



BRAND GUIDELINES



BRAND GUIDELINES TABLE OF CONTENTS

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WELCOME



WELCOME

OUR BRAND BOOK IS AN EASY TO USE GUIDE THAT SUMMARIZES TREMBLANT'S UNIQUE BRAND ESSENCE.

It is crafted as an inspiring extension of the voice and imagery of our brand to help you effectively use our brand when developing communication pieces. More than a standards guide, it encompasses all sectors of activity and is intended for our staff, partners and everyone that needs to know how to use our brand.

OUR HISTORY



OUR HISTORY

AT 875 METRES, TREMBLANT IS THE HIGHEST PEAK IN THE LAURENTIANS, ONE OF THE OLDEST MOUNTAIN CHAINS ON EARTH.

The natural beauty of Tremblant and the surrounding area has been attracting vacationers for over a century. In 1938, Joe Ryan came to the region prospecting for gold, became enchanted by the mountain, and soon after opened Tremblant Lodge and the first chair lift. His vision was to create a first-class four-season international vacation destination.

Intrawest purchased the resort in 1991 and over the last 20 years, in partnership with the Province of Quebec, has invested over \$1 billion developing the mountain, the pedestrian village and regional four-season amenities. Meanwhile, we have repeatedly had the honour of being recognized as the #1 Ski Resort in Eastern North America by Ski Magazine. But more than that, we have also received countless accolades for skiing, golf, lodging, service, dining and après-ski.

Today, we are proud to play host to over 700,000 skier visits and 2 million guests annually. Clearly, Joe Ryan's dream of Tremblant becoming a world-class destination has become reality.

BRAND VALUES AND PROPOSITION



BRAND VALUES AND PROPOSITION

VALUES

The distinctive characteristics that contribute to how our brand is positioned.

TREMBLANT'S VALUES ARE BASED ON DECADES OF RESPONSIBLE DEVELOPMENT OF THE MOUNTAIN, THE VILLAGE AND THE SURROUNDING AREAS TO CREATE A UNIQUE FOUR-SEASON GLOBAL DESTINATION.

We strive to be the best, and continually improve the resort experience of our guests with more quality amenities, activities, festivals and events that they value. Guests feel secure in knowing that they will receive friendly and professional service across our many sectors of activity. They are part of a unique mountain community and have forged lasting relationships with neighbours and staff alike.

AUTHENTIC LIVELY CREATIVE MEMORABLE

BRAND VALUES AND PROPOSITION

PROPOSITION

This is an internal statement that explains the brand's unique and intended position within its market (consumer perception).

**TREMBLANT'S MOUNTAIN VILLAGE RESORT IS THE
GATHERING PLACE FOR GUESTS TO COME LIVE
THE UNIQUE JOIE DE VIVRE OF THE TOP FOUR-SEASON
RESORT IN EASTERN NORTH AMERICA.**

Tremblant is a world leader when it comes to providing activities and experiences that surpass the expected. And this is what has helped to establish our strong international reputation as a place people come to make great memories that last a lifetime.

BRAND OFFERS



BRAND OFFERS

The Brand offering is all of the products and services, and their relative quality in comparison to other brands, that a company has to offer.

TREMBLANT OFFERS A UNIQUE FOUR-SEASON RESORT EXPERIENCE WITH THE BEST OF ACTIVITIES AND AMENITIES IN EASTERN NORTH AMERICA.

Our European pedestrian village is a vibrant setting for luxury lodging, dining, shopping and spas to meet everyone's needs. Tremblant is the highest mountain in the region with more trails, snowparks, lifts, snowmaking capacity and the best in grooming.

Furthermore, a broad range of festivals, events and activities from Aquaclub La Source to Panoramic Gondola rides keeps guests coming back knowing there's always more to do. And if golf's your game, then Tremblant is where you'll find some of the best golf courses in the country. All these activities and amenities combine to make Tremblant greater than the sum of its parts, and a truly authentic resort experience.

AMENITIES

- Ski and Snow School
- Golf
- Beach
- Recreational Activities

SERVICES

- Lodging
- Restaurants and Bars
- Boutiques

EVENTS

- Tremblant's 24 Hours of Skiing
- Tremblant's 24 Hours of Cycling
- Tremblant International Blues Festival
- Ironman Mont-Tremblant
- Fête de la musique

BRAND CAMPAIGN



BRAND CAMPAIGN

TAKE ME TO THE TOP

THE TREMBLANT CAMPAIGN IS BASED ON THE INSIGHT THAT AFTER 2 DECADES OF BEING NAMED THE #1 SKI RESORT IN EASTERN NORTH AMERICA, IT WAS TIME TO STAKE OUT OUR POSITION AS BRAND LEADER.

We are committed to continuing to provide the highest standards in all sectors of activity and our “Take me to the top” campaign could be understood as:

- **Vacations at Tremblant are experiences at the top.**
- **The mountain is heavenly at the top.**
- **The pedestrian village and its amenities are first-class at the top.**
- **You always feel welcome at the top.**
- **You never run out of things to do at the top.**
- **There are always new reasons to come to the top.**
- **People love life at the top.**

While these principles would never be used in communications, they have been expressed to better inform and orient everyone who works on the Tremblant brand.

**BRAND
CAMPAIGN**

**TAKE
ME
TO
THE
TOP
USAGE**

**THE USE OF THE “TAKE ME TO THE TOP” TAGLINE
(AND LOGO WITH TAGLINE) IS EXCLUSIVELY RESERVED
FOR THE STATION MONT TREMBLANT AND
ASSOCIATION DE VILLEGATURE TREMBLANT
MARKETING DEPARTMENTS.**

BRAND STANDARDS



VISUAL

BRAND STANDARDS

VALUES

THE DEFINING ATTRIBUTES OF OUR VISUAL GUIDELINES ARE PICTURESQUE AND UNCLUTTERED.

When designing for our brand, the image is hero, drawing the viewer into the moment while copy releases their imagination to want to be part of the adventure. Stunning images and powerful headlines should create emotional connections with our consumers, having them aspire to be part of this one-of-a-kind experience.

BRAND STANDARDS

LOGO USAGE

The following pages clearly show how the Tremblant logo should be used.

SMT & AVT USAGE



Emmène-moi au sommet



Take me to the top

All campaign communications created by SMT or AVT must showcase the logo with tagline.

Bilingual campaign communications must use the logo with French tagline.

Whenever the logo with tagline is used, written approval must be obtained by Station Mont-Tremblant. Allow 48 hours for approval.

OTHER STAKEHOLDERS USAGE



Communications created by stakeholders outside SMT & AVT must use the logo without tagline.

BRAND STANDARDS

LOGO

The Tremblant logo should always be used on a white background, image or recommended background colour. Please note that there is a thin white key-line around the oval that must be respected and visible on image and colour backgrounds.

Logotype Colour



Logotype Black and White



BRAND STANDARDS

LOGO

The safety guidelines and minimum sizes illustrated ensure that our brand is used uniformly across all mediums and media. The stroke around the logo is a set thickness and should scale proportionally with the logo at all times.

