ADVENTURE!!

...the START OF EVERY ADVENTURE!!
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Our Brand Story

Where we came from

The year was 1993 and Canadian brothers Wesley and Russell Mussio were out exploring on a cold, wet day. They had several books and a few maps to try to find their way through the maze of logging roads around Harrison Lake in southern British Columbia. The brothers were getting very frustrated trying to find their way. All of their sources showed only the main road system despite the fact there are literally hundreds of roads in the area. When you combine the fact that most of the maps were outdated, it soon became a driving disaster.

Wesley asked Russell, "Why doesn't someone make one guide that shows all the roads?" From this thought, the two ambitious brothers started brainstorming. Eventually the Backroad and Outdoor Recreation Mapbook (now simply called the Backroad Mapbooks) idea was born.
Where we are

Today, Backroad Mapbooks has become one of the top map producers and publishers in Canada. We are in the business of producing, publishing, distributing and marketing Outdoor Recreation guidebooks and maps covering Canada from the Atlantic to the Pacific Ocean. In addition to publishing the best-selling Outdoor Recreation guidebook series in Canada, our product line also covers Backroad GPS Maps, Fishing Mapbooks, Outdoor Adventure Maps, TOPO Maps, digital maps and custom map products.

Even with our success and growth, we are a small, tightly knit company, where every employee is an integral part of the BRMB culture and family. The dynamic of our team can best be seen at one of our team camping trips, company picnics and retreats, geocaching adventures, potlucks or epic Movembers.

The future

With the shift to mobile, Backroad Mapbooks is adapting to the growing needs of the market by producing top quality, accurate digital maps and software. In addition to expanding on our GPS Map series, we are launching the BRMB Navigator App for smart phones and tablets. BRMB Navigator will also have a web map component to allow users to work and play on their mobile devices, while maintaining their own account and trip information on their home computers or laptops. Indeed the future of mapping is bright, and we intend to remain Canada’s map and guide choice for outdoor recreation and adventures.
Our Brand Language

Our brand language is an important foundational element of our brand’s identity. We thrive to inspire emotions in our readers, to connect them more closely to our products and to help them to create their own unique BRMB experience.

ACTIVE

Our customers consist of outdoor enthusiasts and adventurers. We are more than just map products and solutions; we are lifestyle supporters and advocates, adventurers, discoverers, explorers and all other outdoor enthusiasts. Our copy should reinforce this fact and should always be active in tone. We prefer verbs over adjectives, and we always focus on how BRMB products help our customers go anywhere they desire.

Example

Our cartographers worked hard to finish this book on time.

NOT

This book was finished on time due to hard work by our cartographers.
To create a relationship and rapport with our customers through our content, we address them directly and personally. We use the first person "we" whenever possible, and, even more importantly, we address the reader as “you”.

**Example**
Our technical support team is here to answer all your GPS related questions.

**NOT**
The technical support at Backroad Mapbooks will answer all GPS related questions.

**POSITIVE**
Our company was created on the basis of giving our costumers a positive experience through our products. The tone of voice in our content should create a similar experience through positive statements that are clear and concise.

**Example**
Your order will be mailed out the following day.

**NOT**
Your orders will not be mailed out until the following day.
Our content needs simple, everyday terms – the word or phrase that an intelligent, articulate person would use in conversation – rather than a longer word with the same meaning.

**Examples**

better **NOT** superior  
try **NOT** endeavour  
enough **NOT** sufficient  
use **NOT** utilize  
extra **NOT** additional  
more than **NOT** in excess of

Our customers depend on our products to get them to places they want to go. We need to carry the same emotional connection from our products to our content by using words that feel warm, comfortable and wholesome.
Emotional responses are very important in the decision making of our readers and make all the difference in conversion rates and customer retention.

These words illustrate how we like to be portrayed in the eyes of our customers through our tone of voice.
Our Brand Personality

**Adventurous**

We are the start of every adventure. We inspire excitement, freedom, setting new boundaries and learning through discovery.

**Curious**

We are open to experience. We have a unique appreciation for adventure, unusual ideas, discovery and creativity.

**Confident**

We are backroad and adventure experts. The confidence in our vision, team and mission emanates through our products and onto our customers.

**Resourceful**

We see possibilities where no else does. We are creative and passionate, and we turn any situation into an opportunity our costumers can benefit from. We focus on possibilities rather than constraints.

