



Brand Guidelines

FOR CREATIVITY AND CONSISTENCY

July 2023

traveldrumheller.com



Uncover Wonder

A
truly
iconic
destination



About Travel Drumheller

Through a Tourism Strategy conducted in 2011, it was recommended that Drumheller create a Destination Marketing Organization (DMO) to take Drumheller forward as a Destination.

The Chamber of Commerce, Town of Drumheller, Royal Tyrrell Museum, and Canalta Hotels collaborated and coordinated the initial launch of the Organization in 2014. The team remains permanent Board Members with collaboration from other businesses and nonprofits within the Valley to maintain the diverse voices and needs of the tourism industry within the area.

In the pursuit of building Drumheller as a Tourist Destination, the organization was relaunched in September 2020 with a full-time Executive Director position. After a successful two-year trial of the pilot, Travel Drumheller established and hired a permanent full-time Executive Director followed closely by the creation of two other full-time permanent positions; Business Support and Development Manager and Marketing Manager.

Travel Drumheller is the Destination Marketing Organization for the region. Its role is to promote the region throughout Western Canada and the world.



Purpose

OUR WHY?

Empowerment
Growth & Development
Exceeding Potential
Fulfillment

HOW DO WE CONTRIBUTE TO OTHERS?

Enhance and extend visitors stay
Advance the economic development of Drumheller
Improve our community
Guide people to the best of Drumheller

WHAT IS OUR IMPACT?

To create an iconic destination
Create investment opportunity
Grow and improve our community

Purpose Statements

To enhance and extend visitors stay, so Drumheller grows and improves.

To support businesses, so that Drumheller becomes a year-round destination.

To guide people to the best of Drumheller, so that Drumheller becomes an iconic destination.



Vision Statements

A world-recognized location.
To be the first choice of visitors.

An excellent, sustainable travel destination.
To be the leader of rural destination
management and marketing in Canada.





Brand Values

COMMUNITY

being welcoming and making people feel like they belong

CURIOSITY

always looking for adventure

AUTHENTICITY

clear with the expectations we set and how we personally show up in the world

MEANINGFUL WORK

we work on projects that are meaningful and fulfilling for ourselves personally and within the community

RESPONSIBILITY

we have a responsibility to uphold our values to our partners, the community, the environment, and visitors

TRUSTWORTHINESS

we are an honest and trustworthy source of information

BOLDNESS

we take risks for effective results



Target Audience

MACKENZIE

Age: 35 years old

Location: Calgary SE Suburbs Cranston

Home: Owns

Education: Post secondary

Employment: Business professional in oil and gas

Marital Status: Married

Family: 2 kids 8 and 6 years old

Goals:

- Family time
- Get out of the city
- Entertain the children
- Fulfill their kids dreams
- Relax

Problems:

- Things not open
- Time constraints and busy
- Unsure what else there is to do
- Planning an itinerary
- Weather/road conditions
- Price
- Gas Prices

Impact

- Price - won't stay overnight
- Things not open - won't come back
- Stress and frustration
- Doing the same things over and over leads to boredom

Desires

- Knowing exactly what to do
- Clear timelines and things will be open
- Fewer line ups
- More clarity in booking and visiting



Target Audience

MADDIE

Age: 28 years old

Gender: Female

Location: Edmonton Whyte Ave Area

Home: Rents

Education: College educated

Employment: Works in the arts

Marital Status: Lives with a partner. Not married

Family: 0 kids

Likes: Craft beer, good food, arts & culture, thrift stores, flea markets and antique stores

Goals:

- Authentic connection in travel
- Looks for local hidden gems
- Supports local
- Looks for sustainable travel
- Music, Events, Festivals
- Glamping, camping, motels

Problems:

- Commercialization
- Things not being open
- How to find hidden gems
- Not being welcomed by community

Impact

- Won't be welcomed
- Will find Drumheller a bit cheesy
- Fear of not fitting in
- Frustrated by limitations

Desires

- Community
- Feel like she had a "real" experience
- Knows where to go & stay
- Is welcomed



Target Audience

DEREK

Age: 38 years old

Gender: Male

Location: Canmore

Home: Rents

Education: University educated

Employment: Environmental Sciences

Marital Status: Not married

Family: 0 kids

Likes: Craft beer, good food, adventure, outdoorsy, winter camping

Goals:

