

# SIMILKAMEEN VALLEY

BRAND GUIDEBOOK



Similkameen Valley

RUGGED. RUSTIC. REAL.





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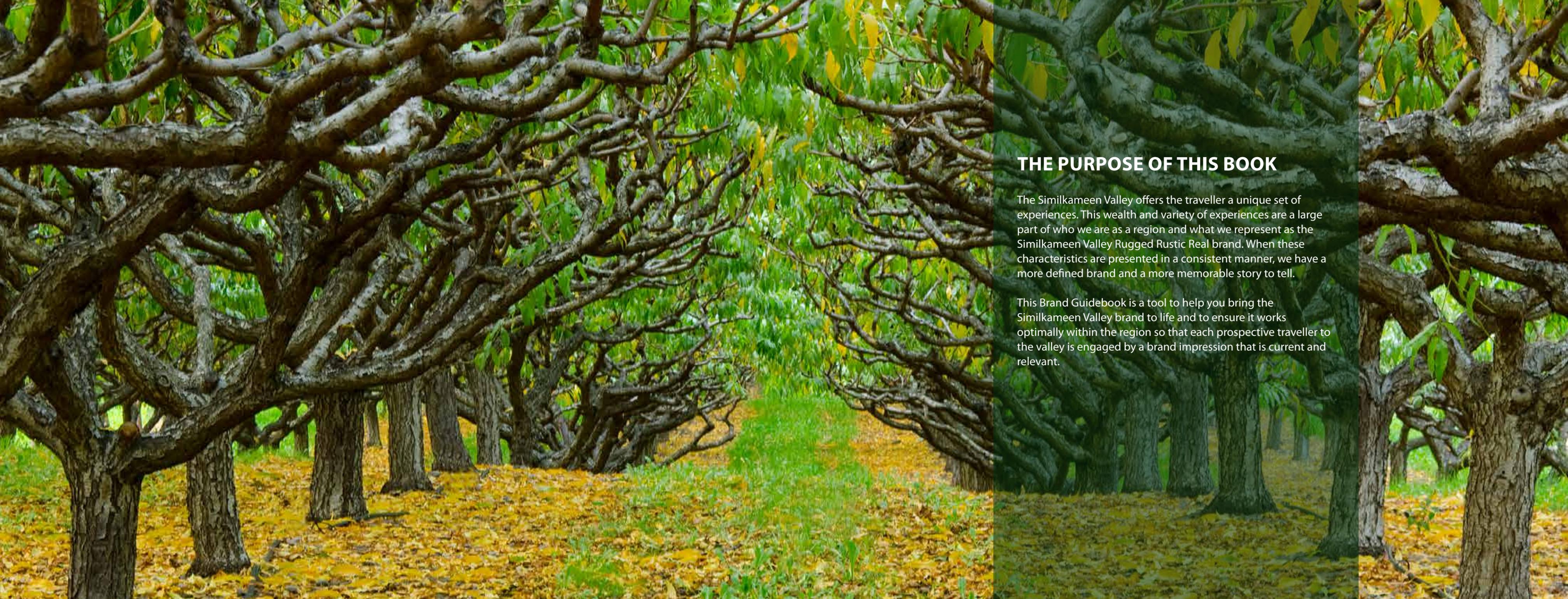
**RUGGED.  
RUSTIC.  
REAL.**



# 01

# INTRODUCTION

The Similkameen Valley is located in the southern interior of British Columbia, extending from Richter Pass in the east to the Similkameen River's headwaters in Manning Park in the west. Primary access is along the Highway 3 (Crowsnest). Communities, parks and hamlets include Cawston, Chopaka, Coalmont, Eastgate, Hedley, Keremeos, Olalla, Manning Park, Princeton, Tulameen and the Upper and Lower Similkameen Indian Bands. For travellers heading east from Vancouver and the Fraser Valley, Similkameen Country is the gateway to the Okanagan Valley and the Kootenay Rockies. The Similkameen Valley is one of ten sub-regions of the Thompson Okanagan region of British Columbia.



## THE PURPOSE OF THIS BOOK

The Similkameen Valley offers the traveller a unique set of experiences. This wealth and variety of experiences are a large part of who we are as a region and what we represent as the Similkameen Valley Rugged Rustic Real brand. When these characteristics are presented in a consistent manner, we have a more defined brand and a more memorable story to tell.

This Brand Guidebook is a tool to help you bring the Similkameen Valley brand to life and to ensure it works optimally within the region so that each prospective traveller to the valley is engaged by a brand impression that is current and relevant.



# 02 REGIONAL BRAND BLUEPRINT



## THE OPPORTUNITY

The Brand Blueprint outlines our target audience, our inherent benefits, our personality and ultimately describes the emotional appeal of the Similkameen Valley brand.

As you read through the Blueprint keep in mind the following rules we embraced:

1. It is critical to maintain authentic experiences and natural beauty as the key elements of the messaging – they are what makes a visit to the Similkameen Valley unique.
2. It is very important to stay away from the passive and laid back “postcard” depiction of the Similkameen. Instead, tap into a more overt, natural sense of energy with images and narrative that mines the nature of visitors’ experiences while in the Valley.

