TRUE KEY™
HOTELS & RESORTS

OUR BRAND

OUR VISION.

To create exceptional experiences in remarkable destinations.

OUR MISSION

Simply exceeding expectations.

OUR PROMISE

To provide our guests with memorable vacation experiences through outstanding and reliable service in remarkable British Columbia.

OUR CORE VALUES.

BE "TRUE"

We're honest, transparent & committed

We show up, with care and consistency

We work together as a team

We pursue change and pursue growth

OUR BRAND MODEL.

For our brand model, the following themes emerged as key elements. These themes have been incorporated in the development of our identity.

OUR ATTRIBUTES

Dedicated. Reliable. Progressive.
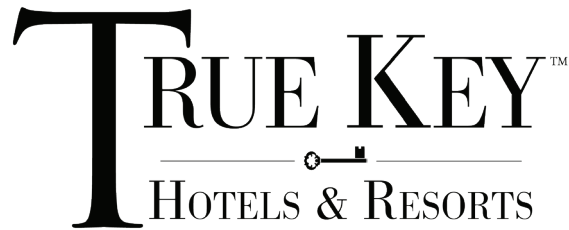
OUR VOICE

Loyal. Warm. Respectful.
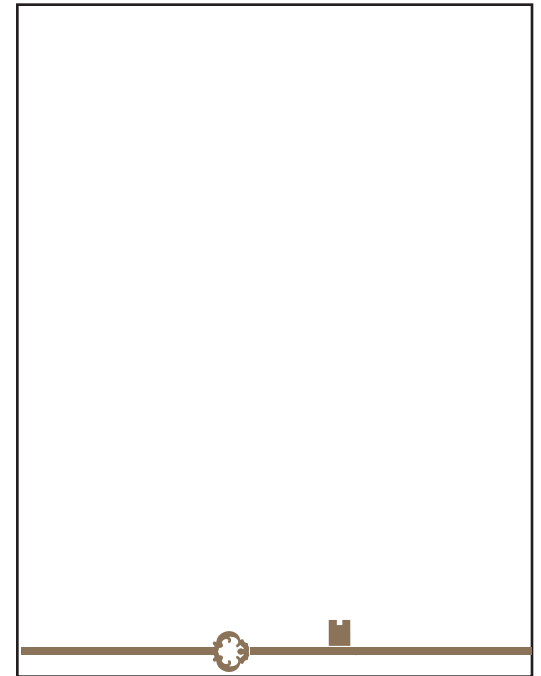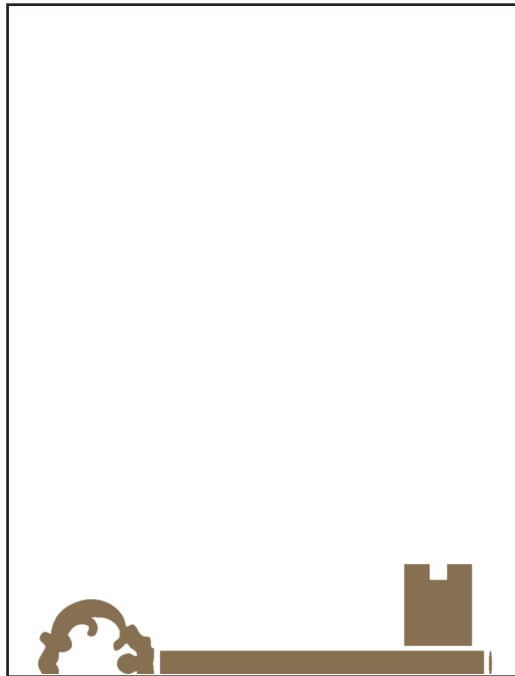Genuine. Passionate.
Professional. Relaxed.

OUR LOGO.

To ensure flexibility of the identity and ease of use in all applications, several variations of the wordmark have been developed.

KEY PLACEMENT.

