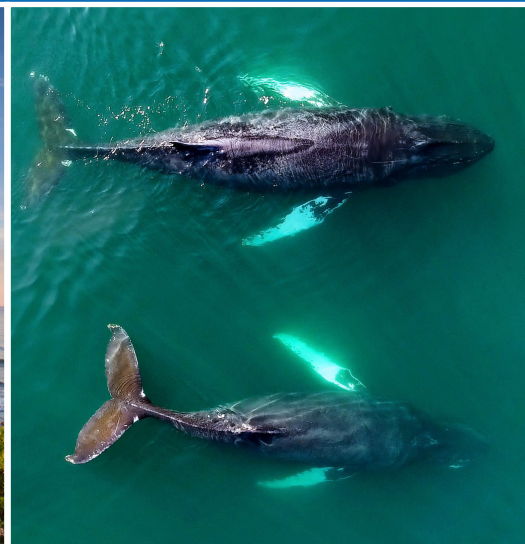




2020 REGIONAL MARKETING TOOLKIT

TOURISM
NOVA SCOTIA 



As the world adjusts following the COVID-19 pandemic, communities and businesses will rely more than ever on local and regional customers. This is especially true for Nova Scotia's tourism industry.

As a result, Tourism Nova Scotia has shifted its 2020 marketing efforts to focus on promoting the province to Nova Scotians and other Maritimers. This document outlines how your region or business can utilize elements of these campaigns to help make them bigger and better.

2020 STAYCATION CAMPAIGN

REDISCOVER NOVA SCOTIA

The Nova Scotia flag is positioned to the right of the word "NOVA SCOTIA". It features a white field with a blue saltire (St. Andrew's cross) and a central gold shield containing a red lion passant guardant.

We want to encourage Nova Scotians to explore all the incredible attractions, activities and beauty right in our backyard. Sometimes, it can be easy to take those things for granted. But now is the perfect opportunity to Rediscover Nova Scotia.

the wordmark

The Rediscover Nova Scotia wordmark is the primary element that will identify communications and marketing materials as being part of the 2020/21 marketing campaign. When everyone uses it, we all win. When a region or business uses the wordmark, part of the passion, emotion and nostalgia from Tourism Nova Scotia's campaign will be transferred. Widespread adoption will make the campaign bigger, helping keep our collective messaging at the forefront of Nova Scotians' minds. This works best when everyone uses the wordmark in a similar way.

Read on for some basic guidelines.

The image shows the 'Full colour version' of the wordmark. It consists of the word 'REDISCOVER' in a blue, hand-drawn, brush-stroke font, positioned above the word 'NOVA SCOTIA' in a solid blue, sans-serif font. To the right of 'NOVA SCOTIA' is a small, stylized flag of Nova Scotia, featuring a white field with a blue saltire and a yellow cross in the center.

Full colour version

The image shows the 'Reverse version' of the wordmark. It features the words 'REDISCOVER' and 'NOVA SCOTIA' in white, with 'REDISCOVER' in a hand-drawn, brush-stroke font and 'NOVA SCOTIA' in a solid, sans-serif font. The Nova Scotia flag is positioned to the right of 'NOVA SCOTIA'. The entire wordmark is set against a solid blue background.

Reverse version

LOGO VERSIONS



Full colour version



Reverse version

COLOUR

BLUE



CMYK | c90 m57 y0 k0



RGB | r0 g107 b182

MINIMUM SIZE

The primary logo is most legible at sizes of 1.25" and above.



1.25 inch

SAFETY

Lines indicate the logo safety zone. This area must be kept clear of other elements. The safety zone is equal to the height of counter in the large "O".



UNACCEPTABLE LOGO USE



LOGO MUST NOT BE STRETCHED OR DISTORTED.



THE DISTANCE BETWEEN TEXT AND SYMBOL MUST NOT BE ALTERED.



DON'T APPLY ANY FILTERS OR TEXTURES TO THE SIGNATURE MARK.



LOGO MUST ALWAYS APPEAR IN APPROVED CORPORATE COLOURS



LOGO TYPEFACE MUST NOT BE CHANGED.



LOGO COLOURS MUST NOT BE SWAPPED.



THE SCALE OF LOGO ELEMENTS MUST NOT BE ALTERED.



