Brand Identity
Guidelines 4.0
2023

A note about this reference guide:
Ziptrek has been operating for 21 years at the time
this updated reference guide was published.

It is very likely that you will see some older executions
that are still floating around. The design direction for Ziptrek
has changed considerably over the years and that **any new** projects
should follow this current reference guide. Whenever possible, it is
recommended to remove and replace all out-of-date materials.
This will help to positively build and reinforce the strong Ziptrek brand.

Ziptrek's logo is comprised of four elements; the logotype – Ziptrek, the symbol – a human figure, the descriptor – ecotours and the bounding box, affectionately referred to as the "kidney bean" The lockup and proportions of these three elements should never be changed and must never be separated from each other - With the exception of the kidney bean which is sometimes not used in very limited applications.

secondary usage

An all black or greyscale logo should be used for single colour applications. The Logo should be placed in the proprietary holding shape aka "kidney bean". The single colour (Greyscale or B+W) can be used in a reversed from a dark background application.

greyscale

Reversed

clear space & minimum size

To avoid the logo competing or clashing with surrounding elements, always allow a **minimum** (more space is always better) clear space around the logo. The clear space is indicated by the Xs and uses a distance equal to the 'E' in ecotours.

The Ziptrek logo must always be clearly legible and therefore should

minimum width of the logo is 1"

coated stock	uncoated stock
PMS 158C C0 M61 Y97 K0	PMS 158U C0 M51 Y84 K0
PMS 369C C59 M0 Y100 K7	PMS 368U C51 M0 Y86 K0

on screen

R=255 G=99 B=8 Hex= #FF6308	R=97 G=237 B=0 Hex= #61ED00

primary usage

The Ziptrek official brand colours are PMS 158 (orange) and PMS 369 (green). It is important that the colour logo be in all colour executions. Use the CMYK formulas as indicated when spot colours are not available.

In many instances the Ziptrek Logo simply can not be used as shown in the previous examples. This may be due to space constraints, size of the ad or a requirement not to obstruct the subject in the image being used. This approach is often used for small or irregularly shaped pieces, such as a tall and narrow brochure or a wide horizontal advertisement.

All four elements of the logo remain. The only difference is with the "kidney bean" which is enlarged and shifted to the **left**. This allows the logo to visually bleed off the page. This application would only be used where the logo was intended to be placed on the extreme left of the page - quite often on the top left of the page. (as shown on the right-hand example)

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All four elements of the logo remain. The only difference is with the "kidney bean" which is enlarged and shifted to the **right**. This allows the logo to visually bleed off the page. This application would only be used where the logo was intended to be placed on the extreme right of the page - quite often on the top right of the page. (as shown on the right-hand example)

RIDE THE SASQUATCH®
The longest zipline in Canada & the USA!

Ziptrek Ecotours hosts a selection of breathtaking zipline tours. Our wilderness adventure area is located directly above Whistler Village, in the spectacular temperate rainforest valley between Whistler and Blackcomb Mountains.

Discover eco-exhilaration®

ziptrek.com | **604.935.0001**

open-air

YOUR ADVENTURE AWAITS

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Incorrect Usages

When creating applications, such as brochures or ads, it is important to adhere to the brand guidelines.

incorrect usage of logo

Never remove any elements of the logo.

Never change the proportion and position of any logo elements.

Never outline the logo or change the brand colours.

incorrect usage of typography

ENVIRONMENTAL COMMITMENT
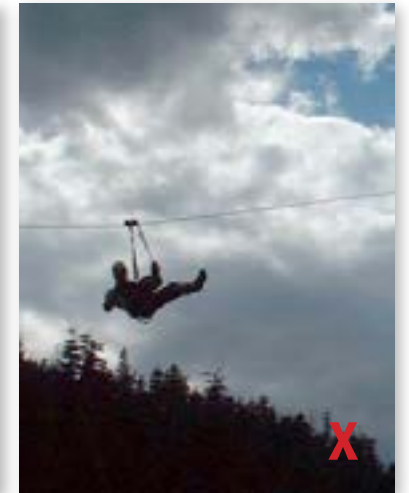
ENVIRONMENTAL COMMITMENT

Never extend or condense the type and always use the specified weight for each component.

eco-exhilaration®

Never change the typeface of subhead, body copy and tagline.

incorrect usage of photography

All imagery must express the physical sensation of Ziptreking. Thus people must be cropped close enough to see their actions and facial expressions.

