

Welcome to the **Tourism Calgary Playbook.**

Tourism
Calgary  BLUE
SKY
CITY



Contents

Oh, hey there. Thanks for stopping in. This playbook is your go-to guide for everything related to the Tourism Calgary brand. Feel free to explore from the top or jump to the section you're looking for. 😎

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Introduction

Calgary is no ordinary place and Calgarians are no ordinary people.

We are a bold, vibrant and evolving city, consistently ranked among the top in the world for liveability, affordability and quality of life. But for too long, we've struggled to convey the diversity, excitement and limitless possibilities that exist here. That's why the [Blue Sky City](#) rebrand is a new way forward.

This playbook demonstrates how we embrace the Blue Sky City rebrand, while also sharing our own unique Tourism Calgary brand articulation and guidelines.

Right out of the blue.

With every action ask yourself:

**Does this approach feel right
out of the blue?**

This articulation captures and conveys the adventurous spirit, imagination and unexpected possibilities our city offers. Whether you're a visitor, business or fellow Calgarian, our city will inspire, delight and exceed your expectations. While we don't need to explicitly state this expression in external facing communication, it guides our approach for how our brand talks, thinks, looks and shows up in the world.

Why it works:

- Clear tie to Blue Sky City
- Leverages unexpected possibilities
- Unmistakably tourism
- Inspires creativity and blue-sky thinking

What Makes Our Brand Unique

We are warm, enthusiastic hosts.

Yep, you don't become [the world's friendliest city](#) by accident. Calgarians stands out for our world-class hospitality and genuine enthusiasm for sharing our city. You're always just one hello away from a new friend here.

We are diverse in our people, culture and experiences.

Calgary has so much more to offer than most people realize. As Canada's third most diverse population, we are passionate about sharing our vibrant stories, rich culture, exciting outdoor adventures and flourishing business opportunities.

Where blue-sky thinking, passion and possibilities converge.

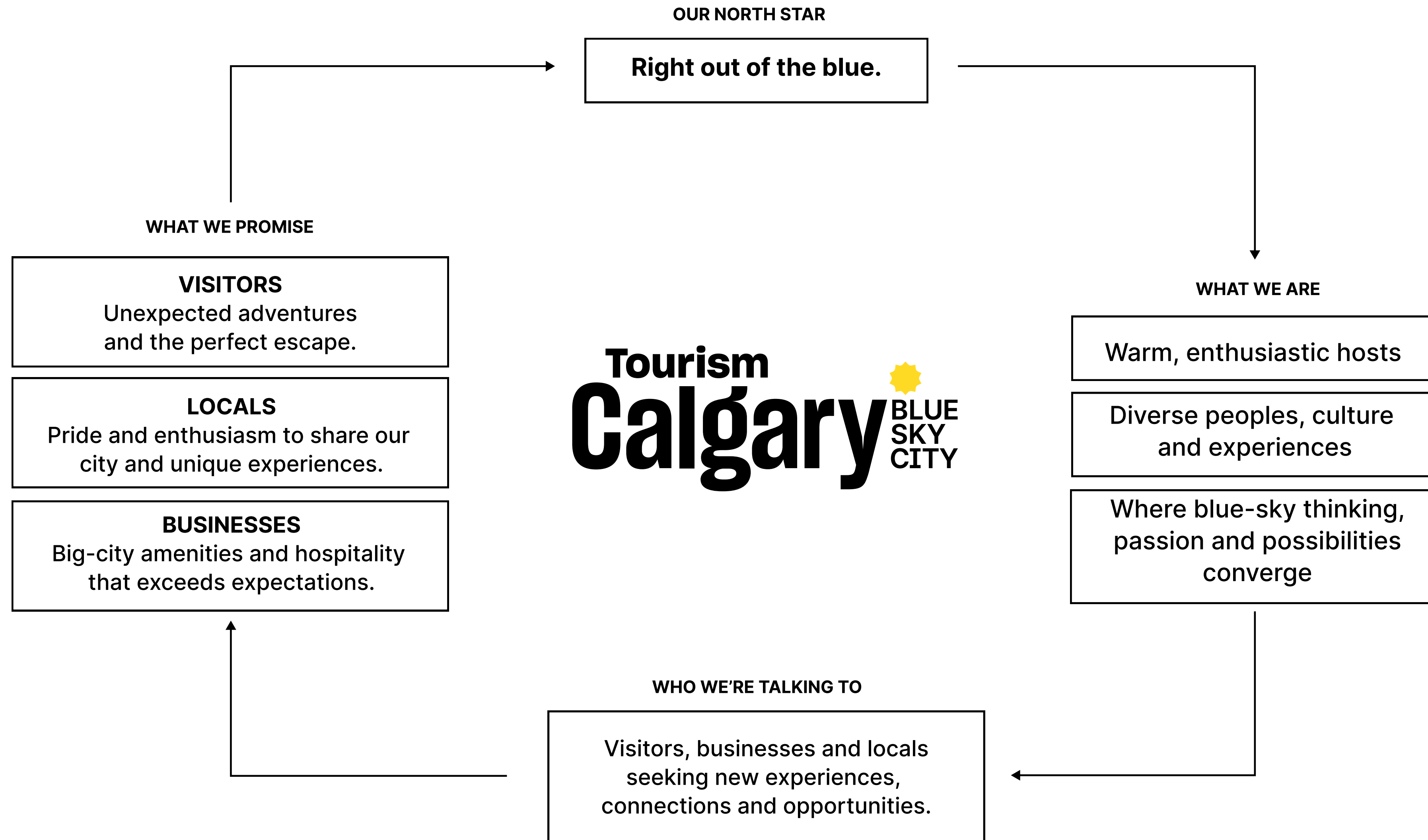
Home to big city amenities, four-season adventures, world heritage sites, the world's friendliest people and breathtaking natural landscapes. All converging to create a city where the possibilities are as limitless as our blue skies.

Your Role In Our Brand

Each of us plays a vital role in delivering a consistent and positive brand experience for everyone who interacts with us. By staying true to our brand and sharing what makes us unique, we build trust, foster deeper connections, and present our city in the best possible light. Interestingly, the clearer our brand is defined, the more freedom we have to play.

This playbook serves not only to provide guidance, but also to inspire your creativity.

Brand Model



Brand Personality

We are warm, genuine and enthusiastic hosts.

Always quick with a smile or a helping hand. Whether you're a first-time visitor or lifelong Calgarian, we make everyone feel at home in our city.

We are smart, playful and brimming with endless possibilities. The sky is truly the limit here. We love to think big and the power of "What if..."

With a deep love for Calgary, we celebrate our diverse people, culture, stunning landscapes and entrepreneurial spirit.

With every action ask yourself:

"What if..."

+

"How can I help?"

BRAND ATTRIBUTES

**We are
warm,
welcoming
smart & playful.**

With every action ask yourself:

*Does this make our brand feel warm,
welcoming, smart & playful?*

Brand Personality

OUR MINDSET

We set out each day to enhance Calgary's appeal as a unique destination to visit, live or do business.

With every action ask yourself:

Does it contribute to enhancing Calgary's appeal as a unique destination?

WHO WE CHAMPION

Our city at large. Calgary is spectacular, diverse and full of hidden gems. We are also a major economic & innovation hub, brimming with opportunity.

Calgarians. Our warmth, friendliness and hospitality are unmatched.

Our breathtaking nature and scenery. From our majestic Rockies and thrilling adventures to our beautiful parks, sunsets and beyond.

Our partners, experiences and B2B opportunities. We proudly promote our partners, events, unique attractions and amenities to position Calgary as both a world-class travel and business destination.

Surrounding attractions. We also promote areas beyond Calgary such as Banff, Drumheller, Bragg Creek, Brooks, Airdrie and more.

Tone Of Voice

Overview

Building on our brand personality, we have a distinct tone of voice. This defines how we speak and bring our brand to life through written expressions.

**The Tourism
Calgary voice is
warm, welcoming,
smart & playful.**

Just like a person has different personality traits so does our brand. Depending on who we're talking to, one trait might come through more than others, but they all work together to create a familiar, consistent voice.

Tone Of Voice

Warm & Welcoming

IT FEELS

Friendly, passionate,
genuine

But never:
Flaky, naive, salesy

HOW WE SPEAK:

Like your favourite Calgarian, we are warm, friendly and welcoming. We pride ourselves on our western hospitality and make everyone feel at home in our city. This means we are bright, genuine and enthusiastic. We embody Calgary's friendliness and 333 days of sunshine. When we speak, it should feel personal, like catching up with a friend over a coffee or beer. We're still professional, but not stuffy. We're a trusted host, but we feel like an old friend.

