

TAP INTO TOURISM SASKATCHEWAN

BRAND PARTNER TOOLKIT



WELCOME

Perception doesn't just shape travel decisions, it drives them. As destinations around the world invest in stronger, more distinct identities, Saskatchewan has made a deliberate choice: to show up boldly, authentically, and unapologetically as ourselves.

This package is your invitation to do the same.

WHY THIS MATTERS

Saskatchewan's new provincial tourism brand wasn't built in a boardroom. It is rooted in consultation with the people who know this place best, the people who live here.

What emerged is a framework that reflects who we genuinely are: defined by potential, optimism, grit, and determination.

Unconstrained by convention, expectation, or the limitations others place on us.

That authenticity is our competitive edge.

That's a powerful thing to put into the world. Especially when we're competing for travellers who are done with generic and ready for genuine. When Saskatchewan's tourism industry speaks with one voice, our message is stronger.

WHAT'S INSIDE

This package gives Saskatchewan tourism businesses everything they need to align their own marketing with the provincial brand — amplifying our collective reach and reinforcing what makes this place unlike anywhere else. We know what makes this place special. Now let's make sure everyone else does too.

OUR BRAND

ESSENCE

Un-limited Personality.

The genuine attitude and identity of this place. Saskatchewan is defined by potential, optimism, grit, and determination. It isn't constrained by convention, the status quo, or anyone else's idea of what a destination should be. It shows up as exactly what it is, authentic, distinctive, and unapologetically itself. That personality isn't just a tagline. It's something we bring into everything we project and share.

PROMISE

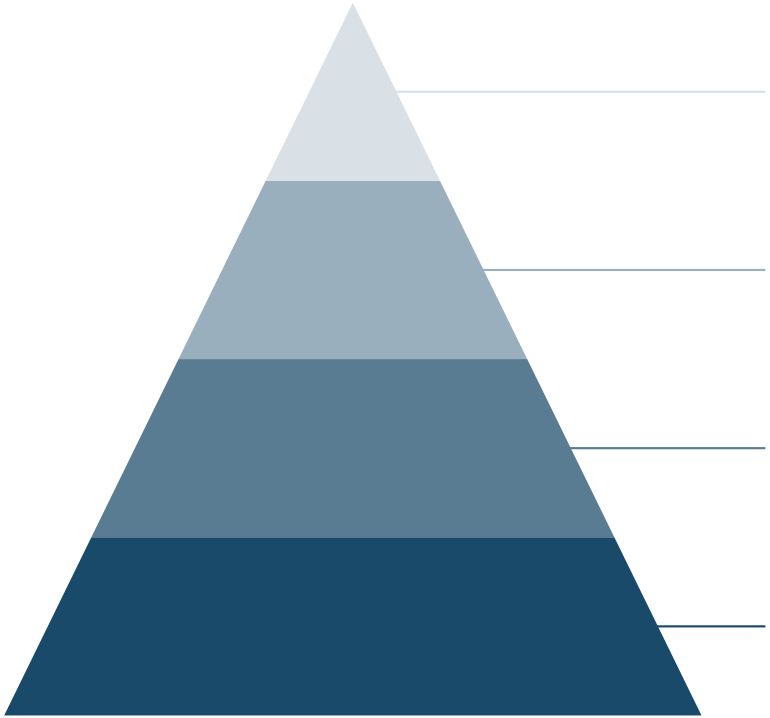
A place that moves you beyond estimation.

It's the unexpected beauty, the moments that surprise you, the feeling that you've discovered something that quietly changes you. Saskatchewan doesn't just meet expectations. It makes people wonder why they didn't come sooner.

STORY

Real experiences that set you apart.

In a crowded travel market, facts and features only go so far. What moves people to book a trip, share a post, or come back again is a story. Saskatchewan's brand is built on exactly that: the sum of real experiences and the narratives people carry home with them. When your business leads with stories, your marketing becomes something audiences want to engage with and share. Authentic storytelling doesn't just set Saskatchewan apart. It sets you apart.



ESSENCE

Un-limited Personality.

PROMISE

A place that moves you beyond estimation.

STORY

Real experiences that set you apart.

DNA: UNDERESTIMATED & UNEXPECTED

Authentic stories. Grit. Connection to the land and water. Beauty that surprises. For partners, that's a powerful foundation to build from.