We hope that by using this document, you get a better understanding of what our customers want and how we can deliver a stronger, more meaningful brand in all our communications.

## OUR MISSION

To develop a brand platform that inspires and engages potential visitors to the Similkameen while speaking to the essence of the experiences available in our region.

The Similkameen Valley includes Cathedral Lakes, Cawston, Chopaka, Coalmont, Eastgate, Hedley, Keremeos, Manning Park, Olalla, Princeton, Similkameen Valley, Tulameen and Twin Lakes.

## OUR BRAND VISION

To facilitate building and nurturing a brand that engages and inspires individuals to travel to the Similkameen.

## OUR PRODUCT

Travel that inspires and creates memorable life experiences.

## OUR AUDIENCE

Travellers who live life youthfully. Those who seek out new experiences and inspirations and engage in culture or activities that energize the mind, body and soul.



# OUR ATTRIBUTES

We define the Similkameen Valley brand by the values we feel are most important to us, and that set us apart from other destinations. Our personality is how we choose to express ourselves in communications.

## VALUES

Authentic  
Prideful  
Tolerant  
Healthy  
Progressive  
Natural

## PERSONALITY

Real  
Alive  
Vibrant  
Unbounded  
Genuine  
Respectful

# VISITOR BENEFITS

The Similkameen Valley brand offers a broad range of benefits to the prospective traveller. Depending on the type of benefit, they fall into two categories:

## RATIONAL

Natural beauty  
Cultural diversity  
Outdoor bounty  
Rustic simplicity

## EMOTIONAL

A sense of awe inspired by nature  
Sensory engagement  
Sense of energy and possibility

# BRAND TRIGGER

## RUGGED. RUSTIC. REAL.

The Brand Trigger is a lens used to assess all our communications, and how we keep the Similkameen Valley brand contemporary, relevant and focused. It's what every brand touch point should aspire to. Does it make you sit back, or lean forward? Is it just informative, or is it involving? Travel at its best is an emotional experience and by applying the Brand Trigger, we bring the Similkameen Valley brand to life. Our Brand Trigger has been designed to describe our brand in three words, the words represent what the brand's fundamental benefit is, and how the brand uniquely delivers on this benefit.



## THOMPSON OKANAGAN REGIONAL STRATEGY AND EQ

At the regional level, the Thompson Okanagan ten-year regional tourism strategy (*Embracing Our Potential*, November 2012) provides the strategic framework for the development of sub-regional and community tourism plans within the region.

The Canadian Tourism Commission's Explorer Quotient® (EQ) tool will assist the region's stakeholders in understanding the social and travel values that drive demand and the corresponding need to develop and position tourism products as experiences rather than commodities. The strategy identifies three EQ market segments with a high propensity for travel that are particularly relevant to the Thompson Okanagan region: **Free Spirits, Cultural Explorers,** and **Authentic Experiencers.**

The emphasis on understanding visitors from a values perspective and the CTC's corresponding focus on developing experiences permeates the Thompson Okanagan strategy and is key to strengthening the tourism industry.

The strategy has identified five experience-based themes that are now shaping priorities and actions moving forward and are core to positioning the Thompson Okanagan as a region of iconic and authentic quality experiences – destinations for passion, fulfillment and adventure.

- **Identifying the iconic** – profile and develop those truly outstanding experiences and activities associated with iconic landscapes will differentiate the region and set it apart from its competitors.
- **Enriching local flavours** – strengthen the region's growing emphasis on local flavours and building recognition for its culinary attributes.
- **Revealing the story** – highlight the local and regional stories in a way that will allow visitors to make a strong emotional connection with the destination.
- **Expanding personal horizons** – identify unique learning experiences and opportunities for self-development, recognizing that learners constitute 35% of the global travel market.
- **Building authenticity** – focus on creating a strong sense of place and opportunities for travellers to engage in immersive experiences with local communities and enjoy the sense of being where things are real and original.



## OUR EQ TYPES

### Authentic Experienter

You like to experience the “real deal” when you travel! Taking in the natural beauty and cultural experiences of a destination, and getting to know the locals is right up your alley. Personal risks and challenges don’t daunt you, you’re quick to adapt to changing situations and like to just go with the flow. Not one to follow the masses, you prefer to strike out on your own and travel to the beat of your own drum, letting the days unfold as they should.

*“Well, take a big breath of fresh mountain air and feast your eyes on the valley splayed out before you. From soaring peaks to free flowing rivers, ranch lands and orchards to the fastest growing wine region you may never have heard of – the Similkameen Valley is the place to embark on an awesome mountain adventure!”*



### Cultural Explorer

Nothing makes you happier on vacation than getting away from it all and completely immersing yourself in the culture, history and lifestyle of your holiday spot. You’re not one to sit on the sidelines, you want to experience it all...from historic sites to modern culture. For you, travel is all about leaving your everyday world behind and living like a local. You happily forego comforts in order to discover new cultural experiences. Quirky and off-the-beaten-path adventures are just your kind of thing, after-all they help you understand just how locals live.