EXAMPLES

We welcome you with open arms and open skies.

Where business meets bucket list.

Of course we're one of the friendliest cities in the world. We get sunshine almost every day.

Home to the greatest outdoor show and friendliest people on Earth.

Tone Of Voice

Smart & Playful

IT FEELS

Fun, innovative,
aspiring

But never:
Silly, distracting, forced

HOW WE SPEAK:

Calgary is full of unexpected possibilities. When we speak, we want to convey this sense of limitless adventure and opportunity. So embrace blue-sky thinking. Be fresh, inventive and imaginative. Give every sentence an idea, smile or surprising twist. Anything is possible here. We want our language to reflect that. Celebrate our diverse people, places and experiences. Think of interesting combinations that are unique to Calgary. Evoke the senses when possible. Paint a picture of endless possibilities.

EXAMPLES

Today's forecast: Blue-sky thinking.

Think big. Like Canadian Rocky Mountain big.

A festival's more fun when it's on an island.

Gravity is stronger in Calgary. Downhill karting proves it.

Copy Examples

Find your unaccording to plan.

Surf on a glacier. Shakespeare by the Bow. Enjoy a morning hike that unexpectedly turns into a night of dancing on a table at a piano bar with strangers. Calgary is full of unexpected possibilities. A place as rich and diverse in people and nature as it is in unforgettable experiences.

Discover more at www.visitcalgary.com

Big-city amenities. Small-town friendly.

Sure, our natural wonders have a way of stealing the spotlight, but they're only outdone by the warmth of our people. Ultimate hosts - voted the friendliest in the world - here to make your next event a success. Combine that with over a million square feet of meeting space, and we're just getting started.

Uncover more at www.visitcalgary.com

333 days of sunshine to make any sporting event shine.

Calgary is home to endless blue skies and possibilities for your next sporting event. As the perfect host city, we offer world-class facilities, hospitality and a passionate sports community. Whether you're planning a golf tournament, curling championship or something entirely new, we're here to make your event shine.

Discover more at www.visitcalgary.com

Audience Maps

For **Visitors**

INSIGHT

Visitors want to have a unique and memorable experience. They want the promise of a distinct experience that can't be replicated anywhere else.

MESSAGING GUIDELINES

- Showcase the incredible range of experiences that exist here
- Present Calgary as a friendly, and welcoming place to visit
- Give every sentence an idea, smile or unexpected twist

MESSAGING EXAMPLES

Explore the city by bike, train or lazy river.

Catch a wave 1,000 km from the ocean.

We'd give you the shirt off our back or the toque off our head.

Extra sunny days call for extra tasty sips in our beloved Barley Belt.

Audience Maps

For **Calgarians**

INSIGHT

Calgarians are eager to discover new experiences within their own city. They also want to celebrate and share what makes Calgary great with others.

MESSAGING GUIDELINES

- Highlight hidden gems and surprising new experiences
- Celebrate our diversity and friendly, welcoming nature
- Inspire Calgarians to be enthusiastic hosts and share our city with others

MESSAGING EXAMPLES

Visit the ski hill to go-kart.

Concert hop on an island.

Famous for our sunny disposition.

Say hello in over 120 languages.

For **Businesses**

INSIGHT

Businesses seek thought leadership, innovation, favourable logistics and unique experiences. They also want a partner who goes the extra mile to provide a great experience and make their event a success.

MESSAGING GUIDELINES

- Embrace our innovative spirit and blue-sky thinking to convey the sense of endless possibilities
- Find novel ways to combine business messaging with Calgary's unique features
- Demonstrate the warmth of our people and our hospitality that goes above and beyond

MESSAGING EXAMPLES

Where business meets bucket-list.

Embrace blue-sky thinking and bluebird days.

Big-city amenities. Small-town friendly.

We go above and beyond to make every event one you'll want to repeat.

Style & Grammar

This section outlines our style and grammar guidelines to help keep our brand messaging clear and consistent.

BASICS

Active voice. Use active voice, not passive voice. In active voice, the subject of the sentence performs the action. It's direct and often clearer.

Be concise. Use plain, simple language. Prioritize short words and sentences. Write and rewrite. Then rewrite some more.

Avoid cliches. We're all about the unexpected. Push past first-thoughts to find fresh, inventive ways to convey our message.

Get specific. The more specific we are, the more interesting and engaging our writing becomes.

Have fun. Be playful and adventurous with language. The more you enjoy writing for our brand, the more people will enjoy reading it.

HEADLINE EXAMPLES

- ✓ Calgary is full of unexpected possibilities.
- ✗ Unexpected possibilities are found throughout Calgary.

- ✓ River walk or surf.
- ✗ Take a leisurely stroll along the river or experience the thrill of river surfing.

- ✓ Home to unicorn start-ups and real-life dinosaurs.
- ✗ Calgary is great for work and play.

- ✓ Say hi to Shania, Joni and the Hip.
- ✗ Explore the best of Canadian music at Studio Bell.

- ✓ Ye olde family time is more fun at Heritage Park.
- ✗ Heritage Park is a fun place to bring your family.

Style & Grammar

CAPITALIZATION

We use Sentence case for headlines and sentences. Sentence case capitalizes the first letter of the first word while leaving the rest lowercase (proper nouns are an exception and are always capitalized).

HASHTAGS

We use the hashtags [#BlueSkyCity](#) and [#CaptureCalgary](#) to increase visibility and engagement on social posts. Always use Title Case in hashtags.

Don't force hashtags. Use at the end of post copy as desired.

EMOJIS

Emojis are a fun way to add personality to our writing but use them sparingly and deliberately.

CAPITALIZATION EXAMPLES

Have breakfast with a polar bear.

Stumble into Shakespeare.

HASHTAGS EXAMPLES

✓ [#BlueSkyCity](#) [#CaptureCalgary](#)

✗ [#blueskycity](#) [#capturecalgary](#)

Extra sunny skies call for extra tasty sips.

Discover the 10 best patios in Calgary.

[#BlueSkyCity](#) [#CaptureCalgary](#)

EMOJIS EXAMPLES

48 hours in Calgary, but it's already planned for you. 🙌

Don't miss the fall edition of how to spend a perfect weekend in the [#BlueSkyCity](#)

Style & Grammar

PUNCTUATION

Refer to our [Punctuation Guide](#) to see how we handle dates, numbers, symbols, times and more.

CANADIAN SPELLING

Always use Canadian spelling. Set your language to English (CAN) in Word or double-check with Google. For more, see our [Word List](#).

Visual Identity

There are countless ways to visually express the Tourism Calgary brand, but it's important to keep a few basic principles in mind to ensure a consistent and cohesive brand experience.

We begin with our logo, but our visual identity extends far beyond that. Our supporting colours, typography, and graphic elements provide the foundation that truly brings the brand to life.

Next, we'll explore real-world examples of our brand in use. These examples demonstrate how our verbal and visual identity work together to create moments of surprise and delight.

Logos



The Tourism Calgary logo was created under the civic Calgary brand umbrella. Adding Tourism to the Calgary wordmark defines our organization but doesn't take away from the prominence of the Calgary destination.

Our logo suite is relatively simple with only a few variations so application is easy to use and understand.

Logos

WORKMARK WITH TAGLINE

The 2-colour wordmark and tagline lockup is our primary logo version; use these versions as much as possible. For design flexibility, the logos can be placed on any brand colour except yellow. For placement on top of a photo, use the version that ensures enough contrast for legibility.



Primary Logo: 2-Colour



Primary Logo: 2-Colour Reverse



Logos

WORKMARK WITH TAGLINE

Legibility of the primary logo can get compromised if there is not enough contrast behind it. When this happens, use these single-colour versions instead. Printing constraints can also require you to use these logo variations *i.e. black and white printing*

Placement on Photo Background



- use on a photo where there is enough negative space so it can be read clearly

Primary Logo: Black Only



Primary Logo: White Only



Logos

WORDMARK WITHOUT TAGLINE

Instances in brand applications can arise where the primary logo lockup does not always work the best. Whether you want to emphasize the Blue Sky City tagline on its own, or the logo placement area is small, we've broken up the logo lockup into separate parts to offer the most design flexibility. Follow the same background placement rules as above.



