

kamloops

2024 Brand Deck

(Work in progress)

kamloops

TOURISM
kamloops

Colour Palette

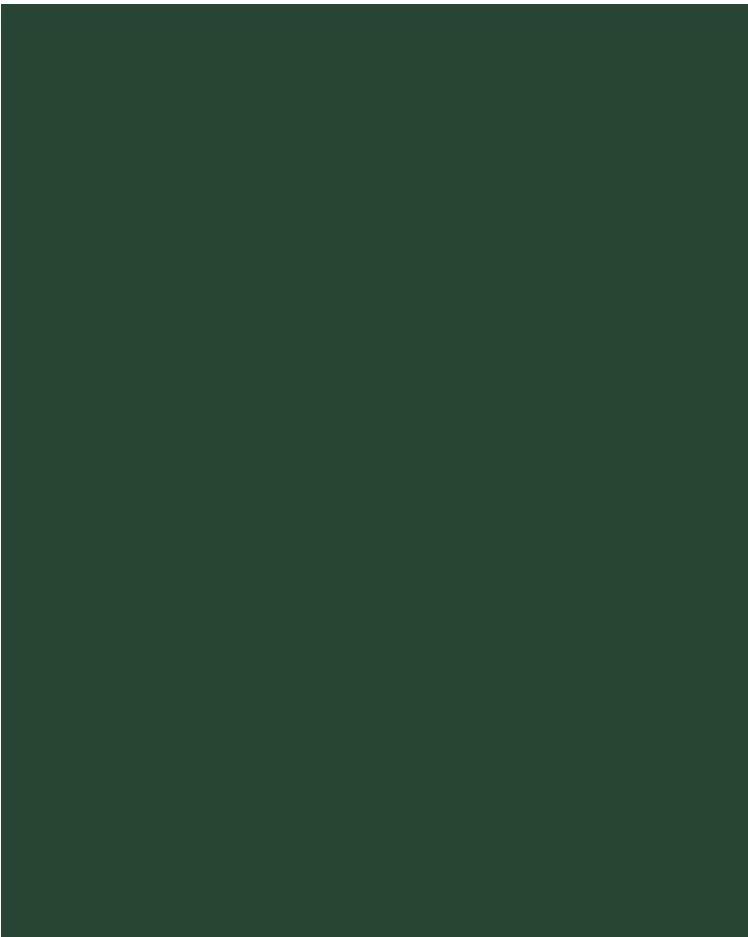
Primary

Our palette is bold, saturated and energetic with each colour referencing a unique element of the Kamloops landscape.

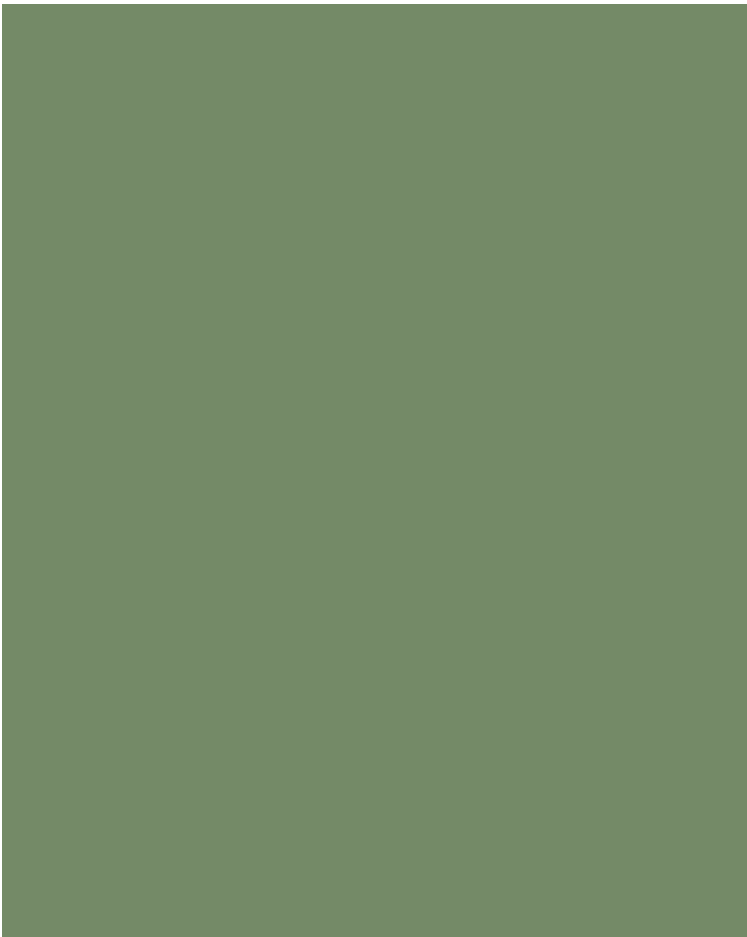
Hoodoo, Ponderosa and Sage are our three primary colours and should be used most often.



