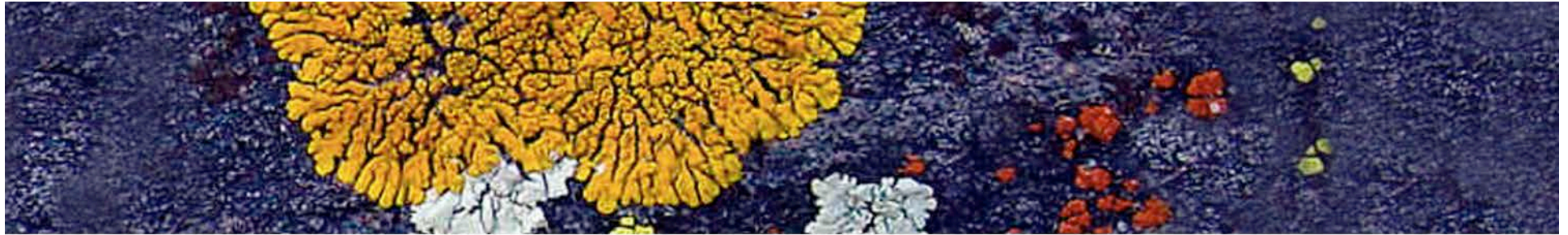


An aerial photograph of a coastal landscape. The foreground and middle ground are dominated by large, circular, yellow and orange lichen-covered rocks. The background is a dark, textured surface, likely water or a wet beach, with some smaller, scattered lichen patches in white, red, and yellow. The overall scene is a natural, rugged coastal environment.

Creating a New Name, Theme, & Visual Identity for Labrador Québec Highways Touring Route

