

Destination Greater Victoria's member workshops are generously sponsored by Business Development Bank of Canada.



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DESTINATION GREATER
VICTORIA

**Member Workshop:
Brand alignment**

Contents:

- Looking back
- Why did we do it?
- What is brand?
 - what is our brand strategy?
- What tools are available to you?

TOURISM
VICTORIA



Why we rebranded:

Purpose

01

Provide direction
for all creative
expression
(within the
DMO's control)

02

Provide clarity and
align stakeholders
both for creative
expression and
experience delivery

03

Guide destination
development
initiatives


04

Benchmark and
measure ongoing
brand
performance




The why

- Ensure the right story is being told about our destination
- Consistency
- Deliver on the destination promise and identity. Don't rely on legacy
- Compete on an international stage
- It was time, our industry is ready



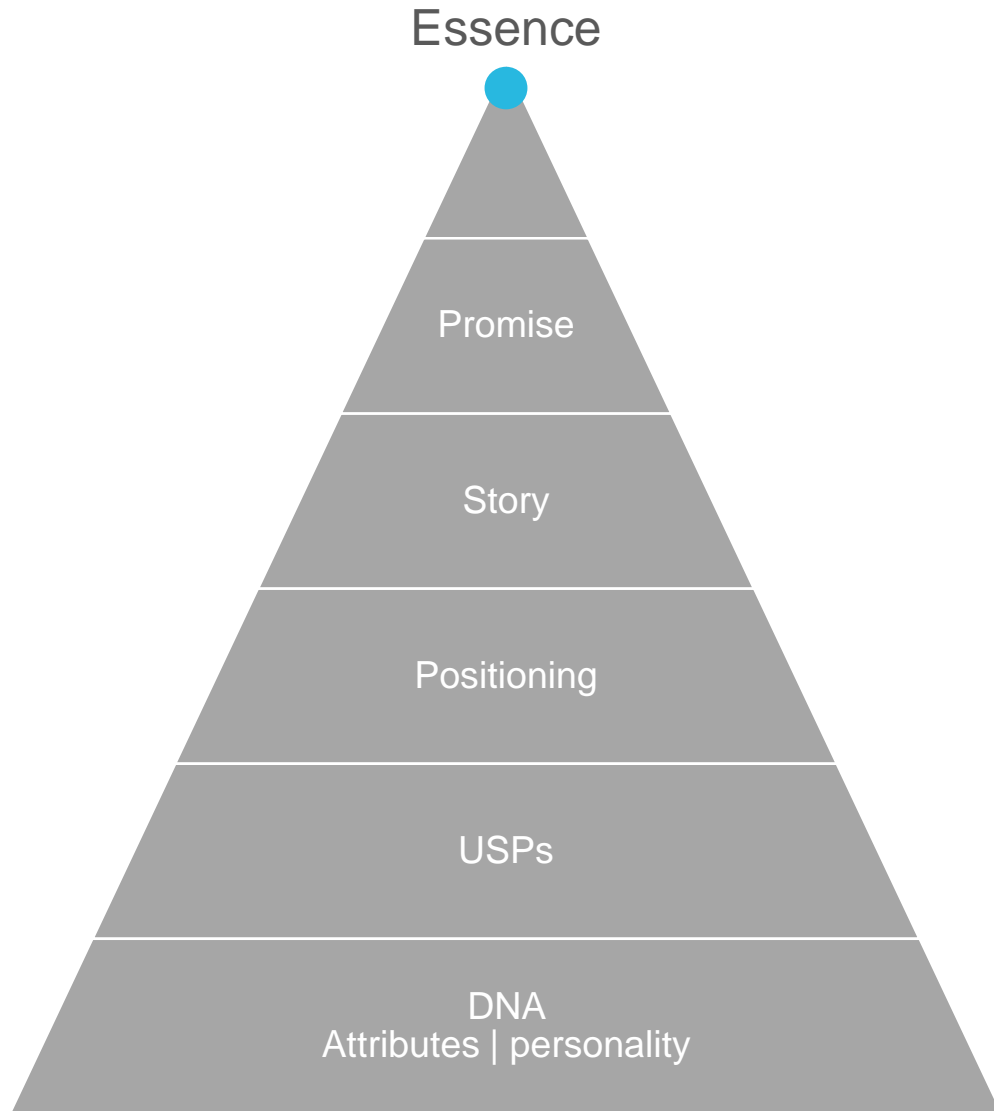
“Your brand is what
other people say
about you when
you're not in the
room.”

