

2023 TOURISM REGINA REFRESH

CONFIDENTIAL



EXPERIENCE REGINA BRAND



experience
Regina

CORPORATE LOGO
STARTING FEBRUARY 1, 2023

experience
Regina

COLOUR PALETTE



PANTONE 2768

City of Regina
(Flag)

PANTONE 171*



PANTONE 7598

Living Skies



PANTONE 304

Winter



PANTONE 7402

Agriculture

LAYOUT OF LOGOS

Parent Brand

Regina



Brand for DMO

(Primary)
experience
Regina

(Secondary)



Brand for Event
Attraction (Sales)

events
Regina
(Draft)

LOGO BREAKDOWN

Business to Business	Corporate	Business to Consumers
EVENTS REGINA	EXPERIENCE REGINA	EXPERIENCE REGINA
<ul style="list-style-type: none"> • Sales • Event Attraction • Sport Attraction • Meeting & Convention Attraction <p>Tactics</p> <ul style="list-style-type: none"> • Sales Collateral • Displays • Bid Documents • Sales pages of the Website • Linkd In 	<ul style="list-style-type: none"> • Industry Data • Dashboards • External Communications • Location Signage <p>Tactics</p> <ul style="list-style-type: none"> • Annual Reports • City Communication • Business Cards • Corporate Communication • LinkdIn 	<ul style="list-style-type: none"> • Destination Marketing <ul style="list-style-type: none"> ◦ In-Market & Out of Market • Visitors Packages • Onsite at Events • External Communications • Hotel Lobby's <p>Tactics</p> <ul style="list-style-type: none"> • Social Media • Traditional Media • Activations

CAMPAIGN FOR ALL in 2023: Do It In Regina

2023 CAMPAIGN

do it
Regina

Don't worry, it's meant to be cheeky. This campaign is to own who we are (the city that rhymes with fun), showcase what Regina can offer, and have a fun motto that engages locals and visitors.



EDR'S PLACE BRAND

Regina's place brand is a platform for anyone who's engaged in promoting Regina as a great destination. Across our economy, whether it's tourism, entrepreneurship, investment attraction or community pride, it's critical that everyone sees themselves as a vital part of a common story – a shared brand identity – for our city.

This Brand is about creating that story – it's the 90-second elevator pitch that speaks to what makes this place special. The Brand goes deeper than statistics, assets, logos, campaigns, or even sentiment that we all know. It tells the story of why those things came to be here, what it is about this place that created the environment, and where all our amazing stories can be told.

Experience Regina brand aligns with their second pillar: Growing Next Gen Energy! Click the image on the right to read more.



GROWING NEXT GENERATION ENERGY

With one of the fastest growing populations in Canada, Regina is a place of energy, enthusiasm, community values, and living together on the land. Our young, vibrant population is fueled by an energetic Indigenous population and an increasingly diverse community of newcomers. That energy not only makes us the ultimate hosts, but it also creates great neighbours and close-knit communities and makes this an excellent place to live, work, and do business.

THE TEAM



experience
Regina

REAL VS TOURISM

Parent Company



REAL ESTABLISHED 1884
REGINA EXHIBITION ASSOCIATION LIMITED

The DMO  { **experience**
Regina }

Catalyst Committees

The 100 Acres
(Brandt Centre, VITC,
Co-operator's, etc.)



REAL
DISTRICT

experience
Regina TEAM

CEO of Tourism & REAL
Tim Reid

**DIRECTOR of DESTINATION
MARKETING**
Tyler Lloyd

**DIRECTOR of DESTINATION
EXPERIENCE**
Ashley Stone

COMMUNITY & EVENT
MANAGER
Kendi Danbrook

MARKETING & BRAND
MANAGER
Tess Rensby

VISITOR EXPERIENCE
SPECIALIST
Starts January 16

EVENT SPECIALIST
Rebecca Perigny

MARKETING SPECIALIST
Austin Otte

OUR PURPOSE



experience
Regina

Our MISSION

We market to visitors (beyond 50 km) with our authentic prairie hospitality and showcase our city's best experiences.



Our **VISION**

To make Regina **sexy**.



Our VALUES

FUN: We inspire and promote an industry rooted in fun.

GENUINE: We're prairie proud with purpose.

BOLD: Average can be for everyone else.

NIMBLE: We are agile and connected to the very best in our community and industry.

IMPACTFUL: If we can't measure the impact, we can't prove our results.



Our MANIFESTO

WELCOME TO THE LAND OF **BIG SKIES AND BIG HEARTS**. WHERE **EVERYONE** HAS A SEAT AT THE TABLE AND A **STORY TO TELL**. WHILE THE **LAND MAY BE FLAT**, WE'RE **ANYTHING BUT**. WE **NOURISH** THE COUNTRY AND FEED THE **WORLD**. WE'RE THE LOUDEST FANS IN THE CROWD AND **PROUD OF IT**. WE EMBRACE **WINTER ADVENTURE** AND SOAK UP **LONG SUMMER DAYS**. WE'D GIVE YOU **THE SHIRT** OFF OUR BACK OR THE **TOQUE** OFF OUR HEAD. THIS IS WHERE WE **MAKE THE RULES**—AND THIS IS WHERE WE **BREAK THEM**. THIS IS **REGINA**.

