



ROCKY MOUNTAINEER

OCTOBER 2020

BRAND GUIDELINES

VERSION 3.0

OUR BRAND

The goal of our brand identity is to create a look and feel that is ownable and easily recognizable, that allows for greater consistency across corporate and consumer facing materials, and that truly represents the premium experience we offer aboard our train.

Every touchpoint and application is an opportunity to enhance and realize our world-class brand. Together, we can bring Rocky Mountaineer to life.





OUR INSPIRATION

NATURE

We are constantly surrounded by stunning scenery so naturally this would be one of our key influences. What can we say, Mother Nature has good taste.

RAILROAD HISTORY

We celebrate Canada's rich railroad history throughout our new design. Though we're moving forward, we never want to lose sight of where we came from.

THE EXPERIENCE

Our branding reflects the wondrous beauty our guests experience on their journey of a lifetime.





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BRAND ELEMENTS



OVERVIEW

The Rocky Mountaineer brand is made up of eight distinct brand elements. They are key building blocks of our visual communications.

We'll go into more detail about each brand element throughout this guidelines document.



ROCKY MOUNTAINEER®

LOGO

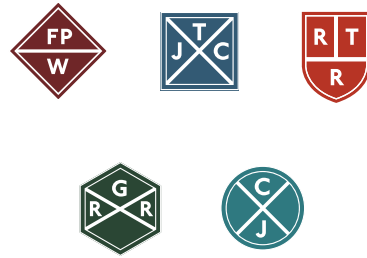
ALL ABOARD AMAZING

TAGLINE

GOLDLEAF

SILVERLEAF® SILVERLEAF®
Plus

SERVICE LEVEL SYMBOLS

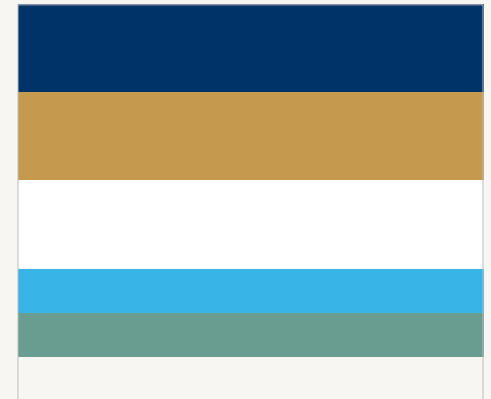


ROUTE SYMBOLS

**A CANADIAN ROCKIES
JOURNEY LIKE NO OTHER.**

Mei sedoconsum in veret habenatus con
hostem intumenium te aucre

TYPOGRAPHY AND DIVIDING LINE



COLOURS



PHOTOGRAPHY

LOGO VERSIONS: VERTICAL

We have two variations of our logo: vertical and horizontal.

The vertical logo is our primary logo and should be used whenever possible.

The logo is primarily placed on top of a full bleed photograph.

Make sure the area of the photograph behind the logo is evenly toned and free of visual clutter.

Ensure lines of the shield are always transparent, with the photograph or solid background showing through the lines.

A complete set of logo files in spot colour, CMYK, RGB, and reverse is available. Gold, white, and black are the only colours available. The files should not be altered or modified in any way.

All the logo files are available on Simpleview. Please email images@rockymountaineer.com to request access to our library. The logo and Rocky Mountaineer are registered trademarks and should always be used with the registered symbol.



VERTICAL GOLD LOGO ON IMAGE – PREFERRED USE

Use the full colour gold logo on photographic backgrounds. Avoid placing the gold logo on mid-tone areas of the photograph where there isn't enough tonal contrast between the logo and the background. If this isn't possible, lighten or darken the area of the image to ensure reasonable amount of tonal contrast.



VERTICAL GOLD LOGO ON DARK BLUE BACKGROUND (END SLATE OF VIDEO APPLICATIONS ONLY)

We only use our logo on a dark blue background as the end slate on our videos. See p. 34 for more information on video application.



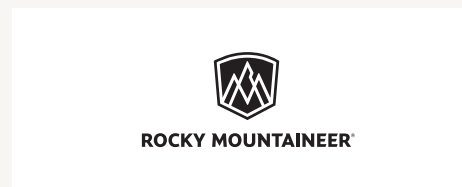
SINGLE-COLOUR VERTICAL LOGO: FOR BLACK AND WHITE REPRODUCTION ONLY

When print reproduction is limited to grey scale and requires the logo to be placed on a dark background, use the reverse logo.



VERTICAL GOLD LOGO ON WHITE OR BUFF

We typically use our logo on a white or buff colour for letterhead and business cards when full bleed photography or the dark blue is not used.



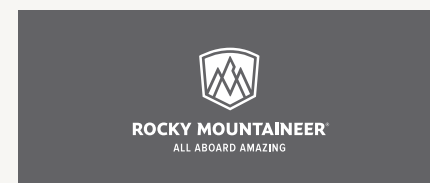
SINGLE-COLOUR VERTICAL LOGO: FOR BLACK AND WHITE REPRODUCTION ONLY

We use this version when reproduction is limited to grey scale and requires the logo to be placed against a white background.



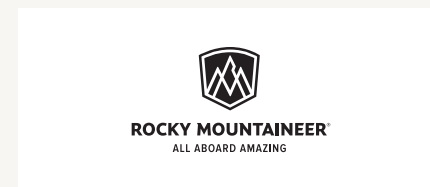
VERTICAL LOGO AND TAGLINE LOCK UP

Whenever possible, use the vertical logo separate from the tagline All Aboard Amazing. Only use this lock up in instances where space/time is limited. See p. 10 for details and usage on our tagline.



SINGLE-COLOUR VERTICAL LOGO LOCK-UP: REVERSE VERSION FOR BLACK AND WHITE REPRODUCTION ONLY

When print reproduction is limited to grey scale and requires the logo lockup to be placed on a dark background, use this version.



SINGLE-COLOUR VERTICAL LOGO LOCK-UP: FULL COLOUR VERSION FOR BLACK AND WHITE REPRODUCTION ONLY

Use this version when reproduction is limited to grey scale and requires the logo to be placed against a white background.

LOGO VERSIONS: HORIZONTAL

The horizontal logo is our secondary logo and should only be used when space is limited.

As such, photography should not be used as the background for legibility reasons. You should use solid backgrounds such as solid blue or white for the horizontal logo.

Make sure lines of the shield are always transparent, with the solid background.

The logo and Rocky Mountaineer are registered trademarks and should always be used with the registered symbol.



HORIZONTAL LOGO ON SOLID BLUE (LIMITED USE)

When the vertical logo cannot be used due to space restrictions the horizontal logo can be used. (e.g. Rocky Mountaineer branded pens)



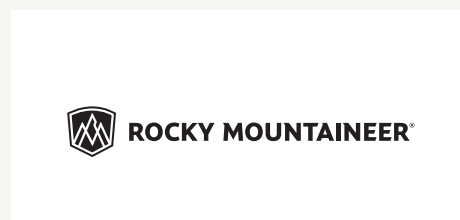
HORIZONTAL LOGO ON WHITE OR BUFF (LIMITED USE)

The horizontal logo on a white or buff background is typically used on small merchandise when the dark blue background cannot be used.



SINGLE-COLOUR HORIZONTAL LOGO: FOR BLACK AND WHITE REPRODUCTION ONLY

We use this version when print reproduction is limited to grey scale and requires the logo to be placed on a dark solid background.



SINGLE-COLOUR HORIZONTAL LOGO: FOR BLACK AND WHITE REPRODUCTION ONLY

We use this version when reproduction is limited to grey scale and requires the logo to be placed on a white/light solid background.



HORIZONTAL LOGO AND TAGLINE LOCK UP

Whenever possible, use the logo separate from the tagline All Aboard Amazing. Only use this lock up in instances where space/time is limited. See p. 10 for details and usage on our tagline.



SINGLE-COLOUR HORIZONTAL LOGO LOCK-UP: REVERSE VERSION FOR BLACK AND WHITE REPRODUCTION ONLY

Use this version when print reproduction is limited to grey scale and requires the logo to be placed on a dark solid background.



SINGLE-COLOUR HORIZONTAL LOGO LOCK-UP: FOR BLACK AND WHITE REPRODUCTION ONLY

Use this version when reproduction is limited to grey scale and requires the logo to be placed on a white/light solid background.

LOGO USAGE

To give our logo the right impact, avoid crowding it with other elements or making it too small.

Only use the logo files as supplied. Do not alter or modify the artwork.



MINIMUM CLEARANCE – VERTICAL LOGO

The cap height of the “R” in “ROCKY MOUNTAINEER” is used as a guide to determine minimum clearance around all four corners of the logo.



MINIMUM SIZE – VERTICAL LOGO

Minimum width of the vertical logo is 1” for all standard applications. Small merchandise or other uses may call for a smaller size as an exception.



MINIMUM CLEARANCE – HORIZONTAL LOGO

The cap height of the “R” in “ROCKY MOUNTAINEER” is used as a guide to determine minimum clearance around all four corners of the logo.



MINIMUM SIZE – HORIZONTAL LOGO

Minimum width of the horizontal logo is 1.25” for all standard applications. Small merchandise or other uses may call for a smaller size as an exception.

TAGLINE

The tagline is for use in materials created by Rocky Mountaineer only.*

The tagline “All Aboard Amazing” is primarily used as a stand-alone element, which acts as a sign-off to communication pieces. It is placed on the opposite side of the logo in a composition.

A complete set of tagline files in spot colour, CMYK, RGB, and reverse is available. The files can be found on Simpleview. Only use the file as supplied. Do not alter or modify the artwork.

You can request access to our photo library, Simpleview, by contacting images@rockymountaineer.com

Only use the logo and tagline lock up (see p. 7) when space is limited.

FOR TOURISM PARTNERS AND THIRD PARTIES

Materials such as special offer ads or promotional packages created by a third party tourism partner should not use our tagline, “All Aboard Amazing”.

ALL ABOARD AMAZING

File name on Barberstock: RM_AllAboardAmazing_Gold4c_coated.eps

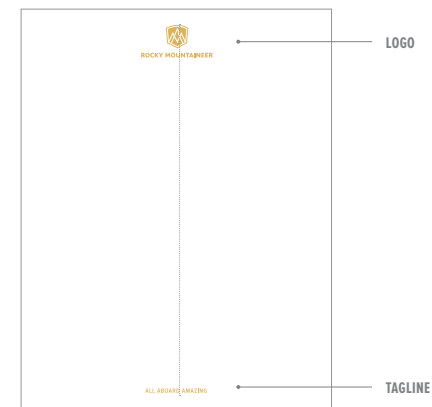
TAGLINE

The tagline is always set in our corporate gold colour and finalized as a master file. Do not alter or modify the artwork.



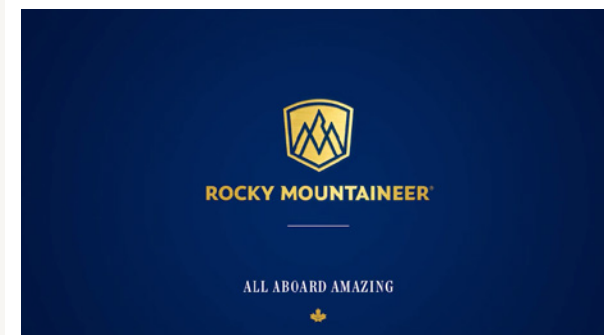
SCALE AND MINIMUM SIZE

To determine the scale, set the width at 75% of the width of the logo. Do not alter the height and width proportion. Minimum width of the tagline is 0.75”.



PLACEMENT AND ALIGNMENT

For standard print formats, centre align the tagline to the logo and place at the bottom of the page.



BROADCAST AND VIDEO END-SLATE (EXCEPTION)

The tagline on the end-slate of our broadcast and videos is treated differently and specifically for the application. Use the master end-slate file for all video pieces whenever possible. See p. 34 for a sample application and usage.

SERVICE SYMBOLS

There are two service tiers for all Rocky Mountaineer packages: SilverLeaf Service and GoldLeaf Service.

In writing, ensure 'Service' always follows the two service tiers, and the first letter, the 'L' in 'Leaf', and the 'S' in 'Service' are capitalized.

I.e. SilverLeaf Service, GoldLeaf Service.

When space is limited, use the simplified logo to maximize legibility of the service symbols.

The unique CMYK values for the gold are intended to achieve an optical match between printing on coated and uncoated stock.

The files can be found on Simpleview. Only use the file as supplied. Do not alter or modify the artwork.