– *Jeff Bezos, CEO Amazon*

- 
1. Collection of articulated attributes
 2. The stories being told about the destination
 3. The experiences being delivered within the destination

What is a destination brand?

Brand Strategy



Essence - the heart and soul of a brand.

Promise – a guiding commitment to providing a distinct experience that will positively impact a person's life.

Story – a cohesive articulation of the holistic experience that a destination provides through a person's interaction with the place that clearly conveys the distinctiveness.

Positioning – The distinct position that the destination occupies in a consumer's mind relative to other destinations.

Unique Selling Propositions – Unique aspects of the place that illustrate clear reasons why the destination is different and better than the competition.

DNA (Attributes/Personality) - the core identity, personality, and defining attributes of a place.

DNA brand elements



Mild + Sunny

The air is always fresh. The sun favours Victoria, shining more days here than anywhere else in British Columbia, while the rain falls just often enough to keep the gardens green. The climate is always favourable with an open invitation to enjoy the outdoors.



Beautiful

Victoria's beauty is a product of nature and nurture. The landscape, built by nature, is breathtaking. The city, built by people, is stately, artful and at turns pragmatic. Together, they are vital ingredients for Victoria's idyllic charm.



Manicured

Gardens, great and small, are the tamed reflection of Victoria's nature. They are of the earth but purposely presented. They are kept in line but encouraged to bloom. They are hard work but a constant source of renewal. The words that describe Victoria's gardens also describe the city itself.



Historic (landmarks)

In Victoria, you can see the history of British Columbia. You see landscapes forged thousands of years ago by nature and the more recent cultural, architectural and commercial influences of the First Nations, Europeans, Asians and the people of many countries who have moved to the city. You see these many chapters of history in landmark buildings, indigenous art, farmed fields, boat-filled harbours and all the natural spaces in between.



Pacific Northwest Nature

This is a landscape where opposing elements of nature meet. Branches covered in delicate needles fill a forest standing amongst rugged, igneous rocks. Solid mountains with heights stretching above the treeline have roots on the coast of a clear sea that sinks into the depths. The calls and chirps of forest fauna covered in fur or feathers are as numerous as the finned, tentacled or otherworldly species of marine life. They are the elements of the Pacific Northwest.

DNA personality traits



Relaxed

We are mild-tempered and comfortable in our own skin. From our charming city and vibrant harbour to our lush natural surroundings, we offer relaxed adventure in a stress-free environment. Whether it's hiking or biking our trails and pathways, exploring our beaches and parks or simply wandering through our laneways, we invite you to relax and recharge.



Eclectic

With our mix of old-world and new world experiences, we are distinctive and different. From cider tasting to whale watching, our experiences are as varied as our people. The faces of this eclectic culture are university students and retirees, government officials and artists, long-time residents and visitors. No matter who you are, you'll fit right in.



Charming

We are pleasant and polite. From our stately buildings and historic castles to our wandering laneways and manicured gardens, we enchant and delight with every turn.



Cultured

We are sophisticated and vibrant in equal measure. Our understated elegance flows through our city, from our stylish cafes, bars, and restaurants to our world-class festivals and events. From classic to cutting-edge, we celebrate every form of art, music, and culture.



Timeless

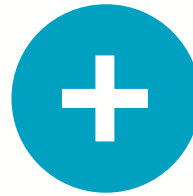
We are genuine and sincere. We respect culture and tradition and pay homage to the classic beauty of our city and surrounding nature. From the Coast Salish First Nations, European exploration, and North America's second oldest Chinatown, we are a city shaped by diverse and impressive history. We honour the past and welcome the future.

Unique selling propositions



Timeless city on the west coast (look)

Experience the best of British Columbia's past and present, comfortably. Marvel at the monuments built by Mother Nature and the people of the past. Chart your own adventure and explore this special place where the Pacific meets the land. Experience the vibrancy of our intimate city alive with character. A beautiful blend of stately architecture and modern styles, Victoria is a Pacific coast city unlike any other.



