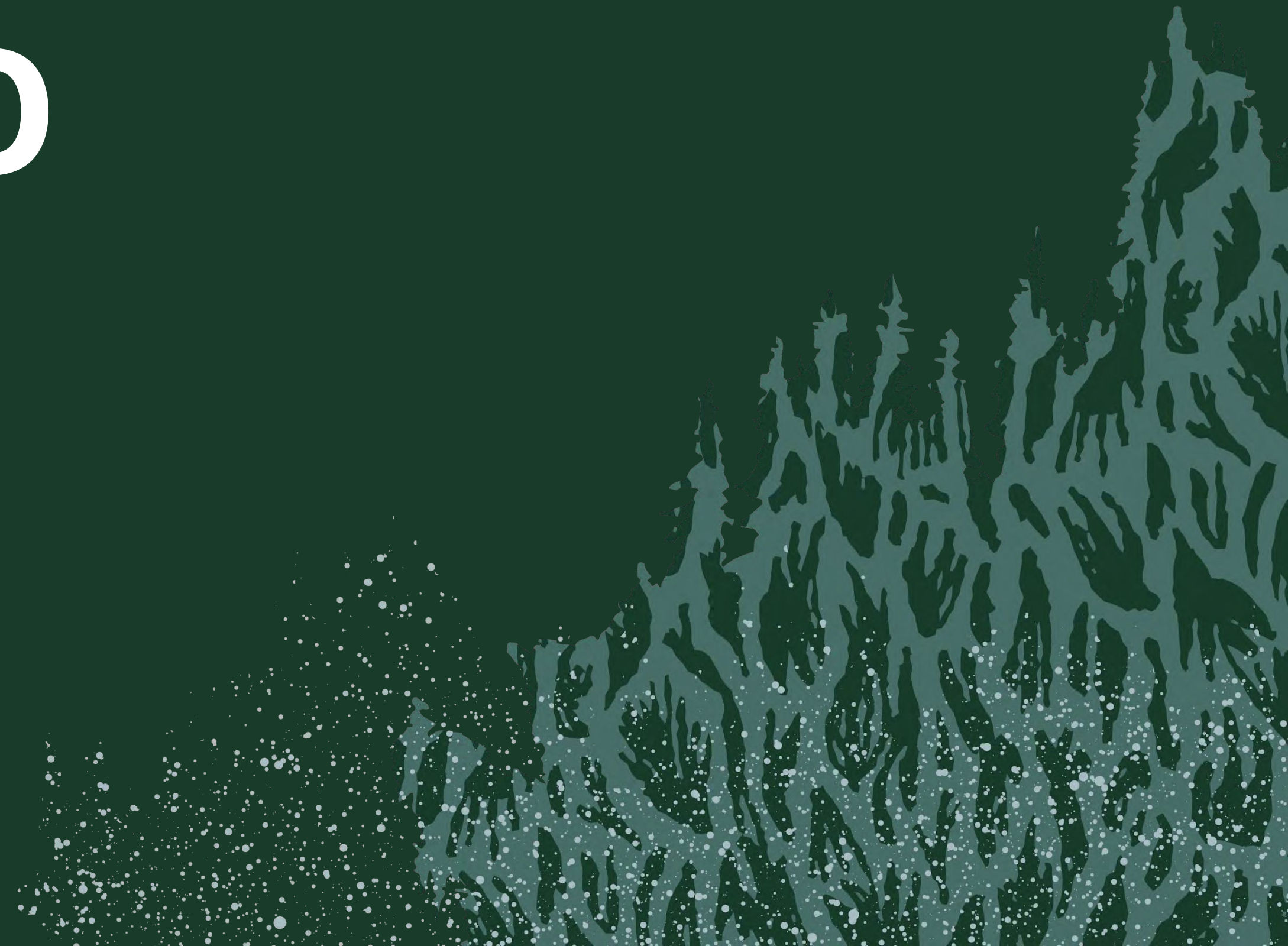


Fossil

## Window Decal



# THIRD-PARTY LOGO



## THIRD-PARTY LOCKUP

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 small caps of the Great Forest font below the logo.

Generally, the third-party lockup shouldn't be used in work designed internally. It's intended to be provided to third-party partners who will be placing the logos within their own branded design, or used in other situations where there isn't enough space available for the SNBC brand endorsement to appear.

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 our Old Growth 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.



