VISIT
Sylvan Lake

Brand Book

2021

This is our brand book for the use and deployment of the Visit Sylvan Lake brand.

This document provides the guidelines and best practices that will ensure our brand and story are heard, remembered, retold and acted on.

Contents

BRAND GOAL

Our destination brand is synonymous with world-class lake town brands. It conveys the spirit of our community and invites visitors into our vibrant lakeside lifestyle.

OBJECTIVES

Create a distinctive desitation identity

Elevate the destination as a must-see within Alberta

Convey Sylvan Lake's year round vibrancy

Inspire adventurous spirit

KEY MESSAGES

» Sylvan Lake is a premiere Alberta lake destination

» Sylvan Lake offers year round excitement through events, arts, culture, sports, food, recreation, leisure, agriculture, and more

» Destination identity is positioned on Sylvan Lake's uniqueness as a 'lake town'

» Adventure is tied to the Lake but extends beyond the water, connecting to complementary activities and encouraging overnight stays

» Sylvan Lake is a family friendly destination with a variety of attractions that suit many groups and styles of visitors

» Sylvan Lake is relaxed and easy - close to home yet so far away from city life

BRAND ESSENCE

Fun

Relaxed

Inviting

Natural

Lively

Vibrant

Sylvan Lake is a must-visit Alberta destination for its exceptional beauty and small town charm. With its deep sense of pride in place, Sylvan Lake is a community that integrates tourism into its core and welcomes visitors to enjoy the relaxed and down to earth lifestyle. A vibrant lake town, Sylvan Lake invites visitors to experience every season to the fullest. Sylvan Lake's authenticity, young at heart adventurous spirit, and easy nature combine in Alberta's premiere desitation for lake lovers.

Brand Guidelines

Our brand's strength and significance is created only through consistent, effective use over time. These guidelines provide the best practices that will ensure our brand and story are heard, remembered, retold and acted on.

Logo

While a logo itself is not a brand, it is the most consistently seen element that begins the story. Our logo mark conveys the sense of connection between entities, while suggesting the environmental nature of the region, with the colours overlapping in a symbol of unity and common ground.

Wordmark

Where possible and appropriate, the standard logo should be used in full colour (CMYK /RGB).

When full colour is not possible, single colour versions of the wordmark only are available in black and white

Sacred Area

Also known as the minimum exclusion area, the sacred area is the area around the logo into which no type or other element should encroach. This allows the logo to have enough space around it to maximize readability. It is established as a proportion of the logo using an element. In this case, it is the width of the word 'VISIT' from our wordmark.

Minimum Size

Minimum size of the standard logo shall be no smaller than a height of 0.5".

Minimum height shall be no smaller than 0.5"

For instances smaller than 0.30" our single colour logo is preferred

Logo File Formats

ENCAPSULATED POSTSCRIPT (EPS)

EPS is a vector format and can be scaled infinitely without losing image quality. This is the preferred version and must be used for offset printing.

Used for signage, reports, flyers and other print collateral.

PORTABLE NETWORK GRAPHICS (PNG)

PNG is a raster graphics file format for digital imaging, web applications and electronic templates. Raster formats have a fixed resolution which means that if the image is increased in size, it will degrade, losing detail and appearing unsharp or out of focus.

PNGs are the preferred format over JPGs as they allow transparent backgrounds for easy placement over coloured areas.

Used for website, social media, Word documents and Powerpoint presentations.
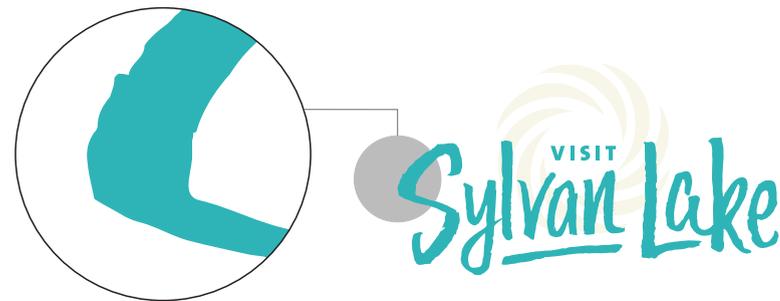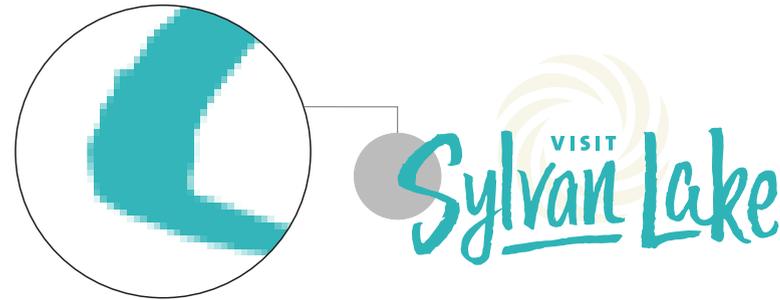
Brand Elements