Charming atmosphere (culture)

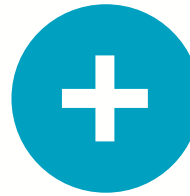
Find delight around each corner. Relish in the happiness born from being surrounded by equal measures of intricate and creative architecture, eclectic locals, and Mother Nature's vibrant beauty. Feel your mood lift and your step lighten as you fall under the spell of Victoria's charming nature. Enjoy the warm welcome of Victorians who will greet you with down-to-earth friendliness while they give you a taste of what makes island life so special.

Unique selling propositions



Connection to the Salish Sea and its residents (nature)

Rediscover perspective by experiencing a place of nature's abundance. Whether you fly over the waves in a Zodiac, or paddle through them in a kayak, find yourself immersed in one of Canada's most diverse ecosystems. Connect with the Coast Salish Indigenous traditions, the endangered Southern Resident orca, sea lions, and Pacific salmon.



Alive with BC's history (the past)

Access the richness of the past with ease, while enjoying the bounty of the present. Broaden your understanding by engaging with the diverse history of British Columbia's capital city. Standing as one of the oldest cities in the Pacific Northwest, the history of the Coast Salish First Nations, European exploration, and North America's second oldest Chinatown, surrounds you in this modern city.

Positioning

Victoria is unexpected. As a timeless capital, you will find grand, classic architecture, but it stands along a quaint harbour of houseboats and sailing ships. Stately homes feature manicured gardens, but they overlook the clear, untamed waters of the Salish Sea. Victorians savour their way of life, moment by moment. Encounter a city ready for your kind of adventure at a pace that you choose. It is a place to breathe the sea air and enjoy the feeling, nature and a vibrant culture so different from your everyday life.

Brand Story

The minute you arrive in Victoria you will understand. This different world of timeless beauty calls on you to breathe, relax and decompress.

The people of Victoria have shaped their city by building memoirs alongside those of mother nature, and taming the wild, west coast nature into a place of manicured beauty.

The uniqueness of this place continues to transform, paying homage to history and traditions within a new contemporary vibe.

Connect with Victoria's energy by losing yourself in a city softened by carefully kept gardens, stately architecture and a vibrant harbour. Turn your eyes to clear waters of the Salish sea and exhale. Explore west coast nature in the easiest possible way.

Reawaken what drives you. Reconnect by disconnecting. Relish in the gift of being present as you immerse yourself in whatever it is that feeds your soul.



Promise

Victoria is the place to renew yourself
as you explore a timeless city cradled by the
Salish Sea.

Essence

A different pace, a different place.

A different pace:

is at ease, free from tension and informal. It creates room to breathe and relax into the present moment. We immerse ourselves with energized focus, full involvement, and enjoyment into the things we love to do, in a city we love, causing time to fall away.

A different place:

is natural and urban, refined, and wild. It is vibrant and peaceful, energetic and relaxed. It is a place of contrasts that come together perfectly. It is a place that chooses us, as much as we choose it. Rarely has Mother Nature's work been complemented so uniquely and beautifully by the people of a place.



Brand assets

Look & Feel - Corporate

DESTINATION GREATER

VICTORIA

Look & Feel - Customer



Hero Logo

A crisp, timeless typeface is paired with custom ligatures to evoke adventure, whimsy and charm. The logo was developed to highlight a balance between all elements. The V and A are identical symbols used in reverse to frame the design. The ligature devices can be extracted and used in any piece of typography, giving Victoria an identifiable style, even without seeing the logo.



Look & Feel – Business Units

BUSINESS EVENTS
VICTORIAΛ

GREATER
VICTORIAΛ
VISITOR CENTRE

GREATER
VICTORIAΛ
SPORT TOURISM COMMISSION

GREATER
VICTORIAΛ
MEMBERSHIP

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.

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.

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.

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.

