

DESTINATION

BRAND GUIDELINES

DISCOVER
SAINT JOHN
& THE TOWNS
& BY THE BAY

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01.

OUR PILLARS

OUR PILLARS

KEY COMMUNICATION PILLARS

HISTORY

Saint John and the Towns by the Bay is steeped in history dating back centuries. The oldest continuing farmer's market in Canada. Remarkable architecture. Historic lighthouses. The resilient spirit that rose from the ashes of the Great Fire of 1877. To this day, the region blends historic charm with modern vitality.

FOOD & DRINK

Our diverse culinary landscape includes fresh seafood like lobster, scallops, and Bay of Fundy salmon, but it extends beyond the ocean. Savour traditional Canadian fare, as well as exciting international flavours. Wash it all down with refreshing local drinks like craft beer, cider, wine, spirits, and non-alcoholic beverages.

KEY COMMUNICATION PILLARS

URBAN CULTURE

Saint John and the Towns by the Bay has a vibrant urban culture that creates as much pull for visitors as our world-famous tides. A lively music scene. One-of-a-kind festivals. Art galleries. Unique shops and restaurants. Cultural events. There’s something for everyone to enjoy here.

OUTDOOR ADVENTURE

Our outdoor offerings are a memorable blend of tranquility and excitement for nature lovers. The Bay of Fundy invites kayaking and sightseeing, while rivers and lakes offer paddling and fishing opportunities. Camp under the stars, rent a nature dome, or explore breathtaking hiking trails like the Fundy Footpath.

02.

OUR PHILOSOPHY

OUR PHILOSOPHY

BRAND PROMISE



BEST OF THE BAY

Our promise is to provide visitors with the most unique and memorable Bay of Fundy vacation. There's so much more to discover beyond Hopewell Rocks—come experience the unexpected in Saint John and the Towns by the Bay.

World-famous tides, rugged beauty, texture and art, history and modernity, music and culture, fashion and flavour, grit and sophistication, outdoor adventure and relaxation. It's all here, and it's all uncomplicated. That's the makings of the perfect bay-cation.

Visitors love our community of vibrant, uniquely Maritime towns and our hip, historic city right next to nature. Minutes from door-to-shore, where else can you explore a cool, culinary city and see the world's highest tides in the same day? We promise you'll find it nowhere else on Earth.

OUR PHILOSOPHY

BRAND EXPERIENCE

A photograph of two people in wetsuits walking on a beach at sunset. They are carrying surfboards. The person on the left is carrying a blue and white surfboard, and the person on the right is carrying a colorful surfboard with red, yellow, and green stripes. The sky is orange and yellow, and the water is calm.

AN INVIGORATING GETAWAY

You set the pace of your bay-cation as you explore refreshing pairings that will leave you with renewed energy and purpose. Enjoy the abundance of things to do—all vastly different and all within a short drive.

Feel the excitement of Saint John's urban buzz. Discover coastal towns. Adventure in the city all morning and unwind in nature as the day unfolds. It's these kinds of interesting dualities that make the visitor experience feel so invigorating.

OUR PHILOSOPHY

BRAND VALUES



REAL CHARACTER

This is a place that values what's real. We value real people and real experiences. We're not pretentious. We tell it like it is. Sure, we enjoy the finer things in life, but we are about substance, not sizzle.

We value individuality, creativity, honesty, self-expression—and grit. Because that's what builds character. Our people and places have as much character as the shorelines carved by the Fundy tides.

We welcome characters of all kinds here.

OUR PHILOSOPHY

BRAND PERSONALITY



HIP, FRIENDLY UNCOMPLICATED

We're a friendly bunch that believes life is better when it's uncomplicated. We have a strong sense of self, forever exploring what's meaningful to us. We know all the hot spots and hidden gems—but most importantly, we know who we truly are. We love sharing that with the world, encouraging people to find out what makes them unique, too.

BRAND PERSONALITY

CREATIVE REAL
WELCOMING
VIBRANT
SURPRISING INNOVATIVE
OPTIMISTIC ENERGETIC

OUR PHILOSOPHY

BRAND PERSONA

A photograph of a woman with dark, wavy hair looking up at a large, textured orange balloon in a city street. The background shows historic buildings and other people, slightly out of focus.