Wordmark Only: 2-Colour



Wordmark Only: 2-Colour Reverse



Wordmark Only: Black Only



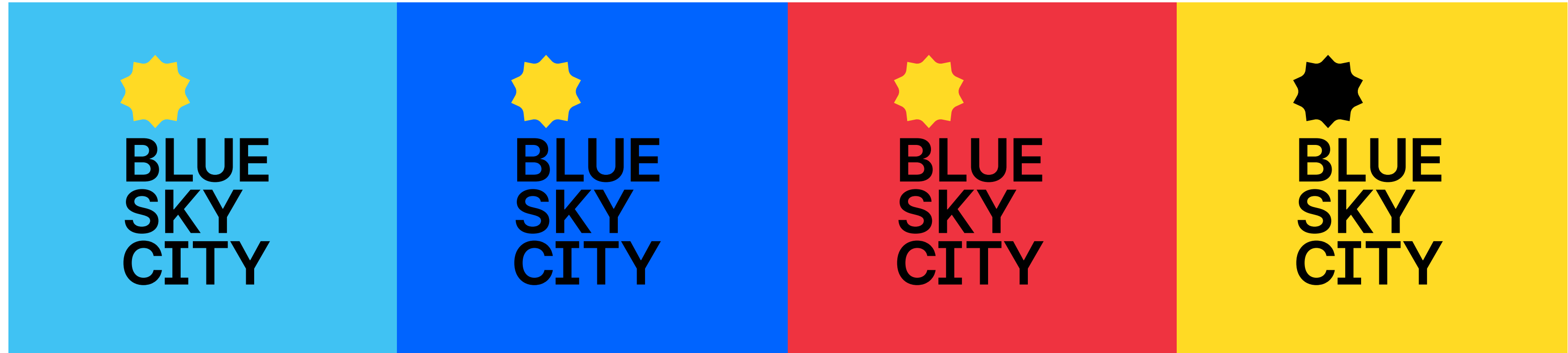
Wordmark Only: White Only



Logos

TAGLINE LOCKUP

Tagline: 2-Colour



Tagline: Black Only



Tagline: 2-Colour Reverse



White Only



Logos

You can help ensure the integrity of our brand by never altering our logo's proportions, colours, or placement.

LOGO DON'TS



× change sun size and position



× adjust alignment



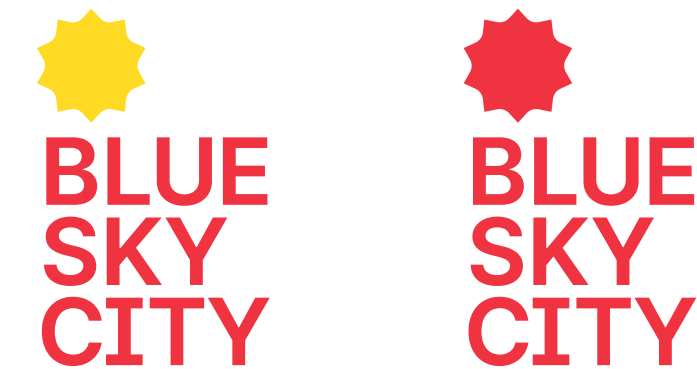
× switch sun to another bead



× place the logo over a busy background



× change colours



× change colours

Logos

LOGO CLEARSPACE

It is important to not overcrowd the logo and tagline in any applications. To ensure enough clear space, use the sun as a spacing guide.



MINIMUM SIZE

Each logo version has a unique minimum size to ensure full readability. Measure minimum height based on the Calgary 'C'.



digital: 30 pixels
print: 0.75 inches



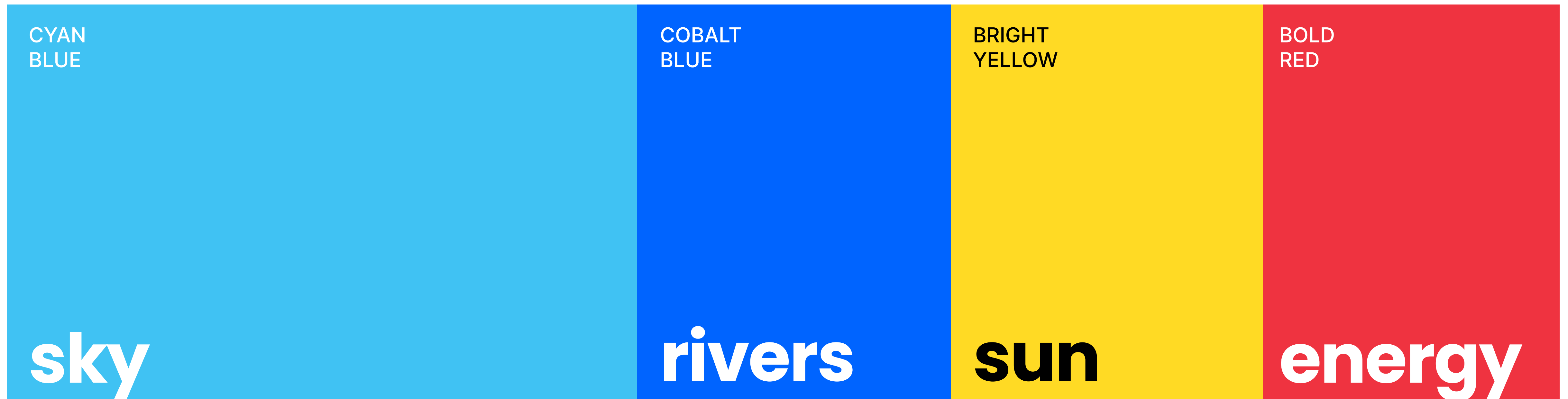
digital: 20 pixels
print: 0.5 inches

Colours

Guided by the Calgary brand, our palette is comprised of bright, saturated colours that evoke excitement, curiosity and are welcoming in nature. The addition of a darker blue sets Tourism Calgary apart from the civic brand.

PRIMARY

The primary palette consists of 4 colours, with cyan blue being the dominant colour. Use these colours at their full opacity versus tints.



75% Pantone Pro. Cyan
Pantone 2995 (where solid is required)
R64 G194 B243
#40C2f3
C75 M0 Y0 K0

Pantone 2935
R0 G100 B255
#0064FF
C100 M52 Y0 K0

Pantone 115
R255 G218 B36
#FFDA24
C2 M11 Y94 K0

Pantone 032
R239 G51 B64
#EF3340
C0 M100 Y100 K0

Colours

SECONDARY

The secondary palette consists of 4 colours, plus black and white. This colour set provides complementary shades to the primary palette - no drastic shift in colour variation. These colours are intended to only use when additional colours are required to support the primary palette. Instances when this may arise are when creating infographics, newsletters, internal reporting, social posts, etc.

LIGHT BLUE	HAZY BLUE	DEEP BLUE	WARM ORANGE	PURE BLACK
R123 G230 B254 #7BE6FE C100 M52 Y0 K0	R69 G132 B255 #4584FF C100 M52 Y0 K0	R0 G59 B149 #003B95 C100 M88 Y9 K1	R255 G167 B64 #FFA740 C0 M6 Y87 K0	R239 G51 B64 #000000 C0 M0 Y0 K100

PRIMARY & SECONDARY COLOUR PAIRING EXAMPLES



Typography

Guided by the Calgary brand, our typography system is comprised of only two font families - [Poppins](#) and [Inter](#). Just like our colour palette, the typography should evoke excitement, curiosity and be welcoming in nature.

Both font families offer a large selection of styles for design flexibility.

PRIMARY FONT - POPPINS

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins is a versatile sans-serif typeface with a friendly look. Its overall simplicity in shape make the font very legible, approachable and inclusive.

The rounded letterforms match the style of the geometric brand beads.

HEADLINE STYLING

Poppins Extrabold

SUBHEADS & FOOTERS

POPPINS
BOLD

POPPINS
BOLD

BODY COPY

Poppins Regular

Lorem Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit, Sed Diam
Nonummy Nibh Euismod Tincidunt Ut Laoreet Dolore Magna Aliquam
Erat Volutpat. Wisi Enim Minim Veniam, Quis Exercitationem Ullamcorper
Suscipit Lobortis Nisi Ut Aliquip Ex Ea Commodore Consequat.