- Going off on his own for adventures
- Values quality of life
- Looks for adventures and getaways
- Curious traveller
- Peace and relaxation

Problems:

- Congested campgrounds
- Lots of families
- Lack of adventure due to private property
- Not enough experiences
- Not enough maps and guides for trails
- Lack of amenities lots of traffic
- Lack of wayfinding signage

Impact

- Frustrated by limitations
- In trouble for trespassing without knowing
- Overall frustration

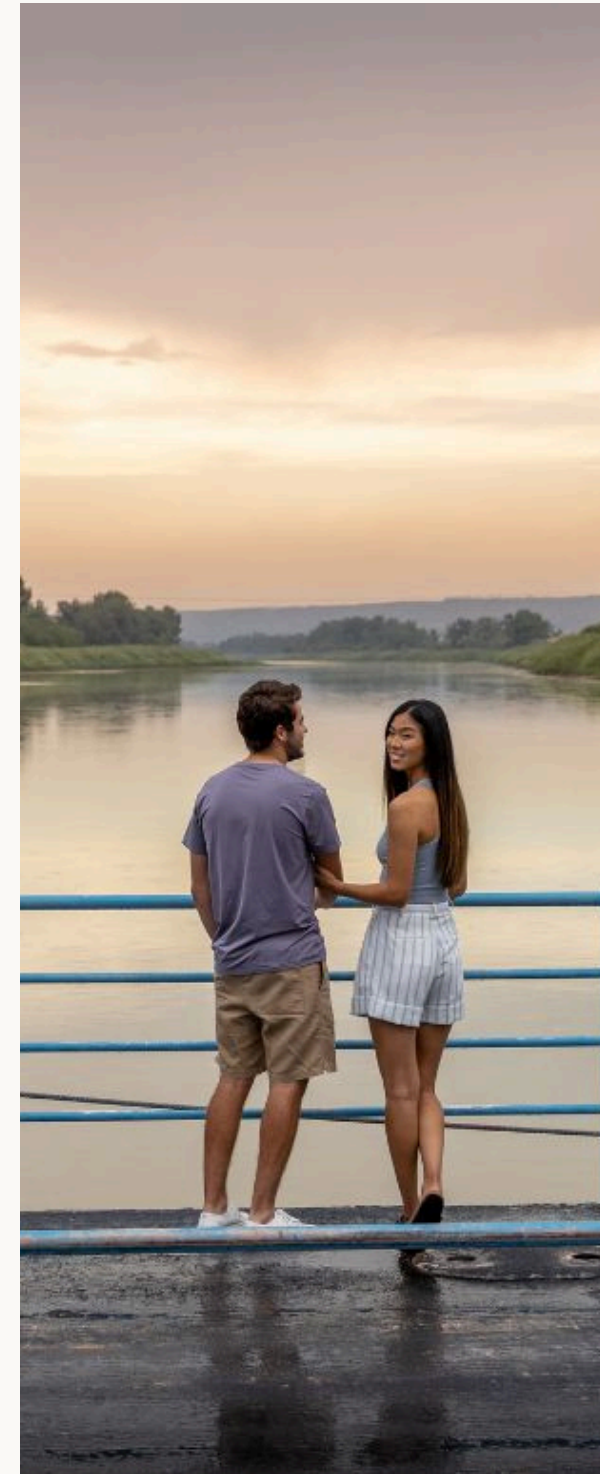
Desires

- Clear location - pathways etc
- Ability to stay and achieve peace & relaxation
- Ticked something off bucket list

Positioning Statement

We help Drumheller visitors planning their trip achieve an authentic experience.

Unlike other Canadian destinations our solutions are visitor-centric, bold, and truthful which lead to an incredible experience.





Brand Personality

ARCHETYPAL MIX

Sage 30%

Jester 40%

Everyman 30%

Aspire to be an Explorer



Brand Personality

SAGE 30%

Desires discovery of the truth

Dislikes being duped or misled. ignorance.