THE STORIED ADVENTURER

We've got history—and because of that, we've got stories to share. We find adventure wherever we go because we're just as connected to nature as we are with what's happening in the city. We never forget where we came from, but we're constantly on the move, inspired by curiosity and a forward-thinking spirit. We're rooted in traditional values, but we're also inquisitive and energetic, always excited about what comes next.

03.

OUR VOICE

OUR VOICE

WRITING STYLE & TONE

A photograph of a smiling woman with long brown hair tied back, wearing a black t-shirt with 'SAINT JOHN' printed on it. She is holding a brown paper coffee cup with a black lid. The background shows a cafe or kitchen area with shelves of glassware and a coffee machine.

HOW WE COMMUNICATE WITH THE WORLD

Our voice and style stems from our brand attributes and reflects the personality of Saint John and the Towns by the Bay. Our tone may change as needed, but it's always the same personality speaking.

WRITING STYLE & TONE

INTRIGING AND CREATIVE

We use language that sparks curiosity, motivating potential visitors to discover more.

HONEST AND INFORMATIVE

We tell it like it is. We believe in being transparent and avoiding exaggeration.

WELCOMING & HUMBLE

We are non-judgemental and relatable. We are not elitist—we're familiar.

PLAIN SPOKEN & EASY TO UNDERSTAND

We are accessible in many ways, including communicating clear, helpful messages.

POSITIVE & GOOD HUMOURED

We have a strong sense of place, a great sense of humour, and an optimistic worldview.

SPELLING, PUNCTUATION & CAPITALIZATION

Saint John and the Towns by the Bay is always written by capitalizing Saint John, Towns, and Bay. All the other words are written in lowercase letters. The exception is the wordmark, where all letters are all caps.

Use an ampersand when writing Saint John & the Towns by the Bay in headlines. Spell out the word “and” when writing Saint John and the Towns by the Bay in body copy.

Please observe the following spelling of places in the region and respect capitalization:

Saint John

Quispamsis

Rothsay

Grand Bay-Westfield

Hampton

Fundy-St. Martins

Fundy Rural District

OUR VOICE

CONSISTENT WRITING

USE THE OXFORD COMMA.

Example

DO: Explore historic Saint John, charming towns, and the world's highest tides.

DON'T: Explore historic Saint John, charming towns and the world's highest tides.

USE SIMPLE WORDS AND SENTENCES.

Example

DO: The beauty of this region is all around you.

DON'T: The beauty of this region is ubiquitous.

USE CONTRACTIONS TO MAKE WRITING FEEL MORE FRIENDLY.

Example

DO: Visitors can't believe how friendly and fun it is here.

DON'T: Visitors cannot believe how friendly and fun it is here.

USE ACTIVE VOICE.

Example

DO: Our vibrant city and seaside towns welcome thousands of tourists each year.

DON'T: Thousands of tourists are welcomed each year to our vibrant city and seaside towns.

04.

WORDMARK

WORDMARK

SINGLE COLOUR ON WHITE

**DISCOVER
SAINT JOHN
& THE TOWNS
BY THE BAY**

WHITE ON COLOUR

**DISCOVER
SAINT JOHN
& THE TOWNS
BY THE BAY**

FULL COLOUR

COLOUR ON WHITE

This wordmark is the primary brand logo and is always to be used on a lighter background.

The wordmark may be used in any of the approved colours within this brand guideline.

WHITE ON COLOUR

Use the white wordmark only when the background colour makes using the main wordmark prohibitive. Never use a full colour wordmark on a coloured background.

WORDMARK

BLACK ON WHITE

**DISCOVER
SAINT JOHN
& THE TOWNS
BY THE BAY**

WHITE ON BLACK

**DISCOVER
SAINT JOHN
& THE TOWNS
BY THE BAY**

BLACK & WHITE

BLACK ON WHITE

When only black and white is available, use a black wordmark on a white background.

WHITE ON BLACK

When only black and white is available, use a white wordmark on a black background.

WORDMARK

CLEAR SPACE



MINIMUM SIZE

**DISCOVER
SAINT JOHN
& THE TOWNS
& BY THE BAY**

DIGITAL: 150 px

PRINT: 1"

CLEAR SPACE & MINIMUM SIZE

The wordmark is best displayed when surrounded by a specific amount of clear space. Creating space around the wordmark allows it to be more visible.

