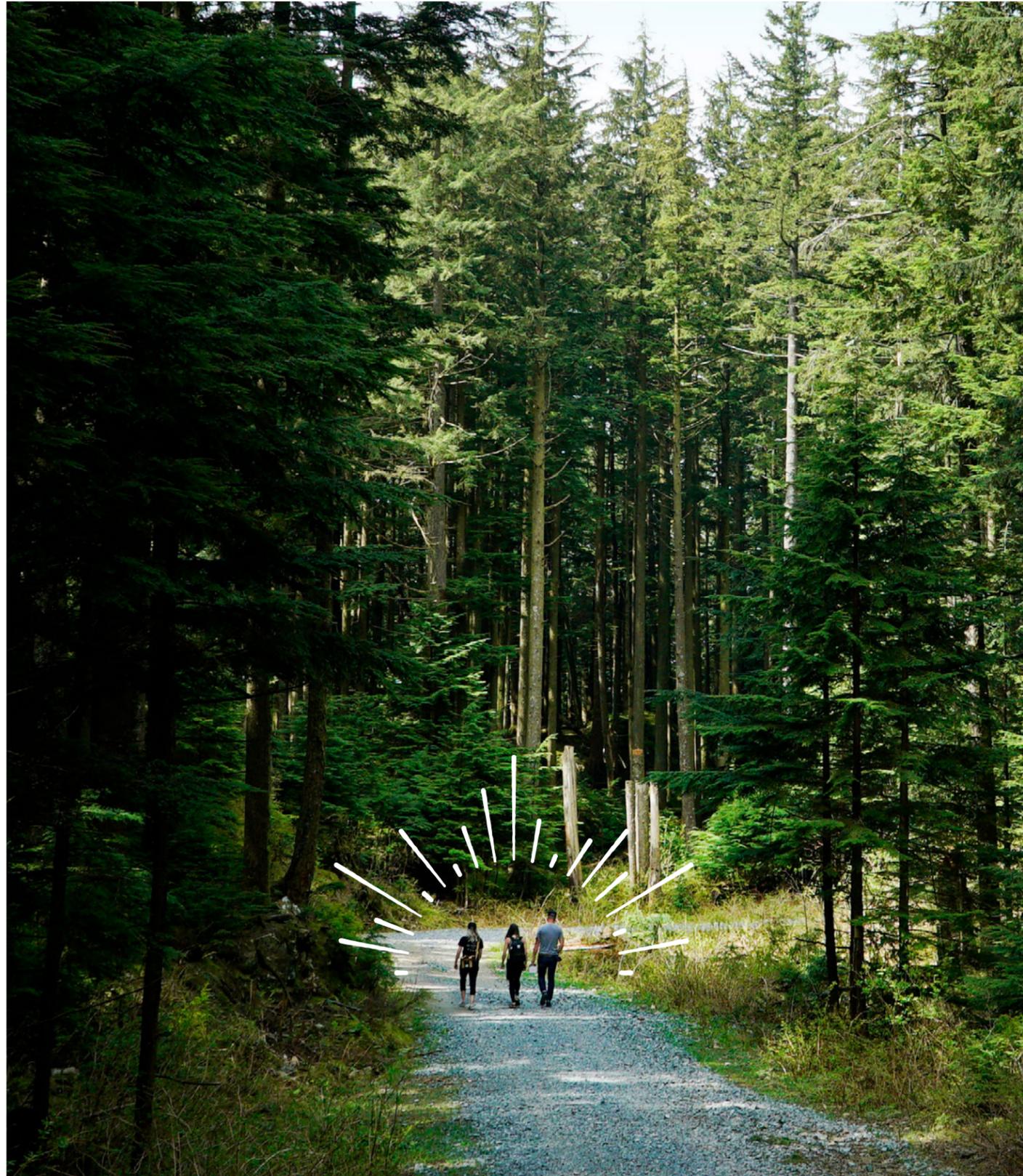




# ABBOTSFORD

HANDMADE & HOMEGROWN



# WELCOME TO ABBOTSFORD

**Abbotsford is located on the traditional land of the Sumas and Matsqui peoples. Tucked in the scenic Fraser Valley, ringed by the Cascade mountains and located just 60 minutes east of Vancouver, Abbotsford is in the perfect position to develop the tourism economy into a robust sector with long-term environmental and economic stability.**

As a relatively small tourism market, Abbotsford can grow its competitiveness by building its reputation as a community-orientated destination with distinct niche experiences and vibrant events that are well paired with ease of access and plentiful facilities.

