

Consumer Brand Guidelines

2023

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Ø.1

Introduction

Hi! Welcome to Tourism Nova Scotia's consumer brand guidelines. This document has all the information you need to create marketing materials that showcase all Nova Scotia has to offer.

But first, some guidelines on the guidelines:

This guide pertains to Tourism Nova Scotia's consumer-facing brand. It is not the guide to Tourism Nova Scotia's corporate brand. If the logo you're working with has the word "Tourism" in it, you've got the wrong guide (or the wrong logo).

These are guidelines. It's not possible to anticipate and create rules for every scenario so you'll sometimes have to use your discretion. Use this guide to inform your decisions.

Ready? Let's get started.



Ø.2

Brand Strategy

Our brand strategy describes **what makes Nova Scotia unique** and how we want that difference to be perceived by our audience.

→ Brand
Promise



Find joy as pure
as **the sea.**

→ Brand
Belief



We believe life's
most beautiful
moments are
unexpected.

→ **Brand
Personality**



Real, honest,
approachable,
charming
& genuine.

→ Brand Positioning



New Discoveries Born of the Sea

For explorers who seek out an immersive travel experience, Nova Scotia is the Canadian destination where the history, culture, people and landscape are distinctly shaped by the sea. In **Nova Scotia**, you will never be far from the sea and its influence.

→ Brand Pillars

Coastal Beauty

Cape Breton
Ocean / Seacoast
Beaches
Bay of Fundy, World's Highest Tides
UNESCO Sites

Outdoor Adventure

Tidal Bore Rafting
Kayaking
Whale Watching
Hiking
Cycling
Golfing

Communities

Seaside villages
Coastal Touring
Hidden gems
Interactions with locals

Seaside Attractions

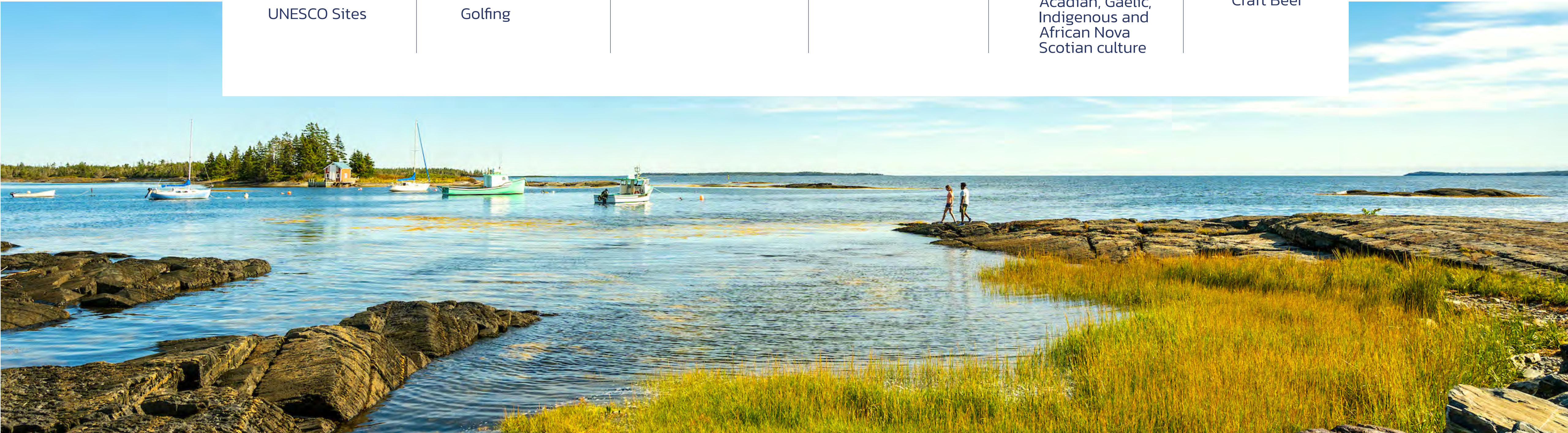
Peggy's Cove
Cabot Trail
Halifax Waterfront
Lunenburg

Culture

Music
Arts
Hospitality
Historic Sites
Museums
Acadian, Gaelic, Indigenous and African Nova Scotian culture

Food & Drink

Lobster
Donair
Seafood
Wine
Spirits
Craft Beer





→ Brand Strategy Overview

Brand Promise

Find joy as pure as the sea.

Brand Belief

We believe life's most beautiful moments are unexpected.

Brand Personality

Real, honest, approachable, charming & genuine.

