

WHITEFISH

MONTANA

BRAND GUIDELINES





WHITEFISH

MONTANA





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WHITEFISH BRAND GUIDELINES

The Whitefish brand guidelines are meant as a guiding document to create consistent presentation of our brand. Brands do not change frequently. Like people, brands may evolve and adapt over time but they do so only as the environment changes. New brand identities are not reinvented every year. They are constant and reliable. The Whitefish brand is a reflection of this place and the ways in which people identify with it.

OUR BRAND

*Expressing what makes Whitefish unique—what make us like no other—
defines our brand. Whitefish is best described by utilizing
all three of Montana's brand pillars together.*



1. MORE SPECTACULAR UNSPOILED NATURE than anywhere else in the lower 48.

Whitefish is surrounded by some of the most spectacular landscapes in the country—especially Glacier National Park. This national park is also the world’s first International Peace Park and a World Heritage Site—sharing both distinctions with our neighbor to the north, Alberta, Canada’s Waterton Lakes National Park. This scenic territory is also referred to as the Crown of the Continent, denoting its ‘jeweled’ peaks and hanging glacial valleys.

When positioning Whitefish, this is our “differentiator”—distinguishing Whitefish from our competitors.



2. VIBRANT AND CHARMING SMALL TOWNS that serve as gateways to our natural wonders.

Charming small towns are rarely destinations on their own. However, when a town such as Whitefish serves as a gateway to iconic and remarkable places, it becomes more than a town. It's part of a much bigger experience.

The character and scale of Whitefish, the friendly people, and our sense of community are particularly attractive. These attributes form the foundation of the town's appeal to visitors who stay in town or around the community, eat at the town's various restaurants, and shop at local stores.

It is a active community that, in the spirit of cooperation, built a golf course in the 1930s, a ski areas in the 1940s, and continues today by building nearly 50 miles of trails and protecting thousands of acres of land around Whitefish Lake. Whitefish is full of fun loving adventurers who've banded together to make a community where we can recreate all day and relax with friends and family into the night. Additional amenities such as pedestrian friendly sidewalks and the ability to see the night's sky, all add to the Whitefish character.

This vibrant town has a lot going on in a very special part of the world.



3. Breathtaking experiences by day and RELAXING HOSPITALITY AT NIGHT.

Whitefish is surrounded by endless opportunities for awe-inspiring adventure all day, every day. As a result, Whitefish is home to an impressive and unexpected amount of exceptional amenities, services, and accommodations. This is what makes the whole picture of Whitefish come together—what sets us apart and makes Whitefish unique. We are not just another small town.

A wide variety of recreational opportunities in and around Whitefish are a major draw for visitors. These include Whitefish Mountain Resort, the Whitefish Trail, Whitefish Lake, and the Whitefish River, as well as the trails, rivers, and scenic roadways in and around Glacier National Park.

While the incredible scenic and wild landscapes that surround Whitefish are a key and compelling inspiration to travel to Whitefish, these landscapes are placed in the context of hospitality. The broad majority of travelers are intimidated by wildness without the tempering possibility of civilization. Beyond the adventure of wilderness by day, visitors want a good place to eat and a comfortable place to sleep. This context is central to the Whitefish experience.

BRAND STATEMENT

Whitefish, Montana is a vibrant mountain town neighboring Glacier National Park. It is a welcoming community with boundless opportunities for adventure all day, every day—bookended with world-class dining, cultural attractions, and distinctive accommodations.



BRAND ELEMENTS

Using a defined set of elements, much like ingredients for a recipe, creates a manifestation of our brand. It helps to tell the unique story of this place in a way that is only Whitefish.

COLORS



LARCH GOLD

CMYK: 0.32.95.0
rgb(253, 181, 37)
#fdb525



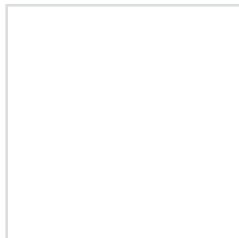
SLATE

CMYK: 0.0.0.85
rgb(68, 68, 68)
#444444



GREEN

CMYK: 85.0.72.79
rgb(0, 64, 39)
#004027



WHITE

CMYK: 0.0.0.0
rgb(253, 253, 253)
#ffffff



LARCH GOLD

Larch Gold is used sparingly as an accent to draw attention to an advertisement or branded collateral piece. It is derived from the fall colors of the Western Larch that blankets the hillsides around Whitefish—also representing the vibrancy of the community.

SLATE

Slate is used for text color. Instead of a stark and overly defining solid black, Whitefish uses slate to represent a more calming, easier-to-read, and friendlier voice.

GREEN

Green is used in corporate communications and official documents of the Whitefish Convention and Visitors Bureau. Green is used sparingly and primarily in logo usage only.

WHITE

White is a common element throughout all Whitefish branding. Whether in the logo, text on the image, or used as empty space on a page, not only does it draw a connection to the name Whitefish, but it also reflects our winter snows, glaciers in the mountains, and evokes sincerity and trust.

