INTRODUCTION

We have an incredible train journey to offer the world. From the seat of a luxury train carriage we’ve created an unsurpassed way to experience the wonder of western Canada and the Rocky Mountains.

We’ve come a long way since we first started in 1990, and though we love where our tracks have taken us, it’s time to evolve our brand identity to reflect the refined company we’ve become.
OUR BRAND

Our goal with this brand refresh is to create a look and feel that is ownable and easily recognizable, that allows for greater consistency across corporate and consumer facing materials, and that truly represents the premium experience we offer aboard our train.

Every touchpoint and application is an opportunity to enhance and realize our world-class brand. Together, we can bring Rocky Mountaineer to life.
OUR INSPIRATION

NATURE
We are constantly surrounded by stunning scenery so naturally this would be one of our key influences. What can we say, Mother Nature has good taste.

RAILROAD HISTORY
We celebrate Canada's rich railroad history throughout our new design. Though we're moving forward, we never want to lose sight of where we came from.

THE EXPERIENCE
Our refreshed branding reflects the wondrous beauty our guests experience on their journey of a lifetime. It's smart, friendly, adventurous, authentic and true—it's everything amazing.
There are two variations of the logo: vertical and horizontal. The vertical logo is our primary logo and should be used whenever possible.

The logo is primarily placed on top of a full bleed photograph.

Make sure the area of the photograph behind the logo is evenly toned and free of visual clutter.

Ensure lines of the shield are always transparent, with the photograph or solid background showing through the lines.

A complete set of logo files in positive spot colour, CMYK, RGB, and reverse is available. Gold and white are the only colours available. Only use the logo files as supplied. Do not alter or modify the artwork.

The logo and Rocky Mountaineer are registered trademarks and should always be used with the registered symbol.
LOGO USAGE

To give our logo the right impact, avoid crowding it with other elements or making it too small.
Only use the logo files as supplied. Do not alter or modify the artwork.

MINIMUM CLEARANCE
The cap height of the “R” in “ROCKY MOUNTAINEER” is used as a guide to determine minimum clearance around all four corners of the logo.

MINIMUM SIZE
Minimum width of the logo is as indicated for all standard applications. Small merchandise or other uses may call for a smaller size as an exception.

PLACEMENT
Top centre is the preferred placement of the logo for all standard print formats. For applications such as digital banners with limited space, the logo can be placed at the bottom or on the right hand side of the composition.
PHOTOGRAPHY

We have developed a library of photographs that showcases the beauty and grandeur of nature that Rocky Mountaineer travels through. Always use a single image. Choose an image that best fits the format and provides enough area to fit the necessary content. Make sure the train is always visible and text is never placed over the train. Request access to our photo library, Barberstock, by contacting images@rockymountaineer.com.
COLOURS

The Rocky Mountaineer colour palette consists of three primary colours and three secondary colours.

The unique CMYK values for the primary gold are intended to achieve an optical match between printing on coated and uncoated stock.

When printing metallic gold is desired, ensure that the printer is able to match the brightness and colour of the Premium Metallic gold swatch with the right silver base ink.

The secondary colours are only used as accent colours in tandem with the primary colours.

Dark grey is the colour only used for body copy.

PRIMARY CORPORATE COLOUR: DARK BLUE
Dark Blue is used as the colour of the background when full bleed photography is not used.

PRIMARY CORPORATE COLOUR: GOLD
Gold is the colour for the logo, keyline and background colour for promotional detail.

PRIMARY COLOUR: WHITE
White is used for reversed headline and body copy on photography.

SECONDARY COLOUR: SKY BLUE
Sky Blue is the colour used for highlighted information.

SECONDARY COLOUR: GLACIAL LAKE
Glacial Lake is the colour used for highlighted information.

SECONDARY COLOUR: BUFF
Buff is the colour used for the background colour to provide warmth.

TYPE COLOUR: DARK GREY
Dark Grey is only used for body copy.
Three typefaces are used for the Rocky Mountaineer brand – Proxima Nova Condensed, Chronicle Text, and Knockout.

Specific weights and variants are chosen for each typeface that is most ideal for distinct usage.

For digital applications use Proxima Nova Condensed only.

See the next two pages for examples.