You can request access to our photo library, Simpleview, by contacting images@rockymountaineer.com



FULL COLOUR SILVERLEAF SERVICE LOGO



FULL COLOUR GOLDLEAF SERVICE LOGO



REVERSE SILVERLEAF SERVICE LOGO



REVERSE GOLDLEAF SERVICE LOGO



SIMPLIFIED SILVERLEAF SERVICE LOGO (FOR SMALL USE)



SIMPLIFIED GOLDLEAF SERVICE LOGO (FOR SMALL USE)

C8 M0 Y0 K48
COATED: COOL GREY 8 C
UNCOATED: COOL GREY 8 U
METALLIC: 8421 C

SILVERLEAF SERVICE COLOUR

COATED: C0 M20 Y70 K15
UNCOATED: C0 M20 Y75 K15
R220 G174 B63
HEX DCAE3E
PANTONE 7407 C
PANTONE 7407 U
PANTONE (PREMIUM METALLIC) 0127C

GOLDLEAF SERVICE COLOUR

ROUTE SYMBOLS

The route symbols are inspired by the rail signage while the colours are inspired by the scenery of each route.

The route symbols and colours are predominantly used as navigational tools in our annual sales brochure.

The route symbols are mainly used as navigational tool when describing our different routes, they can be used in numerous applications like sales collateral, digital, video, and the onboard experience.

When it is being used to clearly outline the different routes, it should be combined with the routes name written out in full, as shown opposite.

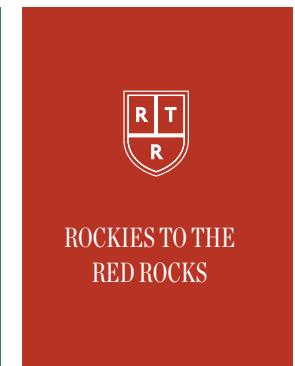
In long documents or videos, when each unique route is introduced for the first time, the complete route name should always accompany the route symbol. Respective route symbol can then be used as a stand alone graphic in subsequent pages or frames.

When the route colours and symbols are used outside of the sales brochure, only use them as secondary elements that complement the look and feel of the brand.

Only use the files as supplied. Do not alter keyline weight or modify the artwork.



FULL COLOUR USE



REVERSE USE WITH COMPLETE ROUTE NAMES



COLOUR VALUES

C32 M87 Y74 K45
PANTONE 188 C
PANTONE 7624 U

C84 M60 Y37 K17
PANTONE 2376 C
PANTONE 7693 U

C77 M48 Y76 K49
PANTONE 553 C
PANTONE 533 U

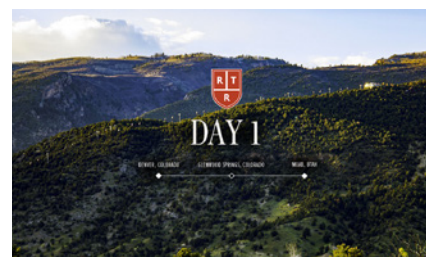
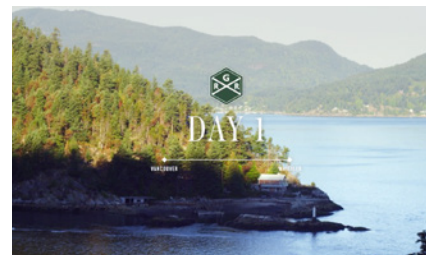
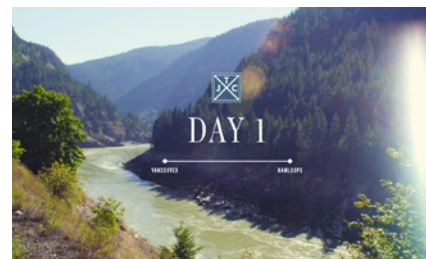
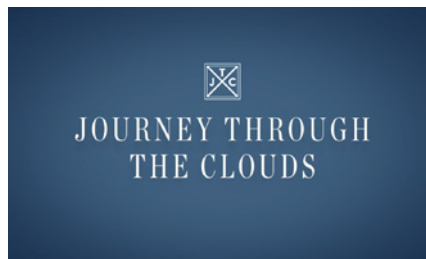
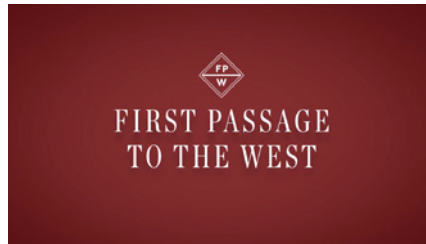
C80 M40 Y45 K8
PANTONE 7475 C
PANTONE 7720 U

C20 M93 Y100 K10
PANTONE 7599 C
PANTONE 2349 U

ROUTE SYMBOLS SAMPLE USAGE

The images on this page are from our route videos and are examples of how we have incorporated the route symbols as graphics into our videos.

You can find all three route videos on Simpleview. For access, please email images@rockymountaineer.com



TYPEFACES

We use five typefaces for our brand:

- Chronicle Display Compressed
- Chronicle Text
- Proxima Nova Condensed
- Proxima Nova Extra Condensed
- Knockout

We've developed two standard type pairings to create consistency while allowing for variety in long-form documents.

PRIMARY TYPE PAIRING

The primary type pairing is used on all communications as our corporate typefaces. (I.e. Brand ads, campaigns, brochure covers, etc...)

SECONDARY TYPE PAIRING

The secondary type pairing is only used in addition to the primary type pairing on long-form documents such as the brochure. Its purpose is to complement (not replace) the primary typeface and create differentiation between different tiers of information when necessary. (I.e. Subheadlines and body copy of the content pages for route packages)

Specific weights and variants are chosen for each typeface and assigned to specific type pairings that is most ideal for distinct usage.

See the next three pages for examples and usage.

TERTIARY TYPEFACES

Tertiary typefaces are typically used in a more functional manner. Knockout is used mainly for its numerals only for pricing information. Proxima Nova Extra Condensed is used mainly for when there's the need to fit a lot of copy in a limited amount of space such as legal copy or terms & conditions. See p. 17 for details on usage.

PRIMARY TYPE PAIRING – HEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Chronicle Display Compressed: Roman

PRIMARY TYPE PAIRING – BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Condensed: Light

SECONDARY TYPE PAIRING – HEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Condensed – Thin

SECONDARY TYPE PAIRING – BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Chronicle Text G2: Roman

TERTIARY TYPEFACE

123456789

Knockout: 48 Featherweight

TERTIARY TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Proxima Nova Extra Condensed

TYPE PAIRINGS AND USAGE

PRIMARY TYPE PAIRING

Used for all communications, stand-alone print ads or long-form documents.

SECONDARY TYPE PAIRING

Used as a complementary type pairing in long-form documents in addition to the primary type pairing. Only use this type pairing when it's appropriate to create contrast or to differentiate unique types of information. (i.e. brochure and multi-page sales sheets.)

Always use the primary type pairing in a long form document first. The secondary type pairing can be used to show secondary information.

Never use the secondary type pairing without the primary type pairing on the same piece of communication.

PRIMARY TYPE PAIRING EXAMPLE

FIRST PASSAGE TO THE WEST

HEADLINE

Travel through the legendary Spiral Tunnels, traverse the Continental Divide, and be inspired as you wind through mountain passes and dramatic canyons. Experience the only passenger rail service on this historic route, celebrated for connecting Canada from East to West.

BODY COPY

PRIMARY TYPE PAIRING: HEADLINE

Typeface: Chronicle Display Compressed Regular
Tracking is set to 0. Leading is set to 100% of the point size.

PRIMARY TYPE PAIRING: BODY COPY

Typeface: Proxima Nova Condensed Light
Tracking is set to 0. Leading is set to 120% of the point size.

SECONDARY TYPE PAIRING EXAMPLE

ROUTE HIGHLIGHTS

HEADLINE

Below are some of the key highlights of each journey, rich in historical storytelling and natural beauty. Keep your eyes and ears open so you don't miss a thing.

BODY COPY

SECONDARY TYPE PAIRING: HEADLINE

Typeface: Proxima Nova Condensed Thin
Tracking is set to 0. Leading is set to 100% of the point size.

SECONDARY TYPE PAIRING: BODY COPY

Typeface: Chronicle Text G2 Roman
Tracking is set to 0. Leading is set to 120% of the point size.

TYPOGRAPHY: DIVIDING LINE

On standard communications, use a keyline to divide headlines from body copy.

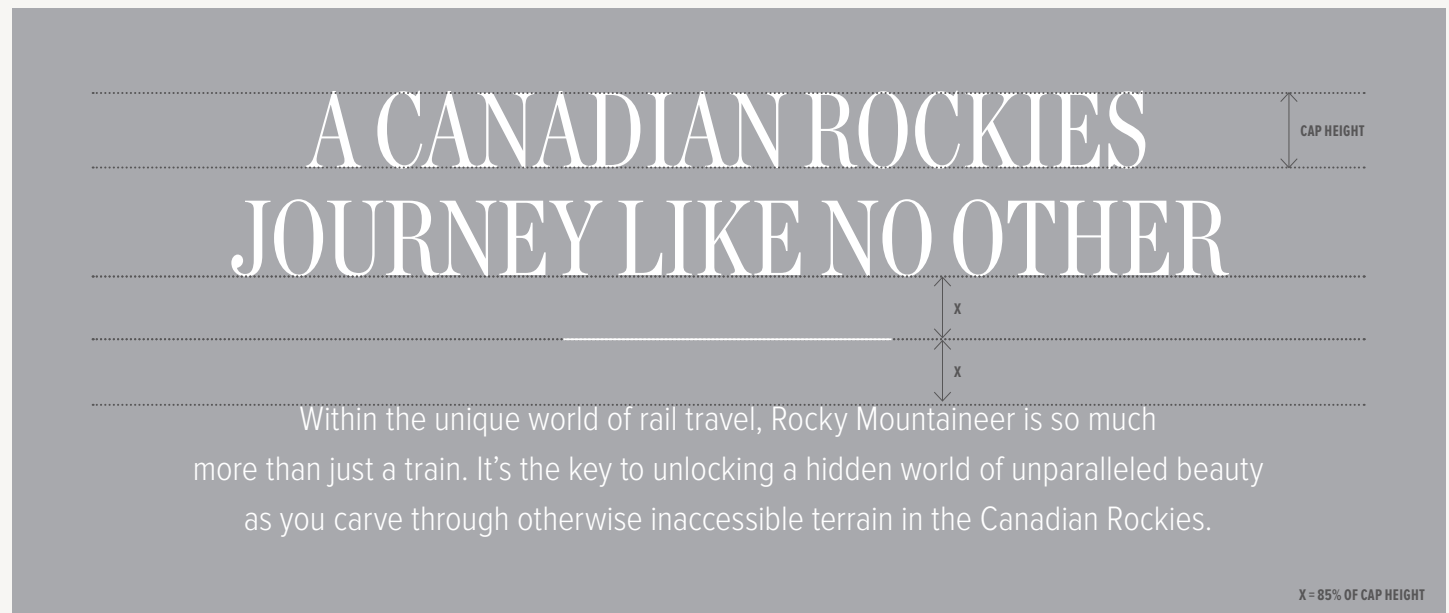
Follow the formula on the right to determine the width of the dividing line, placement and spacing.

This device is used for both primary and secondary type pairings.



DIVIDING LINE: WIDTH

Width of the dividing line is one third of the full width of the headline measure.



DIVIDING LINE: SPACING

For standard print sizes, set the stroke weight of the line at 0.5pt. Always set in the colour of the headline.

The preferred position of the line is in the centre of type. Make sure the space above and below the line are equal (the space is 85% of the cap height of the headline).

TERTIARY TYPEFACES

TERTIARY TYPEFACE: KNOCKOUT

Knockout is used predominantly for pricing call outs.

When used as a pricing call out, always set the type in white and set it against the gold background. Ensure the height of the dollar sign aligns with the height of the numbers and other currencies align as shown.

Only use this typeface for pricing and numerals only.

TERTIARY TYPEFACE: PROXIMA NOVA EXTRA CONDENSED

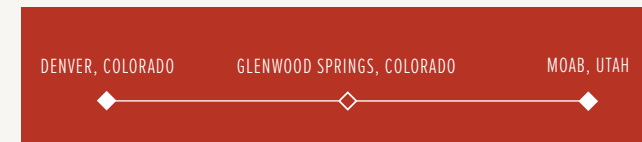
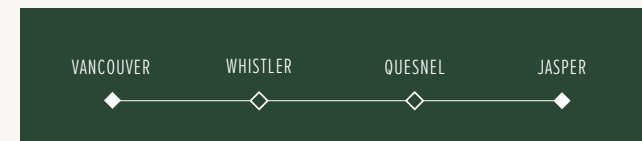
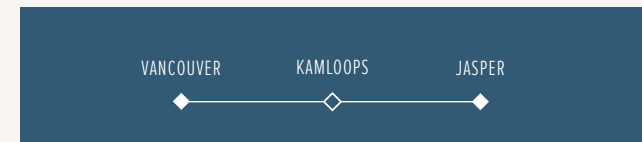
Used for small print, location names, pricing charts, and legal copy.

This typeface is used for content-heavy detail that requires maximum character count within a limited amount of space. Leading is equal to 120% of the font size. Tracking is set at five.



