

Brand Guidelines.

DISCOVER
LEDUC
REGION

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About us.



Our mission? Promote authentic, local adventures, and build meaningful connections through regional collaboration. We're all about bringing the spotlight to this incredible part of Alberta.

Built on a love for storytelling and community pride, this **regional tourism initiative** was created to shine a spotlight on the people, places, and experiences that make the Leduc Region so special. Powered by the **Leduc, Nisku & Wetaskiwin Regional Chamber of Commerce**, along with founding partners The **City of Leduc** and **Leduc County**, we continue to be your go-to guide for exploring everything our vibrant region has to offer—our website is your window into the community.

We bring together **six unique communities**—**Leduc, Beaumont, Devon, Calmar, Millet**, and **Leduc County**—under one welcoming brand that makes us stronger, making it easier than ever for visitors and locals to explore, connect, and celebrate what's right here in our own backyard. Stroll through the multiway paths or shop-lined streets in the **City of Leduc**, experience unique farm-to-table dining in **Leduc County**, indulge with cultural treats in the **City of Beaumont**, explore the beauty in the **Town of Devon**, soak up the small-town vibes in the **Town of Calmar**, or learn about the fascinating history in the **Town of Millet**.

Our partners.

Powered by the **Leduc, Nisku & Wetaskiwin Regional Chamber of Commerce**, along with founding partners The **City of Leduc** and **Leduc County**, we continue to be your go-to guide for exploring everything our vibrant region has to offer— our website is your window into the community. Together, we're on a mission to amp up the visitor experience, boost economic development, and showcase the beauty of our vibrant region which spans over 2,775 square kms, by exemplifying a community alignment approach. We're bringing together six amazing municipalities under one unified brand, including the **City of Leduc, Leduc County, City of Beaumont, Town of Devon, Town of Calmar**, and the **Town of Millet**.



**Together, we promote the
incredible stories of the region
and convey its beauty + vibrancy.**

Values.



We've bottled up what makes the Leduc Region shine into four values that guide everything we do. Think of them as our secret recipe — a blend of heart, adventure, and community that captures the beauty, energy, and stories woven through our region. Together, they tell the story of what makes this place so special — and why you'll love discovering it for yourself.

DISCOVERY

Spark your sense of adventure. New in town or a longtime local? You're invited to uncover the places and moments that make our region unforgettable. From roadside surprises to can't-miss experiences, every discovery sparks that perfect mix of joy, gratitude, and "how did I not know about this sooner?"

EXPLORATION

Embrace the journey. It's not just about where you're going — it's about the moments along the way. Around every corner is an adventure waiting to be had, whether you're meandering through small-town streets or chasing horizons across the countryside. Feel the freedom, follow your curiosity, and let the good vibes lead the way.

AUTHENTICITY

Celebrate what's real. Here, real people, real places, and real stories take center stage. The Leduc Region's charm lies in its diversity — and in the warmth of the people who call it home. We don't try to be something we're not. We celebrate what makes us unique, and we invite you to do the same.

COLLABORATION

Together, we thrive. Adventure is always better shared. Our strength lies in connection — between communities, families, friends, and visitors who become part of our story. From cozy get-togethers to grand celebrations, we lift each other up, celebrate our wins, and build something beautiful together.

Goals + objectives.



Increase brand awareness



Enhance the visitor experience



Provide solutions that drive visitation



Showcase local, authentic experiences



Promote regional collaboration, diversity, equity + inclusion



Generate leads with an economic growth mindset for the region

Our voice.

We strive to convey our core messaging with the following tone and style of communication:

Conversational Relaxed + informal, resembling natural spoken language, with a touch of a marketing spin to it.

Positive Optimistic + hopeful, focusing on the bright side of things.

Upbeat Lively, cheerful, fun, energetic.

Accessible Easy to understand, approachable, not overly technical or complex.

Experiential Focused on sharing experiences, emphasizing the feeling or outcome.

Inclusive Reflecting a commitment to diversity, equity, and inclusion while embracing a wide range of perspectives.



Logo.



The Discover Leduc Region logo was created to captivate and encourage visitors and locals to discover the region's best activities, events, and experiences. The full logo is available to regional stakeholders, partners, municipal governments, and tourism assets to promote tourism within the Leduc Region. Oh, and that compass? It's not just for show – it's our way of saying, 'Hey, adventure awaits – let's go find it!'

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Partner logo.



To be used by municipality or campaign partners.

Proud Partner

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Proud Partner

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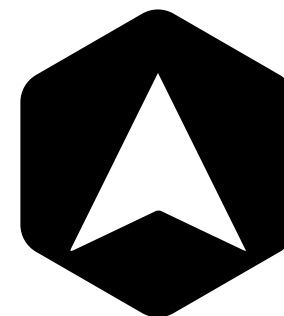
LOGO
HORIZONTAL

DISCOVER
LEDUC
REGION

LOGO
STACKED

DISCOVER

WORDMARK



SYMBOL

Colours.

