

# COCHRANE

*it's the feeling*



COCHRANE TOURISM BRAND STANDARDS



# WELCOME

Cochrane, as we all know, is unlike anywhere in Canada. Cochrane is where people find nature underscored by history, a place that creates a feeling that's hard to define and even harder to forget.

Capturing that essence and bringing it to life is what comes through in our brand and campaign identity. It requires that we make it easy for everyone to understand and simple to achieve.

This style guide will help inspire, educate and manage our identity in a consistent way so that we always look, feel and speak in the same voice.

After getting acquainted with these guidelines, you'll be ready to bring the natural beauty and welcoming spirit of Cochrane to life.

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# BRAND STRATEGY OVERVIEW

A brand isn't just advertising, a logo or a tagline.

A brand is a promise we make and deliver to our visitors and each other every day. It's our essence.

We see every "touchpoint" as an opportunity to create a positive experience with our brand.

On the following pages, we define that essence and personality.



# BRAND STORY

Below is our brand narrative. This is the cornerstone of our overall branding strategy and paints a picture of what make's Cochrane unique and memorable.

It all started with a vision. When Senator Cochrane sat on his horse overlooking the valley on the hill that is now part of Cochrane Ranche historic site, he saw potential. Opportunity for a place that first became the largest livestock operation in Alberta.

That ranch sprouted a town that has evolved in many ways. Home to a brick quarry, a thoroughfare for the Canadian Pacific Railway, and even a sawmill, Cochrane is shaped by the past as it looks toward the future. It's how the west is now.

Maybe it's the breathtaking scenery that gives the sense that anything is possible. It's a special feeling, and it translates to an attitude of progress and inspiration. The feeling is hard to describe; it can only be experienced. You'll feel it when you get here.

# BRAND IDENTITY

## BRAND AS A PRODUCT

(Brand Attributes)

- + Character
- + History
- + Nature
- + Great location
- + Outdoor experiences

## BRAND AS A PERSON

(Brand Personality)

- + Welcoming
- + Naturally beautiful
- + Unexpected
- + Genuine
- + Inspiring

## BRAND AS A SYMBOL

(How we present the brand)

- + Logo
- + Icons
- + Colours
- + Textures
- + Photography

## BRAND ESSENCE

It's the feeling of the valley.

This speaks to the indescribable multi-sensory experience that people, both visitors and residents, repeatedly feel when they set eyes on our cozy town, nestled in a valley, surrounded by one of the most impressive mountain ranges in the world: the Rockies.

The valley refers to the unique landscape of Cochrane that provides a container for our unique offering. It holds the warmth of historic main street, the peacefulness of the river and parks, and the welcoming nature of our people.

## REASONS TO BELIEVE

- + Majority of Alberta's population is within a day's drive to Cochrane.
- + Cochrane Tourism experiences are documented as family-friendly, scenic and unique
- + Year-round appeal
- + Distinctive activities and attractions

## BRAND PROMISE

Cochrane is a small town with a big feeling in the heart of a stunning valley.

For those who appreciate the unexpected, Cochrane is full of pleasant surprises, from the majestic landscape to the comfortable feel of the historic downtown.

It's a feeling you have to experience to understand.

It's both unexplainable and unmistakable.

## BRAND PLATFORM

**COCHRANE**  
*it's the feeling*

# BRAND ATTRIBUTES

An authentic brand can only be built on attributes that actually exist. Brand attributes are the core assets - both tangible and intangible - features of the brand.

## + CHARACTER

From the unique western architecture of our buildings, to the one-of-a-kind landscape that surrounds the valley, Cochrane welcomes you with open arms. It's a place where you stop for a coffee but end up exploring for hours.

## + HISTORY

Rooted in western culture, our story is one of evolution. Home of the first large-scale livestock operation in Alberta (Cochrane Ranche), Cochrane's history is also comprised of the railroad, a stone quarry, brick plants and a sawmill. Today, we are a hub for technology startups and entrepreneurs. It's a place where people are inspired by opportunity and find success.

## + NATURE

On the doorstep of the Rocky Mountains, Cochrane's river valley provides a peaceful and welcoming place to explore. Enjoy year-round sunshine and big, open skies.