Photography

Photography should always depict the Ziptrek experience and evoke a strong sense of excitement. Images should feature close ups of participants enjoying their experience in action. All imagery should feel dynamic, authentic, and engaging. A single photograph should appear large and prominent in all applications. Sequences of images within a single composition should not be used.

cropping

Cropping in on a wider shot to see the up-close expression of the participant can create a stronger emotional connection with the audience, making it the focal point of the image.

full frame
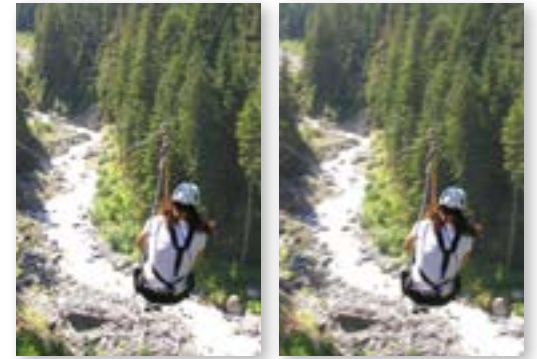

cropped

motion blur

A motion blurred background can provide a sense of movement and excitement to the image.

If this technique is used care must be taken to ensure it looks genuine.

variety of participant image

Ziptrek is a family event appropriate to all ages as well as a tourist destination, images should feature participants from different age groups, sexes and ethnicity.

The primary typeface used for all Ziptrek body copy is the **Dax Pro** family. Light, Regular and bold seem to be appropriate for most applications.

Additional supporting typefaces that are used are **Sanhurst Wide - Grunge** for headlines and a less used "shout-out" font called **Handwriting Plain.** (Shown here as "open air") Never extend or condense the type. Horizontal/vertical scaling must always be 100%. Be sure to use the specified weight for each component (Headline, Subhead, etc.). Shown below is a typical ad block

headline
headlines are set in
Sanhurst Wide - Grunge
All CAPS

subhead
Subheads use
Dax Bold
in Small Cap.
Leading = 105% font size
e.g. 19pt / 20pt

body copy
Body copy subheads can
be Dax Bold in Small Cap.

Body copy is set in
Dax Light regular case.
The use of justification
should be avoided.
Please try to avoid
hyphenation. Type should
be left aligned rag right.
Leading = 141% font size
e.g. 8.5pt / 12pt

tagline
Tagline uses
Dax Bold in all lowercase.
please be mindful of
thecTrademark symbol. It
should be ±50% in size and
line up to the cap-height of
the tagline.

URL
URL can be set in Dax Bold
in all lowercase.
WWW is not used!

YOUR ADVENTURE AWAITS

ENVIRONMENTAL COMMITMENT

ZIPTREK BEAR TOUR

Re facil iusto dunt iure facilla faccums andiamc ommolor perostrud tetuerosting eros eugait am quatuerat inim augue ea feugiat atet dunt nosto doloreetue veliqui bla faci ex euguer alis dolortisi. Euga am quatuerat inim augue ea feugiat atet.

ZIPTREK EAGLE TOUR

Re facil iusto dunt iure facilla faccums andiamc ommolor perostrud tetuerosting eros eugait am quatuerat inim augue.

eco-exhilaration®

ziptrek.com

ZIPTREK ECOTOURS

D open-air

YOUR ADVENTURE AWAITS

Ziptrek Ecotours hosts a selection of breathtaking zipline tours. Our wilderness adventure area is located directly above Whistler Village, in the spectacular temperate rainforest valley between Whistler and Blackcomb Mountains.

