



BRAND BOOK

NOVEMBER 2018 | VERSION 2





Mackenzie Brand Book | Version 2

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our community, our brand

Welcome to the District of Mackenzie's Brand Book.

In this document, we define Mackenzie's community brand. It will paint a picture of who we are, what we do best, and what we strive to be in the not-too-distant future. Our brand is the face we present to the outside world, and preview of what one might expect when experiencing Mackenzie.

why branding?

Because first impressions matter.

Building a strong and inspiring brand is essential to our success as a community. It will help us be competitive with other towns when it comes to attracting the right economic development opportunities, funding sources, new residents, and visitors.

Our brand is powerful because it is true, distinctive, and emotionally compelling.

about this book

An evolving, living document.

The purpose of this brand book is to help us tell Mackenzie's brand story consistently over time. It serves as a guideline for how we communicate with our audience to ensure we build a solid, moving, and memorable brand.

Moving forward, this document will inform and guide the development of communication materials, communications plan, community development strategy, and all visual touchpoints. As our community grows and evolves, so too will our brand. This document will expand as we continue to develop further guidelines, assets, and resources.

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1

our brand

essence | core experiences | who we are

mackenzie's brand story

Wild & Free

the parts of our story
Like chapters of a book

'Our story' is defined through our **core experiences** {we wouldn't be Mackenzie without them}, **who we are** {our personality traits & values}, **our tangible benefits** {differentiators}, and **our vision for the future** {what we'd like to become}.

Underlying everything is our **brand essence** - the simple defining truth at the core of our brand. It's the glue that binds the elements of our brand together.



core experiences

Our core brand experiences are the lifeblood of the brand. Our story would be incomplete without the combination of these elements – they define and differentiate us from other places. Together, they form our unique offer.

What makes these experiences compelling, are the emotional benefits that they elicit. Below are the core experiences that make Mackenzie shine.



lakes & beaches

Active outdoor living, natural social spaces, accessible wilderness



the path less travelled

Solitude, immersion in the elements, rugged



free-range living

Freedom, unconstrained living, wild and natural

core experiences



lakes & beaches

There's something about a lake. Our plethora of nearby lakes provides a focal point that locals and visitors can't help but gravitate to. In town, Morfee Lake and its beaches serve as a natural social and recreational hub.

For recreationalists and adventurers, the energy and feeling of invigoration by being active in the outdoors is the reward. For nature lovers, being in tune with nature's intricacies and observing the watery ecosystem is the draw. Socially, the sense of connection people get by spending quality time with family and friends by/on the lakes is the stuff of life.

However people enjoy the lakes and beaches, it is clear that Mackenzie would not be Mackenzie without them.

EMOTIONAL BENEFITS

- › awe and invigoration (with natural setting)
- › sense of peace, serenity, solitude (soulful moments)
- › closeness with family & friends (creating memories)



the path less travelled

"Two roads diverged in a wood, and I — I took the one less travelled by, and that has made all the difference." ~Robert Frost

Robert Frost would have loved Mackenzie. This legendary writer placed great importance on living his life close to nature, and off the beaten path. Those who cherish the soulful empowerment that comes from immersing themselves in "wilderness", find this place a natural fit.

No matter your method of travel – be it on a bike, skis, snowmobile, or your own two feet – you can be sure that in 5 minutes flat... you'll be on your own, uncrowded path. And we have lots of them!

EMOTIONAL BENEFITS:

- › awe and invigoration (with natural setting)
- › feeling "alive" and connected
- › sense of adventure, exhilaration
- › sense of peace, serenity, solitude (introspective moments)

core experiences



free-range living

There's a freedom that comes from living away from the hustle and bustle of city life and masses of people. We're free to let our guard down, and still feel safe. We're free to own our home, and not have a crippling mortgage. We're free to choose the pace of life we want, and still have a thriving career. We have the freedom of time – time not spent in traffic or line ups.

Our kids are free to play outside in fresh air without a worried parent watching their every move. They're free to run down the street to their friend's house. They're free to walk to school by themselves. They're free to scratch a knee or fall off a bike. They're free to be kids.

Visitors also share our freedom. They're free to choose their own adventure. Free to explore the forests, mountains, and lakes without throngs of tourists. Free to experience solitude. And they feel what it's like to receive the warm hospitality of a small northern Canadian town... where people look up, smile, and say 'hello'.

EMOTIONAL BENEFITS

- › Sense of safety (small town, away from major travel routes)
- › Peace of mind (of being financially secure, relatively-speaking)
- › Fulfillment and personal wellbeing (work/life balance, ability to have quality time to spend with family and friends, ability to choose a relaxed pace of life)

emotional benefits

It is generally accepted that once humans have their basic living and safety needs met, their **actions and motivations are mostly driven by an emotional need**. In other words, how people feel determines how they act and make decisions. Logical reasoning is used as well, but it is often to rationalize a decision that is rooted in emotion.