SAFETY AREA
White Background



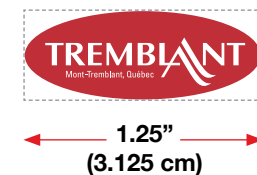
SAFETY AREA
Coloured Background



SCALING



MINIMUM SIZE*



*REFER TO PAGE 25 FOR EXCEPTIONS

BRAND STANDARDS

LOGO WITH TAGLINE

Our brand platform and campaign is 'Take me to the top.'
When using it as a tagline to the Tremblant logo, use as illustrated.

N.B. The use of 'Take me to the top' is reserved only for SMT and AVT communications.

FRENCH LOGOTYPE COLOUR
White Background

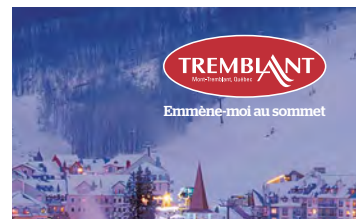


Emmène-moi au sommet

Colour Background



Picture Background



ENGLISH LOGOTYPE COLOUR
White Background

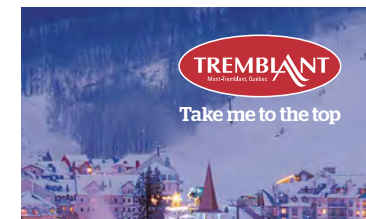


Take me to the top

Colour Background



Picture Background



BRAND STANDARDS

LOGO WITH TAGLINE

Our brand platform and campaign is 'Take me to the top.'
When using it as a tagline to the Tremblant logo, use as illustrated.

N.B. The use of 'Take me to the top' is reserved only for SMT and AVT communications.

FRENCH LOGOTYPE BLACK AND WHITE
White Background



Emmène-moi au sommet

Black Background



Grayscale Picture Background



ENGLISH LOGOTYPE BLACK AND WHITE
White Background

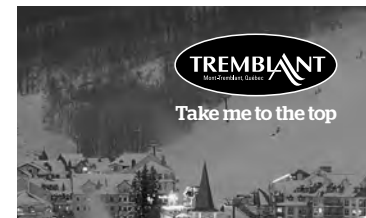


Take me to the top

Black Background



Grayscale Picture Background



BRAND STANDARDS

LOGO WITH FRENCH TAGLINE

The safety guidelines and minimum sizes illustrated ensure that our brand is used uniformly across all mediums and media. The stroke around the logo is a set thickness and should scale proportionally with the logo at all times.

*The only element that can be placed within the Tremblant logo safety area is the "Take me to the top" tagline.

SAFETY AREA*
French Logotype White Background



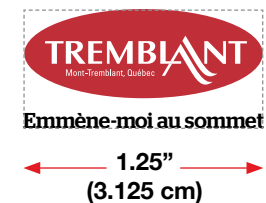
SAFETY AREA*
French Logotype Coloured Background



SCALING



MINIMUM SIZE*



*REPORT TO PAGE 26 FOR EXCEPTIONS

BRAND STANDARDS

LOGO WITH ENGLISH TAGLINE

The safety guidelines and minimum sizes illustrated ensure that our brand is used uniformly across all mediums and media. The stroke around the logo is a set thickness and should scale proportionally with the logo at all times.

SAFETY AREA
French Logotype White Background



SAFETY AREA
French Logotype Coloured Background



SCALING



MINIMUM SIZE*



*REPORT TO PAGE 26 FOR EXCEPTIONS

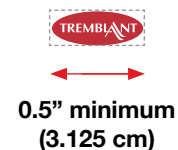
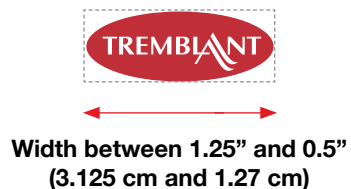
BRAND STANDARDS

LOGO MINIMAL SIZE EXCEPTIONS

The use of any of the minimum size logos required approval from Station Mont-Tremblant.

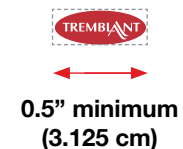
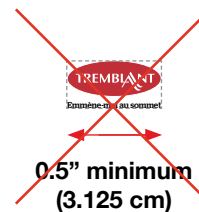
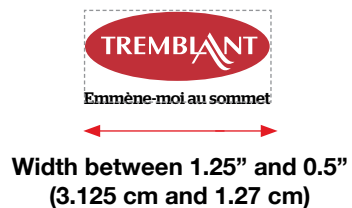
LOGO WITHOUT TAGLINE

When logo width is between 1.25" and 0.5", **Mont-Tremblant, Quebec** is removed.



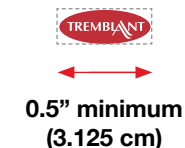
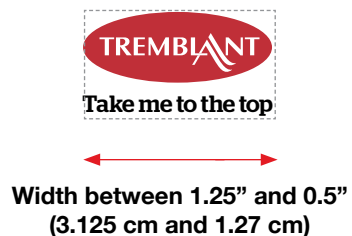
LOGO WITH FRENCH TAGLINE

When logo width is between 1.25" and 1", **Mont-Tremblant, Quebec** is removed.
If logo width is less than 1", tagline is removed.



LOGO WITH ENGLISH TAGLINE

When logo width is between 1.25" and 1", **Mont-Tremblant, Quebec** is removed.
If logo width is less than 1", tagline is removed.



BRAND STANDARDS

LOGO DO'S AND DON'TS

Refer to these examples to see how to best use the Tremblant logo with the concept or design you are creating.

When placing logo on an image, make certain not to cover the Village, Tremblant's peak or people.

DO'S



Take me to the top



Take me to the top



Take me to the top



Take me to the top



Take me to the top



Take me to the top

DON'TS



Emmène-moi au sommet



Take me to the top



Take me to the top



Take me to the top



BRAND STANDARDS

COLOUR

Tremblant's primary colour is red. This should be used in all communications and across all sectors of activity to build our signature block, text and pricing boxes and baseline elements as required.

BLACK AND WHITE

Whenever possible, communications should be in colour.

FONT COLOURS

Standard font colour is always white when used in our signature block. Whenever copy is directly on images, black or white font colours should be selected to maximize on contrast and clarity.



CMYK:
COO M91 Y72 K23

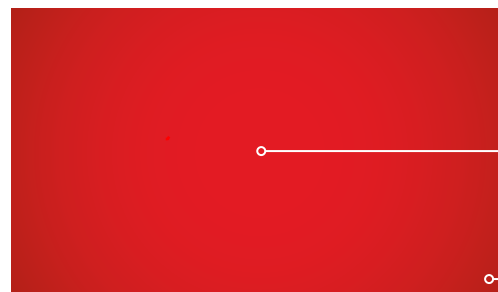


PMS:
Pantone 187 C



RGB:
R204 G51 B51

Signature Block



CMYK:
COO M100 Y99 K04

CMYK:
COO M90 Y100 K66

BRAND STANDARDS

TYPOGRAPHY

The Tremblant fonts were selected to confidently and clearly stand out on image or background, as headline or body copy.