Use the "&" from the wordmark as a guide for spacing of all graphic elements. The minimum size for the wordmark should be 150 px tall in digital form and 1" tall in print.

WORDMARK

01. **DO NOT**

DISCOVER
SAINT JOHN
 & THE TOWNS
 BY THE BAY

02. **DO NOT**

DISCOVER
SAINT JOHN
& THE TOWNS
BY THE BAY

03. **DO NOT**

DISCOVER
SAINT JOHN
 & THE TOWNS
 BY THE BAY

04. **DO NOT**

DISCOVER
 SAINT & THE TOWNS
 JOHN BY THE BAY

INCORRECT USES

01. **DO NOT** use multiple colours in the wordmark.02. **DO NOT** stretch or shear the wordmark.03. **DO NOT** use drop shadows on the wordmark.04. **DO NOT** rearrange the placement of words.

05.

TYPOGRAPHY

SMOOTHY
SLANTED

HEADLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!*&?/%#@{}-=[]\|

TYPEFACE 01

STYLE & WEIGHT

The primary typeface is **SMOOTHY SLANTED**.
Tracking is set at 0.

Use **SMOOTHY SLANTED** in uppercase
for headlines. Multiple sizes may be used to
make headline typesetting dynamic.

*If subscribed to Adobe Creative Cloud,
Smoothy is available through Adobe Fonts
for digital and print applications.*

FUTURA PT

TYPEFACE 02

SUB-HEADLINES

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 ! * & ? / % # @ { } - = [] \ |

BODY COPY (PARAGRAPHS)

abcdefghijklmnopqrstuvwxyz
 1234567890!*&?/%#@{}-=[]\|

STYLE & WEIGHT

The secondary typeface is **FUTURA PT**.

Tracking is set at 150.

Use **FUTURA PT** in uppercase
 for sub-headlines.

Use **FUTURA PT** in sentence case for
 body copy and longer content blocks.

Tracking is set at 0.

*If subscribed to Adobe Creative Cloud,
 Futura PT is available through Adobe Fonts
 for digital and print applications.*

06.

COLOURS

COLOURS

DISCOVER

Pantone ® 7548 C

C: 0 M: 27 Y: 100 K: 0

R: 255 G: 191 B: 0

Hex #FFBF00

FOOD & DRINK

Pantone ® 144 C

C: 2 M: 52 Y: 100 K: 0

R: 242 G: 142 B: 19

Hex #F28E13

HISTORY

Pantone ® 186 C

C: 9 M: 100 Y: 100 K: 2

R: 217 G: 13 B: 13

Hex #D90D0D

OUTDOOR ADVENTURE

Pantone ® 2727 C

C: 79 M: 46 Y: 0 K: 0

R: 54 G: 124 B: 192

Hex #367CC0

URBAN CULTURE

Pantone ® 2755 C

C: 100 M: 94 Y: 34 K: 31

R: 31 G: 39 B: 88

Hex #1F2758

BRAND PALETTE

Colourful and welcoming, this bright colour palette nods to the vibrancy of the region while reinforcing its four pillars.

The overarching brand colour, **yellow**, represents the happiness associated with discovering the region.

SUPPORTING COLOURS:

Orange represents the comfort and social interaction found through food and drink experiences.

Red represents history, heart, and brick architecture.

Light blue represents outdoor adventure: the sky & the sea.

Dark blue represents the mystique and allure of our exciting urban cultural events.

07.

IMAGERY

IMAGERY

PHOTOGRAPHY

PICTURE PERFECT

Use images that capture what makes Saint John and the Towns by the Bay so special. Photography should convey bright, bold colours that promote positivity and exploration.

Whenever possible, compositions should be framed to capture unique contrasts (such as the juxtaposition of history and modernity) and textural elements like brick and sand to intrigue potential visitors.

Our ever-growing image library should showcase positive experiences in all types of weather. Images should be representative of all areas of the region, guided by our four pillars.



IMAGERY

PHOTOGRAPHY

FRIENDLY
FACES

Use images of people (close-ups and group shots) to showcase the range of emotions one might experience while visiting the region: joy, relaxation, introspection, excitement, and more.

Images should show people in a positive light. Include a diverse mix of residents and tourists.