What makes a place brand compelling are the underlying emotional benefits the audience can relate to. **Our core experiences are powerful due to the emotional benefits they provide.**

Summary of emotional benefits:

- › awe and invigoration (in natural setting)
- › sense of peace, serenity, solitude (soulful moments)
- › closeness with family & friends
- › feeling "alive" and connected
- › sense of adventure, exhilaration
- › sense of safety (small town, away from major travel routes)
- › peace of mind (financial security)
- › fulfillment and personal wellbeing (work/life balance, quality time with family and friends, relaxed pace of life)

who we are

Our Vibe

*Our spirit and personality is one of the most important elements of our brand. **Our character allows people to connect personally with Mackenzie** – and this connection is what will make the brand meaningful to its audience.*

*If two places have the same positive attributes – say, beautiful lakes – the thing that will make someone choose one over the other will be the **gut feeling** they have about the place. This is why we focus on who Mackenzie is.*

our personality

We are 'salt-of-the-earth' people. We have an easy-going friendliness that masks our resilience and determination. We're sincere, honest, and open. We'll look you in the eye when you pass us on the street, and we'll likely flash you a smile and a nod.

Our resourcefulness and enduring strength of character are hallmarks of our community spirit.

We're described as:

- › Friendly, warm-hearted, easy-going, unassuming
- › Hardworking, resourceful, tough, determined, and enduring
- › Sincere, authentic, reliable, honest, straight-shooters
- › Quiet, reserved

our values

The things we value most are:

- › Having a healthy and active lifestyle that includes outdoor recreation and an appreciation for nature and the environment. We value our clean air and water.
- › Safe environment to live and raise a family
- › The freedom and peace of mind that comes from having a reliable job, coupled with an affordable cost of living
- › Having time – usually to play and connect with family & friends
- › "Deliberate Living" – defined by a relaxed pace-of-life

Behaviours we value most are:

- › Respect for the environment and other people
- › Open-mindedness
- › Being engaged, being a "doer"
- › Having a progressive and positive attitude

tangible benefits

What we can own



physical differentiators

Tangible benefits form an important part of any brand platform. They may not be as powerful as emotional benefits when it comes to attracting people to a place, but a brand cannot exist without them!

The feeling people get about a place + tangible benefits = powerful brand

Tangible benefits are physical attributes that you can see or touch.

The focus is on tangible benefits that Mackenzie can “own” when compared to other competing communities. Our most distinguishable tangible benefits include:

- › In-town lakes and beaches (Morfee Lake, Williston, Gantahaz Lake)
- › Accessible alpine (Morfee Mtn) and wilderness
- › Excellent snow for winter recreation (quantity + quality)
- › Bird-banding station on the Pacific Flyway (Mugaha Marsh)
- › Clean air and water (healthy environment)

community vision

Our Ideal Future

close your eyes and picture...

In the near future, Mackenzie has a reputation of offering a healthy, active lifestyle in which recreation enthusiasts thrive. In addition to unparalleled clean air and water, we have an abundance of affordable, accessible, year-round outdoor activities and trails. Wilderness and solitude is literally just outside our doorstep. Our recreational facilities are well maintained and modern.

We have a vibrant arts community and a wide variety of thriving businesses. Opportunities abound for personal and professional growth.

Mackenzie has involved and active community members who continue to enjoy affordable living, and the freedom to pursue their ideal lifestyle.

Mackenzie's main industries practice resource responsibility – striking a balance between environmental, economic, and social aspects of the region.





2

brand context

audience | competition | related brands

brand context

How do we fit in?

Places do not exist in a vacuum. They are just one tree in the proverbial forest. In order to understand how we fit into the big picture, it is necessary to consider the context of who we are trying to attract, what other communities are competing for their attention, and what other relationships can help us have more impact.

In this section, the main brand contexts we will explore are:

target audience

Whose eyes are we looking at Mackenzie through?

competing communities

What places are we being compared to?

brand relationships

What brands are we inherently associated with?

target audience

For any brand to be effective, it must be directed to a specific target audience. Brands that try to be everything to everyone become bland, easily duplicated, and ultimately fail.

*The main audience is defined by **physical demographics**, their **values**, and their **personality traits**.*

It is important to remember that by focusing on a singular target market, we are not excluding other audiences. It simply means that for our brand to be successful, it must resonate THE MOST with the identified target audience.

Within the target audience, there are also sub-audiences. For example, for economic development, there may be specific industries that have their own set of characteristics. These specific audiences will be explored and included in the next update of the brand book.