## + GREAT LOCATION

Set less than an hour from the majestic Rocky Mountains, Kananaskis Provincial and Banff National Parks, Cochrane is the perfect place to explore and rest your head away from the crowds. Easily accessible via the 1A highway, Highway 22 (The Cowboy Trail). While you're here, take a back road and explore the countryside to see wildlife roam the foothills.

## + OUTDOOR EXPERIENCES

By foot or bike, you can explore Cochrane's nearly 60km of pathways through the trees in our parks, or along the Bow River. If you pass someone on the path, they'll welcome you with a smile.

# BRAND PERSONALITY

Brand personality is the ownable and memorable characteristics our brand presents to the world and how we are perceived by visitors. Our brand personality traits set the tone and manner for how we look, act and sound. Our brand personality sets us apart from the crowd and will help us connect with our guests.

## + WELCOMING

The feeling of comfort and familiarity consumes you even on your first visit. From the friendly people to our welcoming streets, Cochrane is like coming home.

## + NATURALLY BEAUTIFUL

A panoramic view of the Rockies makes it feel like the mountains are giving you a hug. Listen closely and you will hear the peacefulness of our open spaces, parks and riverfront pathways. Soak in the embrace from the boundless sky for feeling of warmth you can't help but inhale.

## + UNEXPECTED

The feeling you get when you descend into the Cochrane valley is truly indescribable. It will make you pause and appreciate. And that's just the beginning of what awaits you in Cochrane. You'll discover it's so much more than you expect.

## + GENUINE

This speaks to our people and our sense of community. We're kind and friendly, and we genuinely care that you enjoy your time in Cochrane. We'll treat you like a local and share all of our favourite spots. What you see is what you get here.

## + INSPIRING

Cochrane is a place to be inspired. Our history has shaped the town into what it is today - a place for innovators to create and entrepreneurs to flourish.

# BRAND ESSENCE

Our brand essence is the heart and soul of our brand – the fundamental nature of the town of Cochrane.

Through all of the input we sought while developing the brand, people kept coming back to the acknowledgment of a special feeling. Something hard to describe, but that unites people in their awareness of what it is. Almost like an exclusive club; once you've been here, you know the feeling, and you love it.

Cochrane's brand essence is: the feeling of the valley.

This speaks to the indescribable multi-sensory experience that people, both visitors and residents, repeatedly feel when they set eyes on our cozy town, nestled in a valley, surrounded by one of the most impressive mountain ranges in the world: the Rockies. The valley refers to the unique landscape of Cochrane that provides a container for our unique offering.

It holds the warmth of historic main street, the peacefulness of the river and parks, and the welcoming nature of our people.

# BRAND POSITIONING

Below is our brand positioning, or promise, which sets the tone for everything that follows.

Cochrane is a small town with a big feeling in the heart of a stunning valley.

For those who appreciate the unexpected, Cochrane is full of pleasant surprises, from the majestic landscape to the comfortable feel of the historic downtown.

It's a feeling you have to experience to understand.

It's both unexplainable and unmistakable.

*it's the feeling*

# BRAND AND IDENTITY ASSETS OVERVIEW

Our brand identity is the overall expression of what we want our visitors to see and believe about Cochrane. That expression comprises a number of visual, verbal and sensory assets.

These brand identity assets are the tools that define our brand and campaign identity and help make us memorable and unique. They include not only the tangible elements you can see, like colour and typography, but also what you feel and hear through manner and voice.



## OUR WORDMARK AND TAGLINE

Our wordmark is a symbol of who we are and it is one of the most important parts of our visual identity. Our wordmark is not just our name, it represents our spirit and pride. This page illustrates how our tagline appears locked-up to our wordmark. All efforts should be made to show the Cochrane wordmark with the tagline. However, the tagline is designed to be used as a standalone element that supports ad copy.



Wordmark + Tagline = Brand

## LOGO TREATMENT

The official colour of the Cochrane Tourism brand is a deep brown (PMS 4625C). Solid black and solid white are also acceptable logo treatments.



