

YOUR GUIDE TO USING THE  
**REVELSTOKE.**  
BRAND





## OWN THE ADVENTURE.

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Travel is self-expression. People increasingly define themselves through their adventures, carrying the memories with them for life. Apparel, stickers, and souvenirs transform these moments into something tangible - a piece of their history, a badge of honour.

But we need you.

This guide is your roadmap to using the REVELSTOKE. brand to craft mementos people will treasure.

*Revelstoke's charm lies in the effort it takes to experience it—something locals live daily and visitors proudly claim. Our brand celebrates those “in the know,” whether they've called this place home for years or are here for the first time.*



# BRAND USE JOURNEY.

- 1.** Contact the **Brand Manager** about your project or brand use questions at [media@seerevelstoke.com](mailto:media@seerevelstoke.com)
- 2.** Enter a **sublicence agreement** permitting you to use the brand.
- 3.** Choose to manufacture locally or outsource.
- 4.** Send your designs to the brand manager for **approval** before fabrication and pay your brand use fees.
- 5.** Fabricate your branded designs.



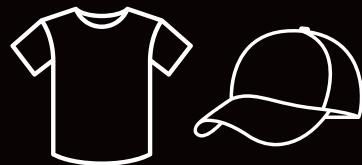
## **BRAND USE FEES.**

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There are small administration fees associated with using the destination brand. Upon approving your designs, we will give you an invoice to collect them.

If you use an approved local manufacturer, the brand fees will be included in your order. Do your part to support local and streamline the process by ordering with Integrated Apparel and SignsInk.

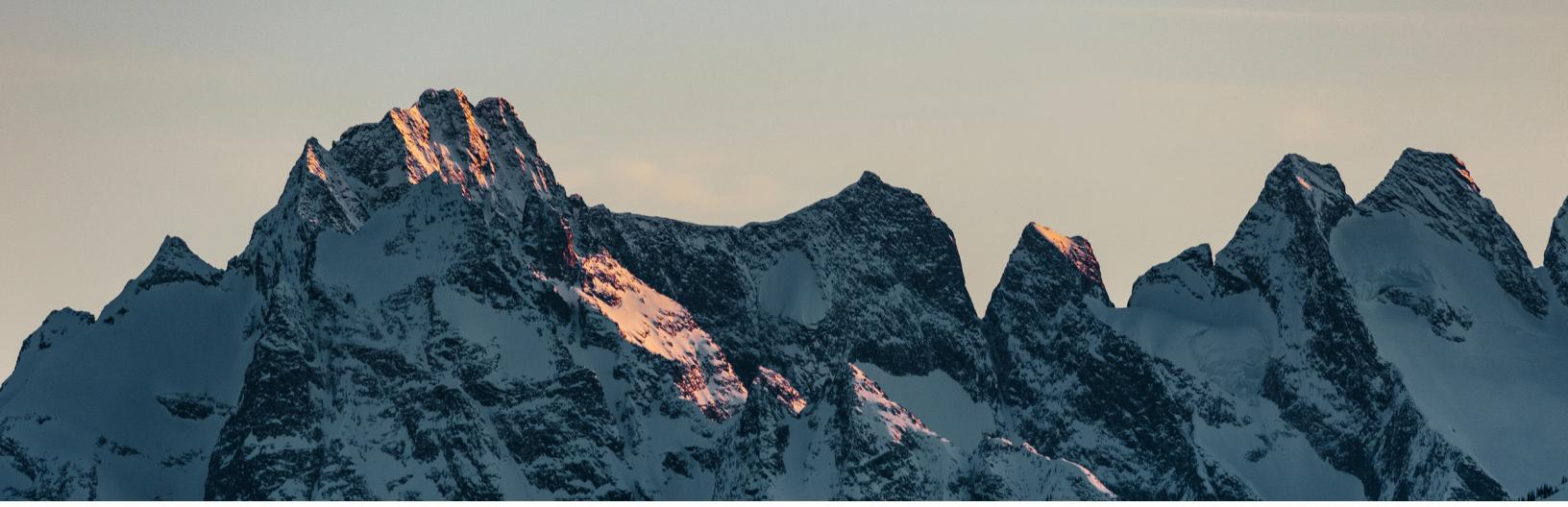
Want to become an official manufacturing partner?  
Email us today!



.25C PER GARMENT



3% OF TOTAL ORDER FOR NON APPAREL ITEMS



## **BLACK AND WHITE. THERE IS NO IN BETWEEN.**

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Using the brand is simple. Don't change it, don't tweak it.

~~REVELSTOKE.~~

~~REVELSTOKE.~~

~~REVELSTOKE.~~  
BC

~~REVELSTOKE.~~

~~REVELSTOKE.~~

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STOKE.~~

~~REVELSTOKE.~~

*The height of sophistication is simplicity.*



## LOGO CLEAR SPACE.

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The Primary Wordmark has a **minimum amount of white space which must be maintained at all times**. For maximum impact and brand recognition, afford the logo plenty of space. The logo works well in large and small sizes and in a wide variety of mediums.

Minimum White Space: R = height of the box surrounding main text. This amount of space must be allowed around the perimeter of the logo.



The Primary Box Wordmark is exempt from this rule.

**REVELSTOKE.**

Primary Wordmark (preferred use)

**REVELSTOKE.**

Primary Box Wordmark (ideal for use on photography)

**REVELSTOKE.**

Abbrev. Primary Wordmark  
(limit to digital and casual applications)

**REVY.**

Location Wordmark 1 (Provincial)

**REVELSTOKE.**  
— BRITISH COLUMBIA —

Location Wordmark 1 (National)

**REVELSTOKE.**  
— BRITISH COLUMBIA, CANADA —

Abbrev. Primary Box Wordmark  
(limit to digital and casual applications)

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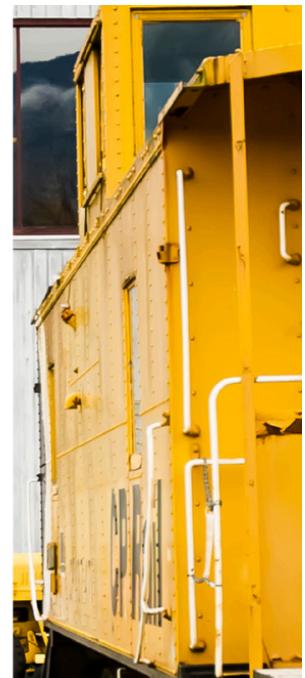
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**REVY.**



## SECONDARY BRAND COLOURS.

**The wordmark is to remain in black and white in all circumstances.** There may be circumstances such as clothing, stickers etc. where the secondary brand colours may be useful. Brand colours pull from hues inherent in nature (forest green) as well as tones historically linked to the community (industrial red and yellow). Ask us about including secondary brand colours in your designs!



RICH BLACK & WHITE

R = 9 G = 3 B = 4  
C = 63 M = 62 Y = 59 K = 94  
HEX = #090304

FOREST GREEN

R = 0 G = 92 B = 69  
C = 99 M = 11 Y = 72 K = 35  
HEX = #005C45

INDUSTRIAL RED

R = 157 G = 34 B = 53  
C = 7 M = 100 Y = 68 K = 32  
HEX = #9D2235

INDUSTRIAL YELLOW

R = 238 G = 196 B = 26  
C = 0 M = 20 Y = 100 K = 2  
HEX = #EEC41A

WE LOOK FORWARD TO  
WORKING WITH YOU.

**REVELSTOKE.**

FOR OVER 100 YEARS