KNOCKOUT: FEATHERWEIGHT

Tracking is set to 0. Leading is set to 90% of the point size.



- ◆ Destinations where you begin, end or extend your journey
- ◆ Destinations where you only overnight during your rail journey

Train routes

- First Passage to the West
- Journey through the Clouds
- Rainforest to Gold Rush
- Rockies to the Red Rocks

- Direct Air Canada flights between Heathrow & Vancouver
- 5 days onboard Rocky Mountaineer
- 4 breakfasts, 4 lunches, 1 afternoon snack
- 10 nights hotel
- Vancouver Lookout
- Tour of Vancouver's North Shore
- Banff Gondola
- Yoho National Park Tour
- Icefields Parkway Tour, including Ice Explorer
- National Parks Pass
- Rail station transfers & luggage handling

PROXIMA NOVA EXTRA CONDENSED: REGULAR

Tracking is set to 5. Leading is set to 120% of the point size.

SYSTEM FONTS FOR LIMITED USE

Our primary corporate typefaces (see p. 14) should be used for all external communications whenever possible.

There may be some instances where this isn't possible so we have created an alternative type pairing using the system fonts, Georgia Pro and Arial Narrow.

Please note that these system fonts are only to be used in the rare occasions when licenses for our corporate typefaces are not available.

Font pairings can be used interchangeably. Example:
Arial Narrow headline with Georgia Pro body copy
or
Georgia Pro Condensed headline with Arial Narrow body copy.

A CANADIAN ROCKIES JOURNEY LIKE NO OTHER.

HEADLINE FONT (WHEN CHRONICLE IS NOT AVAILABLE)
GEORGIA: PRO COND

Within the unique world of rail travel, Rocky Mountaineer is so much more than just a train. It's the key to unlocking a hidden world of unparalleled beauty as you carve through otherwise inaccessible terrain in the Canadian Rockies.

HEADLINE OR BODY COPY FONT (WHEN PROXIMA NOVA CONDENSED IS NOT AVAILABLE)
ARIAL: NARROW

Within the unique world of rail travel, Rocky Mountaineer is so much more than just a train.
It's the key to unlocking a hidden world of unparalleled beauty as you carve through otherwise inaccessible terrain in the Canadian Rockies.

BODY COPY (WHEN CHRONICLE IS NOT AVAILABLE)
GEORGIA: PRO

CORPORATE COLOURS

The Rocky Mountaineer corporate colour palette consists of three primary colours, three secondary colours and a type colour.

The unique CMYK values for the gold are intended to achieve an optical match between printing on coated and uncoated stock.

When printing metallic gold, ensure that the printer is able to match the brightness and colour of the Premium Metallic gold swatch with the right silver base ink.

The secondary colours are only used as accent colours. Accent colours are used to highlight information to create visual variation within long-form documents. They are not to be a replacement of corporate colours. Dark grey is only used for body copy.

See usage detail of the primary and secondary colours on pp. 20–21.

COATED: C0 M20 Y70 K15
UNCOATED: C0 M20 Y75 K15
R220 G174 B63
HEX DCAE3E
PANTONE 7407 C
PANTONE 7407 U
PANTONE (PREMIUM METALLIC) 10127C

PRIMARY COLOUR: GOLD

Gold is the colour for the logo, and background colour for promotional detail.

C 0 M0 Y0 K0
R255 G255 B255
HEX FFFFFFFF

PRIMARY COLOUR: WHITE

White is used for reversed headline and body copy on photography.

C100 M70 Y0 K60
R0 G38 B89
HEX 002559
PANTONE 295 C
PANTONE 295 U

PRIMARY COLOUR: DARK BLUE

Dark blue is used as the colour of the background for the logo to sit on for the end slate on video assets.

C4 M4 Y6 K0
R242 G238 B234
HEX F1EEE9
PANTONE 9043 C (60% TINT)
PANTONE 9043 U (60% TINT)

SECONDARY COLOUR: BUFF

Buff is used as the background colour to provide warmth.

C65 M10 Y0 K0
R60 G180 B231
HEX 3CB3E7
PANTONE 2915 C
PANTONE 2915 U

SECONDARY COLOUR: SKY BLUE

Sky Blue is the colour used for secondary information (e.g. cruise add-on package, etc).

C60 M21 Y46 K0
R111 G165 B149
HEX 6FA494
PANTONE 556 C
PANTONE 557 U

SECONDARY COLOUR: GLACIAL LAKE

Glacial Lake is the colour used for secondary information (e.g. temperature)

C10 M10 Y10 K75
R88 G86 B87
HEX 575657
PANTONE 7540 C
PANTONE 433 U

TYPE COLOUR: DARK GREY

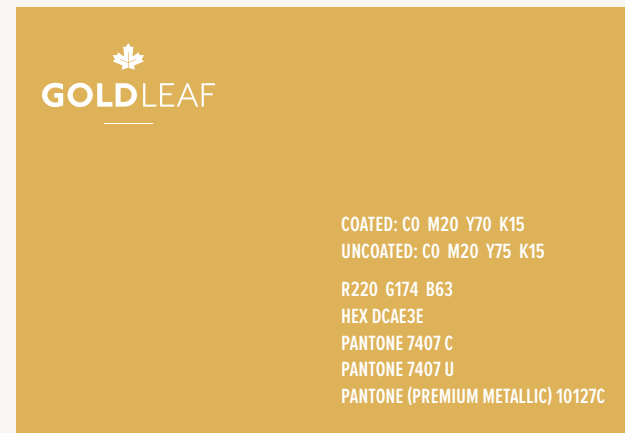
Dark Grey is only used for body copy.

SERVICE AND ROUTE COLOURS

In addition to the corporate colours, there are six colours used to identify our two service levels, four unique rail routes, and our Circle Journey.



SILVERLEAF SERVICE COLOUR



GOLDLEAF SERVICE COLOUR



FIRST PASSAGE TO THE WEST



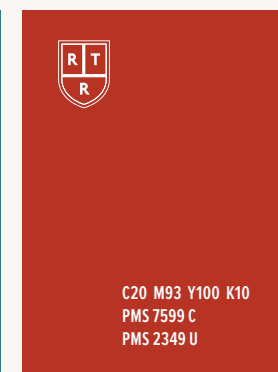
JOURNEY THROUGH THE CLOUDS



RAINFORREST TO GOLD RUSH



CIRCLE JOURNEY



ROCKIES TO THE RED ROCKS

PRIMARY COLOUR USAGE

Each of the primary colours has its own role and usage. Refer to the examples on the right on how they can be used.

PRIMARY COLOUR: GOLD

The gold is our corporate colour that is used predominantly across our brand platform. It is the colour for our logo as well as solid colour fields for highlighting promotional details and brand messaging.

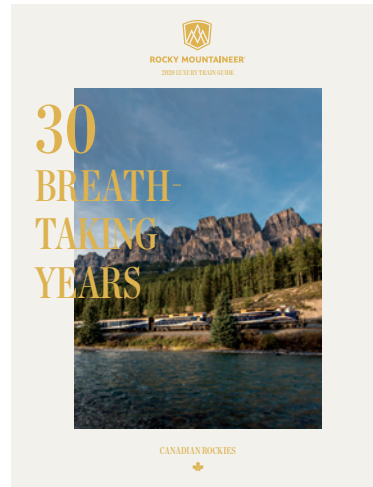
PRIMARY COLOUR: WHITE

White is used for headline and body copy on photography. Always make sure to place type on an evenly toned and uncluttered area of the photograph. Make sure the area of the photograph is dark enough to have enough contrast to make the type legible.

PRIMARY COLOUR: DARK BLUE

To maximise the visual impact of our logo, dark blue is used as the background colour on all advertising and video end slates. When creating GIFs or carousel graphics for online advertising, it is also used as the end frame with the logo.

Large floods of blue should not be used elsewhere.



PRIMARY CORPORATE COLOUR: GOLD

Gold is the colour for the logo, headlines, and can be used as solid colour fields when photography is used.



PRIMARY CORPORATE COLOUR: WHITE

White is used for reversed headline and body copy on photography.



PRIMARY CORPORATE COLOUR: DARK BLUE

Dark blue is used as the colour of the background for video end slates or end frame for digital applications.

SECONDARY COLOUR USAGE

Each of the secondary colours has its role and usage. Refer to the examples on the right on how they can be used.

Accent colours are used to highlight information to create visual variation within long-form documents. They are not to be a replacement of corporate colours.

SECONDARY COLOUR: BUFF

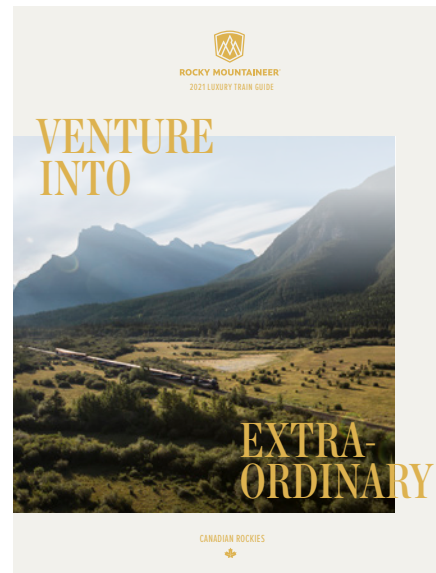
Buff is used as the background colour for all our communications. It is intended to complement our nature-based photography and prevent our communications from looking too stark. Use it as the background colour whenever possible.

SECONDARY COLOUR: SKY BLUE

Sky blue is a colour used for secondary/highlighted information. It should be used sparingly as an accent colour to create visual variation and pace without overtaking the look and feel of the brand. When used alongside imagery, it should complement the colour of the image.

SECONDARY COLOUR: GLACIAL LAKE

Glacial lake is a colour used for secondary/highlighted information. It should be used sparingly as an accent colour to create visual variation and pace without overtaking the look and feel of the brand. When used alongside imagery, it should complement the colour of the image.



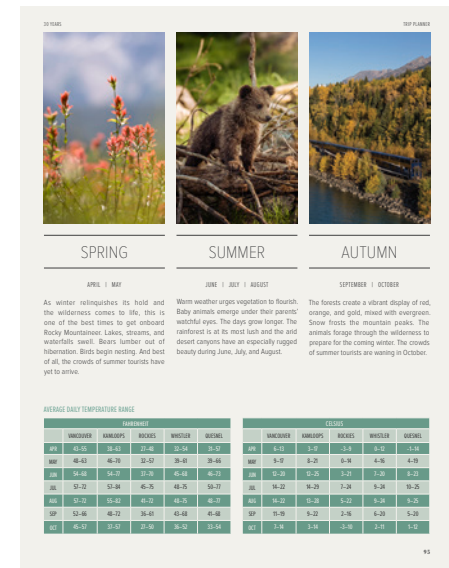
SECONDARY COLOUR: BUFF

Buff is used as the background colour to complement our nature-based photography.



SECONDARY COLOUR: SKY BLUE

Sky Blue is the colour used for secondary/highlighted information to create visual variation within long-form documents like the brochure.



SECONDARY COLOUR: GLACIAL LAKE

Glacial Lake is the colour used for secondary/highlighted information to create visual variation within long-form documents like the brochure.

SERVICE LEVELS

COLOUR USAGE

The colours for the two service levels can be used as a solid field of colour and/or as the colour for the headlines.

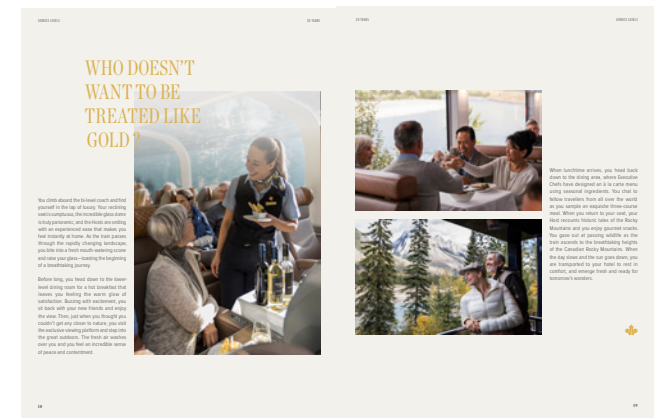
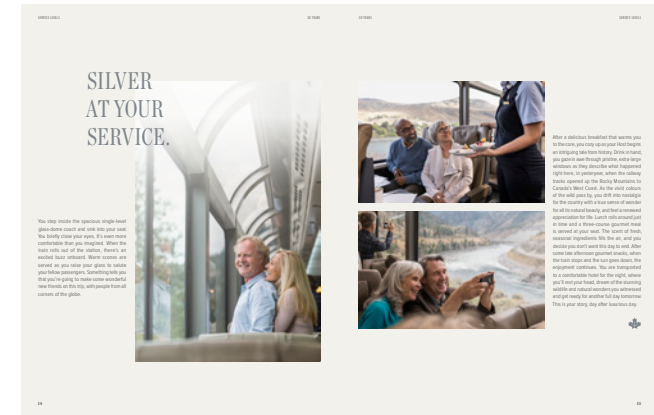
See the references on the right for sample usage.