USAGE

- To create high-impact headlines use 'ExtraBold'
- sentence case
- tighten letter spacing:
adjust kerning in figma by -2%, or in adobe by -25

USAGE

- use 'Bold'
- uppercase
- tighten letter spacing:
adjust kerning in figma by -2%, or in adobe by -25
- additional styling alternative: adjust kerning in figma
by 20%, or in adobe by 200

USAGE

- For longer body copy or any small text -
use 'Regular' or 'Medium'

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Inter is a versatile sans-serif typeface. Its tall x-height ensures readability at smaller sizes.

Pairing Inter with Poppins is helpful to create contrast in the type styles, especially when there is a range of messaging hierarchy.

SUBHEADS & FOOTERS

**INTER
BOLD**

**INTER
BOLD**

BODY COPY

Inter Regular

Lorem Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit, Sed Diam
Nonummy Nibh Eismod Tincidunt Ut Laoreet Dolore Magna Aliquam
Erat Volutpat. Wisi Enim Minim Veniam, Quis Exercitation Ullamcorper
Suscipit Lobortis Nisi Ut Aliquip Ex Ea Commodore Consequat.

USAGE

- use 'Bold'
- uppercase
- tighten letter spacing:
adjust kerning in figma by -2%, or in adobe by -25
- additional styling alternative: adjust kerning in figma
by 20%, or in adobe by 200

USAGE

- For longer body copy or any small text -
use 'Regular' or 'Medium'

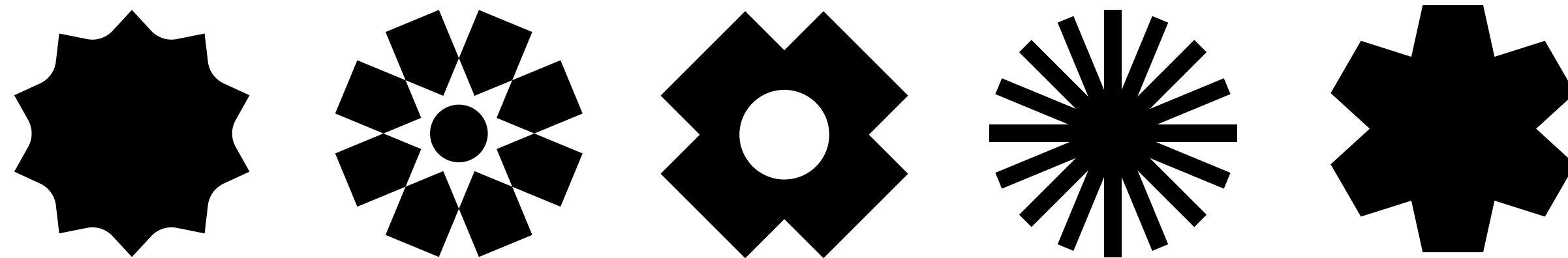
Graphic Elements

Along with colour and typography, branded graphics help elevate a brand. They provide design interest, contrast and depth within a layout or animation.

It is important to remember that these graphic elements should be secondary to any imagery, copy or messaging.

BEADS

Our brand features a library of graphic beads to be used creatively as a part of our wider visual language. These beads are designed to represent sunbursts, at varying levels of abstraction. To simplify the use of the beads, we have selected 5 beads out of the 16 bead set from the Calgary civic brand.



× do not create any new beads or modify existing set

Graphic Elements

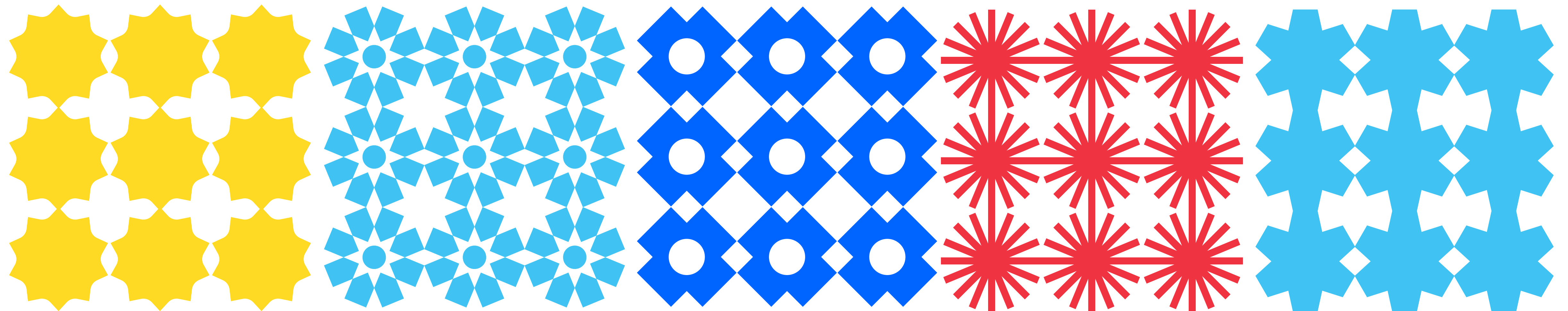
BEAD PATTERNING

It's important to use these beads in patterns or groups instead of as single elements or icons on their own. This way, we show how beadwork is about bringing together individual parts to create something greater. The pattern itself can include just one singular bead repeated or a combination of multiple beads.

