

MANITOBA



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Our Heart's *Calling* is Making Your Jobs Easier

DEAR INDUSTRY PARTNERS:

We're pleased to share with you the brand toolkit for making the best use of our reinvigorated Manitoba brand.

The refreshed brand celebrates the diversity of experiences Manitoba has to offer — and we couldn't capture the essence of Canada's Heart without you!

We heard from a lot of you during the brand process and we landed on a brand identity we know will appeal to the variety of travellers Manitoba welcomes each year to explore their own backyards — or who come from much further away.

The brand has the flexibility to celebrate the thrills, reflections, quiet and loud moments that call to travellers' hearts in our province.

What will really make this brand come alive and resonate with visitors is if our partners — yourselves — are ready to carry it forward with us.

We know that by building equity in the larger Manitoba tourism brand, we'll all benefit. We've done it before — and now, we invite you to come along for the ride again. In the pages that follow, we've shared our new story and promise, target audiences and messaging. You'll also find technical advice on how to incorporate Manitoba's brand visuals and messaging alongside your own marketing efforts.

Sincerely,

Colin Ferguson
President & CEO
Travel Manitoba



Brand Story

The brand story connects Manitoba's tourism brand to travellers through shared values and aspirations. Use it to inspire copywriting and creative.

OUR BRAND STORY

Your heart needs travel. It doesn't matter where you're from or your age or ability, your heart needs travel. So, follow it to the middle of Canada.

Here, a 100-mile-wide sunset over a mirror lake makes everything else disappear. Here, a rib-crushing hug chases the cold from a winter day. Here, a fiddle contest gets your toe tapping. Here, the rhythm of a jingle dress dance comforts your spirit.

Every heart needs something a little different, but the power in all of these moments calls us to venture forward.

Whatever your heart needs right now, follow it to Manitoba. There are countless stories and experiences that get our hearts beating. They will make your heart beat too.

Cross an ocean, travel inland, travel north. Add a stop in Manitoba on your Canadian vacation. Meet your family and friends here in the middle of the country.

Whether you're a local or a visitor, Canada's heart is calling.



Brand Promise

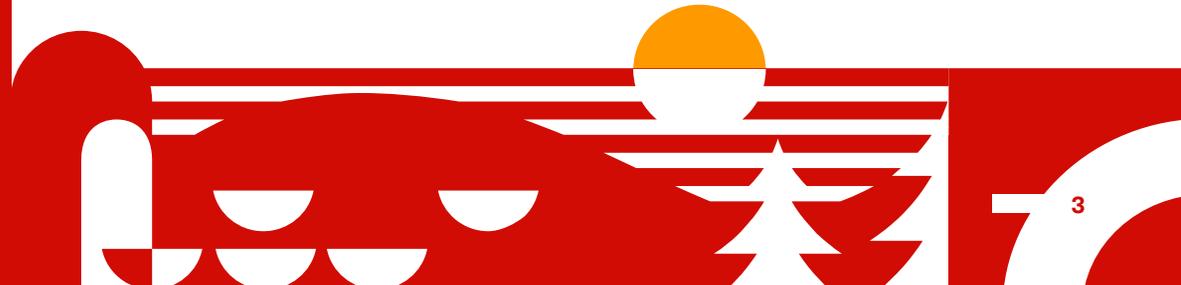
Use the brand promise to quickly explain the kind of travel that can only be found in Manitoba.

OUR BRAND PROMISE

What transcends experience?
Emotion.

In Manitoba, we know the longing for travel is felt in the heart. So, when your heart needs quiet, or when it needs to race, sing or reflect, follow it here to the middle of Canada.

**Whether you're a local or a visitor,
Canada's heart is calling.**

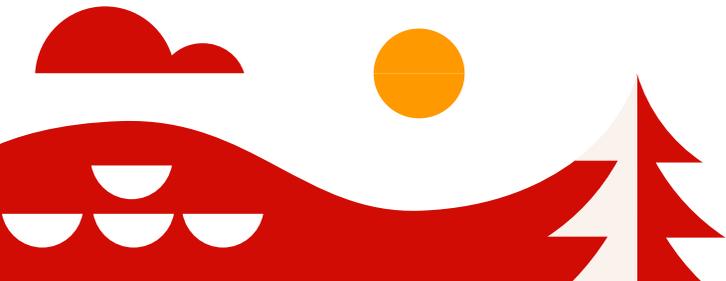




Brand Messaging

We invite you to use heart-based messaging to help amplify Manitoba's brand.

