



2021 Blue Mountain & Collingwood Adventure Tours **BRAND GUIDELINES**

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Background

Blue Mountain & Collingwood Adventure Tours is a new brand under the ATG (Ace Transportation Group) umbrella. ATG offers Adventure Tours as well as serving the transportation needs of South Georgian Bay which it has done reliably for over fifty years. It also serves the surrounding 130km area. ATG cites that its Mission Statement is “To provide safe, reliable transportation solutions at a service level to exceed our customer’s expectations”.

Blue Mountain & Collingwood Tours Goals

- To be the premier transportation company in Southern Georgian Bay that brides and grooms choose for the most important day of their lives and recommend to friends and family.
- To be the first transportation company in Southern Georgian Bay that event planners select for their clients.
- To be known as a company that provides fun tours, adventures and experiences.
- To be the first choice when customers require transportation to and from the airport.

Brand Purpose

Brand Purpose must communicate the brand's purpose for existing beyond financial gain. Avoiding obvious and surface level attributes is essential. An effective Brand Purpose typically appeals to emotion. A brand's stance on various issues plays a role in the formation of a Brand's Purpose. This includes stances on the environment, politics and a variety of other social issues. Recent data has suggested that Generation Z places a high value on Brand Purpose. This generation seeks to support brands beyond a product/value proposition. They want to feel good about supporting a brand financially. While this demographic is not currently among our core target it is an important group to keep in mind nonetheless.

Examples of Brand Purpose from established brands

Coca Cola: To refresh the world and make a difference.

Dove: To encourage women to have a positive relationship with beauty.

The Body Shop: To become the world's most ethical and truly sustainable business.

Patagonia: Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.

Lush: We Believe.

One thing that is core to Blue Mountain & Collingwood Tours and ATG is community. We have been serving the people of Georgian Bay for roughly fifty years and greatly our relationship with our clientele is a core aspect of our brand. It drives and pushes us forward knowing that we have an established relationship and commitment to our customers. We have also developed lasting relationships with our partners (i.e. Collingwood Brewery) and those

relationships are very much a part of our brand. Our Brand Purpose will center our Adventure Tours in relation to the community that we happily serve.

“The place people enjoying the Georgian Bay think of when it comes to tours and experiences”.

Brand Values

Brand Values should communicate to our customers what our value set is and what we stand for. Brand Values should take into account the target market and what is important to them. Media Research will take this into account. Brand Values above all else should be clear, defined, memorable, actionable, timeless and unique. Brand Values should be present throughout the entire brand from design to to advertising copy and beyond. Brand Values should not be confused with brand value. As mentioned above, brand values should communicate what your brand believes whereas brand value is the value proposition that you are offering the customer (i.e. what is it you are offering). When determining Brand Values the thinking must be thorough. Coming up with Brand Values should reflect what you truly believe and not be what you believe you think the customer wants to hear. If you do not believe in your Brand Values then neither will your customers. The most successful companies have very well defined Brand Values.

Examples of Brand Values could include

- **Personal Responsibility**
- **Health Consciousness**
- **Positivity**
- **Awareness**
- **Transparency**
- **Employee Satisfaction**

Given the Coronavirus Pandemic, safety will be one of the main values that we stress.

The importance of remaining in social bubbles for the duration of our customers Adventure Tour will be made clear. Communication that presents a getaway that elicits a sense of fun will also be a priority. When our target sees an advertisement or communication from Blue Mountain & Collingwood Tours they should see a place that they would like to visit with their girlfriends. On top of this they should see a place where the price for the services offered appear reasonable. Finally our brand will be one that values community and relationships. We consider ourselves to be a core part of Georgian Bay which we do not take lightly.

**“ A brand which offers value,
prioritizes client safety and evokes a
sense of fun”.**

Mission Statement

A Brand's Mission Statement answers the Brand Purpose, its objectives and how it intends to serve its customers. This statement should answer what we perceive our brand to be and how we want our customers to see our brand. This statement also needs to identify how we are going to run our business, how we plan on reaching our objectives and serve our customers as best as we possibly can.