Abbotsford's accessibility to the most densely populated area of the province, as well as its proximity to Washington State and Alberta, presents an opportunity for its reputation to grow as an ideal nearby getaway.



## CONTEXT

**With steady growth in domestic and international overnight stays, the tourism economy in BC is healthy from an economic spend perspective with potential for continued growth. Further, it is an important economic sector for the Vancouver Coast & Mountains region in which Abbotsford is located. Tourism in Abbotsford generates \$42 million in economic impact.**

Despite current success, in order to advance Abbotsford's position in a highly competitive and saturated travel space, the focus must be on strengthening its brand. Globalization is continuing to make the world a smaller place. From a transportation perspective, the world is largely accessible. And from a communication perspective, information is flowing more widely and freely than ever before.

The stories DMOs generate are drops in an ocean of social media–fueled word-of-mouth conversations. It is vital for the long-term success of Abbotsford's brand to deliver remarkable experiences that generate positive word of mouth. Every touch point a destination has with travellers is an opportunity to either turn them into either raving fans or critics with large audiences.



# OUR IDENTITY

**Home first to the Sumas and Matsqui, Abbotsford is where the city turns into the countryside. Our identity will always be rooted in the land that has sustained the people of this place for thousands of years. The roots that are dug deep here go beyond the living things that grow from the soil to the values that sustain us. It is our connection to each other as family, friends and neighbours that unifies our diverse community.**

We care about each other. We care about the place we call home. And we care about what happens here. We celebrate the good times and support each other through the challenging ones.

However, our steadfastness does not breed inertia. Change has come to this place in waves, each time marking an evolution. We are moved forward by what grounds us. Our community guides the reinvention of our place at the right pace to protect its roots while allowing new things to grow.

This means there's always something new in store in Abbotsford. We love the beautiful scenery that surrounds us. We find peace in the mountains, rivers, parks and farmland. But above all else, we love coming together to share our passions – to rejoice at the changing of seasons and bounty of the land, to find more reasons to do something special together or to gather to share a meal, cup of coffee or pint of beer in a welcoming place.



# CUSTOMER PERCEPTION

**In the minds of some consumers, there is no urgency to visit Abbotsford. For many it is little more than a stop along the highway to refuel on the way to their real destinations. Low familiarity and the perception that it is “too far to go” results in even lower motivation to visit. Coupled with this are negative perceptions that may have been formed based on selective news coverage of the area that has traditionally overemphasized “bad news” stories.**

