

# TRAVEL COLUMBIA VALLEY LOGOS

## Primary



## Primary Colour/White For dark backgrounds



## Secondary



## Wordmark

TRAVEL  
COLUMBIA  
VALLEY

TRAVEL  
COLUMBIA  
VALLEY

TRAVEL  
COLUMBIA VALLEY

TRAVEL  
COLUMBIA  
VALLEY

TRAVEL  
COLUMBIA  
VALLEY

TRAVEL  
COLUMBIA VALLEY

# PARTNERSHIP LOGOS



# CORE COLOURS

USE MOST

USE LEAST

## Primary / Logo



**NAVY**  
HEX #012939  
RGB 1, 41, 57  
CMYK 96, 72, 52, 57  
Pantone 303 C



**BLUE (Water/Snow)**  
HEX #0F99D6  
RGB 15, 153, 214  
CMYK 76, 25, 0, 0  
Pantone 2925 C



**GREEN (Nature)**  
HEX #CEDE00  
RGB 206, 222, 0  
CMYK 24, 0, 100, 0  
Pantone 389 C



RGB colours  
are big circle  
Pantone  
colours are  
small circle

**YELLOW (Sun)**  
HEX #FFD100  
RGB 255, 209, 0  
CMYK 0, 16, 100, 0  
Pantone 109 C

## Secondary



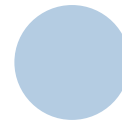
**ORANGE**  
HEX #EF7521  
RGB 239, 117, 33  
CMYK 2, 66, 100, 0  
Pantone 158 C



RGB colours  
are big circle  
Pantone  
colours are  
small circle

**GREY**  
HEX #5C666F  
RGB 92, 102, 111  
CMYK 66, 52, 45, 17  
Pantone 431 C

## Neutral



HEX #B5CDE3  
RGB 181, 205, 227  
CMYK 28, 11, 4, 0



HEX #F2DF9C  
RGB 242, 223, 156  
CMYK 5, 9, 46, 0



HEX #E0E4AA  
RGB 224, 228, 170  
CMYK 13, 3, 41, 0

## Light Neutral



HEX #E4E9ED  
RGB 228, 233, 237  
CMYK 9, 5, 4, 0



HEX #EFE9DA  
RGB 239, 233, 218  
CMYK 6, 6, 13, 0



HEX #EAEADC  
RGB 234, 234, 220  
CMYK 8, 4, 13, 0

## Complimentary



HEX #5A95C9  
RGB 90, 149, 201  
CMYK 65, 32, 4, 0



HEX #0C6B98  
RGB 12, 107, 152  
CMYK 91, 54, 21, 3



HEX #F2D162  
RGB 242, 209, 98  
CMYK 6, 15, 73, 0



HEX #D0D868  
RGB 208, 216, 104  
CMYK 21, 3, 74, 0



HEX #4A5862  
RGB 74, 88, 98  
CMYK 73, 56, 47, 26



HEX #593A30  
RGB 89, 58, 48  
CMYK 47, 68, 71, 49



HEX #5D5E49  
RGB 93, 94, 73  
CMYK 59, 49, 70, 31

# FONTS FOR PRINT & WEB

## Print – Poppins Font Family

Poppins Bold **FIND MORE IN THE  
COLUMBIA VALLEY**

Poppins Extra Bold **COLUMBIA VALLEY, BRITISH COLUMBIA**

Poppins Regular We are the warmth of the sun as it peeks through the mountains, the welcomed cool breeze as you reach the peak of your journey. We are everything you love about getting away. End to end, and everything in between, we are ready.

## Secondary – Pacifico Regular

For friendly details for print & web

*Whatever your pace,  
we have a trail for you.*

## Logo

– Nunito



## Web – Oswald Font family

Poppins Bold **FIND MORE IN THE  
COLUMBIA VALLEY**

Poppins Extra Bold **COLUMBIA VALLEY, BRITISH COLUMBIA**

Oswald Light We are the warmth of the sun as it peeks through the mountains, the welcomed cool breeze as you reach the peak of your journey. We are everything you love about getting away. End to end, and everything in between, we are ready.

Oswald Medium

LET'S GET ICECREAM!

START YOUR JOURNEY

# FONTS FOR PRINT & WEB

## Print – Poppins & Barlow Condensed Families

**Poppins Bold** **FIND MORE IN THE COLUMBIA VALLEY**

**Poppins Extra Bold** **COLUMBIA VALLEY, BRITISH COLUMBIA**

Barlow Semi Condensed Reglar We are the warmth of the sun as it peeks through the mountains, the welcomed cool breeze as you reach the peak of your journey. We are everything you love about getting away. End to end, and everything in between, we are ready.

## Secondary – Pacifico Regular

For friendly details for print & web

*Whatever your pace,  
we have a trail for you.*

## Logo

– Nunito



## Web – Poppins & Barlow Condensed Families

**Poppins Bold** **FIND MORE IN THE COLUMBIA VALLEY**

**Poppins Extra Bold** **COLUMBIA VALLEY, BRITISH COLUMBIA**

Barlow Condensed Reglar We are the warmth of the sun as it peeks through the mountains, the welcomed cool breeze as you reach the peak of your journey. We are everything you love about getting away. End to end, and everything in between, we are ready.

Barlow Condensed SemiBold

LET'S GET ICECREAM!

START YOUR JOURNEY