We want to show visitors that whatever their hearts need, **Canada's Heart is Calling.**



When your heart needs to *race*.

When your heart needs *quiet*.

When your heart needs to *sing*.



When your heart needs to *reflect*.



Target Audiences

There are four key traveller groups we seek to attract to Manitoba because they will truly appreciate what we have to offer:

MANITOBA'S VIP LONG-HAUL TRAVELLER

They love our bucket-list outdoor experiences and the chance to share these transformative moments with people from around the world. They believe travel is the most enriching when it's experienced with others.

MANITOBA'S VIP SHORT-HAUL TRAVELLER

They love to load up the kids, hit the open road and explore our quirky, specialty or Francophone experiences. They feel right at home in Manitoba, and if they don't have friends and family here already, they will soon.

MANITOBA'S VIP LOCAL TRAVELLER

On weekends, we love to have some fun and try something new. We're proud of our local makers, creators and experience providers and we demonstrate that pride with our support.

MANITOBA'S VIP HUNT-FISH TRAVELLER

They love remote lodges, our wide variety of fish and waterfowl species, and the monsters they can pull out of our 100,000 lakes. They're hunting for a thrill – plus the exclusivity, status and bragging rights that come with landing one of our master anglers.



Brand Guidelines

Follow these guidelines when expressing the Manitoba brand through visuals. They provide insight on brand elements and hierarchy, and they can help create a strong, consistent and differentiated identity.



Logos and Marks

Logo Family

PRIMARY LOGO

Our primary logo was constructed with soft corners and wide letterforms, and it's set in a bold red that radiates the warmth and energy of our province. A polar bear silhouette illustrates our unique tourism offering and the curiosity and courage inherent in travelling to this vast, wild place.

This logotype is the primary representation of our brand and should be used in most circumstances where space and legibility allow.

Full Colour



Reversed





Full Colour

MANITOBA
CANADA'S HEART IS CALLING

STACKED TAGLINE LOCKUP

When space allows, add the Canada's Heart is Calling tagline to the primary logo for additional clarity or to reinforce our brand message.

If the tagline is clearly stated in the main content of an application, the primary logo would likely suffice. If not, use the logo and tagline lockup to share the brand message or provide a call-to-action.

→ *Keep legibility top of mind when using this logo in small applications. Find detailed guidelines on using logos at small sizes on page 11.*

Reversed

MANITOBA
CANADA'S HEART IS CALLING



Full Colour

MANITOBA CANADA'S HEART
IS CALLING

Reversed

MANITOBA CANADA'S HEART
IS CALLING

HORIZONTAL TAGLINE LOCKUP

When there's plenty of horizontal space in an application, use the horizontal tagline lockup to enhance legibility.

- *Keep legibility top of mind when using this logo in small applications. Find detailed guidelines on using logos at small sizes on page 11.*



STACKED LOGO

For unique creative applications, such as apparel or merch items, consider using a stacked version of our primary logo.

Only use this logo version when communicating with Manitobans and Canadians who already know the correct spelling of our province's name. Steer clear of using this logo in any materials intended for Americans or international audiences, as it may cause confusion.

Full Colour



Reversed



SAFE AREA & MINIMUM SIZE

Safe Area

No matter which logo you use, give it a buffer zone that's free of text and graphics. The buffer zone should be equivalent to the size of the M in the logotype.

Minimum Size

For legibility, set the logo at an optimal size in print and digital applications. When scaling the logo to a small size, make sure all type is easy to read.

There's one exception to this rule: in digital ad applications where space can be extremely limited. Use a version of the logo that is appropriate for the space available. Maintain as much brand recognition as possible.