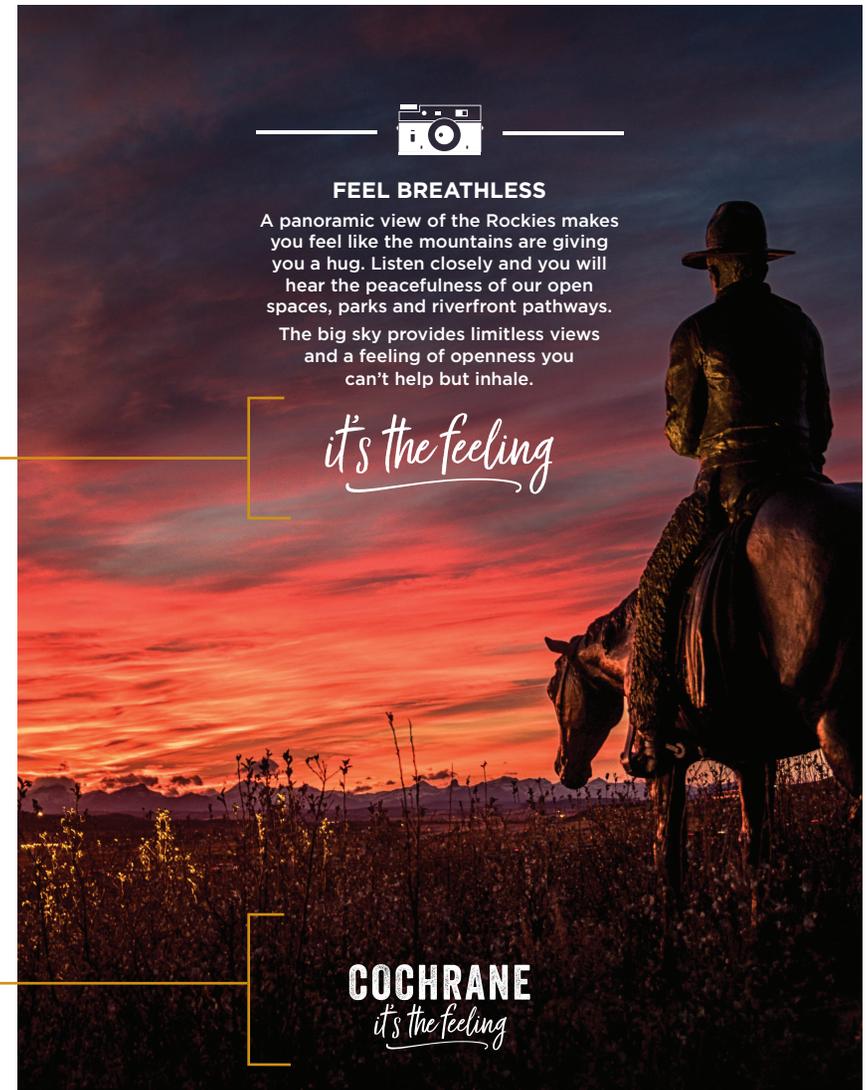
COCHRANE  
*it's the feeling*

COCHRANE  
*it's the feeling*

# CORRECT USE OF THE BRAND

Tagline is used as a design element to close the ad body copy. It is used independently of wordmark to emphasize or underscore the brand promise. The tagline should never appear without the complete brand mark.

Together, the wordmark and tagline comprise the brand. It should be used as the primary Cochrane Tourism mark and appear “locked up” on all brand applications. The wordmark should never appear without the tagline, but the brand can appear with or without and independent tagline.



## MINIMUM SPACE

The Cochrane Tourism brand should always be surrounded by a minimum area of space. This space or isolation area ensures that headlines, text or other visual elements do not encroach on the logo. This area is defined by using the height of the letter 'e' taken from the tagline as shown.



## MINIMUM SIZE

In order to retain the integrity and beauty of our brand while also maintaining legibility, it should never be reproduced at a size smaller than 30mm in width. For digital reproduction, the minimum size is 160 pixels wide. There is no maximum reproduction size of the logo.

minimum size 30 mm  
minimum size 160 pixels

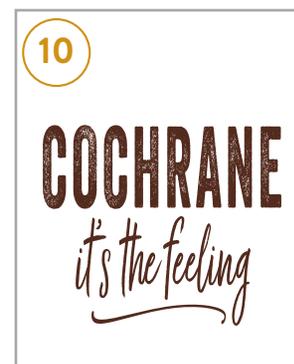
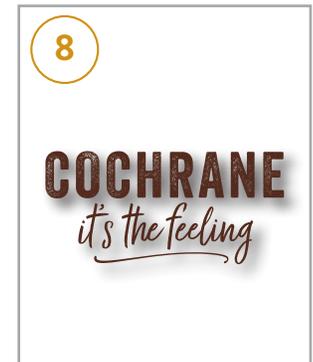
**COCHRANE**  
*it's the feeling*

# INCORRECT USE OF THE BRAND

In order to preserve the integrity of the brand, the following rules should be adhered to at all times. Ensure that the logo is clearly recognizable by using it properly, and do not alter it in any circumstances.