Typography

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

Qualion

LIGHT
abcdefghijklmnop
pqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

REGULAR
abcdefghijklmnop
pqrstuvwxyz
abcdefghijklmnop
mnopqrstuvwxyz
1234567890

BOLD
abcdefghijklmnop
pqrstuvwxyz
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

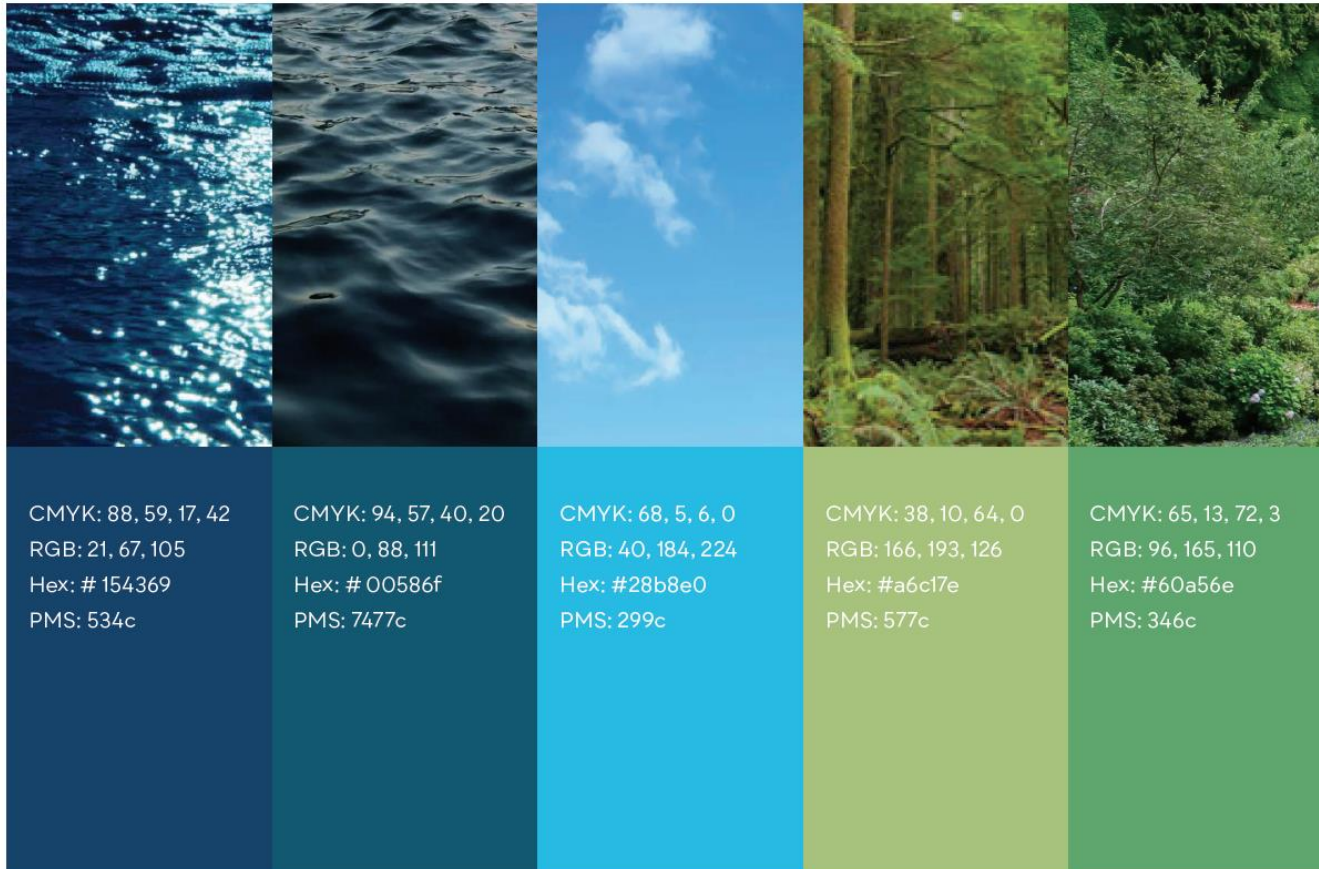
Usage Guide

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

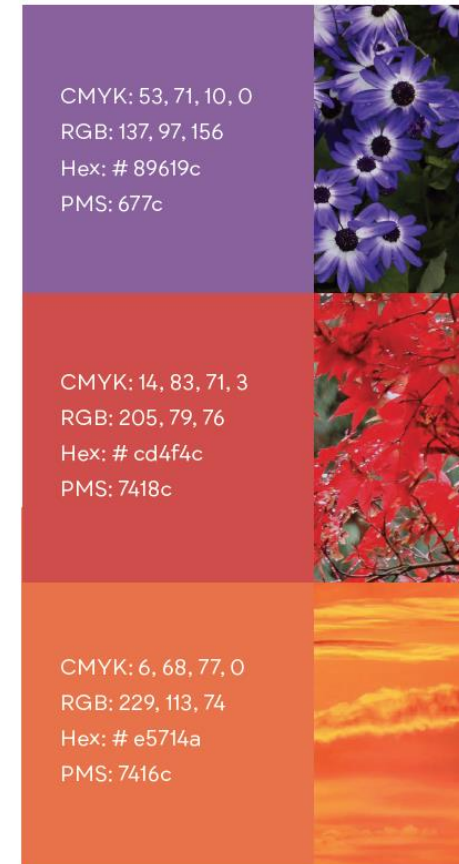
Colour Palette

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

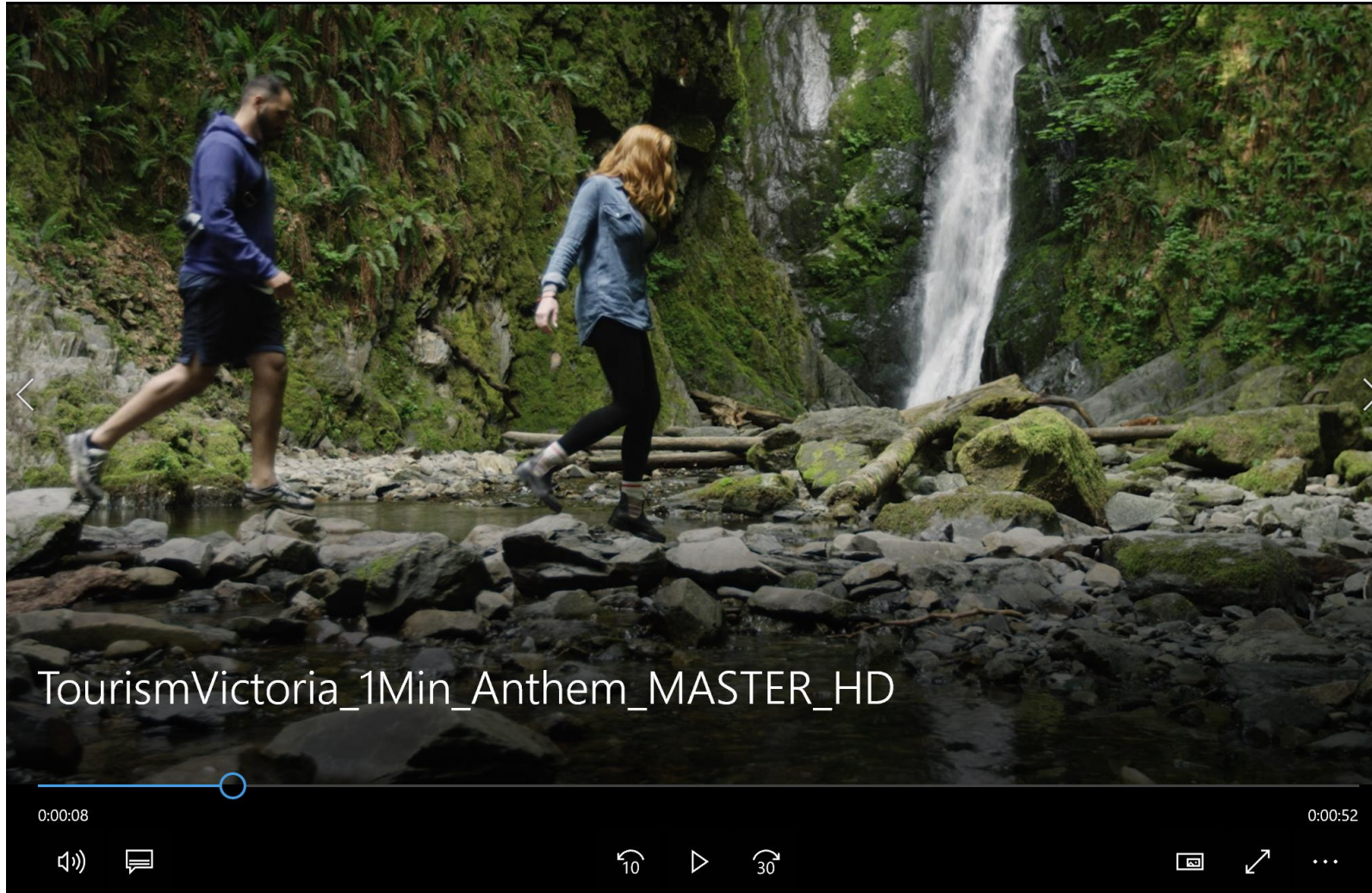
Primary Colours



