

Creative Toolbox



Tone of Voice

Caring

We want people to visit Victoria, and we care about the individual experience of all visitors. We talk to people in a way that helps them feel comfortable, relaxed and welcome.

Helpful

We help people choose Victoria as their next travel destination. We do this by providing carefully crafted information that addresses the needs of the individual visitor. We do our best to anticipate the needs of visitors and answer traveler questions in a timely manner.

Casual elegance

We speak with a casual elegance that strikes the balance between informal and formal language. While friendly, we speak in a way that is well-considered and thoughtful. We use full sentences and avoid the use of Emojis. We prefer conversational language that reflects how people talk in the real world over buzzwords and slang. We use exclamation marks sparingly.


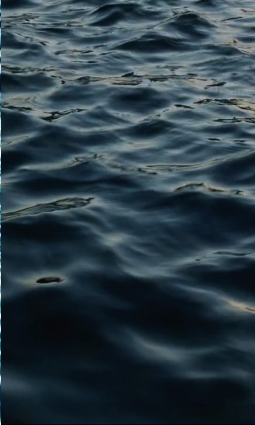



Passionate

We're passionate about the kind of life we live in Victoria. A place of contrasts, we talk about our diverse experiences and activities with equal fervour. We celebrate being in the present and pursuing activities that people love. We describe what it feels like to be in Victoria - a place where you can catch your breath and really live in the moment.




Colour Palette

Victoria's colour palette is inspired by the natural tones found in the region's coast and natural beauty.

Primary Colours

				
CMYK: 88, 59, 17, 42 RGB: 21, 67, 105 Hex: # 154369 PMS: 534c	CMYK: 94, 57, 40, 20 RGB: 0, 88, 111 Hex: # 00586f PMS: 7477c	CMYK: 68, 5, 6, 0 RGB: 40, 184, 224 Hex: #28b8e0 PMS: 299c	CMYK: 38, 10, 64, 0 RGB: 166, 193, 126 Hex: #a6c17e PMS: 577c	CMYK: 65, 13, 72, 3 RGB: 96, 165, 110 Hex: #60a56e PMS: 346c

Accents

CMYK: 53, 71, 10, 0 RGB: 137, 97, 156 Hex: # 89619c PMS: 677c	
CMYK: 14, 83, 71, 3 RGB: 205, 79, 76 Hex: # cd4f4c PMS: 7418c	
CMYK: 6, 68, 77, 0 RGB: 229, 113, 74 Hex: # e5714a PMS: 7416c	

Photography

Tourism Victoria photography must possess six key attributes:

01

Rich, crisp detail

Images are in crisp focus, with clear details and textures.



02

Geographic context

Subjects are placed in setting with clear geographic context.



03

Authentic emotion

True emotion is at the forefront of all photography.



04

Balanced composition

Images are evenly weighted with focus.



05

Dream-like atmosphere

Incorporated through the sparing use of small exposure experimentation.



06

To-camera subjects

Subjects face the camera to connect with the traveler and invite them in.



Typography

Qualion has been selected as the primary brand font for Victoria It should be used wherever possible.

Qualion

LIGHT

abcdefghijklmnopq
rstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

1234567890

REGULAR

abcdefghijklmnopq
rstuvwxyz

abcdefghijkl
mnopqrstuvwxyz

1234567890

BOLD

**abcdefghijklmnopq
rstuvwxyz**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

1234567890

Digital fallback

Arial is to be used in applications where Qualion is unavailable.

Ligatures

Ligatures within the Qualion font may be used as accents for headlines. They are to be used sparingly.

LOREUM IRSUM

Welemish Thuerpum

Usage Guide

	Main headings	Subheadings	Body copy	Body copy (reversed)	Accents
Qualion Light	✗	✓	✓	✗	✗
Qualion Regular	✗	✓	✓	✓	✗
Qualion Bold	✓	✓	✗	✗	✓

Logo Suite

The Victoria logo suite is the touchstone of the brand and one of our most valuable assets. We must ensure proper usage across all applications.

The Victoria logo suite consists of the following families:

- 01 **Consumer logos**
- 02 **Greater Victoria Corporate logo**
- 03 **Business Unit logos**



Exclusion zone

The minimum clearance area is determined by the width of the Victoria “V” icon. No type, images or other graphic elements may appear within this area. Please note this is a minimum clearance area. Additional clearance should be given if possible or appropriate.

Minimum size

Within print applications it is preferred if the logo is reproduced no smaller than 25mm in width to maintain legibility.

Minimum size



25mm



Reverse Logo

When using the logo on a dark background all parts of the logo should be easily legible.

Always make sure there is enough contrast for legibility at all sizes.



Consumer Logos

To be used in all B2C efforts including advertising and any owned digital channels including social media and the company website. Destination qualifiers to be used depending on those being targeted. “British Columbia” to be used for all Canadian marketing. “BC Canada” to be used for marketing to the U.S. “Canada” to be used for marketing to International destinations.



Destination Qualifiers



Greater Victoria Corporate Logo

To be used for corporate purposes outside of those mentioned for the “Destination Greater Victoria” logo version. This includes Business Plans, Annual Reports and Strategic Plans.