SILVERLEAF SERVICE COLOUR



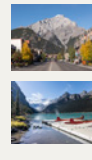
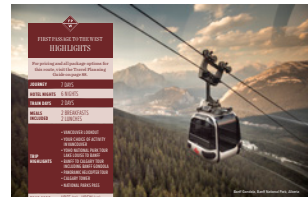
GOLDLEAF SERVICE COLOUR



ROUTE COLOUR USAGE

The colours for our four rail routes and our Circle Journey can be used as solid fields of colour, or the colour for the type and highlighted information. A tint of the route colour can also be used to make tables of information easier to read.

See references on the right for sample usage.



FROM URBAN SPLENDOR TO QUANT ALPINE TOWN.

As you head down, take along the coast, and gaze from the Vancouver Coastal to the city's natural beauty. Vancouver will be full of adventure. You'll have the choice to take a sightseeing or cycling tour or take in the local culture with a guided walking tour. In the quiet back of the year, your great adventure, and it's all part of the journey.

After heading down, you'll take every imaginable landscape you could through coastal mountains, lush landscapes, valleys, and much more. You'll see through natural parks, see incredible sites, and eventually reach Lake Louise and Banff, where the towering Rocky Mountains divide the rhythmic mountain wilderness.

From Banff, you'll travel to Kamloops, where a Pensive Indigenous Tourist, the right Canadian Rockies will make it right and it's the top of your trip. You'll finish the journey with an overnight stay in Calgary.



TOURIST & SHOPS/STOPS

TOURIST & SHOPS/STOPS - This route is a great way to see the best of the Canadian Rockies. It's a journey of discovery, from the urban splendour of Vancouver to the quiet back of the year, your great adventure, and it's all part of the journey.

After heading down, you'll take every imaginable landscape you could through coastal mountains, lush landscapes, valleys, and much more. You'll see through natural parks, see incredible sites, and eventually reach Lake Louise and Banff, where the towering Rocky Mountains divide the rhythmic mountain wilderness.

From Banff, you'll travel to Kamloops, where a Pensive Indigenous Tourist, the right Canadian Rockies will make it right and it's the top of your trip. You'll finish the journey with an overnight stay in Calgary.

TOURIST & SHOPS/STOPS	TOURIST & SHOPS/STOPS	TOURIST & SHOPS/STOPS	TOURIST & SHOPS/STOPS
Vancouver	Kamloops	Lake Louise	Banff
Calgary			

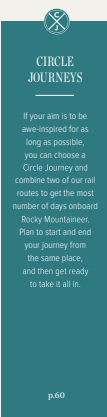
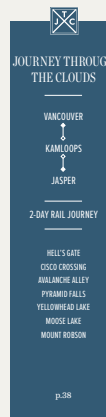
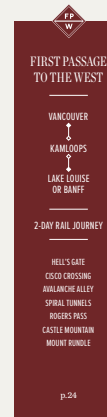
FIRST PASSAGE TO THE WEST



SOLID COLOUR USAGE

ROUTE HIGHLIGHTS.

Below are some of the key highlights of each journey, rich in historical storytelling and natural beauty! Keep your eyes and ears open so you don't miss a thing.



PHOTOGRAPHY

We have developed a library of photographs that showcases the beauty and grandeur of the landscape which Rocky Mountaineer travels through.

There are three types of photographs within our library – train in landscape, on-board experience, and nature photography.

TRAIN IN LANDSCAPE – HERO PHOTOGRAPHY

Photographs that show the train in context are important to showcase the Rocky Mountaineer experience and are our hero photography. The train and the landscape it passes through is one of the key aspects of our brand experience. Our imagery is visually powerful and designed to create that wow factor that stops people in their tracks. It is one of our key visual brand elements, and drives brand recognition and recall.

As visual impact helps to drive brand recognition, we should use singular images at scale and avoid using multiple images on a piece of communication.

ON-BOARD EXPERIENCE – SUPPORT PHOTOGRAPHY

Use the images taken from our GoldLeaf and SilverLeaf Service for communications for the respective service level or the on-board experience in general.

NATURE – SUPPORT PHOTOGRAPHY

On multi-page documents like the brochure, it is helpful to add images of nature to build a richer picture of the experience.

Request access to our photo library, Simpleview, by contacting images@rockymountaineer.com



TRAIN IN THE LANDSCAPE – HERO PHOTOGRAPHY



ON-BOARD EXPERIENCE – SUPPORT PHOTOGRAPHY



NATURE – SUPPORT PHOTOGRAPHY

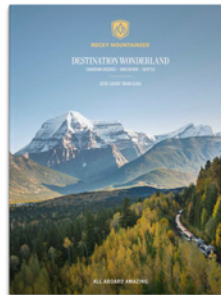
APPLICATIONS



BROCHURE COVERS

The brochure cover is a unique example where there's a need to create visual differentiation from one year to the next while keeping the look and feel within family.

We use the same brand elements but allow further flexibility in terms of the usage of type and layout to create variation within the look and feel of our brand.



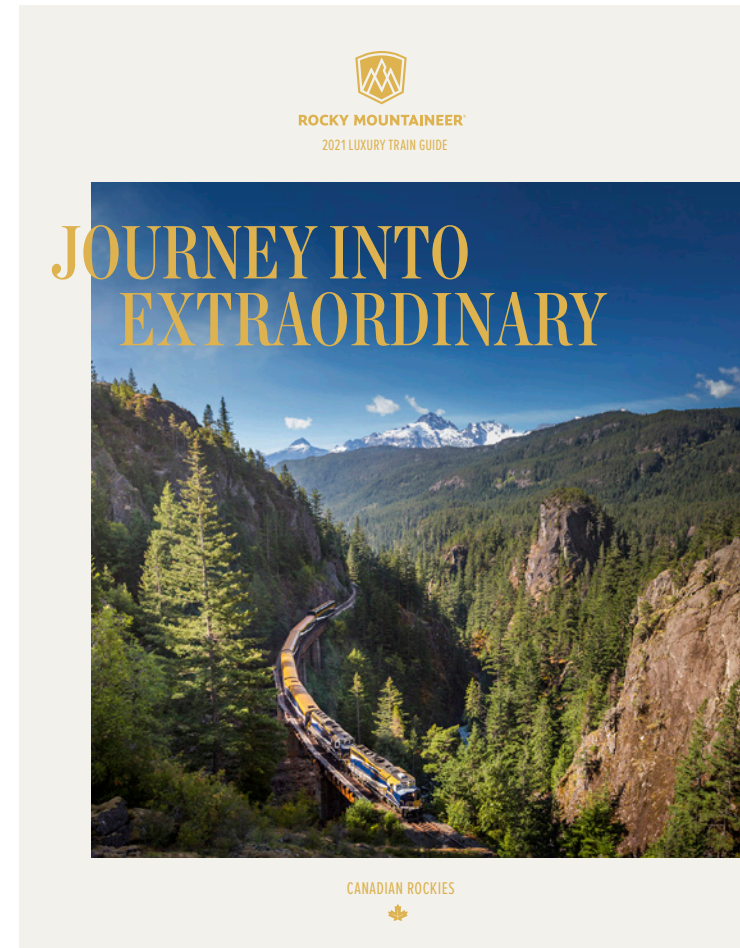
2018 BROCHURE COVER



2019 BROCHURE COVER



2020 BROCHURE COVER



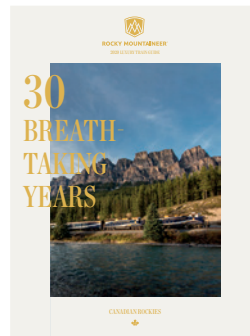
2021 BROCHURE COVER

BROCHURE

The annual sales brochure is a marketing material that best showcases the breadth of the brand elements.

Brand elements such as the service level symbols/colours and the route symbols/colours have the opportunity in long-form documents like this to build their presence and act as navigational graphic devices within the brochure through the colour-coding system.

References on the right are the cover and sample content pages of our 2020 Brochure.



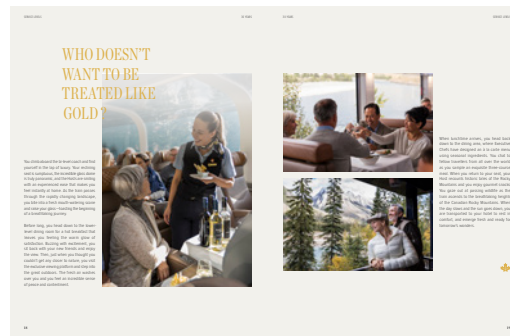
2020 BROCHURE COVER



INTRODUCTION SPREAD



GOLDLEAF SERVICE INTRO SPREAD



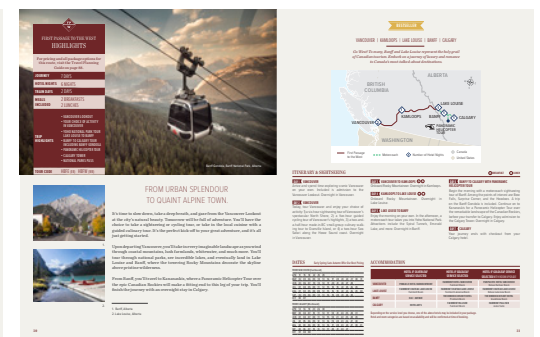
GOLDLEAF SERVICE CONTENT SPREAD



ROUTE INTRO SPREAD



ROUTE CONTENT SPREAD



ROUTE PACKAGE SPREAD

ROUTE-SPECIFIC MENU

We have unique menus for each of our four rail routes. The route colours are predominantly used for this application not only to highlight what's unique about each route, but also to help our staff easily prepare the right sets of menu for the right route efficiently.



MENU COVERS

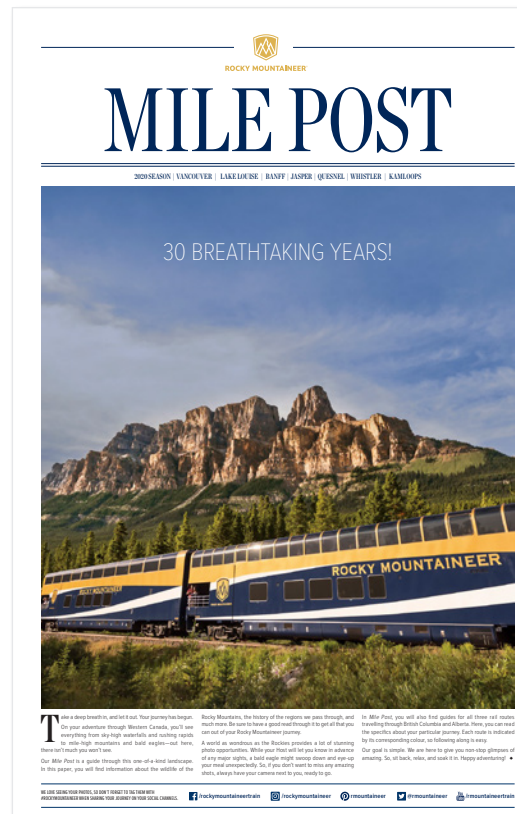


MENU CONTENT

ON-BOARD APPLICATION

Mile Post is an on-board publication for our guests to learn more about the journey in their own time while they travel on the train.

It is a long-form document that uses the secondary colours for call-out information such as train facts and cultural/historical highlights.



MILE POST NEWSPAPER COVER



MILEPOST NEWSPAPER INSIDE SPREADS

STATIONERY

Our corporate stationery are examples of where and how to best use the right brand elements.

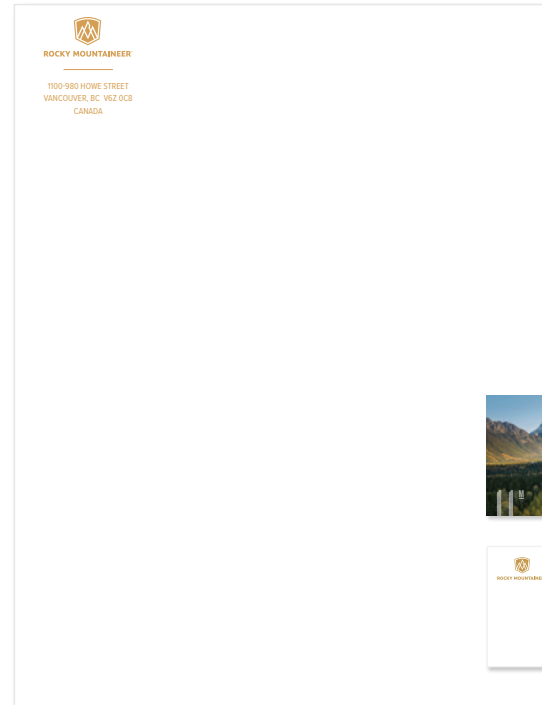
PRIMARY COLOUR USAGE

Our primary gold colour is used for the logo on everything as well as the address on the letterhead and envelope. The primary dark blue colour is used for key information on business cards such as name and contact information.