DEMOGRAPHICS

- › mostly from northern BC and Alberta towns and cities; some from outside of Vancouver
- › age 20 - 40
- › married or committed couple, with kids (or planning on starting a family)
- › college or university education
- › trades and journeymen, professional entrepreneurs

THEY VALUE

- › **quality of life:** defined by deliberate living, and having time to spend with family and friends... not in traffic or line ups
- › simplicity
- › outdoor experiences
- › **money:** as defined by having more disposable income than their Lower Mainland counterparts, and affordable living (good wages, coupled with lower cost-of-living)
- › being engaged with the community
- › living in a healthy and clean environment (clean air and water)

PERSONALITY TRAITS

- › urban refugees, tired of city
- › adventurous
- › outdoorsy
- › pioneering spirit
- › tough and resilient
- › healthy and active
- › energetic “doers”

competing communities

Competing communities include those that are vying for the attention of the same desired target audience. They may share some of the main attributes and benefits that make Mackenzie attractive.

*Defining competing communities allows us to remain objective in answering the important question,
“What do we do better than our competition?”*

BULKLEY-NECHAKO REGION:

- › Smithers
- › Telkwa
- › Hazeltons
- › Burns Lake
- › Fraser Lake
- › Vanderhoof
- › Fort St. James

FRASER-FT. GEORGE REGION:

- › Prince George
- › Valemount
- › McBride

NORTHEAST BC REGION:

- › Tumbler Ridge
- › Chetwynd
- › Hudson’s Hope

These communities are the ones we will compete directly with (even though they may be collaborating partners in some cases) when it comes to attracting economic development, new residents, and visitors. This section may be updated in the next version of the brand book to define specific ways these places compete with Mackenzie.

brand relationships

Brand relationships include the national, provincial, and regional brands that Mackenzie is inherently associated with.

Being aware of, and understanding these relationships will help Mackenzie realize some of the possible common threads that tie them together. The more a brand can align itself with larger relative brands, the more leverage it can have when trying to attract the desired audiences.

canadian tourism brand

KEEP EXPLORING

Canada's brand is aimed at adventurers at heart, and as such, the tagline is Keep Exploring.

The brand defines 5 unique selling propositions:

- › Vibrant cities on the edge of nature
- › Personal journeys by land, water, and air
- › Active adventure among awe-inspiring natural wonders
- › Award-winning Canadian local cuisine
- › Connecting with Canadians

Read on to see how the British Columbia brand aligns with some of the unique selling propositions above (particularly #3).



brand relationships

british columbia brand

SUPER NATURAL BRITISH COLUMBIA

After undergoing a significant rebranding initiative, Destination BC revealed their new brand in November 2014. As you read through the key parts of the BC brand keep in mind how closely Mackenzie's own brand is aligned. British Columbia's "unique selling proposition" is summed up by the statement:

Nature is the magnet

Their brand essence, is simply: *Wild at heart*

The descriptors that define the personality and spirit of the BC Brand are:

Strong | Free-spirited | Adventurous | Open | Generous

The iconic experiences that the brand focuses on (showcases) are:

- › Canadian Rockies
- › Ocean Coast
- › Rain forests
- › Cities in wilderness
- › Skiing

They also define a "creative platform" - a feeling they hope to convey through all of their visual materials (fonts, colours, photography, tone of voice, etc).

Their creative platform is:

Cultured & Raw

NORTHERN BC TOURISM (TRAVEL NORTHERN BC)

A sub-brand of Destination BC, Northern BC Tourism, is the most easily leveraged relationship (for promotion and marketing). Although this is primarily a tourism brand, remember that before people invest in or relocate to an area, they are always visitors first, and the impressions that they have likely come from tourism marketing efforts.





3

visual identity & guidelines

logo | colour palette | typography

visual identity

Our Logo



logo rationale

The logo stems directly from the Morfee Mountain skyline - a prominent local landmark that serves as the backdrop for life in Mackenzie. It instantly conveys the idea of accessible wilderness and hints at the theme of "paths less travelled". The receding ridge lines creates interest and depth by using dark green in the foreground, with lighter shades of green for the further away ridges. This draws the viewer in, inviting their gaze to travel along the word Mackenzie. This depth makes the logo feel dynamic, rather than static.

COLOUR

The brand colour is a deep earthy green. This rich green was sampled from the shades of coniferous forests, lichens, and mosses. It is representative of the forests that are the lifeblood of Mackenzie's economy, as well as the playground that draws outdoor enthusiasts. Green also represents nature and sustainability - elements of the community vision outlined in section one. The lighter greens are tinted variations of the darker primary colour. The dark grey is reminiscent of the slate one would find on the alpine ridge tops. See the colour palette on page 24 for specific colour specifications.

