



TOURISM   
**Saskatchewan**   
CANADA



# TRAVEL ZONE COLOURS

## MIDNIGHT SKY

PANTONE 7462C  
CMYK: 100/48/6/30  
RGB: 0/85/140  
HEX: #00558C



Northern Lights  
& Waterways

**LIVING SKIES**  
PANTONE 298C  
CMYK: 67/2/0/0  
RGB: 65/182/230  
HEX: #41B6E6

40% SCREEN



Unlimited Lakes  
& Parkland

**FOOTBALL GREEN**  
PANTONE 349C  
CMYK: 90/12/95/40  
RGB: 4/106/56  
HEX: #046A38

40% SCREEN



Prairie Life  
& City Lights

**MUSTARD**  
PANTONE 103C  
CMYK: 5/5/100/16  
RGB: 197/169/0  
HEX: #C5A900

40% SCREEN



Living Skies  
& Badlands

**LEATHER**  
SECONDARY PALETTE  
PANTONE 1395C  
CMYK: 9/55/100/39  
RGB: 153/96/23  
HEX: #996017

40% SCREEN

## BUFFALO GRASS

PANTONE 367C  
CMYK: 41/0/68/0  
RGB: 164/214/94  
HEX: #A4D65E

# Myriad Pro Light Header

MYRIAD PRO SEMIBOLD SUBHEADER

*Myriad Pro Italic pull quote.  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Cras gravida vestibulum lectus,  
eget egestas sapien laoreet  
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Myriad Pro Regular body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras gravida vestibulum lectus, eget egestas sapien laoreet molestie. Sed vitae nulla sagittis, facilisis neque eu, semper est. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras eget tempor ex. Quisque sit amet nibh a ex ultricies volutpat. Mauris ornare posuere ante eu malesuada. Ut elementum congue fermentum. Donec tincidunt, ligula non facilisis placerat, arcu magna facilisis nisi, vel rutrum nulla justo eu nisl.

SOURCE SANS PRO SEMIBOLD TREATY ACKNOWLEDGEMENT

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SOURCE SANS PRO REGULAR CAPTIONS AND FINE PRINT. LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. CRAS GRAVIDA VESTIBULUM LECTUS, EGET EGESTAS SAPIEN LAOREET MOLESTIE. SED VITAE NULLA SAGITTIS, FACILISIS NEQUE EU, SEMPER EST. PELLENTESQUE HABITANT MORBI TRISTIQUE SENECTUS ET NETUS ET MALESUADA FAMES AC TURPIS EGESTAS. CRAS EGET TEMPOR EX. QUISQUE SIT AMET NIBH A EX ULTRICIES VOLUTPAT. MAURIS ORNARE POSUERE ANTE EU MALESUADA. UT ELEMENTUM CONGUE FERMENTUM. DONEC TINCIDUNT, LIGULA NON FACILISIS PLACERAT, ARCU MAGNA FACILISIS NISI, VEL RUTRUM NULLA JUSTO EU NISL. PHASELLUS VITAE COMMODO SAPIEN.

MYRIAD PRO

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FONTS

light • *light italic* • regular • *italic* • **semibold** •  
***semibold italic*** • **bold** • ***bold italic***

USAGE

headers • subheads • body copy

SOURCE SANS PRO

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0123456789

FONTS

light • *light italic* • regular • *italic* • **semibold** •  
***semibold italic*** • **bold** • ***bold italic*** • **black** •  
***black italic***

USAGE

call outs • statistics • charts • graphs • tables •  
maps • support graphics





## Northern Lights & Waterways

ON TREATY 6, 8 & 10 TERRITORIES

Immerse yourself in Northern wilderness of forest, rock, and seemingly endless water. There is power and history in this landscape, and it can feel like you're the first person to step foot on the land, or the only one for kilometers in every direction. Fish the deep, cold waters where giants lurk. Paddle rivers that cut through ancient rock and lead you on the journey of a lifetime. Breathe in the fresh, still air further from the big city than you've ever been before. For those who are after adventure in its rawest form.

# Northern Lights & Waterways

## VOICE

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Our northernmost zone is the most rugged and our language should reflect that. Embrace the idea of a challenge and the fact this isn't a vacation – it's an adventure, an experience, it's bragging rights. Play up the raw and untamed wilderness, the vastness, and the idea of being very far away from it all. Avoid words like "empty" or "untouched" that negate the Indigenous past and present here.

### *Gritty*

AS IN: *requiring determination*  
*being self-sufficient*

### *Wild*

AS IN: *ancient rock, forest,*  
*and lakes*  
*huge fish, great hunts*

### *Remote*

AS IN: *float planes and ice roads*  
*feeling like the only one*  
*for miles*



# Unlimited Lakes & Parkland

ON TREATY 5, 6 & 10 TERRITORIES

Where the forest meets the prairie and cold lakes lead the way toward outdoor adventures of all kinds. Experience four seasons of fun in the outdoors with an experience for everyone. Camp in beautiful forests and parklands, as close or as far from amenities as you like. Disappear into the deep woods or make connections on beaches and in resort communities. Hike through endless snow, incredible fall colour, or warm and dappled summer sunshine. There's a trail for everyone and every season in these accessible outdoors that give you a sweet taste of freedom and adventure. For outdoor enthusiasts of every kind.



# Unlimited Lakes & Parkland

## VOICE

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This zone is friendly and accessible, but still gives you a taste of wilderness. Embrace four-seasons and family or beginner-friendly outdoor experiences. It's adventure where you can still have a hot shower and restaurant meal if that's what you're after, or head out with just a pack and your hiking boots. Play up the idea that there's an outdoors for everyone here.