Summary
June 2018

Target



Contents

Background

The Assignment

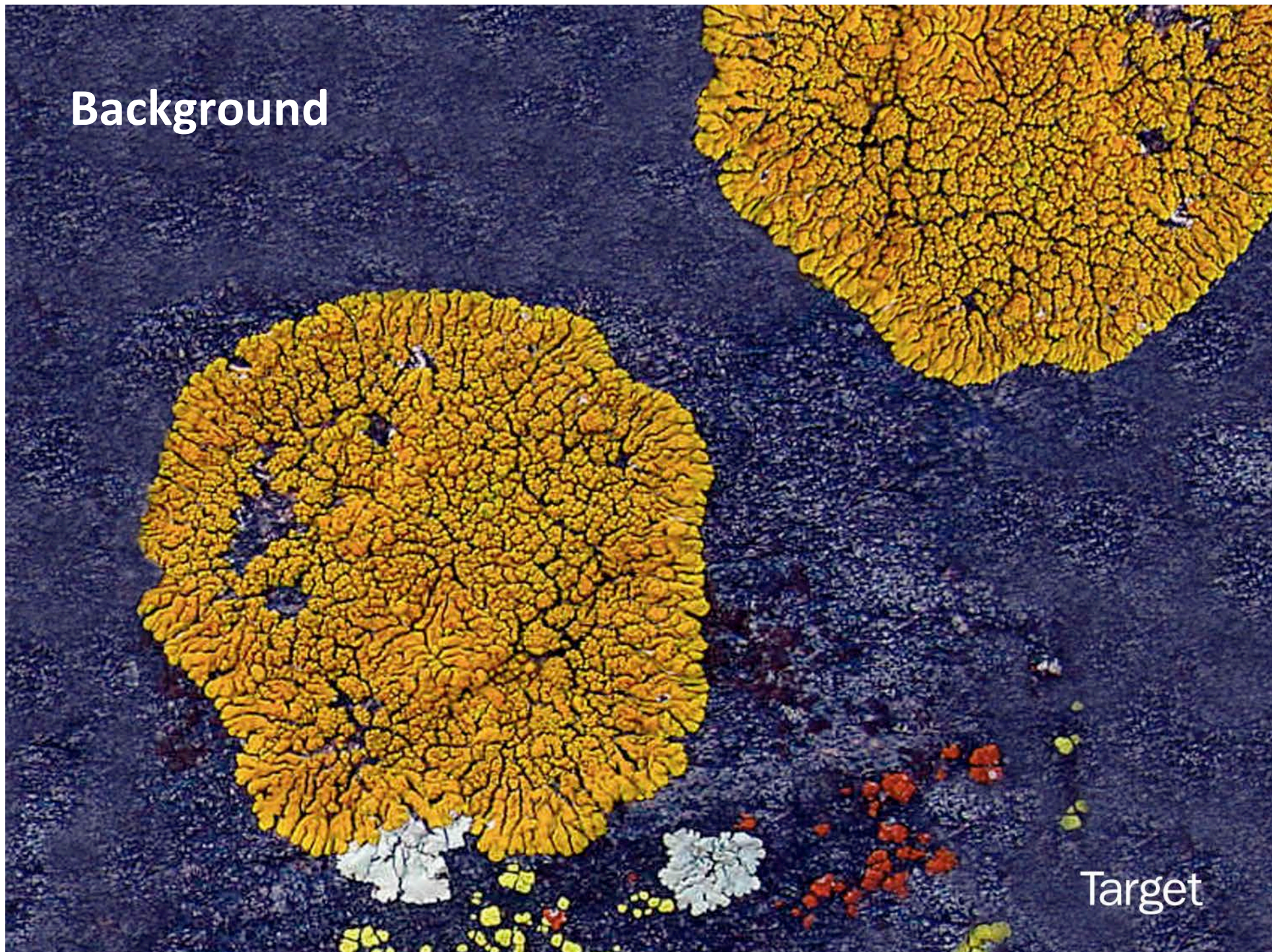
The Name

The Visual Identity

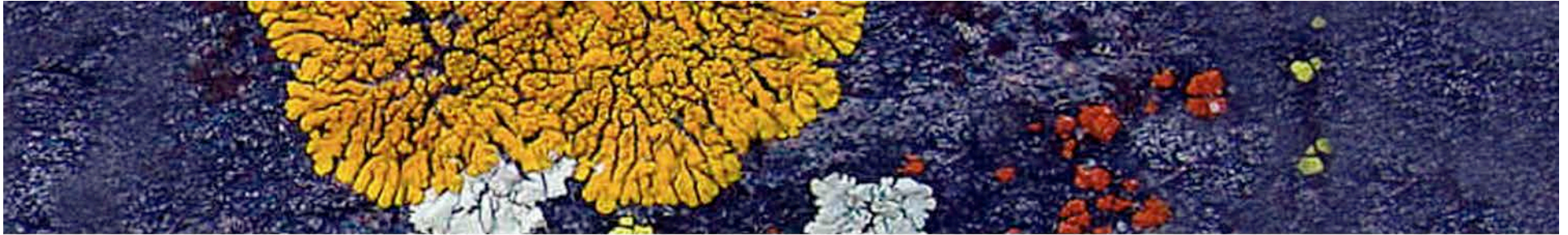
Research

Target

Background



Target



