

ROYAL
AVIATION MUSEUM
OF WESTERN CANADA

BRAND GUIDELINES



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VISION

The Royal Aviation Museum of Western Canada (RAM) envisions a platform that sparks curiosity in the aviation community, generates education and innovation, and fosters a strong sense of community.

MISSION

Preserving Western Canadian aviation history and educating future generations, RAM aims to provide immersive exhibits, information on innovation and culture, and expand aviation knowledge.



BRAND ARCHETYPES

1

CITIZEN

RAM's commitment to education, inclusion, and storytelling mirrors the Citizen's value of belonging and community. Just as the Citizen values hard work and connection, RAM strives to engage visitors meaningfully and preserve aviation history in a way that is accessible and trustworthy.

2

CREATOR

Through engaging exhibits and programs, RAM sparks visitor's imaginations and encourages curiosity. Its mission to inspire future generations aligns with the Creator brand archetype's desire to innovate, create, and leave a meaningful impact.





CORE MESSAGES

SOLIDARITY

RAM values connection and unity, building relationships across generations, communities, and cultures. By preserving aviation history through artifacts and stories, it creates a shared sense of belonging that furthers collaboration with visitors, volunteers, and industry partners.

ENGAGEMENT

Memorable, hands-on experiences are at the heart of RAM. With dedicated volunteers, interactive exhibits, and a range of school programs, RAM ensures visitors are active participants in learning and discovery.

INSPIRATION

RAM is driven by a passion for aviation and history, fuelled by curiosity and inspiration. Visitors are encouraged to explore new ideas and imagine future possibilities.





BRAND VOICE



KNOWLEDGEABLE

We aim to inspire curiosity, answer your questions and share aviation history in a way that speaks to you. We are your trusted resource to learn about Western Canada's rich aviation history.

CARING

We invite families and the community to come together, explore, and learn in a space built for shared discovery. We genuinely care about delivering a memorable experience where everyone feels welcomed and included.

APPROACHABLE

We aim to bring aviation history to life with fun and creative exhibitions. Whether you're here for stories or just some fun, we're always here to help with your questions and ensure you have a great time.



BRAND TONE



Instead of

“This is the most incredible aviation exhibit you’ve ever seen. It will blow your mind to see all these huge planes and learn about our mind boggling stories!”

try

“Our latest aviation exhibition has landed! We invite you to come and explore our museum, along with inspiring stories before it flies away!”

Instead of

“The Royal Aviation Museum of Western Canada invites you to attend our latest exhibit. Attendees are requested to adhere to the given schedule and procedures for the event.

try

“The Royal Aviation Museum of Western Canada warmly invites you to explore our latest aviation exhibition. Please take a moment to check out the schedule so you can make the most of your visit with your families and friends.”

Instead of

“It’s shocking how few people understand the importance of aviation in Canada. Luckily, we’re here to educate you.”

try

“Many people may not understand the significance of aviation in Canada’s history and development. That’s why we’re here to share these important stories with you.”