SECONDARY COLOUR USAGE

The glacial lake colour is used as the background colour on the back of the note card.

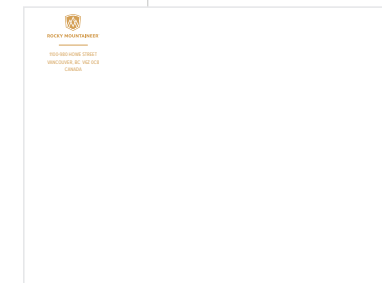
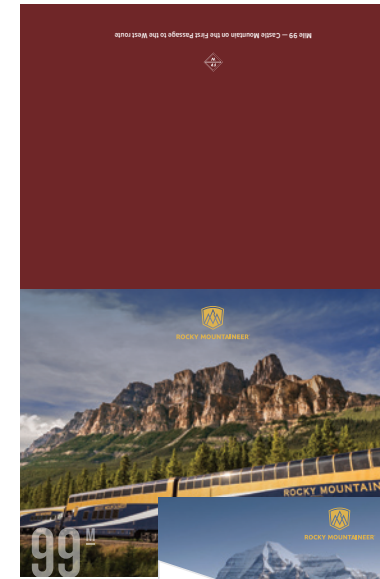
Always ask the Brand Marketing department for the master template if new business cards need to be created. Do not modify or alter the formatting of master template file.



LETTERHEAD



BUSINESS CARDS



NOTE CARDS

ADVERTISING: PRINT

Our brand print advertising is an application where we leverage photography with the right headline to speak to the idea of “All Aboard Amazing”.

Whenever possible, use a single hero photograph from our library in full bleed. Avoid crowding the layout with multiple images or unnecessary graphic elements.



ADVERTISING: DIGITAL BANNERS

Our brand digital banners are an application where we're able to leverage animation through multiple frames to showcase a set of photographs and speak to different aspects of train travel.

Whenever possible, keep copy succinct. Be mindful of the size of the digital banner ad unit to ensure all copy can fit in the given formats and sizes without compromising legibility.

DESKTOP BANNERS



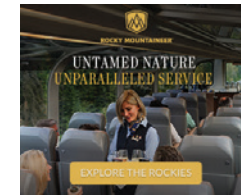
Frame 1



Frame 2



Frame 1



Frame 2

DESKTOP BANNERS



Frame 1



Frame 2



Frame 1



Frame 2

MOBILE BANNERS



Frame 1



Frame 2



Frame 3



Frame 1



Frame 2



Frame 3

VIDEO APPLICATION

For video applications, use the 2019 Experience Video as reference to pick up the same brand elements and apply the right treatment to ensure consistency and brand recall.

OPENING

Always open with the vector version of the Rocky Mountaineer logo in gold at the centre of the frame on top of a footage. Match the scale of the logo to what we have established for the 2019 Experience Video which can be found on Simpleview.

SUPERS

Supers are always set all caps in Chronicle Display Compressed (type weight: Roman) in white and centre aligned. Because the type colour is white, apply a subtle drop shadow to the type to ensure enough contrast against the moving footage in the background.

END SLATE

To ensure consistency and brand recall, always use the finalized blue end slate master file to conclude all video applications. Do not alter or modify the master file other than approved updated supers.

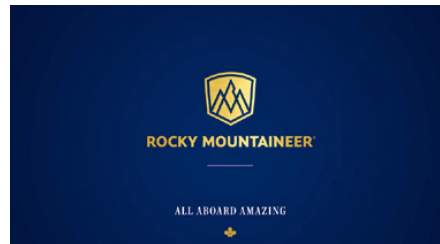
You can request access to our brand asset library, **Simpleview**, by contacting images@rockymountaineer.com



OPENING



SUPERS



END SLATE

TONE OF VOICE



TONE OF VOICE

Rocky Mountaineer combines the majesty of the Canadian Rocky Mountains, the charm of train travel, and the comfort of quality service to create truly life-changing experiences. These elements, and the feelings they evoke – wonder, prestige, a smile that can't be wiped away – should also shine through in the brand's tone of voice and writing.

EXTERNAL AUDIENCES

The tone of voice guidelines in this document apply primarily to consumer audiences, except where noted.

B2B (trade) audiences are addressed briefly here, and more thoroughly on pages 26 and 27.

Within these audiences, there may be additional considerations when writing for different markets or in different languages. Writers will be briefed on these requirements as needed.

No matter which audience is being addressed, it is important for writers to familiarize themselves with this entire document.

WESTERN GUEST

Our target demographic is 50-to-70-year-olds. Baby boomers. Middle class. They've worked hard and saved up to be able to take this must-do journey of a lifetime. They're not aristocrats, but they're well-travelled, and they have high expectations. They use Facebook more than their grandchildren do, but they still prefer the printed brochure, and appreciate an email that's written like a letter. A bit of formality goes a long way. However, an over-emphasis on luxury, exclusivity, or eliteness may backfire.

CHINESE GUEST

Our Chinese audience, with an average age of 44, skews younger than our Western audience. They are more tech-savvy, and more likely to travel in groups. They see themselves as travel pioneers – they want to be the first among their peers to visit an exotic new location, and to immerse themselves in the culture once they've arrived. This audience puts more of a premium on luxury and service.

TRADE

For materials targeted at travel agents and other industry professionals, the context is different. While it's still important to impress them with the Rocky Mountaineer offering, we need to make the business case as well. It's appropriate to pull back the curtain a bit and present a more unvarnished version of what Rocky Mountaineer is about, what we offer, and how it all works. For the B2B audience, the writing can be more literal and informational, as long as we're still motivating them to engage with us and sell Rocky Mountaineer through to their clients.

OUR TONE

For examples of how each attribute comes to life in writing, see the Tone of Voice Matrix on p. 44.

Rocky Mountaineer is in some ways an over-the-top experience – the highest mountain peaks, the most beautiful vistas – but that doesn't mean the writing needs to be over-the-top. Rather, as a premium travel brand, we want to communicate excellence and good taste.

CHARMING, LIGHT-HEARTED	We want to make our guests smile, even before they come onboard. Wink to them with a witty headline, or break up the body copy with a bit of humour. <i>What we're communicating: We have fun doing this, and you'll have fun too.</i>
ADVENTUROUS, ENERGETIC	More than just travel or luxury, we want to evoke adventure and excitement. Rocky Mountaineer is for those who want to feel the wind in their hair – with a glass of wine in hand. <i>What we're communicating: Rocky Mountaineer is not an ordinary vacation – it's an adventure.</i>
CLEAR, VIVID	Our writing should be descriptive and evocative, but also clear and specific. We want to paint a picture, not force our audience to fill in the blanks themselves. <i>What we're communicating: With Rocky Mountaineer, what you see is what you get – and what you'll see is spectacular.</i>
WARM, PERSONABLE	We want our guests to see that we are down-to-earth and approachable. This starts with the way we write. Personalize communications when possible, and invite questions and feedback. Don't just broadcast. <i>What we're communicating: We want to hear from you. And when you call us or email us, a real person will answer.</i>
AUTHENTIC, WELL-CRAFTED	Rocky Mountaineer provides luxury in the classic sense of being well made, artisanal, and hand-crafted. This is Canadian luxury: splendid, but not stuffy, and slightly rustic. <i>What we're communicating: Rocky Mountaineer is the genuine article – a unique, and exceptional, experience.</i>

IT'S NOT ABOUT BEING THE MOST,
IT'S ABOUT BEING THE BEST.

OUR VOICE

Through both words and pictures, we want prospective guests to be able to picture themselves onboard. And we want to position Rocky Mountaineer as personalized and experiential. For these reasons, we should use the second-person voice (You, Your) as much as possible.

It's okay for Rocky Mountaineer to refer to itself in the first-person plural:

“WE CAN’T WAIT TO WELCOME YOU ONBOARD”

“LET OUR HOSTS TAKE CARE OF YOU”

as well as in the third-person voice:

**“YOU’LL LOVE YOUR EXPERIENCE
ONBOARD ROCKY MOUNTAINEER”**

VOICE OF THE BRAND VS VOICE OF A HOST

The brand voice, as used in writing, differs from that of a Host. A Host is a real person engaged in a two-way conversation, and any dip in energy or enthusiasm will feel flat. In writing, an overly energetic approach can feel over-the-top, and conversational turns of phrase (“you know,” “isn’t it?”, etc.) can feel awkward if there’s no way for the reader to respond.

The exception: social media, where a more conversational approach is expected.

STAGES OF THE GUEST JOURNEY

For the consumer audience, we shouldn't apply the same tone of voice across all marketing materials. Instead, it should vary based on what stage of the journey they're at. Are they just discovering Rocky Mountaineer for the first time? Are they close to buying a package? Are they already onboard?

Timing matters as much as medium or platform.

The biggest divide is between prospective guests, and those who've already purchased. At all times, we should maintain an elevated, professional, and warm tone. But we don't always have to be in sales mode.

See p. 47 for Stages of the B2B Journey.

STAGE	MEDIUM/PLATFORM (examples only)	GOAL/APPROACH	TONE OF VOICE	PRIMARY ATTRIBUTE(S) (from "Our Tone", page 18)
Awareness & Consideration Research	• Website • Ads • Social • Nurture emails • Brochure	Evoke, entice, nurture and nudge	Build excitement through descriptive and evocative language; use clear calls to action	Charming, Light-hearted Adventurous, Energetic Clear, Vivid
Booking Awaiting Travel	• Website • Pre-trip emails • Preparing To Go brochure	Excite and inform	Continue building excitement but don't constantly re-describe the experience; dial back the intensity and emotion	Clear, Vivid Warm, Personable
In Travel	WRITTEN • Mile Post • Menus • Other onboard collateral	Intrigue and sustain interest	More literal and informative; onboard collateral is secondary to the views and onboard experience; no need to sell them on the journey they're already on	Authentic, Well-crafted Warm, Personable Charming, Light-hearted
	SPOKEN • Host stories and talking points	Entertain and engage	Enthusiastic and funny; maintain energy and satisfaction	
Post-Travel	• Emails • Surveys • Social	Learn and reinforce	Maintain tone and cordiality; don't pressure with sales language	Warm, Personable

EXCEPTION: FUNCTIONAL COPY

There will always be contexts where the copywriting needs to be more functional and transactional, for example a purchase confirmation email or a travel document checklist. In these cases, it's less important that the brand voice shines through in an original or surprising way, and more important that the information is communicated clearly.

Example Email

Please take a moment to review your itinerary as outlined in your Confirmation Document, which you should have received when you booked your trip. If you need us to re-send you your Confirmation Document, or if you wish to request any changes, please call us at {{Regional Phone Number, hyperlinked}}.

WRITER'S CHECKLIST

QUICK TIPS

- Choose call-to-action words that evoke travel, exploration, and wonder (“discover”, “explore”, etc)
- In email and correspondence, use letter-writing conventions to make it feel more personal (“Dear Firstname,” “Warm regards”, etc)
- Avoid making claims that may be objectively untrue, or which put Rocky Mountaineer in a position to over-promise and under-deliver (“the most luxurious experience you’ll ever have”). It’s okay to make more subjective claims (“the best way to see the Rocky Mountains”).
- Use exclamation marks sparingly – once in a paragraph at most, and never in headlines.

◇ BE CLEAR AND PURPOSEFUL

- Say what you mean. Don’t “bury the lead” (that is, don’t put the most important point in the second paragraph, put it in the first).
- Use strong calls to action. Ensure the headline and body copy are connected. Assume our audience is smart, but still needs to be told what to do.

◇ DON’T OVER-RELY ON ADJECTIVES

- When attempting to evoke and describe, don’t overuse adjectives – especially ones that are interchangeable and unspecific (“amazing”, “beautiful”). Also, avoid repetitively using one or two ADJECTIVES for every noun. (“the TOWERING, MAJESTIC mountain”).
- When possible, consider finding more vivid and specific nouns and **verbs** to use. “See an eagle swoop past” is more evocative than “see stunning displays of wildlife” – it’s more specific, so you can picture it. “Eagle” is more specific than “wildlife”, and the verb “swoop” is more specific than the adjective-noun combination of “stunning display”.

◇ AVOID OVER-WROUGHT LANGUAGE*

- Descriptive and evocative writing is good – but if it’s too ornate or over-the-top, the reader becomes aware of the writing, rather than the thing being described, and the spell is broken.

◇ DON’T USE INTERNAL LANGUAGE WITHOUT PROVIDING CONTEXT

- If mentioning “all-daylight trains”, clarify that “our all-daylight train journeys mean you get to sleep in a hotel at night”. Instead of “all-dome fleet”, consider “custom glass-dome coaches” with “panoramic views”.

