

TOOLKIT

@dontlovetodeath

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Table of conents

3	Who is this for?	18	Messaging & Tone of Voice
4	The Campaign	23	Bringing It All Together
9	Sharing the Campaign	28	Photography
12	Brand Elements	32	Licensing

Who is this for?

Audience 1

For designers and writers who may be creating new content or editing existing content. This is a guide to understand the concept, messaging, and components that bring it all to life.

Audience 2

For DMOs, partner organizations, and businesses who want to share content. This is a guide to understand the background and how to maintain the structure behind each format.

THE CAMPAIGN



The Challenge

Increasing interest in outdoor recreation and travel in the Sea to Sky region is putting strain on the environment, communities, resident and guest experience, and infrastructure.

Key Problem Areas (content themes)



Garbage and Human Waste

The improper disposal of human waste and people leaving their garbage on trails and in public spaces/not packing out what they pack in.



Environmental & Resource Degradation

People going off-trail and the building of unsanctioned trails leads to habitat damage like trampled vegetation, erosion, and displaced wildlife



Transportation Issues, Traffic & Parking

People parking dangerously on highways, in neighbourhoods and on private property, in front of gates and in ways that block emergency access creates safety hazards. These behaviours create negative sentiments around tourism in local S2S neighbourhoods.



Illegal / disrespectful land use, trespassing

People camping on private land, in residential neighbourhoods, on First Nations land or culturally important sites, and near sensitive wildlife homes.



Crowding & Overuse

People without a plan and, where necessary, a reservation often arrive at their intended destination and discover it's full. Geotagging social content is also leading to overuse in sensitive natural areas where no reservation is required.



Unsafe Behaviour, Lack of Preparedness

People who are unprepared put themselves and others at risk. Making incorrect assumptions about the services and resources that are available, e.g. cell service, Search & Rescue, emergency medical.



Wildlife Contact & Negative Impacts

People and pets getting too close to wildlife can lead to human-wildlife conflict or have a damaging startle-effect on wildlife. Attractants that are not attended to (such as human food) can bring wildlife into human spaces and create dangerous conflicts between wildlife and people, sometimes resulting in injury to the wildlife and/or the humans.



Disregard for Rules & Norms

Lack of understanding of how to operate in the outdoors, people who are new and may not know the etiquette or who are seasoned locals who feel they may be exempt from the rules.



User Group Conflict, Lack of Respect

When sharing trails and outdoor spaces that are multi-use, some groups may feel entitled or that they have the right of way; e.g. bikers and hikers on the same trail, locals and tourists, etc.

The Opportunity

Raise awareness of the need for change, and create desire to be a part of the solution by turning key problem areas into content themes for the campaign.

The Concept

Because we know everyone loves the Sea to Sky – locals who live in it, visitors who visit it, tourists who have had it on their bucket list – and we all have a responsibility to treat it with the utmost respect.

So while we all love it, let's try not to love it to death.

Don't Love It To Death



SHARING THE CAMPAIGN

How You Can Get Involved

More specifics can be tailored to the various sectors/stakeholders we're working with.

However, in essence, we have 3 asks:

1. Amplify Our Message

- Follow us on social media, share our content to your social handles.
- If you have a storefront, make our message visible through posters, decals, etc.

2. Post Your Own Stories

Use assets from our creative bank and craft stories around our Content Themes and share them to your social media, e-newsletters blogs, etc.

3. Provide User-Generated Content

- Using our hashtag #Don'tLoveitToDeath, share examples of poor behaviour in these Content Theme areas
- Or show examples of how good behaviour can have a positive impact.
- This hashtag will be monitored and we will re-share.

Campaign Assets & Channels

Download the campaign assets from GoogleDrive.



[Download Here](#)

URL

dontloveittodeath.com



Don't Love It To Death



dontloveittodeath

Hashtag

#dontloveittodeath

BRAND ELEMENTS

Logo

The logo tab should always be anchored to the side of the application, it should not float on top of images.