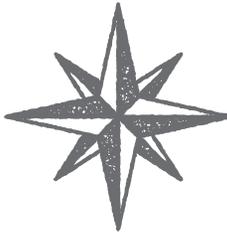
Consider the background it will be placed on to provide the best legibility. The following examples show various uses to avoid.

1. Don't change the logo's orientation.
2. Don't place the logo on a busy photograph or pattern.
3. Don't change the logo colours.
4. Don't crop the logo in any way.
5. Don't present the Cochrane wordmark without the tagline.
6. Don't present the logo in "outline only" fashion.
7. Don't place the logo on similarly-coloured backgrounds.
8. Don't add "drop shadow" effects to the logo.
9. Don't put a white box around the logo when placed on a dark or busy background.
10. Don't stretch or squeeze the logo to distort proportions.
11. Don't reconfigure or change the size or placement of any logo elements.
12. Be conscientious about how the logo is placed, specifically if placed over a person's body.



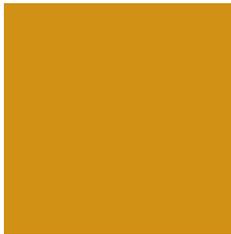
# ILLUSTRATIONS/ ICONS

Our illustrated icons are a fun representation of what our naturally beautiful town is all about. They are illustrated in the same rustic style that ties into our campaign and personality, while capturing our history in a unique and welcoming way. Below is a small sample of the icons Cochrane Tourism may use.



# PRIMARY COLOUR PALETTE

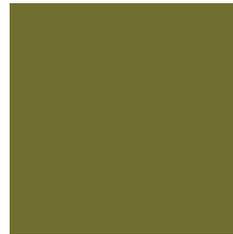
Colour is a powerful way to express moods and feelings. Cochrane is described as a town with spectacular views, warm and welcoming people, and a rich history. This is why we've created a palette that celebrates Cochrane's personality with colours that are earthy, natural and rustic.



**PMS** 1245C  
**CMYK** 22 42 100 2  
**RGB** 199 147 22  
**WEB** C79316



**PMS** 534C  
**CMYK** 95 82 32 19  
**RGB** 41 62 107  
**WEB** 293E6B



**PMS** 5757C  
**CMYK** 56 40 100 23  
**RGB** 107 111 42  
**WEB** 6B6F2A



**PMS** 4635C  
**CMYK** 32 63 82 21  
**RGB** 148 94 58  
**WEB** 945E3A



**PMS** 4625C  
**CMYK** 43 74 83 58  
**RGB** 82 44 27  
**WEB** 522C1B

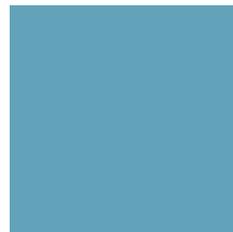
# SECONDARY COLOUR PALETTE



**PMS 468C**  
**CMYK 13 13 33 0**  
**RGB 222 211 176**  
**WEB DED3B0**



**PMS 141C**  
**CMYK 5 19 71 0**  
**RGB 242 203 101**  
**WEB F2CB65**



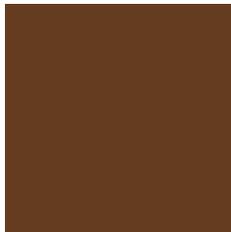
**PMS 549C**  
**CMYK 65 27 25 1**  
**RGB 95 155 175**  
**WEB 5F9BAF**



**PMS 5777C**  
**CMYK 39 24 70 1**  
**RGB 163 168 107**  
**WEB A3A86B**



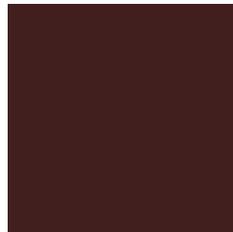
**PMS 535C**  
**CMYK 45 31 13 0**  
**RGB 145 161 190**  
**WEB 91A1BE**