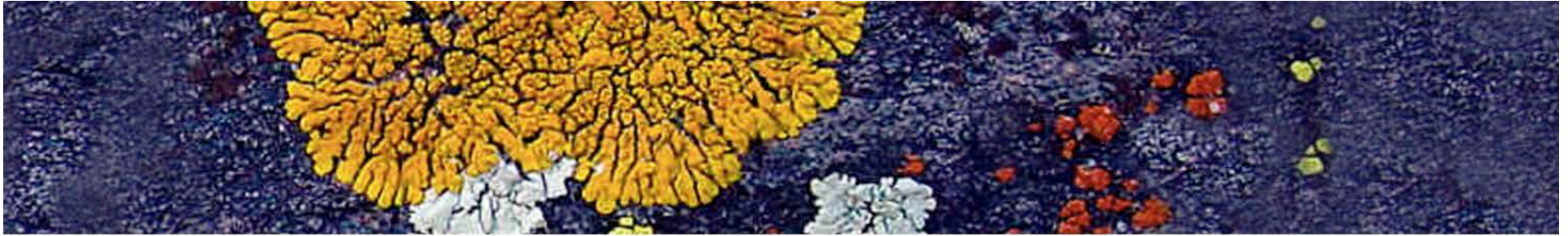
Background

Three tourism entities, Tourisme Côte-Nord, Destination Labrador, and RDÉE NL have partnered to develop a name and identity for a unified themed regional touring route.