LOGO

PRIMARY MARKETING LOGO

WHITEFISH
MONTANA

WHITEFISH
MONTANA

The Whitefish portion of the logo was custom designed to reflect the character of the town of Whitefish. The treatment of the Whitefish lettering is similar to that of the lettering found on the old Whitefish train depot. This evokes a historical element to the place. The lettering of Montana is light, simple, and sophisticated. Together, the treatment of the two names provides a deep sense of place.

The two should not be separated unless circumstances dictates that no other way is possible. In that case, Whitefish should always remain at the top of the piece, and Montana should be placed at the bottom. Ideally, Montana remains much like a signature, small but easily identifiable and legible.

The primary color is Slate. Alternatively, White may be used over an open area of an image, a solid color, or on a Larch Gold box (for busy backgrounds or added emphasis).

ALTERNATE MARKETING & COMMUNITY LOGO

WHITEFISH
• MONTANA •

WHITEFISH
• MONTANA •

In some cases, a centered logo may not be ideal. This alternative logo may be used in its place. The primary color is Slate. Alternatively, White may be used.

OFFICIAL WHITEFISH CVB ORGANIZATION LOGO



The "CVB" logo should be used in official communications from the organization. The primary color is green. Alternatively, Slate or White may be used.

WEBSITE BADGE



This logo combination may be used to combine the website URL and primary logo on website badges, clothing, and promotional products when it is not feasible to use the logo separately from the URL. White, slate, and green are all acceptable colors to use.

SOCIAL TAG & URL

SOCIAL TAG

#explorewhitefish

Promoting the social tag for Explore Whitefish should be in all lowercase letters, no spaces, and in News Gothic Std, bold.

URL REFERENCE

EXPLORE**WHITEFISH**.COM

When the URL stands alone as a call to action or on promotional items, it should use the slightly wider version of News Gothic (News Gothic MT, Regular). Character spacing (tracking) should be set to 70pt and the name Whitefish should be Bold.

INCORRECT USAGE



Do not use multi-colored logos.



Do not replace parts of the logo.



Do not use a font to represent the logo.



Do not place logo on busy backgrounds.



*Do not use 'www' in front of the URL.
When the logo stands alone, do not use lowercase.*



Do not treat the social tag with uppercase or different font weights.

TYPOGRAPHY – Print

HEADLINE

40 pt character spacing, primarily All Caps, 85% Black

NEWS GOTHIC STD, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@\$%?!<>(){}[]#*TM®

SECTION LABEL

40 character spacing, All Caps, 85% Black

NEWS GOTHIC STD, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890@\$%?!<>(){}[]#*TM®

BODY COPY

0 character spacing, 85% Black

News Gothic Std, Medium & Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@\$%?!<>(){}[]#*TM®

TAGLINE

0 character spacing, 65% Black

Times, Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*1234567890@\$%?!<>(){}[]#*TM®*

TYPOGRAPHY – Website

HEADLINE

0px character spacing, primarily All Caps, rgb(68, 68, 68)

PROXIMA NOVA, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@\$\$%?!<>(){}[]#*™®

SECTION LABEL

0 character spacing, All Caps, rgb(68, 68, 68)

PROXIMA NOVA, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890@\$\$%?!<>(){}[]#*™®

BODY COPY

0 character spacing, rgb(68, 68, 68)

Proxima Nova, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@\$\$%?!<>(){}[]#*™®

TAGLINE

0 character spacing, rgb(153, 153, 153)

Times, Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@\$\$%?!<>(){}[]#™®*



BRAND IMAGERY

Imagery should always support the brand pillars and be appropriate for the stage of the marketing funnel they are being used for. However, these additional best practices will help to further define our brand.

IMAGES SHOULD INSPIRE

Inspiring imagery shows spectacular landscapes, unexpected amenities, and opportunities to discover something new. Visitors have likely hiked before, but they haven't done it in these glacial mountains. They may have biked before, but not on one of the most scenic roads in the nation—while it's closed to vehicle traffic. Visitors have skied before, but not with grand vistas from every side of the mountain, including views of Glacier National Park and the Canadian Rockies. They have been to the beach, but not in crystal clear mountain water. Images bring the viewer into the picture, show us what is different about this place, and without words they inspire a desire to visit Whitefish.

These are the unique places and experiences you can't get at home.

WE MAKE THE VISITOR FEEL COMFORTABLE

We dispel misconceptions, and make the dream attainable by showing imagery that is welcoming. Intimidating images such as rocky cliffs, skiing the trees, biking with full race suits or downhill gear will distance visitors. We draw them close by making them feel a part of the image. Don't show images that look like it was hard to get there. Instead, show easy or moderate terrain with amazing views—easy to get to. Show a downtown with activity and people moving about—there are real people here and it's not an empty town with nothing to do. Show comfortable seating, crackling fireplaces, and updated interiors—there are world-class accommodations. Show restaurants with beautifully plated dishes—there are award-winning restaurants and great food here.