*“Wherever you go in the Similkameen Valley you’ll be meeting all sorts of interesting characters with unique traditions and interesting ways of life...from cowboys who still ride the range to pioneers of organic farming and former big city executives who gave it all up to make wine....hippies...yuppies...all live side by side in the Similkameen where wide open space leaves plenty of room for everyone.”*



### Free Spirit

You like the best of the best (at least the best of what you can afford) when you travel. For you, going on vacation is all about sampling everything a destination has to offer, which is why you’ll spend countless hours planning your trip – you don’t want to miss a thing! You’re naturally drawn to exotic and exciting adventures and like to surround yourself with others who feel the same way. Whether you’re young, or young at heart, you travel for the thrill of it and can’t wait to share the tales of your adventures with everyone you meet.

*“Uncover a secret corner of British Columbia where rugged wilderness adventures are rivalled only by the setting, a mere three-hour drive from the urban and luxurious amenities of Vancouver or a 90 minute drive to Kelowna.”*





03

**SIMILKAMEEN  
VALLEY  
BRAND**



## THE BRAND

### Positioning Statement

The Similkameen Valley is a true mosaic of culture and nature. Anchored by the Similkameen River, this eclectic mix of small communities and hamlets derive their origins from the land. The diversity of topography and ecology provides excellent opportunities for outdoor activities amongst a unique landscape of soaring mountain views, pristine crystalline lakes and broad valley vistas. Ideal for the adventurous traveller, the Valley appeals to those with a sense of self-discovery. Embracing the local community and the fruits of their labours is ultimately rewarding.

The visitor experience aligns with the over-arching Okanagan positioning of orchards and vineyards; guests can explore the destination wineries, select eateries and roadside organic farms.

### Tag Line

Rugged. Rustic. Real.

### Brand Promise

We remain true to our heritage, culture and environment.



## OUR STORY – CARVED BY THE RIVER

Off the beaten path, eclectic, out there and edgy, the Similkameen is scenically stunning and full of natural wonders. A pioneering spirit has taken hold here, leading to countless opportunities for personal discovery; plain and simple. Out on the edge of the Thompson-Okanagan Region, just above the US border, bounded by the Okanagan Valley and the Lower Mainland, the Similkameen's a rugged, rustic and REAL under-discovered region made for adventurous self-explorers. Vast and varied, it's almost 200 kilometers long, carved from the Cascade Mountains by the Similkameen River which sits at the heart of it all.

Dotted with eclectic small towns and sizeable ranches and farms our valley is home to adventures both mild

and wild. We're also home to the Fruit Stand Capital and the Organic Farming Capital of Canada! Stop to ask directions and you'll find yourself getting to know local folks up close and personal and, even if you just drive by, don't forget to wave back...we still do that here. It's the kind of laidback place where unique and unforgettable experiences often surprise you, but don't be surprised by our hospitality; it's almost as warm as our Similkameen summers.

Follow BC Highway 3 from the Allison Pass to the Richter Pass and you'll find yourself smack in the Similkameen Valley.

Glimpses of our prospecting, First Nation and pioneering past are still evident today, in towns and villages and heritage sites all across the valley. Follow the highway through rolling ranch and farmlands to the fragile grasses of the northern tip of the Columbia Plateau... you'll be following the river the whole length of your journey, in the shadow of the Cascade Mountains. You won't be the first to pull over for a picture; time and the elements have shorn the mountains into craggy, jagged peaks, lending a breathtaking backdrop for roadside sightings (and photo opportunities) of eagles, mountain goats and Big Horned sheep.

Ask anyone what's shakin' around here and the answer will depend on the season. There's no wrong time to

visit... winter is our "off" season but that simply means you'll be "off" the highway playing in the snow in no time at all. Summer really sizzles with countless events and almost as many recreational choices as there are mountains and lakes to play in. For full immersion fun, come in the spring when the valley's in bloom and rivers run their fastest, or visit in fall for harvest events, samplings of some of the best wines in BC at our local vineyards and just-baked pies made of fruit picked just that morning.

It took Mother Nature 200 million years to create this place... don't you think it's time you saw it for yourself? Delightfully free of crowds, rich in natural wonders and local flavours, the Similkameen Valley is waiting for you!





# 04 PHOTOGRAPHIC PRINCIPLES

# BRINGING THE SIMILKAMEEN VALLEY TO LIFE

Our photography style gives the viewer a more intimate, visceral taste of what a Similkameen Valley experience might be like. In choosing photography, it is critical that we communicate the unique energy of the region: an energy that is prevalent through our culture and people, and the power and energy of our spectacular outdoors.

It is a style that moves away from picture perfect “postcard” imagery, to one that makes the viewer feel involved with, not just informed by, the image.

It is also a style that strives to tell our unique story to prospective travellers from around the world.



## PHOTOGRAPHIC PRINCIPLES

### SIGNATURE PHOTOGRAPHY

Signature shots must communicate:

- A sense of awe-inspiring beauty.
- The uniqueness of the Similkameen.
- Drama and majestic nature of the Valley.
- Provide a sense of perspective or human interaction.