Brand Positioning

For explorers who seek out an immersive travel experience, Nova Scotia is the Canadian destination where the history, culture, people and landscape are distinctly shaped by the sea. In Nova Scotia, you will never be far from the sea and its influence.

Brand Pillars

Coastal beauty – Outdoor Adventure – Communities – Seaside Attractions – Culture – Food & Drink

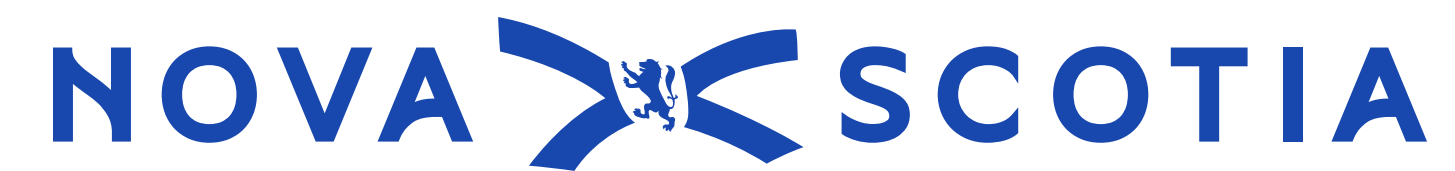


Ø.3

Brand
Identity

→ Canada English Market

(horizontal & stacked)



- Wherever space permits, **our horizontal logo should be used**. If legibility becomes a concern in smaller spaces, our stacked logo can be used instead.

→ Canada English Market

(horizontal & stacked)

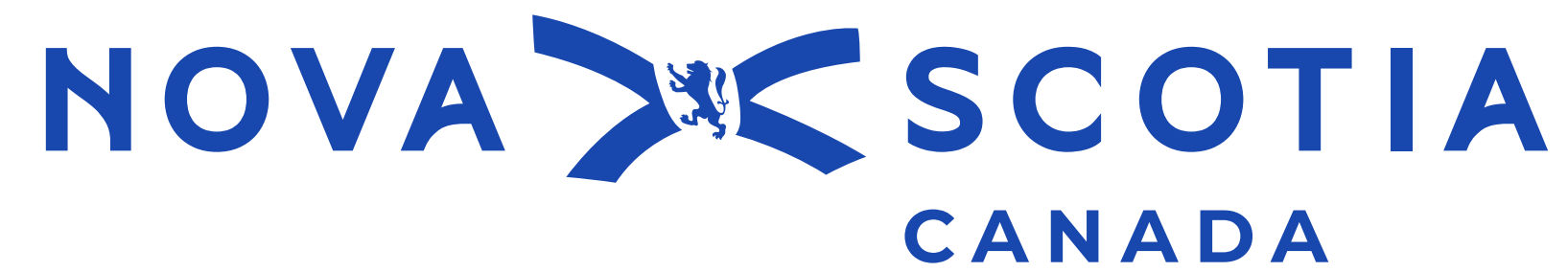
NOVA  SCOTIA

NOVA 
SCOTIA

- Wherever space permits, **our horizontal logo should be used**. If legibility becomes a concern in smaller spaces, our stacked logo can be used instead.

→ US + International

(horizontal & stacked)



→ Wherever space permits, **our horizontal logo should be used**. If legibility becomes a concern in smaller spaces, our stacked logo can be used instead.

→ US + International

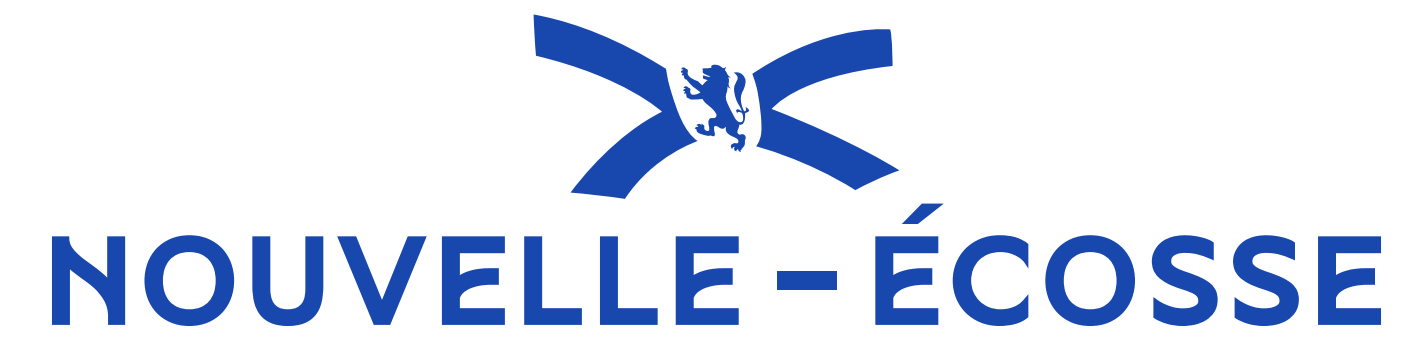
(horizontal & stacked)



→ Wherever space permits, **our horizontal logo should be used**. If legibility becomes a concern in smaller spaces, our stacked logo can be used instead.

