Jasper deserves respect.

It is a powerful place, both beautiful and formidable.
Like the region it represents, the Jasper brand
requires a base level of knowledge to be used properly
and appreciated fully. This manual will equip you
with the tools needed to navigate these basic branding situations,
from tone and word choice to correct logo and font use.

VENTURE BEYOND

Words to live by: Jasper's Brand Story

From here, depart the curious and free-spirited.
The restless of mind and body. The explorers and wanderers
whose destination awaits one adventure beyond.

From here, set out the scouts of wild and amazing.
The protectors of a disappearing natural world.
The searchers of a beauty beyond imagination.

From here, set off the true outsiders:
Those who slice frozen paths and ascend high trails.
Those who take on the unexplored caves and canyons and cliffs.

From here, the greatest personal expeditions begin.
Where the little voice in your head can be heard echoing through our valleys:
"Go beyond, go explore."

For here is the base of adventure. Welcome those prepared to Venture Beyond.

Equip yourself for the journey

A vital tool for insuring the survival of the Jasper brand is a strong grasp of our tone. As Jasper's brand steward, your responsibility is to ensure Jasper's voice is consistent. These rules will help you write in this tone.

Rule 1: Learn the language
Learning to speak Jasper's language requires an understanding of the brand's origins. Created as a culture brand, Jasper was formed to live up to the top outdoor gear and adventure brands that are used and worn in Jasper. Its language should take this tone and push people to do and see more.

Rule 2: Know who you're talking to
In Jasper, tourists don't exist. People who venture to Jasper are true explorers; as such they should be referred to, not as tourists, but as novice and expert adventurers.

Rule 3: Choose words that resonate
The specific words you choose should be bold and authentic. You are speaking to a niche audience, so avoid all-inclusive clichés that often plague tourism communications – know that Jasper isn't for everyone, so it shouldn't claim to be.

Rule 4: Invite visitors to Venture Beyond
Jasper is the base of adventure. Unlike other destinations, arrival isn't the end of the journey; it's the beginning. Every Jasper communication should invite visitors to spend their days venturing out into the Rockies that surround Jasper, while spending their evenings rejuvenating in the town's amenities and accommodations.

Keep your composure

Brand photography should present Jasper as it truly is – a place for epic adventure. Every photo should focus on providing a grand sense of place. If people are featured, it's important that they're engaged in their environment. Avoid shots where the activity is passive or the setting is tame.

Acceptable Brand Photography
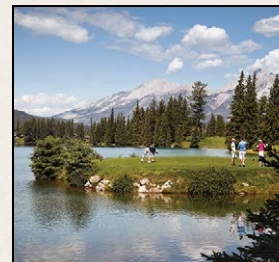
Unacceptable Brand Photography

JASPER
CANADA

fig. 1

fig. 2

fig. 3

fig. 4

The Jasper logo reflects the soul of Jasper. Influenced by the mighty spruce trees that dot Jasper's broad horizons, its shape depicts not only Jasper's 'J', but also inspires adventure. In opposition to typical tourism logo marks, it is designed as a culture mark inline with outdoor gear brands. It is a mark only to be used on pieces that will be seen and appreciated by true outsiders.

Depending on the shape of your communication, and where it will be seen, there are different logo lockups suited for every situation.

fig. 1 - Vertical logo used to address audiences outside of Jasper
fig. 2 - Horizontal logo used to address audiences outside of Jasper
fig. 3 - Vertical logo used to address audiences within Jasper
fig. 4 - Horizontal logo used to address audiences within Jasper

fig. 1

fig. 2

fig. 4

fig. 5

fig. 3

fig. 6

fig. 7

Venture beyond the primary logo. When appropriate, the Jasper brand tagline can live with the Jasper logo, but never with the 'Canada' version. Additionally, a type-free logo can be used as a design element for non-mass media communications.

fig. 1 - Vertical tagline logo for communications in and out of Jasper
fig. 2 - Horizontal tagline logo for communications in and out of Jasper
fig. 3 - Type-free logo used to brand jackets, gear, etc

Prepare yourself for any terrain. These colour variations have been created for use when the primary logo treatment will not work. When in doubt, default to the primary or black logo treatment.