JESTER 40%

Desires to live in the moment with full enjoyment

Dislikes boredom or being boring

EVERYMAN 30%

Desires connection with others

Dislikes standing out or being rejected as a result

EXPLORER

Desires to find out who you are through exploring the world

Dislikes getting trapped, conforming, inner emptiness, nonbeing.

Our Attitude

We love people visiting and having a great experience because we live in such a unique place.

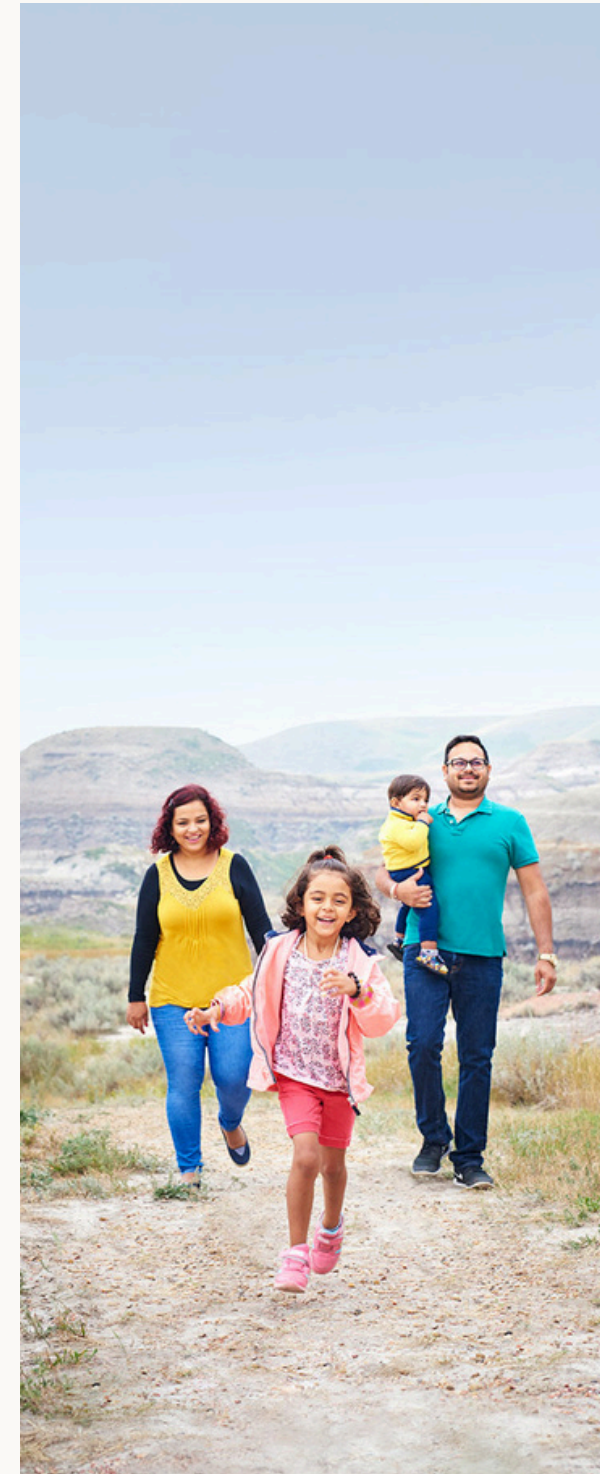
We hate misinformation and poor communication because it leads to negativity and exclusions.



Voice

Who we are: Fun. Curious. Knowledgeable.
Witty.

We value travel and exploration of our own backyard. We believe Drumheller is an iconic travel destination. Our next big adventure is just around the corner. We search for new experiences and adventures every day.





Tone

We are informative and personable, but not authoritative or imposing.

We are enthusiastic and passionate, but we are not wild or rude.

We are energetic and can behave a little silly.

We are free to explore new ideas to catch the attention of our target audience. We believe in what we do and accept when we make a mistake. We love to converse and enjoy watching others get excited about exploring our backyard. We tell the truth.