→ Canada – French Market

(horizontal & stacked)



- Wherever space permits, **our horizontal logo should be used**. If legibility becomes a concern in smaller spaces, our stacked logo can be used instead.

→ Canada – French Market

(horizontal & stacked)











- Wherever space permits, **our horizontal logo should be used**. If legibility becomes a concern in smaller spaces, our stacked logo can be used instead.

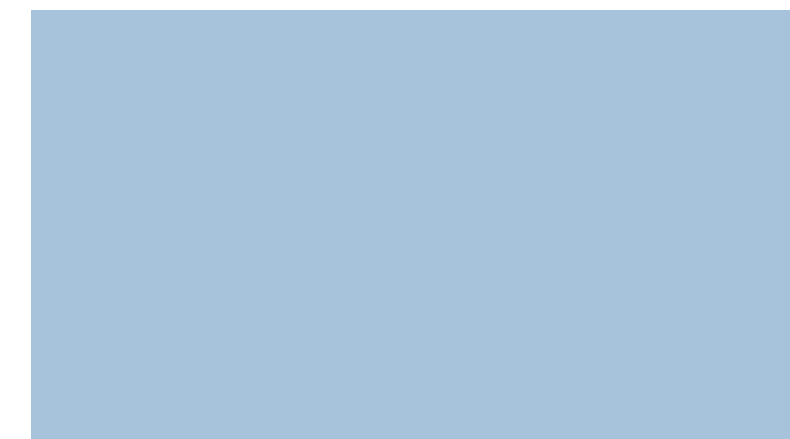
→ Logo Use

The integrity of the logo must be maintained and in order to do this we must respect the guidelines presented here.

- 1) Do not stretch or alter the logo in any way.
- 2) Do not change the colour of any of the logo elements.
- 3) Do not rotate the logo.
- 4) Do not place the logo in any graphics or shapes.
- 5) Do not alter the letter-spacing.
- 6) Do not alter the composition of the logo.
- 7) Do not outline the text.
- 8) Do not apply drop shadows, filters or other effects.

1) 	2) 	3) 	4) 
5) 	6) 	7) 	8) 

→ Colour Palette



**Our colour palette draws
on the natural colours found
throughout Nova Scotia.**

→ Primary Colour Palette

The primary palette features a variety of blue tones, reflecting the diversity of seacoast that can be experienced in **Nova Scotia**.

Coastal Blue

R : 2 4 1 8 4 8 B 5
G : 7 2
B : 1 8 1

C : 9 2
M : 7 9
Y : 0
K : 0

Wave Blue

R : 0 0 0 9 7 F F
G : 1 5 1
B : 2 5 5

C : 7 1
M : 3 6
Y : 0
K : 0

Deep Blue

R : 4 4 2 C 3 9 6 7
G : 5 7
B : 1 0 3

C : 9 4
M : 8 5
Y : 3 2
K : 2 1

Mist Blue

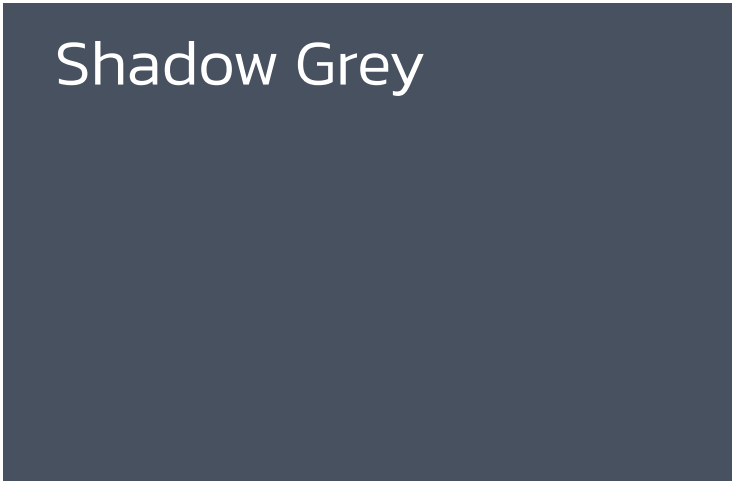
R : 1 7 9 B 3 C E E 7
G : 2 0 6
B : 2 3 1