TYPOGRAPHY

The two logo fonts provide contrast and balance to each other. The main font manages to be both traditional and modern at the same time. The serifs give it an approachable, familiar look, but it has a modern twist in the way that some the serifs seem truncated. Uppercase letters give the word Mackenzie a strength and sturdiness that nods to the tough, enduring character of the community.

The secondary font is modern, contemporary, and it doesn't draw much attention away from the main event. For more on the typefaces used, see the section on typography on page 25.

logo family



PRIMARY LOGO - COLOUR

Against all light backgrounds, this is the logo that should always be used. A rule of thumb when deciding which logo to use is this: ***choose the one that has the most contrast with its background.***



WHITE INVERSE

Against a dark background, particularly green, the white inverse logo should be used. As with all logos, it needs to have a strong contrast with the background.



GREYSCALE

If a situation requires greyscale or black and white printing, this is the logo you should use. Generally this may occur in newsprint or other print media. This logo should only be used if printing in full CMYK colour is not an option.



GREEN INVERSE

When the background is very dark, this logo may be used. If there is doubt as to whether or not there is enough contrast between the greens and the background, use the white inverse logo.

logo staging

give it some space

'Staging' refers to the breathing room surrounding the logo. It separates the logo from texts, images, and other visual elements. There should always be resting space between the logo and other objects, text, or the edge of the page (or other format like the edge of a sticker or sign).

In the example to the right, the grey outline represents the minimum breathing room that should always surround the logo (a bit more is always encouraged). The spacing element (at any size) is the 'E' from Mackenzie.

In your logo package, most versions already have the breathing room built in. The only version without any breathing room is the .eps or .ai logos that design and print professionals would use. It is important that anyone given your .eps/.ai (vector) logo also be given a set of guidelines so they respect the integrity of the logo. There is an abbreviated set of guidelines in your logo package to give to professionals using your brand.



This is an example of the logo with the minimum breathing space around it. If this were a sticker or business card, this is as large as you could make the logo. Ideally, it would be slightly smaller.

MINIMUM SIZE

The logo works well down to 1" in width. This is the absolute minimum size the logo should be used at. In a web environment, the minimum size is one where the logo is still clearly legible.



supporting design elements

TOPOGRAPHIC LINES

This graphic element, like the ridge lines in the logo, are taken directly from Morfee Mountain. Terrain maps use topo lines to illustrate the shape of the terrain using elevation. These kind of maps also show trails, peaks, rivers, and lakes. In that respect, it conveys the idea of exploring wilderness, and getting off the beaten path. These lines also have the second, more subtle effect of suggesting wood texture (like a cross section from a log round).

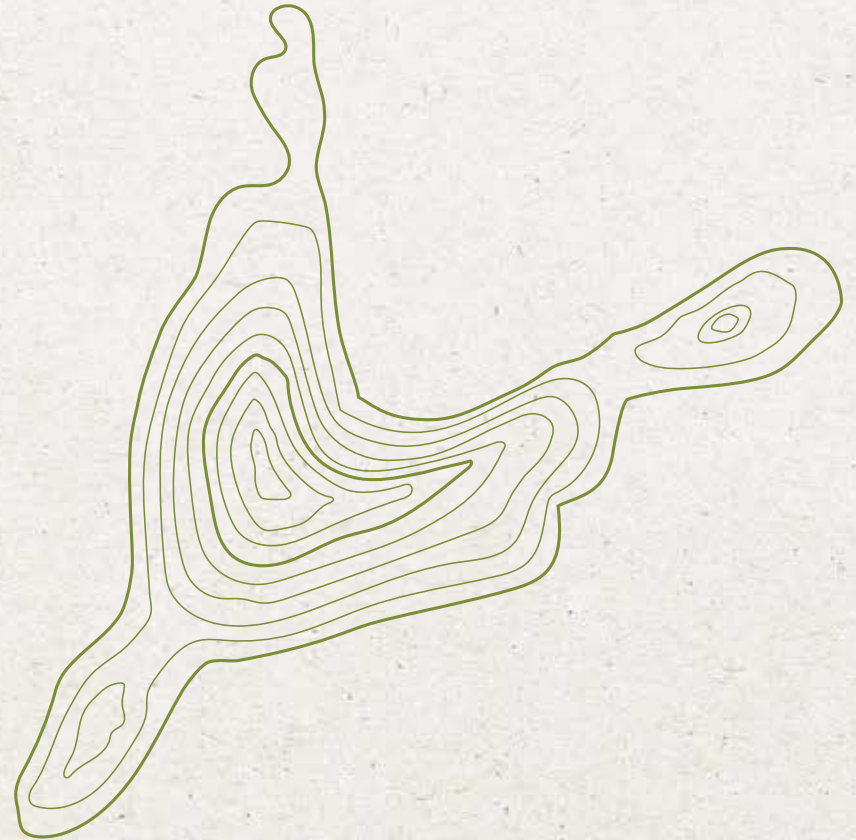
The natural curves of the lines add a warm approachability to branded graphics, while keeping it slightly modern.