The Tab



The Tab - with outer glow/shadow



40% opacity
20px blur

Logo Usage

To protect the integrity of the Don't Love It To Death logo, no text, graphic, photographic or illustrative elements should appear in the clear space surrounding the logo.

The clear space surrounding the Don't Love It To Death logo is equal to height of the letter D.

The logo should always be a sufficient size to reproduce accurately and maintain clear legibility. Therefore, a minimum size for all print and digital applications of the logo has been established to protect its integrity.

As a general rule, the logo is to be used as a premium branding device—not arbitrarily sized as will fit into any given area.

Clear space surrounding logo



Minimum size



Fonts

Primary

GOTHAM ULTRA

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam malesuada arcu leo, in feugiat purus dictum id. Nam at faucibus turpis. Mauris sit amet dui id odio suscipit scelerisque. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Vestibulum ac placerat erat. Vivamus augue quam, varius vel lectus eu, suscipit porttitor arcu sed quis tincidunt dui, a sollicitudin metus.

Secondary

GOTHAM BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam malesuada arcu leo, in feugiat purus dictum id. Nam at faucibus turpis. Mauris sit amet dui id odio suscipit scelerisque. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Vestibulum ac placerat erat. Vivamus augue quam, varius vel lectus eu, suscipit porttitor arcu sed quis tincidunt dui, a sollicitudin metus.

Typography

Primary
Gotham Ultra

**Climb to
new heights,
don't stoop
to new lows.** 

Secondary
Gotham Bold

**We're all out here
together and it's our
responsibility to treat
it right. Respect the
land, its peoples,
and its communities.**

URL and Social Media
Gotham Bold

dontloveittodeath.com @dontloveittodeath  

new lows 

The heart punctuation should be 50% of the height of a full-height letter.

new lows 

The heart punctuation should be placed 1/4 of the height of the heart below the baseline.

