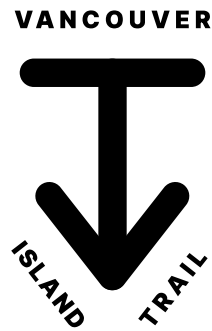


**VANCOUVER ISLAND TRAIL
BRAND GUIDELINES**



LOGOS



Badge is used on the trail as the main identifier. This can be found as a feature, promotional materials, and trail.

Wordmark is used for professional representation of the trail. This can be found in tandem with badge in smaller contexts such as a footer of a presentation or website. Less is more. We want the logo to be instantly recognizable at all sizes and in all contexts.

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[Download Logo Suite](#)

FONTS & COLOURS

Inter Light
Inter Regular
Inter Medium
Inter Bold
Inter Extra Bold
Inter Black



YELLOW
R248 G210 B57
C3 M14 Y96 K0
HEX #f8d239

ORANGE
R219 G110 B57
C9 M69 Y95 K1
HEX #db6e39

BLUE
R8 G72 B148
C100 M83 Y9 K1
HEX #084894

KNOCKOUT SUMO FULL

TAGLINE

ENDLESS ADVENTURES AWAIT

BRAND PROMISE

We *offer* **Vancouver Island Trail** information and resources, and are building onto our active, supportive hiker community.

We *inspire* outdoor enthusiasts of *all abilities* who are looking to explore the natural beauty of Vancouver Island through day hikes, multi-day backpacking and tip-to-tip thru-hiking trips.

By *sharing* in-depth information, detailed accounts and social proof about users' experiences, we *encourage* discovery of the rugged beauty of Vancouver Island - its landscapes, cultures and communities.

VOICE

Inspiration ~ We believe that our stories, pictures and maps **motivate** hikers to explore Vancouver Island Trail. **Sharing** user experiences, as well as highlighting picturesque forest trails and mountain vistas, will **inspire** others to explore our island trails.

Belonging ~ We are creating opportunities for **every hiker**. Our voice is **inclusive** and **accepting, inviting** everyone to take part in our active hiker community.

Exploration ~ We believe that Vancouver Island landscapes ignite a **sense of adventure**. Through **VIT** resources, photos and stories, we **entice** hikers to use our trails as a way to explore different parks, peaks, trail systems and watersheds.

Approachability ~ Our goal is to be **accessible** and **friendly, inviting** questions and **valuing** feedback. Through this **inclusiveness**, our trail community will grow, share experiences and learn from **each other**.

BOILERPLATE

Vancouver Island Trail Association – Boilerplate

Vancouver Island Trail Association (VITA) is a committed group of volunteers who are passionate about maintaining and sharing Vancouver Island Trail with all hikers. Connecting Victoria in the south to Cape Scott on the northern tip of the island, VITA has created Vancouver Island Trail in partnership with Indigenous Communities, the public sector and private companies.

Vancouver Island Trail – Boilerplate

Vancouver Island Trail is the longest hiking trail on Vancouver Island with a length of 800 km. From Victoria in the south to Cape Scott on the northern tip of the island, VIT showcases spectacular Westcoast landscapes, Indigenous culture, and unique island communities. Outdoor enthusiasts can certainly thru-hike the entire length, but many hikers enjoy exploring new territory on day trips or weekends of camping. Vancouver Island Trail, where endless adventures await.