A set of halo shapes have been provided as EPS, SVG and PNG files in the brand palette. Their use varies throughout the materials and will change over time as the brand evolves.

PHOTOGRAPHY OVERLAY

When placed on photography the shape should be around 60-80% opacity to pick up the elements within the image, while muting the colours below the shape. Colours used with less opacity will appear more grey or lighter in tone. Use transparent colours judiciously, in consultation with a designer.

Blending modes such as Multiply, Overlay, and Screen are most commonly used when trying to create seperation between the image and the text above.

Typography

PRIMARY FONT

Paratype's Futura is available through Adobe Typekit in a variety of weights and is a flexible option for both print and web application.

Futura PT is available through Adobe Typekit or purchase at:
paratype.com/fonts/pt/futura-pt

Futura PT Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura PT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

DECORATIVE FONT

When setting headlines, Trailmade is available to accentuate specific words instead of simply bolding or italicizing them.

Trailmade is available through Adobe Typekit or purchase at:
myfonts.com/fonts/adam-ladd/trailmade

Trailmade

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Alternate Glyphs are Available

ALTERNATE FONT

Where Futura PT is not available, such as email, Arial is our preferred alternate font.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Colour

OUR BRAND PALETTE

This palette creates a recognizable colour palette for all applications of the Visit Sylvan Lake brand. Strict adherence to these colour standards will serve to unify the visuals of the brand.