Accents



Destination Video





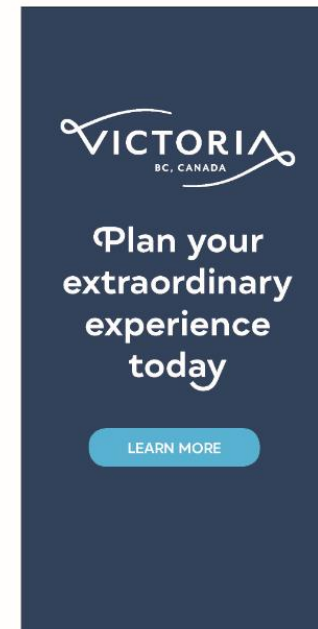
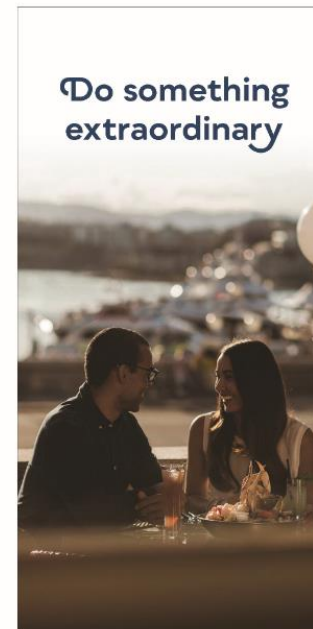
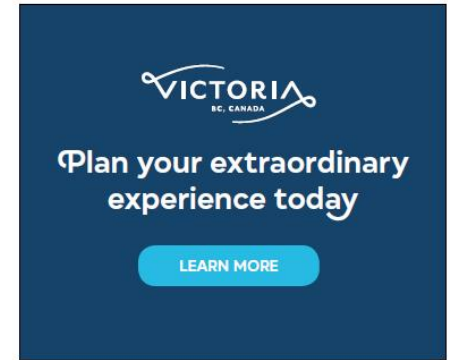
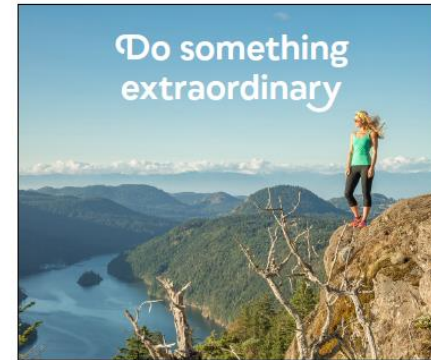
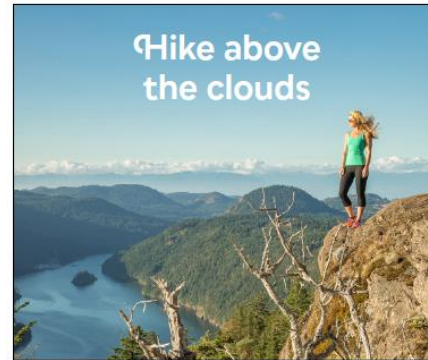
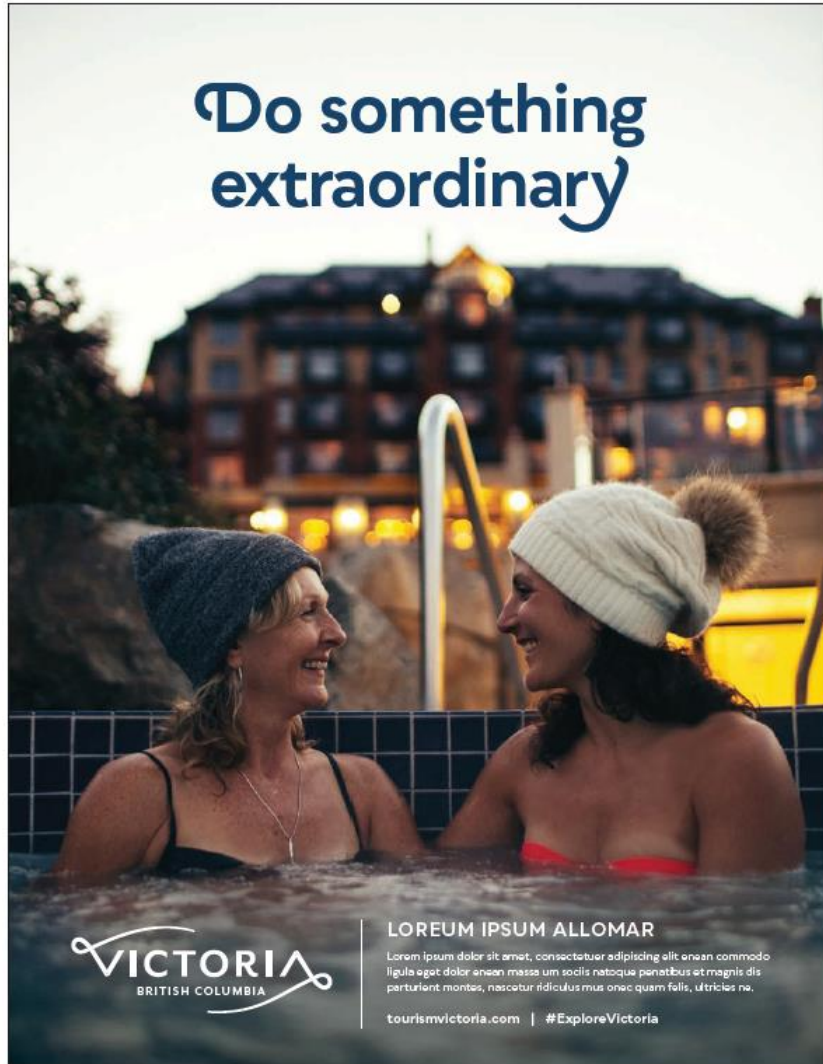
Tools & Tips



