

GRANDE PRAIRIE REGIONAL TOURISM ASSOCIATION

QUICK BRAND GUIDELINES

Logo

Logo



Logo

Primary (Horizontal)



Secondary (Vertical)



Icon



Embroidery Use Only



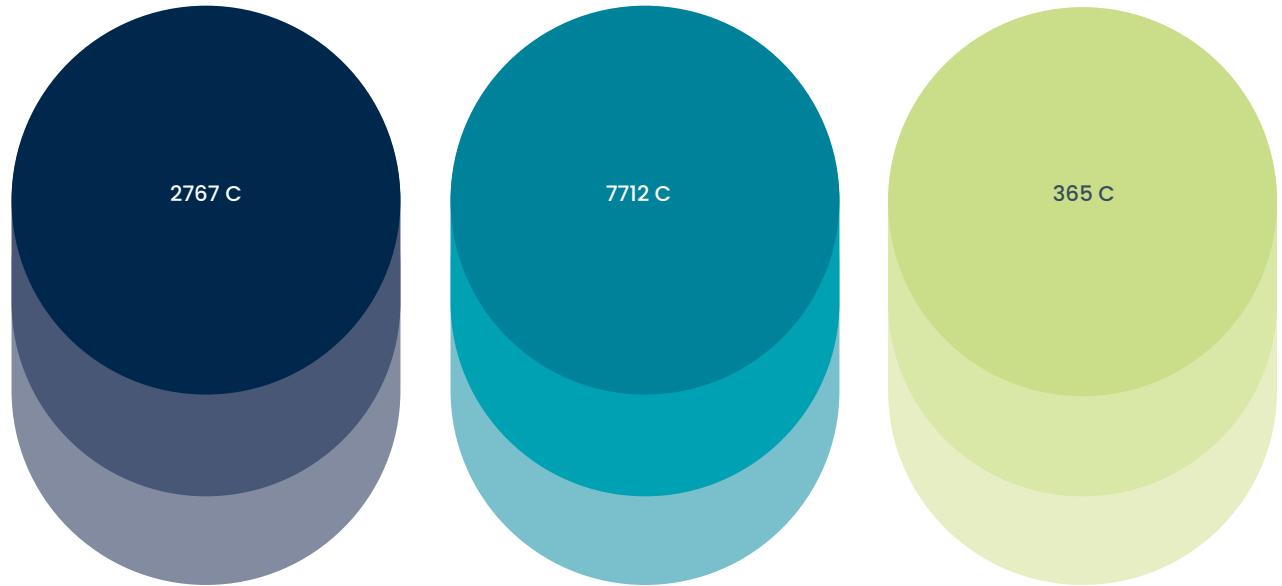
Colour + Font

Colour

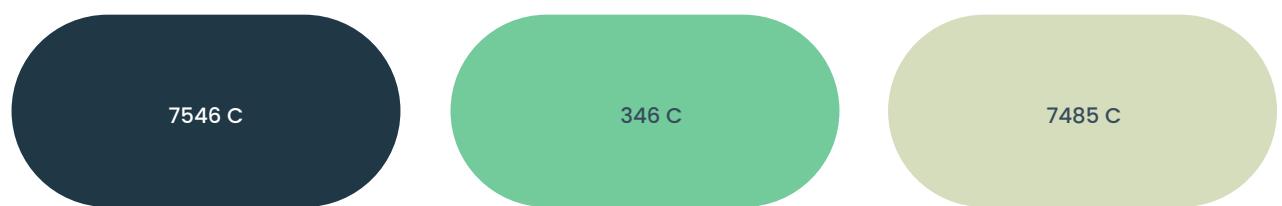
The color palette for Grande Prairie Regional Tourism Association is meant to capture the essence and the vibrancy of the northern lights. It maintains a very earthy, nature based palette that allows for fun engaging colors that will really grab attention. The primary contain two of the logo colors, with a lime green that perfectly compliments them and acts as a vibrant punchy color for headlines and to grab attention.

The secondary palette complements the cooler colors of the primary, while offering a bit more of a sophisticated, dressed up combination that could be utilized when wanting to show more of a corporate side to GPRTA. It is based off of forest colors.

Primary



Secondary



Font

The fonts chosen for Grande Prairie Regional Tourism Association are meant to illicit the feeling of adventure. The main header font has a slight hand drawn quality to it, keeping it playful and welcoming. It is both fun and hints at adventure with its rough rugged textural quality.

QUICKENS

Poppins

Primary

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Quickens: Risciti beriatem eicidis doluptaqueae proreriatem quid maios es desecae rspelenis nonsequis res sum sit quias volento volectemperi dus sum reped moluptatem.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Quickens Rough: Ommolorumqui dolor reped quam asitatiis collectiores deste voluptati nobis et eaquis volo blaccup tatiae debit que pratibus ute volupis ilignam assitaquodi aut ad moluptae.

Secondary

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Poppins Light: Risciti beriatem eicidis doluptaqueae proreriatem quid maios es desecae rspelenis nonsequis res sum sit quias volento volectemperi dus sum reped moluptatem.

Poppins Light: Ommolorumqui dolor reped quam asitatiis collectiores neste voluptati nobis et eaquis volo blaccup tatiae debit que pratibus ute volupis ilignam assitaquodi aut ad moluptae.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Poppins Regular: Risciti beriatem eicidis doluptaqueae proreriatem quid maios es desecae rspelenis nonsequis res sum sit quias volento volectemperi dus sum reped moluptatem.

Poppins Italic: Ommolorumqui dolor reped quam asitatiis collectiores neste voluptati nobis et eaquis volo blaccup tatiae debit que pratibus ute volupis ilignam assitaquodi aut ad moluptae.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Poppins Bold: Risciti beriatem eicidis doluptaqueae proreriatem quid maios es desecae rspelenis nonsequis res sum sit quias volento volectemperi dus sum reped moluptatem.

Poppins Bold Italic: Ommolorumqui dolor reped quam asitatiis collectiores neste voluptati nobis et eaquis volo blaccup tatiae debit que pratibus ute volupis ilignam assitaquodi aut ad moluptae.

Font

A B C D E F G
H J K L M N
O P Q R S T
U V W X Y Z
1 2 3 4 5 6 7 8 9 0

QUICKENS. THIS IS A HEADER.

Poppins Bold. This is a subtitle.

Poppins Light. Maxim inctius asit lab illt volum ipsunti rendam, cus et optas re nes nossimolore dolupta tusanti ut imoditae endio mint quo es debit vid que velessunt quiDolorisquam faccabo repreheta dit quibus, aut lamusam verovid esendae sit moluptatis amuscius. Iquunda epudit, sunturiorum qui at liquibus doloreheni ullaccuptius ma sin ctiost exerum voluptatecus quis dem repedis dolorem perferum ipsum que sed quasped ma quias dolorem. Ra del etur? Tus acipsae exped mosaeerf eriscit, as id que pa dus, et, que sitatur?

Parum fuga. Quiam soluptatur arcillupta nitam, sit, qui solore cume simus pratus. Ene volo quodips andipsum di dem faccum quo mincillabo. Ut di tem.

Quickens Font

Headers

Poppins Font

Subtitles /
Body Copy

Colour + Font

These are suggested combinations showing how the color palette can be utilized when designing with written copy. These combinations of color versus background have been chosen as the most effective, however the color palette has been developed to encourage variety.