**PMS 161C**  
**CMYK 41 70 93 47**  
**RGB 99 59 27**  
**WEB 633B1B**



**PMS 470C**  
**CMYK 21 76 100 10**  
**RGB 182 85 24**  
**WEB B65518**



**PMS 4975C**  
**CMYK 48 77 67 64**  
**RGB 70 35 36**  
**WEB 462324**



**PMS 5747C**  
**CMYK 65 51 100 50**  
**RGB 63 69 25**  
**WEB 3F4519**



**PMS 532C**  
**CMYK 79 73 53 56**  
**RGB 42 43 57**  
**WEB 2A2B39**

# PRIMARY TYPEFACE

Our primary typeface is Veneer. It was selected to help express the brand's tone of voice. Veneer's rustic, weathered style, allows us to reinforce the emotional and relational message we want to convey through each piece of communication. Note: always type the font in lowercase characters.

**A B C D E F G H I**

**J K L M N O P Q R**

**S T U V W X Y Z**

**1 2 3 4 5 6 7 8 9 0**

VENEER REGULAR  
Wordmark font  
Headline font

## SECONDARY TYPEFACE

Proxima Nova is a strong supporting font that is easy to read and allows Veneer to be the dominate focus in each piece of communication.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

PROXIMA NOVA REGULAR  
Body copy for documents and  
web applications

Monserrat is an acceptable  
webfont alternate

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

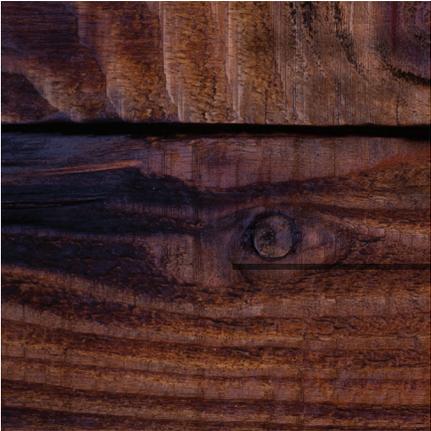
PROXIMA NOVA SEMIBOLD  
Body copy for ads

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

PROXIMA NOVA SEMIBOLD  
Headline alternate, URL font

# TEXTURES

Like our photography style and illustrated icons, another branding element that unites our campaign are textures. These textures were selected to complement the photography, type and icons with a western element.



DARK WEATHERED WOOD



DARK BLUE DENIM



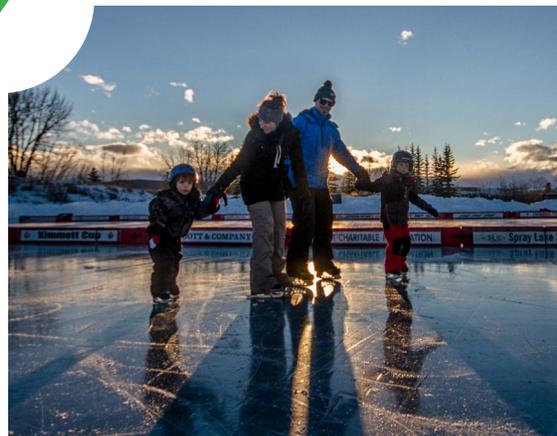
NATURAL LEATHER

# PHOTOGRAPHY

Our photography celebrates all the wonderful aspects of Cochrane and it's one of the elements that brings our campaign to life. Our library encompasses the friendly people, breathtaking views, and opportunities for adventures, relaxation and shared memorable experiences in the spirit of the Cochrane brand. The mood is warm, friendly, fun, open, optimistic and positive. To provide authenticity locations should be from Cochrane.

