



# 2022 CALLING ALL DOERS TOOLKIT

TOURISM  
NOVA SCOTIA 

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The “Do More” campaign is focused on creating awareness about Nova Scotia as a vacation destination in our target markets, and helping travellers visualize the incredible things they can do on a Nova Scotia vacation.

This year’s evolution of the successful, research-backed “Do More” campaign leads with the “Calling All Doers” line. It’s a rallying cry for the Doers of the world. An open invitation to visit Nova Scotia: home of more ways to “do more” than the average Doer could possibly dream up.

“Calling All Doers” employs alliteration, playful rhymes, and flexible, unexpected language to capture audience attention, while displaying the various travel-motivating places, attractions and experiences that will inspire travel to Nova Scotia. Because after all, Nova Scotia is for Doers.

## 2022 CAMPAIGN CANADIAN ENGLISH MARKETS

**DO MORE | IN NOVA SCOTIA**

The flag of Nova Scotia is positioned to the right of the word "NOVA". It features a white field with a blue saltire (X-shaped cross) and a yellow shield in the center containing a red lion passant guardant.

## the wordmark

The Do More in Nova Scotia wordmark has been updated to match the more modern and energetic tone of the Calling All Doers campaign. It still works as a simple call to action for consumers, but the new layout and typography better reflect the excitement our audiences will feel for their trip to Nova Scotia.

Additionally, a second wordmark has been created that includes the “Calling All Doers” tagline. This wordmark is typically only used in online ads (where legible) to help reinforce our messaging and remind viewers that we have issued an open invitation to all Doers.



DO MORE | IN NOVA SCOTIA

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CALLING ALL DOERS

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DO MORE | IN NOVA SCOTIA

## DO MORE LOGO

Full colour version



Reversed version



## COLOUR

RIBBON BLUE



CMYK | c91 m60 y0 k0



RGB | r7 g98 b200

## MINIMUM SIZE

The logos are most legible at sizes of 1.5" and above.



1.5 inch



1.5 inch

## CALLING ALL DOERS LOGO

Full colour version



Reversed version



## SAFETY

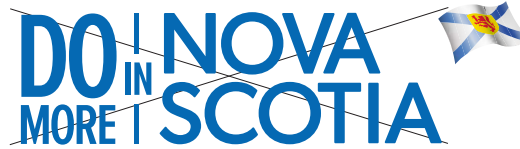
Lines indicate the logo safety zone. This area must be kept clear of other elements. The safety zone is equal to the height of counter in the large "A".



## 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.

## 2022 CAMPAIGN CANADIAN FRENCH MARKET

TOUJOURS | NOUVELLE-  
PLUS <sup>EN</sup> ÉCOSSE

The flag of New Brunswick is positioned to the right of the word 'ÉCOSSE'. It features a white field with a blue saltire (X-shaped cross) and a central gold lion passant guardant.



## the wordmark

The Do More in Nova Scotia wordmark has been updated to match the more modern and energetic tone of the Calling All Doers campaign. It still works as a simple call to action for consumers, but the new layout and typography better reflect the excitement our audiences will feel for their trip to Nova Scotia.

Additionally, a second wordmark has been created that includes the “Appel À Tous Les Partants” tagline. This wordmark is typically only used in online ads (where legible) to help reinforce our messaging and remind viewers that we have issued an open invitation to all Doers.

TOUJOURS | NOUVELLE-  
PLUS<sup>EN</sup> | ÉCOSSE 

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APPEL À TOUS LES PARTANTS

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TOUJOURS | NOUVELLE-  
PLUS<sup>EN</sup> | ÉCOSSE 

## DO MORE LOGO

Full colour version



Reversed version



## COLOUR

RIBBON BLUE



CMYK | c91 m60 y0 k0



RGB | r7 g98 b200

## MINIMUM SIZE

The logos are most legible at sizes of 1.5" and above.



1.5 inch



1.5 inch

## CALLING ALL DOERS LOGO

Full colour version



Reversed version



## 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 "S".



UNACCEPTABLE LOGO USE



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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.

## 2022 CAMPAIGN US & INTERNATIONAL MARKETS

**DO | NOVA**  
**MORE | SCOTIA**  
**| CANADA**

The Nova Scotia flag is positioned to the right of the word "NOVA". It features a white field with a blue saltire (X-shaped cross) and a red lion passant guardant on a yellow disc in the center.

## the wordmark

The Do More in Nova Scotia wordmark has been updated to match the more modern and energetic tone of the Calling All Doers campaign. It still works as a simple call to action for consumers, but the new layout and typography better reflect the excitement our audiences will feel for their trip to Nova Scotia.

Additionally, a second wordmark has been created that includes the “Calling All Doers” tagline. This wordmark is typically only used in online ads (where legible) to help reinforce our messaging and remind viewers that we have issued an open invitation to all Doers.

The Calling All Doers wordmark is not to be used in any materials for the German market.

**DO | NOVA**  
**MORE | SCOTIA**  
**CANADA**



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**CALLING ALL DOERS**

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**DO | NOVA**  
**MORE | SCOTIA**  
**CANADA**



## DO MORE LOGO

Full colour version



Reversed version



## COLOUR

RIBBON BLUE



CMYK | c91 m60 y0 k0



RGB | r7 g98 b200

## MINIMUM SIZE

The logos are most legible at sizes of 1.5" and above.