USAGE

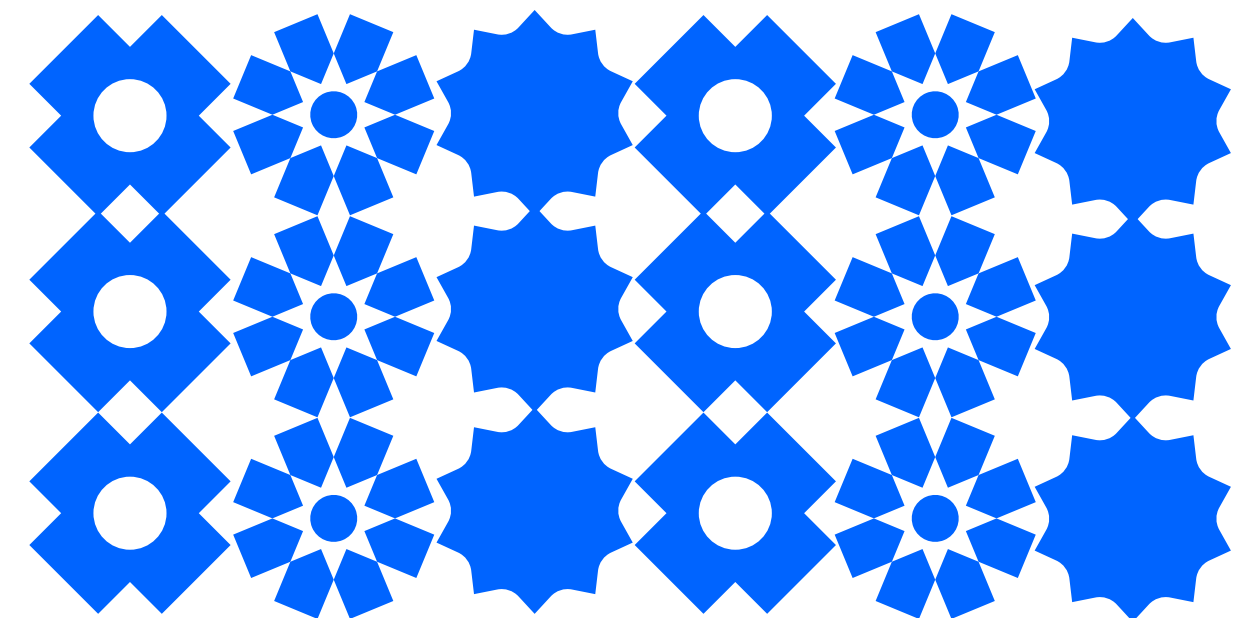
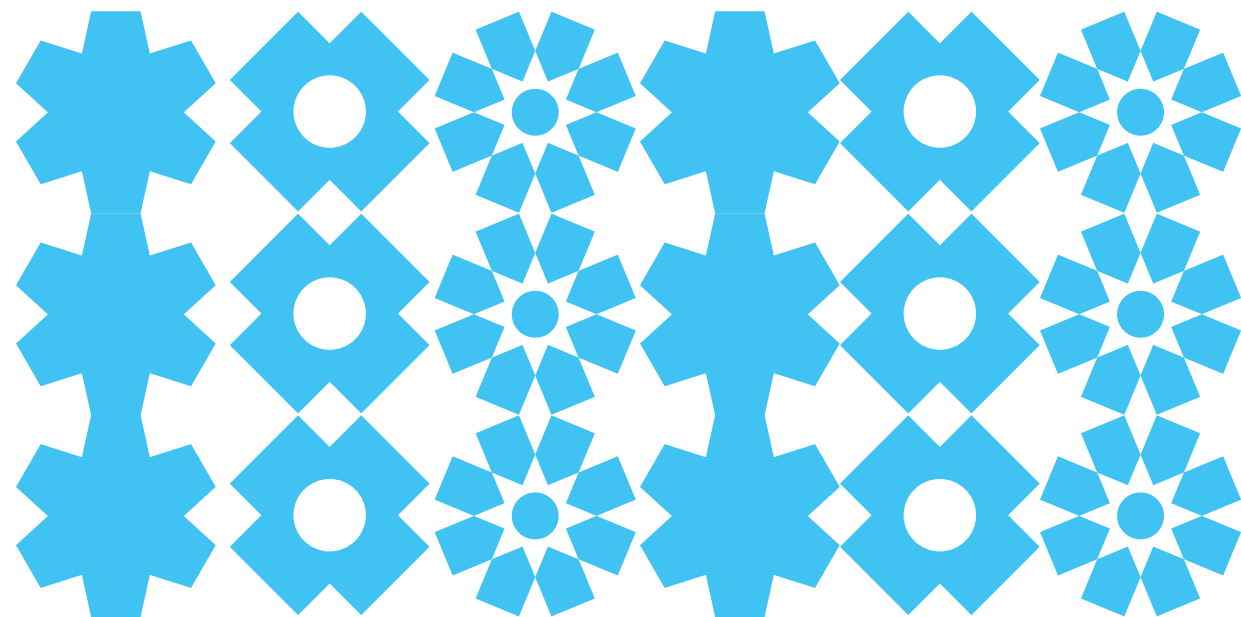
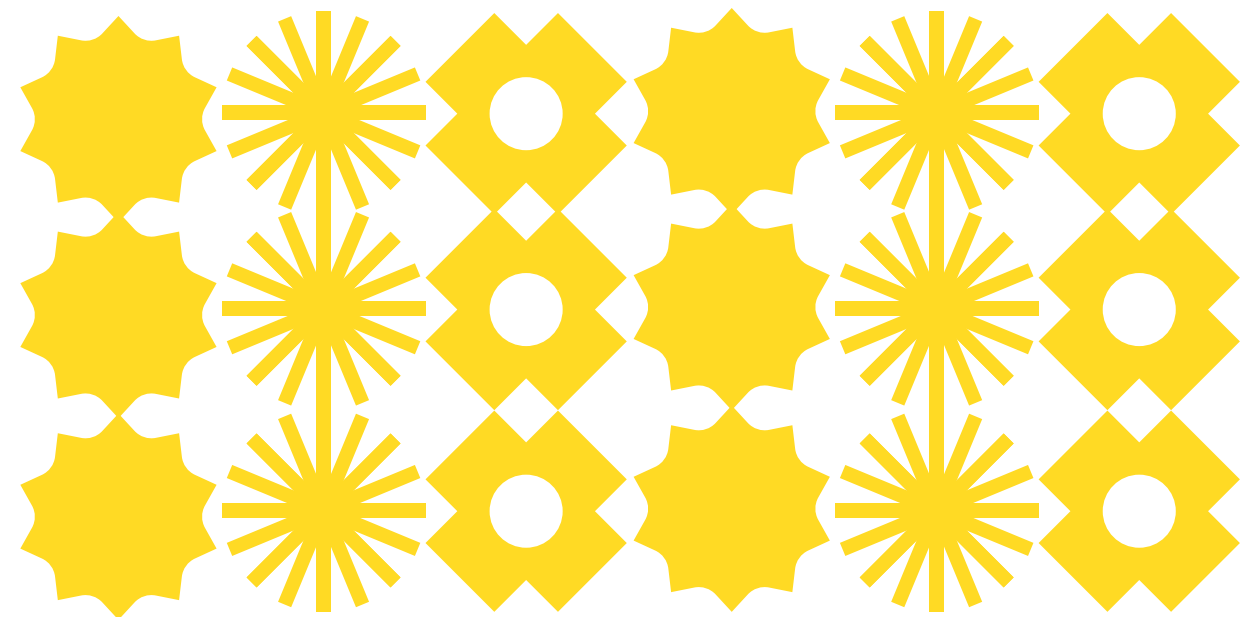
- can be filled in any of the primary brand colours,
- or in white reverse
- layered over imagery
- play with scale
- example uses: animated transition in video, pattern on backside of printed postcard, pattern on inside of tote bag, or presentation title slides