◇ KEEP IT LIGHT-HEARTED, BUT NOT SILLY

- We want to make our guests smile, so a measured dose of wit is appropriate. Ideally, a short, clever headline or caption is paired with a more hard-working bit of copy.
- That said, we don’t always have to make guests smile with our writing. Sometimes, those smiles will be achieved through photos and videos; sometimes, through great customer service; most of the time, though, it will be through looking out the window.

◇ LESS IS MORE

- If a word can be removed without changing the meaning of the sentence, remove it. Let a spectacular photo speak for itself. Don’t push too hard when just a nudge is needed.

**What is meant by ‘flowery’, ‘overwrought’, and ‘over the top’ language?*

While these notions can be subjective, it comes down to avoiding extremes and finding just the right amount of whatever emotion we are going for. This approach is also illustrated on page 24.

The following example illustrates how we do want to evoke emotion, just not too much, or too little.

Too much emotion (melodramatic):

“Your life-changing journey through achingly beautiful expanses will leave an indelible mark on your soul.”

Too little emotion (robotic):

“Your route will wind through over 850 miles of mountain terrain.”

The right amount of emotion (moving, stirring, romantic):

“Your journey will not be measured in miles; you will measure it in moments.”

USING CORRECT NAMES AND TERMINOLOGY

Attention to detail is one of the qualities that sets us apart, and this applies to our writing as much as it does to the onboard experience. These stylistic rules should be followed in all written materials.

Note: As a proudly Canadian company, we always use Canadian spelling (except for materials produced exclusively for the US with a US partner). Common examples are using two Ls as in “traveller”, using “ou” in words like “colour”, and using “-re” in words like “centre”. Set your computer and browser settings to Canadian spelling if possible. For further reference consult the Canadian Oxford Dictionary or Canadian Press Style Guide.

◆ COMPANY NAME

- The company must always be referred to as “Rocky Mountaineer”.
- Both the company and the train are called Rocky Mountaineer. When speaking or writing about the train, ensure there is no ‘the’ preceding “Rocky Mountaineer”.
- Don't split Rocky Mountaineer on two lines if avoidable.

◆ RAIL ROUTES

- We refer to our three routes as “rail routes.” Not “journeys,” “trips,” or “train routes.”
- The correct way to write Rocky Mountaineer's rail route names is:
 - First Passage to the West
 - Journey through the Clouds
 - Rainforest to Gold Rush
 - Rockies to the Red Rocks
- Do not split route names over two lines if possible.
- If “rail routes” is used in a headline, descriptive body text that immediately follows may use “routes” or “train journeys” to avoid repetition, but these should never appear in headlines or standalone product descriptions.

◆ PACKAGES

- Packages must be distinguished from rail routes. Rail routes are the physical paths the trains take, whereas a package is the collection of itinerary items beyond the onboard experience.
- Circle Journeys are not a rail route. They are one of four package types, with Short Journeys, Unique Adventures, and Rockies Highlights (or Canadian Rockies Highlights). Circle Journeys should be described as “combining two rail routes.”
- Circle Journeys do not have a rail route logo and must not be listed alongside the other rail routes, though it may be noted that Circle Journeys combine two rail routes.
- It's not necessary to refer to packages as “vacation packages.” When guests have completed their booking and in descriptive text we can refer to a package as a “journey.” (i.e. Your journey with us). Otherwise, use “package.”
- It must be clear that Rocky Mountaineer “carefully curates packages.” Where possible, specify that we do not own or operate package experiences beyond the train.
- Do not use the term “rail only” in guest-facing material. We will speak to our Rail Schedule as an example.

◆ TERMINOLOGY

- We always refer to the Rocky Mountains as the “Rocky Mountains” or the “Canadian Rockies”.
- Alaska Cruise is capitalized.
- We say “Alaska Cruise”, not “Alaskan”.
- We say “onboard”, not “on board”.
- We capitalize “Hosts” and all Team Member roles.
- We say “Team Members” not “Employees” or “Staff”.
- We say “Guests” not “Customers”, “Passengers” or “Travellers”.
- GoldLeaf and SilverLeaf are compound words. Please ensure there is no space between them and that the ‘L’ in ‘Leaf’ is capitalized. The word ‘Service’ (with an uppercase S) must be used in conjunction with GoldLeaf Service and SilverLeaf Service.
- Do not split service names over two lines if avoidable.
- Outdoor Viewing Platform: The outdoor vestibule on GoldLeaf Service coaches.
- Galley: The kitchen in a train coach.
- We say “motorcoach” not “bus” or “coach”. “Motorcoach” is one word.
- We say “Journeys” or “Packages”, not “Tours”.
- When referring to our equipment, always hyphenate “Glass-dome windows”.
- We use “Coach”, not “Car” or “Carriage”.
- We say “Circle Journey”, not “Circle Trip”.
- We say “Glass-dome”, not “Glass-domed”.

USING CORRECT NAMES AND TERMINOLOGY

◇ DATE & PHONE CONVENTIONS

- Date must be written in month/day/year format on all materials created for all markets.
 - i.e. September 19, 1984
- Time
 - In a table: #:## AM/PM
 - In a paragraph: #:## am/pm
- Phone numbers must be written in the following format for:
 - North America: X.XXX.XXX.XXXX (i.e. 1.866.475.1879)
 - Australia and New Zealand: XXXX XXX XXX (i.e. 0800 444 492)
 - UK: XXX XXXX XXXX (i.e. 020 7368 1502)
 - Europe: XX XXX XXXX (i.e. 01 677 7888)

◇ CURRENCY CONVENTIONS

- We always add commas to dollar values when in English (ie. \$1,000).
- Currency conventions for the following markets are:
 - Canada: Canadian dollars (CAD)
 - i.e. \$1,000
 - Canada (French): Canadian dollars (CAD)
 - i.e. 1 000 \$
 - USA: US dollars (USD)
 - i.e. \$1,000
 - Australia: Australian dollars (AUD)
 - i.e. \$1,000
 - UK: Great British Pound (GBP)
 - i.e. £1,000
 - Europe: Euros (EUR)
 - ie. €1,000

TONE OF VOICE MATRIX

These 'ideal' tones, as indicated on page 18, are essentially the middle values between two extremes. But being in the middle doesn't mean boring or average. Rather, it means tasteful and considered.

Striking the 'ideal' tone is especially important in the Awareness & Consideration phase of the journey, when there is more pressure to be persuasive and evocative.

Once a guest is in the Travel phase, it's natural for some of our communications to become a bit more functional and informational (while still retaining that Rocky Mountaineer warmth and charm).

Additional audience considerations and cultural contexts may also come into play here. Writers will be briefed on more specific considerations when needed.

NOT ENOUGH WE DON'T WANT TO COME ACROSS AS ...	IDEAL WE DO WANT TO COME ACROSS AS ...	TOO MUCH NOR DO WE WANT TO COME ACROSS AS ...
IMPERSONAL, INDIFFERENT	WARM, PERSONABLE	OVERLY FLATTERING, OBSEQUIOUS
Your journey details are outlined below.	{{Firstname}}, you've selected Rainforest to Gold Rush at Leisure – an excellent choice, especially at this time of year.	Your exquisite choice is a testament to your impeccable taste.
GENERIC, UNSPECIFIC	CLEAR, VIVID	ORNATE, OVERWROUGHT
What you can expect: variable mountain weather, wildlife sightings, and wonderful food onboard.	The wind howls. An eagle soars. A cork pops.	Behold the sublime and achingly beautiful power of Mother Nature: Howling winds. A soaring eagle. All while you indulge with a glass of champagne in hand.
HUMOURLESS, MECHANICAL	CHARMING, LIGHT-HEARTED	CHEEKY, JOKEY
Take in views of mountain ranges that have formed over millions of years.	Your onboard entertainment has been millions of years in the making.	You might need assistance in picking your jaw up from the floor. It's OK, we get it. All the time.
SPARTAN, NO-FRILLS	AUTHENTIC, WELL-CRAFTED	EXTRAVAGANT, OVER-THE-TOP
Enjoy complimentary snacks and beverages from the comfort of your seat.	Treat yourself to a well-deserved glass of sparkling wine as you lean back and take in the panoramic views.	Indulge in the most luxurious experience of your life as you sip champagne and nibble on caviar in our exclusive dining area.
UNCONFIDENT, TENTATIVE	ADVENTUROUS, ENERGETIC	MANIC
We hope you're excited for your journey / we trust that you enjoyed your journey.	Adventure awaits, {{firstname}}. We can't wait to welcome you onboard	Are you getting excited yet?! Your departure date is just a few weeks away!

WRITING SAMPLE

This passage is vivid and evocative, without over-relying on adjectives; it uses the second-person “you” voice effectively; and it strikes a pleasing tone that is inspiring but not overwrought.

“Your journey with Rocky Mountaineer will not be measured in miles; you will measure it in moments. The moment you felt at home as you stepped onboard. The moment the earth fell away to a speck as you cross over a soaring bridge. The moment a curious bald eagle swoops low to get a better look at you. The moment you meet a friend who happens to be from the other side of the world. The moment you forget to breathe as the Canadian Rocky Mountains come into view for the first time. The moment your host hugs you farewell. Yes, the moments will come and go just as the mile markers do. And when you have arrived at the end of this journey, you may find you have arrived at a different you.”

WRITING FOR B2B AUDIENCES

In addition to business-to-consumer marketing, Rocky Mountaineer also engages in business-to-business marketing targeted at the travel industry (i.e. trade) professionals. This refers mainly to travel agents and wholesalers, who in turn market Rocky Mountaineer to their clientele.

The way we describe Rocky Mountaineer to trade professionals is in many ways similar to the way we describe it to consumers: in both cases, we're trying to showcase the beauty and evoke the experience – to sell them on it. We want our trade partners to be fans and advocates of Rocky Mountaineer, just like our guests.

But it's not enough for trade professionals to love Rocky Mountaineer. They need to understand how it works – the route options, the service levels, the seasons, the add-ons, the accommodation – so they have the tools they need to sell with confidence. They also need to know about our industry credentials: our high Net Promoter Score rating, our 30+ years in the industry, and how finely tuned our products and operations are based on this experience.

- Use clearer, plainer, more specific language:
 - CONSUMER AUDIENCE: “We have two levels of service to treat you: SilverLeaf and GoldLeaf. One is extraordinary, the other is extra-extraordinary”.
 - TRADE AUDIENCE: “We offer two service levels, SilverLeaf and GoldLeaf. Both are first-class experiences, but GoldLeaf includes several upgrades”.
- Show that we understand them – their problems, their motivations, their business:
 - CONSUMER: “Make an already unforgettable experience even more amazing with add-ons such as Alaska Cruises, resort stays, and guided tours”.
 - TRADE: “Add-ons such as Alaska cruises, resort stays, and guided tours round out your clients' experiences”.
- Maintain some of the same warmth and charm:
 - CONSUMER: “Which route will you choose? We offer three distinct routes and several iconic destinations. They're all great choices, so it's just a matter of taste”.
 - TRADE: “Choosing a route: Typically the hardest choice! We offer three distinct routes through multiple destinations, plus Circle Journeys and self-drive options”.

Just as we use personalization and the second-person voice to make our consumer marketing more compelling, personalization is also key for our B2B audiences, as we are positioning ourselves as their partners. As compelling as our product offerings are, the success of our B2B business comes down to relationships.

STAGES OF THE B2B JOURNEY

Because a trade professional is not the end consumer, the stages of the journey, from making a booking to becoming an advocate, are different. But the same principle applies: a different tone and voice is called for at different stages of the journey, with a key distinction being between prospective new partners and those who already work with us.

STAGE OF JOURNEY	MEDIUM/PLATFORM	GOAL	TONE OF VOICE	PRIMARY ATTRIBUTE(S)
Awareness	• Trade advertising • Trade brochure • Website	Evoke and entice	Use descriptive and evocative language; use strong, clear calls to action.	Charming, Light-hearted, Adventurous, Energetic, Clear, Vivid
Consideration	• Trade brochure • Website	Captivate and excite, inform and educate	Use strong, clear language. Show the benefit, inspire them to take action.	Clear, Vivid, Warm, Personable
Booking	• Website • Email	Inform and educate	More literal and informative. Use strong, clear language.	Authentic, Clear, Well-crafted, Personable
Advocacy	• Email • In person	Nurture and establish rapport	Use lighthearted, friendly, encouraging language. Not a hard sales pitch.	Warm, Personable

WRITING SAMPLES



ROCKY MOUNTAINEER DESCRIPTOR

EXPERTS IN EXTRAORDINARY EXPERIENCES

For over 30 years, Rocky Mountaineer has taken guests from around the world on remarkable journeys through the Canadian Rockies. As a daylight-only train, we offer breathtaking views of the iconic Western Canadian landscape during the day, and partner with the best hotels to ensure you enjoy a restorative rest each night. Operating from April to October, we've become known for exemplary service, fresh and flavourful food, and colourful Hosts who share stories about the scenery and historic sights just outside your window. Join us for an adventure that will stir your nostalgia for luxury rail travel of days gone by. An experience you'll never forget. A journey of a lifetime.