DON'T APPLY SHADOWS, GLOW EFFECTS, OR OUTLINES TO THE SIGNATURE MARK.

photography guidelines

Photography choices will be influenced by the type of business you operate and your specific objectives. But as an overarching guide, look for images that make you feel something. Does an image make you feel excited, nostalgic, happy or hungry? Good, use that. Together we'll appeal to Nova Scotians' pride of place.

Tourism Visual Library

Nova Scotia tourism operators can take advantage of Tourism Nova Scotia's extensive library of high quality visual materials to help promote your region and business. Click [here](#) to register for access to photos and videos from the online library.



sample layouts

When and how you include the Rediscover Nova Scotia wordmark in your marketing materials is really up to you as long as you follow the guidelines on these pages. That said, we do have some suggestions.

THINK ABOUT THE HIERARCHY:

These marketing communications assets are promoting your business, region or event so make sure your branding is the most obvious. The size and placement of the Rediscover Nova Scotia wordmark should make it secondary.

CHOOSE THE CORRECT VERSION:

On darker images or background colours, use the reverse (white) version of the logo for legibility.



2020 NEW BRUNSWICK & PEI CAMPAIGN



the wordmark

The We're Open wordmark functions both to identify the province in out-of-province marketing and to declare that we are open to visitors. The stamp-style design lends authority to the message. When your region or business chooses to use this wordmark on your materials, you gain the credibility that comes from having Nova Scotia's official endorsement. All we ask is that everyone follows a few guidelines.



Full colour version

LOGO VERSION



Full colour version

COLOURS

RIBBON BLUE



CMYK | c90 m57 y0 k0



RGB | r0 g107 b182

SEA BLUE



CMYK | c90 m57 y0 k0



RGB | r0 g107 b182

SUN YELLOW



CMYK | c90 m57 y0 k0



RGB | r0 g107 b182

MINIMUM SIZE

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1.25 inch

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sample layouts

When and how you include the We're Open Nova Scotia wordmark in your marketing materials is really up to you as long as you follow the guidelines on these pages. That said, we do have some suggestions.

THINK ABOUT THE HIERARCHY:

These marketing communications assets are promoting your business, region or event so make sure your branding is the most obvious. The size and placement of the We're Open Nova Scotia wordmark should make it secondary.



BUCKET LIST #9: EPIC GOLF WEEKEND TO REMEMBER.

Get away and make some new memories with your best pals at Fox Harb'r Resort. Shoot the breeze during an afternoon of clay shooting. Hit the fairways for a round of golf on our championship course. Then head back to your ocean-view suite to compare shots and share a few laughs. Knock that unforgettable getaway with your best buddies off your bucket list today. Book now.


Fox Harb'r Resort
— Nova Scotia —
FOXHARBR.COM
1-866-257-1801



OPEN FOR BUSINESS TIPS

Now that restrictions are lifted and we're coming out from a challenging few months, the simple pleasure of exploring our home province will feel both like a long-awaited reunion and a brand-new adventure. We want all Nova Scotians and visitors from neighbouring provinces to know we're ready to welcome them back to our regions and businesses.

Use the following checklist to make sure everyone knows you're open:

- ✓ Update your NovaScotia.com listing
- ✓ Make sure you have up-to-date images on your NovaScotia.com listing
- ✓ Create a package and post it on NovaScotia.com

Other tips:

- Post on social media at least 3 x per week
- Make sure your '[my business listing](#)' on Google is up to date
- Use hashtags! (see next page for more information)

THE HASHTAG

What It Is & When To Use It:

A hashtag is simply a keyword phrase, spelled out without spaces, with a pound sign (#) in front of it. You can put hashtags anywhere in your social media post's copy: in the beginning, at the end, or anywhere in between. Hashtags tie public conversations or images from all different users into a single stream, which you can find by searching for a hashtag or by clicking on one. Keep in mind, in order for a post with a hashtag to appear in anyone's search, the post must be public.

When used properly, hashtags are a great way for individuals and brands to make their social posts more visible and increase engagement.

For the purpose of the Rediscover Nova Scotia and We're Open campaigns, use the following hashtags so we can see and promote your content!

Rediscover Nova Scotia:

#RediscoverNovaScotia

We're Open:

#visitnovascotia

TOOLKIT DOWNLOAD

Now you're ready to join forces with all Nova Scotian regions and businesses and put the Rediscover Nova Scotia and We're Open campaigns into action!

Click [here](#) to download the logo packages.

For more information contact:

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REDISCOVER
NOVA SCOTIA 