SINGLE BEAD PATTERN

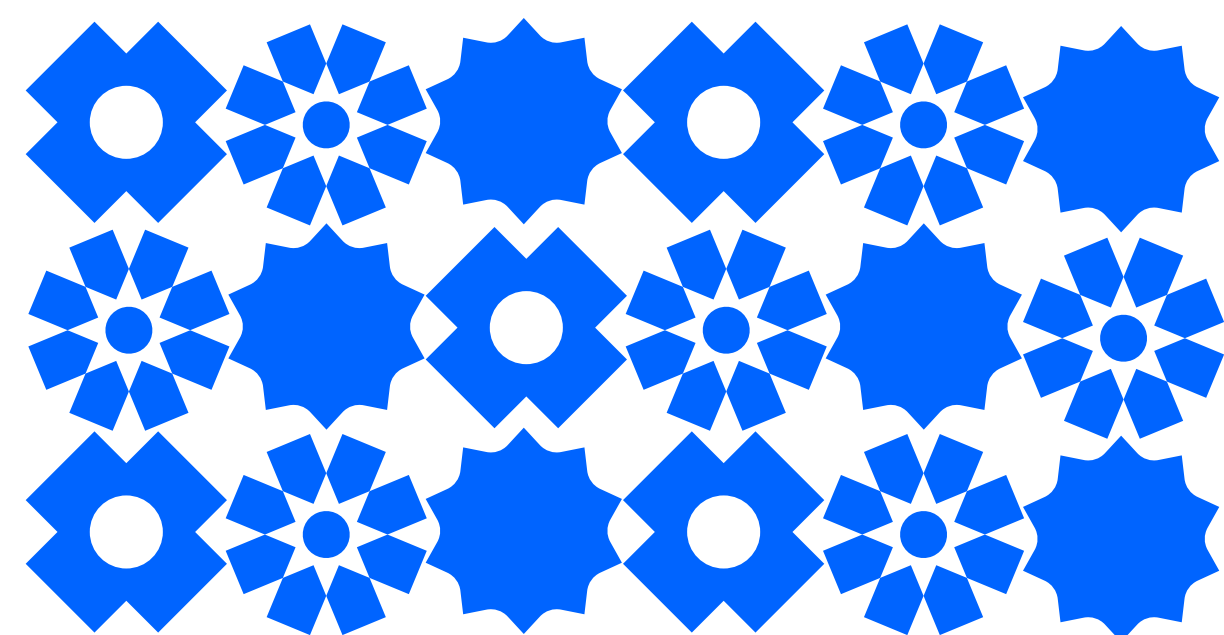
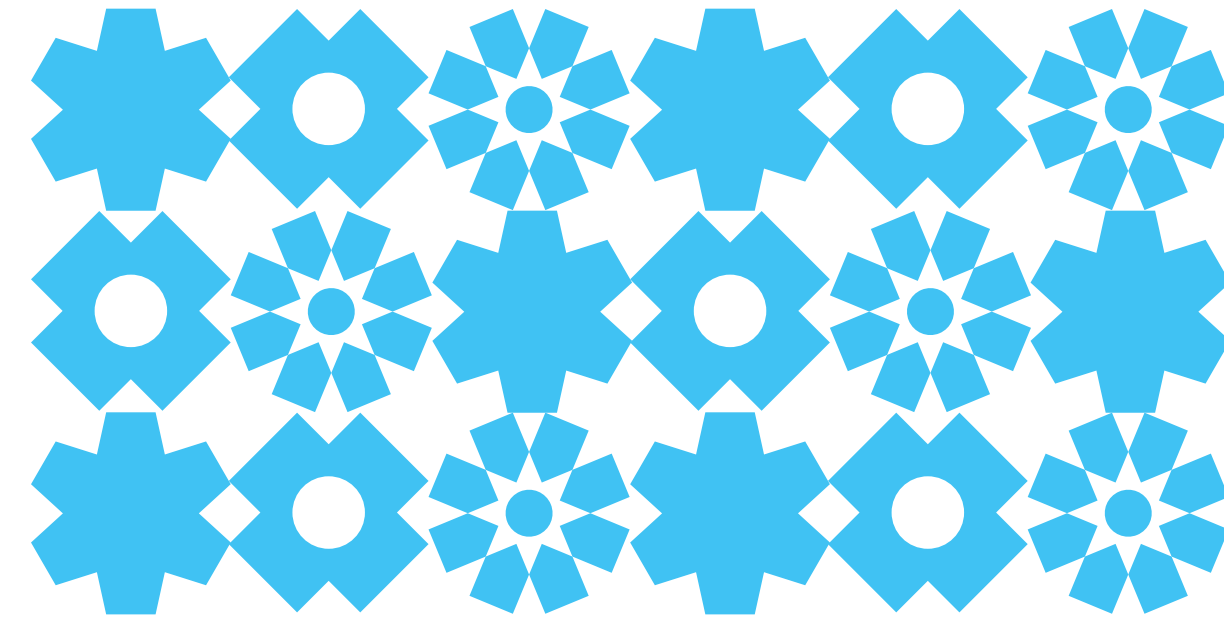
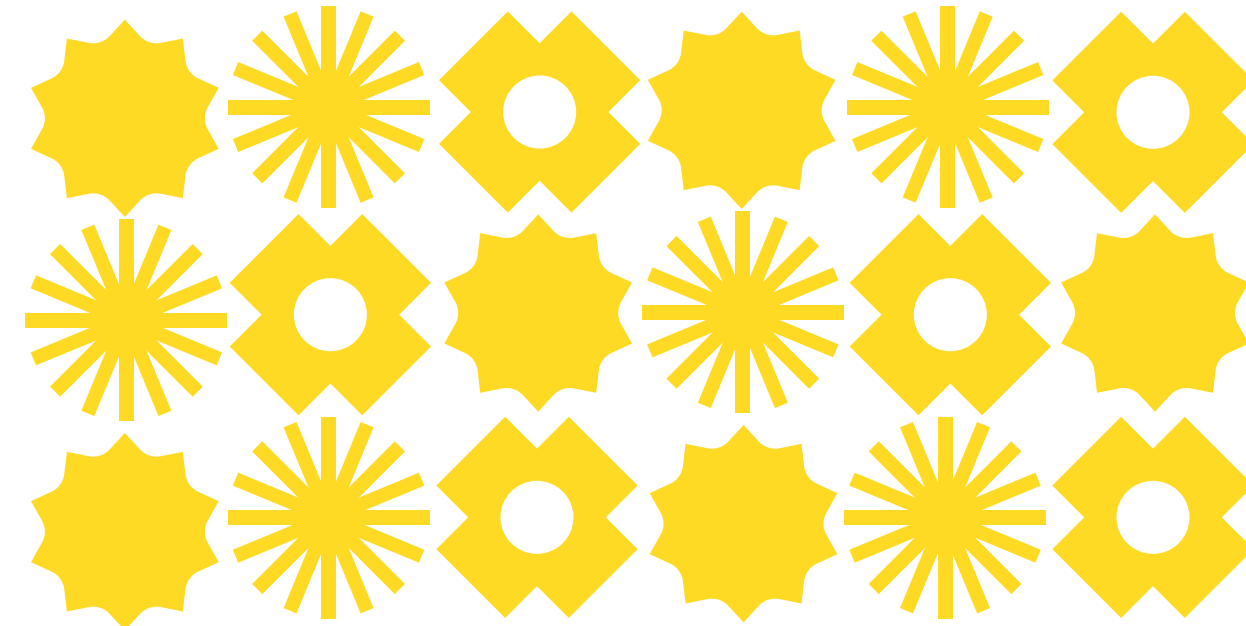


Graphic Elements

MULTIPLE BEAD PATTERN

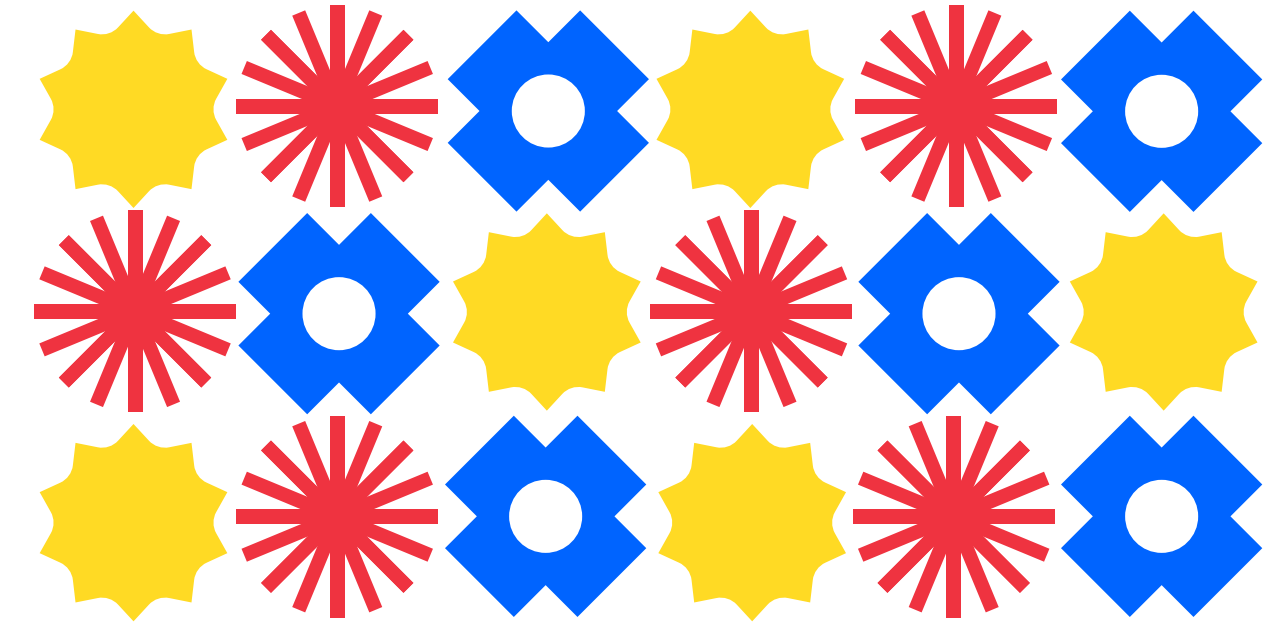


MULTIPLE BEAD PATTERN - ALTERNATING



BEAD PATTERN DON'TS

The patterns can make the brand look busy and cluttered if overused so it's important to not over complicate them design-wise. Keep the patterns to one colour, rather than alternating between colours.



× have more than one colour

Graphic Elements

To help understand how the bead pattern should be layered with an image and headline, we've created this simple exercise to demonstrate what to do and what to avoid.

BEAD PATTERN EXERCISE

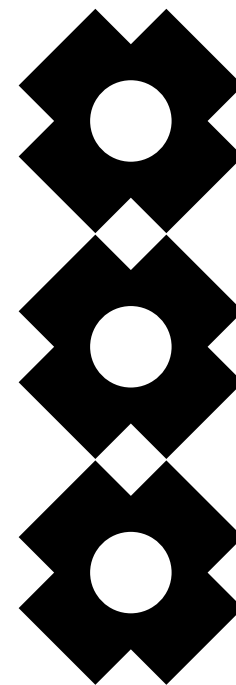
brand elements



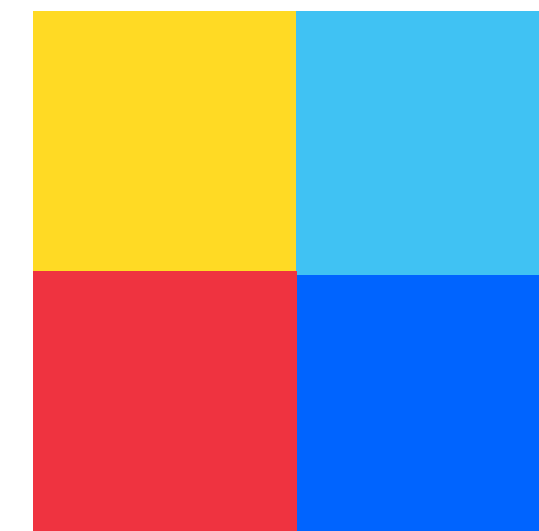
photo

**Downhill ski or
downhill go-kart.**

headline



bead pattern



brand colour



VisitCalgary.com

logo & CTA

approved layouts



Downhill ski
or downhill
go-kart.