OUR BRAND PILLARS

Every brand needs a foundation. Ours is built on the people, places, and stories that make Saskatchewan what it is. Our brand pillars aren’t marketing constructs. They’re drawn directly from the DNA of this province, shaped by the residents who live it every day.

COMPELLING STORYTELLERS

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. It is an unpretentious air and a relaxed pace that seems to make our storytellers so compelling.

GRIT AND DETERMINATION

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 find creative solutions, and we are determined to continue to thrive.

CONNECTED TO THE LAND AND WATER

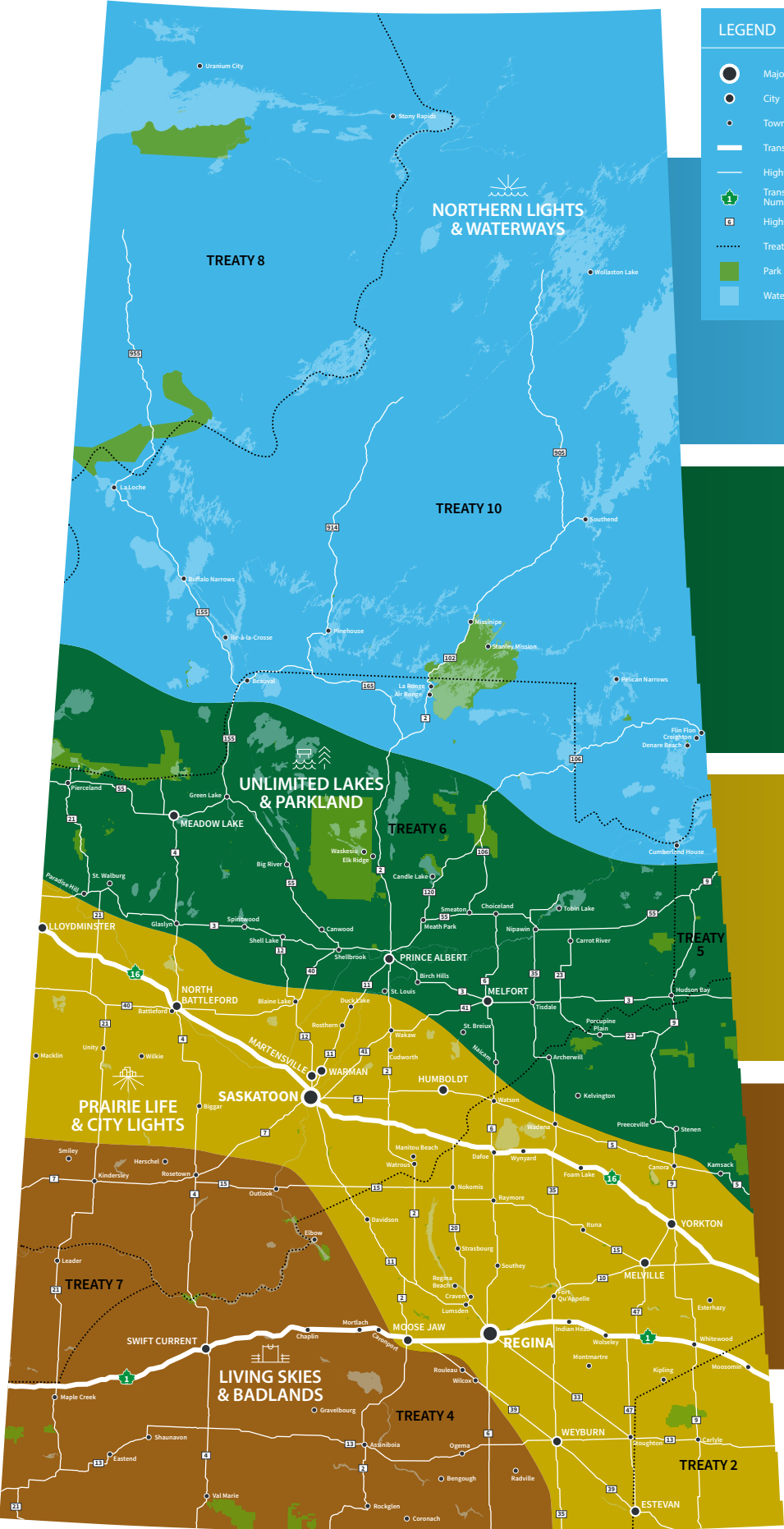
The ways in which we’ve built communities, businesses, economies, traditions and culture show how deeply connected we are to where we live. We get artistic inspiration from the land and water that sustain us in countless ways. Plus, we are feeding the world through our agricultural research and innovation.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