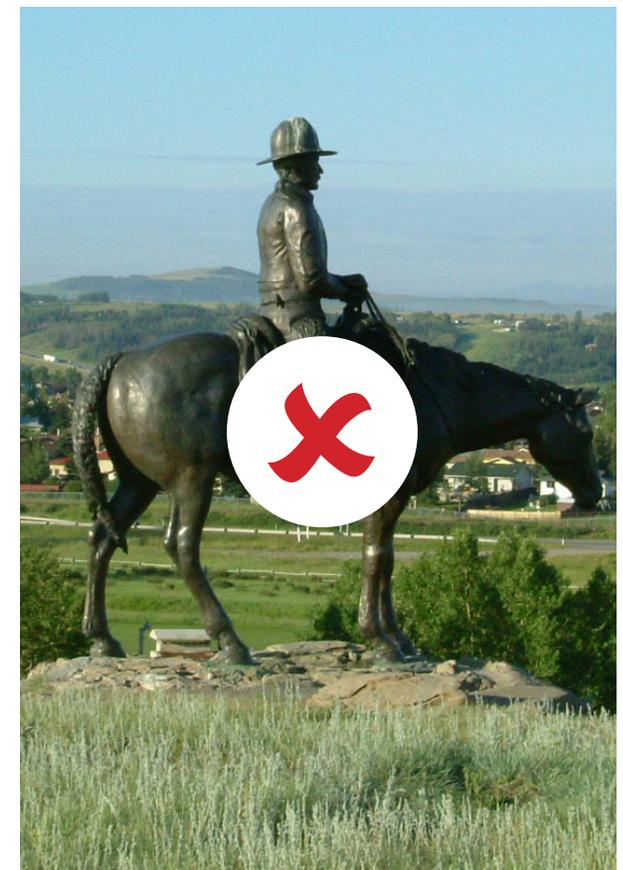
## THIS

Photography focuses on one or more people enjoying the events, activities or landscape of Cochrane. Colours should be bold and brave and subject matter should help viewers create an emotional connection.



## NOT THIS

Shots should be simple, direct and feature real people whenever possible. Avoid dull/hazy sky shots.



# TONE OF VOICE

There's no dispute that words are a visual medium. Whether you're reading a book or listening to a person tell a story, words create images in your mind. The language we use is every bit as important as the visual choices we make in communicating our brand personality.

Our brand essence is: the feeling of the valley. The language we use should underscore the feeling that Cochrane offers its visitors. The essence is important, but when it comes to writing, we must also consider our brand's personality. Our brand characteristics are welcoming, naturally beautiful, unexpected, genuine, and inspiring. The language we use should always support and celebrate those attributes.

## HEADLINE FORMULA

The headline sets the tone for the body copy. It acts as a *promise* to the visitor.

Feel the \_\_\_\_\_

- + Outdoors (open spaces, outdoor activities)
- + Connection (events, dining experiences, great company and customer service)
- + History/character
- + Passion/pride (stories of entrepreneurs who run local businesses)
- + Opportunity

Feel \_\_\_\_\_

- + Inspired
- + Surprised
- + Breathless
- + Welcome
- + At home

Feels like \_\_\_\_\_

- + Freedom
- + Adventure
- + Excitement
- + Home
- + Community
- + Friendship

## BODY COPY FORMULA

The body copy aims to define both the feeling and what visitors will experience in Cochrane. The body copy tells visitor *how* we will deliver on our promise and uses experiential language, answering "why" rather than an overview of a destination and explains, "What makes this great? Why here and not somewhere else?"

In addition, we always aim to be concise. In keeping with our brand voice and to avoid being interpreted as disingenuous, we avoid all uses of exclamation points.

Body copy aims to demonstrate how and what experiences create the feelings suggested by the headline.

## SAMPLE AD COPY

Ad copy always closes with the tagline, *it's the feeling*, which emphasizes both the promise we are making to our visitors and the inexplicable qualities that Cochrane has to offer.

### FEEL AT HOME

From the unique western architecture of our buildings, to the one-of-a-kind landscape that surrounds the valley, Cochrane welcomes you with open arms. It's a place where you stop for a coffee but end up exploring for hours.

A cowboy hat and boots aren't required, but they won't look out of place.

*It's the feeling.*

# BRAND IDENTITY ASSETS SUMMARY

This page is a quick reference guide for many of the brand identity assets you will need to use to develop communication materials.