These lines not only provide texture and flow, but they also serve to create unity among other brand elements. In a subtle way, this graphic ties in with the ridge line in the logo, as they are a different embodiment of the same peak.

TEXTURES

The background texture found in this document is that of natural paper fibers. Visually, it provides a more eye-pleasing background than stark white. This is a nod to the forestry products industry that Mackenzie's economy is based on.

The natural recycled paper appearance, suggests environmental consciousness. This relates back to the vision statement, highlighting Mackenzie's desire to have its industries practice resource responsibility.



colour palette

PRIMARY COLOUR PALETTE

Below are the primary brand colours for Mackenzie. They reflect the earthy greens found in the forested ridges, as well as the dark grey of shales and slates typically found in the Rocky Mountains.



FIR

CMYK: 30, 0, 84, 41
RGB: 121, 142, 54
RGB Hex: #798E36
PMS: 377U



POPLAR

CMYK: 38, 11, 79, 0
RGB: 169, 191, 95
RGB Hex: #A9BF5F
PMS: 2300U



LICHEN

CMYK: 25, 1, 65, 0
RGB: 198, 218, 126
RGB Hex: #C6DA7E
PMS: 2289U



SLATE

CMYK: 0, 0, 0, 80
RGB: 88, 89, 91
RGB Hex: #58595B

SECONDARY COLOUR PALETTE

These two complimentary colours reflect the striking fall golds in the alpine ground cover and aspens, as well as the deep blue of the surrounding lakes. These should be used sparingly, as accent or highlight colours (i.e. callout icons or buttons on the website).



FALL GOLD

CMYK: 0, 21, 89, 0
RGB: 255, 202, 53
RGB Hex: #FFCA35
PMS: 115U

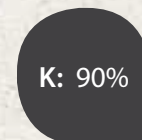


MORFEE BLUE

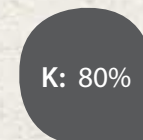
CMYK: 71, 48, 40, 12
RGB: 86, 111, 125
RGB Hex: #566F7D
PMS: 2181U

GREYSCALE PRINTING

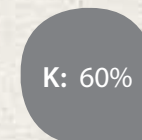
For black and white (greyscale) printing, use these values



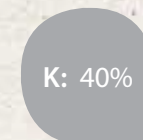
K: 90%



K: 80%



K: 60%



K: 40%

**Note: The 'U' in the Pantone PMS values stands for 'uncoated'. The Mackenzie brand draws its strength from the raw and natural elements of natural wilderness. As such, whenever possible, printed communications and materials should use a natural stock paper with an uncoated or matte finish. Avoid gloss or high gloss, as it will seem a bit too 'slick' for the brand story we are telling.*

typography

brand typography

LOGO TYPEFACES

The Mackenzie logo uses two complementary typefaces. Most typefaces often have several styles and weights in their 'font families'. Thoughtful combination of the brand typefaces can make for effective and eye-pleasing design.

ITC Stone Informal is the main display font in the logo (the word 'Mackenzie'). This font comes in several thicknesses, as well as italics. In the logo, it is used with all capitals in semibold.

Tofino is the other typeface used in the logo (the bottom line). This modern workhorse of a font comes in seven different weights, each with an italic version. In the logo, it is in all capitals, and is in bold.

DAILY USE TYPEFACES

For everyday communications and office documents, the logo typefaces should be avoided. Instead, typefaces that are available on the Windows platform will be assigned to be the standard fonts for the District. The next revision of the brand book will include these fonts.

A WORD ON THE USE OF FONTS

When using brand fonts in any design application, it should be noted that only a few styles should be consistently used.

ITC Stone Informal

Characters:

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
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 ~ ! @ # \$ % ^ & * () { } [] : ; ? / < > |

Weights & Styles:

Medium
Medium Italic

Semibold
Semibold Italic

Bold
Bold Italic

Tofino

Characters:

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
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 ~ ! @ # \$ % ^ & * () { } [] : ; ? / < > |

Weights & Styles:

Thin
Thin Italic
Light
Light Italic

Book
Book Italic
Regular
Regular Italic

Bold
Bold Italic
Black
Black Italic

logo use - common errors

don't do this...

The integrity of the brand and logo relies on consistently correct usage. When people take liberties with the logo to make it “fit” into their designs, they may be tempted to unknowingly use it improperly.