For the ease of use in all applications, several variations of the key placement have been developed.
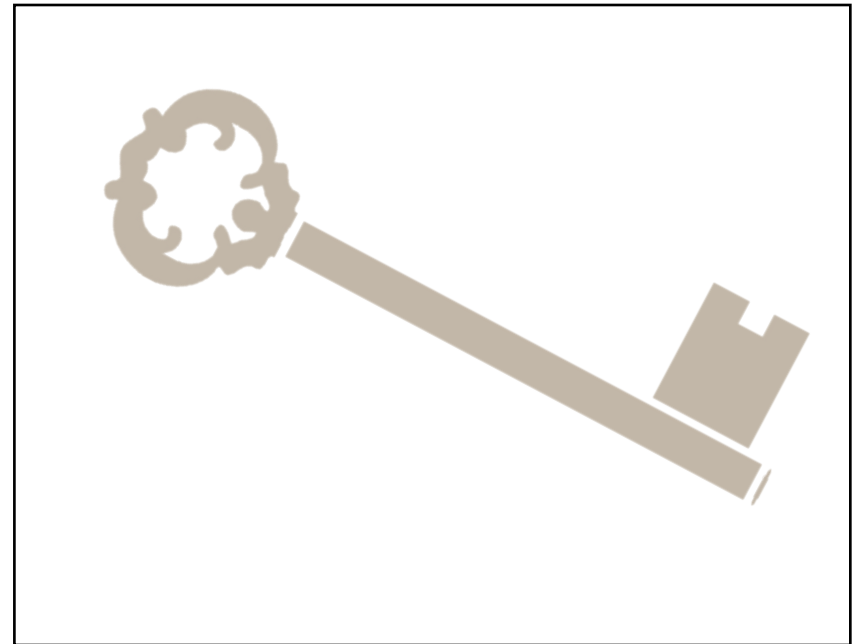
WATERMARK.

Watermarking is the process of superimposing a logo or text atop a document or image file.

DRAFT DOCUMENTS

A digital watermark may act as a stamp to indicate the status of a document. This ensures that important documents are never mishandled, helping to keep work organized from draft to finalization.

LOGO CLEAR SPACE

The logo has a minimum amount of white space which must be maintained at all times. For maximum impact and brand recognition, afford the logo plenty of space. The logo works well in large and small sizes in a wide variety of mediums.

Minimum white space: = height of the box surrounding main text. The amount of space must be allowed around the perimeter of the logo.
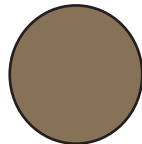

TRUE KEY™
HOTELS & RESORTS

Minimum size of logo should be 2" wide

COLOURS.

True Key Hotels & Resorts colours create a premium, timeless and iconic brand. This high-end colour palatte, intense imagery, and restrained minimalism, the brand is confidently streamlined with elegant simplicity to assert True Key's leadership position.

HEX:	8b7359
CMYK:	42-48-67-16
RGB:	140-116-89

HEX:	040033
CMYK:	93-89-43-64
RGB:	4-0-51
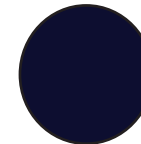
HEX:	02000
CMYK:	74-68-67-90
RGB:	2-0-0

HEX:	ffffff
CMYK:	0-0-0-0
RGB:	255-255-255

TYPOGRAPHY.

TWO CATEGORIES OF FONTS
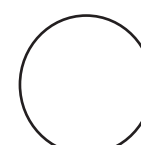
Our typographic standards are divded into two levels:

- Titles & Headings
- Body Text

TITLES & HEADINGS

Franklin Gothic Demi
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~!@#$%^&*()_+={[]},.;:"/?

Open Sans Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~!@#$%^&*()_+={[]},.;:"/?

BODY TEXT

Franklin Gothic Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~!@#$%^&*()_+={[]},.;:"/?

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~!@#$%^&*()_+={[]},.;:"/?

BUSINESS CARDS.