1. **FIRST PASSAGE TO THE WEST**
   
   Proxima Nova Condensed – Thin
   
   Usage: Headlines

2. Moving past teal green lakes you’ll close in on Mount Robson, a mountain so high it has its own weather system.
   
   Chronicle Text G2 – Roman
   
   Usage: Body copy

3. **0123456789**

   Knockout – Featherweight
   
   Usage: Price points or highlighted numbers

4. *Terms & Conditions: Offer valid on new 2016 bookings made between 10 April 2016, and 1 May 2016. This offer is applicable to any Rocky Mountaineer holiday of four or more nights booked in GoldLeaf Deluxe, GoldLeaf or SilverLeaf Service from the 2016 Rocky Mountaineer brochure on selected dates only. Deposits are required at the time of booking. Travel during the 2016 Rocky Mountaineer season between April and October on selected dates. Offer must be requested at the time of booking and will not be automatically allocated or retrospectively added. Free Seattle, Vancouver, Victoria, or Calgary accommodation matches the accommodation grade of the package booked. Free Vancouver, Victoria or Calgary accommodation can only be added to a Rocky Mountaineer package starting or ending in Vancouver or Calgary.*

   Proxima Nova Extra Condensed – Regular

   Usage: Copy-heavy content, legal copy
PRIMARY TYPEFACES

Proxima Nova Condensed Thin and Chronicle Text are the primary typefaces.
For small applications that cause legibility issues with Proxima Nova Condensed Thin, Proxima Nova Condensed Light can be used as an exception.

PROXIMA NOVA CONDENSED: THIN
This typeface is used in all caps for headlines and titles. When headline is on photographic background, set type centre aligned and in white. When used on buff, use gold. Leading equal to 105% of the font size. Tracking is set at zero.

CHRONICLE TEXT G2: ROMAN
This typeface is used as intro/body copy following the headline. When used on photographic background, set type in white. When used on buff, use gold or dark grey. Leading equal to 150% of the font size. Tracking is set at zero.

Within the unique world of rail travel, Rocky Mountaineer is so much more than just a train. It’s the key to unlocking a hidden world of unparalleled beauty as you carve through otherwise inaccessible terrain in the Canadian Rockies.
DIRECT AIR CANADA FLIGHTS BETWEEN HEATHROW & VANCOUVER

5 DAYS ONBOARD ROCKY MOUNTaineR

4 BREAKFASTS, 4 LUNCHES, 1 AFTERNOON SNACK

10 NIGHTS HOTEL

VANCOUVER LOOKOUT

TOUR OF VANCOUVER’S NORTH SHORE

BANFF GONDOLA

YOHO NATIONAL PARK TOUR

ICEFIELDS PARKWAY TOUR, INCLUDING ICE EXPLORER

NATIONAL PARKS PASS

RAIL STATION TRANSFERS & LUGGAGE HANDLING

1234567890
$600 $5,149*
$60 €20 £30

A CANADIAN ROCKIES JOURNEY LIKE NO OTHER.

WITHIN THE UNIQUE WORLD OF RAIL TRAVEL, ROCKY MOUNTAINEER IS SO MUCH MORE THAN JUST A TRAIN. IT’S THE KEY TO UNLOCKING A HIDDEN WORLD OF UNPARALLELED BEAUTY AS YOU CARVE THROUGH OTHERWISE INACCESSIBLE TERRAIN IN THE CANADIAN ROCKIES.
A dividing line is a device used to divide the headline from subhead or body copy. The line is always used with type, never in isolation.

Within the unique world of rail travel, Rocky Mountaineer is so much more than just a train. It’s the key to unlocking a hidden world of unparalleled beauty as you carve through otherwise inaccessible terrain in the Canadian Rockies.

For standard print sizes, set the stroke weight of the line at 0.5pt. Always set in the colour of the headline. The preferred position of the line is in the centre of type. Make sure the space above and below the line are equal.

Width of the dividing line is one third of the full width of the headline.
TONE OF VOICE

This should reflect what Rocky Mountaineer offers, namely a must-do adventure. A unique opportunity to see one of the most awe-inspiring natural wonders in the world – the Canadian Rocky Mountains – from the comfort of a luxury coach. We provide our guests with an unparalleled level of service throughout their journey, and do so with a smile.

Our writing should bring to life the Rocky Mountaineer personality. We are premium, yet unpretentious. Luxurious, yet approachable. Inspiring, yet lighthearted. And even though there are many facets to every Rocky Mountaineer journey, the way they’re described shouldn’t be complicated. Materials meant to make an emotional connection with the reader should paint a vivid picture of the experience. Materials meant to be functional (such as package descriptions) should be more direct and clear.

EXAMPLE 1
YOUR ONBOARD ENTERTAINMENT HAS BEEN THOUSANDS OF YEARS IN THE MAKING

Mother Nature will treat you to views of everything from coastal rainforests to awe-inspiring mountain peaks. We’ll treat you to gourmet refreshments, fine wine, and fresh, locally sourced food prepared by our Executive Chefs.

EXAMPLE 2
THE WIND HOWLS. AN EAGLE SOARS. A CORK POPS.

Sit back, relax and watch a wonder of the world glide by. Celebrate Canada’s 150th birthday with a wondrous journey through the Canadian Rockies with Rocky Mountaineer. Aboard the train, you’ll meet fellow travellers from all over the world, dine with Mother Nature and explore a landscape you won’t find anywhere else—with of course, a glass of champagne in hand. Only we can give you this glimpse of amazing.