Hoodoo
#BF582C



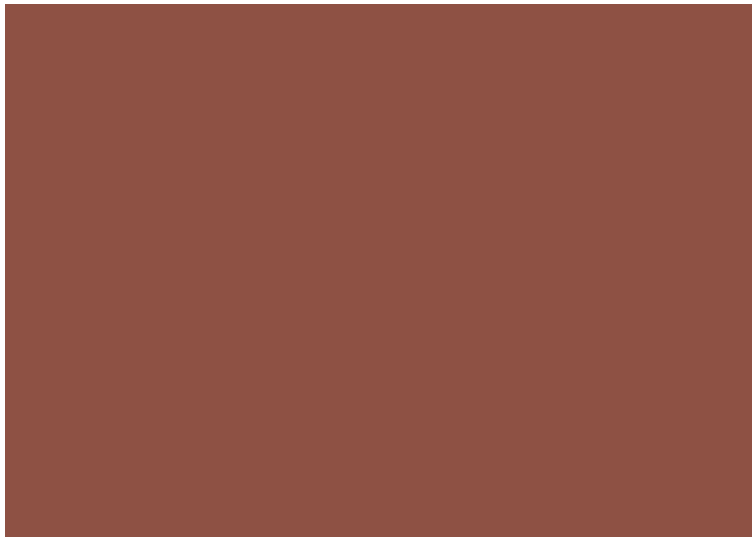
Ponderosa
#284533



Sage
#748A67

Secondary

Our secondary palette includes Clay and Grassland. They can be used to support the other colours or on their own where application dictates.