To make sure the logo and brand maintain their professional integrity, please avoid the common errors highlighted on this page.

ABOUT RESIZING A LOGO

There are two kinds of logo files.

Vector files (design files)

- › usually end with **.ai** or **.eps**
- › used by professionals in the graphic design, printing, and sign-making fields
- › usually opened by Adobe Illustrator, Corel Draw, or other design software
- › can be scaled up and down

Non-Vector files (everyday use)

- › usually end with **.jpg**, **.png**, **.tiff**, **.gif**, etc
- › can be opened, and used by anyone
- › are always saved at a specific size
- › **can not be scaled up**

If you are resizing a non-vector logo (like a jpeg), never scale it up (make it bigger). **When scaling it down, always do it proportionately.** If you're not sure how to do this, please seek help before using the logo.



No stretching



No squeezing



Do not rearrange the logo elements



Do not change colours, or use colours outside of the colour palette



Do not crowd the logo. Remember to leave breathing room as outlined on page 22.

This text is far too close to the logo. Leave sufficient breathing room between the logo and images, page borders, and other graphic elements



4 photography telling the visual story

making an emotional impact

out with clichés

Imagery will make or break a brand. It is what conveys the brand essence, and must emotionally resonate with your audience.

With advanced camera and phone technologies, people are taking (and viewing) more photos than ever before. Images are used by many people on social media to tell their own stories in a photo journalistic fashion. We're also more artful in how we compose and present images (think filters, special camera effects). And why do we use these filters? It usually comes back to wanting to elicit an emotional response from our viewers. Adding a sepia filter creates a feeling of nostalgia. Having dappled evening light over a natural landscape make it more dramatic - romantic even.

With this in mind, delivering a compelling and memorable photo requires rising above the old-style "canned" tourism photos. Clichéd images that show overly posed subjects and perfect blue-sky mountain vistas carry no meaning, are uninteresting, and leave little impact. Images need to draw a viewer in, and resonate with them on an emotionally authentic level.

The monochromatic colour of this winter image creates drama, focusing the viewer on the subject. The action of drilling an ice fishing hole appears authentic, and there is an implicit sense of anticipation.



photographic guidelines

destination bc

SETTING THE STANDARD

The folks at Destination BC - the destination marketing organization for the Province of British Columbia - have set the bar high as far as their branding and photographic principles go. Instead of reinventing the wheel, it is recommended that Mackenzie base their photographic principles off of the Destination BC Brand Document.

The photographic guidelines and techniques found on pages 14 - 56 should be reviewed and employed by all photographers/videographers working for Mackenzie.

Destination BC's Brand Document can be found on their website at: [Destination BC's Brand Guidelines](#) | (last accessed November 2018)



a focus on mackenzie

CORE EXPERIENCES

With the photographic guidelines of Destination BC in mind, we can add a specific focus on Mackenzie. As mentioned, the photos that will captivate our viewers are the ones that appear to genuinely capture a moment of life. And to tell Mackenzie's story, we should focus on capturing moments related to our core experiences. Remember, *we want to capture the emotional benefits that the core experiences provide*. See examples on following pages.

Lakes & Beaches

The emotional benefits that people associate with lakes and beaches include:

- › awe and invigoration (with natural setting)
- › sense of peace, serenity, solitude (soulful moments)
- › closeness with family & friends (creating memories)

The Path Less Travelled

The emotional benefits that people associate with the path less travelled include:

- › awe and invigoration (with natural setting)
- › feeling "alive" and connected
- › sense of adventure, exhilaration
- › sense of peace, serenity, solitude (soulful moments)

Free-Range Living

The emotional benefits associated with free-range living include:

- › Sense of safety/belonging (small town, away from travel routes)
- › Peace of mind (of being financially secure, relatively-speaking)
- › Fulfillment and personal wellbeing (work/life balance, quality time with family/friends, ability to choose a relaxed pace of life)

- ✓ Awe and invigoration with natural setting
- ✓ Sense of peace, serenity, solitude (soulful moments)

- ✓ Invigoration with natural setting
- ✓ Closeness with family & friends (creating memories)

Lakes & Beaches



- ✓ Awe with natural setting
- ✓ Feeling “alive” and connected
- ✓ Sense of adventure, exhilaration
- ✓ Sense of peace, serenity, solitude (soulful moments)