Images also reflect our target audience. While there is plenty here to do for families, teens, young adults, adventure junkies, and the like, we show imagery that matches our target audience to make them feel comfortable about being in Whitefish. Opt for images with mature adults, images that reflect diversity, and age-appropriate activities.



BRAND VOICE

WE MAKE THE EXPERIENCE COMPLETE

Whitefish is a friendly, helpful, and welcoming community, known for its hospitality—our doors are open to all. Visitors consistently tell us how welcome they feel by our community. Time and again, visitors describe these qualities about their stay here and contribute them to making their Whitefish visit complete.

It begins with inspiring visitors to come here, helping them plan their stay, and then sharing our favorite places with them while they are here so they experience the same exuberance about this place that we do. We provide tips and insider knowledge about how best to take it all in. Whitefish is a town where you can meet the farmer who supplied the ingredients for your meal, or run into your ski instructor over a drink. We are real people in a real town.

In messaging, we build credibility by sharing what others have to say about this place, too. “Don’t just take our word for it, see what others have to say.”

Our tone in written and verbal communications is that of a new found friend. We are not demanding or critical. We are informal, but speak with insight, thoughtfulness, and care. We welcome visitors to our home and share with them what we find so special, so they appreciate this place, too.

Whitefish is friendly, welcoming, and known for its hospitality.

TARGET MARKET FOR OUR BRAND

WHEN DO WE MARKET?

Summer season in Whitefish is naturally busy due to school breaks and family vacations. This is also the peak visitation season for Whitefish. As a result, marketing investments are designed to drive visitation in spring, fall, and winter seasons. Our target audience is able to travel during these times.

WHERE DO WE MARKET?

Seattle, Washington and Puget Sound Area; Portland, Oregon; Minneapolis, Minnesota; and our regional drive-to markets including Alberta. Emerging markets including Chicago, Illinois and other strategic metro areas.

WHO DO WE TARGET?

- + Couples without children, couples with adult children, and young professionals.
- + Household income of \$65,000 – \$150,000+
- + Education level of Bachelors' degree+
- + Age 40+ (average Whitefish visitor age is 56 years old)

WHAT DO THEY VALUE?

We target “geotravellers,” also described as experientially conscious travelers. These visitors respect the natural environment, culture, heritage, landmarks and well-being of the people and places they visit. They seek engagement, knowledge and adventure. They are connected, curious, mindful, and independent. They place a high value on authentic travel experiences that respect and support the local character of place and its environment, and are less likely to become discouraged in their travel experiences by travel distances, difficulties, and variable weather.

INCORPORATING THE BRAND INTO THE MARKETING FUNNEL

INSPIRATION

At the highest levels of communication, Whitefish leverages the brand pillars to inspire travel to Whitefish. The first pillar, “More spectacular unspoiled nature than anywhere else in the lower 48,” is the most alluring and gains the target audience’s attention. Combining the second pillar, “Vibrant and charming small towns that serve as gateways to our natural wonders,” and third pillar, “Breathtaking experiences by day and relaxing hospitality at night,” help to build authenticity and credibility in the unique experiences offered in Whitefish—inspiring travel consideration.

RECOMMENDED ACTIONS:

- + Use large and captivating imagery in uncluttered and open designs
- + Provide inspiring insights to the area
- + Wide-cropped videos providing context for the viewer

ORIENTATION

Incorporating the brand into orientation is as simple as relating Whitefish to the proximity of our natural surroundings, such as Glacier National Park, Whitefish Mountain Resort, and our place in the northern Rocky Mountains. This helps to not only give the visitor a sense of place, but defines how special Whitefish really is—supporting our second brand pillar, “Vibrant and charming small towns that serve as gateways to our natural wonders.”

RECOMMENDED ACTIONS:

- + Provide interactive locator maps for visitors to discover what’s around them
- + Use imagery that shows the relationship of Whitefish to its surroundings
- + Communicate references to key landmarks such as Glacier National Park, Rocky Mountains, Whitefish Lake, Whitefish Mountain Resort, downtown
- + Provide printed maps and kiosks to aid in on-the-ground exploration

FACILITATION

Providing tools to connect the visitor to experiences, dining, shopping, or accommodations is also building on our third brand pillar “Breathtaking experiences by day and relaxing hospitality at night” and creates awareness of the unique attributes of this community, within the context of the other brand pillars.

RECOMMENDED ACTIONS:

- + Enable visitors to efficiently book directly online (excluding OTAs)
- + Provide opportunities for visitors to connect with knowledgeable local experts
- + Describe hyper-local activities in detail including where it is, using maps and images to illustrate deeper understanding
- + Provide insider tips and suggested itineraries

THE PROPER MIX

At all levels of communication, there is a balance that needs to be met to communicate on all three of the brand pillars. For example, when showing a scenic image of Glacier National Park, also provide a supporting image or copy that speaks to how close Whitefish is to Glacier, and the amenities you’ll find in Whitefish. Or, when showing an image of Whitefish, also provide the viewer with details about how close we are to Glacier and what all we have to offer. And, when providing insider tips about specifics, such as skiing here, also provide information about the place—all the things that make doing it *here* so special.



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