Stag Bold
abcdefghijklmnopqrst
uvwxyz • ABCDEFGHIJK
LMNOPQRSTUVWXYZ
1234567890

Stag Medium
abcdefghijklmnopqrst
uvwxyz • ABCDEFGHIJK
LMNOPQRSTUVWXYZ
1234567890

Helvetica Neue Bold
abcdefghijklmnopqrst
uvwxyz • ABCDEFGHIJK
LMNOPQRSTUVWXYZ
1234567890

Helvetica Neue Bold Italic
abcdefghijklmnopqrst
uvwxyz • ABCDEFGHIJK
LMNOPQRSTUVWXYZ
1234567890

Helvetica Neue Regular
abcdefghijklmnopqrst
uvwxyz • ABCDEFGHIJK
LMNOPQRSTUVWXYZ
1234567890

Helvetica Neue Regular Italic
abcdefghijklmnopqrst
uvwxyz • ABCDEFGHIJK
LMNOPQRSTUVWXYZ
1234567890

HEADLINES

WE ALWAYS USE STAG BOLD FOR OUR HEADINGS. THE COPY MAY BE EITHER LEFT OR FULLY JUSTIFIED WHEN PLACED IN THE SIGNATURE BOX.

SUBHEADLINES

SUBHEADINGS USE STAG MEDIUM AND ARE JUSTIFIED LEFT AS PER HEADING.

Body Copy

Helvetica Neue is used to create body copy. It will always be either left justified to line up with headings and subheadings.

Disclaimer and Fine Print Copy

All disclaimer and fine print must be a minimum of 6 pts using Helvetica Neue. Use grey/black/white depending on background.

Call-outs

When showing a ski trail or golf hole, call-out text indicating the name of the trail or hole can be placed in the photo.

BRAND STANDARDS

GRAPHIC ELEMENTS

THE GRAPHIC ELEMENTS ARE USED TO MAKE COMMUNICATIONS CLEAR AND TO DEFINE SPACE BETWEEN IMAGES, HEADLINES, BODY COPY AND OTHER ELEMENTS.

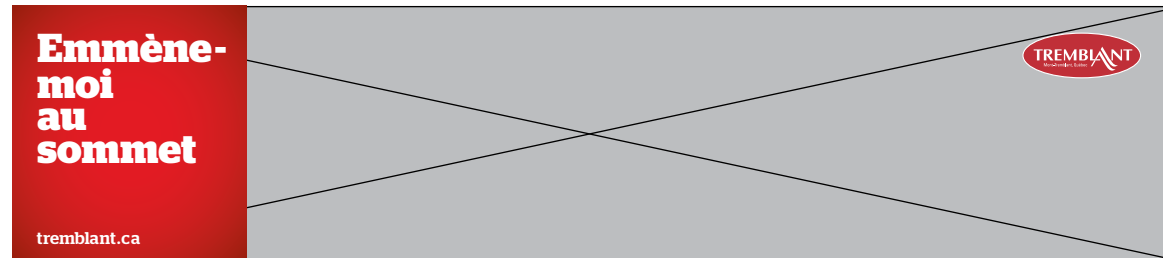
They help with messaging hierarchy and make a piece more visually impactful in communicating its key points.

BRAND STANDARDS

FRENCH LOGO PLACEMENT

Our logo is the most important and distinguishable element of our brand and should always be located in the top right corner. Refer to the following pages to see optimal placement, safety and acceptable uses of our logo.

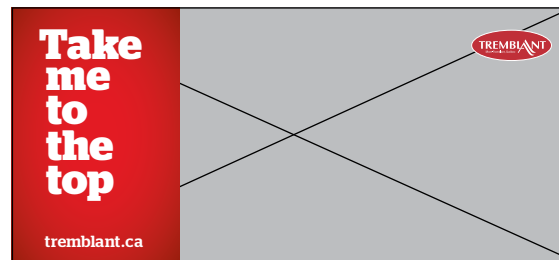
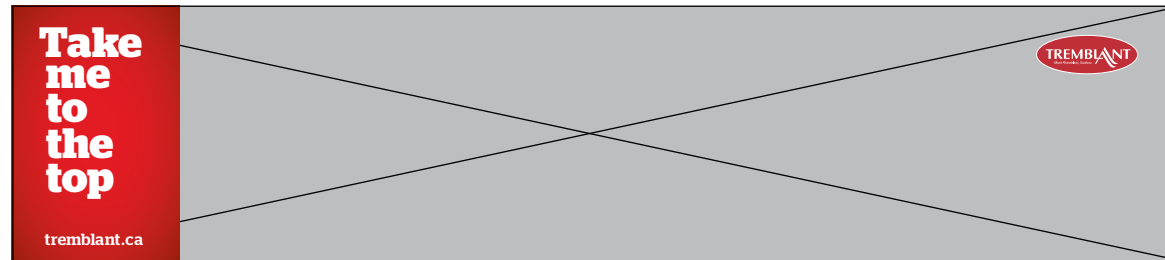
When our campaign slogan is used in the signature block, use logo without tagline.



BRAND STANDARDS

ENGLISH LOGO PLACEMENT

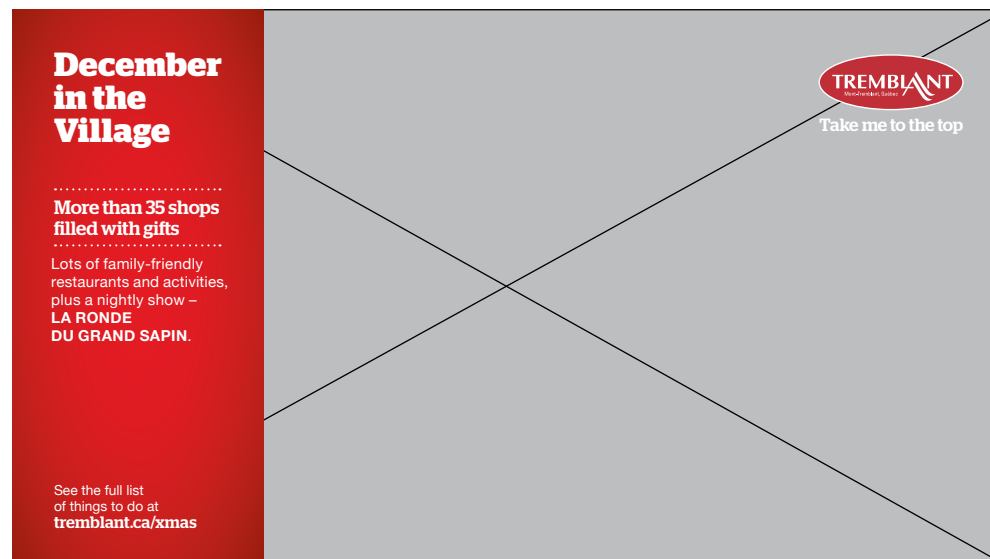
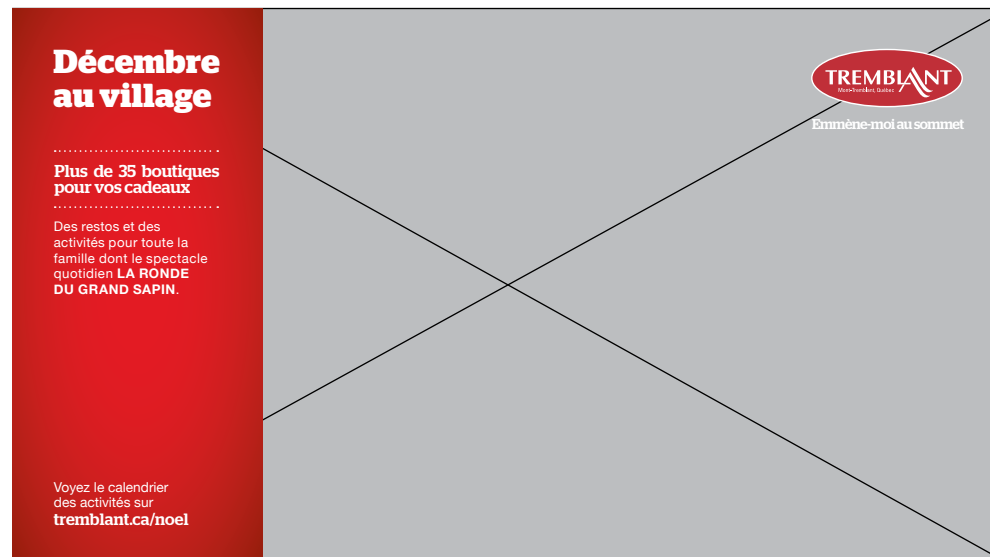
Our logo is the most important and distinguishable element of our brand and should always be located in the top right corner. Refer to the following pages to see optimal placement, safety and acceptable uses of our logo.