Discover eco-exhilaration®

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Typical display ad

Some form of a burst.
This typically changes for each year or season

Strong use of photography.

Typically action oriented with the focus on the activity with a scenic background.

Typical ad block
(As shown in previous page)

logo, headline, copy block
Tagline, URL, phone number and social media icons

typical full page magazine insertion (Whistler)

A typical display ad for Ziptrek should resemble the sample shown. The key design elements are listed on the left below. This style of ad is also typical for a backlight display or a mural.

Composition recommendations:
Whenever possible, please try to create some Dynamic Tension within the ad layout. Diagonal lines (in this case the zipline) can lead a viewer's eyes to a particular spot in the composition. This spot is often the subject or very near the subject. This composition can be further emphasized by the positioning of the ad block and the burst on opposing sides of the ad - further emphasizing the Diagonal Tension.

Strive to create consistency within the various sizes, formats and communication objectives.

ZIPLINES

WHISTLER, CANADA

YOUR ADVENTURE AWAITS

Ziptrek Ecotours hosts a selection of breathtaking zipline tours. Our wilderness adventure area is located directly above Whistler Village, in the spectacular temperate rainforest valley between Whistler and Blackcomb Mountains.

Discover eco-exhilaration®

ziptrek.com | 604.935.0001

YOUR ADVENTURE AWAITS

Ziptrek Ecotours hosts a selection of breathtaking zipline tours. Our Guest Services desk is in the **Carlton Lodge** across from the Whistler Village gondolas.

Discover eco-exhilaration®

ziptrek.com | 604.935.0001

RIDE THE SASQUATCH®
The longest zipline in Canada & the USA!

Ziptrek Ecotours hosts a selection of breathtaking zipline tours. Our wilderness adventure area is located directly above Whistler Village, in the spectacular temperate rainforest valley between Whistler and Blackcomb Mountains.

Discover eco-exhilaration®

ziptrek.com | 604.935.0001

ADVENTURE AWAITS
Explore the majesty of TreeTrek®

Walk among the treetops and explore a breathtaking old-growth rainforest on the awe-inspiring TreeTrek Canopy Walk!

Ziptrek Ecotours also hosts a selection of breathtaking zipline tours. Our wilderness adventure area is located directly above Whistler Village, in the spectacular temperate rainforest valley between Whistler and Blackcomb Mountains.

Discover eco-exhilaration®

ziptrek.com | 604.935.0001

ZIPTREK ECOTOURS AT A GLANCE

Tour Name:	Bear	Eagle	TreeTrek	The Sasquatch
Ziplines	4	5	none	1
Length of Tour	2.5 hr	3 hr	2 hr	1.5 hr
Tree Top Bridges	4	4	9	1
Pricing - STARTING FROM				
Adult (13+ for all tours)	$149.99	$169.99	$69.99	$139.99
Child (6-12)•(10-12) for Sasquatch*	$119.99	$139.99	$39.99	$119.99

Prices are in Canadian dollars and are subject to change without notice. Taxes are additional.

atypical insertion that incorporates the price list (from the brochure)

Bleeding left logo & reduced copy

Top left: bleeding logo & reduced copy - Top right: TreeTrek, incorporating Tour Icon
Bottom: Horizontal layout, left bleeding logo QR code

Sasquatch®

a typical insertion that incorporates the price list (from the brochure)

Sasquatch® is both a tour offering and sub-brand of Ziptrek. Sasquatch® is currently used to promote an Ultra long / Ultra fast zipline in Whistler.

Graphic ellements associated with Sasquatch®:
Purple colour: 60C 100M 25Y 10KV - R120 G37 B109
PMS 254 (often a gradient of 50-100%)

Top left: Tour Icon (Brochure / Website) - Top middle: Pop-Up Tent. - Top right: double-sided Blade Flags
Bottom: Sasquatch® DSie-Cut Bumper Sticker

Most digital ads are small insertions and therefore need to be very limited in content.
Typically comprising of a Logo, a photograph, a short headline and possibly a call to action.