Clay
#8E5144

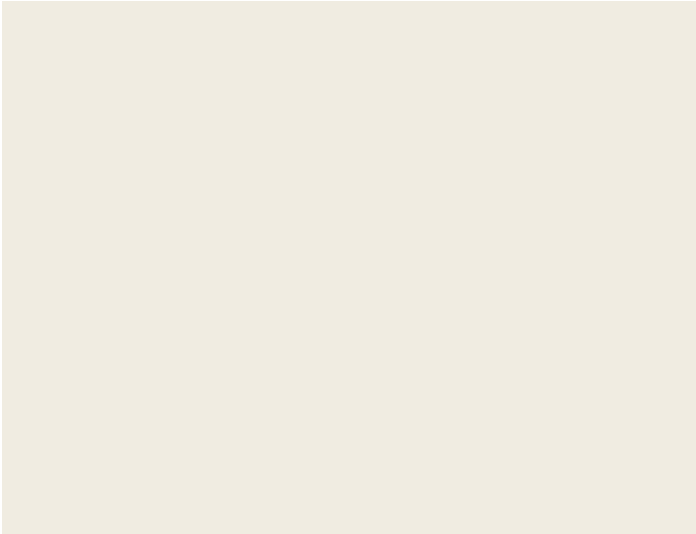


Grassland
#A8B235

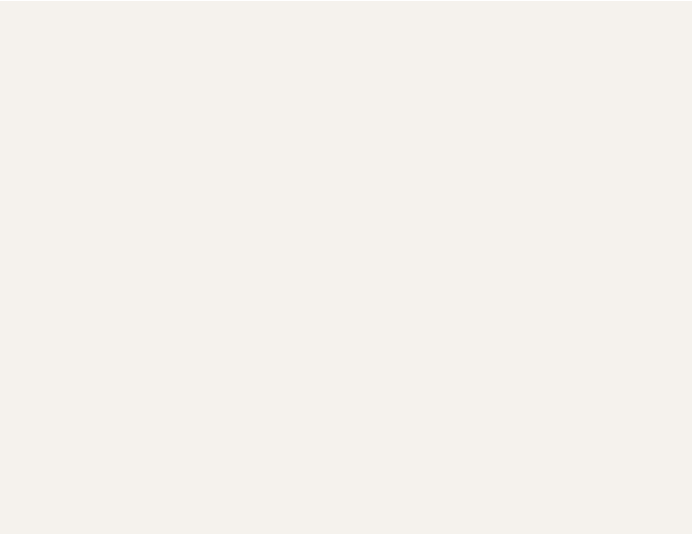
Colour Palette

Neutrals

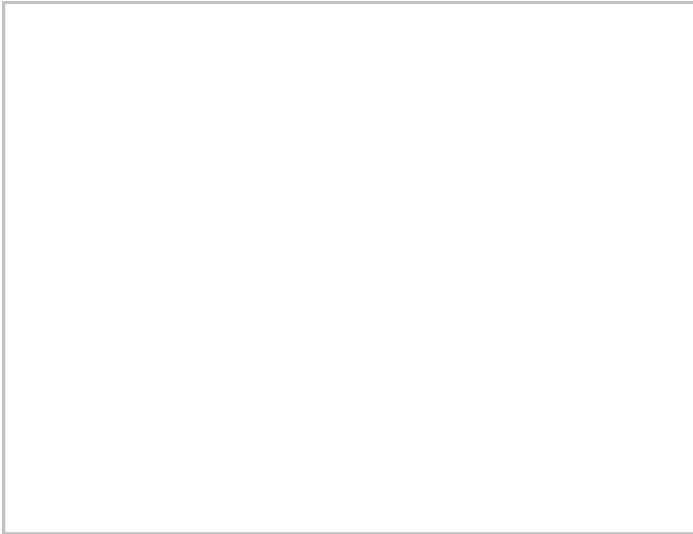
Sand and Chalk can be used as softer, more subtle background colours or overlaid on our primary palette. Stone should be used instead of pure black.



Sand
#F0ECE1



Chalk
#F5F2ED



White
#FFFFFF



Stone
#29272E



Headline

Clash Display

Clash Display was chosen for its unique personality, legibility, and versatility. The space inside many letterforms gives it a open, airy feel while its subtle contrasting strokes give it energy and movement. It's expressive without being too daring and has a healthy dose of warmth and friendliness. In order to avoid appearing overly bold or too delicate we will use only the Medium and Regular weights.

Clash Display

Clash Display

Body

Sofia Pro

We've retained Sofia Pro as a body font due to how well it pairs with Clash Display. The clean geometric forms feel friendly and modern while being very legible at small sizes. Available is many weights we will use Semi-bold, Regular and Light only.

Lorem ipsum dolor sit amet consectetur.

Lorem ipsum dolor sit amet consectetur.

Lorem ipsum dolor sit amet consectetur.

Go big

Let curiosity be
your compass

An art scene that
blossoms in spring

This is a place where every street and trail are yours to explore, and where wrong turns often lead to the greatest discoveries.

The Rivers Trail is a network of 40km of trails connecting Kamloops’ downtown and North Shore along the North and South Thompson Rivers that are shore to delight.

With a variety of outstanding facilities, a strong athletic culture, and an enthusiastic volunteer base, Kamloops is the best location to host your next tournament or sporting event.

Kamloops’ diverse arts and culture scene will surprise you—but in the best possible way. With art galleries, live music, theatre, outdoor festivals and more, there are always sights to see and stories to share.

Headline Styling

Sizing

Go big. Be bold. Where appropriate set Clash Display in large sizes. Avoid using Clash Display for smaller headings and subheadings, and instead switch to Sofia Pro Semi Bold.

Tracking

Not too tight, not too loose. Clash Display works best for us when tracking/letter spacing is set at 0.

Leading

Tighten up. Clash tends to run tall so at bigger font sizes reduce leading to ~90% font size. And at smaller sizes increase slightly to 100% for legibility.

Paragraph/Subhead Styling

Tracking

At larger sizes tighten up the tracking slightly by using small negative value. As our copy size decreases set the tracking to 0.

Leading

Give copy room to breathe. Set the line height tall at 150% for larger font sizes and reduce down to 140/130/120 as type becomes much smaller.