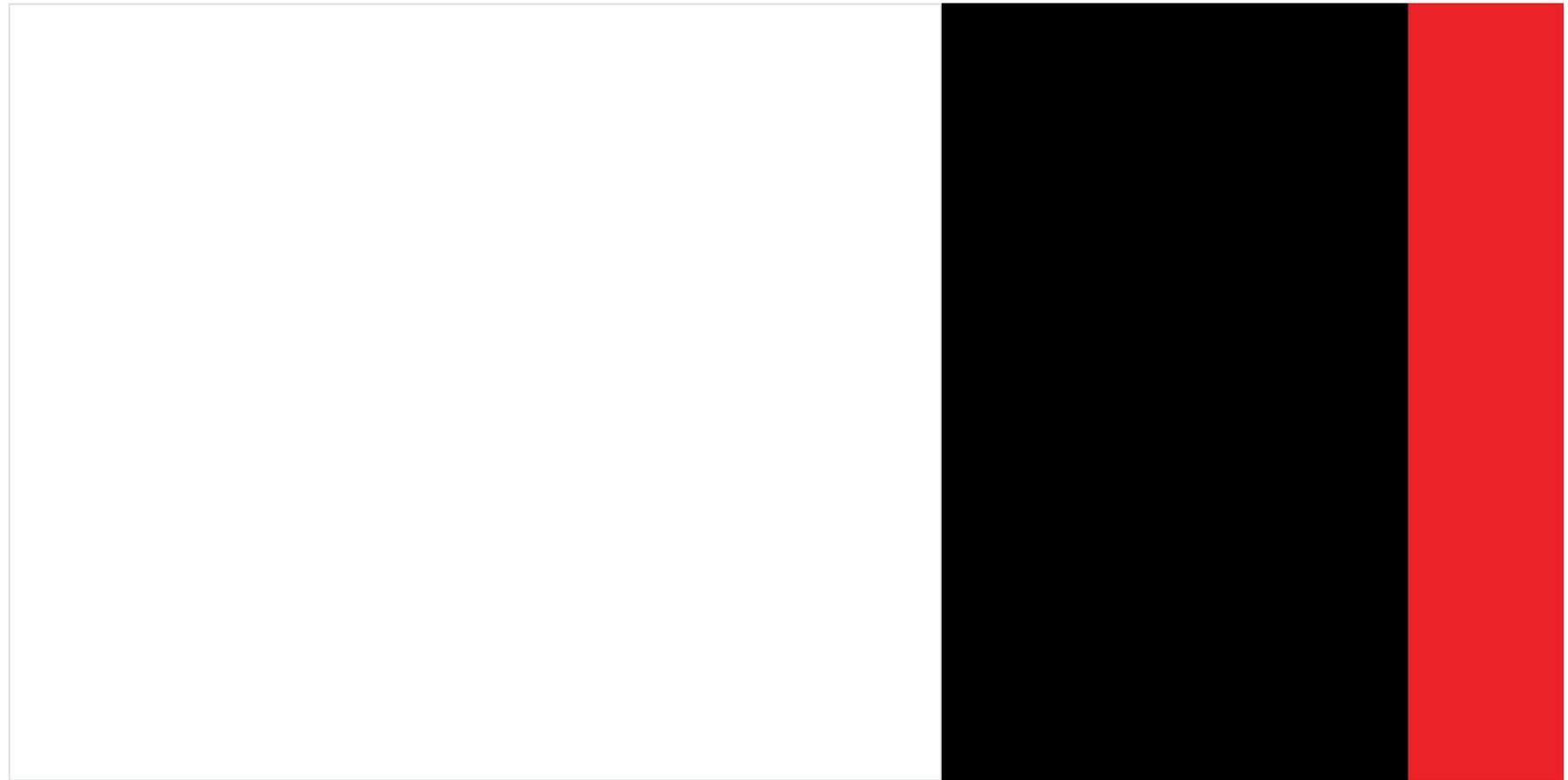
new lows 

The heart punctuation should be placed 1/4 of the width of the heart away from the last letter.

Colours

White is the primary color.

Use rich black for text and red for accents.



White
R255 G255 B255
#ffffff
C0 M0 Y0 K0

Rich Black
R0 G0 B0
#000000
C60 M40 Y40 K100

Red
R235 G34 B39
#eb2227
C1 M99 Y97 K0

MESSAGING & TONE OF VOICE

Main Message

Our main campaign message is “Don’t Love It To Death”.

It should be omnipresent in all of our communications, whether it’s the headline or the sign off.

In some cases it can be presented in a visual lockup as “The Sea to Sky – Don’t Love It To Death”, which is contained on a white background that we are calling the “tab” component.

In cases that this tab component is not able to be included, make sure the key campaign message “Don’t Love It To Death” is present and not buried in the hierarchy.

Elements like the URL and social handles also help to reinforce this message but should not be relied on to convey it entirely.

The Formula

WHAT What is the problem or offensive behaviour we do not want to see?

WHY Why is it a problem?

HOW How we want people to change their behaviour for the better?

Tone of voice

Smart with a side of snarl.

Clear and clever, the tone of this campaign above all is to educate and raise awareness. When there are opportunities to inject a bit of personality we do so by using colloquial language or fun turns of phrase. But above all we want folks to understand the problem and the

desired behaviour change. We want folks to see themselves in the bad behaviour and have a moment of self-reflection and understanding. While we are all in this together, we are also highlighting shameful behaviour and don't want to soften this messaging too much. It should feel moderately shocking, perhaps a little blunt or harsh, but above all clear and concise.

High-level / general headlines

Some samples* of language that can be used as-is or as inspiration for tonality:

Climb to new heights, don't stoop to new lows.

Common sense can fly out the sunroof when we're having fun.

Cover new ground without ruining it.