Summer 2023 - 300px x 250px enlarged for clarity (Whistler)

Most digital ads are small insertions and therefore need to be very limited in content. Typically comprising of a Logo, a photograph, a short headline and possibly a call to action. The use of a Orange or Purple (in the case of Sasquatch) colour panel can help make the very tall or narrow ads work effectivly with our photography and text messaging.

Summer 2023 - 728px x 90px enlarged (Tremblant)

Summer 2023 - 728px x 90px enlarged (Queenstown)

Summer 2023 - 1080px x 1080px reduced (Tremblant)

Summer 2023
160px x 600px enlarged (Sasquatch)

Summer 2023
160px x 600px enlarged (Queenstown)

Summer 2023 - Facebook ad (Sasquatch)

Summer 2023 - SportsNet banner ad (Sasquatch)

Graphic Devices

Over the years Ziptrek has developed a number of graphic devices that are sometimes incorporated into our materials. These change overtime and you may see some different elements in some older pieces. When there is an addition or a change, we try to do this at the beginning of a season so that all the materials within that season incorporate that change. This helps to ensure consistency throughout the campaign.

graduated green bar - Global locations

The green bar with the 3 global locations is often used in applications where the audience is more international. When used, the **PRIMARY** location should be the larger, central location. The example below is for Whistler business cards.

backside of Whistler business card

Seasonal burst

The seasonal burst tends to change every year at a minimum. Sometimes it will focus on an acolade, an offering or in this case a chronological milestone. In every case the burst should work with the established Ziptrek colours and font families.

graduated orange bar

The orange bar can also be used as a design element in page layout. It is often used as a background flood of colour. Please note that the gradation always moves from left to right and **NOT** top to bottom and that the **ENTIRE** span of the gradation does not need to be shown (as seen in the example below)

100% pms 158c	100% pms 130c	100% pms 158c

Warrick Hubbard
Global Director of Marketing

email   warrick@ziptrek.com
office   604.935.4102 x 205
mobile   604.902.1177

reservations 604.935.0001
toll free   866.935.0001

Ziptrek Ecotours
PO Box 734, Whistler,
British Columbia V0N 1B0

ziptrek.com

printed on 100% recycled paper

front of Whistler business card - portion of gradation used

Ziptrek collateral materials should be unmistakably Ziptrek. The use of the Logo, photography, colours and graphic devices should be consistent with examples shown in this style guide. Pieces should be seasonal whenever possible.

Brochure

The Ziptrek seasonal brochure is a cornerstone of Ziptrek's marketing / communication "toolbox" - this piece tends to incorporate all of the elements and graphic devices identified in this updated Style Guide. Shown here is side 1 of the Summer brochure

typical brochure - incorporating many elements identified in this Style Guide

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THE SASQUATCH®

ZIPTREK ECOTOURS

WHISTLER, CANADA

WHISTLER'S ZIPLINE PIONEER
21 YEARS OF AWESOME!
2002 - 2023

ARE YOU WILD ENOUGH TO TAKE ON THE SASQUATCH®?
This monster is the longest zipline in Canada & the USA!

Discover eco-exhilaration®

ziptrek.com | 604.935.0001

ZIPLINING

ZIPTREK ECOTOURS

WHISTLER,

WHISTLER'S ZIPLINE PIONEER
21 YEARS OF AWESOME!
2002 - 2023

YOUR ADVENTURE AWAITS

Ziptrek Ecotours hosts a selection of breathtaking zipline tours. Our wilderness adventure area is located directly above Whistler Village, in the spectacular temperate rainforest valley between Whistler and Blackcomb Mountains.

Discover eco-exhilaration®

ziptrek.com | 604.935.0001

Ziptrek Playground: Located on Whistler & Blackcomb Mountains!

+7000 feet / +2km +600 feet high - Ya baby!
The Sasquatch®

Course Area: (excluding Sasquatch®) The course covers over 11 hectares (33 acres) of land and contains areas of untouched, ancient coastal temperate rainforest which is home to bear, cougar, hoary marmot and a plethora of other living creatures and organisms.