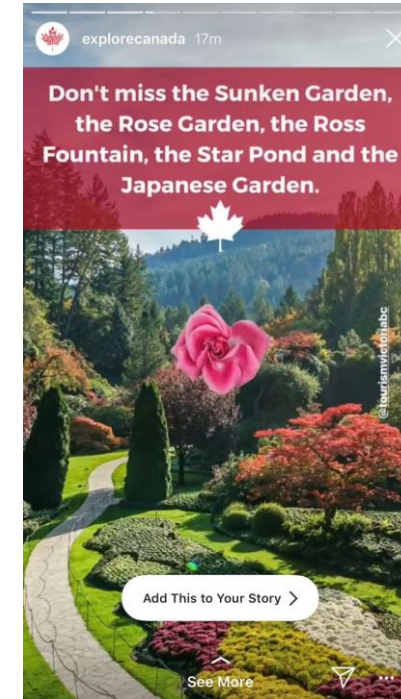
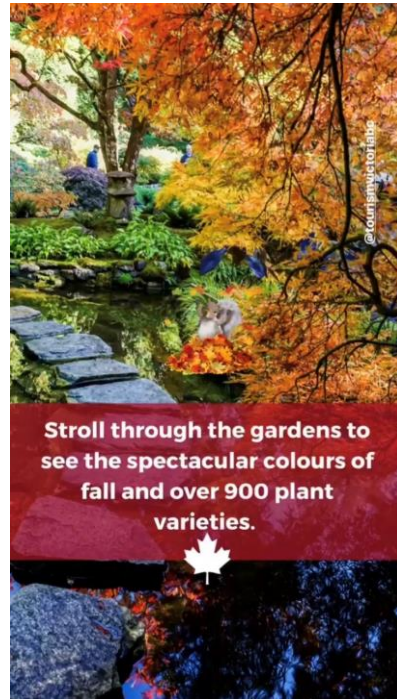
Tools

- Creative Toolbox & Brand Guidelines
 - Colour palette
 - Tone of Voice
- Image Library – Photography
 - Sharing assets
- Destination Video
- Social Media – Follow Us
- DGV Member decal
- Campaign inclusion

Campaign inclusion



Social Media



The t-shirt test





Thank you