Safe Area



Safe area surrounding logo = M in logotype

Minimum Size

MANITOBA

On screen: 120px
In print: 1.5"

**TRAVEL
MANITOBA**

On screen: 110px
In print: 1.25"

MANITOBA
CANADA'S HEART IS CALLING

On screen: 150px
In print: 1.75"

MANITOBA CANADA'S HEART
IS CALLING

On screen: 250px
In print: 3"



MANITOBA

CANADA'S HEART IS CALLING

Don't scale or resize any aspect of the logo independently of the whole.

MANITOBA

CANADA'S HEART IS CALLING

Don't apply any effects (such as outlines, gradients or drop shadows) to the logo.

MANITOBA

Canada's Heart is Calling

Don't substitute any logo fonts.

MANITOBA

CANADA'S HEART IS CALLING

Don't alter the logo colours.

MANITOBA

CANADA'S HEART IS CALLING

Don't place the logo on low-contrast background colours.

MANITOBA

CANADA'S HEART IS CALLING

Don't place the logo on distracting or overpowering backgrounds.

LOGO "DON'TS"

Take great care to use our logo thoughtfully. The examples on this page illustrates how the logo **should not** be used.

While we've shown just one version of the logo in these examples, follow these rules with our entire logo family.

MANITOBA
CANADA'S HEART IS CALLING

Don't skew or distort the logo.

MANITOBA

CANADA'S HEART IS CALLING

Don't stretch or compress the logo. Be sure to scale it proportionally.



USING THE LOGO WITH PHOTOGRAPHY

Use careful consideration when placing our logo on top of imagery. Always create sufficient contrast between the logo and the background image. The examples on this page outlines some best practices to achieve high contrast and legibility when pairing our logo with photography.



The reversed logo is placed inside a horizontal bar set in the primary brand red.



The full-colour logo is placed on an image that organically creates high contrast between the logo and background.



A light gradient feather is added from the bottom edge of the application, creating additional contrast.



A dark gradient feather is added from the bottom edge of the application, creating additional contrast.



The reversed logo yields the highest-possible contrast against the background image. In this case, ensure the primary brand red is present elsewhere in the application.

Brand Typography

Primary Typeface

NEUE HAAS UNICA

With its wide variety of weights, Neue Haas Unica is a versatile type family that can accommodate all brand communications — from digital to print, in headings, as body copy and more. Described by type enthusiasts as “Helvetica with a soul,” Neue Haas Unica maintains a sharp, clean aesthetic and just enough personality make it warm and approachable. Highly legible at all sizes, it acts as a perfect complement to our display font, Vesterbro.

Alternate Typeface

If Neue Haas Unica is unavailable, Arial may be used in its place.

Regular

Aa

AaBbCcDdEeFf
AaBbCcDdEeFf

Medium

Aa

AaBbCcDdEeFf
AaBbCcDdEeFf

Bold

Aa

AaBbCcDdEeFf
AaBbCcDdEeFf

Heavy

Aa

AaBbCcDdEeFf
AaBbCcDdEeFf

Black

Aa

AaBbCcDdEeFf
AaBbCcDdEeFf

Extra Black

Aa

AaBbCcDdEeFf
AaBbCcDdEeFf

For use in long-form
copy and body text

For use in headings,
pull quotes
and emphasis

For use in bold
statements or
headings at
large sizes

Display Font

VESTERBRO

When used at large sizes, display typography should entice readers and establish a mood. With its friendly, organic shapes and supple curves, Vesterbro does just that. Use this font sparingly and treat it as a graphic element. It can add interest to type-heavy documents and large-scale applications.

→ *For legibility purposes, don't set Vesterbro at sizes lower than 15pt. See the following page for tips on how to effectively pair Vesterbro with Neue Haas Unica.*

Poster

AaBbCc

DdEeFf

01234567890!@#\$%^&*{}:

For use at large sizes only (15pt and higher)

Poster Italic

AaBbCc

DdEeFf

01234567890!@#\$%^&{}:*

For creating emphasis when paired with Vesterbro Poster

Combinations and Hierarchy

USING DISPLAY TYPOGRAPHY

This page shows the brand typography and hierarchy in action. Note the size and weight relationships between our brand typefaces and the flexibility of type styling within our brand.

