

# Tourism Prince Edward Island Brand Guidelines

*The following are guidelines to help ensure all Island communications share a look and feel that are consistent, powerful and persuasive.*

[www.gentleisland.com/brand](http://www.gentleisland.com/brand)





*Transforming Prince Edward Island  
into a compelling and profitable  
tourism brand.*

Tourism is vital to the economy of Prince Edward Island. We collectively need to do everything in our power to ensure that the industry stays strong, healthy and successful.

A key part of our marketing efforts is the creation of clear and differentiating brand messaging that is unique, inspiring and so motivating that tourists will choose PEI above all other tourist destinations.







## Why do we need to “brand” the island?

We need to brand PEI because the truth of the matter is that when people sit down to make travel plans they are overwhelmed with choice.

The internet has literally tens of thousands of travel and destination websites for people to look at and be tempted by. There are a dozen or more magazines that specialize in travel, and countless other lifestyle magazines and newspapers that regularly write about “must see” destinations.

Lower-cost air fares and “reward point programs” are making the world a lot smaller and more accessible to visit.

The Canadian travel industry spends \$100m+ every year to lure tourists to a wide and varied selection of competitive Canadian destinations other than our own special part of the world.

Additionally, people have a lot less time on their hands than ever before and the prospect of driving for many hours or even days to get to our Island is increasingly losing its appeal.

On top of this, the average Canadian and American is subjected to hundreds of commercial messages every single day of their lives!

To cope with this overload, the brain blocks most messages out.

Thus, our challenge is to create messaging that is so personally relevant and intriguing that people allow the message to get through their filtering system into their brain. The messages must provoke a reaction that intrigues and interests our potential customers enough that they will seek out more information on our website and then move from “looking” to “booking.”

Quite a tough order. But last year we encouraged over 850,000 visitors to visit our website and this year we expect to do even better.

*Prince  
Edward  
Island*

*The Gentle Island*





65%



35%

## *Target market*

Our key target is the 40+ “baby boomer.”  
65% are couples travelling without children.  
35% are families with young children  
(under 11).

Our research has clearly indicated that within these broad parameters there are sub-segments with specific interests and hobbies. We have built this learning into our media planning to ensure that we intersect people (on and offline) with our messages when they are most receptive.

Also, we know that the female is the initiator in the travel planning process and have also taken this into consideration with our communication approach.

*Prince  
Edward  
Island*

*The Gentle Island*





## *Positioning Prince Edward Island as a tourism brand.*

In order for us to attract the attention of our potential customers we have to have a tourism destination “angle” that demonstrates that we are different from – and better than – other tourist destinations that might be considered.

After extensive research with visitors and non-visitors in our core markets of Ontario, Quebec, Northeast USA and our neighbouring Maritime provinces, we were able to clearly understand what it is about our Island that makes it attractive to tourists.

Prince Edward Island, we were told, is a kinder, gentler place than most other places in the world.

The landscape is visually stirring, with soft, rolling hills and bucolic agricultural vistas that gently meet the ocean.

The people are intrinsically caring and good natured. They always make the time to welcome and chat with visitors from “away.”

The colour scheme of the island is bright and vivid with a natural palette of blue (sky and water), red (earth, beaches, cliffs) and green (fields), all providing visual treats for the eye.

The beaches are unique and beautiful, with warm water and an array of colours ranging from champagne to deep red.

Here are some of the ways people love to enjoy their time on the island:

- Touring the island in their vehicles, getting out to eat, drink, and take in the sights
- Hiking and biking the many trails
- Strolling along and relaxing on the beaches
- Exploring the ‘hidden’ aspects of the islands’ landscape (after being “tipped off” by previous visitors or helpful islanders)
- Eating fresh seafood
- Not looking too hard at their watches

The effect is one of relaxation, revival and renewal. It allows them to get to know their partners and/or kids again. A visit to our Island replaces their chaotic lifestyles with a beautiful tranquility that refreshes mind, body and spirit.

A visit to our Island is an experience that stays with them long after they’ve returned home.