### *Fun*

AS IN: *freedom to explore and play  
so many things to do  
(or do nothing at all)*

### *Accessible*

AS IN: *an outdoor experience  
for everyone  
little preparation needed*

### *Seasonal*

AS IN: *a different experience  
for every season  
fishing, foraging,  
farm-to-table*



## Prairie Life & City Lights

ON TREATY 2, 4 & 6 TERRITORIES

Endless prairie horizons and beautiful, spacious cities and towns rich in art and culture are ready for you to experience. Find unique pieces from local artisans of all kinds as you shop for treasures in places both big and small. Eat your way through delicious farm to table meals in flavours from both near and far, steeped in history and innovatively brand new. Learn in engaging museums, attractions, and galleries that will ignite your curiosity as you explore history, science, art, and so much more. Your next surprise is just down the highway, and every detour leads to something incredible. For cultural explorers and road-trip enthusiasts.

# Prairie Life & City Lights

## VOICE

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This zone is the Saskatchewan most people know, but we can encourage deeper exploration and detours from the norm. Embrace getting off the beaten path and finding hidden gems, but highlighting our best and most well-known is great too, especially if you can find a new way to frame it. Play up the chance to eat, shop, and learn in places big and small, near and far, historic and innovative.

### *Flavourful*

AS IN: *culturally rich  
experiences for all tastes*

### *Surprising*

AS IN: *more than you expect  
stories of innovation and  
resilience everywhere*

### *Quilted*

AS IN: *pockets of cultures,  
experiences, landscapes  
Individual elements adding  
up to more*

# Living Skies & Badlands

ON TREATY 4, 6 & 7 TERRITORIES

Explore cowboy country where the native prairie grasslands give way to historic badlands rich with tales to tell. Get in the saddle and live out your outlaw dreams from horseback as you explore the real wild west. Build up some calluses as your lips chap in the noonday sun while learning the ropes on working ranches. Dive deep into living history with stories about prohibition, outlaws, and Indigenous resilience. For fans of living skies & Badlands and wide horizons.



# Living Skies & Badlands

## VOICE

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This zone is the real wild west, offering living history and wide-open vistas of rolling pasture and expressive badlands. Embrace the engaging history and experiential tourism of getting to live it yourself, including the hard work and rope burns. Play up outlaws, horses, grasslands and a taste of cowboy life. Avoid a “cowboys and Indians” stereotype or division – Indigenous past and present are integral to the area and this zone’s story.

### *Historic*

AS IN: *prohibition, outlaws,  
Indigenous resilience  
  
native prairie grasslands,  
dark sky preserves,  
dinosaur fossils*

### *Wide Open*

AS IN: *endless horizons,  
beautiful vistas  
  
see the world differently*

### *Yee-Haw*

AS IN: *a chance to live  
cowboy dreams  
  
exciting and full  
of things to do*



## Compelling Storytellers

**In every experience there's a story.  
In every story, a storyteller.**

Our diverse narrators are emotionally connected to the stories they tell, picking up on the rich artistic tapestry of the places with which they are deeply connected. For many, oral history is a strong legacy, a way to pass on knowledge and traditions. Some captivate with stories of crooked trees down the road. But it is an unpretentious air and a relaxed pace that seems to make our storytellers so compelling.

## Grit and Determination

**Saskatchewan people aren't afraid  
to get their boots in the dirt.  
Many of our visitors aren't either.**

As a province, we contend with negative perceptions. Despite challenging conditions, we have continued to be resolute. Our tenacity has led us to be incredibly collaborative and to build tight communities, and we are determined to continue to thrive.

## Connected to the Land and Water

**This land sustains us and shapes who we are.  
Everything ties back to land or water.**

The ways in which we've built communities, businesses, economies, traditions and culture show how deeply connected we are to where we live. We get artistic inspiration from the land and water that sustain us in countless ways and help us to heal. Plus, we are feeding the world through our agricultural research and innovation. We are custodians of the place we call home, stewards of the lakes and rivers, and entrepreneurs that flourish as a result.

## Surprising Beauty

**Our beauty is as diverse as our landscapes.  
What is different is beautiful.**

The beauty of Saskatchewan is not just in the rugged shield, 100,000 lakes and rivers, wide-open spaces and massive forests, it's in the diversity of people and hidden finds - like a beautiful fall supper in the twilight. It's in the people you meet and the things you stumble across as you roadtrip through deep, wide valleys carved out of the vast prairies, or admire the Aurora Borealis dance across a northern lake. Beauty is ever-present, yet unexpected for a province that many only know to be flat and featureless.



## Compelling Storytellers

### DESCRIPTORS

Diversity of cultures  
Traditional  
(passing on knowledge, preserving stories)  
Unpretentious  
Relaxed  
Rich artistic tapestry  
Emotionally connected

## Grit and Determination

### DESCRIPTORS

Resilient  
Tenacious  
Resolute  
Collaborative  
Community-minded  
Innovative

## Connected to the Land and Water

### DESCRIPTORS

Entrepreneurial  
Stewards of the land  
Traditional medicine  
Agricultural research & Innovation  
Water and food security  
Sustainable land use  
“Feeding the world”  
Farm to table, field to glass  
Artistic inspiration

## Surprising Beauty

### DESCRIPTORS

Diversity of landscapes and cultures  
Hidden finds  
(emotional, experiential)  
Big, living skies  
Pristine wilderness  
100,000 lakes & rivers  
Rolling hills & grasslands  
Massive forests  
Wide-open prairies  
Badlands  
Rugged shield  
Wildlife  
Agricultural patchwork