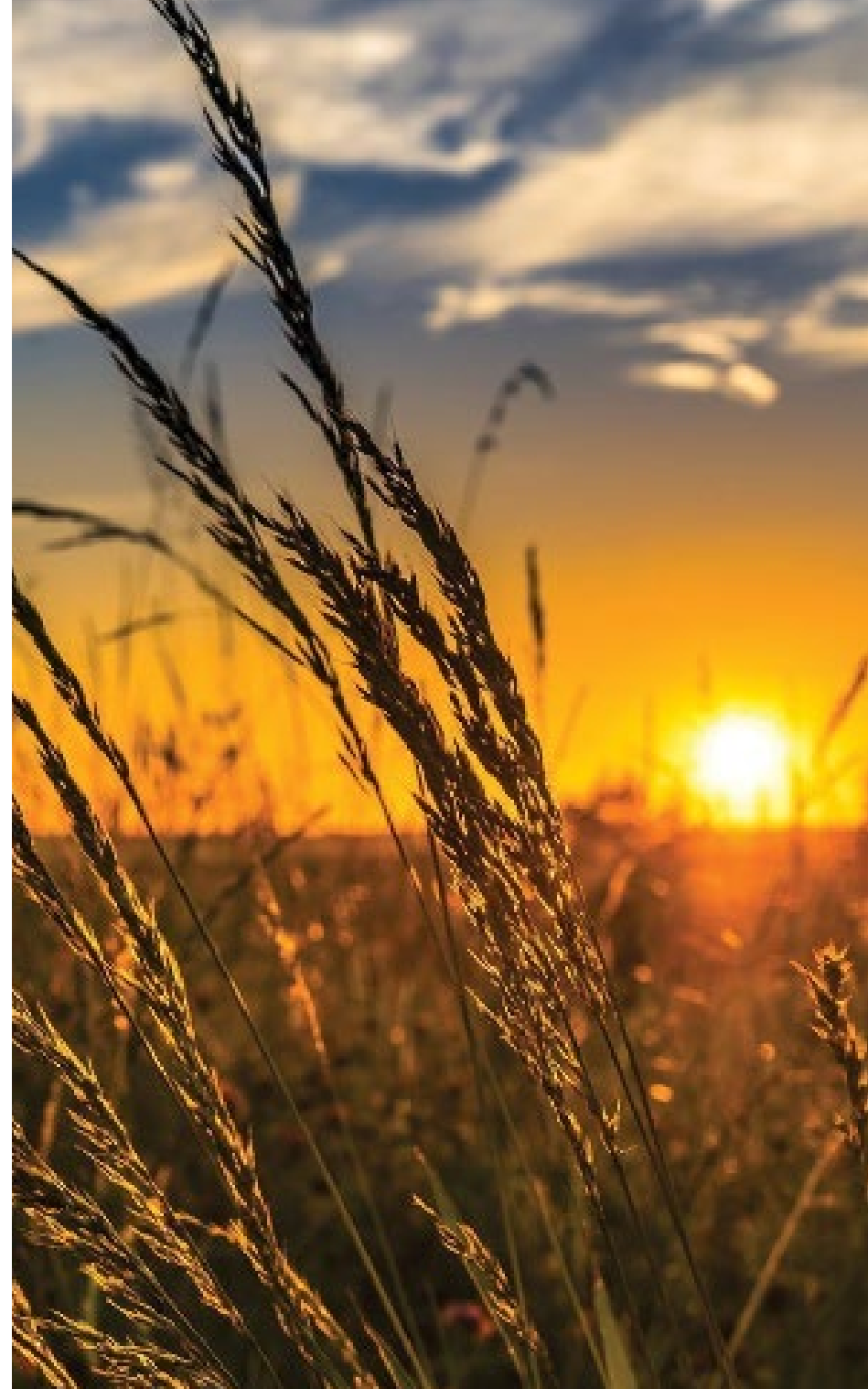
Earthy Brown Representing the local terrain and natural landscapes, this brown pays homage to the region's rich history and culture. It conveys a sense of authenticity, rootedness, and connection to the land.

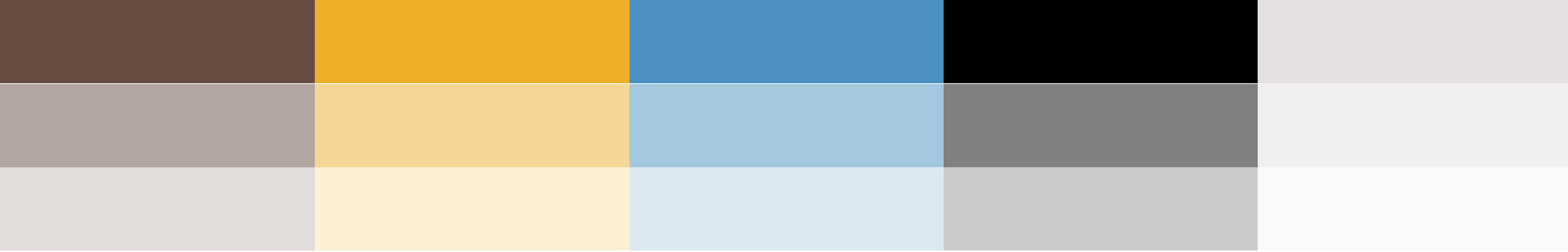
Prairie Yellow Representing the fields of wheat and barley, this warm, golden hue symbolizes the agricultural richness of the region. It evokes feelings of joy, friendliness, and positivity.