The route is 1,700 km long and takes ~26 hours to drive. Roads / highways 389, 500, 510, and part of 138, constitute a northern circuit which spans from Baie-Comeau, QC to Blanc-Sablon, QC.

It passes through the Manic-5 dam, les Monts-Groulx, the site of the former municipality of Gagnon, Fermont, Labrador City (Wabush), Churchill Falls, Happy Valley-Goose Bay, Red Bay, and several indigenous communities.

Target



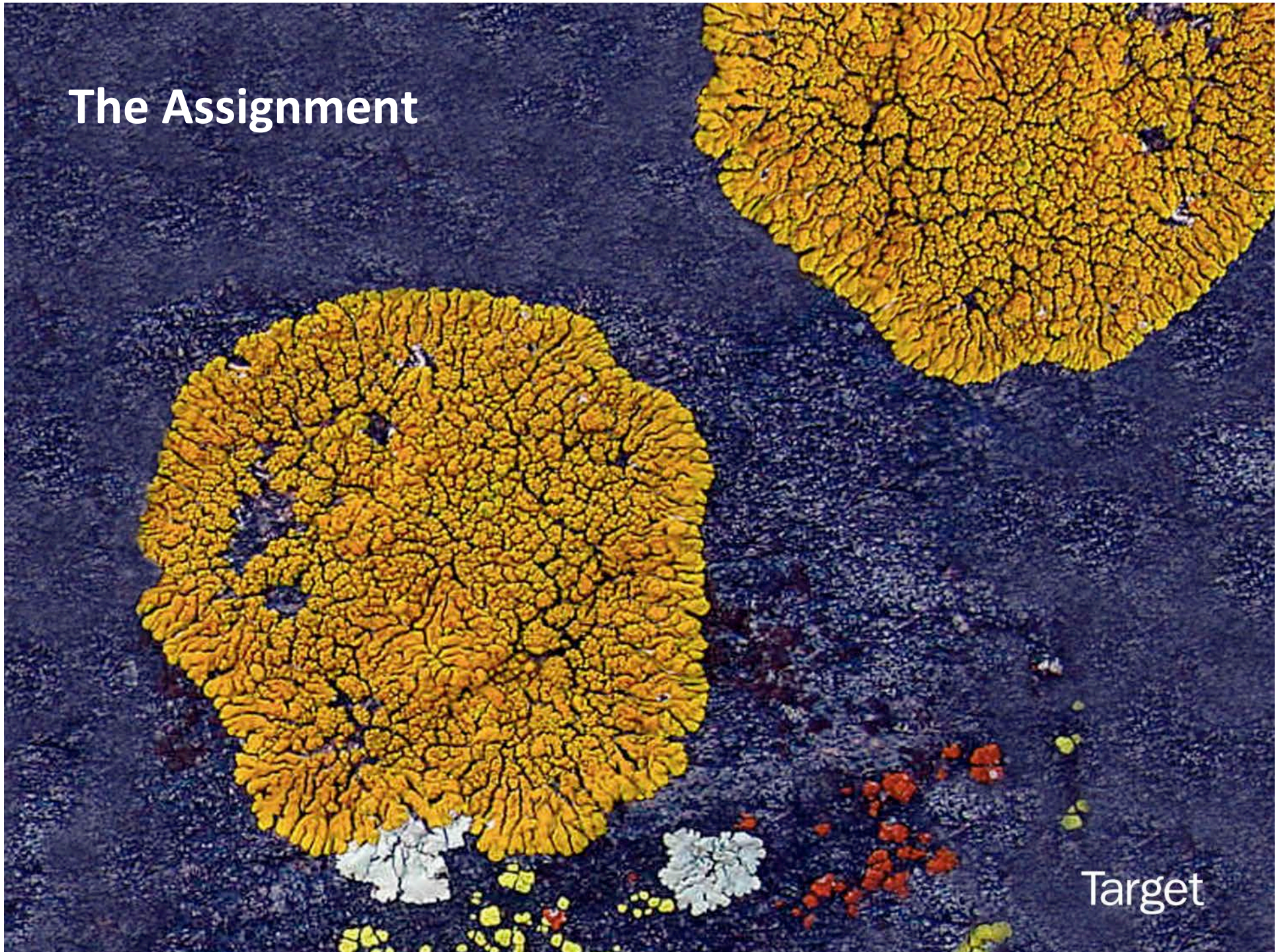
Background

The regional area of the North Shore of Québec and Labrador offers travellers a raw, unspoiled natural environment, as well as a unique heritage and culture.

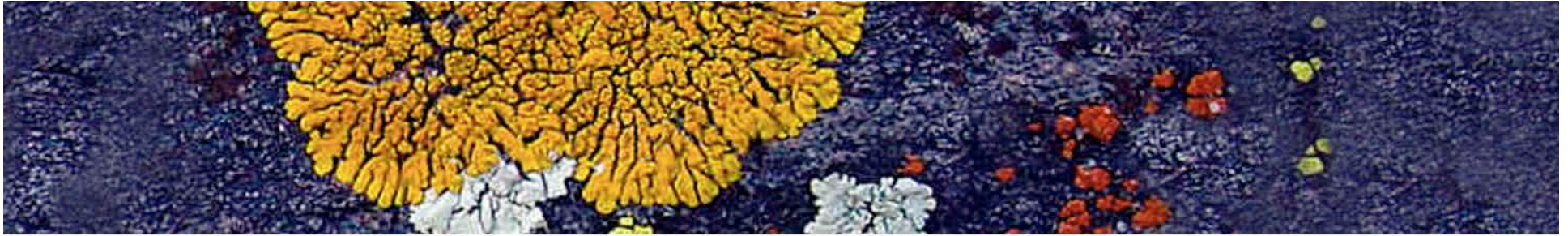