## LOGO



Full Colour (4625C)



One Colour Mono



One Colour Reverse



minimum size 30 mm  
minimum size 160 pixels

## ICONS/ILLUSTRATIONS



## TEXTURES



Dark Weathered Wood



Dark Blue Denim



Natural Leather

## PHOTOGRAPHY



## TYPOGRAPHY

# HEADLINE: VENEER

Body Copy: Proxima Nova, Sentence Case  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## COLOUR PALETTE

PMS 4625C  
CMYK 43 74 83 58  
RGB 82 44 27  
WEB 522C1B

PMS 4635C  
CMYK 32 63 82 21  
RGB 148 94 58  
WEB 945E3A

PMS 5757C  
CMYK 56 40 100 23  
RGB 107 111 42  
WEB 6B6F2A

PMS 534C  
CMYK 95 82 32 19  
RGB 41 62 107  
WEB 293E6B

PMS 1245C  
CMYK 22 42 100 2  
RGB 199 147 22  
WEB C79316

# BRAND CAMPAIGN IDENTITY OVERVIEW

The Cochrane Tourism brand campaign starts with our essence of “it’s the feeling.”

In this section, you will see how the branding elements are brought to life in a number of examples from print ads to out-of-home executions.



# HOW THE ASSETS WORK TOGETHER

Our campaign is comprised of a number of branding elements. The example below illustrates six assets that make up our campaign.

## 1. PHOTOGRAPHY

The images should be arresting, candid, spontaneous and have a sense of place. The look of the imagery is warm and inviting. The colour is slightly saturated with good contrast. Most importantly it should capture a shared emotional moment.

## 2. ICON

Icons are great at helping people quickly identify with a subject. Our set represents core experiences in Cochrane (page 17). They lead the user into longer copy executions with an eye-catching visual. They can be used where need be. Not all executions will have enough space for them, so don't try and squeeze them in.

## 3. HEADLINE AND BODY COPY

Please ensure the images can be used for print purposes by leaving room and a proper amount of contrast for the headline and body copy and logo. Type should either be aligned centre or left, never justified.

## 4. TAGLINE

Our tagline is a simple and direct invitation to experience all that Cochrane has to offer. The tagline is used on it's own to underscore or emphasize the body copy. Not all executions will utilize the tagline.

## 5. BRAND

The brand, in it's full "locked up" orientation with the tagline, should be present on all marketing platforms.

## 6. URL

The URL should be present on all marketing platforms. The URL should be aligned centre directly below the brand. The URL should not include the www.