Examples of Mission Statements of Popular Brands

Twitter: To give everyone the power to create and share ideas and information instantly, without barriers.

LinkedIn: To connect the world's professionals to make them more productive and successful.

Starbucks: Establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow.

Coca Cola: To refresh the world...To inspire moments of optimism and happiness...To create value and make a difference.

Blue Mountain & Collingwood Tours deals in experiences and aims to give our clients the best experience possible. We will provide Adventure Tours that are both fun and safe. We hope that our advertising and communications elicits a sense of envy amongst our target and motivates them to book an Adventure Tour for the day.

“To provide Adventure Tours for the people visiting Georgian Bay which evoke a sense of fun, envy and are above all else, safe”.

Brand Vision

Brand Vision is essentially a set of goals that a brand hopes to accomplish. Henry Ford for example sought to “manufacture cars that were affordable for the average american consumer”.

Blue Mountain & Collingwood Tours Brand Vision

- **Be the first place that people visiting the Georgian Bay area think of when it comes to Adventure Tours and experiences.**
- **Be known as a tour company which takes the safety of it's guests seriously. (Specifically in regards to COVID-19.**
- **Be known for our value proposition compared to the rest of the market.**
- **Evoke fun.**

Brand Positioning

The manner in which a brand's customers view them is vital especially when launching a brand. Establishing exactly how a brand is different or special in relation to the overall market is also very important. This is what makes up Brand Positioning.

Blue Mountain and Collingwood Tours will initially be positioned as an extension of the pre existing ATG brand focused on Adventure Tours and experiences. We will primarily serve women between the ages of 26-35 who live in the surrounding 130 km radius. We will serve couples as well as beginning to extend our reach to men 26-35. Our reputation and respect in the community will be vital in differentiating ourselves from the competition. Fun and Our adherence to safety measures particularly in relation to the COVID-19 pandemic will be highly stressed as well.

“The perfect daytime getaway for the young women and men of Georgian Bay. When you book an Adventure Tour with us you know it will be fun and it will be safe.”

Brand Attributes

Brand Attributes are essentially tangible and emotional associations that customers make with a brand. These attributes are sometimes backed by facts and data provided by customers. Attributes can also be based on what the brand hopes their customers associate them with. A good starting point for determining Brand Attributes is to consider the culture that you believe your brand cultivates and draft Brand Attributes based on that. Brand Attributes are often based on things like brand personality, brand visuals, the brand's name and pricing. However attributes can be based on numerous factors.

Blue Mountain & Collingwood Tours is currently in the pre-launch stage which means that our Brand Attributes will be based on the associations that we hope our clientele develops with our brand. These Brand Attributes are based on other predetermined elements discussed in this brief such as Brand Voice and Brand Values.

Blue Mountain & Collingwood Tours Brand Attributes

- **Fun**
- **Safe**
- **Simple**
- **Clear**
- **Concise**
- **Enticing**
- **Respected**
- **Young**
- **Connections**
- **Getaway**
- **Celebratory**
- **Persuasive**

Brand Promise

Brand Promise provides an expectation and pledge as to what a customer can expect and experience when interacting with your brand. An effective Brand Promise should be simple, credible, different, memorable and inspiring. For instance a Brand Promise that is too long, can be easily disproved, is interchangeable with competitors and leaves the customer feeling neutral would be an ineffective brand promise.

**“Whenever you book a day away with
Blue Mountain & Collingwood
Adventure Tours we pledge that your
getaway will be safe, fun and you will
get value for your money.”**

Brand Voice

Brand Voice is the manner and tone with which you communicate with your audience. When drafting Brand Voice you are presented with an opportunity to infuse personality and build the story of your brand which you wish to tell.

