

Tofino







**[tourismtofino.com](http://tourismtofino.com)**



## Our Logo



### Logo Scale

Our logo is a key visual element that speaks to the rugged, natural landscape of Tofino while incorporating our relaxed, artistic character. Avoid scaling the logo so large that it becomes overpowering. Instead it should always be a subtle compliment to the stunning visuals and media it sits upon.



Conversely, we don't want our logo to be reduced to a size where it loses detail, legibility and presence. This is mainly an issue for digital placements. The recommended minimum width is 90px.



### Legibility & Contrast

It is essential that our logo stands out when placed over photography, video or colour. Use either the Pacific Blue or White versions to achieve a suitable level of contrast with the background. For greyscale reproduction, use the black or white version of the logo.

# Brand Attributes

People often say that Tofino touches something deeper within. From the energy of the wind, the bounty of the sea and a small-town community that makes plans around the tides, there is so much to uncover.

While it's hard to whittle them down, our attributes are the elements that together make Tofino a truly special place to be.



## Rugged Nature

Uncover the raw beauty of Tofino, where ancient forests meet the power of the Pacific Ocean.



## Surf Culture

We are laid-back, ocean lovers who are in tune with nature and ourselves.



## Indigenous Community

For thousands of years, the First Nations have been the stewards of this land, nurturing it with deep knowledge and respect that continues today.



## West-Coast Inspired Cuisine

Culinary offerings in Tofino combine cultural influences with fresh, seasonal ingredients sourced locally from the land and sea.



## Activist Stronghold

Tofino's strong history of environmental activism carries forward in numerous not-for-profits and educational centres.



## Local Artisans

Creativity thrives in this remoteness. There's a maker's mindset here as artists draw inspiration from the surroundings.





**Bell**Media



**ROKU**





