



# g Brand o Story

## New strategy, new look...

In 2023, Tourism Terrace went on a visual, digital and strategic transformation. As part of this, we have embraced a new look, a new website and a newly updated strategic plan.

The new Tourism Terrace visitor brand positions Terrace as the starting point for adventures unique to northwestern BC.

The application of the brand across a variety of slogans and themes reflects the breadth of experiences that a traveller can embark on. The new brand provides options for an easy, accessible experience or off-the-beaten-path adventure. It showcases everything from soaring peaks to secluded rivers, lava beds, deep powder, world-class fishing and the rich cultural history of the Northwest.

See our brand guide or contact us to request logos in your marketing efforts.

choose your own  
**adventure**

**unleash**  
your adrenaline