VisitCalgary.com

Tourism
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Downhill ski
or downhill
go-kart.



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Tourism
Calgary BLUE SKY CITY



Downhill ski
or downhill
go-kart.



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incorrect layouts



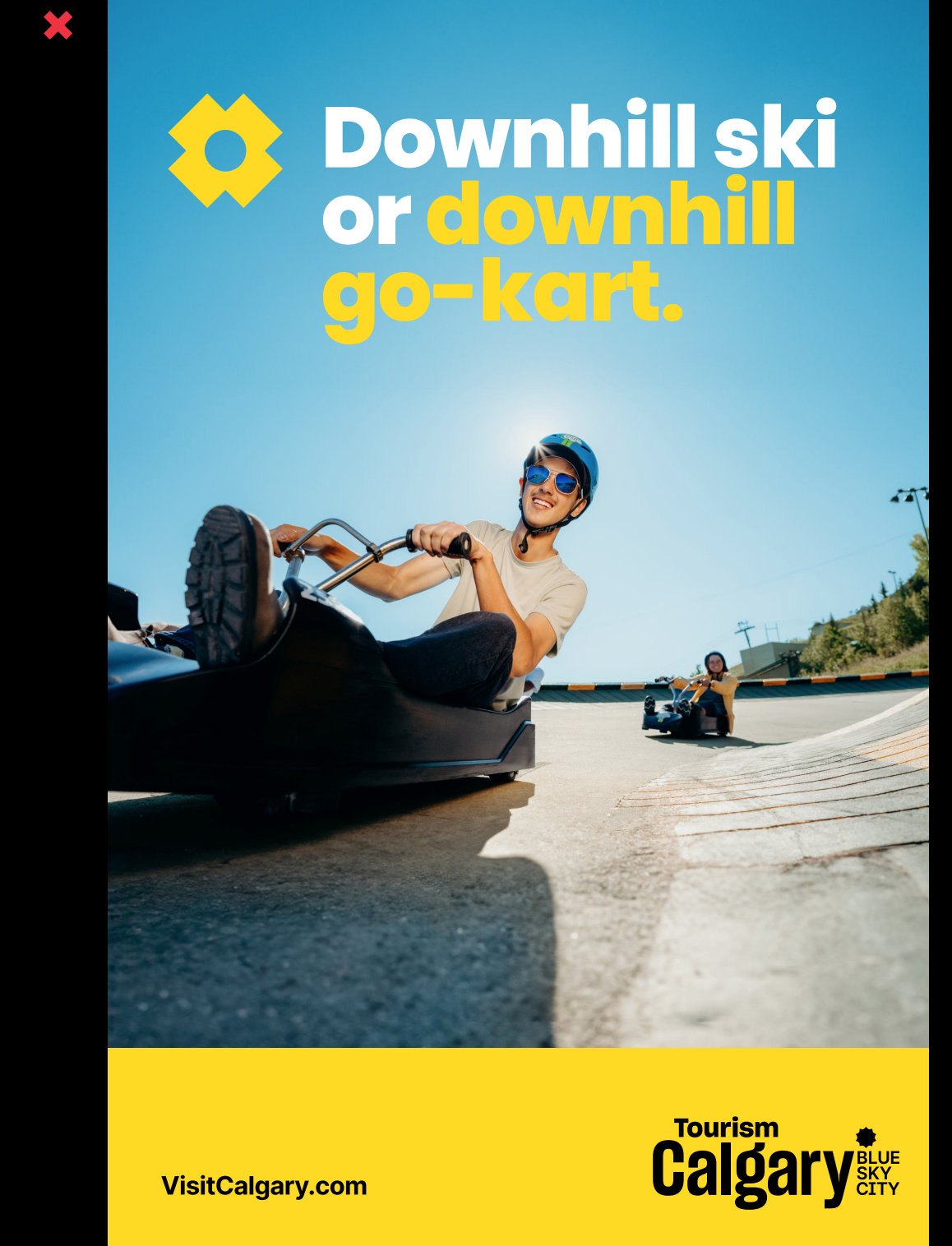
beads are overlapping focal point on photo



cyan blue does not have enough contrast against photo



beads are competing with headline



beads should not be used as single icon

incorrect layouts



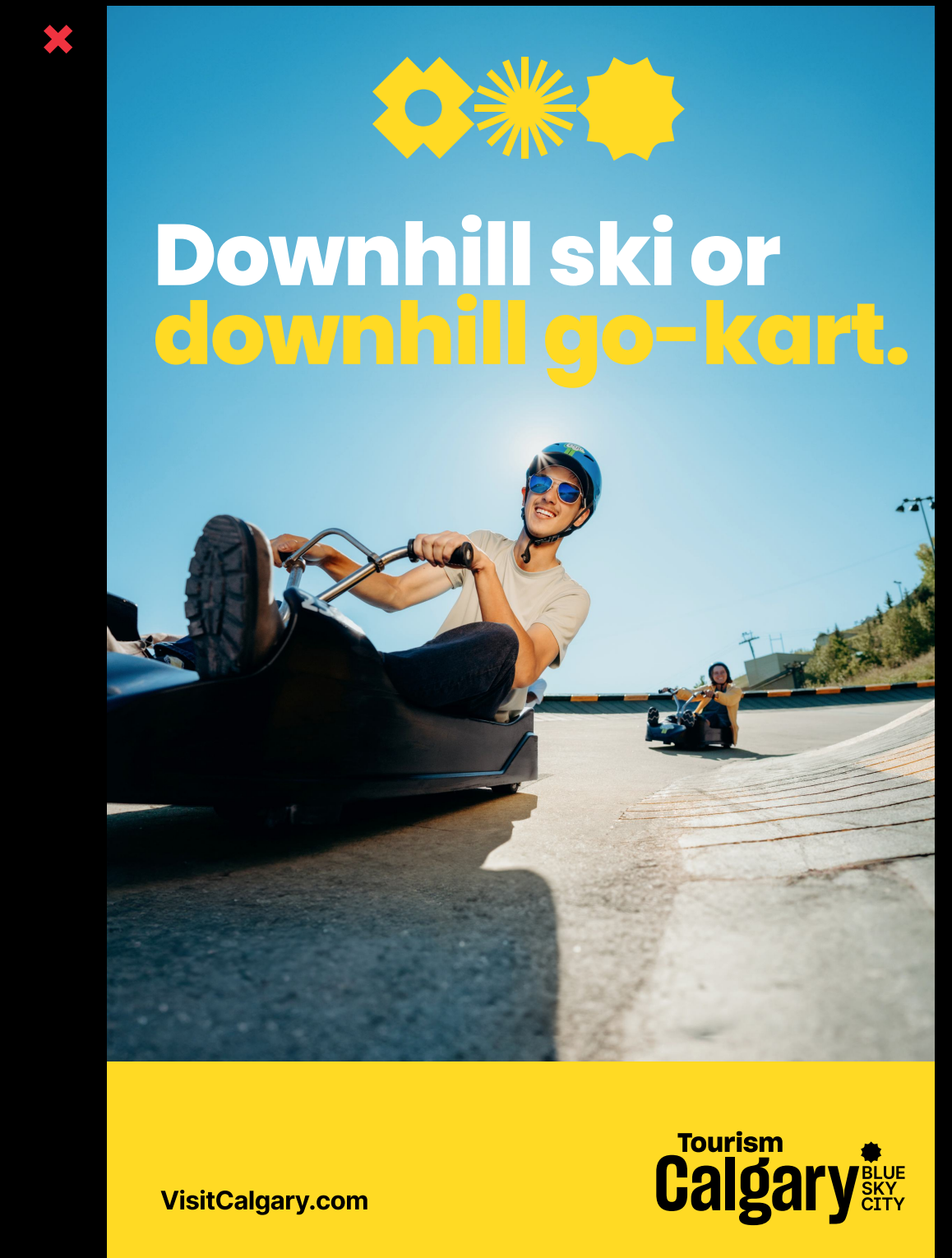
beads are competing with photo and headline



