



2021-2022 WINTER REGIONAL MARKETING TOOLKIT

TOURISM
NOVA SCOTIA 



2021-2022 WINTER CAMPAIGN



The Nova Scotia Wintervention campaign was designed to help people realize: just because there's a chill in the air and snow on the ground, that doesn't mean you can't get out there and explore all the incredible things Nova Scotia has to offer.

In fact, there are plenty of wonderful experiences, beautiful scenery, and cozy flavours you can only enjoy during the winter months.

This document outlines how your region or business can utilize elements of this campaign to get people off the couch and help them take back their winter!

the wordmark

The Nova Scotia Wintervention wordmark is the primary element that will identify communications and marketing materials as being part of the 2021/22 winter marketing campaign. When a region or business uses the wordmark, people will be reminded of the message and playfulness behind the Tourism Nova Scotia campaign. Widespread adoption will make the campaign bigger, helping remind our audiences that they have plenty of opportunities and reasons to explore Nova Scotia this winter. This works best when everyone uses the wordmark in a similar way.

Read on for some basic guidelines.



Full colour version



Reverse version

LOGO VERSIONS



Full colour version



Reverse version

COLOUR

BLUE



CMYK | c91 m60 y0 k0



RGB | r7 g98 b200

TEAL



CMYK | c60 m0 y16 k0



RGB | r44 g204 b211

MINIMUM SIZE

The primary logo is most legible at sizes of 1.5" and above.



1.5 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 the snowflake.



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.



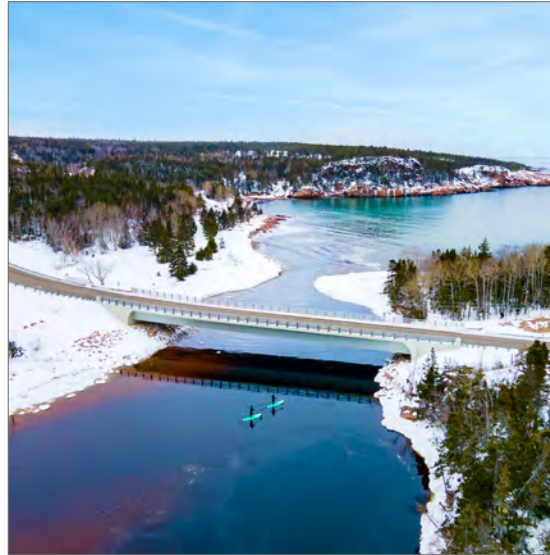
DON'T APPLY GLOW EFFECTS OR OUTLINES TO THE SIGNATURE MARK.

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 Nova Scotia Winterventure 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 Winterventure 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.



TOOLKIT DOWNLOAD

Now you're ready to join forces with all Nova Scotian regions and businesses and put the Nova Scotia Wintervention campaign into action!

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

For more information contact:

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