SAND

RGB	245-243-229
HEX	F5F3E5
CMYK	3-2-10-0
PMS	9224C

SKY

RGB	55-180-184
HEX	37B4B8
CMYK	70-6-30-0
PMS	7466C

SHINE

RGB	255-215-121
HEX	FFD779
CMYK	0-15-62-0
PMS	2005C

SHORELINE

RGB	94-128-154
HEX	5E809A
CMYK	70-45-30-0
PMS	5415C

WATERMELON

RGB	245-142-146
HEX	F58E92
CMYK	0-55-30-0
PMS	2339C

TANGERINE

RGB	245-131-78
HEX	F5834E
CMYK	0-60-75-0
PMS	164C

DEEP BLUE

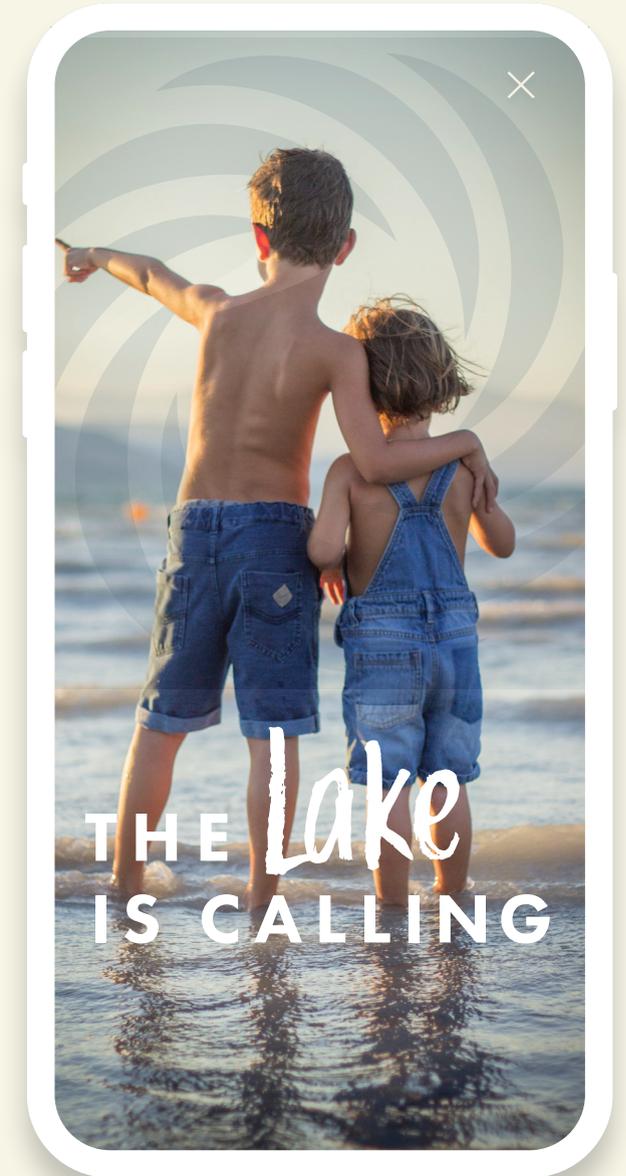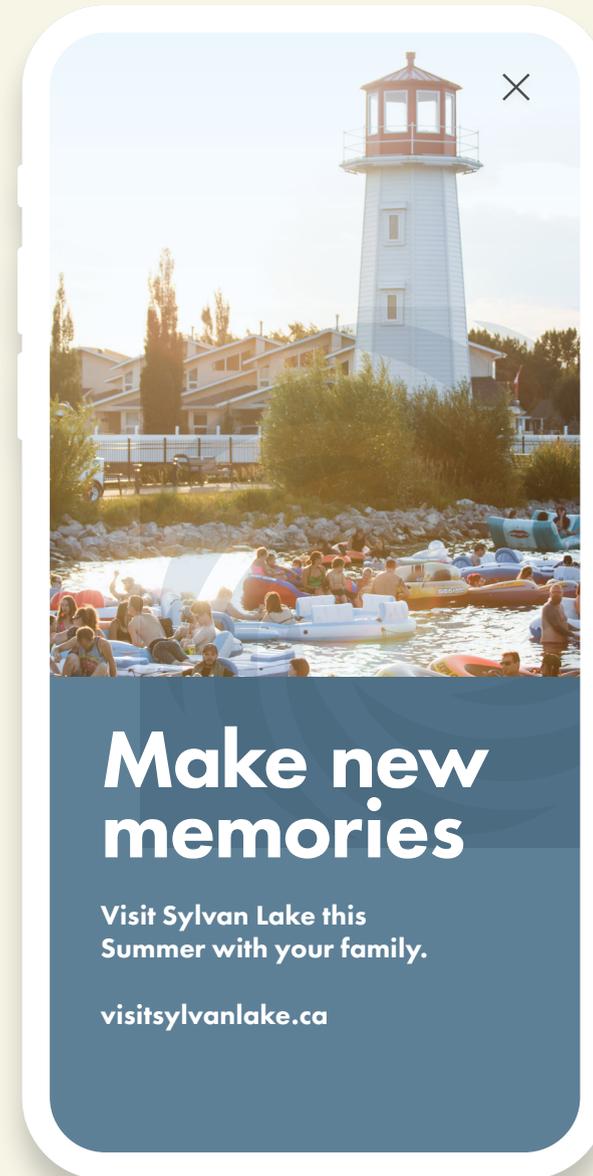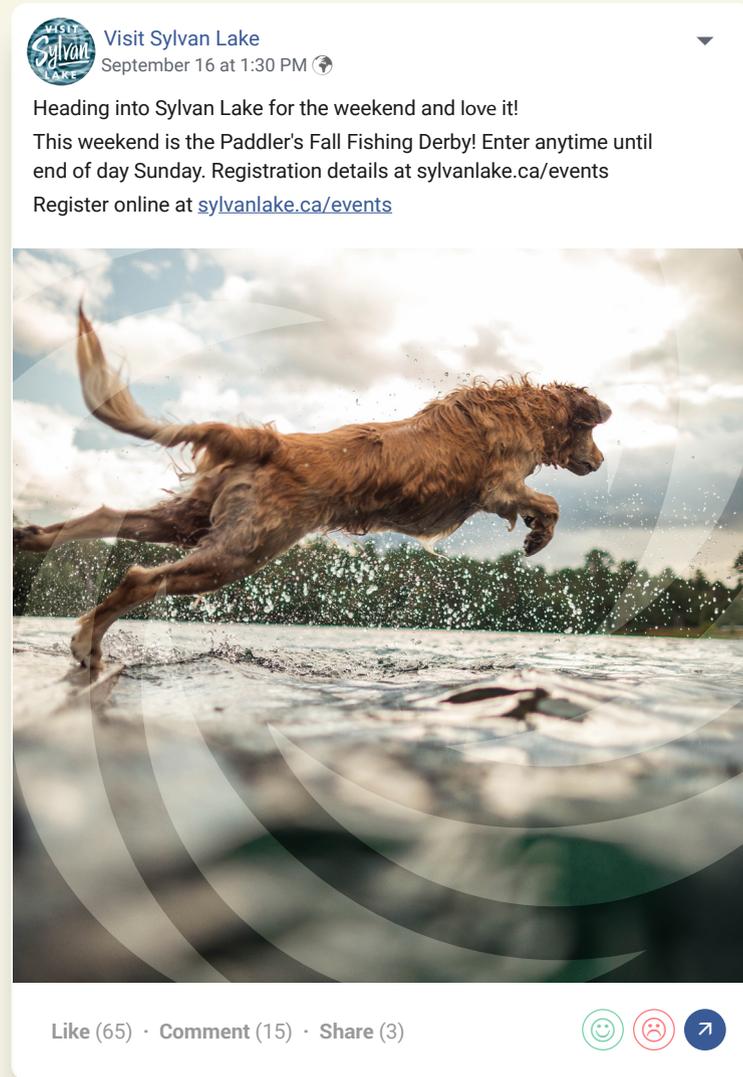|	
RGB	61-69-90
HEX	3D455A
CMYK	80-70-45-30
PMS	2379C

