



For Immediate Release

NEW DESTINATION BRAND UNVEILED FOR VANCOUVER'S NORTH SHORE

Vancouver, B.C. (January 29, 2020): Today, Vancouver's North Shore Tourism Association unveiled its new destination brand, logo and identity - its most significant impression on tourists when planning a trip to Metro Vancouver. Known as, **Vancouver's North Shore**, with the accompanying tagline, "***Nowhere Better Natured,***" the new brand more accurately embodies the current history, culture and communities of the region.

"The brand captures more than the breathtaking landscape we are known for," says Mun Bagri, Acting Executive Director (for Jennifer Belak), Vancouver's North Shore Tourism Association. "For the visitor, the new brand is designed to create a sense of belonging, fulfillment and a connection to nature, the people and themselves through their time spent on Vancouver's North Shore."

The rebranding process was guided by a Vancouver's North Shore Brand Committee made up of a variety of regional stakeholders. The strategy process, led by branding studio Loki Creative, included research, stakeholder workshops along with questionnaires and included representatives from community organizations, attractions, municipalities, local residents, and visitors.

Vancouver's North Shore Destination Brand is its competitive identity, values and voice. It is what differentiates the region from other destinations and is the promise of the type of travel experience a visitor will have.

The brand draws heavily on four brand pillars, or features: welcoming neighbourhoods and community culture, natural beauty, diverse outdoor recreation, and accessibility and proximity to city experiences. These pillars are also reflected in the brand colours of dark green, dark blue, orange and sky blue. The elongated and characterful typography, a nod to the mountain landscape, has a rhythm and energy that projects the exhilaration and adventure visitors and residents said the North Shore represents to them.

The brand launch is accompanied by a new website and video. For more information visit www.vancouvernorthshore.com/brand-launch/ . Connect on social media: Facebook and Instagram @vancouvernorthshore, Twitter @VanNorthShore and by using the hashtag #ExploreNorthShore

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Vancouver's North Shore Tourism Association (VNSTA)

Vancouver's North Shore Tourism Association is a destination marketing organization that promotes the North Shore as a unique four-season tourist destination. The region that VNSTA promotes spans from Deep Cove in North Vancouver to Horseshoe Bay in West Vancouver and includes three municipalities: District of West Vancouver, District of North Vancouver, and the City of North Vancouver.

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