*Prince  
Edward  
Island*

*The Gentle Island*



## Brand Essence

We boiled this learning down into a brand essence of five words: **The gentle island of rejuvenation.**

We will emphasize the rejuvenating benefits of a visit to the island visually through film, photography and typography that clearly expresses this notion.

All communication will be signed off with the phrase: **The Gentle Island.**

We want this phrase to become the brand signature for Prince Edward Island as it encapsulates everything that is appealing about the Island – as well as being unique and motivating.

The world is an increasingly harsh place. People constantly complain there's never enough time. Stress levels in the workplace are at all-time highs. Bad manners have become the norm. War rages in Afghanistan and Iraq. Baby boomers worry about the future – their kids, their pensions, the planet itself.

Who wouldn't be interested and rewarded by a visit to The Gentle Island?

*Prince  
Edward  
Island*

*The Gentle Island*







## *Brand Properties*

We have lots of properties that people spontaneously mention when asked about Prince Edward Island: potatoes, Anne of Green Gables, lighthouses, lobster, etc.

We are **most** interested in leveraging those properties that:

- appeal to a large customer base
- cannot be copied, and therefore become uniquely assigned to Prince Edward Island in our target's headspace

Images and properties should be chosen carefully. We want to ensure the images and properties we choose to use in our communications appeal to the specific target of the communication at hand. And strive to present brand properties in a manner unique to PEI. For example, if you show seafood dining, do so in a way that conveys this could only be an Island experience.

The following **key** properties will be leveraged in mainstream communication efforts:

- Red earth and cliffs
- Beaches that are unique in colour and composition
- The unique natural colour palette of the island (red, green and blue)
- Rolling hills and the bucolic landscape gently stopping at the sea
- The fact that our province is an island

*Prince  
Edward  
Island*

*The Gentle Island*



# *Brand Character*

The brand's character is also key in the development of a strong and holistic brand.

The Prince Edward Island brand should never act out of character. The following attributes are inherent in the Island offering and are unique and motivating:



*The Gentle Island*

- *Generous Spirited*
- *Caring*
- *Charming*
- *Contented*
- *Calm*
- *Gentle*
- *Humorous*







These three components of the Island tourism brand architecture: Brand Essence, Brand Properties and Brand Character will collectively ensure that the brand is perceived to be unique, personally relevant and motivating to our targeted visitor groups.

They need to be reinforced and reflected at each and every place that the tourist encounters the brand that is Prince Edward Island. In this way, the consistency of the message will be seen, heard, processed in the brain and acted upon.

And this will help the Prince Edward Island tourism trade to thrive to its full potential.

*Prince  
Edward  
Island*

*The Gentle Island*





## WHAT *if the* WORLD HAD BEEN *to* PRINCE EDWARD ISLAND?

Everyone who came to our Island would come home a different person.

Old frowns would become new smiles. Worry lines would become laugh lines.

The stress which used to hang over them like a black cloud would be turned into a glow.

They would be kinder, gentler, and at peace with everything.

Strangers would sit beside each other on an empty bus and start a conversation.

People would have a sense of perspective.

They would know that life's greatest work is not done in the office.

They would not be concerned with numbers, graphs and projections.

They would measure only that which made them happy.

Harsh words, anger and strife would be replaced by a kindness that was unexpected but uplifting.

The greatest dream of humankind is that the world be a better place.

If the world went to our island it would be.

What if the world had been to Prince Edward Island?



Tourism Prince Edward Island  
**Brand Guidelines**



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# The Look

The Gentle Island's unique kind of rejuvenation is expressed in communications by a purposeful use of photography (this is covered in detail later in this guidebook) and some simple yet powerful design elements.

These elements work together in a fluid, natural way to communicate a simple, clear and memorable message that will engage whoever sees it – and be remembered long after the page has been turned, or the channel has been changed.

## *Ivy Border*

This branding element helps reinforce the notion that The Island is a charming and magical place.



## *Parchment Paper*

Another charming Island branding cue, it also provides a good background for copy (as opposed to sitting over photography).

## *Photography*

Ideally, pictures romance the unique and gentle beauty of the Island as well as the way it makes people feel.

## *The logo & tagline*

These crucial elements reinforce the province's "islandness" and its unique appeal.