BRAND STANDARDS

USING LOGO WITH AND WITHOUT TAGLINE

When our campaign slogan is used in the signature block, use logo without tagline.



BRAND STANDARDS

FRENCH HORIZONTAL SIGNATURE BLOCK

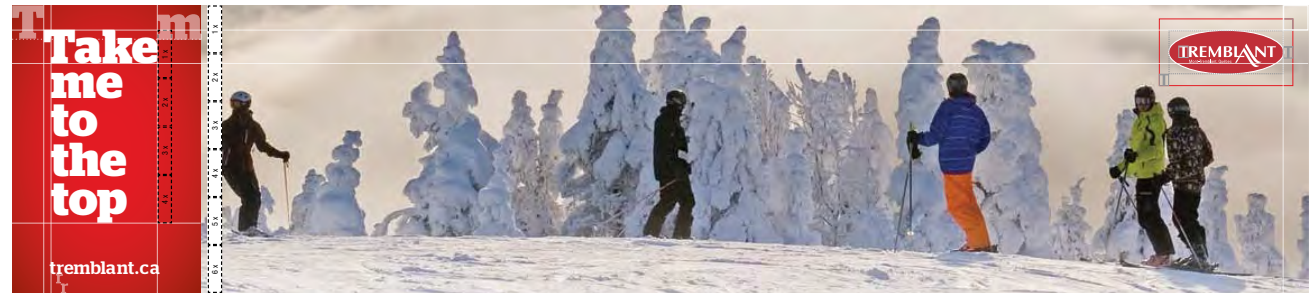


FULL HEIGHT CONSTRUCTION

- A** Divide the total height of the advertising piece in 6 equal sections (x). The French signature text will occupy a height of 3x.
- B** The height and width of the “E” determines the left hand margin when positioning the tagline.
- C** The right-hand margin is determined by the width of “m.”
- D** Size “tremblant.ca” to the width of the letters “omm” and left justify.
- E** ‘tremblant.ca’ is positioned at 2 times the height of the letter “r” from the bottom.
- F** Place the logo so the top is aligned with the “E” and scale so that “Mont-Tremblant, Québec” aligns with the top of the “i.”

BRAND STANDARDS

ENGLISH HORIZONTAL SIGNATURE BLOCK

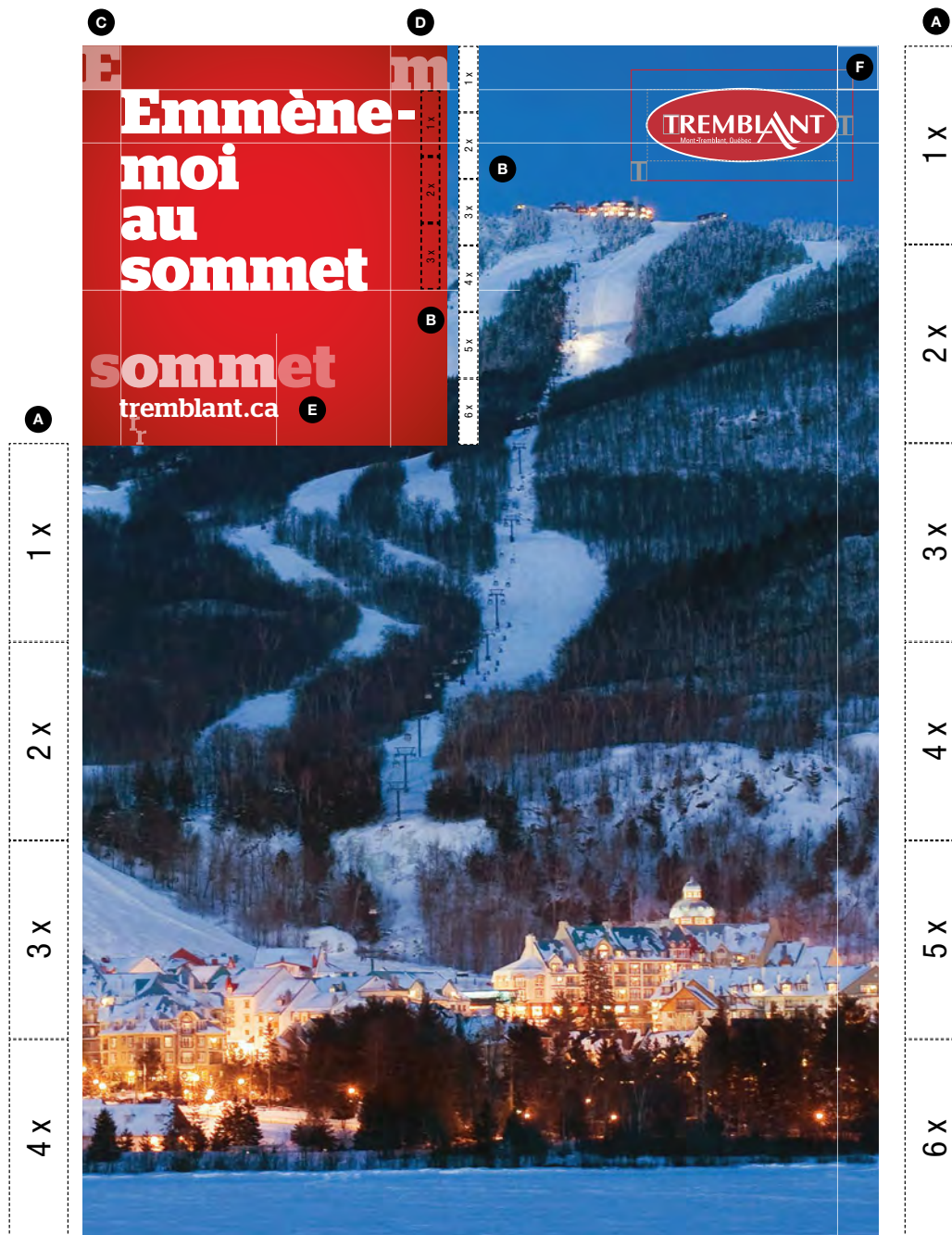


FULL HEIGHT CONSTRUCTION

- A** Divide the total height of the advertising piece in 6 equal sections (x). The English signature text will occupy a height of 4x.
- B** The height of the “T” determines the height and width of the left hand margin when positioning the tagline. Width will be either “T” or one-half “T.”
- C** The right-hand margin is a minimum of “T” or a maximum of “m.”
- D** Size “tremblant.ca” to the width of the word “Take.” It is left justified in our Stag Medium font.
- E** ‘tremblant.ca’ is positioned at 2 times the height of the letter “r” from the bottom.
- F** Place the logo so the top is aligned with the “T” and scale so that “Mont-Tremblant, Québec” aligns with the bottom of “Take.”