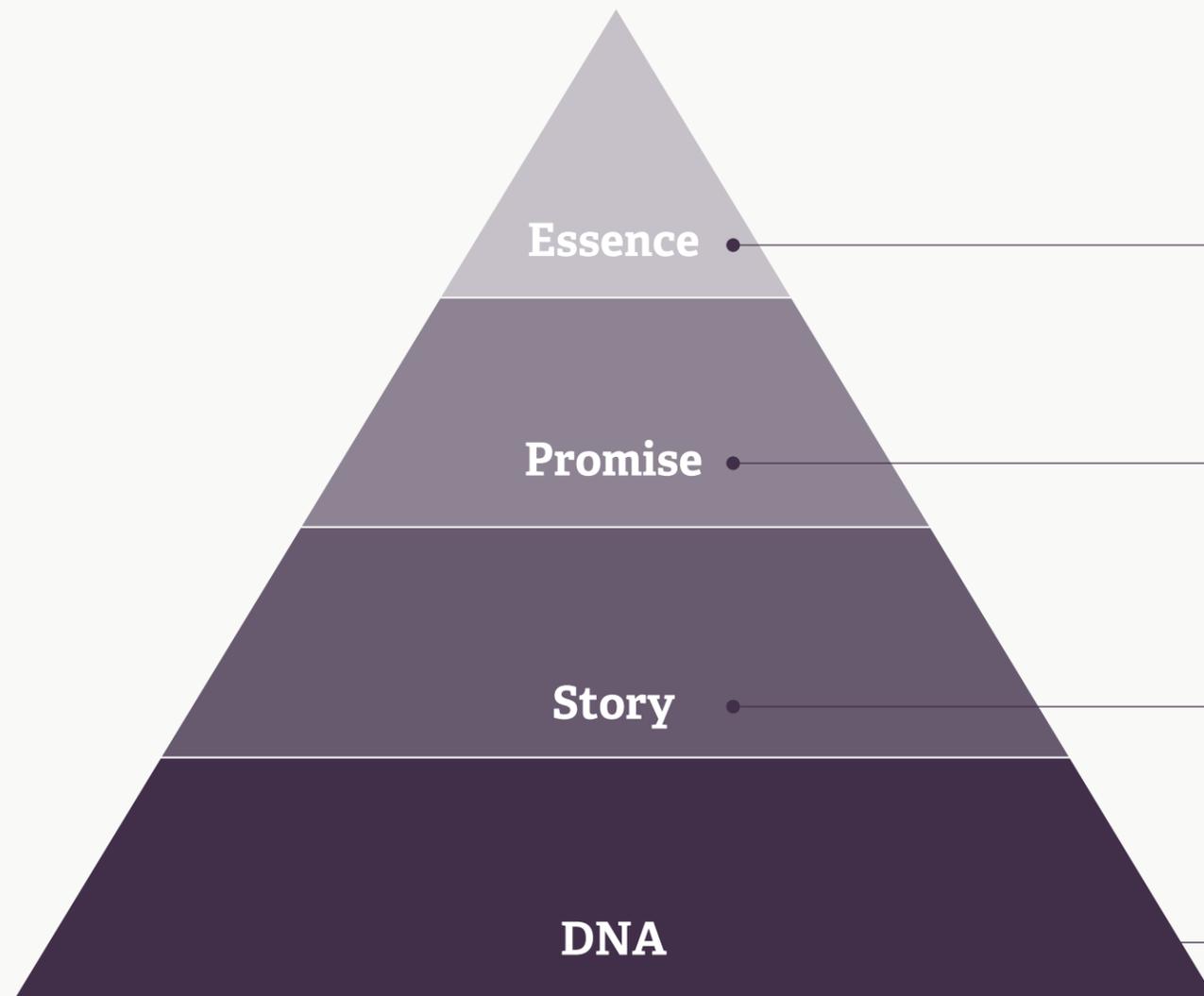
However, Abbotsford has a lot to offer. From agricultural experiences that align to the changing values around food production to vibrant events, great restaurants, a revitalized historic downtown and outdoor green space, it offers the affordable, accessible getaway people are looking for.

Abbotsford is not merely a stop along the highway. It is not boring. And it is definitely not difficult to get to. Changing these perceptions will take time, and the problem cannot be solved by promotion alone. It’s a matter of delivering remarkable experiences. It’s a matter of residents and visitors alike sharing the true story of Abbotsford that is rooted in those experiences.

The Abbotsford brand serves as a compass for developing a shared destination story that’s to be experienced, communicated and shared.



# BRAND FRAMEWORK



**Essence** — the heart and soul of a brand

**Promise** — a guiding commitment to providing a distinct experience that will positively impact a person's life

**Story** — a cohesive articulation of the holistic experience that a destination provides through a person's interaction with the place that clearly conveys the distinctiveness

**DNA (Appearance/Personality)** — the core identity, personality and defining attributes of a place

**AUTHENTIC**

Even though Abbotsford is growing, it still has many places of authenticity. Locally owned farms, shops and restaurants contribute to a unique feel.

**CHARITABLE**

Abbotsford's community values are rooted in its religious people and diversity. It results in one of the most generous communities in Canada and explains a lot about the community spirit.

**FARMS**

Abbotsford is BC's largest city by geographical size and is 70% comprised of farmland. Protected by BC's Agricultural Land Reserve (ALR), Abbotsford grows a diverse set of products by a diverse set of farmers and is a place of farming innovation.