*The Gentle Island*





# The Logo: When to Use Each Version

The logo is a visual signoff and reminder that the communication the viewer has just seen has been presented by Prince Edward Island, The Gentle Island. It visually expresses that this is a vibrant Island destination.

We offer a variety of logo versions to accommodate different situations.



Canada - English

*The Gentle Island*



Canada - French

*La douceur de l'île*



USA

CANADA

*The Gentle Island*

The logo is available in English and French for use in Canadian and American markets. It is to be reproduced as shown and elements used in the logo or the text should not be altered in any way.



*The Gentle Island*



*La douceur de l'île*

When reproduction in one spot colour is required the logo is to be reproduced as a solid with no elements screened or altered. This includes newspaper and other b/w print applications.

To obtain digital files of the Prince Edward Island logo, please contact Lori Geldert at Tourism PEI.  
email: [lageldert@gov.pe.ca](mailto:lageldert@gov.pe.ca)  
phone: (902) 368-5882

## Logo Colours

Pantone 335  
C100 / M30 / Y70 / K0  
R0 / G133 / B112

Pantone 300  
C100 / M50 / Y0 / K0  
R0 / G114 / B188

Pantone Cool Gray  
11C0 / M0 / Y0 / K80  
R87 / G88 / B90

The Prince Edward Island logo design is based on a three-colour design. The colours are green, blue and gray as specified above for spot colour, full-colour and video applications. It is important to use the specified colours instead of relying on digital interpretation.





## The Logo: Giving it Space

The logo must always have a minimum distance between itself and other graphic elements. This distance is determined by the height of the “E” in “Edward.”

Note that for proper reproduction, the logo should never be smaller than 19 mm wide.



**MINIMUM SIZE:** The logo should not be used smaller than 19 millimetres wide for proper reproduction.



*The Gentle Island*



19mm  
(0.75")



*La douceur de l'Île*



19mm  
(0.75")



# The Logo: Situations to Avoid

## Don'ts



Don't use the coloured logo against a dark background.



Don't alter the type with drop shadows or outlines.



Don't skew the logo, scale to size proportionally.



Don't use the black logo against a dark background.



Don't change the font of the type.



Don't change or alter the colours of the logo.



Don't use the white reverse logo against a light background.



Don't use any version of the logo against a busy background (and never put the logo over a person's face).



Don't replace the tagline with another message.





Body Copy  
or Subhead

## Typography

Goudy is the choice of font for the Prince Edward Island brand. It's an easy-to-read, friendly and approachable yet classic font.

The usage of all-caps is an acceptable option when copy is brief. For longer headlines, for example, use upper and lower case type.

Bold or italic type is a way to emphasize or differentiate small groups of text.

### Headline & Subheads

### Body Copy

Goudy

Regular

Goudy

Italic

Goudy

Bold

Goudy

Bold Italic

Goudy

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Goudy italic

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.*



# Photography

Prince Edward Island is a photogenic place. Its unique light combined with a beautiful and vibrant palette gives the land a charm like no other place on earth.

Photography should aim to highlight the distinctive geographical features and colours of the Island to help with brand recall and registration.



*People in photographs should look rejuvenated, happy and relaxed.*

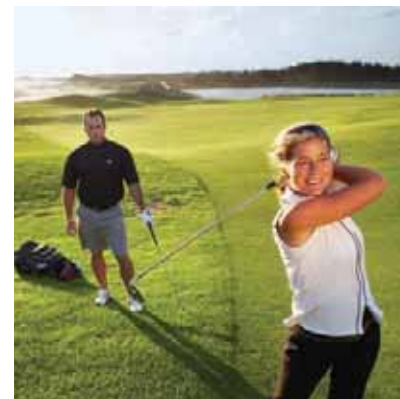
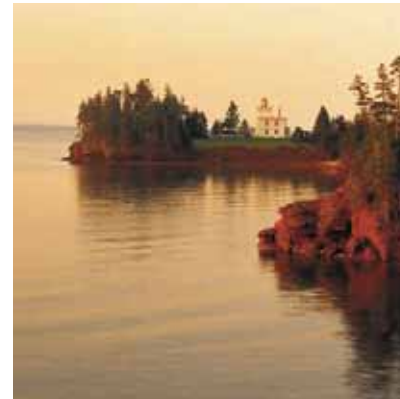
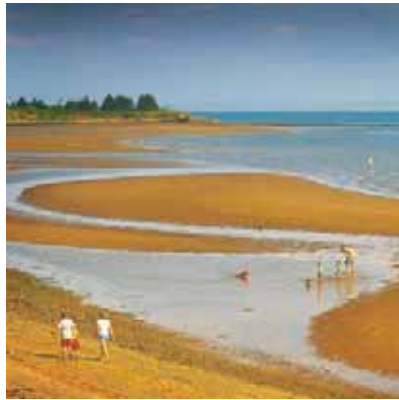