Taglines

Uncover Wonder

Rediscover Drumnaheller

Color Palette

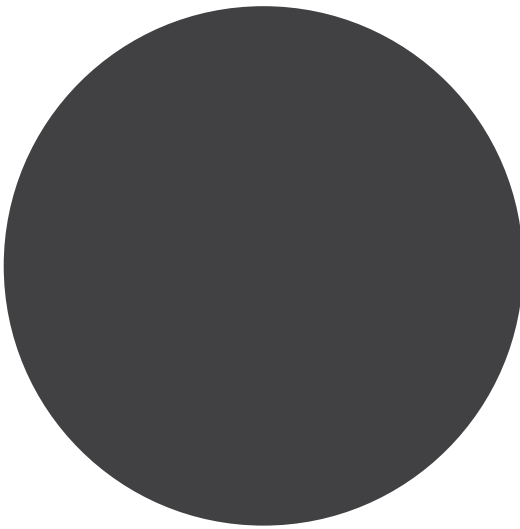


HEX CODE
#FAF9F6

CMYK
0, 0, 2, 2

RGB
250, 249, 246

PANTONE
P 1-1C

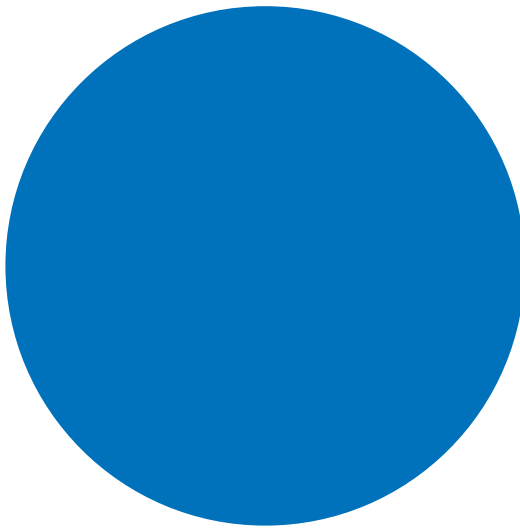


HEX CODE
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CMYK
0, 0, 0, 90

RGB
65, 64, 66

PANTONE
Black 7 C

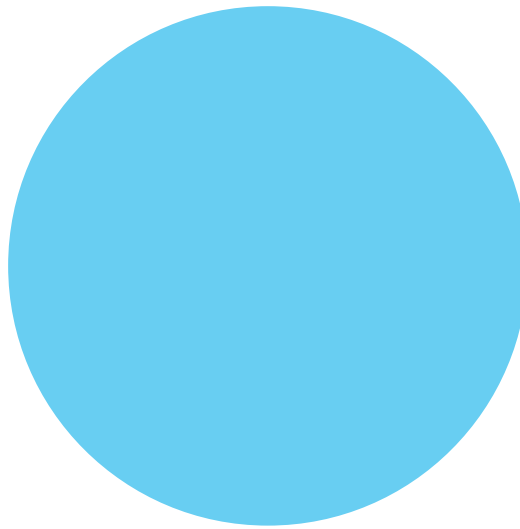


HEX CODE
#0072BC

CMYK
100, 50, 0, 0

RGB
0, 114, 188

PANTONE
2935 C

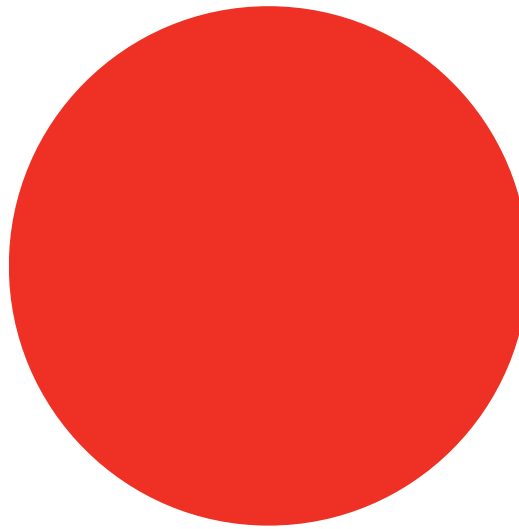


HEX CODE
#68CEF2

CMYK
0, 51, 100, 0

RGB
104, 206, 242

PANTONE
297 C

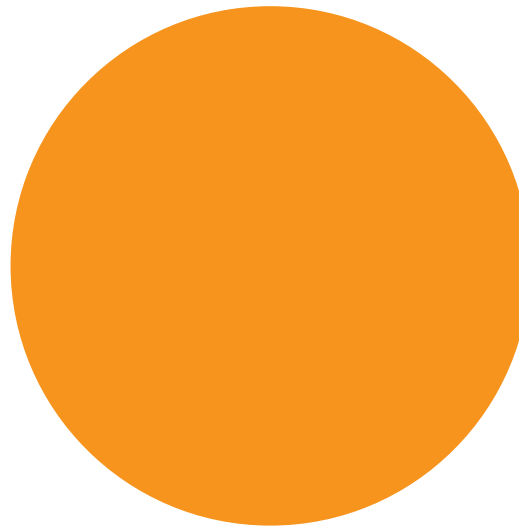


HEX CODE
#EE3124

CMYK
0, 95, 100, 0

RGB
238, 49, 36

PANTONE
485 C









HEX CODE
#F7941D

CMYK
0, 51, 100, 0

RGB
247, 148, 29

PANTONE
144 C

Logo

Version	Without Tagline	With Tagline
Full colour: Recommended to be used in most instances		
One colour: Recommended to be used where full colour is not feasible or simplicity is the desired aesthetic. Note there's a reverse of this version.		
Three colour: Only to be used in instances like embroidery where there are technical constraints and colour is required		

Logo Guidelines



Minimum Clear Space Protection

The Travel Drumheller logo or icon (when used alone) must always be surrounded by a minimum amount of blank space in order to give the logo visual clarity. It should never be crowded by elements such as text, titles and other trademarks or logos and should be on white or very light background colours. The minimum space should match the size of the circle shape of the sun within the D.