1

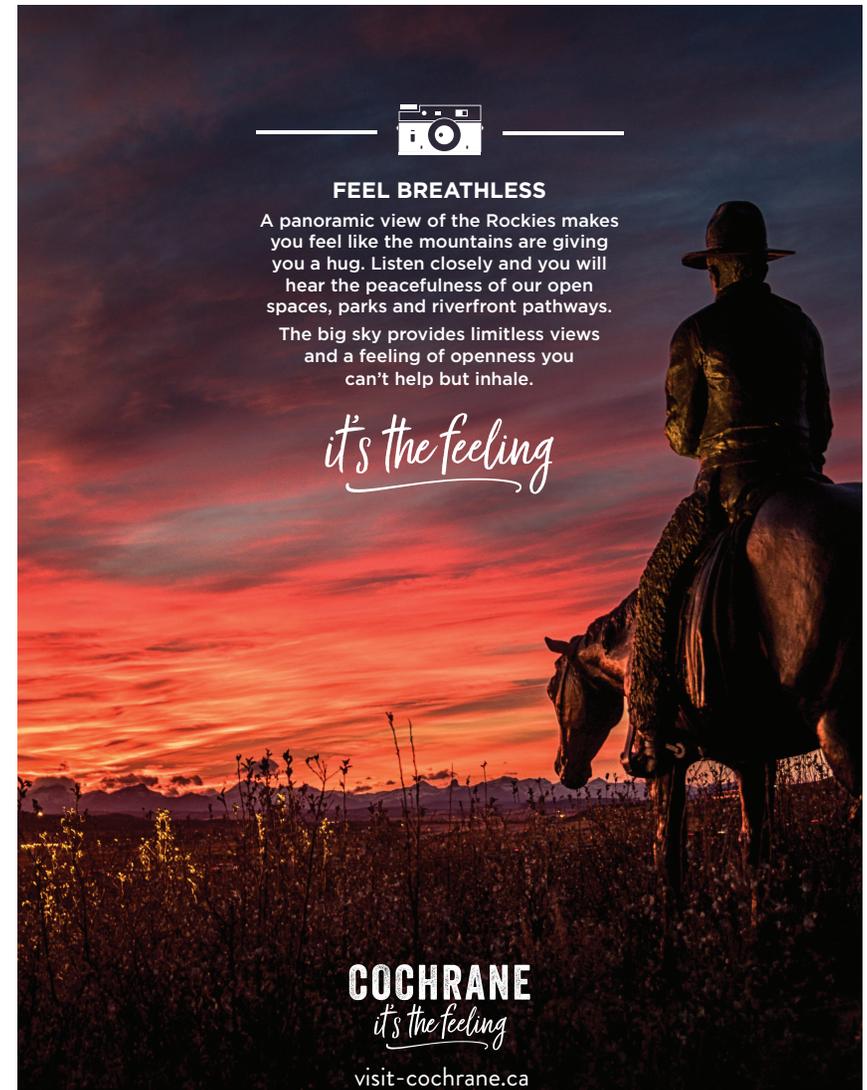
2

3

4

5

6



# ADDITIONAL ELEMENTS

## 7. PHOTOGRAPHY LOCATION AND CREDIT

Every photo should be labeled with its proper location. This will help travelers actually visit the location referenced and adds to the authenticity of the brand. In some cases, a photographer credit may be required. Photo locations and credits should be a minimum of 3 points smaller than the body copy, be presented in a contrasting colour, and located in the bottom right, either horizontally or vertically (depending on the application).

## 8. TEXTURE

Cochrane has a lot of textures that help define its wonderful character. We have chosen three main textures (page 22) to add a splash of that character to our brand. Use textures to enhance the visuals and serve as a backdrop to the stunning photography and engaging text. Be sure to choose textures that don't create an overly busy background for the brand elements or body copy and ones that don't compete with the stunning photography.



Mitford Ponds, Cochrane, Alberta

7

8

### FEEL SURPRISED

The feeling you get when you descend into the Cochrane valley is truly indescribable. It will make you pause and appreciate. And that's just the beginning of what awaits you in Cochrane. You'll discover it's so much more than you expect.

*it's the feeling*

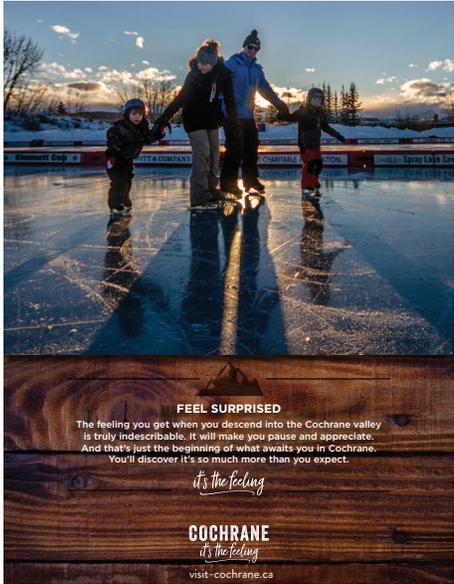
**COCHRANE**  
*it's the feeling*

visit-cochrane.ca

# CAMPAIGN SUMMARY

This is a quick reference guide for our campaign identity. Featuring a range of examples from print to out-of-home.

## PRINT ADS



## ONLINE DISPLAY



## LARGE FORMAT



## CONTACT US

If you have any questions that we didn't answer in these guidelines, please reach out. We're here to help!

The *Cochrane: It's the feeling* brand was developed exclusively for the use of Cochrane Tourism. Any unauthorized use, reproduction or distribution, in whatever form and by whatever media, is expressly prohibited without the prior written consent of the Cochrane Tourism Association. Use of the the brand is not permitted for any for-profit activities (i.e., saleable items).

This brand was developed from extensive public engagement that included an online survey and a group of dedicated volunteers who completed more than 24 hours of workshops and exercises. The final survey report and more information can be found at [cochrane-tourism.ca](http://cochrane-tourism.ca).

**Jo-Anne Oucharek**  
Executive Director  
Cochrane Tourism Association  
403-828-8397  
[www.cochrane-tourism.ca](http://www.cochrane-tourism.ca)

Photography courtesy of:  
Tim Hall and Jacquie Matechuk

**COCHRANE**

*it's the feeling*