FORMAT
88.9 x 50.8 mm

RECOMMENDED PAPER
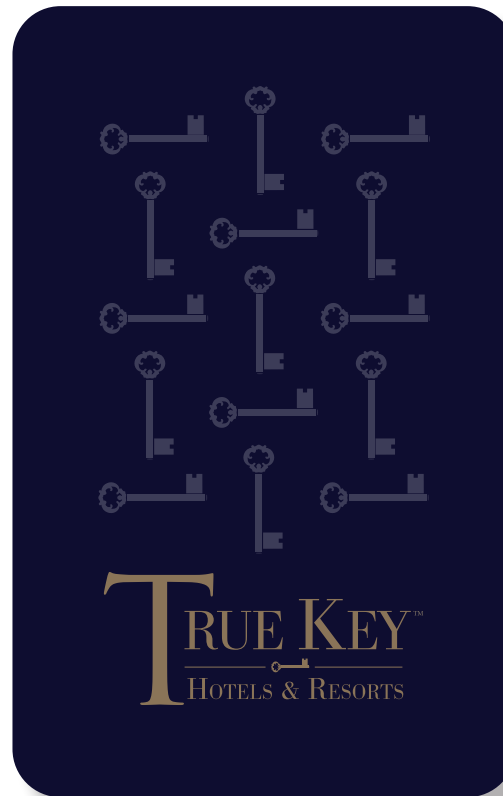Classic Linen

PRINTING
Pantone

FONT
Franklin Gothic Demi Cond
Arial

NB
When printing, use the appropriate file
from the available version

John Smith
Position

XXX-XXX-XXXX
XXX-XXX-XXXX
jsmith@truekey.ca
www.truekey.ca

TRUE **K**EY™
HOTELS & RESORTS

Simply exceeding expectations.

TRUE **K**EY™
HOTELS & RESORTS

LETTER HEAD.

FORMAT
A4 (210 x 297 mm)

FONT
Arial

NB
For printing use the available file, which can be customized.

For typing the letter, use the available Word template file. Text in Arial.

TRUE KEY
HOTELS & RESORTS

[Company]
[Recipient's First & Last Name]
[Function]
[Full Address]
[Postal Code - City - Country]

[Date]

Dear [Recipient Name],

Lorem ipsum color sit amet, consectetur adipiscing elit. Etiam ultricies faucibus ornare. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nam eget faucibus risus. Sed lobortis semper quam. Sed ac facilisis augue. Aenean lectus libero, placerat et sce-lerisque sit amet, mattis quis ante. Nullam nunc enim, commodo vitae neque ut, varius imperdiet sapien. Maecenas at vehicula magna. Mauris quis ex tellus. Nunc feugiat euis-mod pretium.

Nam volutpat consequat lacus, commodo semper nibh viverra a. Proin sagittis ante ac metus sceno nog lerisque placerat. In cursus ut enim eu bibendum. Mauris quis ex tellus. Nunc feugiat euismod pretus tium. Mauris lobortis elit id sem facilisis, euerat, biped bendum eu porta in, congue ac sapien. Nam lacinia lobortis massa sed port-titor. Aenean non ligula tincidunt, aliquam lectus in, fringilla libero. Integer in pellen-tesque massa. Curabitur eget urna facilisis, dignissim lorem ut, blandit risus. Praesent luctus lorem color, nec aliquam nibh facilisis ac. Mauris quis ex tellus. Nunc feugiat euismod pretium.

Vivamus feugiat nulla eget massa vestibulum luctus. Integer condimentum rutrum color, sit amet congue diam auctor in. Etiam mollis enim felis, bibendum dignissim ligula luctu.