Minimum Size

It's recommended that the Travel Drumheller logo or icon should not be reproduced smaller than 0.375" tall.

Font

Font Overview

Saekana Rough Regular

For titles and other decorative uses

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Gotham Black

For Section Headers and Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Gotham Light

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Helvetica Neue

Alternative Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Font Hierarchy

Company Name

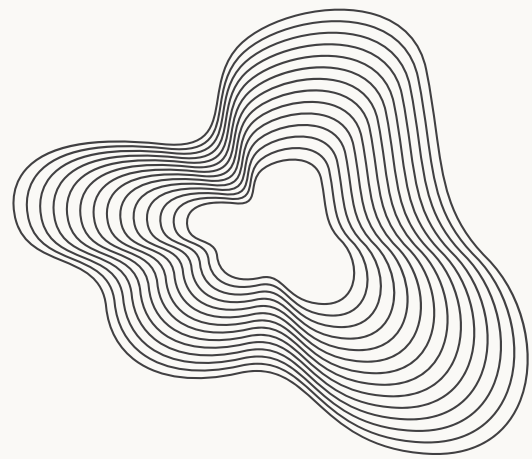
Company Name

Product Name

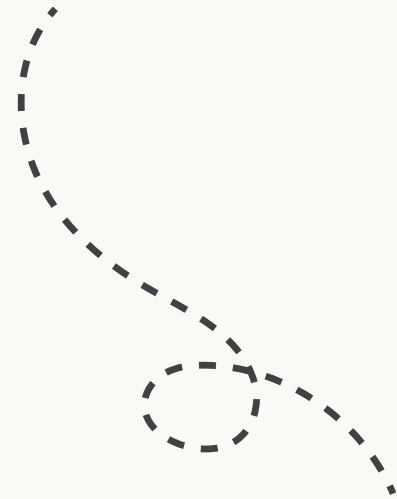
Write details here, such as product specifications, price, event duration, and promotions.

Elements. Shapes. & Illustrations

Due to the unique topographical region we represent, we prefer to show aspects of map style topographies. Dotted lines for movements and roadtrips.



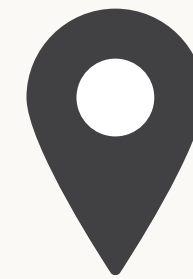
ELEMENT 1



ELEMENT 2



ELEMENT 3



ELEMENT 4



ELEMENT 5



ELEMENT 6



ELEMENT 7



ELEMENT 8

Photography

Images should be artsy but not unnatural—effects should never compromise image quality (i.e. avoid effects that create intense sharpening, contrast, strange color casts, or overexposure.)