BRAND STANDARDS

FRENCH VERTICAL SIGNATURE BLOCK



- A** Divide the total height of the advertising piece in 6 equal sections (x). The French signature block will occupy a height of 2x.
- B** Divide the total height of the block in 6 equal sections (x). The French signature text will occupy a height of 3x.
- C** The height and width of the “E” determines the left hand margin when positioning the tagline.
- D** The right-hand margin is determined by the width of “m.”
- E** Size “tremblant.ca” to the width of the letters “omm” and left justify.
- F** Place the logo so the top is aligned with the “E” and scale so that “Mont-Tremblant, Québec” aligns with the top of the “i.”

BRAND STANDARDS

ENGLISH VERTICAL SIGNATURE BLOCK



- A** Divide the total height of the advertising piece in 5 equal sections (x). The English signature block will occupy a height of 2x.
- B** Divide the total height of the block in 6 equal sections (x). The English signature text will occupy a height of 2x.
- C** The height and width of the "E" determines the left hand margin when positioning the tagline.
- D** The right-hand margin is determined by the width of "m."
- E** Size "tremblant.ca" to the width of the word "Take." It is left justified in our Stag Medium font.
- F** Place the logo so the top is aligned with the "T" and scale so that "Mont-Tremblant, Québec" aligns with the bottom of "Take."

**FRENCH
SIGNATURE
BLOCK
WITH
COPY**



- A** Divide the total height of the advertising piece in 5 equal sections (x). The French signature block will occupy a height of 2x.
- B** Divide the total height of the copy block in 5 equal sections (x). The French headline will occupy a maximum height of 4x.
- C** Divide the width of the box in 6 equal sections (x). 1x is the width of the margin on each side.
- D** “tremblant.ca” is left justified and is a maximum of 3x.
- E** Body copy may be placed on the image and is delineated by the dotted line element.
- F** More important messaging may be all-caps and fully justified.
- G** Place the logo so the top is aligned with the top of the headline and scale so that “Mont-Tremblant, Québec” aligns with the bottom of the first line of the headline.

BRAND STANDARDS

ENGLISH SIGNATURE BLOCK WITH COPY

Should we break for a hike?

1-866-214-6940
tremblant.ca/group

TREMBLANT
Mont-Tremblant, Québec

Take me to the top

World-class lodging and dining. First-rate conference facilities. Unlimited après business activities. It's all steps away at Québec's finest four-season resort.

FLY FROM TORONTO ON PORTER
IN ONLY 70 MINS

- A** Divide the total height of the advertising piece in 5 equal sections (x). The French signature block will occupy a height of 2x.
- B** Divide the total height of the copy block in 5 equal sections (x). The English headline will occupy a maximum height of 4x.
- C** Divide the width of the box in 6 equal sections (x). 1x is the width of the margin on each side.
- D** "tremblant.ca" is left justified and is a maximum of 3x.
- E** Body copy may be placed on the image and is delineated by the dotted line element.
- F** More important messaging may be all-caps and fully justified.
- G** Place the logo so the top is aligned with the top of the headline and scale so that "Mont-Tremblant, Québec" aligns with the bottom of the first line of the headline.

BRAND STANDARDS

FRENCH HORIZONTAL SIGNATURE BLOCK WITH COPY

OPTION A

**LE MEILLEUR
DU SKI
EN TOUTE
LIBERTÉ**

**La nouvelle
carte Latitude**

Skiez 2, 3 ou 4 jours
quand bon vous semble

00\$00\$/jour*

Faites vite, c'est jusqu'au
XX XXXXXXXX XXX

tremblant.ca
1 866 783-5637

TREMBLANT
Mont-Tremblant, Québec

Emmène-moi au sommet

Prix par personne, par jour, redevance et taxes en sus. Valable jusqu'au XX XXXXX XXXX. Non transférable et non remboursable. Les journées peuvent être utilisées de manière consécutive ou non consécutive. La carte Latitude n'est pas valable entre le XX XXXXX XXXX et le XX XXXXX XXXX. Certaines conditions s'appliquent, détails sur tremblant.ca/carte latitude.

- A** Divide the total width of the advertising piece in 4 equal sections (x). The French signature block will occupy a width of 1x.
- B** Divide the width of the box in 6 equal sections (x). 1x is the width of the margin on each side.
- C** Headline is all-caps and fully justified.
- D** Subheadline is left justified and the use of the dotted line elements helps separate message hierarchy.
- E** Body copy and pricing is left justified. Refer to pricing guidelines on page 48.
- F** “tremblant.ca” is left justified and is a maximum of 3x.
- G** Place the logo so the top is aligned with the top of the headline and scale so that bottom of the oval aligns with the bottom of the second line of the headline.
- H** All disclaimer and fine print must be a minimum of 6 pts using Helvetica Neue. Use grey/black/white depending on background.

BRAND STANDARDS

FRENCH HORIZONTAL SIGNATURE BLOCK WITH COPY

OPTION B

Le meilleur du ski en toute liberté

La nouvelle carte Latitude

Skiez 2, 3 ou 4 jours quand bon vous semble

00 \$/jour*

Faites vite, c'est jusqu'au XX XXXXXXX XXX

tremblant.ca
1 866 783-5637

TREMBLANT
Mont-Tremblant, Québec

Emmène-moi au sommet

Prix par personne, par jour, redevance et taxes en sus. Valable jusqu'au XX XXXXX XXXX. Non transférable et non remboursable. Les journées peuvent être utilisées de manière consécutive ou non consécutive. La carte Latitude n'est pas valable entre le XX XXXXX XXXX et le XX XXXXX XXXX. Certaines conditions s'appliquent, détails sur tremblant.ca/carteLatitude.

- A** Divide the total width of the advertising piece in 4 equal sections (x). The French signature block will occupy a width of 1x.
- B** Divide the width of the box in 6 equal sections (x). 1x is the width of the margin on each side.
- C** Headline is left justified and not all-caps.
- D** Subheadline is left justified and the use of the dotted line elements helps separate message hierarchy.
- E** Body copy and pricing is left justified. Refer to pricing guidelines on page 48.
- F** “tremblant.ca” is left justified and is a maximum of 3x.
- G** Place the logo so the top is aligned with the top of the headline and scale so that “Mont-Tremblant, Québec” aligns with the bottom of the second line of the headline.
- H** All disclaimer and fine print must be a minimum of 6 pts using Helvetica Neue. Use grey/black/white depending on background.