**It should elicit an emotional response in the viewer that most approximates being there.**

### EXPERIENCE PHOTOGRAPHY

- Starts to tell a story or provide context to the audience.
- Should communicate a sense of place or activity that the viewer will find stirring.
- In the proper editorial context, landscape can be sacrificed for activity.
- Sense of engagement, energy and personal perspective is essential;  
***as long as this is achieved, the shot does not need to always include people.***

### SOCIAL/CULTURAL PHOTOGRAPHY

- Tells the story of where we live and how we live.
- Depicts the way of life in the Valley, including the people, places, cultures and events that define us.
- Provides an intimate perspective on the subject.
- The subjects should be engaged and not staged or posed.
- Casting should be genuine and reflective of the authenticity of the Valley.

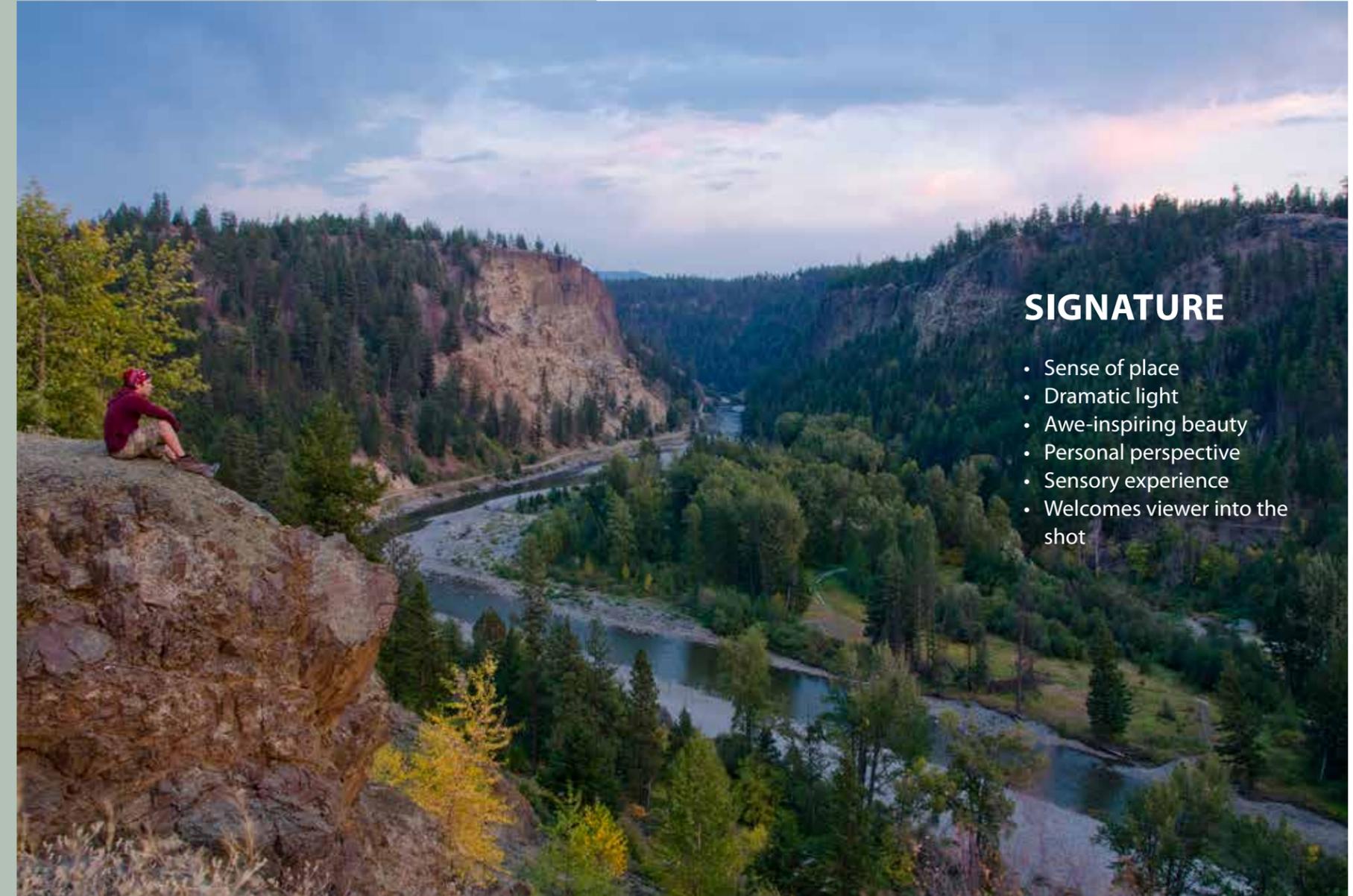
The following pages illustrate the differences between off brand and on brand photography. Please refer to the copy points that detail why an image isn't or is a "signature", "experience" or "social/cultural" photograph.