The Brand Voice of Blue Mountain & Collingwood Tours should communicate a sense of fun throughout all advertising and communication. Visitors enjoying themselves should be front and center. It should all elicit a sense of envy. The fact that Blue Mountain and Collingwood Tours prioritizes safety specifically in relation to COVID 19 should be apparent in the Brand Voice. The value proposition should be communicated as well as the good reputation ATG as a whole has within the community. Brand Voice should be simple, clear and concise.

“Blue Mountain & Collingwood Tours will speak in a manner which sparks envy, has a fun/laid back energy and that takes safety seriously”.

Visual Identity

Visual elements is a major component of defining a brand. These elements include fonts used, logo/logo usage, colour scheme, design, photography etc. Having a defined visual identity furthers a brand's story. Blue Mountain & Collingwood Tours Visual Identity should communicate its previously described attributes of fun, safety and evoking envy. Visual elements should also be enticing to our target (women 26-35) and our secondary target (men 26-35).

Logo Usage

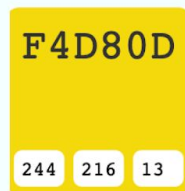
For the launch of Blue Mountain & Collingwood Tours a logo has been developed. The logo depicts someone on an Adventure Tour with the brand name "Blue Mountain & Collingwood Tours". The colour palette of the logo is Red, Dark Grey and Amber. Initially the logo should be present in all advertising and communications. Building an association between our new logo and the brand is paramount at this stage. A determination to the contrary can be made in the future. Logo should be placed in the top left of each advertising execution. This determination will affect our photography selection to account for this.

Colour Palette

Blue Mountain & Collingwood Tours logo colours of Red, Dark Grey and Amber will make what is Blue Mountain & Collingwood Tours colour palette. Colours should be used in contrast with one another. A visual representation which includes RGB values and HEX codes of the various colours that make up the palette can be found below.

Blue Mountain & Collingwood Tours Colour Palette

Yellow
Hex Code: F4D80D
R: 244
G: 216
B: 13



Red
Hex Code: FF0000
R: 255
G: 0
B: 0



Blue/Magenta
Hex Code: 3B3A3C
R: 59
G: 58
B: 60



Typography

Helvetica Neue will be the chosen font for the majority of communications and advertising. Helvetica Neue features many alternate versions of the standard font. These include Italic, Bold, Condensed Bold, Condensed Black, Ultra Light, Ultra Light Italic, Thin, Thin Italic, Light, Light Italic, Medium, Medium Italic and Bold Italic. Many designers exclusively use Helvetica in their design work do it's versatility. When designing advertising that would be elevated by it, a complimentary font would be recommended (i.e. a calligraphy font as it would be attractive to our core target).

We have attached a zip file which contains fonts for such an occasion along with a document which outlines each font and their ideal use cases.

Copy and Content writing should not be too long. While we are expanding to a secondary male target it is recommended that language is reflective of our primary female target. Usage of hashtags on social media will greatly enhance our reach particularly when launching the brand. Below is a list of suggested hashtags to be used on social media posts along with the current amount of posts associated with that hashtag.

What to include

- **Use Helvetica as the primary font choice.**
- **Write copy and content which is short, concise and appeals to a feminine sensibility.**
- **Utilize suggested hashtags.**
- **Utilize supplemental fonts when appropriate (Calligraphy fonts would be ideal).**

What to exclude/avoid

- Overlong copy.
- Masculine tone in copy or feminine copy that excludes men.
- Supplemental copy should not be used on a regular basis, only for occasional creative effect when it makes sense. Helvetica is the primary brand font.

Suggested Complimentary Fonts

Below is a list of complimentary fonts accompanied by how they would look in practice.