The Great  
Wilderness  
BRITISH COLUMBIA, CANADA

Logo for light backgrounds



The Great  
Wilderness  
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 “s” in “Wilderness”.



## THIRD-PARTY LOCKUP MINIMUM SIZE

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

**Print:** 23 mm (0.9 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** change the colour of the lockup to an unapproved colour from the palette.



**Don't** alter the colours of the lockup, or use the lockup in more than one colour.



**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 lockup.



**Don't** distort the lockup.



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



**Don't** recreate the lockup.

# STONE OF VOICE



## BRAND VOICE

Each of the *Super, Natural British Columbia* (SNBC) family brands, including *The Great Wilderness*, 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 current SNBC brand voice attributes 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, *The Great Wilderness* has the following unique voice characteristic:

## WISE

We see, hear, and feel deeply. We draw our strength and wisdom from a life spent in sync with the elements. We speak calmly and encouragingly, revealing to others what they already know but have yet to discover.

### Our Wise is:

confident · gentle · knowledgeable · relatable  
adventurous · encouraging · reassuring

### Our Wise is not:

passive · condescending · careless · distant  
superior · arrogant · didactic

# BRAND VOICE

## WISE

### WISE IS IN OUR NATURE

Amid the silence of remote northern landscapes, *The Great Wilderness* emerges—sublime and commanding. We are captivated by its boundless adventures and humbled by its ancient wonders.

We are the knowledgeable companion who walks through this landscape, sharing insights without condescension or arrogance. We speak thoughtfully and deliberately, amplifying the power of every word.

*The Great Wilderness* encourages self-reflection, revealing to travellers what they already know but have yet to discover. We aren't afraid to philosophize or explore the greater meaning that comes with a shift in perspective.

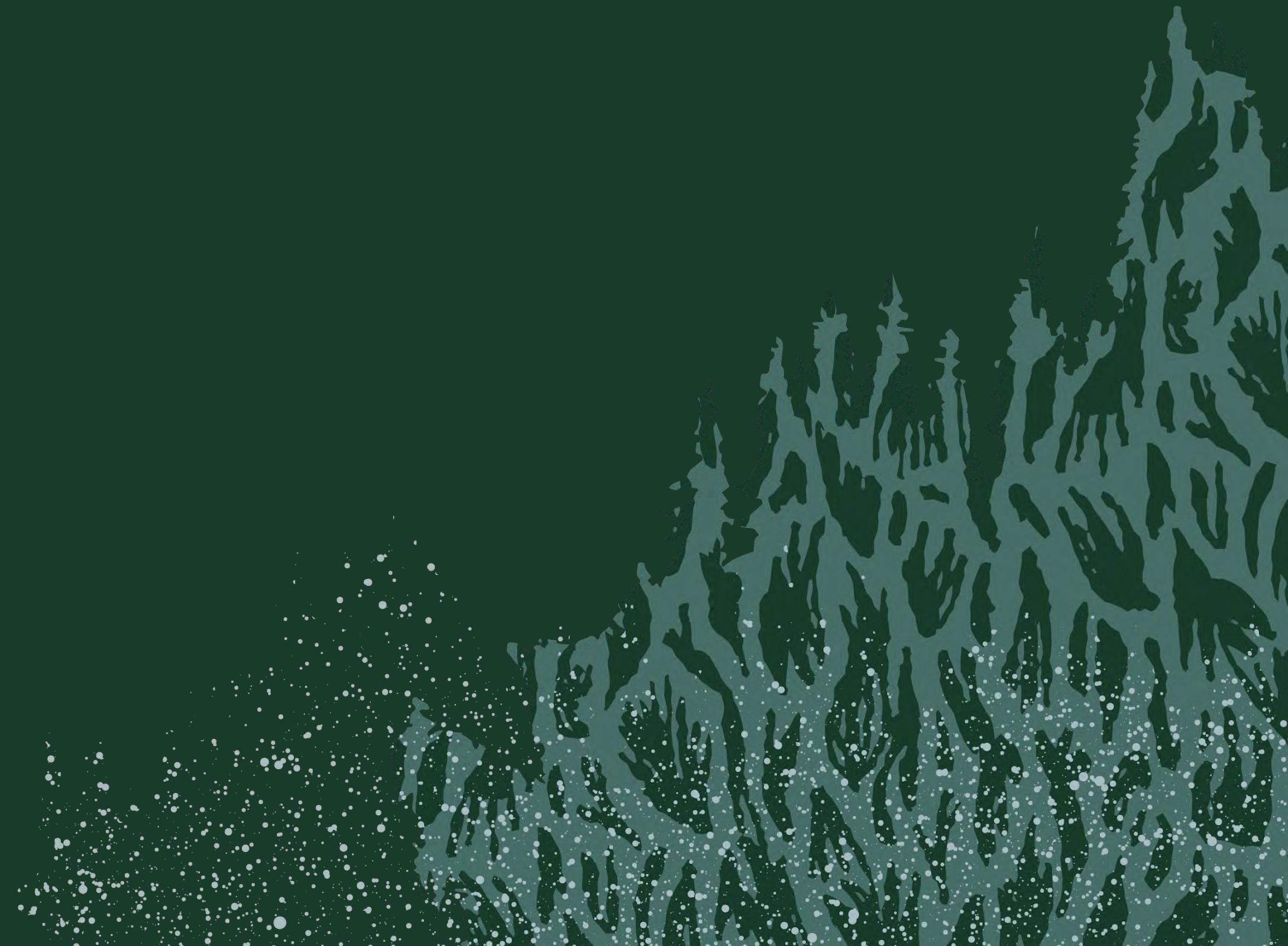
Our tone is inspired by Indigenous storytelling. The wind, the mountains, the rivers—they are integral to our vocabulary. We journey freely through landscapes and legends, weaving tales that bring to life the beating heart of *The Great Wilderness*.