DESTINATION GREATER
VICTORIA

Business Unit Logos

These logos should be used as they relate specifically to the Business Units they are representing.

The below is the hierarchical list based on priority:

1. Business Events Victoria
2. Greater Victoria Sport Tourism Commission
3. Greater Victoria Visitor Centre
4. Greater Victoria Membership

BUSINESS EVENTS
VICTORIA 

GREATER
VICTORIA 
VISITOR CENTRE

GREATER
VICTORIA 
SPORT TOURISM COMMISSION

GREATER
VICTORIA 
MEMBERSHIP

Incorrect Usage

To protect the integrity of our logo, the variations presented here must never be attempted. These examples represent some but not all the ways in which our logo should never be used.



Do not re-colour the logo.



Do not skew, squeeze or in other ways distort the logo.



Do not apply a drop shadow or alternative visual effect.



Do not rotate the logo



Do not place over a background that will obstruct visibility.



Do not change the typography of the logo.

Brand Samples

The following are suggested executions using the Victoria brand. Please note the balance of typography, imagery and logo placement.

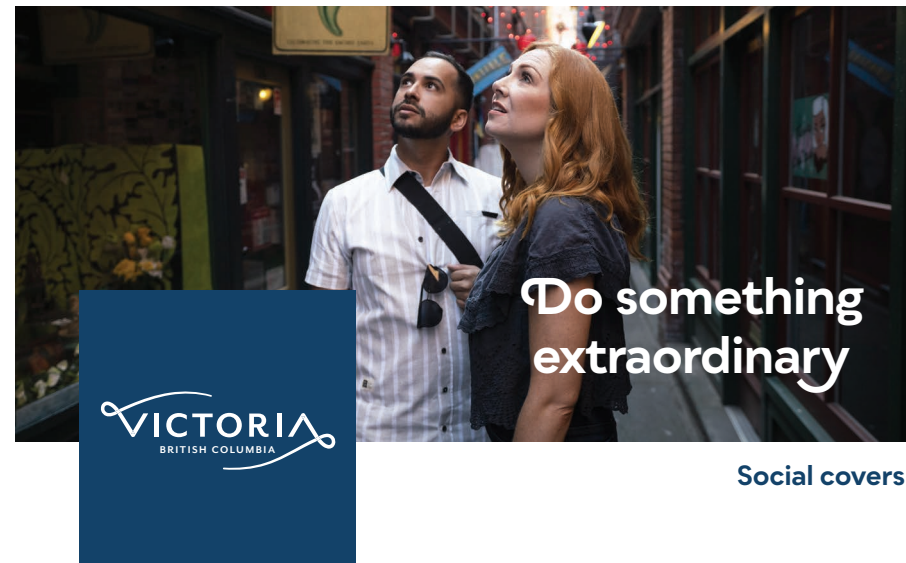


Print advertisements

Brand Samples



Display advertisements



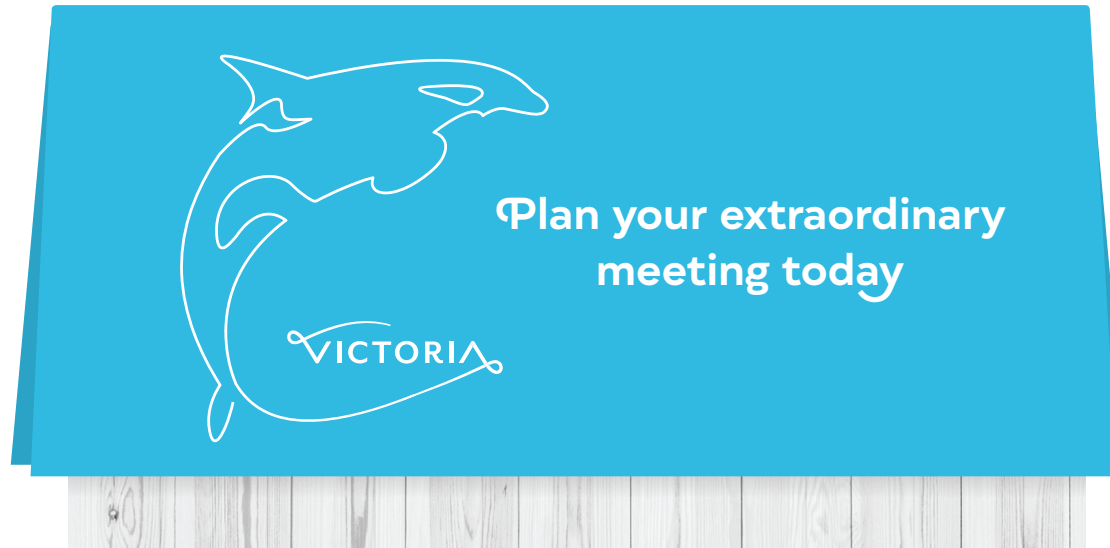
Social covers

Brand Samples



Business Events Tradeshow Booth 10"x10"

Brand Samples



Promotional Tablecloth Option

VICTORIA