## THIS ISN'T SIGNATURE PHOTOGRAPHY:



- No unique experience or awe-inspiring beauty
- Not active or energetic
- Does not draw the viewer in
- Does not capture a moment
- More postcard, less engaging
- Static
- Does not depict a way of life

## THIS IS:



## SIGNATURE

- Sense of place
- Dramatic light
- Awe-inspiring beauty
- Personal perspective
- Sensory experience
- Welcomes viewer into the shot

## THIS ISN'T EXPERIENCE PHOTOGRAPHY:



- Posed and staring at the camera
- This could be any lake
- No activity happening
- Not energetic
- Does not draw the viewer in
- More postcard, less engaging
- Static

## THIS IS:



### EXPERIENCE

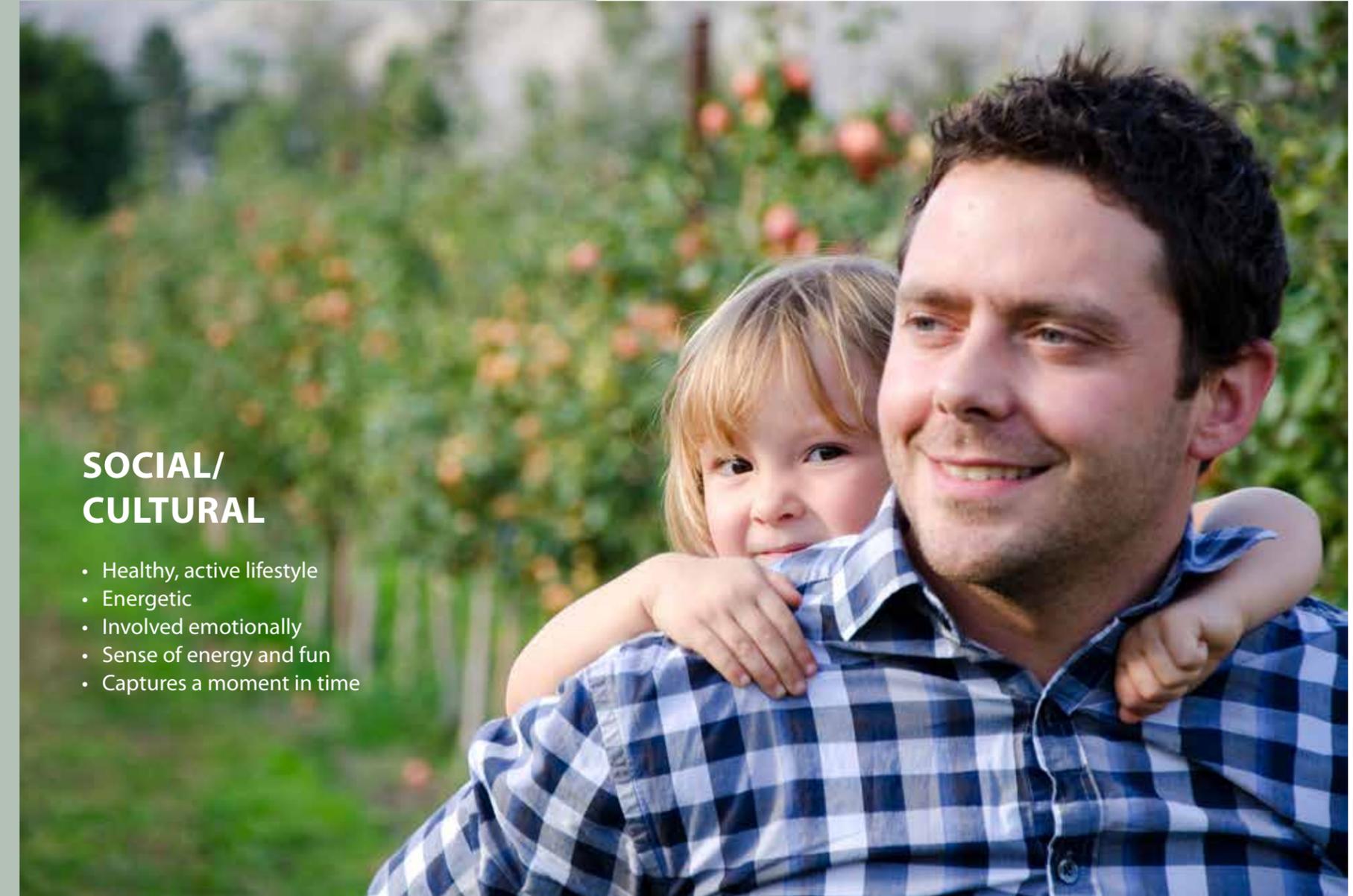
- Healthy, active lifestyle
- Energetic
- Involved
- Dynamic
- Sense of energy and fun
- Captures a moment in time

## THIS ISN'T SOCIAL/CULTURAL PHOTOGRAPHY:



- Looks staged
- This could be any location
- Static
- Not energetic
- Does not draw the viewer into the experience