We are humbled by the people, landscapes, and wildlife of The Great Wilderness, and our messaging conveys our respect and awe.

To use a wise voice in brand communications, consider whether you are moved by your messaging. Speak confidently and evocatively, earning rather than seeking attention. Allow words to spark curiosity, emboldening audiences to turn their attentions north.

Wise knows when it is needed. We are grounded in the voice of our parent brand, allowing wise to surface with purpose.

# KEY MESSAGING



## 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:

#### **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.

### 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 communities, whose Peoples have nurtured the land for millennia. Immerse yourself in these diverse and unique 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.

### 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 (#37A) 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.

### 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 excursion 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 all within easy reach.



## DEFINING WILDERNESS

We define wilderness as: a vast natural area where people can connect with nature on a deeper level. Part of this deeper connection is an understanding that humans don't exist separately from these extraordinary places, but are part of the same natural ecosystem. Importantly, these lands are not 'untouched' - Indigenous peoples have inhabited and lived in harmony with these lands since time immemorial.

Through our communications about these wilderness spaces in BC, we can positively contribute to a shift away from a more traditional, colonial perspective on wilderness as places that are 'untouched', 'uninhabited' or 'pristine'.

How we'd like the visitor to feel: Though I might feel solitude in the vastness of this place, I am not alone - I am connected to nature and to those who were here before me.

# 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.



# COLOUR



## PRIMARY COLOUR PALETTE

Keeping in theme with the SNBC brand, the colours of *The Great Wilderness* are inspired by British Columbia’s natural landscapes. These colours lean into the grounded, deep-rooted tones that capture the timeless wisdom our vast nature evokes.

There are three colours that help visually express our rare and epic landscapes, together highlighting the streams and glaciers that stoically carve new paths, as well as the rolling hills and lush forests that call out for people to experience them in *The Great Wilderness*.

In specific cases where additional highlight colours are needed to complement the *The Great Wilderness* primary colour palette, please use the SNBC secondary and tertiary colour palette.

<p><b>Glacial Dust</b></p> <p>RGB 169 189 196 / #A9BDC4                  CMYK 34 14 6 0                  PMS 5445 C</p>	<p><b>Highland Green</b></p> <p>RGB 71 110 104 / #476E68                  CMYK 70 27 54 35                  PMS 5545 C</p>	<p><b>Old Growth Green</b></p> <p>RGB 24 59 42 / #183B2A                  CMYK 78 35 74 78                  PMS 5605 C</p>
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This misty, enlightened colour reflects the awe of *The Great Wilderness*’ infinite horizons. Signifying glaciers and fog evaporating into sky, it gives the illusion of movement that awakens the soul.



This delicate, yet confident colour that hugs both green and blue, captures the revitalized sense of connection we have to nature and the vast, rolling landscapes that separate us from the ordinary here.



This strong, commanding green embodies nature as it has stood for millennia, and the sense of growing wisdom the landscapes provide.