Cosette:

Blue Mountain & Collingwood Tours

Ocean Six:

BLUE MOUNTAIN & COLLINGWOOD TOURS

Rustico:

BLUE MOUNTAIN & COLLINGWOOD TOURS

Lobster:

Blue Mountain & Collingwood Tours

The Woodlands:

Blue Mountain & Collingwood Tours

Photography

Photography Guidelines will dictate the type of photography utilized and the types of photos that will not be used. Photography selected will use bright colours and be informed by the selected colour palette. Images should stand out and appear unique. They should also reflect our target market of women 26-35 and our secondary target of men 26-35. Photography should reflect all other elements outlined in the Brand Guideline. Photography should include our target enjoying themselves with some but minimal product shots. Photography should include negative space to make room for the logo.

What to Include

- Utilize photography with bright colours.
- Photography should feature women enjoying themselves.
- Product shots are suggested but should be minimal (i.e. glasses of wine, beer).
- An 80 - 20 % split between customer and product shots is suggested.
- Ideally include negative space to include the logo.

What not to include

- Photography which features mountains.
- Dark/ dimly lit photography.
- Abundance or overuse of product shots.
- Photography that does not include any form of negative space.

Blue Mountain & Collingwood Tours Photography Guidelines

- Photography should be shot in brightly lit environments and utilize bright colours
 - Photography should feature people enjoying themselves.
 - Groups of people in photography should be smaller groups due to COVID 19.
 - Photography featuring wine is encouraged.
 - Pictures that do not have people in them should be kept to a minimum.
 - Absolutely no pictures of mountains.
 - Avoid photography that lacks originality.
-

Template Guidelines

The Brand Template should create a consistent content template for advertising and communications. This includes both things to include and not include. As mentioned previously each post or advertisement should include the logo. Blue Mountain & Collingwood Tours does not have a slogan at this time so that is not necessary to include. Copy and Content writing should not be overlong and should reflect a feminine demographic. Examples of posts across various media channels will be provided via a Zip file as well a document outlining the thought process/how to utilize this template.

Messaging Requirements

Throughout this guideline we have outlined what we seek to communicate to our customers. Messaging Requirements should act as a guide that dictates what we will include and not include throughout all of our messaging.

Specificity in this area will help us avert any potential communication errors and ensure that we are effectively reaching our target. Above we outlined the typography and photography elements to include. The Messaging Requirements act as a broader guide as to what should be included in any communication that the brand conducts.

Women between the ages of 26–35 are the target and messaging should reflect that. Copy, Photography and Design that has a masculine, male centric energy should be avoided. We will be serving the area within the 130km radius, messaging should reflect that. The safety aspect must be mentioned especially in regards to COVID 19. When speaking about COVID 19 we must be specific in terms of what precautions the business is taking to stop the spread of the virus. Messaging should also give the sense that Blue Mountain and Collingwood tours are fun, should create a sense of envy and suggest a tangible value proposition.

What to include

- In the beginning stages of the brand launch, Blue Mountain & Collingwood Tours should be positioned as a sister organization of ATG.
- Our target (women 26–35) should be highlighted.
- Design and Copy which is appealing to a feminine sensibility but does not turn off a male audience.
- Short and punchy copy.
- Utilize hashtags.
- Keep in mind Fun, Envy and Safety when developing design/copy.
- Communication should show people enjoying themselves.
- Highlight commitment to safety practices regarding COVID-19. (i.e Social Bubbles)
- Stress the importance of the relationship with the community of Collingwood/Blue Mountain and the various businesses.

What not to include

- Photography or illusions to the idea that Blue Mountain/Collingwood has an abundance of large mountains.
- Usage of dark colours (aside from the usage of the grey found in the brand logo).
- Copy/Design that excludes either male or female demographics.

Conclusion

Throughout this guideline we have sought to create a guide that defines Blue Mountain & Collingwood Tours as a brand and the type of communication that it seeks to have with its customers. Elements such as Brand Voice help create the personality of the brand while Photography/Typography guidelines define the visual personality. Launching the brand at any point let alone during a pandemic can be challenging. It is with this guideline that Blue Mountain & Collingwood Tours can begin its brand journey and serve its customers as best it can.