C : 2 8
M : 1 1
Y : 2
K : 0



→ Secondary Colour Palette

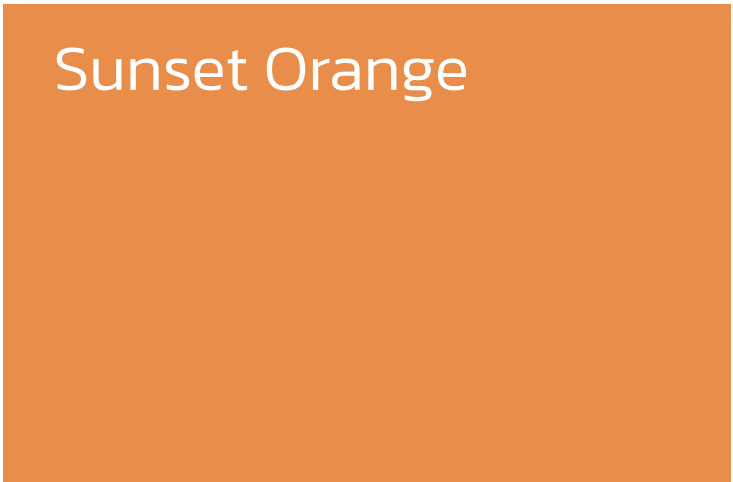
Our secondary colour palette draws on other aspects of **Nova Scotia's** natural beauty. Just like our natural landscapes amplify the beauty of our ocean, these colours act as a natural complement to our primary palette.



R : 7 1
G : 8 1
B : 9 5

C : 7 4
M : 6 1
Y : 4 6
K : 2 8

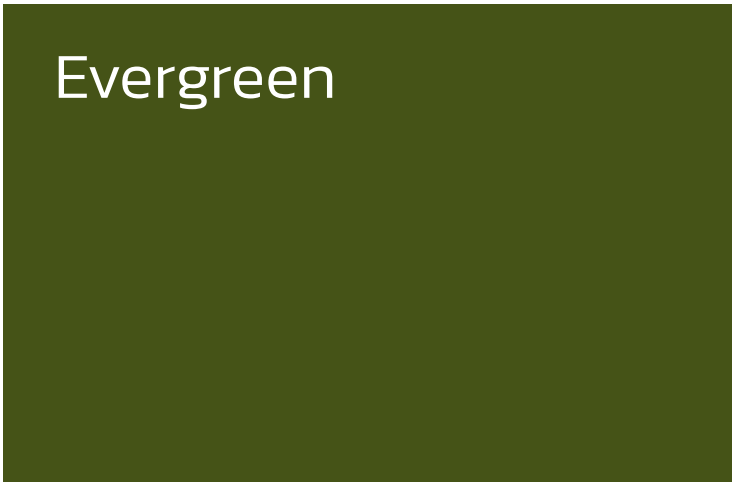
4 7 5 1 5 F



R : 2 4 0
G : 1 5 0
B : 7 4

C : 3
M : 4 8
Y : 7 9
K : 0

F 0 9 6 4 A



R : 6 9
G : 8 3
B : 2 3

C : 6 7
M : 4 6
Y : 1 0 0
K : 4 0

4 5 5 3 1 7



Kanit *font*
NOVA SCOTIA
CANADA



ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqr
stuvwxyz \$%&#@

0123456789

2023 øßæℓ→
(with special characters)
>>

123456
7890

Nova Scotia is one of the thirteen provinces and territories of Canada. It is one of the three Maritime provinces and one of the four Atlantic provinces. Nova Scotia is Latin for *"New Scotland"*. Most of the population are native English-speakers, and the province's population is 969,383 according to the 2021 Census.

→ Photography

Capturing the unique experiences and landscapes of Nova Scotia requires a varied approach to photography. Just keep a few things in mind.

Sense of place:

Strive to use images that are unique to Nova Scotia. In particular, avoid images that look like they could be set anywhere.

Diversity:

Ensure those depicted in images are reflective of the diverse people who visit Nova Scotia and who make up our communities. Photography should include diversity in race, ethnicity, age, gender identify, religion, sexual orientation, physical abilities, and body sizes.

Authenticity:

Images should feel candid, not overly posed or staged. Images should not appear to be heavily edited or retouched.







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Tourism Nova Scotia

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