Clash Display Medium
Line height: 90%
Letter-spacing: 0

Let curiosity be your compass

Sofia Pro Regular
Line height: 150%
Letter-spacing: -1%

In Kamloops, everyone gets to play like a local and experience life a little off the beaten path. Here, spontaneity reigns and visitors are rewarded for following their hearts, not an itinerary. This is a place where every street and trail are yours to explore, and where wrong turns often lead to the greatest discoveries.

Clash Display Medium
Line height: 100%
Letter-spacing: 0

Your guide to the Kamloops Rivers Trail

Nothing beats a scenic walk along the river banks with a local java in hand or a cruise on two wheels with the family, and wind blowing through your helmet-covered hair. The Rivers Trail is a network of 40km of trails connecting Kamloops’ downtown and North Shore along the North and South Thompson Rivers that are shore to delight.

Sofia Pro Regular
Line height: 140%
Letter-spacing: 0

Clash Display Medium
Line height: 100%
Letter-spacing: 0

Outdoor Market

Saturdays

200 block of St. Paul Street
April 22 to October 28, 2023 | 8:30 am-12:30 pm

Sofia Pro Semibold & Regular
Line height: 140%
Letter-spacing: 0

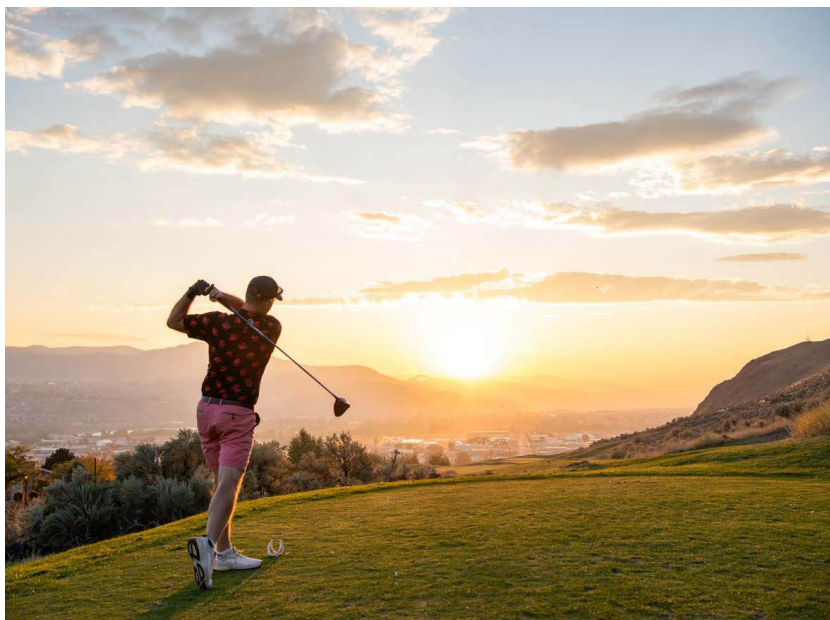
Sofia Pro Semibold & Regular
Line height: 130%
Letter-spacing: 0

Small heading

Kamloops’ diverse arts and culture scene will surprise you—but in the best possible way. With art galleries, live music, theatre, outdoor festivals and more, there are always sights to see and stories to share.

Photography - Space to Explore/Play

These are shots filled with energy and action, with a focus on exploration and where the viewer feels like part of the scene. They allow the open space and unique setting to differentiate us.



Photography - Space to Connect

Our uncrowded spaces allow for natural connection with friends, family and locals. These are candid, unstaged shots where people are the focus.



Photography - Space to Breathe

Let's invoke a feeling of calm, relaxation and low-stress through a variety of subject matters from wide-open spaces to macro details. We want our audience to appreciate the serenity in every shot.



Example Execution

Print Ad



Wide open

Lorem ipsum dolor sit amet consectetur. Nunc scelerisque in mauris feugiat lorem. Mi odio imperdiet ipsum lorem amet. Congue faucibus dolor amet purus. Ornare id non odio gravida orci tristique at cursus.

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tourismkamloops.com

Example Execution

Print Ad

A wide-angle photograph of a golfer in mid-swing on a grassy hill. The golfer is wearing a dark shirt with red polka dots and pink shorts. The background shows a vast landscape with rolling hills, a small town, and mountains under a dramatic sunset sky with orange and yellow clouds. The image is split vertically down the middle, with the golfer on the left and the landscape on the right.