## 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 *The Great Wilderness* 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

## WCAG ACCESSIBILITY

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

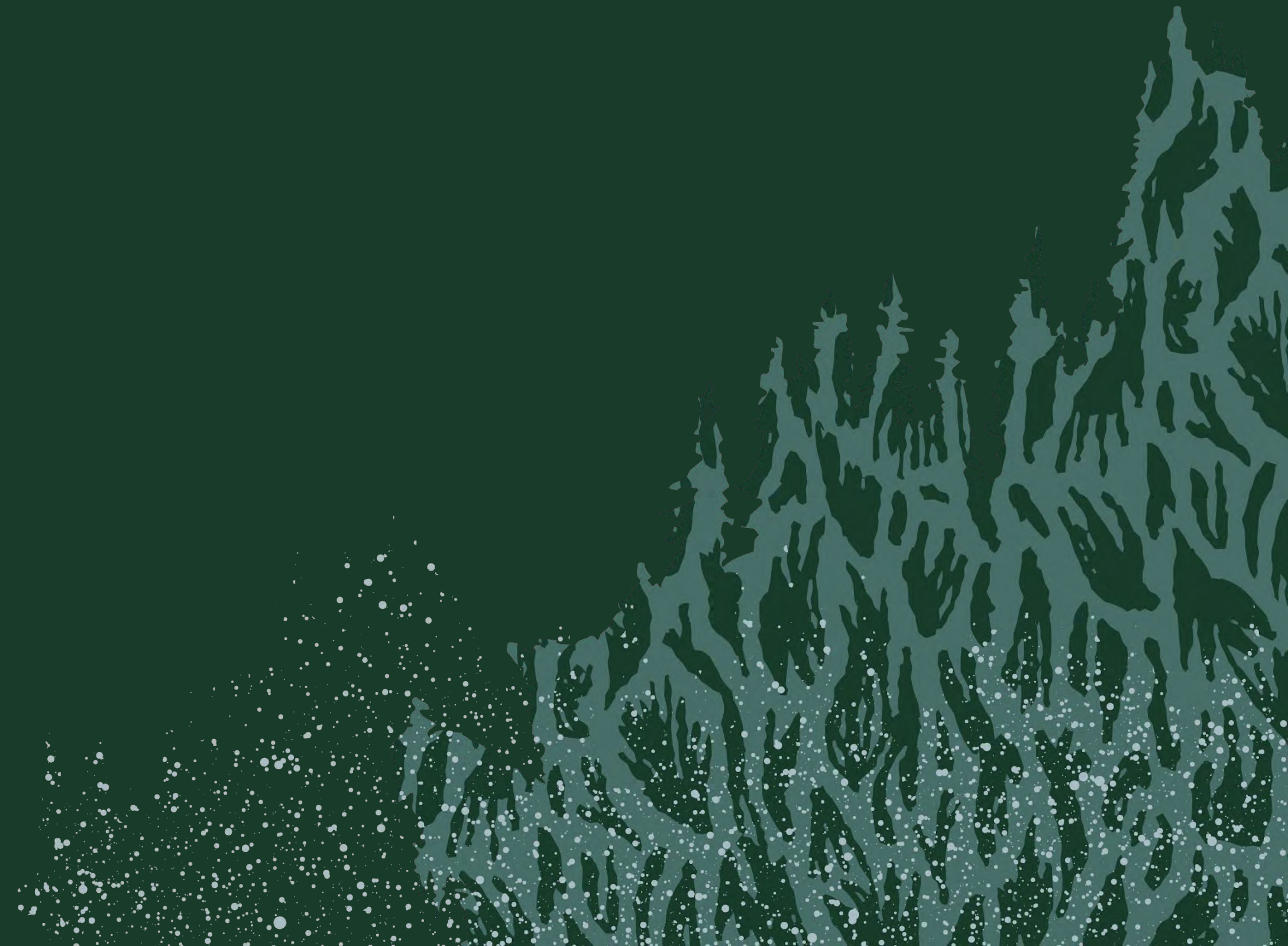
When using colour to indicate interactivity, use one of the colour combinations shown here. These colour combinations, when used in RGB/hex format in digital media, are compliant with the Web Content Accessibility Guidelines (WCAG 2.2) on minimum colour contrast.