**Inventive**

We are proud to be innovators. Our small team consists of big and bold thinkers, ambitious explorers, productive minds, creative achievers, constructive imaginations and resourceful visionaries.

**Authentic**

We are genuinely and sincerely 100% Canadian. The only products we make are the ones we ourselves will use. We believe that doing what you like is freedom and liking what you do is happiness.
The BRMB logo consists of three elements: the Backroad Mapbooks symbol, the BRMB wordmark, and the website URL. The full colour logo should be used on full colour applications whenever possible.
The BRMB logo is at the heart of the Backroad Mapbooks brand platform. It’s the most recognizable element of our brand. It’s important to use it correctly and consistently. Use the logo exactly as provided; individual elements should never be altered, modified or omitted.
Always position the logo for maximum impact, and give it plenty of room to “breathe”.

The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility. These illustrations show the clear space around the approved logos. No text or graphical elements may be used in the clear space.
Clear Space

Horizontal Application

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edges of printed communications.

The examples shown represent the minimum clear space, which is equivalent to the width of the “M” in BRMB.

When used near outside edges of printed communications, there must be a minimum clear space equivalent to the twice the width of the “M” in BRMB, from the edge of the page.
Minimum Size

To make sure the BRMB logo is clear and legible, there is a minimum size requirement. The minimum size is based on the height of the primary logo for the vertical application and the width of the primary logo for the horizontal application.

Mobile
100 Pixels

Print
2 Inches

Web
145 Pixels

Embroidery
3.25 Inches

backroadmapbooks.com
Minimum Size

In certain applications, the minimum size may be smaller. The smaller usage must be approved by the BRMB Marketing & Communications Department.

Embroidery: 4.5 inches

Print: 2 inch

Web/Mobile: 150 Pixels
SNOWMOBILING ADVENTURES
Everyone relies on our logo to identify our products and to distinguish them from those of our competitors. As innovators and leaders in the mapping industry, we take pride in our products and services. Our logo is a promise to our customers that our products will continue to deliver the same unique, detailed quality as when the company was established in 1993.

To maintain consistent use and ensure the integrity of the logo, use only approved electronic art files, available from the Backroad Mapbooks Marketing & Communications Department.
Please forward your requests to:
Lee Ann Pughe
Marketing & Communications Manager
lpughe@backroadmapbooks.com
Full Colour Usage

Correct usage and misuse examples

Use on white backgrounds.

Use on light coloured backgrounds.

Use on light coloured photographs and/or textures.

DO NOT use on dark coloured backgrounds.

DO NOT use on patterns.

DO NOT use on dark photographs and/or textures.
One Colour Logo-Black

The black one colour logo may be used on white or light-coloured backgrounds, where reproduction constraints prevent the use of the primary full colour logo.
One Colour Logo-Black

Correct usage and misuse examples

- Use on white backgrounds.
- Use on light coloured backgrounds.
- Use on light coloured photographs and/or textures.
- DO NOT use on dark coloured backgrounds.
- DO NOT use on patterns.
- DO NOT use on dark photographs and/or textures.
Reverse Logo

The reverse logo may be used on black or dark coloured backgrounds where reproduction constraints prevent the use of the primary full colour logo.

backroadmapbooks.com

ph: 604.521.6277
Reverse Logo

Correct usage and misuse examples

Use on black or dark grey backgrounds.

Use on dark coloured backgrounds.

Use on dark photographs and/or textures.

DO NOT use on white or light coloured backgrounds.

DO NOT use on patterns.

DO NOT use on light coloured photographs and/or textures.
PARK ADVENTURES

ph: 604.521.6277
HUNTING
ADVENTURES
Alternate Logo

Due to space or process limitations

In some instances where you are not able to optimally show the full, primary Backroad Mapbooks logo due to space or process limitations, an exception may be made to allow use of the BRMB wordmark on its own. This exception requires approval on a per item basis by the Backroad Mapbooks Marketing & Communications Department.

Full Colour
Use full colour wordmark logo on white or light coloured backgrounds. Primary full colour logo usage guides (page 25 and page 26) also apply.

One Colour
Use the black logo on white backgrounds, light coloured backgrounds and black and white applications. Primary black one colour logo usage guides (pages 27 and 28) also apply.