Wide open

Lorem ipsum dolor sit amet consectetur. Nunc scelerisque in mauris feugiat lorem. Mi odio imperdiet ipsum lorem amet. Congue faucibus dolor amet purus. Ornare id non odio gravida orci tristique at cursus.

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Example Execution

Print Ad



Example Execution

Print Ad



Example Execution

Print Ad



Inhale.



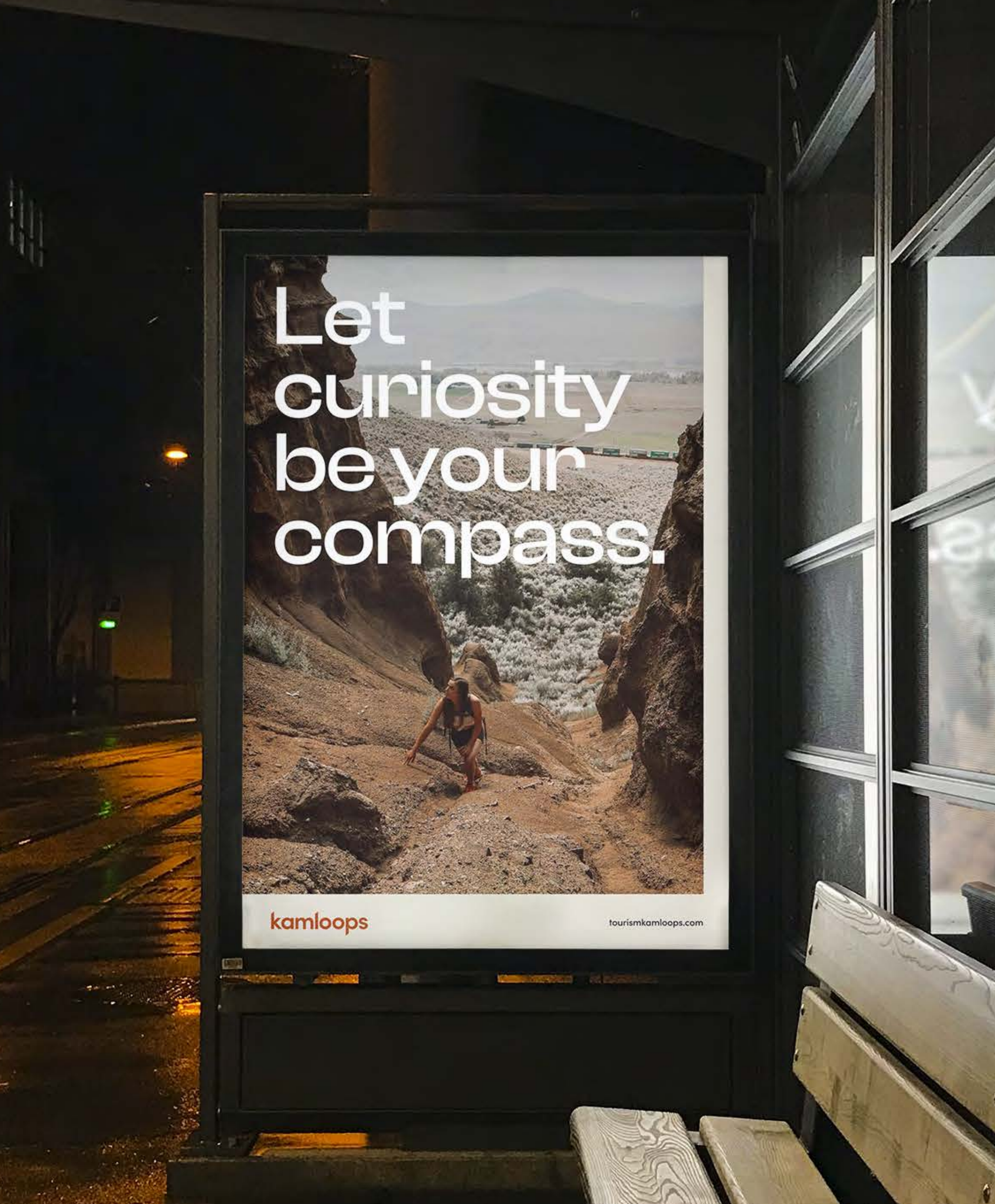
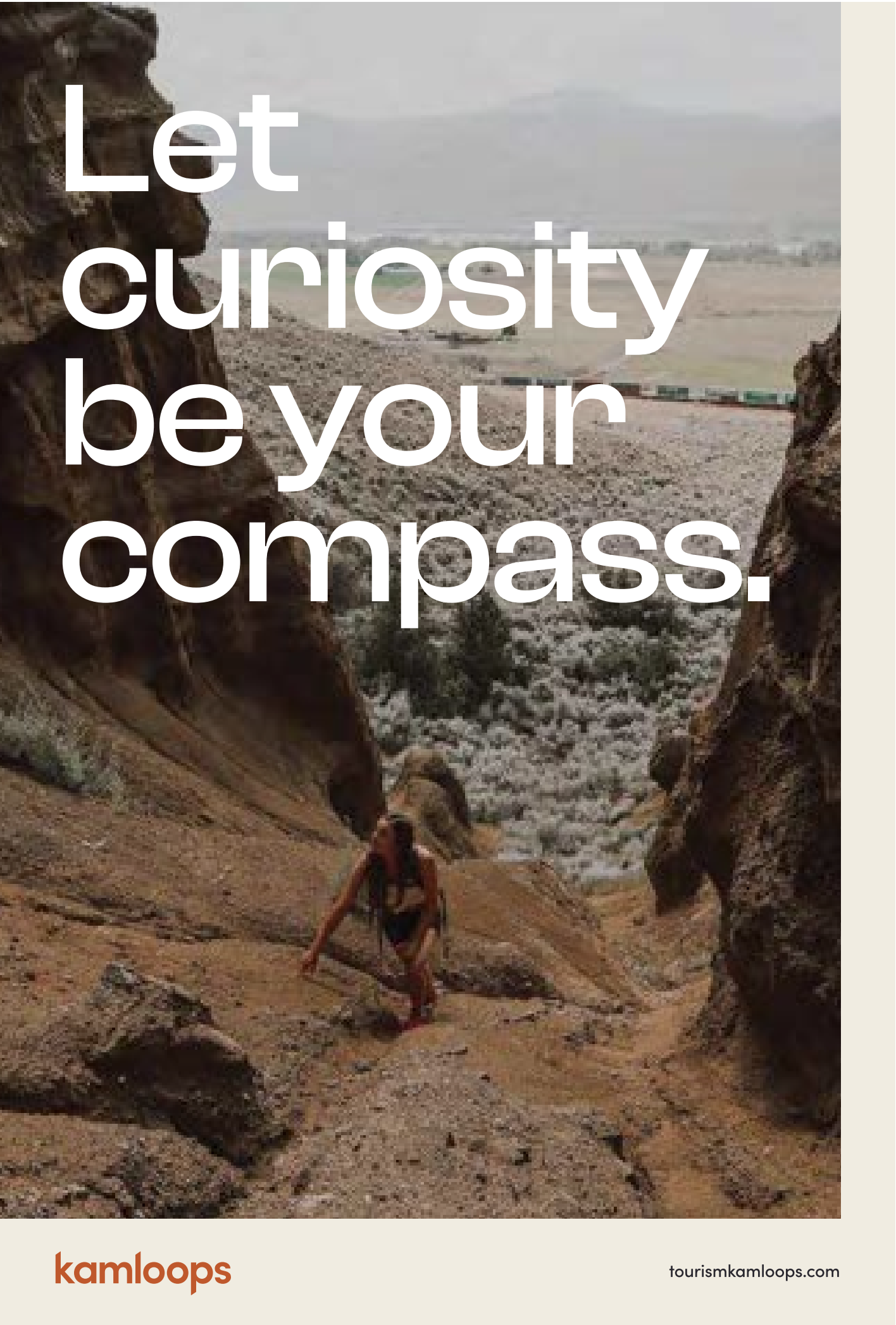
Exhale.

Lorem ipsum dolor sit amet consectetur. Nunc
scelerisque in mauris feugiat lorem. Mi odio
imperdiet ipsum lorem amet.

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Example Execution

Transit Shelter



Example Execution

Social Story

TourismKamloops

Let curiosity be your compass.

TourismKamloops

Hit the trails for a hike through Kamloops' desert-like valley where wide-open grasslands, ponderosa pine forests, gorges, canyons, and hoodoos frame every adventure.

TourismKamloops

TourismKamloops

TourismKamloops

Discover our top 10 favourite hikes in and around Kamloops.

TOP 10 HIKES