

CARIBOO  
CHILCOTIN  
COAST

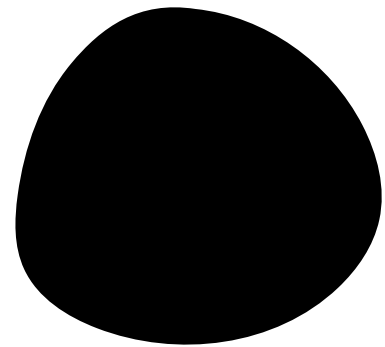


# Brand Identity and Values



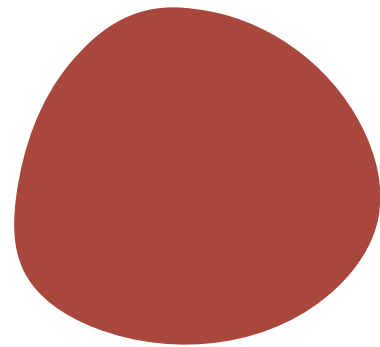
# Colours

The unique colours selected for the Cariboo Chilcotin Coast brand are taken from nature's beautiful palette. Colours should not be altered or changed and stay true to the brand. The supplied colour values should always be used when designing for print or digital.



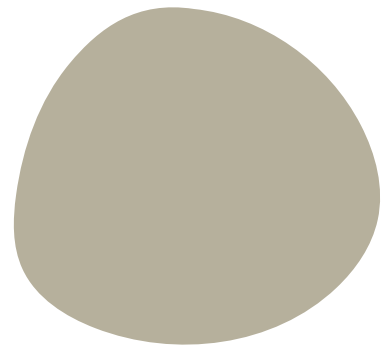
Black

C 0 | M 0 | Y 0 | K 100  
R 0 | G 0 | B 0  
Web # 000000



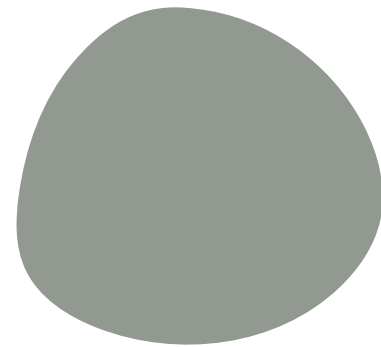
Pantone 7608 C

C 20 | M 80 | Y 75 | K 20  
R 168 | G 72 | B 61  
Web # a8483d



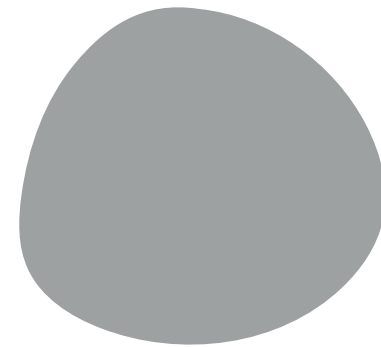
Pantone 7535 C

C 15 | M 15 | Y 30 | K 15  
R 188 | G 180 | B 158  
Web # b6b09c



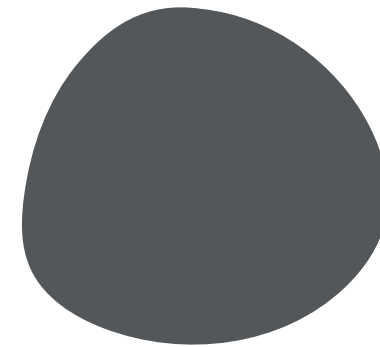
Pantone 7538 C

C 50 | M 30 | Y 40 | K 30  
R 104 | G 119 | B 103  
Web # 929990



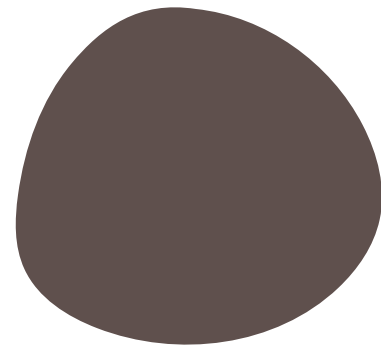
Pantone 422 C

C 0 | M 0 | Y 0 | K 50  
R 147 | G 149 | B 152  
Web # 9ea1a2



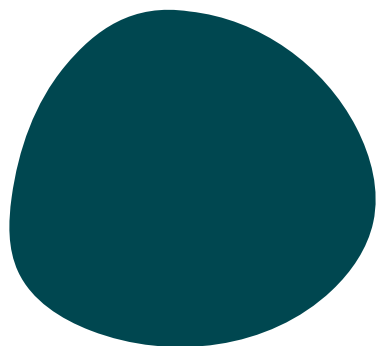
Pantone 425 C

C 0 | M 0 | Y 0 | K 85  
R 77 | G 77 | B 79  
Web # 54575a



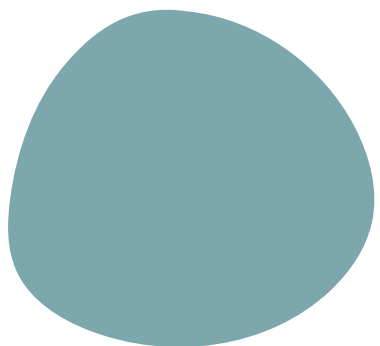
Pantone 411 C

C 50 | M 55 | Y 50 | K 35  
R 97 | G 80 | B 77  
Web # 5f504d



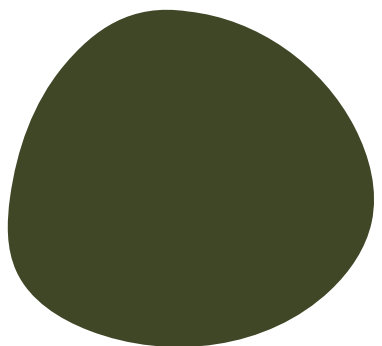
Pantone 316 C

C 100 | M 50 | Y 50 | K 40  
R 0 | G 75 | B 85  
Web # 004750



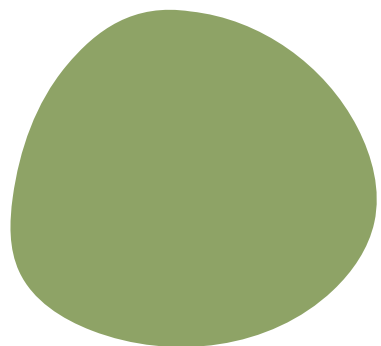
Pantone 5493 C

C 54 | M 23 | Y 29 | K 1  
R 124 | G 167 | B 173  
Web # 7ca7ad



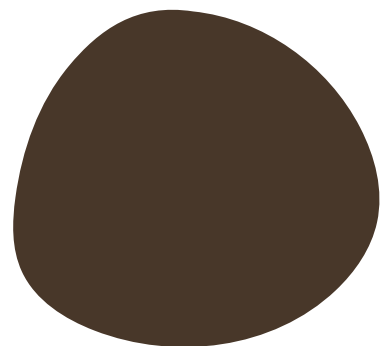
Pantone 5743 C

C 70 | M 50 | Y 85 | K 35  
R 71 | G 85 | B 54  
Web # 3f4727



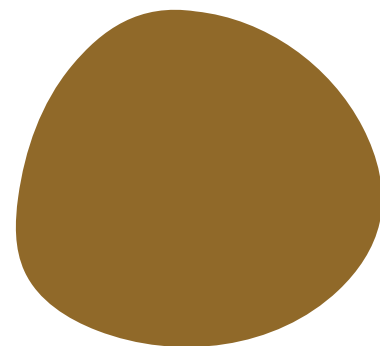
Pantone 2276 C

C 50 | M 25 | Y 75 | K 0  
R 142 | G 163 | B 102  
Web # 8ea366



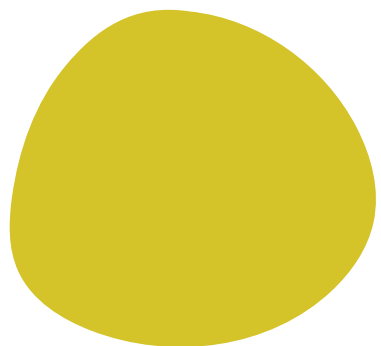
Pantone 7533 C

C 50 | M 50 | Y 70 | K 55  
R 77 | G 69 | B 50  
Web # 483729



Pantone 7559 C

C 35 | M 49 | Y 75 | K 20  
R 146 | G 113 | B 73  
Web # 906929