**EVENTS**

Abbotsford hosts numerous events and tournaments throughout the year. From iconic events (such as the Abbotsford International Air Show) to specific passions, they are some of the primary drivers of visitation.

# PRIORITY ATTRIBUTES

**SCENIC**

Abbotsford is located in a valley surrounded by majestic mountains, with Sumas Peak, McKee Peak and Mount Baker serving as landmarks to the city. The farmland, with its red barns, fields of flowers and produce, gives Abbotsford a distinct romantic country feel.

**INFRASTRUCTURE**

Abbotsford started as a railway connection and is now a transportation hub. Now it's the first or last city on the Trans-Canada Highway in the Fraser Valley, with an international airport and is connected with an iconic river.

**FAMILY ORIENTED**

Abbotsford understands that "it takes a village," and most places welcome families. It contributes to the authenticity and "city in the country" feel.

**DIVERSE**

Abbotsford is one of the most diverse farming communities in BC. And even though it's not perfect, it is resulting in an open-minded and richer community culture and spirit.

# OUR BRAND STORY

IN ABBOTSFORD YOU FIND THE BIGGEST FARMING COMMUNITY IN CANADA, IN COMBINATION WITH A GROWING CITY AND SURROUNDED BY STUNNING SCENERY.

EASILY ACCESSIBLE AND WITH ALL THE AMENITIES, THIS IS A PLACE TO EXERCISE YOUR PASSION. TASTE WHAT NURTURING THE LAND PROVIDES US AT OUR VIBRANT FARMS AND RELISH THE CHANGING FLAVOURS OF EACH SEASON.

DON'T BE A STRANGER AND TAP INTO OUR COMMUNITY SPIRIT. CONNECT WITH OUR CULTURALLY DIVERSE PEOPLE WHO ARE UNITED BY TRADITIONAL VALUES OF GENEROSITY, RESPECT AND FRIENDLINESS.

# OUR BRAND PROMISE

**IN ABBOTSFORD, YOU CAN  
TAKE A BREAK TO RECONNECT  
WITH YOUR PASSION, THE  
LAND AND YOUR LOVED ONES  
WHILE BEING WELCOMED BY  
OUR COMMUNITY SPIRIT.**



## OUR BRAND ESSENCE

**A CULTIVATED CITY. CONNECTS PEOPLE TO THE LAND AND TO EACH OTHER. IT IS A PLACE TO SET AND GROW ROOTS TOGETHER. AS THE SUN AND SOIL NOURISH THE CROPS, THE CONNECTION PEOPLE SHARE IN THIS PLACE NOURISHES THE SPIRIT.**

**HERE TIME IS MEASURED IN SEASONS, FAMILY MILESTONES AND DOING WHAT YOU LOVE.**

**OUR URBAN HEART CRADLED BY FARMLAND OFFERS US BALANCE – BALANCE BETWEEN NURTURED AND BUILT; CITY AND COUNTRY; DIVERSITY AND COMMUNITY.**

# CREATIVE TOOLBOX

# IDENTITY

## IDENTITY



### PRIMARY LOGO AND TAGLINE

Our Tourism Abbotsford logo with the tagline “Handmade & Homegrown” should always be used first whenever possible. Only when space is limited or when the logo is required to be very small should the logo be used without the tagline.

### LOGO FORMATS

Files have been provided in both vector and raster formats in specified Pantone and CMYK/RGB versions. Black-and-white versions have also been provided. For print, use Pantone as a first choice to ensure a more accurate colour match where possible. Use CMYK as a secondary option.

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## TYPOGRAPHY

**AA**

## HEADLINES

**HANSIEF REGULAR – ALL CAPS**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@#%&^\***

**Aa**

## SUB-HEADLINES / URL

**Adelle PE Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&^\***

**Aa**

**Adelle PE Bold Italic**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&^\***

**Aa**

## BODY COPY

**Adelle PE Regular**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&^\***

**Aa**

**Adelle PE Italic**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&^\***

## COLOUR PALETTE

### PRIMARY



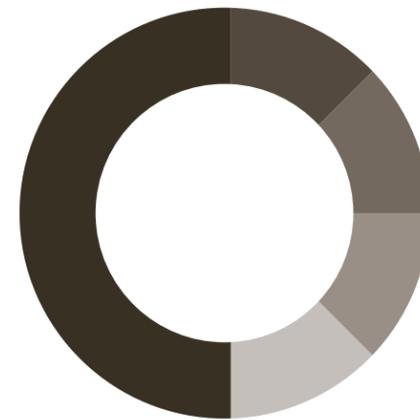
**PMS 7479**  
**CMYK** 47, 35, 62, 8  
**RGB** 138, 140, 108  
**HEX** 8a8c6c