# Photography: It's All About Emotion

People's favourite holiday photos usually feature close-ups of themselves and their friends and family. We like to see emotion on people's faces; it reminds us of the feeling of a place and why we want to go there again. This principle guides our selection of Island photography.

Of course, sometimes we may like to use photos in which people are either far away or not even there. It's fine to use these types of photos within a broader mix of pictures that do highlight people – and their rejuvenated, happy and relaxed state – on the Island.





## *Photography: Down to the Details*

On occasion, we will want to feature close-up photos that offer neither sweeping vistas nor rejuvenated people. Close-ups may provide some important information or just provide a nice stylistic touch to a piece of communication. Again, this is fine as long as they are balanced with photos that feature people enjoying the Island.





## *Our Tone of Voice.*

Just as we offer visual guidelines for the look of our communications, we also want our written communications to be consistent with our “Gentle Island of Rejuvenation” brand position.

Language in any Prince Edward Island communication should be friendly and approachable. Write as if you’re having conversation with a single person.



*Remember, we don't want to sound “hard-selling” or pushy; that's not how an Islander would talk to someone intrigued by our Island. We will convince potential visitors to visit by speaking to them in a relaxed, charming and conversational way.*







## *The Advertising*

Tourism Prince Edward Island has used advertising of all shapes and sizes over the years to tell potential visitors about what a wonderful holiday they could have on the island. Television continues to prove to be the most cost efficient way to reach the largest numbers of our target market as well as allowing us to show Prince Edward Island in a multi-sensory way. Print is an important vehicle as we can target our message to specific target groups in a medium that they look to for travel information and advice.

Over the past few years the internet has grown dramatically in its importance as a travel research tool, so we are using online advertising more and more to communicate the island's benefits. Direct Response vehicles like postcards and mailers have become more important over time also because they allow us to send specific messages to specific people from our TPEI data base, who we know are interested in receiving vacation information about Prince Edward Island and are therefore more likely to visit us.

Whatever the medium, it is key that the advertising be true to what Prince Edward Island has to offer visitors and can engage potential visitors' attention and response by communicating a unique proposition that is relevant to them.

The key objective of all our 2007 Advertising is to drive people to our Gentle Island website where they can find out everything they need to know about what's available on Prince Edward Island and how to book a holiday on the island.



## Research

In the summer of 2006 and early 2007, we researched all of our creative ideas and television and print creative materials with our target audiences in Ontario, Quebec and Northeast US. The response to our brand positioning, *The Gentle Island of Rejuvenation*, was very positively received, as was the creative work itself.

We have fine tuned and evolved our creative ideas to bring to life the experiences visitors will have because of the rejuvenating effects of a trip to our special island.

## Tagline

In the print and TV ads we call out that you will “Look and feel like a new person” after a trip to Prince Edward Island. Every ad is signed off with our “Prince Edward Island. The Gentle Island” logo.