Pantone 7758 C

C 20 | M 16 | Y 100 | K 0  
R 212 | G 195 | B 41  
Web # d4c329



# Our Audience

## Visitors

## Stakeholders

### Audience

Travelers who live life youthfully and seek new experiences in nature and culture with activities that energize the mind, body and soul.

Our local business owners, tourism operators, government organizations, NGOs, and our communities.

### Brand Vision

Inspire, engage, and educate travelers to visit our region.

Advance destination development through advocacy and education.

### Tone Voice

Natural, unaffected, unpretentious.  
Warm and conversational, as if sharing a story with a friend.

Professional, empathetic, authoritative.  
Building strong relationships, understanding needs, leading the conversation and influencing processes.



# Brand Personality

Strong and resilient: a quiet strength of mind, body and spirit

Respectful: of our history and of the power of nature, and the influence one has on the other

Adventurous: a need to connect with the earth and the past

Free-spirited and independent: living life to the fullest, marches to the beat of their own drum

Generous: generosity of the land and its people

# Brand Attributes

Primal

Unprocessed

Mystical

Massive

Rugged

Storied

# Brand Proposition

## Rational

Big, wide-open spaces

Pure, honest, natural experiences

Culturally rich – historic, western lifestyle

## Emotional

Involved, with a sense of awe

Warm, welcomed

Sense of energy & possibility



# Brand Hierarchy

## Organization

## Brand Tagline

Destination Canada  
Destination British Columbia  
Cariboo Chilcotin Coast

With Glowing Hearts  
Super, Natural British Columbia  
Land Without Limits

## Cariboo Chilcotin Coast Sub-Brands

**Great Bear Rainforest:**  
Resilient & Persevering  
Authentic & Genuine

**Gold Rush Trail:**  
Nostalgic & Spirited  
Enduring & Wise

**Land of Hidden Waters:**  
Veiled & Untamed

**Chilcotin:**  
Independent & Unaffected