

# ski BIG

BANFF SUNSHINE ♦ LAKE LOUISE ♦ MT. NORQUAY

*BRAND GUIDELINES*

Version 1.1 – September 2017



## VISUAL IDENTITY

This Visual Standards Guide was created as a reference guide for all materials representing the SkiBig3 brand.

When you refer to this guide, it is very important to follow all the details listed.

## *HOW TO USE THESE GUIDELINES*

**The SkiBig3 Visual Standards Guide serves multiple purposes:**

To establish the design specifications and standards for the consistent, accurate application of the SkiBig3 logo and its supporting elements.

It will ensure the correct and consistent use of our logo and has established important design parameters for the creation of all SkiBig3 internal and external communication materials. Used correctly, this manual will help maintain a consistent standard of quality and integrity every time the SkiBig3 brand appears.

The logo and its elements must be reproduced only in formats that are displayed in these guidelines. Situations may occur for which there is no precedent in this guide. Every effort should be made to adhere to the basic principles outlined in this document; this will ensure all materials maintain a consistent approach and design feel to build a stronger brand.



*LOGOS*



ski  
BIG 3

BANFF SUNSHINE ✦ LAKE LOUISE ✦ MT. NORQUAY

Our logo is inspired by the wild environment.  
The wild nature is represented by the roughness of the illustration style  
while the number three forms to represent the three mountains joining together.

## VISUAL IDENTITY – OUR LOGO

For official colour specifications please refer to page 37.

### PRIMARY LOGO VERSIONS

Our primary logo version along with the three mountain names should be used on all print and digital collateral unless otherwise specified by the SkiBig3 marketing team.

Every element of the logo has been custom drawn and must not be altered in any way. The colours have been carefully chosen and must never be changed, nor should their positions in relation to each other. In the colour section of these guidelines is a full list of acceptable reproduction methods. The font used to articulate our name has been created specifically for our organization and no existing font will perfectly match its unique characteristics.



SkiBig3 Logo with Resort Lockup - Blue



SkiBig3 Logo with Resort Lockup - White

## VISUAL IDENTITY – OUR LOGO

For official colour specifications please refer to page 37.

### *SECONDARY LOGO VERSIONS*

Our secondary logo can be used when the names of the three mountains are written in a headline or are used within proximity of the logo. The use of this logo must be approved by the SkiBig3 marketing team before use.



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SkiBig3 Logo - Blue



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SkiBig3 Logo - White



## VISUAL IDENTITY – OUR LOGO

The black and white logo versions should only be used in situations where you cannot print full colour.

For official colour specifications please refer to page 37.

### *BLACK AND WHITE LOGO VERSIONS*

It may become necessary, due to printing limitations, to print the logo in black only. When this situation arises, the reverse logo will become white out of a black background and the positive logo version becomes black on a white background.



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SkiBig3 Logo with Resort Lockup - Black



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SkiBig3 Logo with Resort Lockup - White

## VISUAL IDENTITY – OUR LOGO

For official colour specifications please refer to page 37.

***SKI RESORT LOCK-UP***

In some cases you may want to use the ski mountain names in a lock-up separate from the SkiBig3 logo. If that's the case make sure you use the secondary logo version within proximity of the lock-up.

**BANFF SUNSHINE ♣ LAKE LOUISE ♣ MT. NORQUAY**

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SkiBig3 Resort Lockup Text Horizontal - Blue

**BANFF SUNSHINE**  
♣  
**LAKE LOUISE**  
♣  
**MT. NORQUAY**

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SkiBig3 Resort Lockup Text Vertical - Blue



## VISUAL IDENTITY – OUR LOGO

Use the “Clear Space” rule on page 29 to determine how to lock-up the logos.

### SKI BIG 3 INDIVIDUAL RESORT LOGO LOCK-UPS

In some cases it will be necessary to use the logo alongside of an individual SkiBig3 resort. Logo files have been provided for these situations. We have used the “Clear Space” measure to determine the minimum space required between the two logos.