fig. 4 - Black
fig. 5 - Greyscale
fig. 6 - White on solid colour
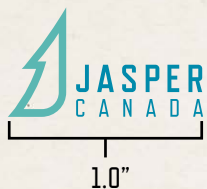fig. 7 - White on photographic background
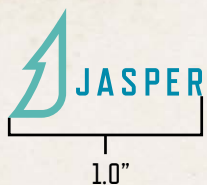
fig. 1

fig. 2

fig. 3
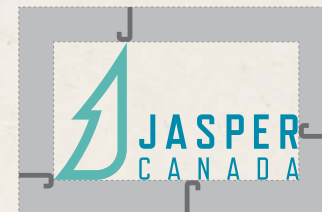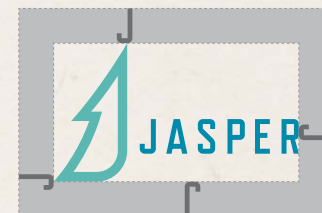

fig. 4

fig. 5

fig. 6

fig. 7

fig. 8

Size up every situation. These minimum logo sizes ensure the Jasper brand type is legible. Anything smaller will compromise legibility and erode brand recognition.

fig. 1 - Minimum vertical Jasper Canada logo - 0.7" wide
fig. 2 - Minimum horizontal Jasper Canada logo - 1.0" wide
fig. 3 - Minimum vertical Jasper logo - 0.7" wide
fig. 4 - Minimum horizontal Jasper logo - 1.0" wide

Master the J-stroke. Avoid placing text or graphic elements too close to the logo by creating a clear space equal to the height of the logo's 'J'. This will ensure the logo has room to breathe.

fig. 5 - Designated clear space for vertical logo with 'Canada'
fig. 6 - Designated clear space for horizontal logo with 'Canada'
fig. 7 - Designated clear space for vertical logo without 'Canada'
fig. 8 - Designated clear space for horizontal logo without 'Canada'

fig. 1

fig. 2

fig. 3
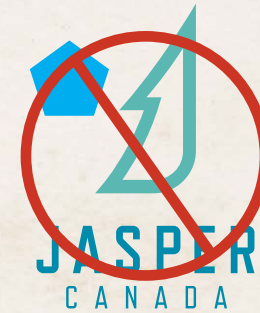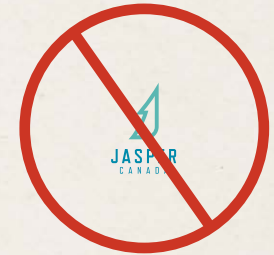

fig. 4

fig. 5

fig. 6

fig. 7

fig. 8

fig. 1 - Do not invert colours of logo
fig. 2 - Do not change or add additional colours to logo
fig. 3 - Do not skew logo
fig. 4 - Do not discard logo
fig. 5 - Do not make logo out of meat
fig. 6 - Do not change ratio of elements
fig. 7 - Do not place any text or graphic elements in the clear space area
fig. 8 - Do not exceed the minimum size
fig. 9 - Do not approach wildlife wearing logo
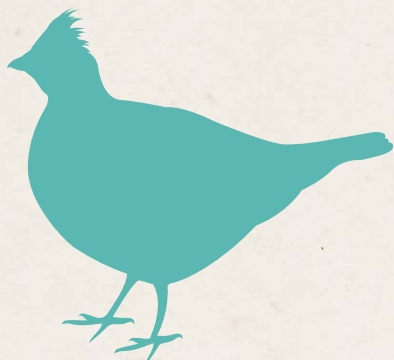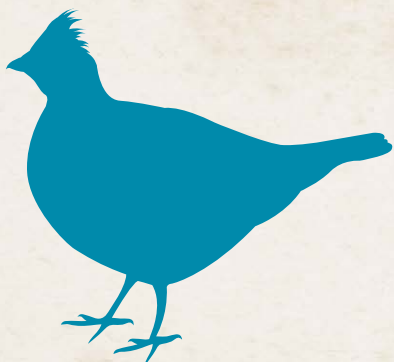fig. 10 - Ensure adequate contrast when placing logo over images

fig. 9

fig. 10

Pantone: 7472 C
CMYK: c=65 m=5 y=30 k=0
RGB: r=78 g=184 b=185
HEX: #4eb8b9

Pantone: 3135 C
CMYK: c=80 m=0 y=10 k=30
RGB: r=0 g=140 b=169
HEX: #008ca9

Jasper's primary brand colours are inspired by the glacial waters that flow through it. In times of doubt or hesitation, these colours are your safest option.