Due to the size limitations outlined on the previous page, there may not always be a place for Vesterbro in brand applications. Therefore, when type size is limited, let the versatile weights within the Neue Hass Unica family do the heavy lifting (like in the content-heavy sections throughout this document).

Use Vesterbro in large headings to emphasize a message, create visual interest and draw readers in.

Use italics to bring attention to specific content.

What your heart finds here stays with you *forever.*

Aut at omnitatur simus dis eostece puda et ad quiam fugiat volupta tem quidundae natem reium quia vel et quia.

Ibus, cus que nimaior itatem alibus, sum nem. At as as repe quia sim sus, sus et elest, voluptate pa doloreius que cus, quae pro officia voluptatis nobiti rest haribea sint volupic te etur aut que ducipiciam quae nonserum sitatium fuga. Em hiti corum ex. To et officimus, cullit quodipsam et eos rento voles ma nonem untiam quiat odit, culparum veliquo ides alis aut.

Expliqui duciisit idemolo reptam, core sunt, sunt atquiaturi ut harchil leniscilla que excernatus moluptam solupta tquasi reiun de llatusandi nullupt atectota volent

Follow your heart to the centre of Canada.

Acias etusam sitas estruntotat poreperum facipsam harum alignia sumquo eossit rercien ectasin te etur aut que. Rumque dolor repudam, quo tes sequis aliquid quos velitis sequo el magnimet ex.

Keep legibility in mind when using display type in small applications like pull-quotes or call outs.

Brand Palette

Primary Colours

Our primary colour palette reflects our province's warmth, energy and welcoming spirit.

Use the two reds in this palette to establish and maintain brand recognition in all communications materials.

PANTONE 185 C serves as our primary colour identifier and has a place in all full-colour logo variations.

PANTONE 7628 C may be used sparingly as an accent colour.

COLOUR USAGE

When using our brand palette for digital applications, use only the RGB or hex values listed in this section.

For print applications, use PANTONE or CMYK values.

PANTONE 185 C

CMYK 0 100 85 0

RGB 209 12 4

#d10c04

PANTONE 7628 C

CMYK 25 100 95 30

RGB 133 0 0

#850000



SECONDARY & NEUTRAL COLOURS

Our secondary colours complement the energy and richness of the primary palette. The vibrant and deep shades of each hue create a robust suite of colours with several high-contrast options.

Use these colours to supplement the primary palette. Lead with the primary brand red to create consistency and recognition across all applications. Neutrals support both primary and secondary colour palettes.

Use Pantone 439 C for setting long-form copy. It offers sufficient contrast against light backgrounds for better legibility.

COLOUR TINTS

Use tints in applications where you need a wide range of colours to communicate ideas or data. Use tints ranging from 20% to 80% of any secondary brand colour to expand on this palette when needed.

Vibrant Shades

PANTONE 1225 C
CMYK 0 25 100 0
RGB 252 190 34
#ffbf0a

PANTONE 2301 C
CMYK 50 20 100 0
RGB 145 166 33
#91a621

PANTONE 319 C
CMYK 73 5 27 0
RGB 28 181 191
#1cb5bf

PANTONE 270 C
CMYK 40 38 5 0
RGB 153 153 194
#9999c2

Neutrals

White
CMYK 0 0 0 0
RGB 255 255 255
#ffffff

**PANTONE 719 C
(20%)**
CMYK 0 4 5 0
RGB 250 242 237
#faf2ed

Deep Shades

PANTONE 1375 C
CMYK 0 48 100 0
RGB 247 153 40
#ff9900

PANTONE 7741 C
CMYK 85 32 100 20
RGB 38 110 38
#266e26

PANTONE 7474 C
CMYK 85 40 43 10
RGB 0 112 125
#00707d

PANTONE 2082 C
CMYK 68 78 34 15
RGB 97 69 107
#61456b

PANTONE Warm Gray 11 C
CMYK 60 60 65 30
RGB 79 69 64
#4f4540

PANTONE 439 C
CMYK 65 65 65 65
RGB 41 36 33
#292421

SECONDARY COLOUR COMBINATIONS

Pair our brand's secondary colours to create complementary colour combinations.