Awesome panoramas, untapped places, natural wonders, aurora borealis, presence of indigenous communities, resource industries including mining towns and hydroelectricity, icebergs, numerous National Parks, National historic places, UNESCO World Heritage Sites, accessible wildlife including caribou, bears, and beavers, numerous lakes and rivers – a place for a unique adventure.

Target

The Assignment



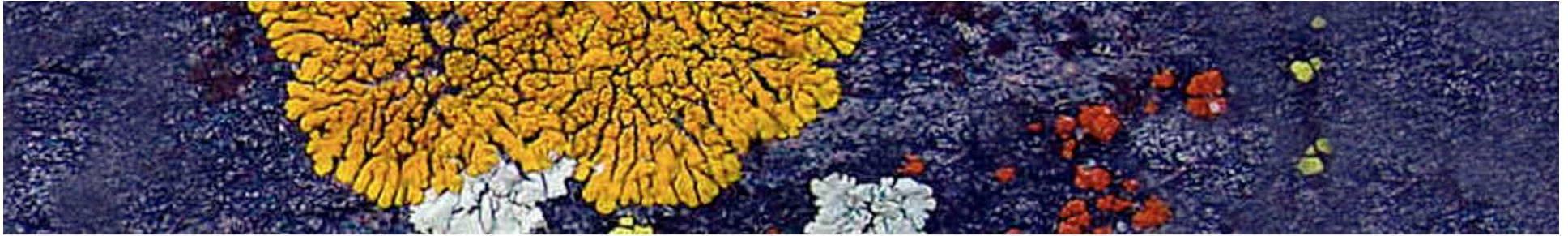
Target



The Assignment

A name, theme, and visual identity for a regional driving route have been developed because of the ongoing improvements to the highway infrastructure (the Trans-Labrador Highway from Labrador West [i.e., Labrador City] to Blanc-Sablon, QC, is complete) and because of regional relationships between Labrador and Northern Québec.