Be a good guest (that includes you, locals)

Treat it right

*refer to the social channels for the most up-to-date content

**BRINGING IT
ALL TOGETHER**

Print Ad

The best practice is to include all these components:

- 1 Clever headlines that addresses the **WHAT** - in print. This can touch on both the high level problem and desired change of behaviour.
- 2 Contextual body copy that provides more direction around the **WHY** (the reason behind the behaviour being bad) and the **HOW** (the way to behave better).
- 3 UGC imagery that illustrates bad behaviour - how it looks when we love it to death.
- 4 Professional imagery that showcases the good behaviour and beautiful Sea to Sky setting - how it looks when we treat it with respect.
- 5 All print ads should include the campaign URL and social handle along with social icons.

1 **Climb to new heights, don't stoop to new lows** ♥

2 We're all out here together and it's our responsibility to treat it right. Respect the land, its people, and its communities.

3

4

5

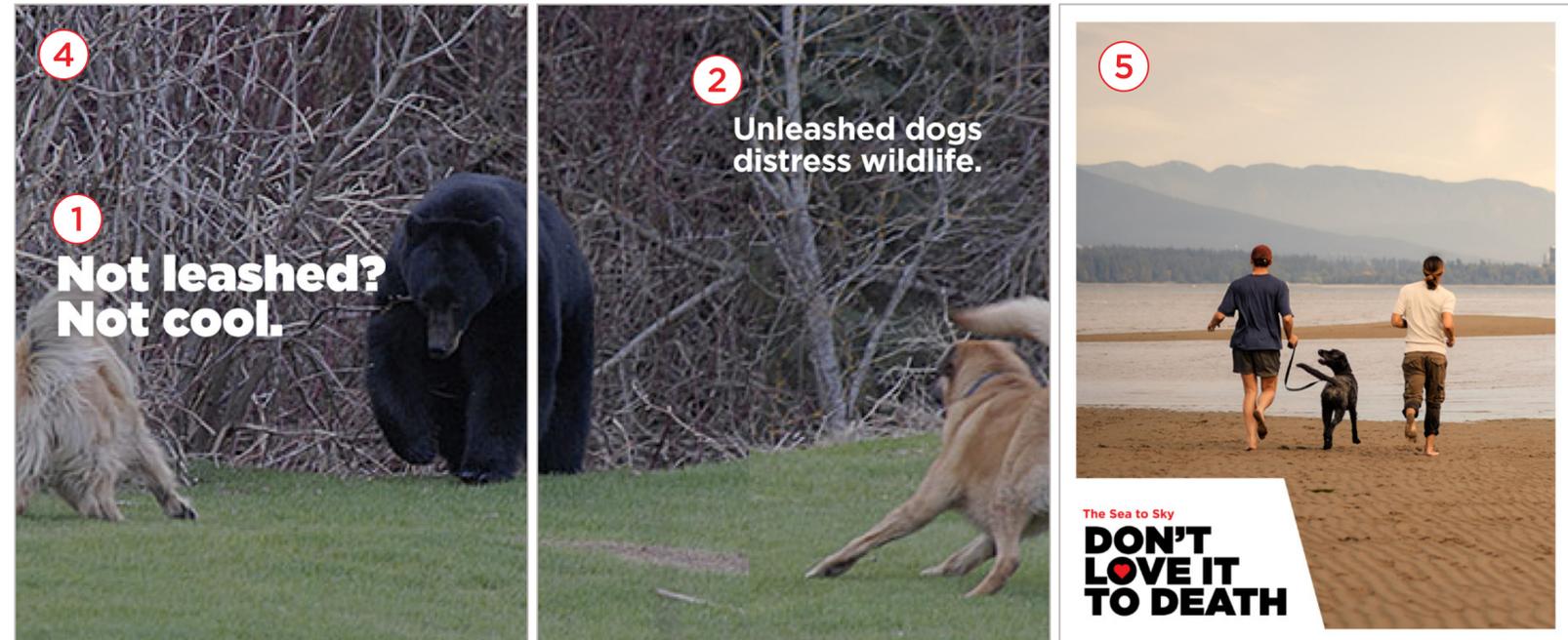
The Sea to Sky
DON'T LOVE IT TO DEATH

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Social

When working with multiple frames in social (such as a carousel, as pictured, or in stories and other formats), we split up our messaging into bite-sized chunks. This makes the copy both more digestible and more impactful. Always be conscious of the possibility that each portion of visual and copy may be seen in isolation, consider the opportunity for intrigue and any context clues that may be helpful.