BRAND STANDARDS

ENGLISH HORIZONTAL SIGNATURE BLOCK WITH COPY

OPTION A

C ILIGNIT
FUGITES
RAE POS
VEROQUE

D The New
Latitude Card

E Ski 2, 3 or 4 days
whenever you like
00 00 \$/day*

Hurry, this is to
XXXXXX XX, XXXX

F tremblant.ca
1 866 783-5637

G TREMBLANT
Mont Tremblant, Québec

Take me to the top

A 1 x 2 x 3 x 4 x

H Prix par personne, par jour, redevance et taxes en sus. Valable jusqu'au XX XXXXX XXXX. Non transférable et non remboursable. Les journées peuvent être utilisées de manière consécutive ou non consécutive. La carte Latitude n'est pas valable entre le XX XXXXX XXXX et le XX XXXXX XXXX. Certaines conditions s'appliquent, détails sur tremblant.ca/cartelatitude.

- A** Divide the total width of the advertising piece in 4 equal sections (x). The English signature block will occupy a width of 1x.
- B** Divide the width of the box in 6 equal sections (x). 1x is the width of the margin on each side.
- C** Headline is all-caps and fully justified.
- D** Subheadline is left justified and the use of the dotted line elements helps separate message hierarchy.
- E** Body copy and pricing is left justified. Refer to pricing guidelines on page 48.
- F** "tremblant.ca" is left justified and is a maximum of 3x.
- G** Place the logo so the top is aligned with the top of the headline and scale so that bottom of the oval aligns with the bottom of the second line of the headline.
- H** All disclaimer and fine print must be a minimum of 6 pts using Helvetica Neue. Use grey/black/white depending on background.

BRAND STANDARDS

ENGLISH HORIZONTAL SIGNATURE BLOCK WITH COPY

OPTION B

Ilignit fugites rae pos veroque

The New Latitude Card

Ski 2, 3 or 4 days whenever you like

00 \$/day*

Hurry, this is to XXXXXX XX, XXXX

tremblant.ca
1 866 783-5637

TREMBLANT
Mont-Tremblant, Québec

Take me to the top

Prix par personne, par jour, redevance et taxes en sus. Valable jusqu'au XX XXXXX XXXX. Non transférable et non remboursable. Les journées peuvent être utilisées de manière consécutive ou non consécutive. La carte Latitude n'est pas valable entre le XX XXXXX XXXX et le XX XXXXX XXXX. Certaines conditions s'appliquent, détails sur tremblant.ca/carteLatitude.

- A** Divide the total width of the advertising piece in 4 equal sections (x). The English signature block will occupy a width of 1x.
- B** Divide the width of the box in 6 equal sections (x). 1x is the width of the margin on each side.
- C** Headline is left justified and not all-caps.
- D** Subheadline is left justified and the use of the dotted line elements helps separate message hierarchy.
- E** Body copy and pricing is left justified. Refer to pricing guidelines on page 48.
- F** “tremblant.ca” is left justified and is a maximum of 3x.
- G** Place the logo so the top is aligned with the top of the headline and scale so that bottom of the oval aligns with the bottom of the second line of the headline.
- H** All disclaimer and fine print must be a minimum of 6 pts using Helvetica Neue. Use grey/black/white depending on background.

BRAND STANDARDS

FRENCH VERTICAL SIGNATURE BLOCK WITH COPY

OPTION A

TREMBLANT
Mont-Tremblant Québec

Emmène-moi au sommet

1 x 2 x 3 x

**LE COUP DE DÉPART
POUR ÉCONOMISER**

00.00 \$
chacune*

Pour 2, 3 ou 4 rondes
de golf à l'achat
d'une T-Pack

Passez à notre kiosque EXPOGOLF

- Frappez quelques balles dans nos filets d'exercices
- Échangez avec des pros de l'Académie de golf Tremblant
- Obtenez les trucs d'un expert pour améliorer votre jeu
- Découvrez les plus récentes offres sur le golf à Tremblant

tremblant.ca 1 866 356-2252

*Valable à l'achat d'une T-Pack avant le XX XXX XXXX. Achat minimal de 2 rondes, achat maximal de 4 rondes. Prix pour une personne. Redevance et taxes en sus. Certaines conditions s'appliquent. Détails à tremblant.ca.

- A** Divide the total height of the advertising piece in 5 equal sections (x). The French signature block will occupy a maximum height of 2x.
- B** Divide the total width of the copy block in 10 equal sections (x). The French copy will occupy a width of 8x.
- C** Headline is all-caps and fully justified.
- D** Use dotted line element to create two equal sections for price and package details. Refer to pricing guidelines on page 48.
- E** Subheadline and body copy is left justified.
- F** Use dotted line element to create to equal sections to place web and phone info.
- G** Logo should be a maximum width of 3x.
- H** All disclaimer and fine print must be a minimum of 6 pts using Helvetica Neue. When using a photo of one of Tremblant's assets, it is recommended to clearly indicate the name. Use grey/black/white depending on background.

BRAND STANDARDS

FRENCH VERTICAL SIGNATURE BLOCK WITH COPY

OPTION B

TREMBLANT
Mont-Tremblant, Québec

Emmène-moi au sommet

1x 2x 3x

Golf Le Diable

Le coup de départ pour économiser

00.00\$ Pour 2, 3 ou 4 rondes de golf à l'achat d'une T-Pack

Passez à notre kiosque EXPOGOLF

- Frappez quelques balles dans nos filets d'exercices
- Échangez avec des pros de l'Académie de golf Tremblant
- Obtenez les trucs d'un expert pour améliorer votre jeu
- Découvrez les plus récentes offres sur le golf à Tremblant

tremblant.ca 1 866 356-2252

*Valable à l'achat d'une T-Pack avant le XX-XXX-XXXX. Achat minimal de 2 rondes, achat maximal de 4 rondes. Prix pour une personne. Redevance et taxes en sus. Certaines conditions s'appliquent. Détails à tremblant.ca.

- A** Divide the total height of the advertising piece in 5 equal sections (x). The signature block will occupy a maximum height of 2x.
- B** Divide the total width of the copy block in 10 equal sections (x). The copy will occupy a width of 8x.
- C** Headline is not all-caps and left justified.
- D** Use dotted line element to create 2 equal sections for price and package info. Pricing and package details are left justified. Refer to pricing guidelines on page 48.
- E** Subheadline and body copy is left justified.
- F** Use dotted line element to delineate web and phone info.
- G** Logo should be a maximum width of 3x.
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BRAND STANDARDS

ENGLISH VERTICAL SIGNATURE BLOCK WITH COPY

OPTION A

TREMBLANT
Mont-Tremblant, Québec

Take me to the top

Golf Le Diable

TEE-OFF EARLY AND SAVE

\$00.00 each* For 2, 3 or 4 rounds of golf when you buy a T-Pack*

Drop by our GOLFEXPO booth

- Hit some drives into one of our two practice nets
- Meet golf professionals from the Tremblant Golf Academy
- Get some tips on how to improve your game from an expert
- Learn about the latest Tremblant golf offers

tremblant.ca **1 866 356-2252**

* Valid when T-Pack is purchased before XX XXX, XXXX. Minimum purchase of 2 rounds and maximum purchase of 4 rounds. Price per person. Royalty and taxes extra. Certain conditions apply. Details at tremblant.ca.

