



**ROYAL  
AVIATION MUSEUM**  
OF WESTERN CANADA

# BRAND GUIDELINES





# TABLE OF CONTENTS

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<b>Mission and Vision Statement</b>	<b>3</b>
<b>Brand Archetypes</b>	<b>4</b>
<b>Core Values</b>	<b>5</b>
<b>Brand Voice</b>	<b>6</b>
<b>Brand Tone</b>	<b>7</b>



## MISSION

We preserve the history of aviation and aerospace in western and northern Canada to educate, inspire, and entertain our visitors.

## VISION

We will be a renowned aviation museum for people of all ages and inspire future generations of aviators and innovators through the power of story-telling.





# BRAND ARCHETYPES



## HERO

Through our youth programming, we focus on inspiring the next generation of aviators and innovators through the personal stories of industry professionals. From our exhibits to our events, we entertain everyone who walks through our doors.



## SAGE

With our growing collection and preservation of over 70,000 artefacts and 90 aircraft, we constantly seek out knowledge to provide expert education and information to our visitors.





# CORE VALUES

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## Educate

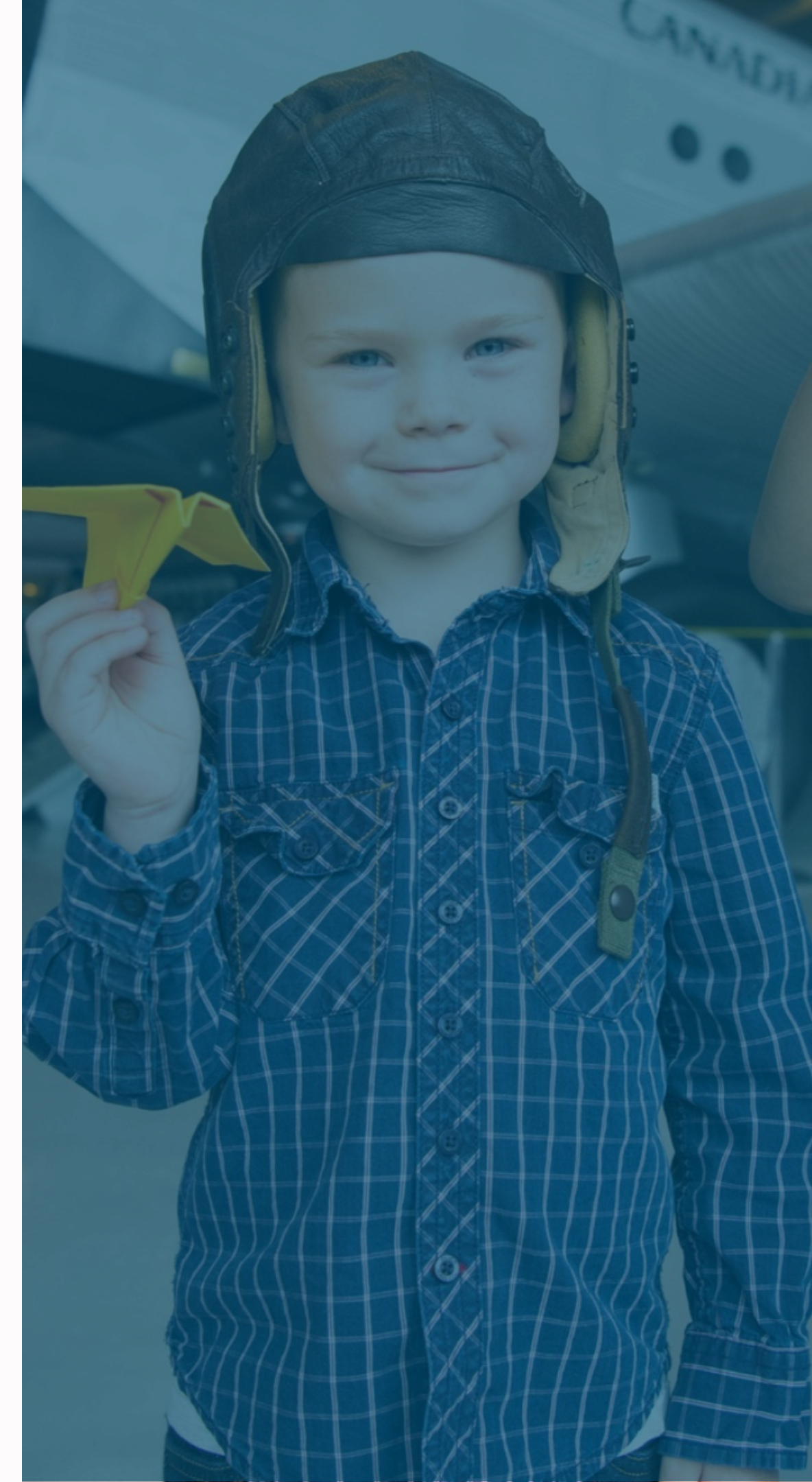
We are committed to providing knowledge and education of Canadian aviation and aerospace.

## Inspire

We strive to inspire the next generation of aviators and innovators.

## Entertain

We create fun, memorable, and entertaining experiences.



# BRAND VOICE

## Respectful and approachable

Our voice is targeted to appeal to aviation enthusiasts looking for a place to celebrate their passion. We use a respectful and approachable voice when engaging with this audience to ensure they feel valued and appreciated when they interact with our brand.

## Fun but also serious

Our voice is often geared towards parents who are eager to bring their children into an educational space, and towards children who would be interested in visiting a place like our museum. To reach this audience, we use a fun and playful, yet still serious voice across our platforms.





# BRAND TONE

## Fun!

This tone can be targeted towards parents who want to send their children to an educational space. It can also target children old enough to explore online and who want to learn about aviation.

Example: Come experience our Halloween extravaganza! This family friendly event includes trick-or-treating, game stations, STEM activities as well as photo ops with Hobbs!

## Professional

This tone can be targeted towards aviation and aerospace enthusiasts who are looking for a serious and professional space to enjoy and celebrate their passion for aviation.

Example: Are you looking for a place to showcase your love of aviation? Come visit us today!

## Respectful

We share a lot of events and news about aviation both locally and around the world. This tone can be targeted to those who are interested in being involved our keeping up.

Example: Come join us in welcoming astronaut Jeremy Hansen speak about how he became the first Canadian astronaut to be selected for a trip to the moon.