1.5 inch

CALLING ALL DOERS



1.5 inch

## CALLING ALL DOERS LOGO

Full colour version



Reversed version



## 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 "N".





## UNACCEPTABLE LOGO USE



LOGO MUST NOT BE STRETCHED OR DISTORTED.



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LOGO MUST ALWAYS APPEAR IN APPROVED CORPORATE COLOURS



LOGO TYPEFACE MUST NOT BE CHANGED.



LOGO COLOURS MUST NOT BE SWAPPED.



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## sample layouts

The Calling All Doers campaign features a specific and consistent look and feel that should be followed in all tactics.

Headlines should be tight left-aligned and treated as one unit in the layout. Headlines should always be treated as the primary element in the layout, followed by the Do More logo.

The Do More logo should always appear on the image. There should never be a drop shadow applied to the logo or headlines. If it is required for legibility, add a gradient layer behind the logo or headline to help separate it from the image. Do this by selecting a colour from the same area of the image and blend using Multiply.

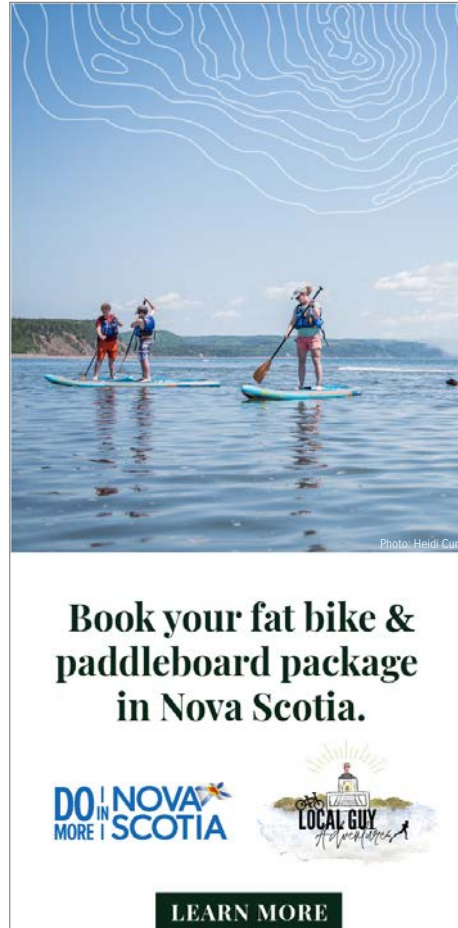


Photo: Heidi Currie

**Book your fat bike & paddleboard package in Nova Scotia.**

**DO MORE | NOVA SCOTIA**

**LOCAL GUY**

**LEARN MORE**



**Book your worry-free lighthouse tour today!**

**DO MORE | NOVA SCOTIA**

**Atlantic Tours & Travel**  
Worry Free World Vacations

**Book Now**



**Book your Nova Scotia family package today.**

**DO MORE | NOVA SCOTIA**

**DUNDEE**  
Resort & Golf Club

**Book Now**

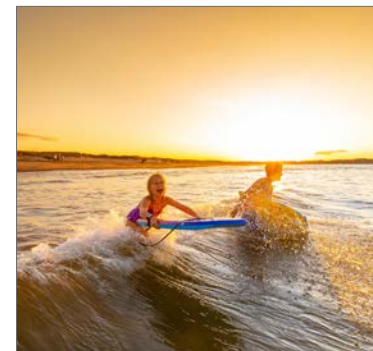
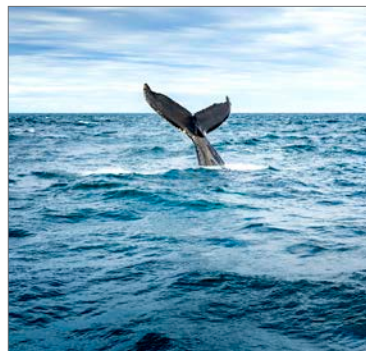


# photography guidelines

Given that our campaign is an invitation to experience the variety of incredible things Nova Scotia has to offer, photography should portray subjects actively enjoying their vacation. Photos should be bright, energetic and feel like we've captured a candid moment (i.e. no selfies) when our subjects are fully immersed in the Nova Scotia experience.

## 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.



# MARKETING CHECKLIST

Use the following checklist to make sure you are taking advantage of Tourism Nova Scotia channels:

- ✓ Update your NovaScotia.com listing
- ✓ Make sure you have up-to-date images on your NovaScotia.com listing
- ✓ Create a package/experience and post it on NovaScotia.com
- ✓ Use #VisitNovaScotia when uploading content to Instagram
- ✓ Incorporate the Do More logos into your ad creative

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 Calling all Doers campaign, use the following hashtag so we can see and promote your content!

**#visitnovascotia**

# TOOLKIT DOWNLOAD

Now you're ready to put our campaign into action and help Doers everywhere discover all the unforgettable experiences Nova Scotia has to offer.

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

**For more information contact:**

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DO | NOVA  
MORE | SCOTIA