AWARENESS & CONSIDERATION

BROCHURE SAMPLE

PAGE 12 SNIPPET

Picture yourself onboard a spacious glass-dome coach, looking out the window as you gently wind through a wooded valley. You've just finished your meal, and you recline in your seat, glass of wine in hand, as your Host begins to tell the incredible true story of an upcoming local landmark. The train slows down to cross a soaring trestle bridge, just in time for you step onto the outdoor viewing area and take a picture. You're only a few hours into your journey, and you've already lost track of time – you just know you don't want it to end.

PAGE 15 SNIPPET

The next morning, after a restful sleep in your hotel room, the journey begins again. Your Hosts pass out warm scones and coffee as the train pulls out of the station.

A few miles in, you're chatting with your new neighbours – fast friends from half a world away – when a Host tells you to look out the right-side window. It's not a landmark or a lookout this time: it's a grizzly bear and her cub. After taking it all in, you return to your seat, wondering what's around the next bend.

AWARENESS & CONSIDERATION

SOCIAL	
TAKEOVER – INTRODUCTION Example from Instagram post in August	rockymountaineer This week's guest Instagrammer is @taylor_smithphotography. He recently took a custom Circle Journey that brought him through both Jasper and Banff National Parks, and is excited to share his favourite photos from the trip. Here's his first batch, from beautiful Maligne Lake, near Banff. Swipe to see them all!
TAKEOVER – GUEST POST Example from Instagram post in August	rockymountaineer @taylor_smithphotography: "My last shot in Banff may end up being my favourite. The reflections on the lakes here are incredible! Thank you to everyone who followed along this week. I enjoyed sharing my photos from the Canadian Rockies with all of you!" #rockymountaineer
POST FEATURING USER-GENERATED CONTENT Example from Instagram, July 22	rockymountaineer The view from the top. We're loving this perspective from @ashleydawnarmstrong. What's your favourite vantage point? #rockymountaineer

AWARENESS & CONSIDERATION

SOCIAL

BRAND POST – INFORMATIVE

Example from
Instagram, July 21

rockymountaineer

Spring, summer, or fall: when do you think would be the best time to spot wildlife?
Watch the video to find out more.
#rockymountaineer

BRAND POST – ENGAGEMENT

Example from
Instagram, July 20

rockymountaineer

Would you like to see your photo featured here? Simply tag your photo with #RockyMountaineer and tell us what made that moment so special. Each week, we'll repost our favourites!

Thanks to @maniigill for this amazing view of the Fairmont Chateau Lake Louise

AWARENESS & CONSIDERATION

SOCIAL BIOS

INSTAGRAM BIO

Max 150 characters

ROCKY MOUNTAINEER

Extraordinary luxury rail journeys through the Canadian Rockies. Follow along for magical mountain moments.

TWITTER BIO

Max 160 characters

ROCKY MOUNTAINEER

Extraordinary luxury rail journeys through the Canadian Rockies. Follow along for magical mountain moments.

TRIP ADVISOR

Attraction page
overview

ABOUT ROCKY MOUNTAINEER

Rocky Mountaineer is the best way to see the Canadian Rockies – by luxury rail. Take in the spectacular scenery from the comfort of our glass-dome coaches. Dine on gourmet meals as our Hosts tell stories along the way. See it all during the day, and sleep in a hotel at night. Then get up and do it all over again. No matter which route you choose, it's sure to be the journey of a lifetime.

BOOKING & AWAITING TRAVEL

NOTE: These have been updated to reflect the most recent new versions.

EMAILS – NEW WEB ACCOUNT REGISTRATION – CONFIRMATION

SUBJECT	Thanks for signing up, {{firstname}}!
PREHEADER	Your web account has been created
HERO IMAGE COPY	Adventure awaits
BODY	Dear {{firstname}}, Thank you for creating an account with Rocky Mountaineer – you’re one step closer to the fresh air of the mountains, the mist of the ocean, and miles and miles of memories. Now, as you browse the site, all your route selections and preferences will be saved, so you can revisit them and complete your booking at any time. CTA: “COMPLETE BOOKING” If you haven’t done so already, be sure to check out the Journey page, which provides a preview of some of the experiences you can expect onboard. [CTA: “EXPERIENCE THE JOURNEY”, links to journey/experience page or equivalent on new site] Also be sure to order our brochure, available in print or as an e-brochure, which provides a comprehensive overview of the Rocky Mountaineer experience that you can read at your leisure. [CTA: “ORDER BROCHURE”, links to brochure page] Thanks again for your interest in Rocky Mountaineer. We hope to hear from you again soon! Warm regards, The Rocky Mountaineer Team Questions? Contact us. Reply to this email or call us at {{Geo.phone.number}} to speak with a Vacation Consultant. [SOCIAL FOOTER]

POST-TRAVEL

EMAILS – PAST GUEST RE-NURTURE 2 (22 MONTHS LATER)

SUBJECT	The mountains are calling, {{firstname}}
PREHEADER	Ready for another train journey?
HERO IMAGE COPY	Start a new adventure
BODY	Dear {{firstname}}, Your last journey onboard Rocky Mountaineer was the adventure of a lifetime – but why stop there? Just as the early explorers found out, the more you journey through the mountains, the more you realize there is to discover. We're constantly updating our packages and offerings, so take another look at our website and start getting inspired – again. [CTA: "SEE WHAT'S NEW", links to homepage] As always, don't hesitate to get in touch with any questions you may have. Our Vacation Consultants are standing by. We hope to see you again! Warm regards, The Rocky Mountaineer Team Questions? Contact us. Reply to this email or call us at {{Geo.phone.number}} to speak with a Vacation Consultant. [SOCIAL FOOTER]

TRADE WRITING SAMPLES

TRADE BROCHURE

PLANNING THE PERFECT JOURNEY

There are truly no wrong choices when it comes to Rocky Mountaineer. But breaking down the trip-planning process will help you arrive at the perfect, tailor-made journey for your clients.

STEP 1: CHOOSE A SERVICE LEVEL

We offer two service levels, SilverLeaf and GoldLeaf. Both are exceptional experiences, but GoldLeaf includes several upgrades.

STEP 2: CHOOSE A ROUTE

Typically the hardest choice for guests. We offer four distinct routes through multiple destinations, plus Circle Journeys and self-drive options.

STEP 3: CHOOSE A SEASON

We operate April through October, giving clients three distinct seasons to travel in – each with its own highlights.

STEP 4: CHOOSE A PACKAGE

Add-ons such as Alaska cruises, car rentals, and sightseeing excursions round out many clients' experiences, and are a significant opportunity for upsell.

TRADE BROCHURE

TARGET AUDIENCES AND PERSONAS

Since 1990, we've hosted over 2 million passengers, so to say we know our guests is an understatement. We also continually undertake market research to stay on top of demographic and travel trends.

With Rocky Mountaineer, identifying prospective guests is only part of the process. The other key is to effectively sell them the right travel experience, based on the many choices they have in front of them. The ideal Rocky Mountaineer client becomes a repeat client, and an evangelist for the brand.

GUEST PERSONAS

The personas we've established skew older (50-70), falling into three categories: Wealthy Empty Nesters, Retired Seniors, and Middle-Aged Upscale Parents.

TRADE TONE DOC

GROUP PACKAGES

Did you know that Rocky Mountaineer offers group packages? Book an entire coach, or work with us to create a completely customized experience – perfect for corporate events and retreats. We can also work with you to develop custom group-travel packages for recreational travellers. For more details, see our custom Groups Experiences Guide.

CUSTOM MEAL PLANS

For clients who want the ease of having everything pre-arranged, consider adding meals to their package for when they're not on the train. Typically, this means dinner arrangements in destination cities, but breakfasts can also be added as well. This is also a convenient service for any days of their journey that do not include rail travel.

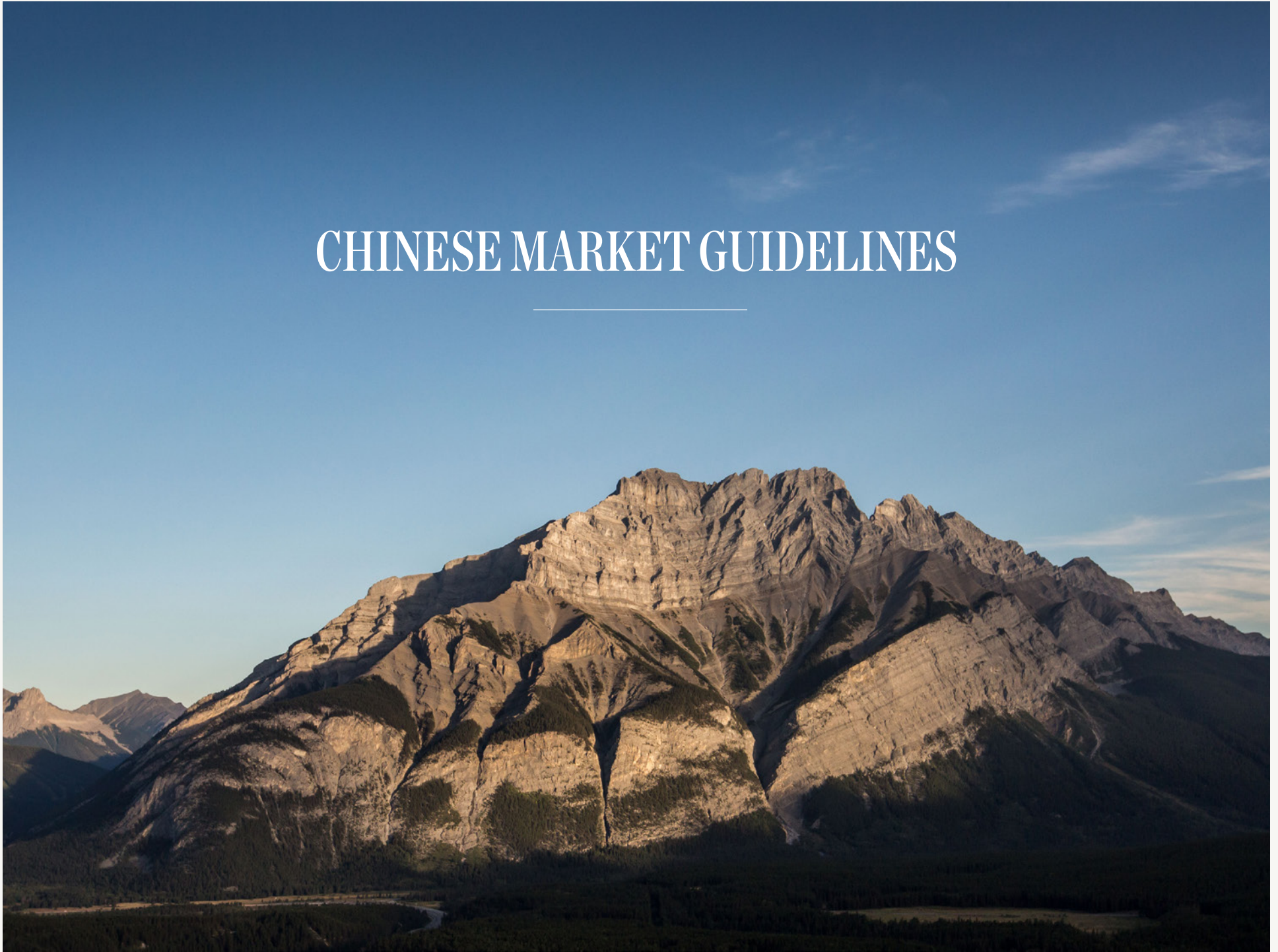
UK COVER WRAP

FRONT COVER	Where mountains meet luxury
PAGE 2	THE BEST WAY TO SEE THE ROCKIES Rocky Mountaineer is a one-of-a-kind luxury rail service that winds through some of the most spectacular scenery on earth. Based in Vancouver, British Columbia, Canada, Rocky Mountaineer offers three distinct routes, with stops in tourist meccas like Jasper, Banff, and Lake Louise. Our custom, glass-dome coaches give guests unparalleled views of the mountains, glaciers, waterfalls, and wildlife that make up the Canadian Rockies. And guests experience it all in luxury, with attentive service, gourmet dining, and attentive Onboard Hosts. Our all-daylight journeys mean they also get to relax in a hotel each night, without missing any of the scenery. In addition to our 2-4 day rail journeys, we also offer packages that include sightseeing tours, car rentals, and even Alaska Cruises, so guests can get the most out of their time in Western Canada.
PAGE 3	WE'D LOVE TO WORK WITH YOU Rocky Mountaineer succeeds thanks to trade partners like you. We've made it easy for you to learn more about our rail journeys, packages, service levels, and other details, so you can sell Rocky Mountaineer to your clients with confidence. Our TRACKS online training program will teach you everything you need to know, in an hour or less. Sign up today! Go online, or download the app. RockyMountaineer.com/tracks

TRADE MAIL INTRO

SUBJECT	August highlights: Things to do in Jasper, a new webinar, and our Unforgettable 4 promotion
PREHEADER	PLUS: take advantage of our TRACKS training
HERO IMAGE COPY	Inside Track
INTRO	Hi {{firstname}}, I hope your 2019 season is going well! We're well into August, and demand for Rocky Mountaineer continues to be very strong. We have been busy adding room nights in all our destinations, including Banff and Jasper. For those looking ahead to 2020 bookings, make sure you don't miss our Unforgettable 4 promotion which concludes at the end of the month. As always, if you have any questions, don't hesitate to get in touch! {Exec signature}

CHINESE MARKET GUIDELINES



LOGO VERSIONS: VERTICAL

The standardized logo is composed of three main elements – the icon, the Chinese logotype and English logotype.