### SECONDARY



**PMS 2627**  
**CMYK** 79, 86, 52, 34  
**RGB** 65, 48, 74  
**HEX** 41304a

### ACCENT



**PMS 419**  
**CMYK** 63, 64, 76, 62  
**RGB** 56, 48, 36  
**HEX** 383024



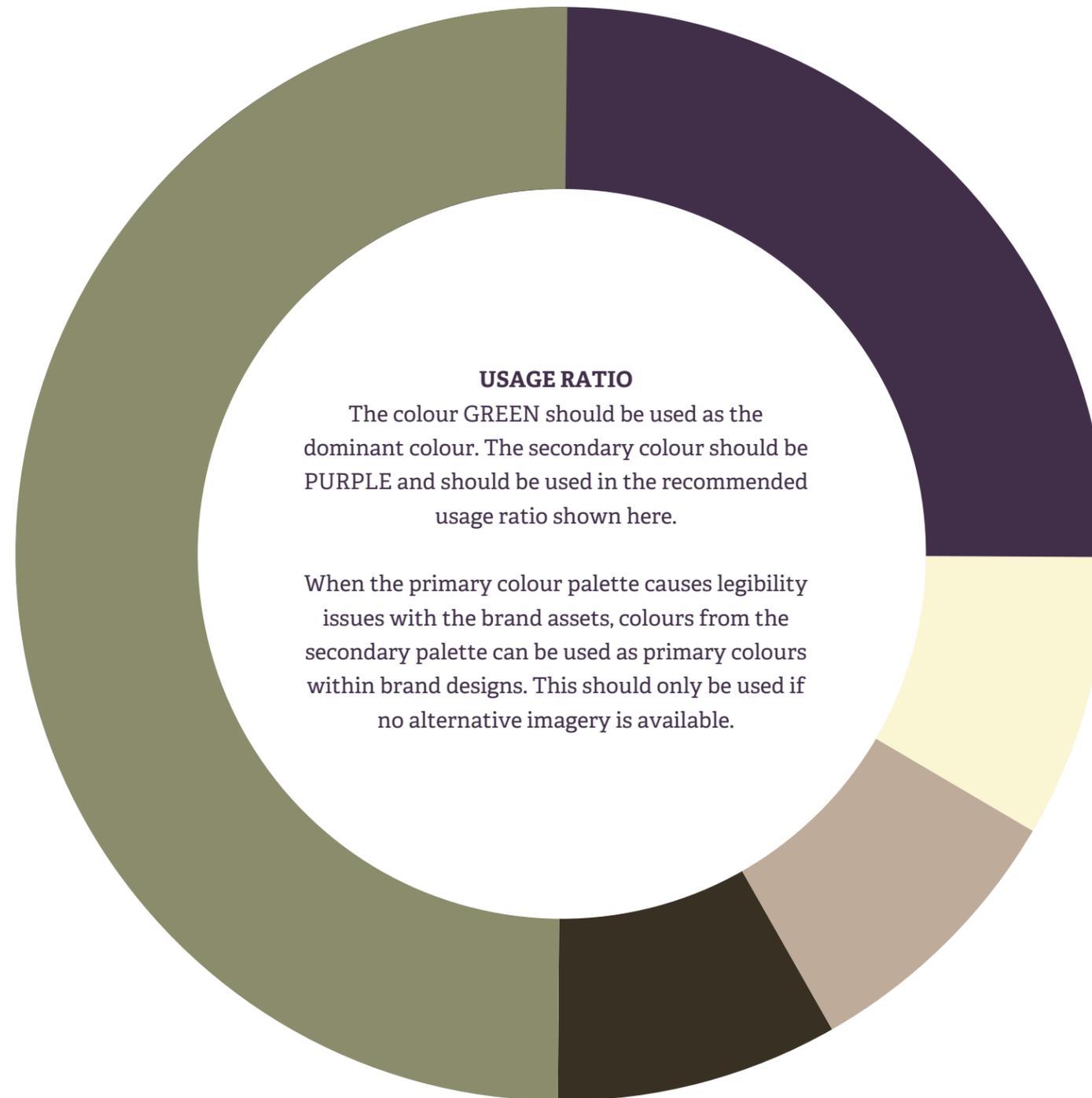
**PMS 7535**  
**CMYK** 27, 30, 38, 0  
**RGB** 190, 171, 154  
**HEX** beab9a



