

Working with the SGITP Brand

The Southern Gulf Islands Tourism Partnership (SGITP) brand represents the identity of our entire region. To keep it clear, consistent, and fair, there are limitations for how it can and cannot be used. This guide outlines what brand elements are restricted, where they should be removed, and how partners can continue to benefit from shared initiatives.

AT A GLANCE

- ✓ **Do** share and use SGITP photos & video (logo-free) with credit to Southern Gulf Islands Tourism and the photographer
- ✓ **Do** repost official SGITP graphics exactly as provided
- ✓ **Don't** use SGITP logos, taglines, colours, fonts or copy in your own materials
- ✓ **Don't** suggest partnership without a formal agreement

DETAILED STANDARDS

1. Logos

Restricted elements:

- SGITP primary logo
- SGITP-owned island logos



Where to remove them:

- Website headers, footers, or pages
- Business advertising (print, digital, or social ads)
- Brochures, posters, menus, or signage you create
- Merchandise or packaging
- Event/program materials
- Digital content (photos or videos on social media)



Going forward:

- Use your own business logo and branding
- Discontinue use of brochures/signage with the SGITP logo once stock runs out

- Do not add the SGITP logos to new content without a written agreement

2. Taglines, slogans, and copy

Restricted elements:

- Copy taken from SGITP's website, brochures, or reports
- Reworded versions of SGITP brand or campaign text
- Seasonal SGITP campaign taglines

Where to remove them:

- Website copy
- Ads or print materials
- Social media graphics or captions

Going forward:

- Develop original copy that highlights your unique voice
- Share SGITP posts or links directly rather than reusing copy
- Use shared templates provided by SGITP when available

3. Visual identity

Restricted elements:

- SGITP brand colour palette
- SGITP brand fonts/typography
- Collage elements, patterns, graphics, or motifs from SGITP campaigns
- Website design elements

Where to remove them:

- Websites, print materials, or ads styled with SGITP's brand look

Going forward:

- Use your own colours, fonts, and design
- Share SGITP materials as-is instead of recreating the look

PRIMARY COLOURS These colours form the foundation of our brand.		SECONDARY COLOURS Use these colours as accents.
fathom PMS 302 C100 M74 Y40 K32 #003366 R3 G28 B88	sandstone C24 M24 Y27 K0 #C9C9C9 R195 G184 B177	fog C15 M18 Y16 K8 #778899 R119 G131 B40
		field C20 M33 Y15 K0 #F0E68C R207 G164 B51
gull C32 M20 Y19 K0 #A9A9A9 R175 G186 B192	shell C6 M6 Y6 K0 #E6E6E6 R236 G232 B225	arbutus C0 M51 Y65 K45 #D2691E R132 G90 B34
		charcoal C0 M0 Y0 K100 #000000 R0 G0 B0

4. Templates and graphics

Restricted elements:

- SGITP-designed posters, brochures, maps, or social graphics (unless distributed for sharing as-is)
- Custom edits of SGITP design files

Where to remove them:

- Discontinue use of altered print materials
- Remove altered SGITP designs from online channels

Going forward:

- Repost SGITP graphics directly on social media, without changes
- Request content kits when available for partner use

5. Photos and videos

Restricted elements:

- None
- SGITP-owned photos and video without any logos, lockups, or watermarks are available for partner use (unaltered)

Where to remove them:

- Any media files where the SGITP logo or campaign graphics appear

Going forward:

- Use logo-free SGITP content, your own photography, or free stock
- Always keep SGITP-provided imagery intact and unaltered
- Add an image credit such as “Photo by Stasia Garraway for Southern Gulf Islands Tourism” or “Credit: Southern Gulf Islands Tourism | Stasia Garraway”
- Request access to SGITP imagery as needed