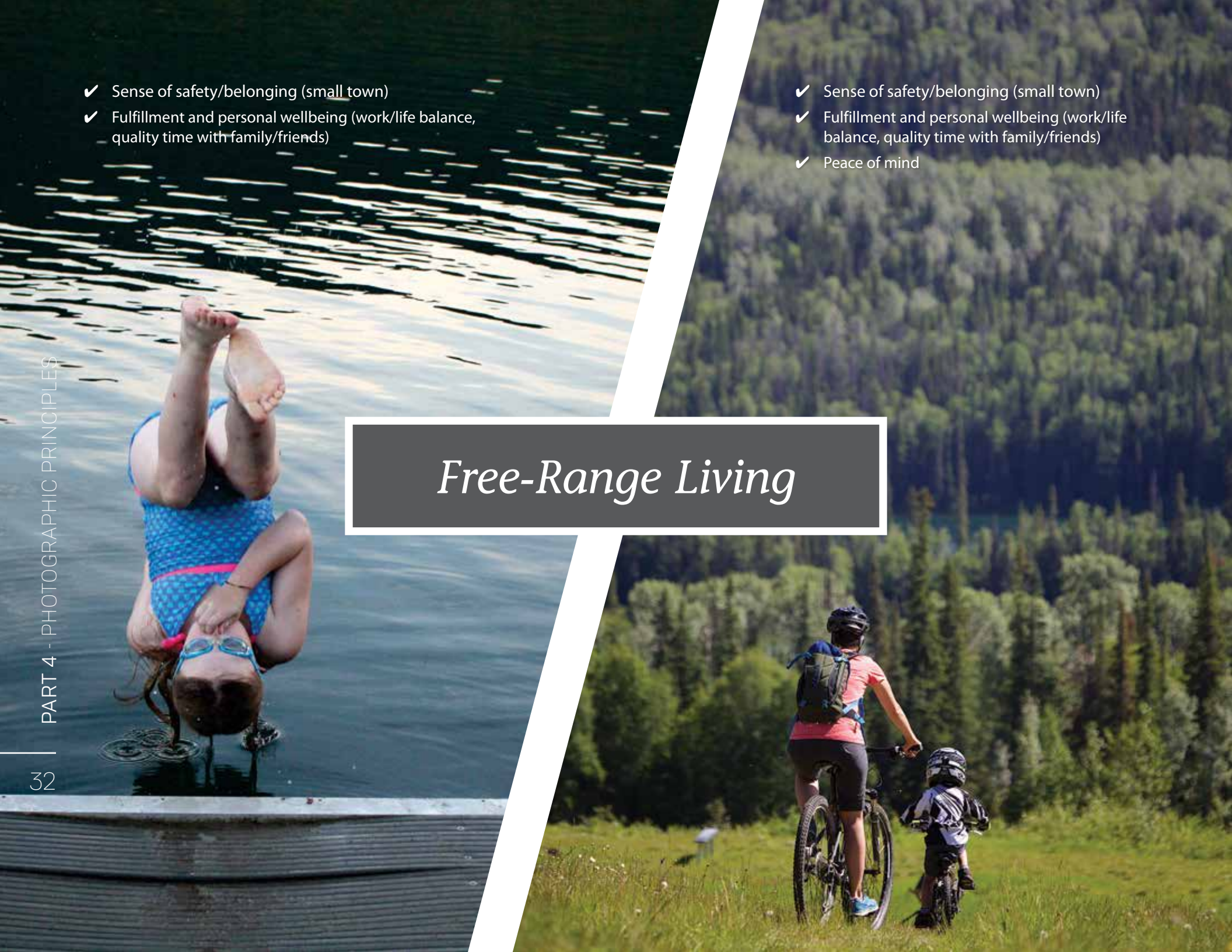
- ✓ Awe and invigoration with natural setting
- ✓ Sense of adventure, exhilaration
- ✓ Sense of peace, serenity, solitude (soulful moments)

Paths Less Travelled

- ✓ Sense of safety/belonging (small town)
- ✓ Fulfillment and personal wellbeing (work/life balance, quality time with family/friends)

- ✓ Sense of safety/belonging (small town)
- ✓ Fulfillment and personal wellbeing (work/life balance, quality time with family/friends)
- ✓ Peace of mind

Free-Range Living





5

tone of voice

messaging | how we communicate

what we say, how we say it

Our Voice

*When we write content for our communication pieces - whether that be our website, our community profile, or a brochure - we need to remember that we're actually speaking directly to our audience. **Our tone of voice should reflect our personality.***

tone of voice

Our tone should be unassuming, direct, and friendly.

To summarize our personality (from page 10), we are 'salt-of-the-earth' people. We have an easy-going friendliness, and are sincere, honest, and open. We'll look you in the eye when you pass us on the street.

We're described as:

- › Friendly, warm-hearted, easy-going
- › Hardworking, resourceful, determined, enduring
- › Authentic, reliable, honest, straight-shooters
- › Quiet, reserved

No matter what style of writing we employ, our tone should reflect this personality.

types of communication

The style of writing should match the kind of content being created. For the District of Mackenzie, we can break down our types of messaging into two kinds:

Factual/Official

Writing style: slightly formal, more informative than descriptive

These can be anything from annual reports, public notices, and other pieces of communication that are primarily intended to deliver concise information. Writing style should be more formal than conversational, using fewer descriptive statements.

