

SPECTACULAR NORTHWEST TERRITORIES

OFFICIAL LOGO

The new logo features the familiar Spectacular, and the full name of the destination. The maple leaf is a subtle reminder that we are a proud part of Canada. In line with our new brand essence, "STORIES" are highlighted within our name. The rugged and outdoorsy typeface is called Nexa Rust. The logo is displayed in Stone Grey and two shades of green, Forest Green and Marsh Green, colours that echo the Northwest Territories landscapes from north to south and west to east.



WHITE + GREEN LOGO ON DARK BACKGROUND



GREYSCALE LOGO ON DARK BACKGROUND



WHITE LOGO ON DARK BACKGROUND

PROTECTIVE SPACE

ONE LOGO APPLICATION

Used alone, a minimum distance of two letterspaces should be maintained around the logo in any application. This distance is determined by the height and width of the "N" in "Northwest".



LOGO USE BY MEMBERS/PARTNERS

When used in combination with a partner logo, the NWT Tourism logo should be placed on the left. Separate each logo by the two letterspace rule, and align the second logo with the base of "Territories" or with a subsidiary regional or member identifier.



HOW TO ACCESS THE LOGOS

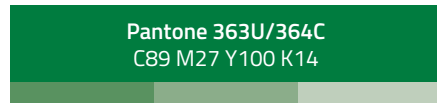
Members and partners can download logos suitable for various uses from the member's section of the Spectacular NWT website. Northwest Territories Tourism retains the right to refuse any application.



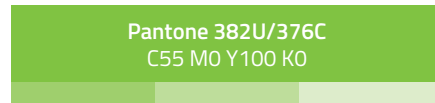
SPECTACULARNWT.COM/MEMBERS/VISUALIDENTITYSTANDARDS

PRIMARY COLOUR PALETTE

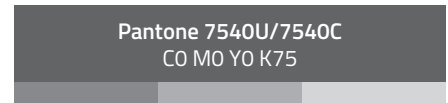
The primary colour palette consists of three base colours, which together represent the diversity of Northwest Territories' geography. Listed within are the different specifications for the palette in Pantone (uncoated and coated) and CMYK (four-colour process) values. For hexadecimal and RGB values please refer to the official Northwest Territories Tourism Visual Identity Standards manual. This colour palette must be reproduced accurately to ensure consistency across all materials.



FOREST GREEN



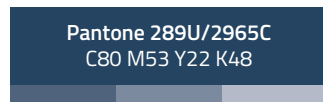
MARSH GREEN



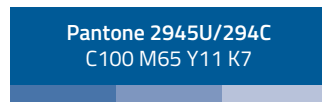
STONE GREY

SECONDARY COLOUR PALETTE

The secondary colour palette offers designers considerable latitude in reflecting the various moods, activities and landscapes of the Northwest Territories. The names of the colours indicate some of the moods that might be reflected in print, display or online applications. Each colour variation is strong enough to hold the logo in a variety of applications. Regions have not been assigned a specific colour. This allows for a colour selection to match the content and mood of the visuals.



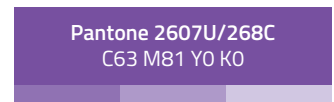
MIDNIGHT BLUE



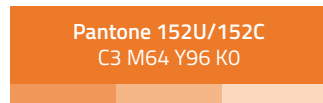
OCEAN BLUE



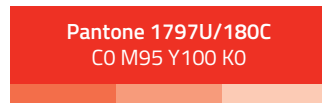
WINTER



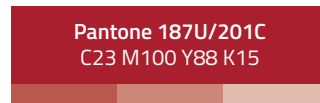
AURORA



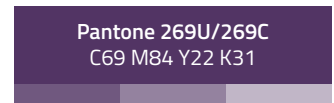
SUNDOG



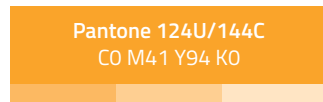
CANOE



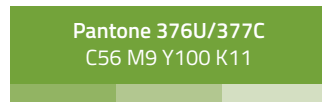
FIRE RED



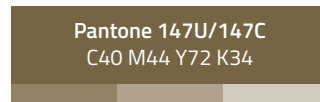
IRIS



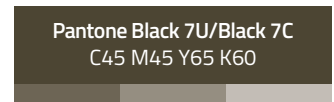
GOLD



TUNDRA MOSS



MUSKOX



BISON

TYPOGRAPHY APPLICATION

The primary logo typeface is Nexa Rust Sands Black 01. This font is suitable for headings, sub-headings and short, high impact statements. It is not suitable for body text. There is no lower case option for this font. The secondary typeface is Titillium Web. This font is to be used for all instances of body copy and in some cases the heavier weights can be used for headings and sub-headings.

NEXA RUST SANS BLACK 01

1234567890
 ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ

TEXT EXAMPLE

**SPECTACULAR PIKE
 FISHING ADVENTURES**

TITILLIUM WEB - REGULAR

1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

TEXT EXAMPLE

Experience the natural wonder
 and awe of the aurora borealis.

TITILLIUM WEB - THIN

TITILLIUM WEB - THIN ITALIC

TITILLIUM WEB - LIGHT

TITILLIUM WEB - LIGHT ITALIC

TITILLIUM WEB - REGULAR

TITILLIUM WEB - REGULAR ITALIC

TITILLIUM WEB - SEMI-BOLD

TITILLIUM WEB - SEMI-BOLD ITALIC

TITILLIUM WEB - BOLD

TITILLIUM WEB - BOLD ITALIC

TITILLIUM WEB - BLACK

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