

THUNDER BAY
LIFESTYLE

BRAND STRATEGY



SO WHAT IS
THUNDER BAY
LIFESTYLE



Thunder Bay Lifestyle exists to reimagine and promote a modern, authentic, and positive image of Thunder Bay. It serves as a dynamic digital platform and cultural brand that uses real stories and authentic content to position Thunder Bay as Canada's best small city to live and work—especially for Gen Z, Millennials, and values-driven professionals seeking lifestyle alignment.

BRAND PURPOSE

VISION

To establish Thunder Bay as a leading lifestyle destination in Canada by changing perceptions through authentic, community-driven storytelling.

To attract and retain talent, investment, and new residents by showcasing the unique qualities of life in Thunder Bay through real, relatable, and inspiring content.

MISSION



AUTHENTIC & PURPOSEFUL

We connect with a generation that values meaning, real experiences, and genuine stories.

CREATIVE & ELEVATED

We curate inspiring, visually impactful content that highlights Thunder Bay in a fresh, modern way.

LOCAL & COMMUNITY-FOCUSED

We celebrate the people, culture, and connections that define our city.

DISTINCTLY THUNDER BAY

We go beyond the familiar to uncover hidden gems, innovation, and the unique spirit of the region.

BRAND VALUES



tone: Confident, approachable, and inspiring — balancing professionalism with warmth.

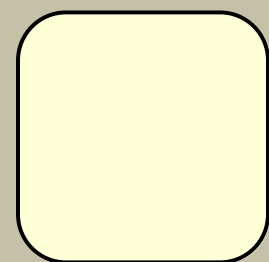
language: Clear, trendy, and authentic — relatable yet elevated vocabulary that resonates with a purpose-driven audience (#TBay)

HOW WE SOUND

PERSONALITY: Energetic and creative, Thunder Bay's #1 hype person and unofficial city mascot — passionately championing the community, local culture, and all the city has to offer.

PACE: Positive and engaging — like a friendly chat with a local that flows easily, keeping you interested while letting ideas land thoughtfully.

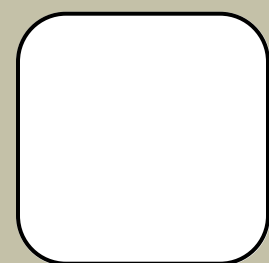




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RGB 252,251,217
#FCF9D8



CMYK 0,0,0,100
RGB 4,7,7 #000000



CMYK 0, 0, 0, 0
RGB 255, 255, 255
#FFFFFF

COLOR PALETTE

These colors reflect our brand's identity and personality

TYPOGRAPHY



**Primary Typography
(with customization)**

SIMPLY KIND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary Typography

Source Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AUTHENTICITY FIRST

- Organic, locally-sourced stories from real people.
- Reflects lived experiences, not curated campaigns.

COMMUNITY-LED

- Engages the community as content creators and brand ambassadors.
- Features user-generated content, local voices, and interactive storytelling.

DIGITAL-FIRST & DATA-DRIVEN

- Optimized for social media and mobile consumption.
- Strategy informed by analytics, audience feedback, and digital trends.

YOUNG PROFESSIONAL FOCUSED

- Targeting Gen Z and Millennial audiences living in major metropolitan areas seeking affordability, balance, inclusivity, and lifestyle fulfillment.

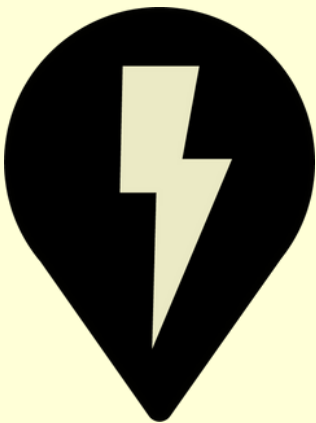
LIFESTYLE-ORIENTED

- Promotes Thunder Bay as a city where work, nature, culture, and community intersect.

CORE BRAND PILLARS

A person with their back to the camera, wearing a dark jacket, stands in a forest. The trees are covered in vibrant autumn foliage in shades of orange, yellow, and red. In the background, a body of water and distant hills are visible under a soft, overcast sky.

LOGO BREAKDOWN



TOP 3 SONGS THAT CAPTURE THE THUNDER BAY LIFESTYLE VIBE

We're always tuned in to the most trending hits, but if we had to pick a soundtrack for our vibe, these three tracks sum us up best:

Noah Kahan: Northern Attitude (our small town pride with big northern energy)

Empire of the Sun: Walking on a Dream (trendy, catchy, and vibrant — the kind of song that feels like cruising through the city on a sunny day, fully in the moment and loving where you are)

American Authors: Best Day of My Life (upbeat, family-friendly energy that celebrates everyday joy, community connection, and the feeling that something exciting and full of opportunity is always just ahead)