There are two variations of the logo: vertical and horizontal.

The vertical logo is our primary logo and should be used whenever possible.

The logo is primarily placed on top of a full bleed photograph.

Make sure the area of the photograph behind the logo is evenly toned and free of visual clutter.

Ensure lines of the shield are always transparent, with the photograph or solid background showing through the lines.

A complete set of logo files in spot colour, CMYK, RGB, and reverse is available. Gold, white, and black are the only colours available. The logo files can be found on Simpleview. Do not alter or modify the artwork.

You can request access to our photo library, Simpleview, by contacting images@rockymountaineer.com

The logo and Rocky Mountaineer are registered trademarks and should always be used with the registered symbol.

Note that there is not a Chinese version of the logo with the tagline.



VERTICAL GOLD LOGO ON IMAGE – PREFERRED USE

Use the gold logo on photographic backgrounds. Avoid placing the gold logo on mid-tone areas of the photograph where there isn't enough contrast between the logo and the background. If unavoidable, lighten or darken the area of the image to ensure reasonable amount of tonal contrast.



VERTICAL GOLD LOGO ON DARK BLUE BACKGROUND (END SLATE OF VIDEO APPLICATIONS ONLY)

We only use our logo on a dark blue background as the end slate on our videos. See p. 34 for more information on video application.



SINGLE-COLOUR VERTICAL LOGO: FOR BLACK AND WHITE REPRODUCTION ONLY

We use this version when print reproduction is limited to grey scale and requires the logo to be placed on a dark background.



VERTICAL GOLD LOGO ON WHITE OR BUFF

We typically use our logo on a white or buff colour on stationary such as letterhead and business cards when full bleed photography or the dark blue is not used.



SINGLE-COLOUR VERTICAL LOGO: FOR BLACK AND WHITE REPRODUCTION ONLY

We use this version when reproduction is limited to grey scale and requires the logo to be placed against a white background.

LOGO VERSIONS: HORIZONTAL

The horizontal logo is our secondary logo and should only be used when space is limited.

As such photography should not be used as the background for legibility reasons. Use solid backgrounds such as solid blue or white for the horizontal logo.

Make sure lines of the shield are always transparent, with the solid background.

The logo and Rocky Mountaineer are registered trademarks and should always be used with the registered symbol.

Note that there is not a Chinese version of the logo with the tagline.



HORIZONTAL LOGO ON SOLID BLUE (LIMITED USE)

When the vertical logo cannot be used due to space restrictions the horizontal logo can be used. (e.g. Rocky Mountaineer branded pens)



HORIZONTAL LOGO ON WHITE OR BUFF (LIMITED USE)

The horizontal logo on a white or buff background is typically used on small merchandise when the dark blue background cannot be used.



SINGLE-COLOUR HORIZONTAL LOGO: FOR BLACK AND WHITE REPRODUCTION ONLY

We use this version when print reproduction is limited to grey scale and requires the logo to be placed on a dark solid background.



SINGLE-COLOUR HORIZONTAL LOGO: FOR BLACK AND WHITE REPRODUCTION ONLY

We use this version when reproduction is limited to grey scale and requires the logo to be placed on a white/light solid background.

LOGO USAGE

To give our logo the right impact, avoid crowding it with other elements or making it too small.

Only use the logo files as supplied. Do not alter or modify the artwork.



MINIMUM CLEARANCE – VERTICAL LOGO

The cap height of the “R” in “ROCKY MOUNTAINEER” is used as a guide to determine minimum clearance around all four corners of the logo.



MINIMUM CLEARANCE – HORIZONTAL LOGO

The cap height of the “R” in “ROCKY MOUNTAINEER” is used as a guide to determine minimum clearance around all four corners of the logo.



MINIMUM SIZE – VERTICAL LOGO

Minimum width of the vertical logo is 1” for all standard applications. Small merchandise or other uses may call for a smaller size as an exception.



MINIMUM SIZE – HORIZONTAL LOGO

Minimum width of the horizontal logo is 1.25” for all standard applications. Small merchandise or other uses may call for a smaller size as an exception.

TYPOGRAPHY

To create a consistent identity for Rocky Mountaineer, all external communication through different channels such as advertisements, brochures and banners should follow the typography illustrated on the right. It is necessary to use these standard fonts in order to create a uniform brand image and consistency in marketing and communication materials.

The standard fonts are those shown on the right. These cover both English characters and simplified Chinese characters. The font specifications should be strictly observed in all applications.

The font is also a free font downloadable via Google (<https://www.google.com/get/noto/>)

英文标准印刷字体

standard english fonts

SLOGAN

**Proxima Nova Extra Condensed
Semibold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
1234567890,.;'"/()!@&**

HEADLINE

**Proxima Nova Extra Condensed
Thin**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
1234567890,.;'"/()!@&**

CONTENT

**Proxima Nova Extra Condensed
Semibold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
1234567890,.;'"/()!@&**

中文标准印刷字体

standard chinese fonts

大标题

**思源 Bold
Noto Sans S Chinese Bold**

中文标准印刷字体

小标题

**思源 Regular
Noto Sans S Chinese Regular**

中文标准印刷字体

正文

**思源 Thin
Noto Sans S Chinese Thin**

中文标准印刷字体

SERVICE SYMBOLS

There are two service tiers for all Rocky Mountaineer packages: SilverLeaf Service and GoldLeaf Service.

In writing, ensure 'Service' always follows the two service tiers, and the first letter, the 'L' in 'Leaf', and the 'S' in 'Service' are capitalized.

I.e. SilverLeaf Service, GoldLeaf Service.

When space is limited, use the simplified logo to maximize legibility of the service symbols.

The unique CMYK values for the gold are intended to achieve an optical match between printing on coated and uncoated stock.

The files can be found on Simpleview. Only use the file as supplied. Do not alter or modify the artwork.

You can request access to our photo library, Simpleview, by contacting images@rockymountaineer.com



FULL COLOUR SILVERLEAF SERVICE LOGO



FULL COLOUR GOLDLEAF SERVICE LOGO



REVERSE SILVERLEAF SERVICE LOGO



REVERSE GOLDLEAF SERVICE LOGO

C8 M0 Y0 K48
COATED: COOL GREY 8 C
UNCOATED: COOL GREY 8 U
METALLIC: 8421 C

SILVERLEAF SERVICE COLOUR

COATED: C0 M20 Y70 K15
UNCOATED: C0 M20 Y75 K15
R220 G174 B63
HEX DCAE3E
PANTONE 7407 C
PANTONE 7407 U
PANTONE (PREMIUM METALLIC) 0127C

GOLDLEAF SERVICE COLOUR

ROUTE SYMBOLS

The route symbols are inspired by the rail signage while the colours are inspired by the scenery of each route.

The route symbols and colours are predominantly used as navigational tools in our annual sales brochure.

The route symbols are mainly used as navigational tool when describing our different routes, they can be used in numerous applications like sales collateral, digital, video, and the onboard experience.

When it is being used to clearly outline the different routes, it should be combined with the routes name written out in full, as shown opposite.

In long documents or videos, when each unique route is introduced for the first time, the complete route name should always accompany the route symbol. Respective route symbol can then be used as a stand alone graphic in subsequent pages or frames.

When the route colours and symbols are used outside of the sales brochure, only use them as secondary elements that complement the look and feel of the brand.

Only use the files as supplied. Do not alter keyline weight or modify the artwork.

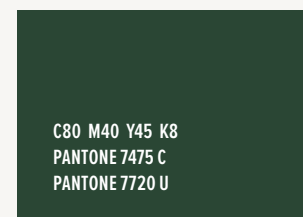
Note the examples shown are not lockups – the size relationship between symbols and type should be established on a case-by-case basis.



FULL COLOUR USE



REVERSE USE WITH COMPLETE ROUTE NAMES (NOT LOCKUPS)



COLOUR VALUES

PHOTOGRAPHY

As previously mentioned, we have three types of photographs within our library – train in landscape, on-board experience, and nature photography. However, the images we use for the China market differ slightly.

TRAIN IN LANDSCAPE – HERO PHOTOGRAPHY

Photographs that show the train in context are still used as our hero photography. The train and the landscape it passes through is one of the key aspects of our brand experience.

As visual impact helps to drive brand recognition, we should use singular images at scale and avoid using multiple images on a piece of communication.

ON-BOARD EXPERIENCE – SUPPORT PHOTOGRAPHY

When creating materials for the China market, images that show the full-size dome of GoldLeaf are preferred. Images with an Asian host are also preferred as they represent the Mandarin service.

NATURE – SUPPORT PHOTOGRAPHY

On multi-page documents like the brochure, it is helpful to add images of nature to build a richer picture of the experience. Photographs of animals, especially bears, are very well received, followed by the blue waters of the lakes in the Canadian Rockies.

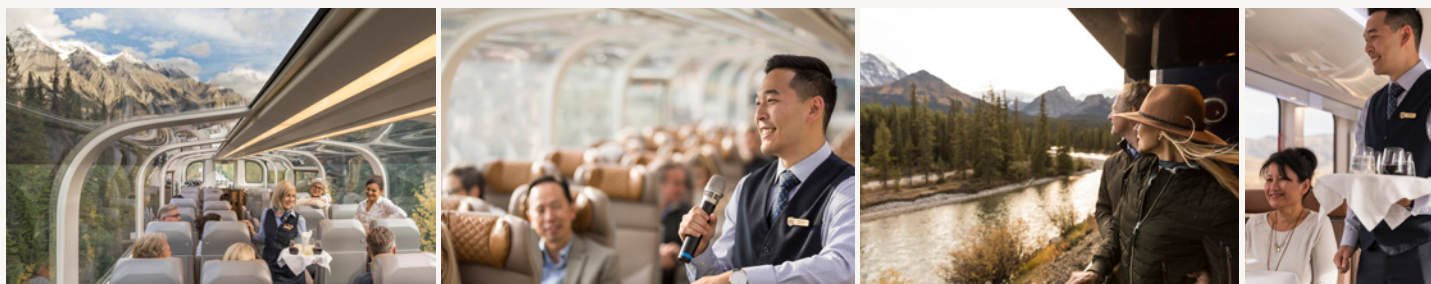
WHAT TO AVOID

Photography with grey or overcast skies should be avoided for the Chinese market. Caucasian talent should not look older than 55 years old and Asian talent should look in their early 40s.

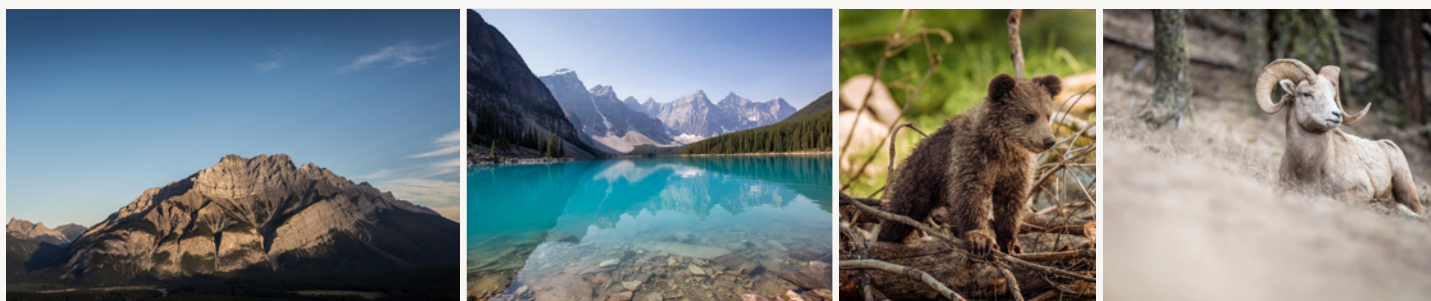
You can request access to our photo library, Simpleview, by contacting images@rockymountaineer.com



TRAIN IN THE LANDSCAPE – HERO PHOTOGRAPHY



ON-BOARD EXPERIENCE – SUPPORT PHOTOGRAPHY



NATURE – SUPPORT PHOTOGRAPHY