SURPRISING BEAUTY

The beauty of Saskatchewan isn’t only found in the rugged shield, its 100,000 lakes and rivers, vast open spaces, or dense forests. It’s also in its people and the unexpected moments—a fall supper at twilight, a chance discovery on a road trip, a drive through deep valleys carved from the prairie, or the northern lights dancing over a lake. Beauty here is always present, even if it’s not what many expect from a province often seen as flat and featureless.

SASKATCHEWAN

A province so big, so diverse, with so much to offer, so many stories to tell, that we split it into four travel zones. Each with their own personality, landscapes, and unforgettable experiences to offer.



LEGEND

- Major City
- City
- Town
- Trans-Canada Highway
- Highway
- Trans-Canada Highway Number
- Highway Number
- Treaty Boundary
- Park
- Water body



NORTHERN LIGHTS & WATERWAYS



UNLIMITED LAKES & PARKLAND



PRAIRIE LIFE & CITY LIGHTS



LIVING SKIES & BADLANDS

TONE OF VOICE

LIVING SKIES & BADLANDS

VOICE:

This zone reflects the spirit of the prairies, with living history and wide-open landscapes of rolling pasture and dramatic badlands. It’s about experiencing that story firsthand—from the work behind it to the moments that stay with you. Focus on ranching traditions, horses, and grasslands, while representing the region’s shared history with care. Indigenous histories and living cultures are essential to this place and its story.

Should feel historic, wide open and yee-haw.

PRAIRIE LIFE & CITY LIGHTS

VOICE:

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.

Should feel flavourful, surprising and rich in experiences.

UNLIMITED LAKES & PARKLAND

VOICE:

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.

Should feel fun, accessible and seasonal.

NORTHERN LIGHTS & WATERWAYS

VOICE:

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 just 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.

Should feel gritty, wild and remote.

COLOUR

Our colour palette represents the diversity of Saskatchewan’s geography and experiences.

Use the theme colours according to their matching travel zones to keep the message consistent with the content.

The darker and lighter variants can be used to adjust contrast, separate headlines from subheads, and improve legibility across different images and background treatments.

White should be used on darker backgrounds to highlight key content, and colour brightness can be adjusted as needed as long as it stays within the same tone family.

**LIVING SKIES
& BADLANDS**

LEATHER

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

CMYK: 20/56/100/5
RGB: 197/122/27
HEX: #C57A1B

CMYK: 42/68/100/47
RGB: 99/59/8
HEX: #633B08

**PRAIRIE LIFE
& CITY LIGHTS**

MUSTARD

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

USE WHITE

CMYK: 39/42/100/12
RGB: 153/128/13
HEX: #99800D

**UNLIMITED LAKES
& PARKLAND**

FOOTBALL GREEN

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

CMYK: 85/17/94/3
RGB: 6/148/178
HEX: #06944E

CMYK: 90/42/97/47
RGB: 2/75/39
HEX: #024B27

**NORTHERN LIGHTS
& WATERWAYS**

LIVING SKIES

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

USE WHITE

CMYK: 84/42/23/2
RGB: 36/125/162
HEX: #247DA2

GENERAL

MIDNIGHT SKY

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

CMYK: 76/37/0/0
RGB: 11/141/225
HEX: #0B8DE1

CMYK: 100/79/40/32
RGB: 0/54/89
HEX: #003659

WHITE

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF

◀ LIGHT COLOUR VARIANTS

◀ DARK COLOUR VARIANTS

TYPOGRAPHY

Our typography depicts a Saskatchewan that is sturdy and resilient while being expansive and open. It uses a confident typeface with a slightly-open tracking style as a nod to our tough-but-friendly spirit.