The style of photography (either purchased or shot) should feel authentic and not doctored. It should never be posed. Capture real bay-cation moments instead.



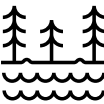
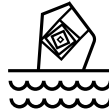
ICONOGRAPHY

ICONS

Icons make information more easily decodable and memorable.

There is a designed icon associated with each area in Saint John and the Towns by the Bay.

Follow this style for all other iconography tied to our destination brand.



VIDEO CONSIDERATIONS

FRAMING & RESOLUTION

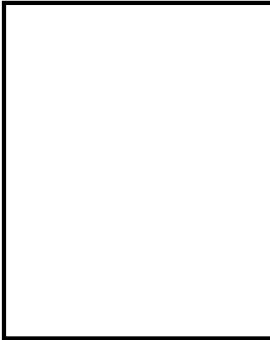
As much as possible, video should be framed with both horizontal and vertical aspect ratios in mind. In order to optimize footage for use in various channels, consider framing shots that can be cropped in different aspect ratios, or alternatively consider shooting both a vertical and horizontal version.

Shooting in 4K or higher resolution is always recommended. This not only ensures the best quality footage, but also creates greater flexibility in cropping to different aspect ratios. It also allows for zooming in on specific areas of detail within the footage.

16x9



4x5



9x16



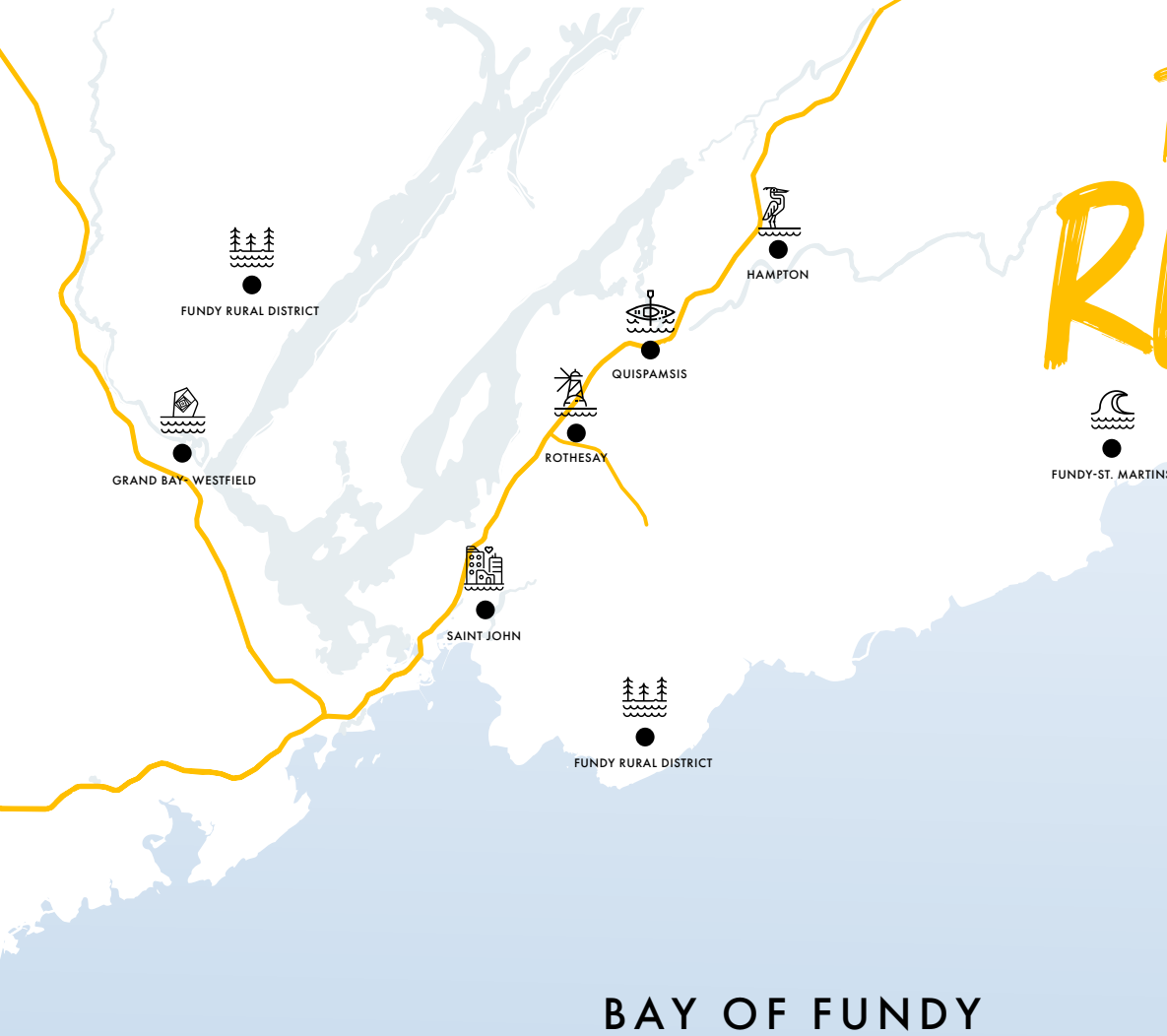
08.