CHOOSE YOUR ZIPTREK ECOTOUR

Fly through the forest, soar over the river and walk high in the treetops! Ziptrek is your perfect outdoor adventure experience. **Discover eco-exhilaration®**

Combine multiple Ziptrek Tours in a single booking & receive a discount. BUNDLE & SAVE

ZIPTREK ECOTOURS AT A GLANCE

Tour Name:	Bear	Eagle	TreeTrek	The Sasquatch
Ziplines	4	5	none	1
Length of Tour	2.5 hr	3 hr	2 hr	1.5 hr
Tree Top Bridges	4	4	9	1
Pricing - STARTING FROM - see website for specific dates & times				
Adult (13+ for all tours)	$149.99	$169.99	$69.99	$139.99
Child (6-12) • (10-12) for Sasquatch®	$119.99	$139.99	$39.99	$119.99

Prices are in Canadian dollars and are subject to change without notice. Taxes are additional.

Want to capture your experience? GoPro® cameras can be reserved during the booking process. See inside panel.

Share your experience: **#ziptrekwhistler**

CAPTURE YOUR ZIPTREK EXPERIENCE WITH GOPRO®

ONLY ZIPTREK OFFERS...

The Longest - The Sasquatch® - Longest zipline in Canada / USA! 7,000 ft (2 kms) long.
The Most - 10 exciting ziplines - Offering mulitple tour options.
Lightning Fast - Speeds over 62 miles (100 km) per hour!
Custom Made Harnesses - Zip upside down!
Old-growth Forest Canopy - Bridges, decks, 1.2 miles (2 kms) of boardwalks & forest trails, with award-winning ecological program.

BOOKING ESSENTIALS

Minimum guest age is 6 years old. The Sasquatch® minimum age is 10 years old. Children under the age of 15 must be with an adult guardian.

Maximum weight is 275lb (125kg). Minimum weight by tour: Eagle & Sasquatch 75lb (34kg), Bear 65lb (30kg). Children under 65lb (30kg) may zipline in tandem with a Ziptrek Guide on Bear Tour.

24 hrs notice is required for cancellations (72 hrs for groups), cancellations within this are non-refundable.

All participants are required to sign our release of liability, waiver of claims, assumptions of risks and indemnity agreement before their tour. Participants under 19 years of age must have a legal guardian sign.

Fold open for tour details & options

ZIPTREK GUEST SERVICES IN WHISTLER VILLAGE

We are located inside the Carleton Lodge across from Whistler Village Gondolas

If driving, park in a Village day parking lot and follow the signs to the gondolas.

Check-in for all tours is at the kiosk on the steps of the Excalibur Gondola.

Book online @ ziptrek.com Or call 604.935.0001 or toll free @ 1.866.935.0001

©2023 Ziptrek Ecotours Inc. P.O. Box 734 Whistler, BC V0N 1B0 Fax 888.902.8094
Photo credits: www.insight-photography.com, Ziptrek Ecotours.
Design: Wreglesworth Design Consultancy inc. wreglesworth.com

Ziptrek collateral materials should be unmistakably Ziptrek. The use of the Logo, photography, colours and graphic devices should be consistent with examples shown in this style guide. Pieces should be seasonal whenever possible.

Brochure
The Ziptrek seasonal brochure is a cornerstone of Ziptrek's marketing / communication "toolbox" - this piece tends to incorporate all of the elements and graphic devices identified in this updated Style Guide. Please note the use of the tour icons and the GoPro burst. Shown here is side 2 of the Summer brochure.

KIDS 5 YEARS & UNDER GO FREE! — 1.5-2 HOURS

OUR ORIGINAL TOUR — 2.5 HOURS

OUR MOST POPULAR TOUR — 2.5-3 HOURS

THE LEGENDARY ZIPLINE — ±1.5 HOURS

CAPTURE YOUR ZIPTREK EXPERIENCE WITH GOPRO

TREETREK CANOPY WALK
9 treetop bridges. Adults $69.99
Perfect for all ages with no ziplining required!
Journey high among the treetops on a spectacular network of suspension bridges, suspended stairways, boardwalks and trails on our TreeTrek Canopy Walk. You'll explore magnificent old-growth forests and enjoy stunning vistas.