Outward Facing - Attraction

Writing style: conversational and inspirational, more descriptive

Communications that fall into this category include things like the Community Profile for economic development, the newsletter, and tourism-related materials. Content should strike a balance between delivering relevant information and compelling narrative. The style of writing can be somewhat colloquial. This means worrying less about perfect sentence structure, and more about approachability. It's as if we're having a thoughtful conversation with a friend or coworker. The content of this guide is written in this manner. Notice the first person language (that's right - I'm talking to you!) and the use of contractions as we would use in a conversation.

language & messaging

tourism & attraction

Our outward voice.

How people consume and digest content has changed dramatically with the rise of the digital age. The way marketing and tourism content was written and delivered 10 and 20 years ago is no longer effective in today's market. People are used to "sound bytes" and do not have the patience to read long, overly descriptive lines of content. The challenge for writers is to blend concise information with inspired narrative. Less is more.

What's more, overuse of commonly used tourism language over the past several decades has rendered many words and phrases meaningless. Examples include:

- | | |
|--------------------------|-----------------------------------|
| › Gateway to... | › ... and so much more. |
| › Unique | › Anything with 'natural' in it |
| › Discover | › Anything with 'adventure' in it |
| › Explore | › Incredible |
| › Stunning | › Majestic peaks |
| › Authentic | › Amazing |
| › Unforgettable | › Awesome |
| › Outdoor recreation | › Hidden gem |
| › We have it all | › Your playground |
| › Something for everyone | › Best kept secret |
| › Breathtaking | |

These words should be avoided. Instead, writers need to dig a little deeper to find memorable and compelling language to concisely tell Mackenzie's brand story.

crafting copy

Destination BC is the leader in tourism marketing. As such, in their Brand Document they have described succinctly how content and copy should be crafted for today's audience. As with the Photographic Guidelines, the District of Mackenzie should refer to Destination BC's Brand Document when writing copy for tourism or economic development.

The Tone of Voice section found on pages 66 - 78 should be reviewed and employed by anyone writing tourism or economic development copy for Mackenzie.

Destination BC's Brand Document can be found on their website at:

[Destination BC's Brand Guidelines](#) | (last accessed November 2018)



final word on communications

does it look or sound typical?

When it comes to bringing the brand to life using images and words, a good barometer as to whether you've done it right is to ask yourself "does this look like a typical tourism shot?" or "does this sound like typical tourism marketing?"

If the answer is yes, then chances are your communication piece will be wasted and forgettable. At best, your brand story (and thus Mackenzie) will not stand out from other communities. At worst, your viewer will be turned off by overly clichéd content, and start associating Mackenzie with being outdated and unoriginal.

Photographers and writers for the District of Mackenzie should push themselves to step outside of the been-there-done-that formula. For high-profile projects (i.e. website and marketing collateral), hiring professional copywriters and employing professional photographers is a step in the right direction. It's important to make sure these guidelines and the Destination BC Guidelines are reviewed and understood by those creating content for the Mackenzie brand.

better than before

Most organizations already have a significant volume of communication pieces out in the market. Changes don't have to happen overnight, but with every communications project that comes up, deliberate thought and a consistent commitment to building the Mackenzie Brand should be at the forefront.

Keep building the image bank with on-brand images. Review web content and identify places where copy and images can be brought on brand. Keeping your website fresh, is one of the most effective way to keep your brand relevant.

Make sure your Communications Plan prioritizes outward-facing works over internal ones for updating.

about destination bc

You may wonder about why we have relied on the imagery and copy writing sections from Destination BC.

Destination BC is the largest and most effective destination marketing organization in the Province. It is well funded, and they have put incredible resources into researching tourism trends, discovering what works to reach today's consumer, and developing tools and techniques to deliver compelling content.

The more Mackenzie is aligned with photographic styles and copy writing, the more effective it will be in aligning the Mackenzie brand with the BC brand.

Destination BC is in the business of promoting BC not only to outside markets, but also domestically and regionally. They are constantly producing printed guides and updating content on their websites. When they are looking for images and places to promote, the more compelling Mackenzie's brand is, the more likely we are to be included or highlighted in their marketing materials. For example, if Mackenzie keeps curating an on-brand image bank that also meets Destination BC's standards, the more likely they will use a Mackenzie image on the cover of one of their guides - or on their website. In this way, Mackenzie will be able to leverage their exposure to those who would consider moving to, investing in, or visiting the area.