REGION-SPECIFIC GUIDELINES

REGION-SPECIFIC GUIDELINES

SAINT JOHN & THE TOWNS BY THE BAY

THE REGION



Located in southern New Brunswick, Canada, the region includes a major port city on the world-famous Bay of Fundy and vibrant surrounding communities. This region is comprised of the City of Saint John, Quispamsis, Rothesay, Grand Bay-Westfield, Hampton, Fundy-St. Martins, and the Fundy Rural District.

[DISCOVERSAINTJOHN.COM](https://discoversaintjohn.com) >

REGION-SPECIFIC GUIDELINES



SAINT JOHN

SMALL CITY, BIG HEART

Saint John is a small city with big heart. So much more than a port city, it's a special place where the Wolastoq/Saint John River meets the famous Bay of Fundy—home of the world's highest tides. Saint John is the only city on the Bay of Fundy and it's also Canada's first incorporated city. Full of historic architecture, eclectic shops, one-of-a-kind restaurants, interesting arts and cultural experiences and more, Saint John attracts many cruise ships and tourists each year.



[SAINTJOHN.CA](https://saintjohn.ca) >

REGION-SPECIFIC GUIDELINES



QUISPAMSIS

THERE IS NO OTHER

~20 MIN. DRIVE FROM SAINT JOHN

There really is no place quite like Quispamsis. Situated along the breathtaking Kennebecasis and Hammond River waterways, the town has picturesque landscapes and an abundance of outdoor activities. There are plenty of recreational areas such as parks, beaches, trails, playgrounds, arenas, and sports fields, making Quispamsis an especially popular spot for active tourists.

QUISPAMSIS.CA >



REGION-SPECIFIC GUIDELINES



ROTHESAY

RIVERSIDE RELAXATION & REJUVENATION

~15 MIN. DRIVE FROM SAINT JOHN

Situated in the Kennebecasis Valley, Rothesay is a town of riverside relaxation and rejuvenation. Visitors have easy access to the waterways in and around the Saint John River valley, alongside many historical landmarks. It's a suburban retreat for all ages.

[ROTHESAY.CA](https://rothesay.ca) >



REGION-SPECIFIC GUIDELINES



HAMPTON

IT'S OUR NATURE

~30 MIN. DRIVE FROM SAINT JOHN

Shaped by water, alive with culture, and full of entrepreneurial spirit, Hampton inspires great living. Many artists and craftspeople call Hampton home, delighting visitors with artisanal treats and creations. Outdoor pursuits, abundant wildlife, and rivers and trails that connect to it all. Hampton gives visitors every excuse to play outside.


[HAMPTON.CA](https://hampton.ca) >

REGION-SPECIFIC GUIDELINES



GRAND BAY-WESTFIELD

NEIGHBOURS BY NATURE

~20 MIN. DRIVE FROM SAINT JOHN

When a town has “Grand” in its name, you know you’re in for something special. Take in the scenery while strolling heritage trails or while getting gently pulled across the river on a cable ferry. Snap a selfie with a spectacular sculpture at Brundage Point. A grand old (and new!) time awaits you in Grand-Bay Westfield.