## THIS IS:



### SOCIAL/ CULTURAL

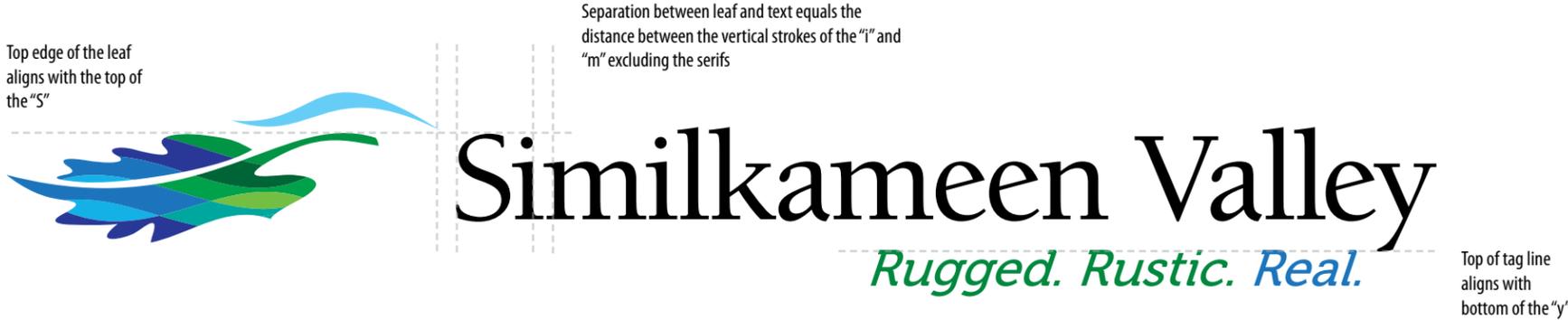
- Healthy, active lifestyle
- Energetic
- Involved emotionally
- Sense of energy and fun
- Captures a moment in time



# 05 REGIONAL INTEGRATED LOGO

# SIMILKAMEEN VALLEY INTEGRATED LOGO

## HORIZONTAL VARIATION & MINIMUM SIZE



# SIMILKAMEEN VALLEY INTEGRATED LOGO

## VERTICAL VARIATION & MINIMUM SIZE





**100C 30M 100Y 30K**  
**OR 101G 54B**  
**006536**  
**PMS 349**



**85C 10M 100Y 10K**  
**OR 148G 68B**  
**009444**  
**PMS 362**



**85C 10M 100Y 0K**  
**OR 161G 75B**  
**00a14b**  
**PMS 362**



**60C 0M 100Y 0K**  
**114R 191G 68B**  
**72bf44**  
**PMS 376**



**80C 10M 45Y 0K**  
**OR 167G 157B**  
**00a79d**  
**PMS 7473**



**100C 95M 0Y 0K**  
**41R 56G 150B**  
**293896**  
**PMS 2747**



**85C 50M 0Y 0K**  
**27R 117G 188B**  
**1b75bc**  
**PMS 660**



**70C 10M 0Y 0K**  
**20R 177G 231B**  
**14b1e7**  
**PMS 2985**



**52C 0M 0Y 0K**  
**102R 206G 246B**  
**66cef6**  
**PMS 2985**

## OUR PALETTE

Our colours are simple and natural, reflections of the world of the Similkameen. They serve to recognize our geography, nature and the elements of air, water and land around us.

Nine base colours make up our main palette, with five shades of green and four shades of blue.

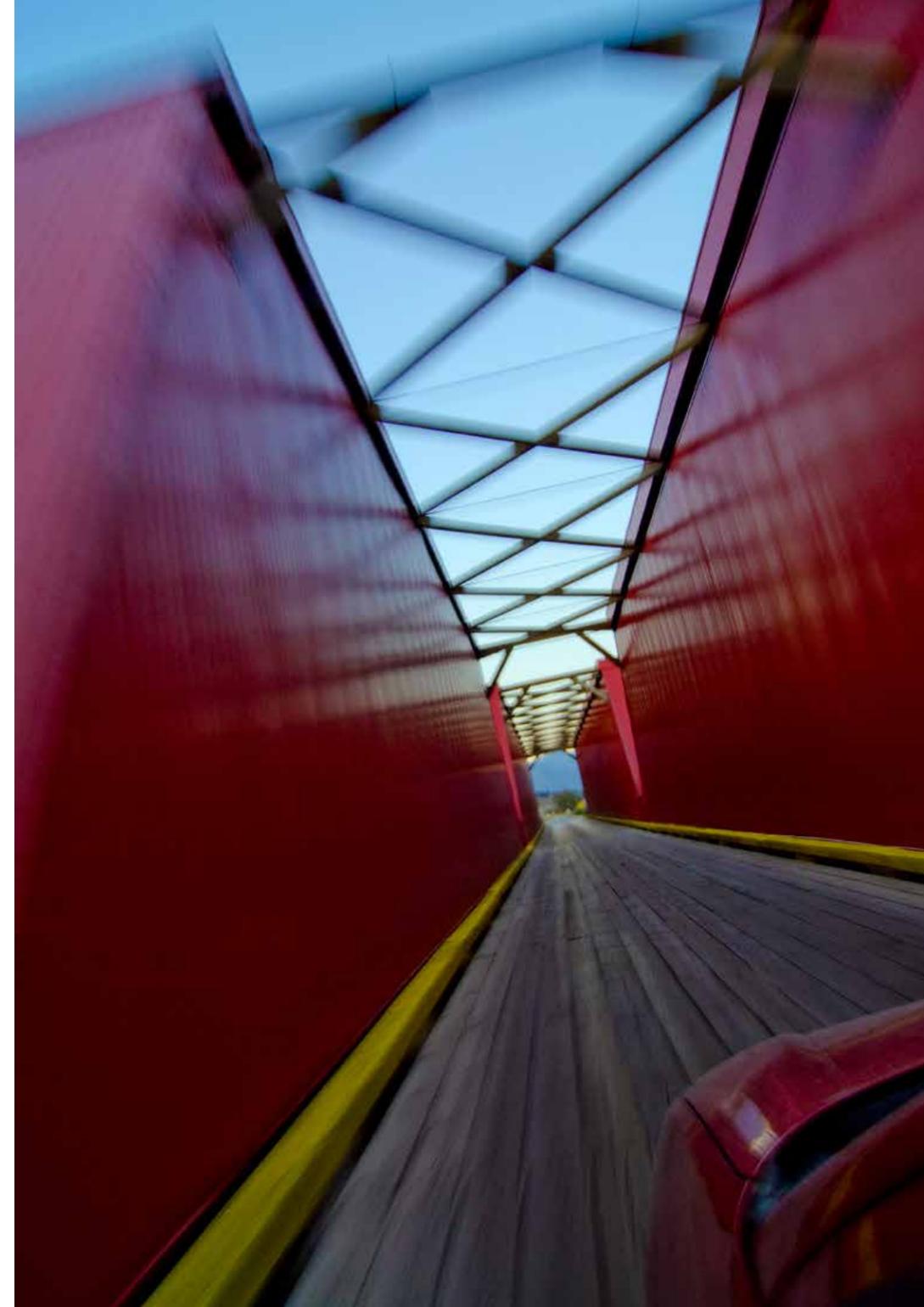
The CMYK, RGB and hexadecimal values are provided below for print and digital reproduction accuracy. PMS colours are also provided for silkscreening and signage applications.