Secondary colours take influence from Jasper's natural setting, from its immense sky and vast forest to its smallest rocks and wild flowers. These colours are best used as support to the primary colours.

Pantone: 542 C
CMYK: c=60 m=20 y=10 k=0
RGB: r=99 g=168 b=204
HEX: #63a8cc

Pantone: 365 C
CMYK: c=30 m=0 y=60 k=0
RGB: r=185 g=217 b=137
HEX: #b9d989

Pantone: 1225 C
CMYK: c=5 m=20 y=80 k=0
RGB: r=242 g=200 b=81
HEX: # f2c851

Pantone: 315 C
CMYK: c=100 m= 60 y=50 k=0
RGB: r=0 g=102 b=121
HEX: #006679

Pantone: 370 C
CMYK: c=70 m=40 y=90 k=0
RGB: r=102 g=132 b=77
HEX: # 66844d

Pantone: 138 C
CMYK: c=0 m=50 y=100 k=10
RGB: r=224 g=134 b=26
HEX: #e0861a

Pantone: Warm Gray 2 C
CMYK: c=20 m=20 y=20 k=0
RGB: r=204 g=194 b=192
HEX: #ccc2c0

Pantone: 361 C
CMYK: c=73 m=5 y=100 k=0
RGB: r=74 g=174 b=72
HEX: #4aae48

Pantone: 1645 C
CMYK: c=0 m=70 y=80 k=0
RGB: r=243 g=112 b=67
HEX: #f37043

Pantone: Cool Gray 11 C
CMYK: c=60 m=50 y=40 k=20
RGB: r=101 g=104 b=115
HEX: #656873

Pantone: 349 C
CMYK: c=100 m=50 y=100 k=0
RGB: r=0 g=111 b=69
HEX: #006f45

Pantone: 7626 C
CMYK: c=0 m=90 y=90 k=20
RGB: r=197 g=53 b=38
HEX: #c53526

Font. 1 - Refrigerator Deluxe Regular

IF A BLACK BEAR ATTACKS

1. Fight.
2. Attack the bear's nose and eyes with rocks, sticks or your fists.
3. Win the fight. Black bears typically retreat from a counterattack.

Font. 2 - Refrigerator Deluxe Bold

IF A GRIZZLY BEAR ATTACKS

1. Play dead.
2. Lie on your chest and protect your neck with your hands.
3. If the bear rolls you, roll back to your chest.
4. Keep playing dead, even if the bear bites you.
5. Survive.

Font. 3 - Refrigerator Deluxe Heavy

IF A MOOSE ATTACKS

1. **Run.**
2. **Find something large and solid to keep between you and the moose.**
3. **If you are knocked to the ground, roll into a tight ball and play dead.**
4. **Wait for the moose to move along.**

Font. 4 - Trebuchet MS Regular

IF A MOUNTAIN LION ATTACKS

1. Don't run.
2. Raise your arms and make yourself big.
3. Show your teeth.
4. Grab a stick and fight the mountain lion violently, striking its nose and eyes.

Font. 5 - Trebuchet MS Bold

IF A WOLF ATTACKS

1. Avoid eye contact.
2. Back away slowly.
3. Don't run or fight.
4. Curl up in a ball and protect your face and neck.
5. Submit. Roll onto your back with your feet in the air.

When typesetting any communications use the Refrigerator Deluxe font family for both print and web application.

In emergency situations, like internal PowerPoint presentations, Trebuchet MS can be used as an alternate when Refrigerator Deluxe is not available. However, the Refrigerator Deluxe font family is always the primary choice for Jasper - Trebuchet MS should never be used on external materials.

These are the basics of using the Jasper brand.
If you have any questions or need assistance,
please contact Tourism Jasper at
info@jaspercanadianrockies.com or 780.852.3858

Safe travels.