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

<p><b>Aa</b> Aa</p> <p>Old Growth Green / Glacial Dust Safe for normal and large text</p>	<p><b>Aa*</b> Aa*</p> <p>Orca Black / Glacial Dust Safe for normal and large text</p>
<p><b>Aa</b> Aa</p> <p>White / Highland Green Safe for normal and large text</p>	
<p><b>Aa</b> Aa</p> <p>White / Old Growth Green Safe for normal and large text</p>	<p><b>Aa</b> Aa</p> <p>Glacial Dust / Old Growth Green Safe for normal and large text</p>
<p><b>Aa</b> Aa</p> <p>Old Growth Green / White Safe for normal and large text</p>	<p><b>Aa</b> Aa</p> <p>Highland Green / White Safe for normal and large text</p>

\*Avoid using where another combination listed here is possible.

# VISUAL STYLE





## VISUAL CRITERIA

The visual criteria for *The Great Wilderness* are scale, power, timelessness, and culture. 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.

### SCALE

Awe-inspiring perspective that capture a sense of scale and epic proportions.



### POWER

Vividly portray the raw power of nature from thundering waterfalls and colossal glaciers, to ancient rock and roaring rivers.



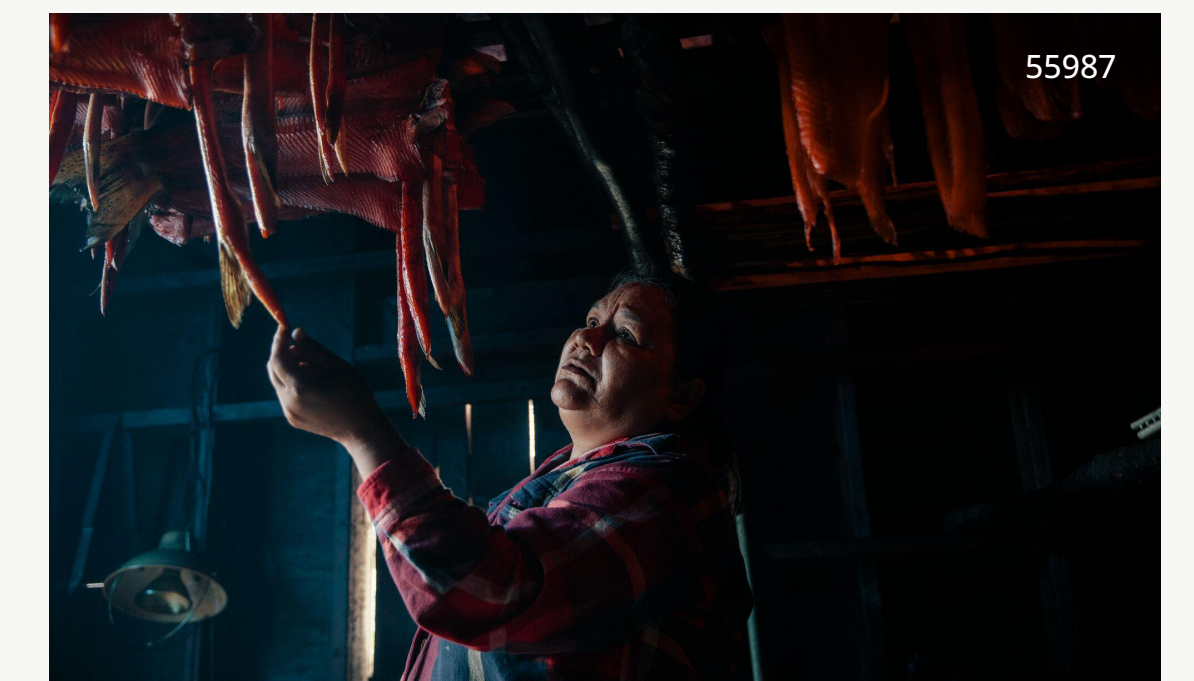
### ANCIENT LANDS

Capture the timeless essence by showcasing the prehistoric past with its living present: ancient forests draped in vibrant mist, steady lakes reflecting the eternal hues of the sky, and enduring terrains etched with the imprints of past and present life.



### PEOPLE, CULTURE, & DIVERSITY

Moments that breathe life into the vibrant traditions and rich heritage of Indigenous peoples and local communities - skilled artisans meticulously carving their stories into stone, vibrant salmon suspended in a cultural smokehouse, proud totems standing tall beneath glowing northern skies.



4.0

# HOW CAN WE HELP?

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