SOURCE SANS PRO BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SOURCE SANS PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SOURCE SANS PRO SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SOURCE SANS PRO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HEADER
SUBHEAD

HEADERS
SOURCE SANS PRO
BLACK
All caps
No punctuation
Kerning: Optical
Tracking: +10
Colour: Travel zone
dark variant
or white

SUBHEADS
SOURCE SANS PRO
SEMIBOLD
All caps
No punctuation
Kerning: Optical
Tracking: +10
Colour: Travel zone
colour or white

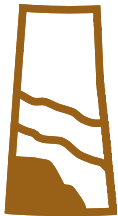
COPY
SOURCE SANS PRO
REGULAR
Italics, Semibold, Bold
or Black as needed
Sentence case
Kerning: Optical
Tracking: 0
Colour: 90% black
or white

TRAVEL ZONE MAPS AND ICONS

Icons and maps allow the audience to quickly decipher where in Saskatchewan and what type of experience they can get excited for.

Be sure to use the appropriate icon or map for your travel zone.

Placement is recommended along the top, either in a corner or centred.

	LIVING SKIES & BADLANDS	PRAIRIE LIFE & CITY LIGHTS	UNLIMITED LAKES & PARKLAND	NORTHERN LIGHTS & WATERWAYS	GENERAL
MAPS					
ICONS					

PARTNERSHIP BADGES

Partnership badges identify proud partners of Tourism Saskatchewan.

Be sure to use the appropriate icon or map for your travel zone.

Placement is recommended at the bottom left corner, or in a location balanced opposite the business’s logo.

**NORTHERN LIGHTS
& WATERWAYS**



**UNLIMITED LAKES
& PARKLAND**



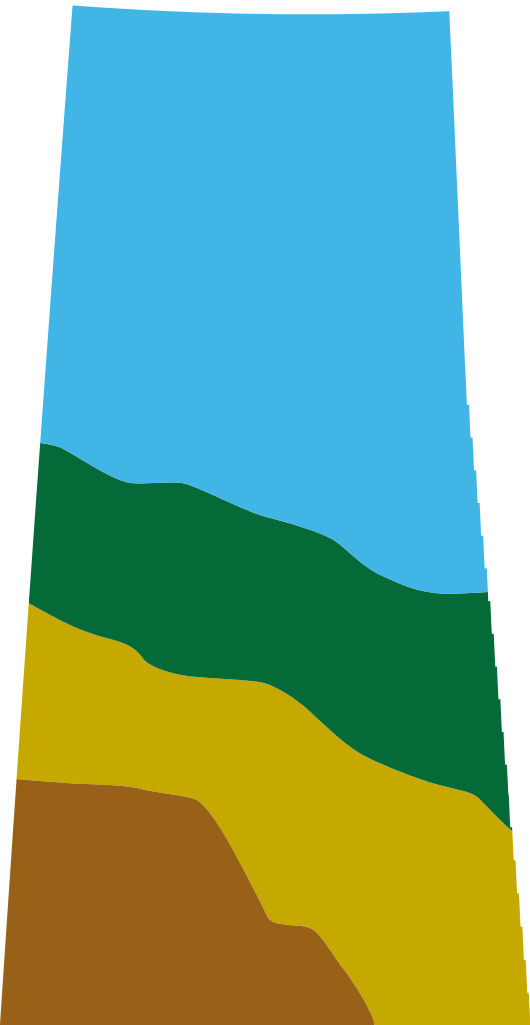
**PRAIRIE LIFE
& CITY LIGHTS**



**LIVING SKIES
& BADLANDS**



This badge is only to be used against photographic or dark backgrounds that allow for the text to be legible.



EXAMPLES

LIVING SKIES
& BADLANDS

LOREM IPSUM
DOLOR SIT AMET

IN THE SADDLE
WITH TOURISM SASKATCHEWAN

LOGO

PRAIRIE LIFE
& CITY LIGHTS

LOREM IPSUM
DOLOR SIT AMET

IN THE MIX
WITH TOURISM SASKATCHEWAN

LOGO

UNLIMITED LAKES
& PARKLAND

LOREM IPSUM
DOLOR SIT AMET

IN THE ELEMENTS
WITH TOURISM SASKATCHEWAN

LOGO

NORTHERN LIGHTS
& WATERWAYS

LOREM IPSUM
DOLOR SIT AMET

IN THE WILD
WITH TOURISM SASKATCHEWAN

LOGO

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& BADLANDS

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LIVING SKIES
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