EXAMPLE 3
SEE WHAT MADE THE FIRST CANADIANS CATCH THEIR BREATH

Our First Passage to the West route retraces the steps of the 19th century explorers who first marveled at this untamed wilderness, and gives a living history lesson on the building of a nation.

TIPS

1. For brand and print materials the headlines should include a sense of wit or a clever turn of phrase to leave readers with a smile. Body copy should bring the experience to life for the reader.
2. Overall, aim to create an aura of “premium” without becoming pretentious.
SERVICE SYMBOLS AND COLOURS

There are three service tiers for all Rocky Mountaineer packages: SilverLeaf, GoldLeaf and GoldLeaf Deluxe Service.

Where space is limited, use the simplified logo to maximize legibility of the service symbols.

Only use the files as supplied. Do not alter or modify the artwork.

In writing, ensure ‘Service’ always follows the three service tiers, and the first letter, the ‘L’ in ‘Leaf’, and the ‘S’ in ‘Service’ are capitalized. Ie. SilverLeaf Service, GoldLeaf Service, GoldLeaf Deluxe Service.
PUTTING IT ALL TOGETHER

Here is an example of a print ad. It demonstrates the use of photography, the Rocky Mountaineer logo, and the rest of the graphic elements.

In celebration of Canada’s 150th birthday, we’re giving you up to €400* to spend on dining, sightseeing and more. Come explore the Canadian Rockies with us and see this natural wonder of the world by rail. Join Rocky Mountaineer and meet fellow travellers from all over the world, dine with Mother Nature and explore a landscape you won’t find anywhere else.

**A BREATHTAKING LANDSCAPE. A JAWDROPPING OFFER.**

**WESTERN EXPLORER**

- Air Canada flights via Heathrow to Vancouver, returning from Calgary
- 2 days onboard Rocky Mountaineer
- 2 breakfasts, 2 lunches
- 7 nights hotel
- Vancouver Lookout
- Jasper Highlights Tour
- Icefields Parkway Tour, including Ice Explorer
- Yoho National Park Tour
- Banff Gondola
- Helicopter Flightseeing
- Calgary Tower
- National Parks Pass
- Rail station transfers & luggage handling

**GRAND RAIL CIRCLE**

- Air Canada flights via Heathrow
- 5 days onboard Rocky Mountaineer
- 4 breakfasts, 4 lunches
- 12 nights hotel
- Vancouver Lookout
- Jasper Highlights Tour
- Icefields Parkway Tour, including Ice Explorer
- Yoho National Park Tour
- Banff Gondola
- Helicopter Flightseeing
- National Parks Pass
- Rail station transfers & luggage handling

Call Trailfinders on 01 881 4953 or visit www.trailfinders.ie/rocky

Terms & Conditions:

- *Offer valid on new 2017 bookings made by 3 March 2017. Travel between April and October 2017 on select dates. Maximum number of additional services per adult is limited to one. Qualifying packages of five to seven days in GoldLeaf or SilverLeaf Service will receive €100 added value credit per adult (€200 added value credit per adult for packages of eight to ten days). Credit may be used on additional services and packages subject to availability. Qualifying packages of ten to 13 days in GoldLeaf or SilverLeaf Service will receive €200 added value credit per adult (€400 added value credit per adult for packages of 14 days or more). Credit may be used on additional services and packages subject to availability. Additional conditions apply.

- **In celebration of Canada’s 150th birthday, we’re giving you up to €400* to spend on dining, sightseeing and more.** Come explore the Canadian Rockies with us and see this natural wonder of the world by rail. Join Rocky Mountaineer and meet fellow travellers from all over the world, dine with Mother Nature and explore a landscape you won’t find anywhere else.

- **A BREATHTAKING LANDSCAPE. A JAWDROPPING OFFER.**

- **WESTERN EXPLORER**
  - Vancouver to Jasper to Lake Louise to Banff to Calgary
  - Air Canada flights via Heathrow to Vancouver, returning from Calgary
  - 2 days onboard Rocky Mountaineer
  - 2 breakfasts, 2 lunches
  - 7 nights hotel
  - Vancouver Lookout
  - Jasper Highlights Tour
  - Icefields Parkway Tour, including Ice Explorer
  - Yoho National Park Tour
  - Banff Gondola
  - Helicopter Flightseeing
  - Calgary Tower
  - National Parks Pass
  - Rail station transfers & luggage handling

- **GRAND RAIL CIRCLE**
  - Vancouver to Jasper to Lake Louise to Banff to Calgary to Vancouver
  - Air Canada flights via Heathrow
  - 5 days onboard Rocky Mountaineer
  - 4 breakfasts, 4 lunches
  - 12 nights hotel
  - Vancouver Lookout
  - Jasper Highlights Tour
  - Icefields Parkway Tour, including Ice Explorer
  - Yoho National Park Tour
  - Banff Gondola
  - Helicopter Flightseeing
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- **Call Trailfinders on 01 881 4953 or visit www.trailfinders.ie/rocky**
ADDITIONAL APPLICATIONS

Product Brochure
CHUGGA CHUGGA CHUGGA
IS THAT THE SOUND OF THE TRAIN’S ENGINE?
OR YOUR HEART?