Nam volutpat consequat lacus, commodo semper nibh viverra a. Proin sagittis ante ac metus sceno nog lerisque placerat. In cursus ut enim eu bibendum. Mauris quis ex tellus. Nunc feugiat euismod pretus tium. Mauris lobortis elit id sem facilisis, eu

erat, biped bendum eu porta in, congue ac sapien. Nam lacinia lobortis massa sed port-titor. Aenean non ligula tincidunt, ali-quam lectus in, fringilla libero. Integer in pellen-tesque massa. Curabitur eget urna facilisis, dignissim lorem ut, blandit risus. Praesent luctus lorem color, nec aliquam nibh facilisis ac. Mauris quis ex tellus. Nunc feugiat euismod pretium.

True Key Hotels & Resorts | PO Box 571 | #2 -7517 Main Street West | Radium Hot Springs, BC, Canada | V0A 1M0
Tel: 1-855-544-2323 | Fax: 250-347-2171

Lorem ipsum color sit amet, consectetur adipiscing elit. Etiam ultricies faucibus ornare. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nam eget faucibus risus. Sed lobortis semper quam. Sed ac facilisis augue. Aenean lectus libero, placerat et sce-lerisque sit amet, mattis quis ante. Nullam nunc enim, commodo vitae neque ut, varius imperdiet sapien. Maecenas at vehicula magna. Mauris quis ex tellus. Nunc feugiat euis-mod pretium.

Nam volutpat consequat lacus, commodo semper nibh viverra a. Proin sagittis ante ac metus sceno nog lerisque placerat. In cursus ut enim eu bibendum. Mauris quis ex tellus. Nunc feugiat euismod pretus tium. Mauris lobortis elit id sem facilisis, euerat, biped bendum eu porta in, congue ac sapien. Nam lacinia lobortis massa sed port-titor. Aenean non ligula tincidunt, aliquam lectus in, fringilla libero. Integer in pellen-tesque massa. Curabitur eget urna facilisis, dignissim lorem ut, blandit risus. Praesent luctus lorem color, nec aliquam nibh facilisis ac. Mauris quis ex tellus. Nunc feugiat euismod pretium.

Vivamus feugiat nulla eget massa vestibulum luctus. Integer condimentum rutrum color, sit amet congue diam auctor in. Etiam mollis enim felis, bibendum dignissim ligula luctu.

Nam volutpat consequat lacus, commodo semper nibh viverra a. Proin sagittis ante ac metus sceno nog lerisque placerat. In cursus ut enim eu bibendum. Mauris quis ex tellus. Nunc feugiat euismod pretus tium. Mauris lobortis elit id sem facilisis, eu

erat, biped bendum eu porta in, congue ac sapien. Nam lacinia lobortis massa sed port-titor. Aenean non ligula tincidunt, ali-quam lectus in, fringilla libero. Integer in pellen-tesque massa. Curabitur eget urna facilisis, dignissim lorem ut, blandit risus. Praesent luctus lorem color, nec aliquam nibh facilisis ac. Mauris quis ex tellus. Nunc feugiat euismod pretium.

Nam volutpat consequat lacus, commodo semper nibh viverra a. Proin sagittis ante ac metus sceno nog lerisque placerat. In cursus ut enim eu bibendum. Mauris quis ex tellus. Nunc feugiat euismod pretus tium. Mauris lobortis elit id sem facilisis, euerat, biped bendum eu porta in, congue ac sapien. Nam lacinia lobortis massa sed port-titor. Aenean non ligula tincidunt, aliquam lectus in, fringilla libero. Integer in pellen-tesque massa. Curabitur eget urna facilisis, dignissim lorem ut, blandit risus. Praesent luctus lorem color, nec aliquam nibh facilisis ac. Mauris quis ex tellus. Nunc feugiat euismod pretium.

Vivamus feugiat nulla eget massa vestibulum luctus. Integer condimentum rutrum color, sit amet congue diam auctor in. Etiam mollis enim felis, bibendum dignissim ligula luctu.