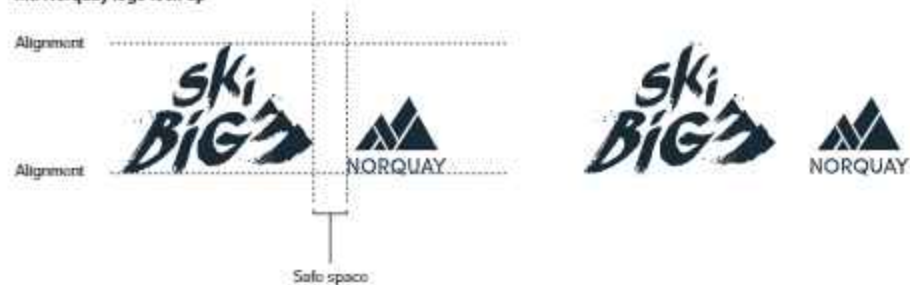
#### Banff Sunshine logo lock-up



#### Lake Louise logo lock-up



#### Mt. Norquay logo lock-up



## VISUAL IDENTITY – OUR LOGO

Use the "Clear Space" rule on page 29 to determine how to lock-up the logos.

### *SKIBIG3 RESORT LOGO LOCK-UP*

If there is an instance where the three ski resort logos need to be featured with SkiBig3, this logo lock-up should be used. Logo files have been provided for these situations. We have used the "Clear Space" measure to determine the minimum space required between the logos.

#### SkiBig3 Resort Logo Lock-Up



## VISUAL IDENTITY – OUR LOGO

Use the "Clear Space" rule on page 29 to determine how to lock-up the logos.

### CO-BRANDED LOGO LOCK-UP

In some cases it will be necessary to use the logo along side of another logo. When this situation occurs then both logos should be of equal proportions to each other. We use the "Clear Space" measure to determine the minimum space required between the two logos.

#### Primary logo lock-up



#### Secondary logo lock-up



## VISUAL IDENTITY – OUR LOGO

Consult with the marketing team for usage approvals.

For official colour specifications please refer to page 37.

*icon*

Once equity has been built behind the SkiBig3 brand and the primary logo is a recognized entity then the Icon can be used by itself.



SkiBig3 Icon - Blue



SkiBig3 Icon - White



SkiBig3 Icon - Black



SkiBig3 Icon - White



## VISUAL IDENTITY – LOGO ANIMATION

Preview the animated logo at:  
<https://youtu.be/uXDckL3OphM>

# LOGO ANIMATION

This logo animation is meant to bring to life our identity and can be used on multiple digital applications and video.

Versions created include:

- Master animated logo
- Looped version
- Simplified version for HTML5 ads (built for GSAP)



**Frame 1**  
Snow enters the frame from the edges



**Frame 2**  
Snow twirls and begins to create the SkiBig3 logo



**Frame 3**  
As the SkiBig3 logo appears, the remaining twirling snow blows out of frame...



**Frame 4**  
...to reveal the SkiBig3 logo.

## VISUAL IDENTITY – OUR LOGO

The clear space around the logo is equal to the height of the "S" in the word "Ski."

### *CLEAR SPACE AROUND*

For the SkiBig3 logo to appear in its optimum format in collateral, there must be an area around it that remains clear of any graphic, pictorial or illustrative elements. With this in mind, a clear space around has been set that no other elements may infringe upon.



## VISUAL IDENTITY – OUR LOGO

The minimum size for the Primary logo is based on the icon width being no smaller than 1" wide.

The minimum size for the Secondary logo is based on the icon width being no smaller than .5" wide.

### *LOGO MINIMUM SIZE*

The SkiBig3 logo needs to be a sufficient size to reproduce accurately. As a general rule, the primary logo version should be no smaller than 1" wide. 1" is the smallest size that can accurately display the three mountain names under the logo. If you need a logo for smaller sizes then the Secondary logo can be used.