Combinations are best made between the vibrant and deep version of each hue or in tandem with a light neutral background.

TERTIARY COLOUR COMBINATIONS

Combine primary and secondary colours to generate even more creative colour combinations.

Use caution when creating these combinations. Make sure the colours complement each other, there's sufficient contrast between elements, the text is legible and the final product is still aesthetically pleasing.

Secondary Combinations



Tertiary Combinations



ACCESSIBILITY AND COLOUR

Not all colour combinations are accessible. The content's legibility depends on the size of the text and graphics and the contrast between foreground and background colours.

When choosing colours for text treatments or small illustrative elements, use high-contrast colour combinations.

When creating illustrations or graphics, you can use low-contrast combinations if the elements are large in size or are not essential to comprehend the content.

Avoid combining colours that cause visual vibration or yield very low contrast ratios.



Always accessible

These types of colour combinations have a high contrast ratio. Use them for text and graphics of any size.



Accessible in graphics only

These types of colour combinations have a low contrast ratio. Use them only for illustrations or graphics.



Not accessible, do not use

These types of colour combinations have very low contrast ratios or cause visual vibration. Never use them.

Brand Photography

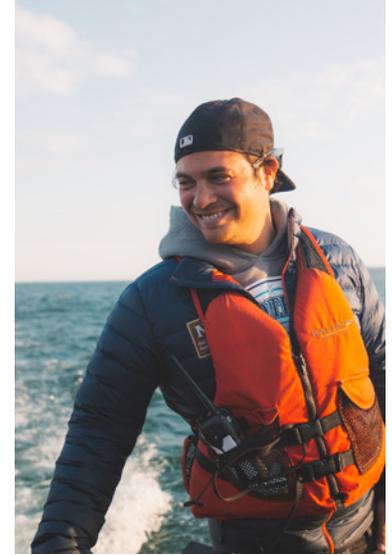
Photography is a great way to convey emotion and authenticity while showcasing our tourism offering.

Our photography comes from many sources — professional photographers, influencers and everyone in between. We have a robust and eclectic image library at our fingertips.

ICONIC EXPERIENCES

Make beautiful, in-situ, professionally-shot images your primary choice in most advertising and communications materials. These images illustrate the iconic experiences travellers from across the globe can expect to have in Manitoba. Whenever possible, use images that include people. It will enhance our welcoming, heart-driven brand aesthetic.





FOCUS ON EMOTION

Balance our iconic photography with real, raw and emotive images. This style of photography creates a sense of warmth and familiarity, visually calling travellers to take in all our province has to offer. The focus in these photos is less on a specific location or experience and more on the feelings these experiences conjure within us.

Due to their candid nature, these images are best used on social media or in longer-form editorial pieces alongside iconic brand shots.



Partner Marketing

Putting it all together

Partners can align their marketing materials with the Travel Manitoba brand. By following the standards outlined in this toolkit, you can leverage the brand's equity while helping us convey it consistently.

We invite you to use heart-based messaging to help amplify Manitoba's brand. However, please do not use the tagline "Canada's heart is calling" in any form without obtaining permission from the Travel Manitoba team.



PHOTOGRAPHY

Does the photography depict an immersive experience? Is the style of photography appropriate for the application based on the different categories outlined in this guide? Have you put the traveller in the scene?

MESSAGING

Is the copy warm and welcoming? Is it striving to make an emotional connection? Are you speaking directly to the traveller?

TYPOGRAPHY

Does the text have a clear hierarchy? Are all fonts and sizes legible?

COLOUR

Have you used colour sparingly? Do the colours complement the photography?

LOGO

If you've used Travel Manitoba logo, have you chosen the best one for the size of the application?