Reverse 1 Colour
Use the reverse logo on dark grey, black or dark & grey textures. Reverse logo usage guides (page 29 and page 30) also apply.

Reverse Full Colour
Use of the reverse full colour logo is limited to dark grey or black backgrounds. This logo may also be used on dark grey & black textured backgrounds.
Alternate Logo

Minimum Size

- **Print**: 3/4 Inch
- **Web**: 57 Pixels
- **Mobile**: 57 Pixels
- **Screen Printing**: 1 Inch
- **Embroidery**: 1 1/2 Inches

Clear Space

Always allow a clear space equivalent to the width of the “M” between the alternate logo and surrounding elements. When used near outside edges of printed communications, there must be a minimum clear space equivalent to twice the width of the “M” in BRMB, from the edge of the page.
Vertical Banner

Full colour application only

The vertical banner is to be used in full colour applications only, where the background colour, texture, pattern or imagery does not allow the use of the primary colour logos. The vertical banner is to be used as specified on this page, and none of its components are to be altered, modified, recreated, distorted or omitted.

The vertical banner must be aligned with top edge of the artboard (eg. top of advertisement, web page, image, web banner ad, etc.). Note: when aligned to the top of a page in printed communications, the height of the top orange bar must be increased upwards by 0.125” to cover bleed.

Always allow a minimum clear space of half (1/2) of the width of the banner between the banner and surrounding elements.

Minimum Size:
The minimum size of this banner should be such that the primary Backroad Mapbooks logo is not smaller than the minimum size specifications on page 19 of this guide.

0.125” Bleed
Add 0.125” to top orange bar of the banner to cover bleed whenever banner is used at the top of the page on printed communication.

Clear Space
Always allow a clear space equivalent to at least 1/2 of the width of the banner between the non-anchored edges of the banner and surrounding elements.
PADDLING ADVENTURES
Horizontal Banner

Full colour application only

The horizontal banner is to be used in full colour applications, where the background colour, texture, pattern or imagery does not allow the use of the primary colour logos. The horizontal banner is to be used as specified on this page, and none of its components are to be altered, modified, recreated, distorted or omitted.

The horizontal banners must be aligned with the left or right edge of the artboard (eg. right or left edge of an advertisement, image, web banner ad, etc.). Note: when aligned to the right or left of a page in printed communications, the width of the vertical orange bar must be increased outwards by 0.125” to cover bleed.

Always allow a clear space equivalent to at least half (1/2) of the height of the banner between the banner and surrounding elements.

0.125” Bleed
Add 0.125” to side orange bar of the banner to cover bleed when banner is used in printed communication.

Minimum Size:
The minimum size of this banner should be such that the primary Backroad Mapbooks logo is not smaller than the minimum size specifications on page 20 of this guide.

Clear Space
Always allow a clear space equivalent to at least 1/2 of the height of the banner between the non-anchored edges of the banner and surrounding elements.
Corner Banner

Full Colour - Horizontal application

The corner banner is to be used in full colour applications only where the background colour, texture, pattern or imagery does not allow the use of the primary colour logos. The corner banner is to be used as specified on this page, and none of its components are to be altered, modified, recreated, distorted or omitted.

The corner banner must be aligned with the top left corner of the artboard (eg. top left of advertisement, web page, image, web banner ad, etc.). Please use pre-designed full bleed and no bleed banners accordingly.

Note: There are no clear space restrictions other than common design sense on this banner.

0.125” Bleed
The full bleed corner banner has been pre-designed to allow for 0.125” bleed on top and right side of the banner at any size. Please do not modify banner size.

ph: 604.521.6277
RECSITE
ADVENTURES
Our signature colours are at the very core of the BRMB brand. Our orange and dark grey colour palette plays a vital role in establishing a clear and powerful image of our brand.

Our signature colours may be used extensively both for large areas of color and as accent colors.
Our Fonts

News Gothic Family Font

The BRMB font choices are bold, exciting, modern, and easy on the eyes. They speak to our commitment to innovation while reflecting our brand story, voice and personality.

The use of these fonts can be seen throughout our websites, publications, and printed communications.
Please forward your brand inquiries to:
Lee Ann Pughe
Marketing & Communications Manager
lpughe@backroadmapbooks.com