GRANDBAYWESTFIELD.CA >

REGION-SPECIFIC GUIDELINES



FUNDY-ST. MARTINS

GATEWAY TO THE WORLD'S HIGHEST TIDES

~45 MIN. TO 1 HR 45 MIN. DRIVE FROM SAINT JOHN

Fundy-St. Martins is packed with BIG natural attractions. Witness the world's highest tides—then walk on the ocean floor. Take in unforgettable Bay of Fundy vistas. Explore huge, ancient rocks and mysterious sea caves. With geological wonders from 250+ million years ago, it's never the same old story around Fundy-St. Martins.



STMARTINSCANADA.COM >

REGION-SPECIFIC GUIDELINES



FUNDY RURAL DISTRICT

PEACEFUL PARADISE

~30 MIN. DRIVE FROM SAINT JOHN

The Fundy Rural District brings nature to the forefront. Trade city lights for starry nights and sunny sidewalks for sandy trails. Leave the highways behind for roadways with unique discoveries at every turn. Slow down, take a deep breath, and relax at the province's first thermal spa, sample local delights while enjoying river views, or simply rest and enjoy the rhythm of the Bay of Fundy waves.



09.

APPLICATION

APPLICATION

ADVERTISING

PRINT AD



HEADLINE TYPEFACE OVERHANG

The headline should be big and bold, hanging off the edge if applicable. Leave 1/2" inch of space after the headline so it doesn't touch the edge of the creative.

AVOID TYPEFACE ON FACES

Ensure that there is no copy obstructing faces in all creative pieces across all platforms.

WHITE FRAME

For larger print pieces, ensure that there's a 1" inch border around the piece. The top right and bottom left corners are rounded at 0.375".

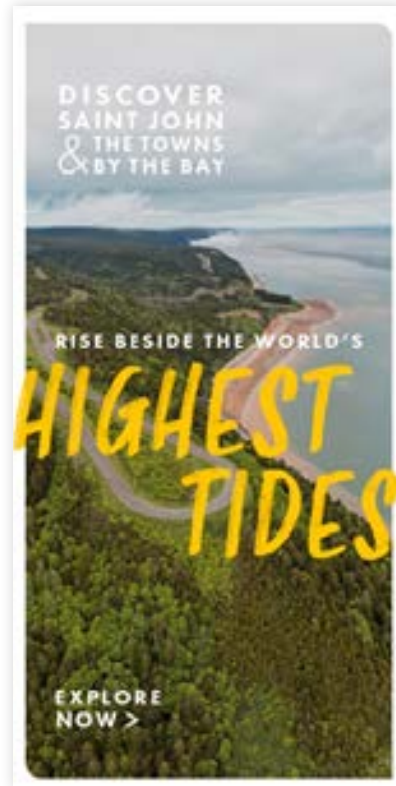
ADVERTISING

DIGITAL DISPLAY ADS

HEADLINE TYPEFACE OVERHANG

The headline should be big and bold, hanging off the edge if applicable.

The headline can brush the edges in smaller creative but not completely disappear off the artboard.



WHITE FRAME

For smaller pieces like display ads, ensure that there's a 0.08333" inch border around the piece.

The top right and bottom left corners for smaller pieces are rounded at 0.125".



APPLICATION

ADVERTISING

SOCIAL ADS

Supporting copy and CTA as well as clickthrough buttons would always accompany social posts. We would recommend using the native functionality present in the social platform.



AVOID TYPEFACE ON FACES

Ensure that there is no copy obstructing faces in all creative pieces across all platforms.

HEADLINE TYPEFACE OVERHANG

The headline should be big and bold, hanging off the left and right edges if applicable. Leave 1/2" inch of space after the headline so it doesn't touch the edge of the creative.

WHITE FRAME

For social pieces, ensure that there's a 1" border around the piece. The top right and bottom left corners are rounded at 0.375".

APPLICATION

ADVERTISING

BILLBOARDS

HEADLINE TYPEFACE OVERHANG

The headline should be big and bold, hanging off the left and right edges if applicable. Leave 4" of space after the headline so it doesn't touch the edge of the creative.

WHITE FRAME

For large billboard pieces (20'x10' feet), ensure that there's a 8" border around the piece. The top right and bottom left corners are rounded at 8".

DYNAMIC HEADLINES

When using only one typeface for the headline, multiple sizes may be used to make headline typesetting dynamic. Ensure that these two sizes are at least 40 pt apart to create the necessary contrast.



SWAG

LONG SLEEVE SHIRT



THANK YOU

00.