- A** Divide the total height of the advertising piece in 5 equal sections (x). The signature block will occupy a maximum height of 2x.
- B** Divide the total width of the copy block in 10 equal sections (x). The copy will occupy a width of 8x.
- C** Headline is all-caps and fully justified.
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BRAND STANDARDS

ENGLISH VERTICAL SIGNATURE BLOCK WITH COPY

OPTION B

TREMBLANT
More Tremblant, Québec

Take me to the top

Golf Le Diable

Tee-off early and save

\$00.00 each* For 2, 3 or 4 rounds of golf when you buy a T-Pack*

Drop by our GOLFEXPO booth

- Hit some drives into one of our two practice nets
- Meet golf professionals from the Tremblant Golf Academy
- Get some tips on how to improve your game from an expert
- Learn about the latest Tremblant golf offers

tremblant.ca 1 866 356-2252

*Valid when T-Pack is purchased before XX XXXX, XXXX. Minimum purchase of 2 rounds and maximum purchase of 4 rounds. Price per person. Royalty and taxes extra. Certain conditions apply. Details at tremblant.ca.

- A** Divide the total height of the advertising piece in 5 equal sections (x). The signature block will occupy a maximum height of 2x.
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BRAND STANDARDS

FRENCH VERTICAL SIGNATURE BLOCK WITH COPY

OPTION C

TREMBLANT
Mont-Tremblant, Québec

Emmène-moi au sommet

1 x 2 x 3 x

E

F
Golf Le Diable

1 x 2 x 3 x 4 x 5 x 6 x

B **PRENEZ LE DIABLE
PAR LES CORNES PUIS
AFFRONTÉZ LE GÉANT**

0.5 x **00\$** la ronde

C **Pour 2, 3 ou 4 rondes
à l'achat
d'une T-Pack**

D **T-PACK EN VENTE JUSQU'AU 22 MAI**

tremblant.ca **1 866 356-2242**

* Réservez et tenez en tux. Le T-Pack est valable sur les deux terrains du dimanche au vendredi, de l'ouverture de la saison jusqu'au 30/09/2024 et du 30/09/2024 jusqu'à la fin de la saison. Valable du lundi au jeudi entre le 30/09/2024 et le 30/09/2024. Non valable le 30/09/2024, 30/09/2024, 30/09/2024. En vente pour une durée limitée, quantité limitée. Limite d'une T-Pack par personne. Non remboursable et non transférable. Réservez requise, selon la disponibilité.

F

- A** Divide the total width of the copy block in 12 equal sections (x). The copy will occupy a width of 10x. Create 2 columns with 1/2x gutter.
- B** Headline is all-caps and fully justified in the first column.
- C** Price and package details occupy column 2. Refer to pricing guidelines on page 48.
- D** Use dotted line element to delineate web and phone info.
- E** Logo should be a maximum width of 3x.
- F** All disclaimer and fine print must be a minimum of 6 pts using Helvetica Neue. When using a photo of one of Tremblant's assets, it is recommended to clearly indicate the name. Use grey/black/white depending on background.

BRAND STANDARDS

FRENCH VERTICAL SIGNATURE BLOCK WITH COPY

OPTION D

TREMBLANT
Mont-Tremblant, Québec

Emmène-moi au sommet

1 x 2 x 3 x

E

F
Golf Le Diable

B

A

C

D

F

**Prenez le diable
par les cornes puis
affrontez le géant**

00.00\$ la ronde

Pour 2, 3 ou 4 rondes
à l'achat
d'une T-Pack

T-PACK EN VENTE JUSQU'AU 22 MAI

tremblant.ca

1 866 356-2242

* Redevance et taxes en sus. La T-Pack est valable sur les deux terrains du dimanche au vendredi, de l'ouverture de la saison jusqu'au 22 mai 2014, et du 22 mai 2014 jusqu'à la fin de la saison. Valable du lundi au jeudi entre le 22 mai 2014 et le 22 mai 2015. Non valable le 22 mai 2014, 22 mai 2015, 22 mai 2016, 22 mai 2017, 22 mai 2018, 22 mai 2019, 22 mai 2020, 22 mai 2021, 22 mai 2022, 22 mai 2023, 22 mai 2024, 22 mai 2025, 22 mai 2026, 22 mai 2027, 22 mai 2028, 22 mai 2029, 22 mai 2030. En vente pour une durée limitée, quantité limitée. Limite d'une T-Pack par personne. Non remboursable et non transférable. Réservation requise, selon la disponibilité.

- A** Divide the total width of the copy block in 12 equal sections (x). The copy will occupy a width of 10x. Create 2 columns with 1/2x gutter.
- B** Headline is not all-caps and left justified in the first column.
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BRAND STANDARDS

ENGLISH
VERTICAL
SIGNATURE
BLOCK
WITH
COPY

OPTION C

TREMBLANT
Mont-Tremblant, Québec

Take me to the top

1 x 2 x 3 x

E

F
Golf Le Diable

A

B **ALITAS INIHICA BOREST** **\$00.00** **Solorpor endaeprae**
QUE VENTIONSEQUE **each*** **Nam con nis**
NONSEQUE VOLORECTE **OREM NIM FUGA NEQUIS SERE** **C**
tremblant.ca **1 866 356-2242**

D

F

* Redevance et taxes en sus. La T-Pack est valable sur les deux terrains du dimanche au vendredi, de l'ouverture de la saison jusqu'au XX XXXX XXXX et du XX XXXX jusqu'à la fin de la saison. Valable du lundi au jeudi entre le XX XXX et le XX XXXX XXXX. Non valable le XXXXXX-XX XXXX XXXX. En vente pour une durée limitée, quantité limitée. Limite d'une T-Pack par personne. Non remboursable et non transférable. Réservation requise, selon la disponibilité.

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BRAND STANDARDS

ENGLISH VERTICAL SIGNATURE BLOCK WITH COPY

OPTION D

TREMBLANT
Mont-Tremblant, Québec

Take me to the top

1x 2x 3x

E

F
Golf Le Diable

A

B **Alitas inihica borest**
que ventionseque
nonseque volorecte

C **\$00.00** each*
Solorpor endaeprae
Nam con nis
coremoluptat

D **OREM NIM FUGA NEQUIS SERE**

F **tremblant.ca** **1 866 356-2242**

* Bedevance et taxes en sus. La T-Pack est valable sur les deux terrains du dimanche au vendredi, de l'ouverture de la saison jusqu'au XX XXXXX XXXX et du XX XXXXX jusqu'à la fin de la saison. Valable du lundi au jeudi entre le XX XXX et le XX XXXX XXXX. Non valable le XXXXXX, XX XXXXX XXXX. En vente pour une durée limitée, quantité limitée. Limite d'une T-Pack par personne. Non remboursable et non transférable. Réservation requise, selon la disponibilité.

- A** Divide the total width of the copy block in 12 equal sections (x). The copy will occupy a width of 10x. Create 2 columns with 1/2x gutter.
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BRAND STANDARDS

PRICING LOCKUPS

All pricing uses Stag medium font. Cents and details are 1/3 the size of total height of dollar pricing.