## SIMILKAMEEN VALLEY LOGO

B&W AND REVERSE APPLICATIONS



COMPOUND LOGO APPLICATION WITH URL AND QR CODE



## TYPOGRAPHY

### Logo and Tagline Fonts

The Similkameen Valley logo font is Berkeley Old Style Medium. Do not use this font as headline or body text in any materials, its use is restricted to the logo.

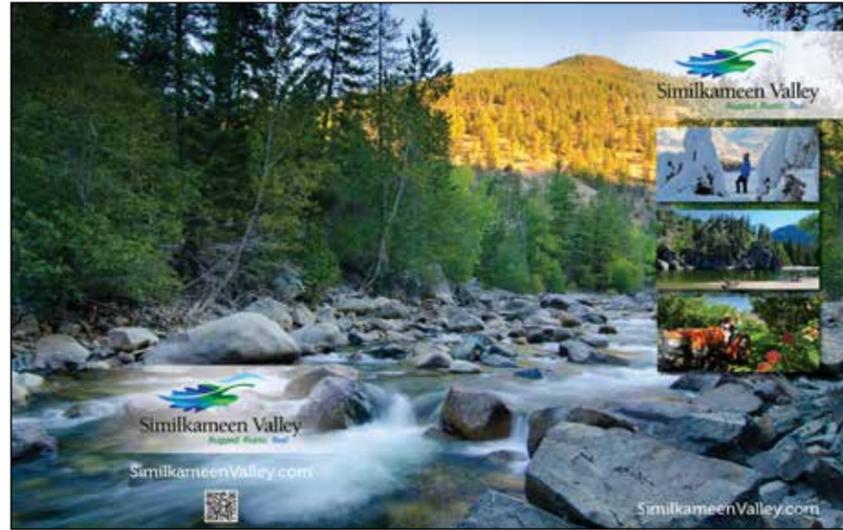
The tagline font is a customized version of Museo 500. The URL font is standard Museo 500. It is acceptable to use the Museo family of fonts as headlines in any media.

The website uses Droid Sans in various weights throughout. Droid is a font family created by Ascender Corporation for use by the Open Handset Alliance platform, Android. It is available for free from Google Fonts.