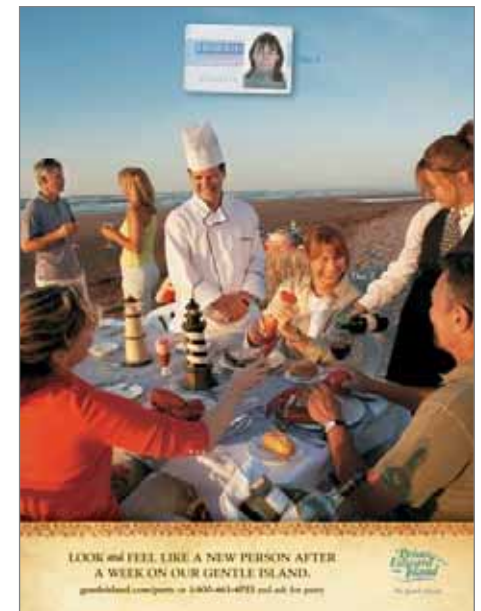




# 2007 Print

In our five English print ads and two French print ads for 2007, we show a 'before and after' photo to demonstrate the idea that your trip to Prince Edward Island has had an impact on how you look and feel.

The copy is simple and the call to action is very clear... visit [gentleisland.com](http://gentleisland.com) for more information.





## 2007 Television – Ontario and Quebec

There are two 30 second TV ads available for airing in 2007: “Security” (English & French) and “Surgeon” (English), as well as one 10 second TV ad (English & French). TPEI also has a 3 second tag available for co-op advertising opportunities.

In the television ads we have captured the idea that a trip to Prince Edward Island will make a ‘new person’ of you... to the point that people might not recognize you or they may think you’ve taken some steps to change your appearance.

We set our ‘new person’ scenarios amongst Island footage to draw viewers’ attention to the unique beauty (red sand, green hills and blue ocean) of Prince Edward Island and entice them to visit – or at the least, visit our website.



30: Surgeon



30: Security



10: Tags





## 2007 Television – Maritimes

Because the Maritime audience is more familiar with what PEI has to offer and they make more frequent trips to the island, we have focused the two Maritime TV spots on communicating the Genuine Island Experiences that PEI can offer Couples or Families. These spots are more focused on highlighting the beauty and activities of PEI and again driving viewers to [gentleisland.com/easy](http://gentleisland.com/easy) for more information and to book their holiday.



30: *Couples,*  
*Maritimes*



30: *Families,*  
*Maritimes*

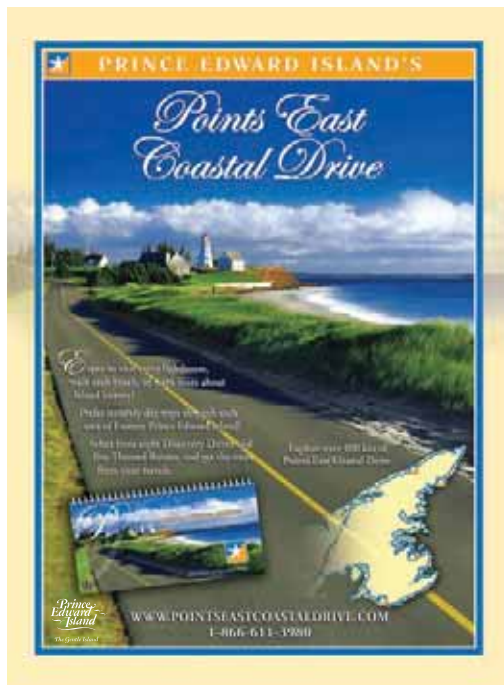




# The “Gentle Island” Brand and Your Advertising.

Where possible, operators should incorporate “The Gentle Island” look, tone and feel in their communications to create synergies with the brand campaign – and thus benefit from Prince Edward Island brand recognition. The use of “The Gentle Island” logo is a good starting point.

Some Examples:



Points East:

Where possible use the “The Gentle Island” logo to complement your call to action.



Tourism Charlottetown



North Cape:

Include colours and photos that reflect the “The Gentle Island” brand in your communications.

# The “Gentle Island” Brand and Your Website.

It can be beneficial to include the Prince Edward Island Gentle Island logo on your website so visitors easily know where you are located.



Seaside Social:

Where suitable, you may want to choose photographs and colours for your website that synergize with “The Gentle Island” brand.



Forest and Stream Cottages:

Where possible, include a link to the “Gentle Island” homepage ([www.gentleisland.com](http://www.gentleisland.com)) which is an excellent source of information on the Island.



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[www.gentleisland.com/brand](http://www.gentleisland.com/brand)