Target



The Workplan

Discovery & Research

Strategy Development

Creating the Name & Theme

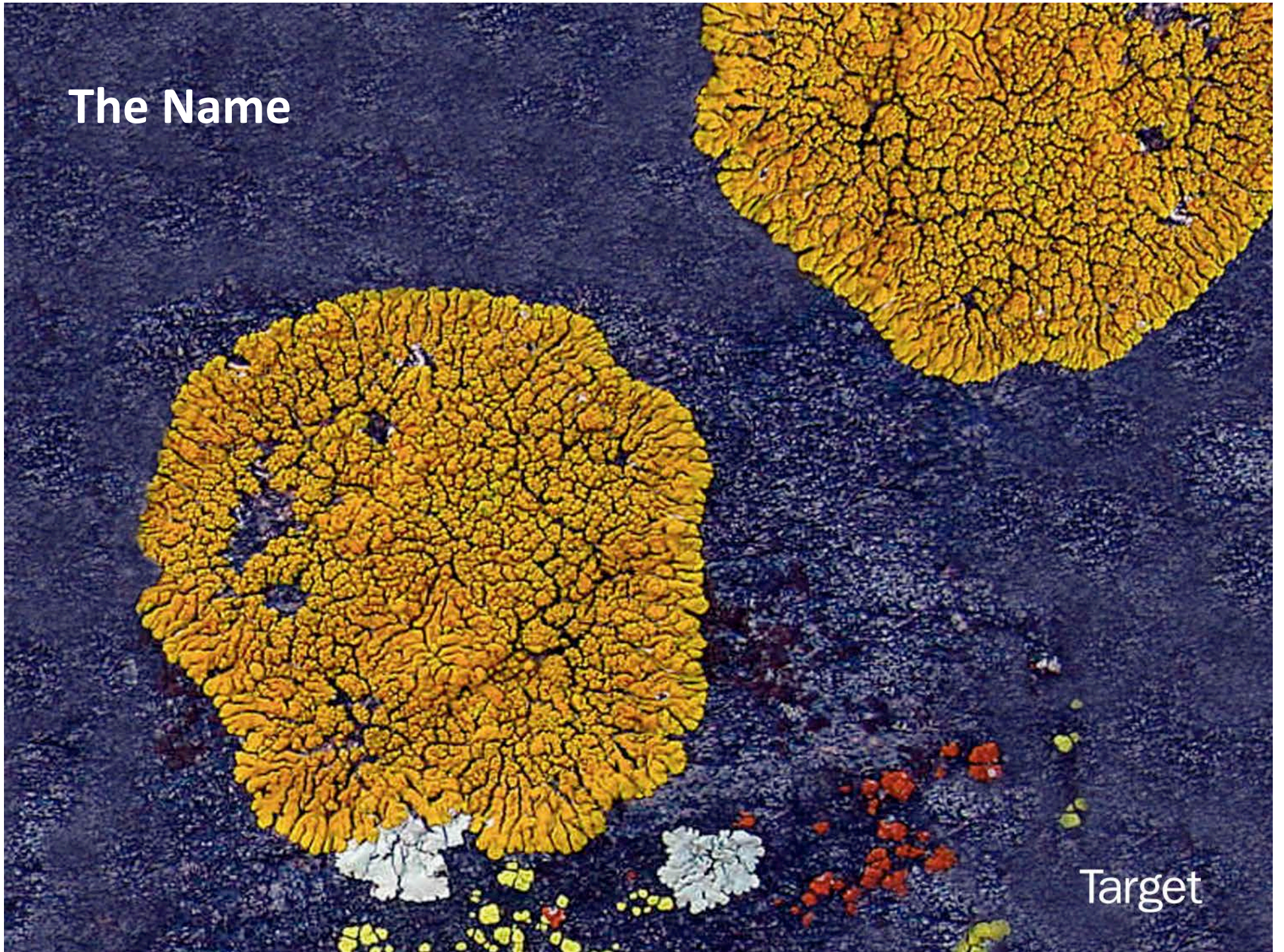
Visual Identity Development

Research

Final Report

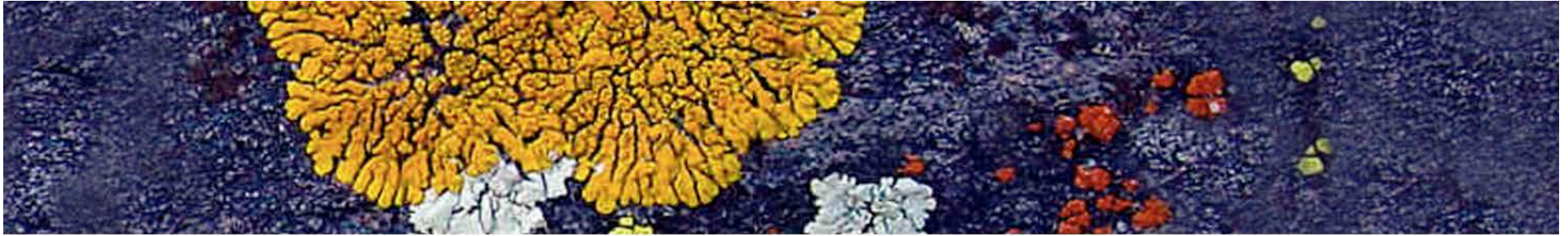
Target

The Name



Target

Expedition 51°

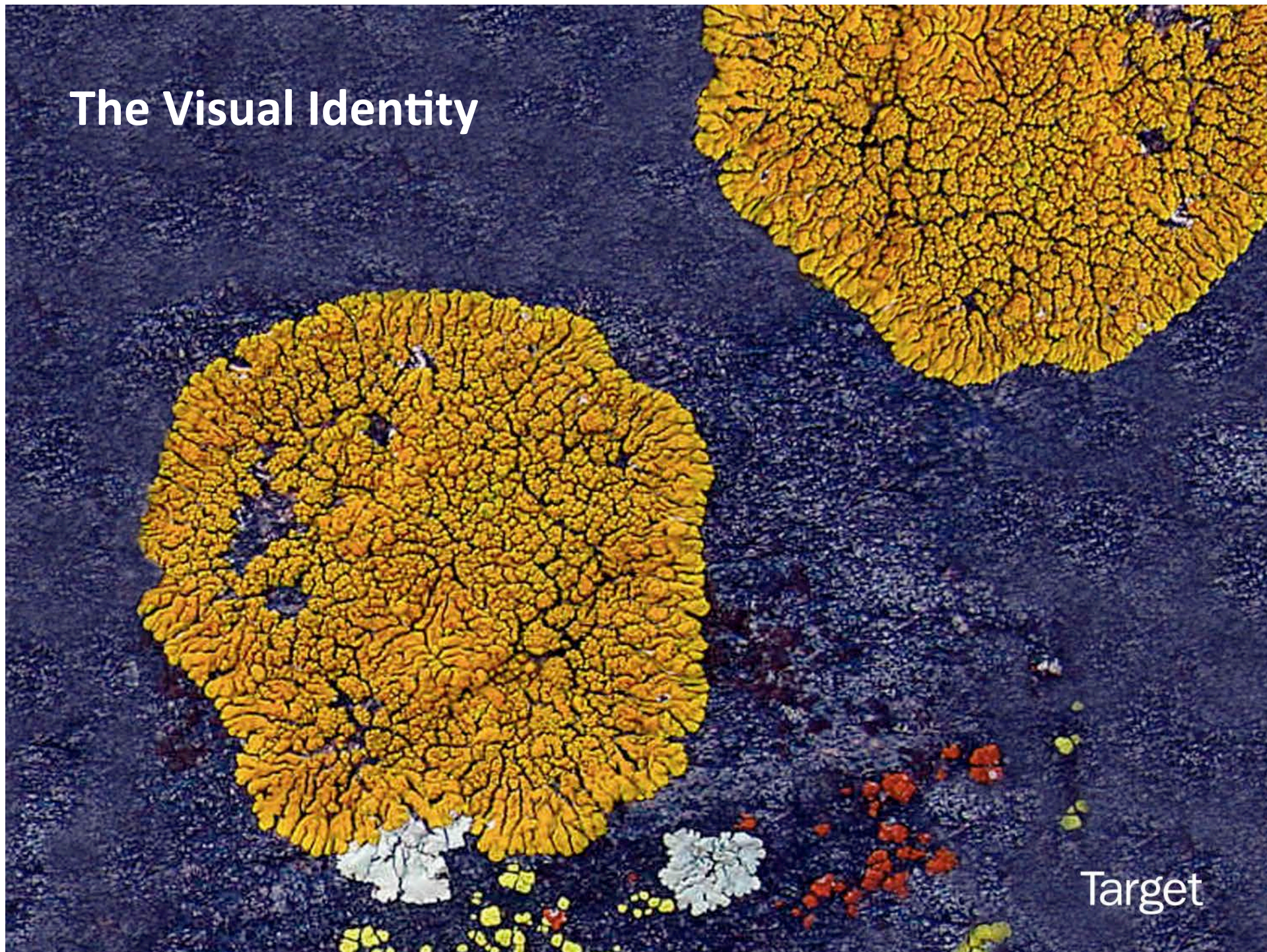


Expedition 51°

Travelling isn't only about going places. Sometimes it's about coming together, and uniting the traveller with the destination. For some, often times that union can be life-changing. This same spirit of unity applies for connections between places. Expedition 51° is a road that draws together both Québec and Labrador, two vast and ancient lands that have plenty of history with one another. Each brought together by a single thread at the 51st parallel.

Target

The Visual Identity



Target



expedition 51°

A thick, yellow, hand-drawn style wavy line that arches over the text and has a small tail at the bottom left and right.

expedition 51°

A thick, yellow, wavy line that starts on the left, arches over the text, and ends on the right, framing the main title.

expedition 51°

The Québec Labrador Highway

A smaller version of the yellow wavy line graphic, framing the text.

expedition 51°
The Québec Labrador Highway

A smaller version of the yellow wavy line graphic, framing the text.

expedition 51°
The Québec Labrador Highway



expedition 51°



expedition 51°

Québec Labrador Highway



expedition 51°

Québec Labrador Highway



A blue flag with a white outline of a mountain range and the text "expedition 51°" in gold. The flag is flying on a silver pole against a blue sky with light clouds.