Stag
medium ———— **269**\$

\$269

49^{50 \$}
/jour*

49^{50 \$/jour*}

\$49⁵⁰
/day*

\$49^{50/day*}

49^{50 \$}
/jour*

\$49⁵⁰
/day*

49^{50 \$}
chaque*

49^{50 \$ chaque*}

\$49⁵⁰
each*

49^{50 each*}

49^{50 \$}
chaque*

\$49⁵⁰
each*

À partir de
129^{\$ CAN}
[179\$ USD]

ÉCONOMISEZ
30%
SUR VOTRE
HÉBERGEMENT

Starting from
\$269^{CAD}
[179\$ USD]

30%
OFF LODGING

À partir de
129^{\$ CAN}
[179\$ USD]

Starting from
\$269^{CAD}
[179\$ USD]

BRAND STANDARDS

PHOTOGRAPHY

ALL PHOTOGRAPHY USED IN COMMUNICATION PIECES MUST COME FROM TREMBLANT'S PHOTO ARCHIVES.

These photos have been selected to support Tremblant's positioning as a brand leader, and the "Take me to the top" slogan. Furthermore, the target market of a communications piece should be considered to better guide you on whether you use images of families, couples or friends.

All brand logos not pertaining to Tremblant must be airbrushed out.

Photos should:

- always be photos and not illustrations
- have great resolution and never be pixelated
- focus on emotion
- be relevant and resonate with the consumer
- increase the effectiveness of the advertising

BRAND STANDARDS

PHOTOGRAPHY

WINTER,
SUMMER,
AND AUTUMN

GENERAL WINTER GUIDELINES FOR TREMBLANT PHOTOGRAPHY SHOULD ALWAYS SHOW PRISTINE WHITE SNOW AND CLOUDS, NEVER YELLOW OR GRAY.

People's faces should be healthy looking, but never wind-chapped or red. All skiers or snowboarders must be wearing helmets and all brand logos must be airbrushed out.

GENERAL SUMMER GUIDELINES FOR TREMBLANT PHOTOGRAPHY SHOULD ALWAYS SHOW LUSH GREEN TREESCAPES, AND GOLF FAIRWAYS AND GREENS.

AUTUMN SHOULD CAPTURE THE CHANGING OF THE COLOURS. PHOTOS SHOULD NEVER SHOW BARE MOUNTAINS OR GRAY SKIES.

VOICE

BRAND STANDARDS

VOICE

THE VOICE AND TONE OF TREMBLANT SPEAKS TO THE BRAND POSITIONING AND SLOGAN: “TAKE ME TO THE TOP.”

The campaign was developed to voice the brand’s position as the leader in four-season resort experiences. The validation comes from many consecutive years of Tremblant being named #1 Ski Resort in Eastern North America.

It must be noted that “Take me to the top” should never be used as a play on words or as part of a sentence or clause in headline or copy.

BRAND STANDARDS

THE 3 VOICE PILLARS

All communications should consider the following voice pillars. This applies to headings, subheadings and body copy.

CONFIDENT:

Our confident tone comes from knowing that to be the best, we have to always strive to be better. We aim to exceed the expectations of our guests in all products and services we offer.

STRAIGHTFORWARD:

Copy should express emotionally powerful and desirable experiences with the fewest words possible. Being direct, to the point and uncomplicated in how we present ourselves speaks to the authentic experience we offer.

FRIENDLY:

The tone should always be friendly. Guests should expect the best in service whether visiting for the day or on a week-long vacation. It is the goal of professional, friendly staff across all sectors of activity to provide world-class service to all our visitors.

BRAND STANDARDS

EMOTION/ EXPERIENCE RATIO

CORPORATE BRAND COMMUNICATIONS SHOULD USE EMOTIONS TO COMMUNICATE THE AUTHENTICITY OF TREMBLANT.

Appealing to consumer desires while providing logical support in the vacation decision cycle assures the customer in knowing that they made the best choice and that nothing else compares. Tremblant is truly an escape from the ordinary to the ultimate resort experience with the highest level of premium comfort available.

The word “magic” has been in the Tremblant lexicon for years and is to be replaced by “authentic” or “genuine” in all instances except during the Christmas season. And even during the holidays, if using “magic” could be avoided, “enchanted” would make an excellent substitution.

BRAND STANDARDS

EMOTION/ EXPERIENCE RATIO

When creating or reviewing communications pieces, use this list of words to help you determine if the tone of voice is speaking to the emotions of our prospects.

Corporate communications should be 100% emotion.

All other communications should be 80% emotion and 20% experience.

EMOTION

Brand communications should speak to the authenticity of Tremblant and advertising should appeal to the emotions.

When creating or reviewing communications, ask yourself if the copy appeals more to the emotions or an experience. Please see the list of words below for some examples of emotive words.

The word “magical” has been in the Tremblant lexicon for years and is to be replaced by “authentic” or “genuine” in all instances except during the Christmas season. And even during the holidays, if using “magical” could be avoided, “enchanted” would make an excellent substitution.

Emotion Words

Authentic
Genuine
Joie de vivre
Awe-inspiring
Breath-taking
Dreamy
Pampered
Engaging
Welcoming
Cheerful
Haven
Lively
Heart-warming
Enchanting
Exhilarating

BRAND STANDARDS

COPY DO'S & DONT'S

DO'S

SHORT SENTENCES FOR EASY READING

Your dream vacation begins. In our European-style pedestrian village, innkeepers welcome you warmly and efficiently.

KEEP PARAGRAPHS SHORT. THEY ALLOW FOR EASIER LAYOUT AND READING

ONE SUBJECT PER PARAGRAPH MAKES FOR EASIER COMMUNICATION AND COMPREHENSION

WRITE ACTIVE NOT PASSIVE SENTENCES

Ease into your afternoon with a glass of good wine.

READER SHOULD LIVE THE EXPERIENCE

You are in the front row of a natural and extraordinary show with a premier lodge.

IMMERSE THE READER IN THE SETTING BY HAVING THEM LIVE THE EXPERIENCE

You're seated front row center at nature's extraordinary live show.

COPY SHOULD BE INFUSED WITH A QUEBECOIS VOICE

Enjoy a luxurious stay in the heart of nature in The Laurentians.

PROPOSE SIMPLE PROMOTIONS TO FACILITATE COMMUNICATION AND COMPREHENSION

Stay 3 nights at Tremblant and save 30% on your stay.

DONT'S

LONG & OVERLY DETAILED SENTENCES

Recent state-of the-art installations that provide an unsurpassed level of snow-making will provide amateurs of the sport an unrivalled skiing experience with excellent quality to the end of the season.

LISTS/ ENUMERATIONS

The European-Style Pedestrian Village offers you a multitude of pleasures like trendy boutiques, an international gastronomy, energetic nightlife, distracting activities, the accommodation for all budgets and much more.

ARROGANT AND IMPERSONAL STATEMENTS

We at Tremblant have worked to create a magical place for your vacation.

PASSIVE CONSTRUCTS

Panoramic landscapes are awaiting you.

OVERLY LONG PARAGRAPHS

MULTIPLE SUBJECT PARAGRAPHS