Sky Blue Representing Alberta skies and serene landscapes, this shade of blue symbolizes the calm confidence and reliability of the region. It instills a sense of trust, stability, and harmony, inviting visitors to explore.

Timeless Black Representing the enduring legacy and dynamic energy of the region as a destination, that balances tradition with innovation. It is a bold accent, adding depth, contrast, and strength.

Urban Stone Representing the urban point of view of our architecture and communities with a touch of refinement and modernity. This grey symbolizes strength and resilience, while providing a neutral backdrop.





Earthy Brown
#674d41

R 103
G 77
B 65

C 48
M 62
Y 67
K 36

Prairie Yellow
#edae28

R 237
G 207
B 144

C 7
M 17
Y 49
K 0

Sky Blue
#4a90c2

R 74
G 144
B 194

C 71
M 33
Y 7
K 0

Timeless Black
#000000

R 0
G 0
B 0

C 75
M 68
Y 67
K 90

Urban Stone
#e3e0df

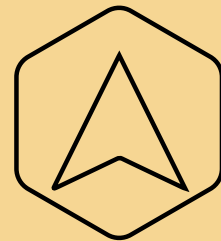
R 227
G 224
B 223

C 10
M 9
Y 9
K 0

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Typography.



Futura PT Bold Large Titles

FUTURA PT CND BOLD SECONDARY TITLES

Tomatoes

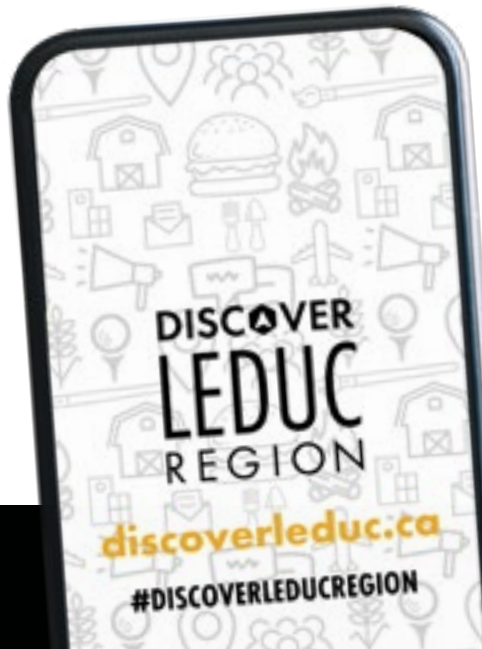
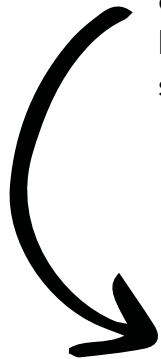
Used as a decorative or stylized font
for one or two words, always lowercase.

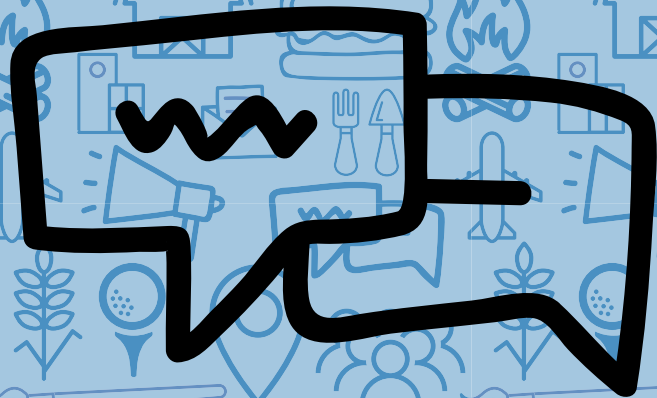
Avenir Book, *Avenir Book Oblique*
Avenir Black, Avenir Black Oblique
Body Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut nec rutrum nisi. Sed quis ligula tempus, facilisis quam vitae, *finibus nisl*. Etiam **varius ante** quis justo facilisis, vel interdum enim consectetur. Praesent sit amet urna eget lectus hendrerit ultricies in id nunc. Quisque sed rutrum felis, **sit amet interdum nulla**. Nulla facilisi. Cras tincidunt sit amet sapien ut ullamcorper.

Imagery.

When it comes to imagery, we're all about keeping it real and lively! Whenever we can, we showcase user-generated content or our own snapshots that capture the essence of our communities and events in real-time. And if that's not an option, we're fans of zooming in on those eye-catching details or adding a touch of interest with close-up shots. Plus, a soft black overlay or a sprinkle of some of our brand's fun icons adds just the right touch and helps to identify our brand amongst the world of social media.





**Let's explore
it together.**

discoverleduc.ca

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@discoverleduc #DiscoverLeducRegion



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