Our PILLARS

Sports

"We are the loudest ones in the crowd and proud of it."

With Regina being home of the Saskatchewan Roughriders, Regina Pats, Regina Red Sox, and many others, we are experts in hosting sports and being the loudest fans!

Winter

"We embrace winter adventure."

We support the City of Regina's goal to create a common vision and shared understanding of opportunities to help residents and visitors embrace winter.

Events

"While the land may be flat, we are anything but."

Our great venues, prairie hospitality, next gen energy makes us the ultimate hosts. We have hosted the best of the best of events.

Community

"Where everyone has a seat at the table and a story to tell."

Our young, vibrant population is fueled by an energetic Indigenous population and an increasingly diverse community of newcomers. We want to share everyone's experience.

Agriculture

"We nourish the country and feed the world."

One of Regina's strengths is being a global leader for food and trade. We want to embrace our agriculture industry and curate ag tourism opportunities.

OUR SERVICES

Event Attraction



We drive tourism through events

Marketing



We tell the city's story

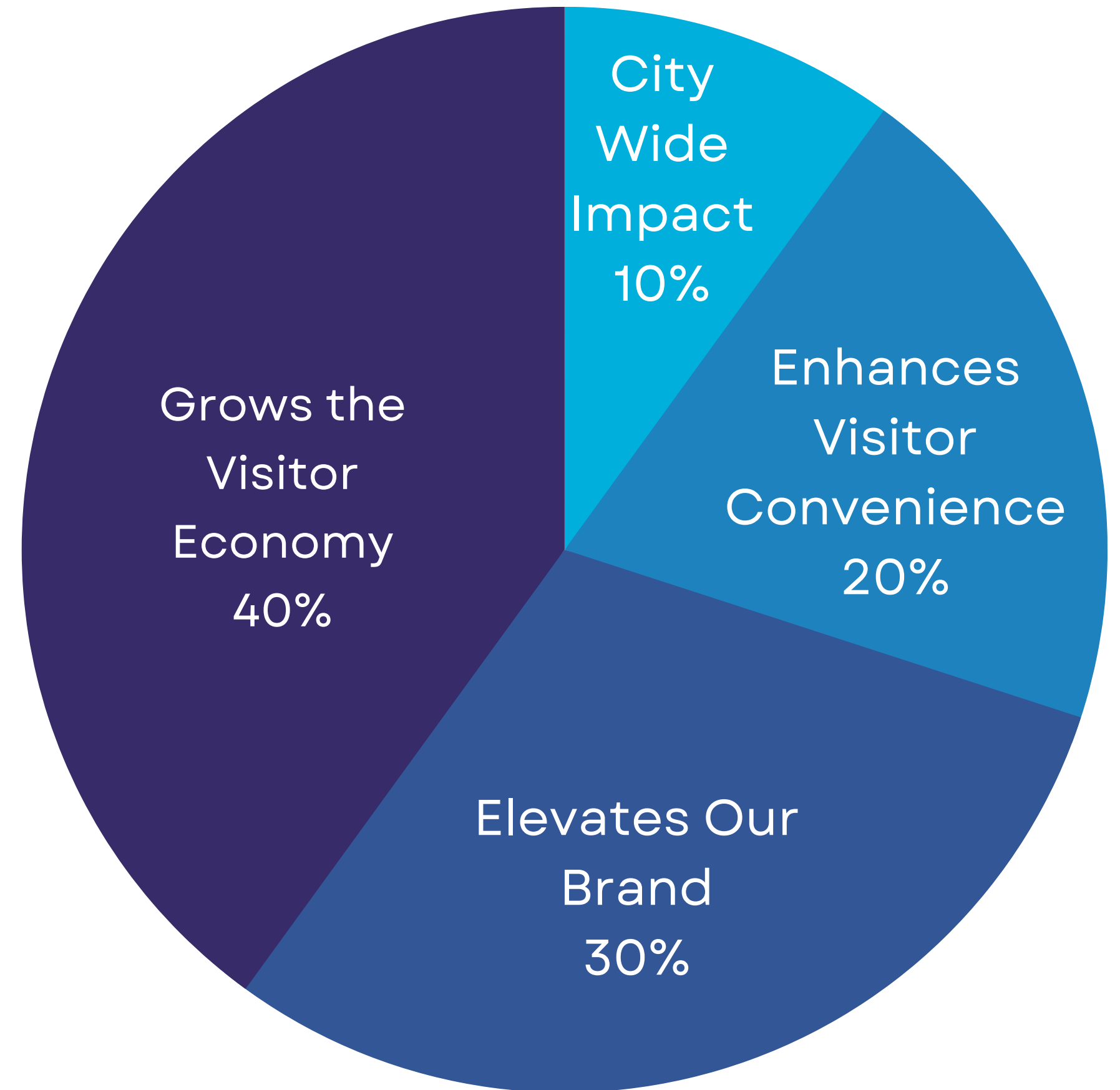
Industry



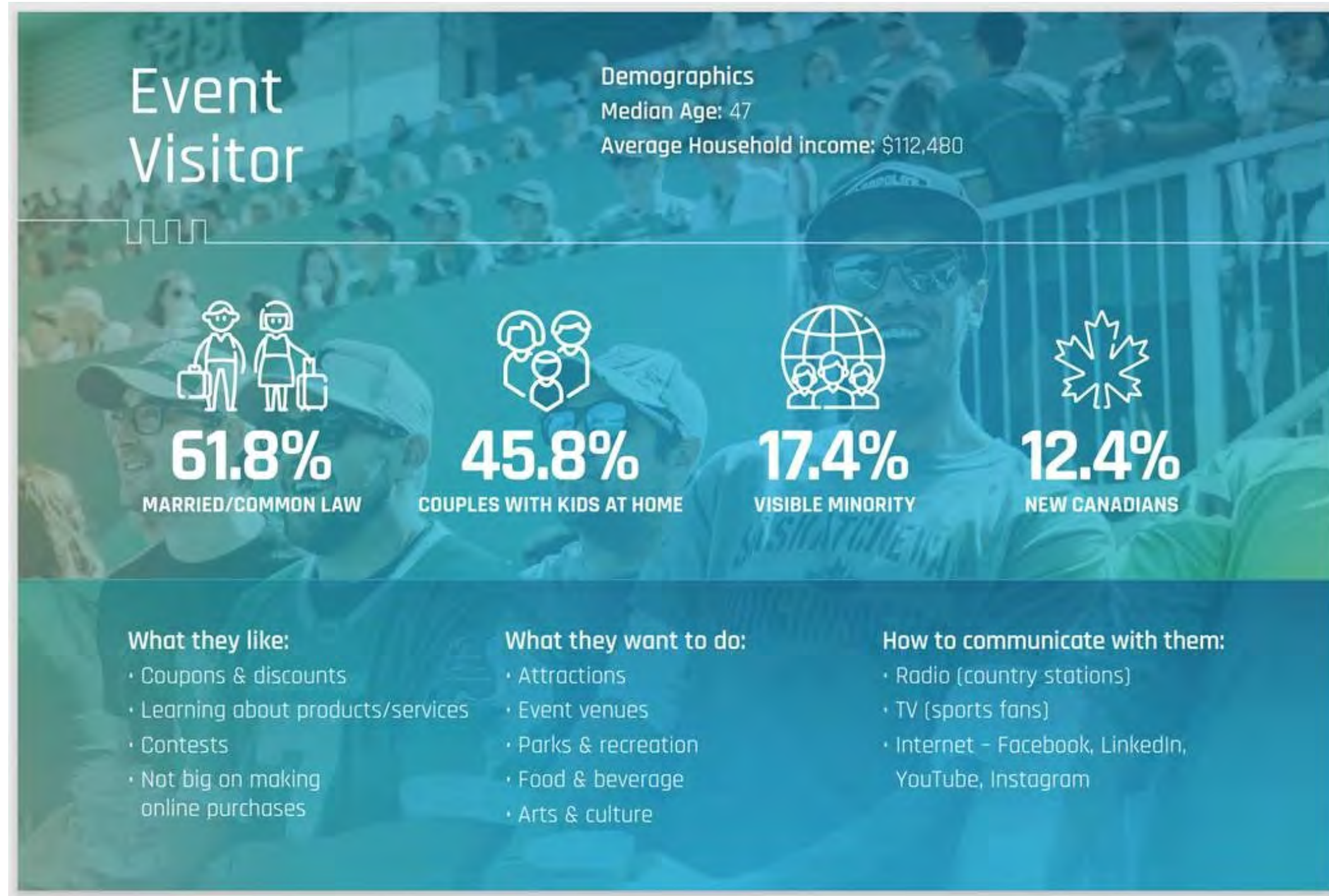
We connect tourists to the best of the industry

Our DECISION MAKING

Everything we do goes through the **Decision Making Matrix**. Whether it's deciding to bid on an event, support a marketing campaign, or collaborate with a new partner, we make sure it reaches a higher than 75% score as a team before going forward. Then, we make sure it matches Our Pillars and Long Term Business Plan.



2019 EVENT VISITOR



SURVEY



experience
Regina

LET US KNOW

As yourself being an important stakeholder of ours, we would appreciate your thoughts on the brand and your guidance as we build it out for public launch.