Nam volutpat consequat lacus, commodo semper nibh viverra a. Proin sagittis ante ac metus sceno nog lerisque placerat. In cursus ut enim eu bibendum. Mauris quis ex tellus. Nunc feugiat euismod pretus tium. Mauris lobortis elit id sem facilisis, eu

Sincerely,

First & Last Name
Position
Property Name

True Key Hotels & Resorts | PO Box 571 | #2 -7517 Main Street West | Radium Hot Springs, BC, Canada | V0A 1M0
Tel: 1-855-544-2323 | Fax: 250-347-2171

OUR PORTFOLIO.

TRUE KEY™
HOTELS & RESORTS

BIGHORN MEADOWS RESORT

Sooke Harbour
resort & marina

SUNRISE RIDGE
WATERFRONT RESORT

Harrison Beach HOTEL

SOOKEPOINT
Ocean Cottage Resort

TRUE KEY VACATIONS

BIGHORN MEADOWS RESORT.

LOGO VARIATIONS

COLOURS

HEX:	a39161	
CMYK:	36-37-70-6	
RGB:	163-145-97	

HEX:	231f20	
CMYK:	0-0-0-100	
RGB:	35-31-32	

HARRISON BEACH HOTEL.

LOGO VARIATIONS

COLOURS

HEX: 0a133a
CMYK: 100-93-39-57
RGB: 10-19-58

HEX: faae44
CMYK: 0-36-83-0
RGB: 250-174-68
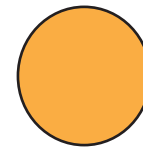
SOOKE HARBOUR RESORT & MARINA.

LOGO VARIATIONS

COLOURS

HEX:	004f77	
CMYK:	100-19-0-58	
RGB:	0-79-119	
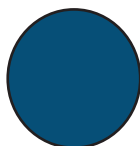
HEX:	94a545	
CMYK:	25-0-80-30	
RGB:	148-165-69	

SOOKEPOINT OCEAN COTTAGE RESORT.

LOGO VARIATIONS

COLOURS

HEX:	263675	
CMYK:	100-92-25-11	
RGB:	38-54-117	
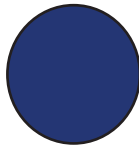
HEX:	b3b5b8	
CMYK:	30-23-22-0	
RGB:	179-181-184	
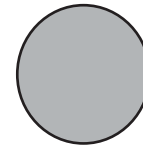
HEX:	28a9e1	
CMYK:	70-16-0-0	
RGB:	40-169-225	
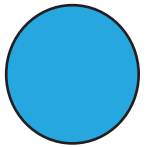
SUNRISE RIDGE WATERFRONT RESORT.

LOGO VARIATIONS

COLOURS

HEX:	0095c8		
CMYK:	92-20-8-1		
RGB:	0-149-200		
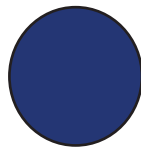
HEX:	ee8d30		
CMYK:	3-53-92-0		
RGB:	238-141-48		
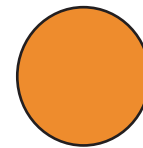
HEX:	231f20		
CMYK:	0-0-0-100		
RGB:	35-31-32		
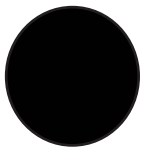
TRUE KEY VACATIONS.

LOGO VARIATIONS

COLOURS

HEX:	92836e	
CMYK:	36-37-52-18	
RGB:	146-131-110	
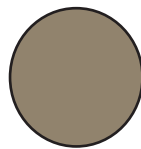
HEX:	040033	
CMYK:	93-89-43-64	
RGB:	4-0-51	
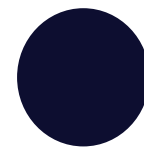
QUESTIONS?

This brand book serves as a valuable tool to refine and enhance our brand story.

Its purpose is to provide guidance and support in maintaining the integrity and coherence of our brand identity. By offering comprehensive information and guidelines, it ensures that our brand maintains its strong foundation while being consistently and effectively communicated.

If you require additional information, please contact us:

info@truekey.ca
1-855-544-2323
www.TrueKey.ca