SOCIAL MEDIA

Avatar

A special avatar has been created as to fit the square nature of profile images rather that using the logomark. A template file has been included in the assets to change out the background image. These images should be more textural close shots of the water or sky to add colour. Two examples are shown below.

Social Media Graphics

Do not add any additional elements or text to these assets. Mobile formats crop the image and social media image formats change sizing frequently. Make sure that photos are not cropped and the entire image area is shown.

3418_SylvanLake_Social-Avatar.indd

Visit Sylvan Lake
September 16 at 1:30 PM

Heading into Sylvan Lake for the weekend and love it!
This weekend is the Paddler's Fall Fishing Derby! Enter anytime until end of day Sunday. Registration details at sylvanlake.ca/events
Register online at sylvanlake.ca/events

Like (65) · Comment (15) · Share (3)

Make new memories

Visit Sylvan Lake this Summer with your family.

visitsylvanlake.ca

THE *Lake* IS CALLING

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Visit Sylvan Lake
@VisitSylvanLake · Tourist Information Center

Send Message

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About   See All

4823 - 49 Avenue Sylvan
Lake, AB, Canada T4S 1M8

A lake town nestled in the heart of
Central Alberta - We'll see you on the
beach!

Sylvan Lake is located 20 min. from Red
Deer and only 1.5 hours from Edmonton
and Calgary. We'll see you on the beach!

Create Post

📷 Photo/Video   📍 Check in   👥 Tag Friends

Visit Sylvan Lake is in **Sylvan Lake, Alberta**.
9h · 🌐

Alberta's autumn season goes by so quickly, we have to make the
most of it! But when it's here, it's dazzling ✨
Photo @theadventuresofhuckleberrykim

Two print ad templates have been developed for text-heavy, and image based layouts.

Make new memories

Come out and enjoy the serenity and warmth of a small town community nestled amongst the trees.

Gather with friends and family to go on a winter adventure... spend the day at the lake, explore the forests and wilderness, walk through and shop our quaint boutiques and enjoy the culinary scene with the tastes of our beautiful community.

VISIT
Sylvan Lake

Find us at **visitsylvanlake.ca**

3418_VisitSylvanLake_PrintAds_v1

Make new memories

VISIT
Sylvan Lake

Find us at **visitsylvanlake.ca**

Questions?

Contact us at 403 887 1192
or nbhola@sylvanlake.ca

PLACE BRANDING

This brandbook, along with the general brand guidelines and the brand strategy, were prepared by Ion Brand Design.

1 888 336 2466
info@iondesign.ca
placebranding.ca