A natural wonder like this is closer than you think. Celebrate your northern neighbor’s 150th birthday with a journey like no other through the Canadian Rocky Mountains by train. Aboard Rocky Mountaineer, you’ll see the Canadian Rockies from a whole new perspective, meet fellow travelers from all over the world, dine with Mother Nature and explore this wild, one-of-a-kind world—with of course a glass of champagne in hand. Only we can give you this glimpse of amazing.

RockyMountaineer.com | Toll-free 1.866.545.2766 | Contact your travel agent

ALL ABOARD AMAZING
ADDITIONAL APPLICATIONS

Corporate Stationery
when sharing your journey on Facebook and Instagram.

is provided to help you follow along your route. The Mile
advance of major photo opportunities and this newspaper
uring this adventure you will encounter many interesting

corro blandandic totatemquis reium aut laut mod natur, que quiscit verferro et quia et ommolorro quisto qui re (wc: 60)

the Journey through the Clouds and First Passage to the West

(Lillooet) First Nation. As we follow the Fraser River
St’at'imc (Coast Salish) people, including the Lilw’at

2,300 year old village can still be found across the river

commercially, have been negotiated.

area is the St’o:lo Nation. In recent years, their rights to

Nations peoples would not have survived.

They committed the first train hold-up in Canada
and on September 10, 1904, they made history.

up in Oregon. It was not a very successful robbery

of age, he was released from prison. By this time,

various prison breaks. It began in 1847 in the town

of Bowling Green, Kentucky where William A. Miner

European contact with most First Nations groups along

One thing all First Nations peoples of this region shared

of poles and green limbs. These were warm shelters

to place to hunt and find food. In the winter, several

poles and held potlatch celebrations where wealth

...
Welcome to the GoldLeaf Service dining room. The meal you are about to enjoy was inspired by Western Canada's diverse culinary landscape, our rich tapestry of cultures and traditions, and the bountiful regions we travel through.

With an endless supply of prairies, pastures and coastal waters at our fingertips, every exquisite dish prepared by our team of talented chefs features the freshest ingredients our local farmers have to offer. And by local, we mean local. Some of the farms we partner with can be viewed right from your seat. With soul stirring views, good company, and nowhere else you need to be— enjoy a sense of contentment. You're in the right place.

Thank you for joining us.

JEAN PIERRE GUERIN
EXECUTIVE CHEF
FRÉDÉRIC COUTON
EXECUTIVE CHEF

BREAKFAST

SPINACH & FETA CHEESE SOUFFLÉ
A light and fluffy egg, spinach and feta cheese soufflé, baked and served with roasted nugget potatoes, Canadian smoked bacon and country chicken sausages.

SCRAMBLED EGG CRISP
Fraser valley eggs and cream cheese scrambled and wrapped in a crispy spring roll, served with roasted nugget potatoes, smoked salmon, and chive crème fraiche.

EGGS BENEDICT
Two poached eggs and Montreal style smoked beef stacked on a toasted English muffin, topped with tarragon scented hollandaise.

CRANBERRY APPLE FRENCH TOAST
Pan-fried cranberry and apple baguette, drizzled with maplecream and served with roasted almond and honey syrup.

BLUERRY PANCAKES
Light and fluffy buttermilk and blueberry pancakes served with a sweet field berry compote.

STOVETOP OATMEAL
Traditional prospector rolled oats, cooked stovetop and served with brown sugar and fresh berries.

FIELD BERRY PARFAIT
Homemade crunchy roasted almond granola, layered with a sweet field berry compote and creamy yogurt.

BREAKFAST BEGINS WITH CHEF'S SEASONAL FRUIT CREATION AND A FRESHLY BAKED TREAT.

WINE SELECTION
WHITE
Sumac Ridge Estate, Vineyard Collection
Unoaked Chardonnay, BC VQA
Beautifully balanced and slightly off-dry with aromas of apple and pear.

Jackson-Triggs, Reserve Select
Sauvignon Blanc, BC VQA
Delightful notes of gooseberry and grapefruit with a crisp, refreshing finish.

RED
Sumac Ridge Estate, Vineyard Collection
Merlot, BC VQA
Medium bodied, with a delicious berry profile and hints of cedar and vanilla.

Jackson-Triggs, Reserve Select
Cabernet Sauvignon, BC VQA
Full bodied, yet velvety smooth with bold scents of blueberry, mocha, and chocolate.