The minimum size for the reproduction of the primary logo format is based on the width being no smaller than 1" wide.



The minimum size for the reproduction of the secondary logo format is based on the width being no smaller than .5" wide.



## VISUAL IDENTITY – OUR LOGO

If you are unsure of the methods listed here, please contact the SkiBig3 Marketing Team.

### LOGO VIOLATIONS

All versions of the SkiBig3 logo must not be adjusted, altered or re-drawn in any way.



Do not alter the colour or tint of the logo.



Do not remove elements from the logo.



Do not add elements to the logo.



Do not alter or stretch the proportions of the logo.



Do not replace the fonts with other fonts.



Do not add copy to the logo.



Do not flip elements.



Never alter the configuration of the logo.



Do not change the order of the descriptor line.



*SKI&IG3 PRODUCT SUB-BRANDS*



## VISUAL IDENTITY – PRODUCT LOGOS

Use the “Clear Space” rule on page 29 to determine how to lock-up the logos.

### SKIBIG3 SUB-BRANDS

SkiBig3 is responsible for a number of products within the organization. Each of these offerings are public facing and have been structured to lead with the SkiBig3 brand first. Logos have been provided for each of these products in both vertical and horizontal formats.

#### SkiBig3 Product Logos - Vertical



#### SkiBig3 Product Logos - Horizontal



*BRAND COLOURS*





Whenever possible, always reproduce the logo using the Pantone colour reproduction method.  
[www.pantone.com](http://www.pantone.com)

When printing on coated paper, you must specify the Pantone Coated version of the logo.  
When printing on uncoated paper, you must specify the Pantone Uncoated version of the logo.

When printing the logo in colour publications, the CMYK specified colours should be used.

When using the logo online, the RGB specified colours should be used.

# BRAND COLOURS

When reproducing the SkiBig3 logo, only the approved colours may be used. Care should be taken when using the SkiBig3 colours. Issues such as print colour limitations, artwork format or medium of logo presentation should be taken into account. To ensure the quality level when printing, consult your printer prior to sending files.

### PRIMARY



**Pantone 289C**  
(Coated Papers)

**Pantone 289U**  
(Uncoated Papers)

**CMYK Conversion**  
(4-Colour Process)  
C: 100  
M: 63  
Y: 13  
K: 60

**RGB Conversion**  
(For Online)  
R: 37  
G: 44  
B: 58

**HTML: #252C3A**



**Pantone Process Black C**  
(Coated Papers)

**Pantone Process Black U**  
(Uncoated Papers)

**CMYK Conversion**  
(4-Colour Process)  
C: 0  
M: 0  
Y: 0  
K: 100

**RGB Conversion**  
(For Online)  
R: 0  
G: 0  
B: 0

**HTML: #000000**



**Pantone Cool Grey 3C**  
(Coated Papers)

**Pantone Cool Grey 3U**  
(Uncoated Papers)

**CMYK Conversion**  
(4-Colour Process)  
C: 7  
M: 4  
Y: 6  
K: 14

**RGB Conversion**  
(For Online)  
R: 197  
G: 197  
B: 197

**HTML: #C5C5C5**



**White**

### ACCENT COLOUR



**Pantone 137C**  
(Coated Papers)

**Pantone 123U**  
(Uncoated Papers)

**CMYK Conversion**  
(4-Colour Process)  
C: 0  
M: 34  
Y: 100  
K: 0

**RGB Conversion**  
(For Online)  
R: 255  
G: 178  
B: 0

**HTML: #FFB200**



ski  
BIG

BANFF SUNSHINE + LAKE LOUISE + MT. NORQUAY

*THANKS FOR CHECKING  
OUT OUR NEW BRAND.*

For any questions regarding these guidelines,  
please contact:

**Sarah Pearson**  
Media & Marketing  
SPearson@skibig3.com  
(403) 760 7746