

# 2021 MARKETING CAMPAIGN TOOLKIT

TOURISM  
NOVA SCOTIA 



This will be our second year of marketing Nova Scotia in the middle of a global pandemic. The difference in 2021 is that there is increased optimism that we are emerging from the shadow cast by COVID-19.

Accordingly, Tourism Nova Scotia is planning to adapt its campaign focus as the market evolves. Once again, we will launch a dedicated campaign to encourage Nova Scotians to enjoy staycations in the province. We will promote Nova Scotia to other Atlantic Canadians with our regional campaign. And we'll monitor the evolving landscape and consider other opportunities as markets re-open.

This document outlines how your region or business can utilize elements of these campaigns to help make them bigger and better.

## 2021 STAYCATION CAMPAIGN

REDISCOVER  
NOVA SCOTIA



If they didn't realize it before, the past year has helped many Nova Scotians appreciate just how much their province has to offer. So even though our borders may be reopening, we expect many people feel they have everything they need right here. Our campaign salutes this spirit of rediscovery in 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 2021/22 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 wordmark consists of the word "REDISCOVER" in a blue, hand-painted, brush-stroke font, positioned above the words "NOVA SCOTIA" in a solid blue, sans-serif, all-caps font. To the right of "NOVA SCOTIA" is a small, stylized graphic of the Nova Scotia flag, which is white with a blue saltire and a yellow center.

Full colour version

The wordmark is identical to the full colour version, but the text "REDISCOVER" and "NOVA SCOTIA" are white, and the Nova Scotia flag graphic is also white. This version is set against a solid blue rectangular background.

Reverse version

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## LOGO VERSIONS



Full colour version



Reverse version

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## COLOUR

BLUE



CMYK | c91 m60 y0 k0



RGB | r7 g98 b200

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## MINIMUM SIZE

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



1.25 inch

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## 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.

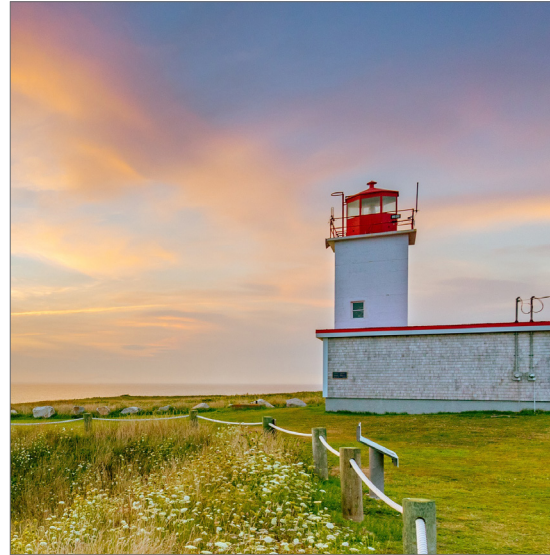


# photography guidelines

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.



## 2021 CANADA CAMPAIGN (ATLANTIC & BEYOND)

DO  
MORE  
IN NOVA  
SCOTIA

The Nova Scotia flag is positioned behind the word "NOVA". It features a white saltire (X-shaped cross) on a blue field, with a red shield containing a gold lion passant guardant in the center.





## the wordmark

The Do More logo clearly identifies our province to visitors. Equally important, it includes a simple but memorable call to action to do more in Nova Scotia. When your region or business chooses to use this wordmark on your materials we can emphasize just how much there is to do while 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



Reversed version



## COLOURS

RIBBON BLUE



CMYK | c91 m60 y0 k0



RGB | r7 g98 b200

SUN YELLOW



CMYK | c1 m0 y78 k0



RGB | r247 g234 b72

## MINIMUM SIZE

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



1.5 inch

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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 "A".





## UNACCEPTABLE LOGO USE



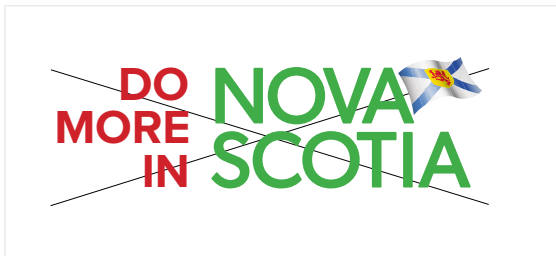
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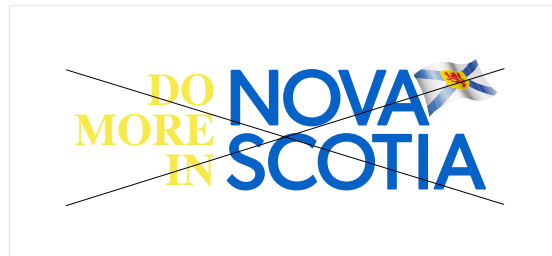
THE DISTANCE BETWEEN TEXT AND SYMBOL MUST NOT BE ALTERED.



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



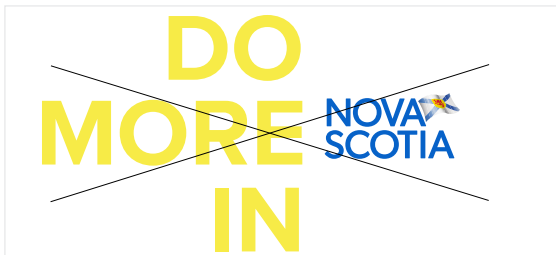
LOGO MUST ALWAYS APPEAR IN APPROVED CORPORATE COLOURS



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## sample layouts

When and how you include the Do More in 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 Do More in 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  
FOXHARB.R.COM  
1-866-257-1801

DO  
MORE  
IN NOVA  
SCOTIA

## 2021 US & INTERNATIONAL CAMPAIGN





We will evaluate and resume marketing in international markets—such as the Northeastern United States—as conditions permit.

For partners who wish to leverage the the Tourism Nova Scotia campaign visual identity in these markets, please use the Do More in Nova Scotia, *Canada* version of the logo.

## the wordmark

The Do More in Nova Scotia Canada logo clearly identifies our province and country to visitors beyond Canada. Equally important, it includes a simple but memorable call to action to do more in Nova Scotia, Canada. When your region or business chooses to use this wordmark on your materials we can emphasize just how much there is to do while 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



Reversed version



## COLOURS

RIBBON BLUE



CMYK | c91 m60 y0 k0



RGB | r7 g98 b200

SUN YELLOW



CMYK | c1 m0 y78 k0



RGB | r247 g234 b72

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## sample layouts

When and how you include the Do More in Nova Scotia Canada wordmark in your US and International 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:

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Fox Harb'r Resort  
Nova Scotia  
FOXHARB.R.COM  
1-866-257-1801

DO  
MORE  
IN  
NOVA  
SCOTIA  
CANADA

## OPEN FOR BUSINESS TIPS

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 Do More campaigns, use the following hashtags so we can see and promote your content!

## **Rediscover Nova Scotia:**

#RediscoverNovaScotia

## **Do More:**

#visitnovascotia

# TOOLKIT DOWNLOAD

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

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

**For more information contact:**

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REDISCOVER  
NOVA SCOTIA 

DO  
MORE  
IN NOVA  
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CANADA 