expedition 51°











expedition 51°

Québec Labrador Highway

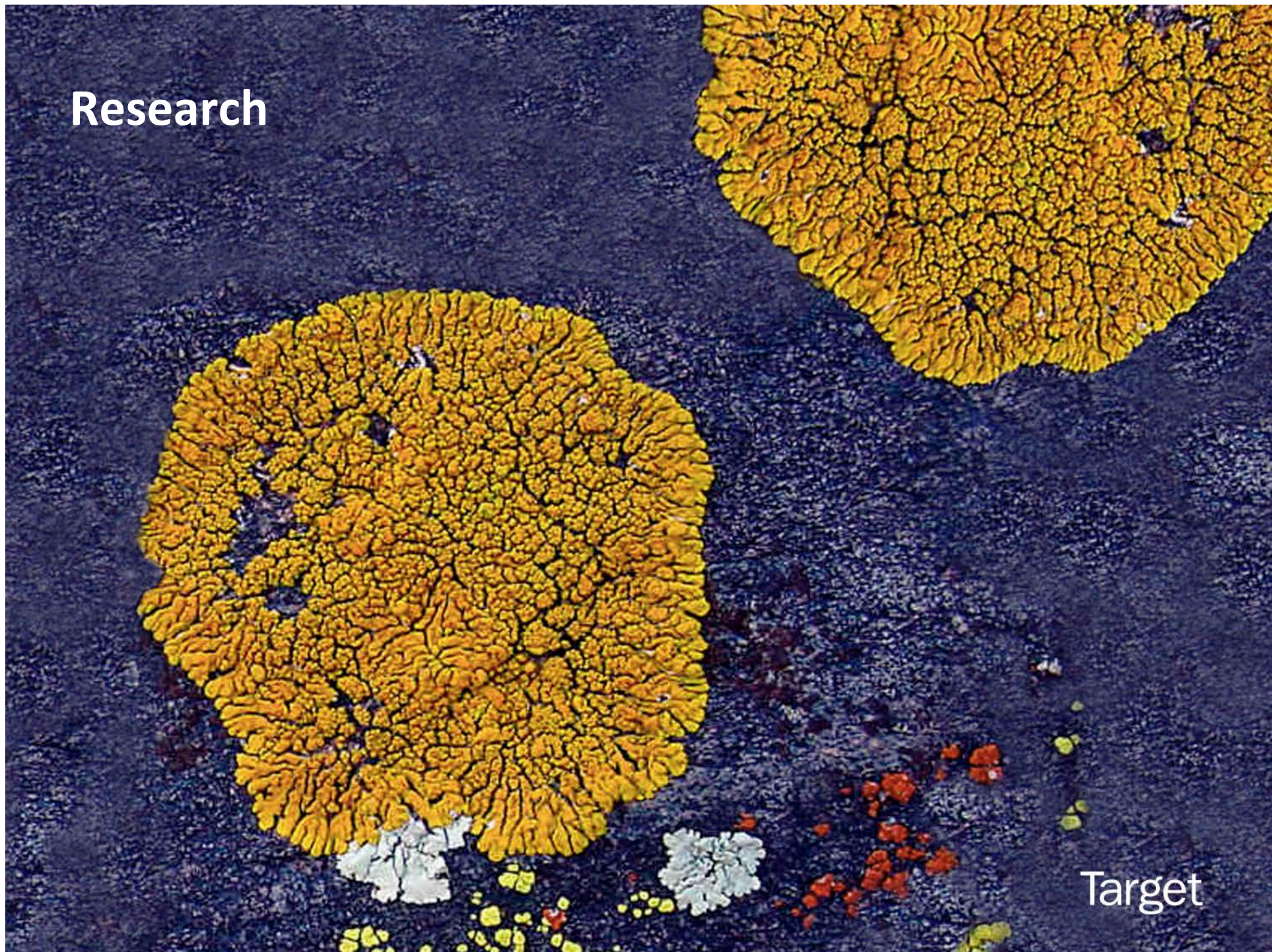


expedition 51°

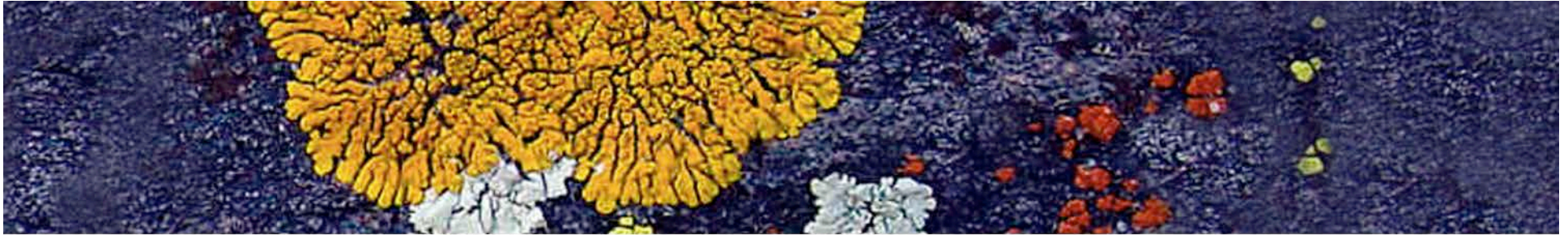




Research



Target



Focus Groups

Two online focus groups were completed, one in English and one in French, with 9 participants in total.

The report indicates:

The logo is suitable in representing the experience that can be obtained while travelling the route.

The name is suitable for a bilingual audience.

Target