**PMS 7499**  
**CMYK** 2, 1, 20, 0  
**RGB** 250, 245, 211  
**HEX** faf5d3

The following colour palette has been selected for use in printed and digital communications. Tints of these colours may be used; however, the logo in all its variants must be used with a 100% tint.

## COLOUR PALETTE



## PHOTOGRAPHIC STYLE

**Photography selection plays an important role in all levels of the Abbotsford brand communication. Abbotsford photography is always highlighting a connection. People make this connection between themselves, their environments or their emotions.**

Abbotsford photography should be real and observational and give a sense of people, personality and place. The primary subject matters of our photography should be engaged and thoughtful and appear with a positive, relaxed and warm attitude.

Abbotsford is one of the most culturally diverse cities in Canada, and our photography needs to reflect this.



## THE FOLLOWING RULES APPLY TO PHOTOGRAPHY FEATURING HUMAN OR ANIMAL SUBJECTS.

Subjects must always be connected with people, places or emotions.

Rich textures and landscapes should be highlighted.

Subjects should be participating in activities, not posing.

Colours must be realistic, natural and not overly saturated.



**THE FOLLOWING RULES APPLY  
TO PHOTOGRAPHY THAT DOES  
NOT FEATURE HUMAN OR  
ANIMAL SUBJECTS.**

Imagery must feel authentic, real and natural.  
It must capture a moment or feeling.

Crisp, in-focus photography with no special  
effects (such as lens flare, prolonged exposure  
or fish-eye lenses) should be used.

Colours must be realistic, natural  
and not overly saturated.

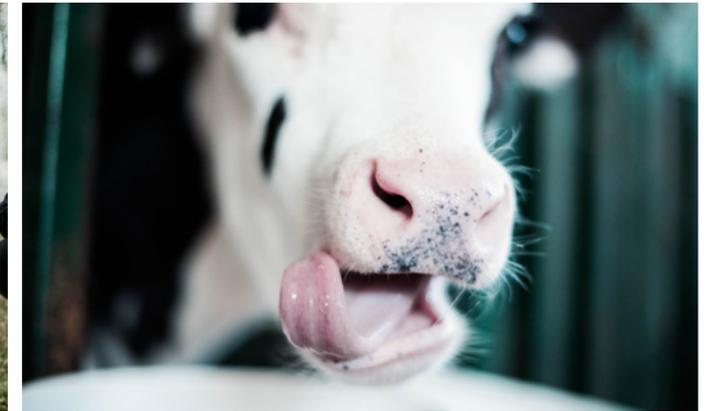


## VIDEOGRAPHY STYLE

**Videography selection plays an important role in all levels of the Abbotsford brand communication. Abbotsford videography is always highlighting a human connection between agriculture, the land and the Abbotsford community.**

Abbotsford videography should be real and observational and give a sense of people, personality and place. The primary subject matters of our videography should be engaged and thoughtful and appear with a positive, relaxed and warm attitude.

Abbotsford is one of the most culturally diverse cities in Canada and our videography needs to reflect this.



## THE FOLLOWING RULES APPLY TO ABBOTSFORD VIDEOGRAPHY.

Subjects should be in crisp focus.

Smooth camera movement should be subtly used for energy and vibrancy.

Subjects should move naturally and with emotions. They should be participating in activities, not posing.

Colours must be realistic, natural and not overly saturated.

Subjects must always be connected with people, places or emotions.