beads are competing with photo



beads should bleed into the same colour, too many brand colours in use



beads should not be floating but rather grounded/cropped to an edge

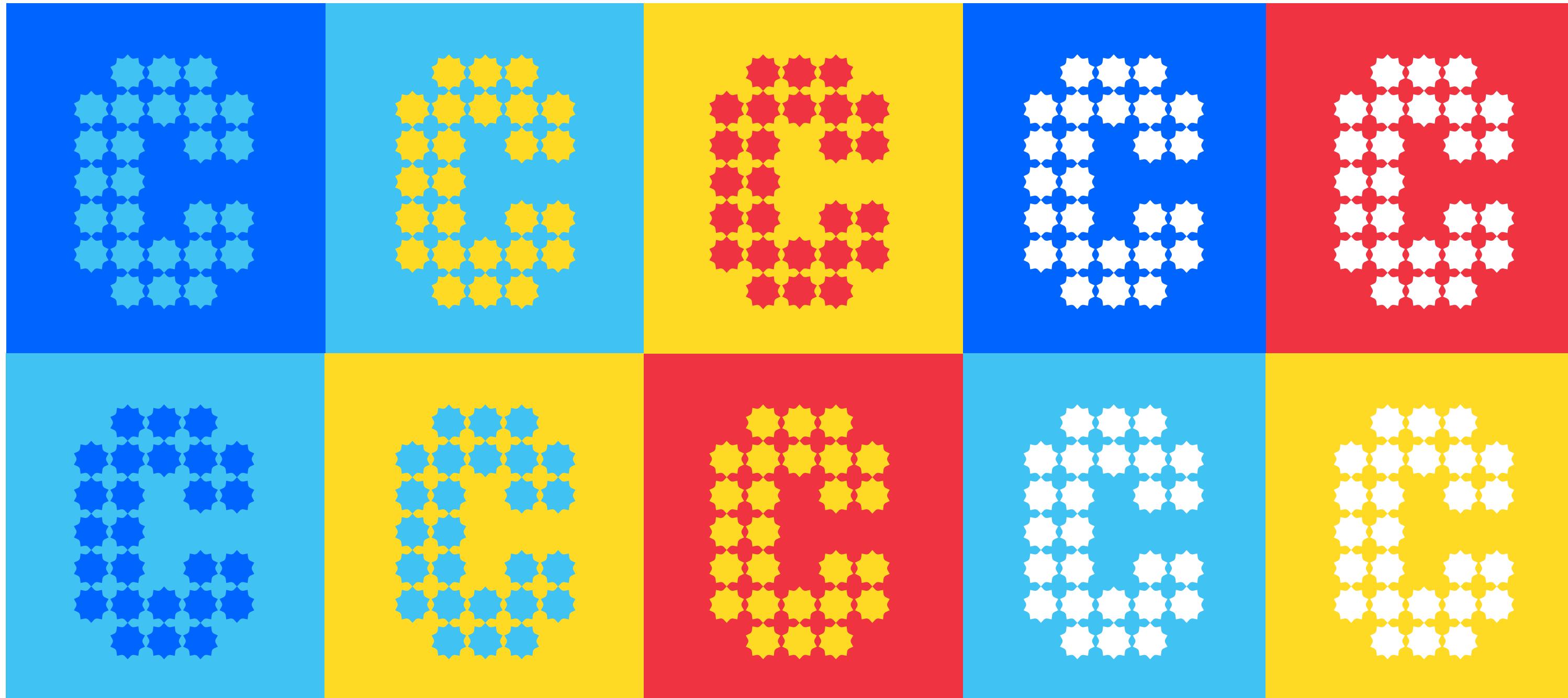
Graphic Elements

BIG C

The Big C is the beaded initial from the civic Calgary logo. Although it is not a part of our logo suite, it still can have a role in our brand as a graphic device.

USAGE

- used to help reinforce the Calgary destination
- place above a photo or on brand a colour background
- **bold treatment** - expand to edges of frame
- **subtle treatment** - use at a small size, such as a footer, avatar or icon



Photography

**We are warm,
genuine and
enthusiastic
hosts.**

Photography is the visual appeal (or eye candy) that defines our brand, showcasing the uniqueness of our city, partners, and community. It provides a compelling visual narrative to complement our written expressions.

Our photography should evoke the attributes that make up our brand personality. Friendly and authentic moments and natural lighting creates a welcoming atmosphere. Dynamic compositions with vibrancy sparks curiosity and interest. Capturing our city's hospitality, events, and adventures in fresh and unexpected ways will set us apart.

Photography

PHOTOGRAPHY ATTRIBUTES

Friendly, authentic moments - the viewer feels involved as a participant, as if they are sharing the experience firsthand.

Do's



✓ riders are having fun - hair blowing, eyes closed, big smiles



✓ guest looks settled and content in hotel room



✓ precious moment of mother and child in awe with otters



✓ fans embracing the moment during a musical performance

Dont's



✗ no faces, doesn't show speed, composition lacking excitement



✗ cropped figure removes any emotion and connection to the photo



✗ visitors are out of focus and becomes less about the experience



✗ posed for the camera, doesn't show full concert experience

Photography

PHOTOGRAPHY ATTRIBUTES

Dynamic compositions - a captivating layout that is full of energy or movement by utilizing interesting angles, varied perspectives, or contrast of scale.

Do's



✓ architectural angles draw attention to people in foreground



✓ symmetrical composition draws interest to dancer



✓ ground view camera angle exaggerates building scale



✓ hikers in bottom 1/4 of composition shows dramatic scale

Dont's



✗ no obvious focal point



✗ busy image that reads flat



✗ blurred background removes Calgary context



✗ composition lacks thrill of activity

Photography

PHOTOGRAPHY ATTRIBUTES

Unexpected things to do - capture unexpected experiences that will reinforce the feeling that Calgary offers more than meets the eye.

Do's



✓ everyone welcome, including pets!



✓ real reaction to the outdoor cold plunge



✓ biking on an outdoor rink is more unexpected than ice skating



✓ enthusiasm of athletes at Special Olympics

Dont's



✗ feels very expected, could be in any city



✗ too serious, less of a relatable moment



✗ typical outdoor rink scene, feels posed



✗ too distant, can't see athletes' facial expressions

Photography

Our brand photography is categorized into tiers, ranging from hero images to editorial and supporting imagery. The photo library consists of a mix of art-directed photoshoots, event photography, and images supplied from partners.

TIER 1

Right Out of the Blue - Hero Photos

HERO PHOTO EXAMPLE



DESCRIPTION

Photos in this tier should capture and convey the adventurous spirit, imagination and unexpected possibilities our city offers.

Hero images are used when the execution is highly visual. Examples of this include OOH, environmental (tradeshow) graphics, full page print ad, etc.

CRITERIA

The photo must reflect at least **two** of the photography attributes:

- **Friendly, authentic moments**
- **Dynamic compositions**
- **Unexpected things to do**

Photography

TIER 2

Right Out of the Blue - Editorial Photos

HERO PHOTO EXAMPLE



DESCRIPTION

Photos in this tier will focus closely on a specific moment. It should showcase genuine interaction between people in a unique and exciting environment.

Editorial images are used for smaller scale campaigns that focus on specific moments or when executions feature more than one image like long-form content in publications and blogs or digital banners and social posts.

CRITERIA

The photo must reflect at least **one** of the photography attributes:

- **Friendly, authentic moments**
- **Dynamic compositions**
- **Unexpected things to do**

Photography

TIER 3

Right Out of the Blue - Supporting Photos

HERO PHOTO EXAMPLE



DESCRIPTION

Photos in this tier may not include a human aspect. They are generally focused on one subject matter and exist to support the other two tiers.

CRITERIA

The photo must feel authentic to Calgary and the the story it's supporting.

Photography

WHAT TO INCLUDE

- Where possible show blue sky!
- Scenes and settings that captures an authentic story of Calgary, all taken throughout the four seasons
- Natural lighting that creates a realistic atmosphere - nothing too dark or intimidating
- An obvious focal point
- Vibrancy in the colours with an intentional use of using the brand colours in props or wardrobes (if possible)
- Negative space or breathing room that allows for a headline placement on top
- A range of age, race and gender to represent our multi-cultural city

WHAT TO AVOID

- Steer clear of grey skies or heavy weather that distracts from the main subject, unless it enhances the image context
- Limit the use of filters, special effects, and lens flares to maintain authenticity
- Avoid anything that appears forced, overly posed, or generic
- Refrain from using AI-generated images that lack a natural feel and do not represent Calgary

Coming Soon.