# BRAND TOOLS

## Kit Folders



## Web Site



## Letterhead / envelope



## Pad maps



## Signage



## Business cards

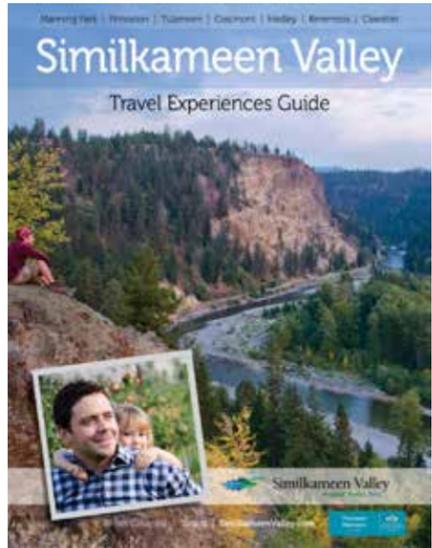


## Social Media cards

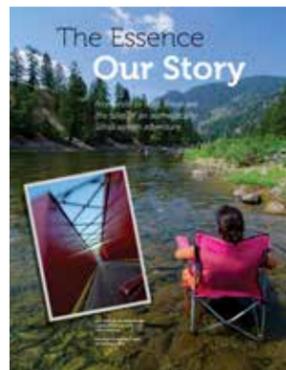
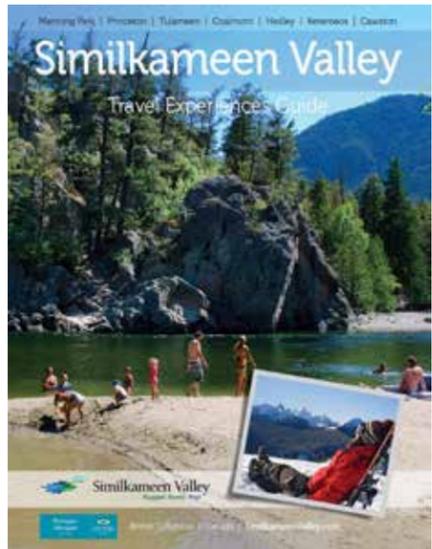


**Visitor Guides**

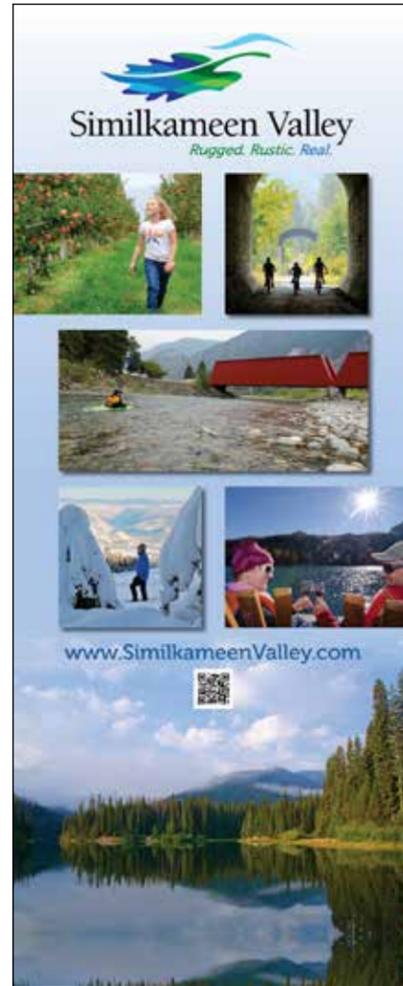
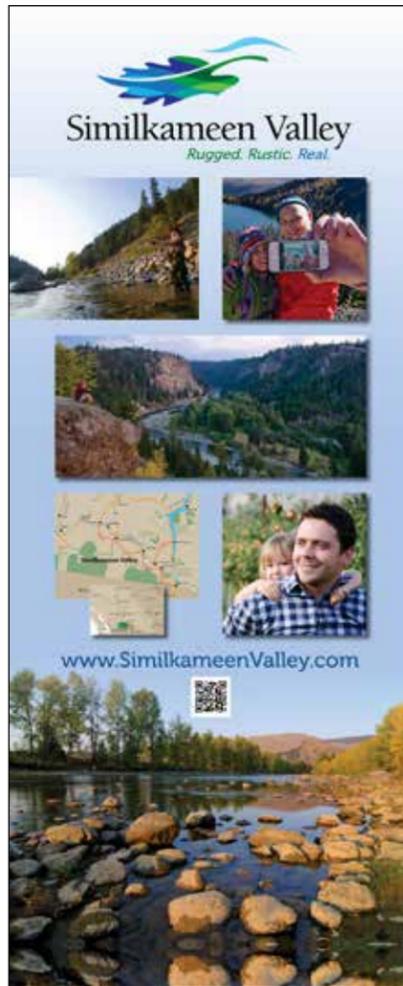
Cover 2014



Cover 2015



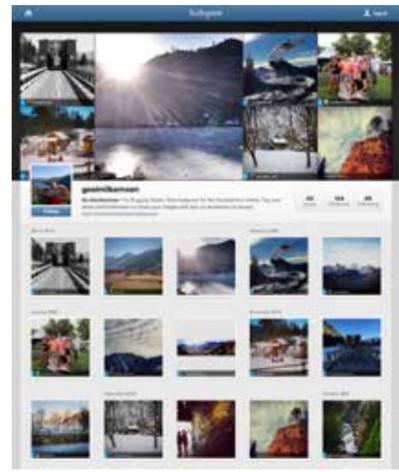
**Display Banners**



**PowerPoint slides**



**Social media**



**Window decal**



**Post cards**



**Golf Shirt**



**RUGGED.  
RUSTIC.  
REAL.**



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page 24 mountains and 36 Richard Padmos; page 24 winter Joan  
McMurray; and page 32 Kelley Cook.

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[SimilkameenValley.com](http://SimilkameenValley.com)

# **SIMILKAMEEN VALLEY**

## **BRAND GUIDEBOOK**



Similkameen Valley