ZIPTREK BEAR TOUR
4 ziplines, 4 treetop bridges. Adults $149.99 - $159.99
Perfect for groups, families and first-time zippers!
Exhilarating and exciting, our famous Bear tour features four ziplines; a network of suspension bridges, boardwalks and forest trails; and showcases stunning views of Fitzsimmons Creek.

ZIPTREK EAGLE TOUR
5 ziplines, 4 treetop bridges. Adults $169.99 - $179.99
Perfect if you've ziplined before or crave an adrenaline rush!
Ready to crank it up a notch? Take flight on our Eagle tour! This breathtaking tour features five different ziplines, including a giant zipline with a 30-storey drop! The final zipline zips you right back to Whistler Village.

THE SASQUATCH® TOUR
1 monster zipline, 1 treetop bridge. Adults $139.99
Perfect for those who are after the ultimate zipline experience!
The ultimate zipline experience. Spanning a mind-blowing distance of +2 Kms, you will experience spectacular views and over 7,000 ft of pure eco-exhilaration! Will you take it on? **Summer only.**

GOPRO® 4K ULTRA-HD VIDEO
Reserve a GoPro® camera to capture video and photos of your zipline experience.
The complete footage is provided to you shortly after your tour. Pre-purchase online, or from a Guest Services Agent pre-tour.

See website for full details.

typical brochure - incorporating many elements identified in this Style Guide - Note the use of the tour icons
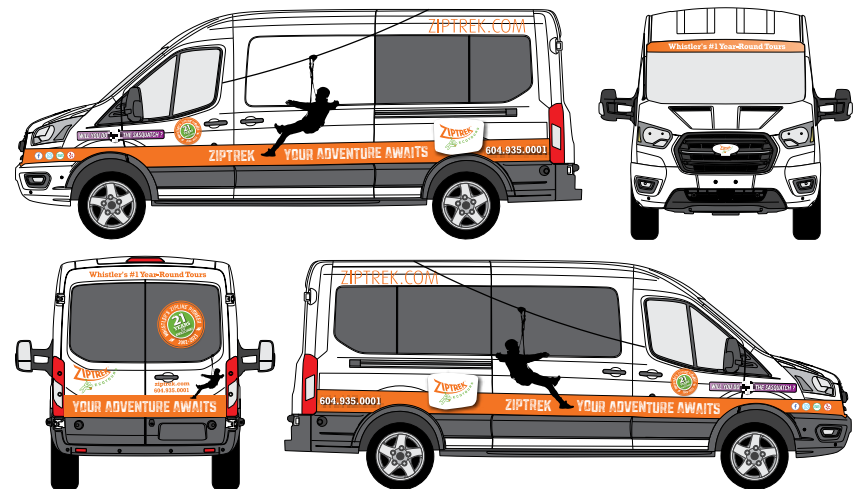
Vehicles

Ziptrek vehicles should be unmistakably Ziptrek. The use of the Logo, photography, colours and graphic devices should be consistent with examples shown in this style guide.

In recent years Ziptrek has moved to single season vehicle use. As a result of the short "lifespan" of the vehicles, partial wraps - that are simpler in design are being utilized. An example of this is shown below.

Specialized Ziptrek 12 passenger van focusing on the Sasquatch™ Tour

Single season vehicle design. Simple, but still distinctly Ziptrek

Blade flags

These are included in this reference guide because they are atypical and "break" the stated guidelines. The logo is not in the perscribed bounding box and the typeface is not the typical weight. There are times when the rules will need to be broken :-)

ZIPTREK.COM

ZIPTREK.COM

atypical application

X-Banners

These self-standing banners are a great resource to promote Ziptrek in indoor applications. They are lightweight, compact and easy to set up. They should NOT be used outdoors as they will blow over.
Custom graphics can be produced in short order to promote a specific event or offering if needed.