- ① Problem (**WHAT**), framed in a clever way gains audience's attention.
Gotham Ultra, 105px, 95px
- ② Reason (**WHY**), delivered in an educational tone provides context.
Gotham Bold, 67px, 67px
- ③ Solution (**HOW**), communicates practical advice to help audience understand how they can help.
Post copy, tagline and call-to-action
- ④ Imagery that illustrates the bad behaviour
- ⑤ Imagery that illustrates the good behaviour, acting as a payoff at the end of the carousel



- ③ Unleash your sense of adventure, not your pets. Wildlife sees your dog as predator or prey. Leave your dog at home or be prepared to keep them leashed. #DontLoaveItToDeath

Don't Love It To Death
[Learn More >](#)

Signage

- ① Problem (**WHAT**), framed in a clever way gains audience's attention.
- ② Solution (**HOW**), communicates practical advice to help audience understand how they can help.
- ③ All signage should include the campaign URL and social handle along with social icons.

① **Be a good guest
(that includes you, locals)♥**



② **Treat it right♥**

③ dontloveittodeath.com @dontloveittodeath  

Billboards

In billboard and out of home placements that are physically in the Sea to Sky we only show the user generated content “bad behaviour” imagery, since the natural setting surrounding does the job of the “good behaviour” imagery.

The messaging always includes “Don’t Love It To Death”, and any additional copy should be in the tone of “smart with snarl” and prompt the audience to self-reflect on how they might be responsible for bad behaviour.



Were you responsible?

The Sea to Sky
DON'T LOVE IT TO DEATH

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The Sea to Sky
DON'T LOVE IT TO DEATH

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PHOTOGRAPHY

Good Behaviour Photography

Good behaviour photography is professionally-shot and highlights the natural beauty of the Sea to Sky region. It shows people being respectful while enjoying vibrant, impactful scenery. The spaces featured should be free-to-access areas like official trails, parks, and beaches. These images are often paired with “bad behaviour” UGC photography that serve as examples of what not to do.



Selecting Good Behaviour Images

Avoid images that appear hazy, dark, or industrial or that feature pay-to-access establishments.



Bad Behaviour Photography

We use UGC (user generated content) to highlight the bad behaviour. This photography should illustrate clearly and obviously the negative impact humans have when they aren't operating from a place of respect and responsibility. While the context of these images is unsavory and doesn't need to be as polished as our professional hero images, it should be a quick and easy to understand what the viewer is seeing.



LICENSING

Assets refers to both photography and video footage.

Existing assets:

Any visual assets supplied by The Sea to Sky Destination Marketing Committee will be licensed or provided for use by The Sea to Sky Destination Marketing Committee and the license parameters will be monitored by The Sea to Sky Destination Marketing Committee.

Sea to Sky Destination Marketing Committee to ensure any assets provided work within the distribution terms outlined below.

New assets:

Non-exclusive co-ownership with Origin for all new video footage and photography

Third party assets:

The purchase of third party b-roll or stock footage is out of scope

UGC:

Refer to licensing agreements created by Josie.Heisig@destinationbc.ca for licensing information regarding UGC assets

Finished videos:

Non-Exclusive licensing by Origin and the The Sea to Sky Destination Marketing Committee for the following distribution:

Distribution: Online Streaming, paid and unpaid Web, paid online and static signage

Territory: Worldwide

Timing: Perpetuity

The Sea to Sky

**DON'T
LOVE IT
TO DEATH**

For questions regarding the campaign please contact info@dontlovetodeath.com