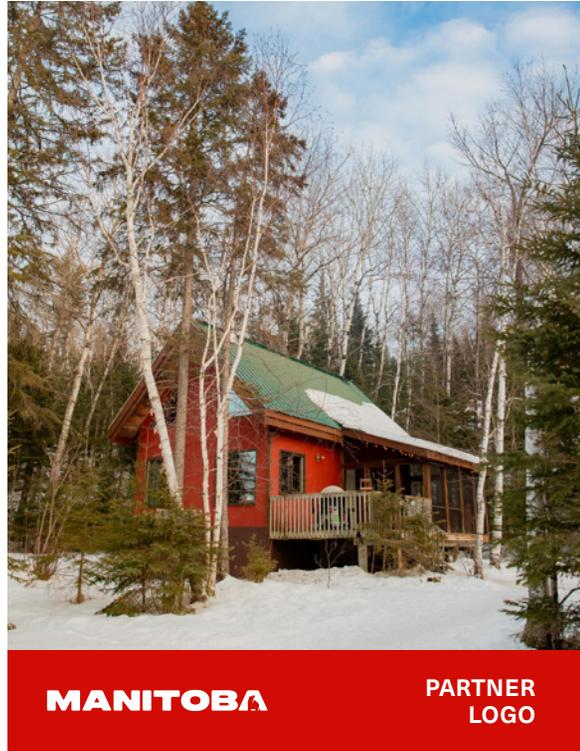


USING THE LOGO IN CO-BRANDED MATERIALS

In print applications, place our logo in the bottom left corner. Place partner branding in the bottom right.

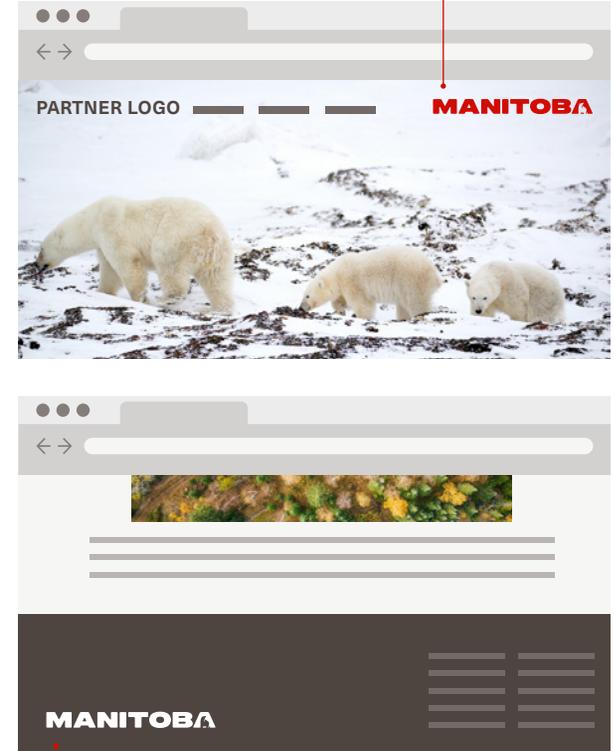
On websites, our logo should be placed in a secondary position, such as the top right or in the footer of the web page.

Print application



Logo in bottom left corner

Website applications



Logo in top right corner

Logo in website footer



STILL HAVE QUESTIONS? WE'RE HERE TO HELP!

Travel Manitoba's Communications team manages and produces our annual publications and various marketing materials including print and online advertising. The team also takes care of our photo and video libraries, as well as in-house design. Contact the team directly if you have questions about photography or any use of our assets.

For questions or to access any of our Manitoba brand assets, contact brand@travelmanitoba.com.

PARTNERSHIP OPPORTUNITIES

A huge part of Travel Manitoba's focus is to provide opportunities for collaboration among our industry partners. In doing so, Travel Manitoba is able to extend the reach and impact of its own marketing efforts — and most importantly, operators can benefit from partnership opportunities in priority markets. Our partnership team is always ready to customize a partnership program to meet your needs. Annual marketing campaign opportunities are available and can be **viewed online**.

For more information on how you can leverage the power of our marketing opportunities, please contact:

Lindsay Egan
Partnership Manager
204-238-3435
liegan@travelmanitoba.com

Tricia Woiken
Partnership Specialist
204-999-9885
twoiken@travelmanitoba.com

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