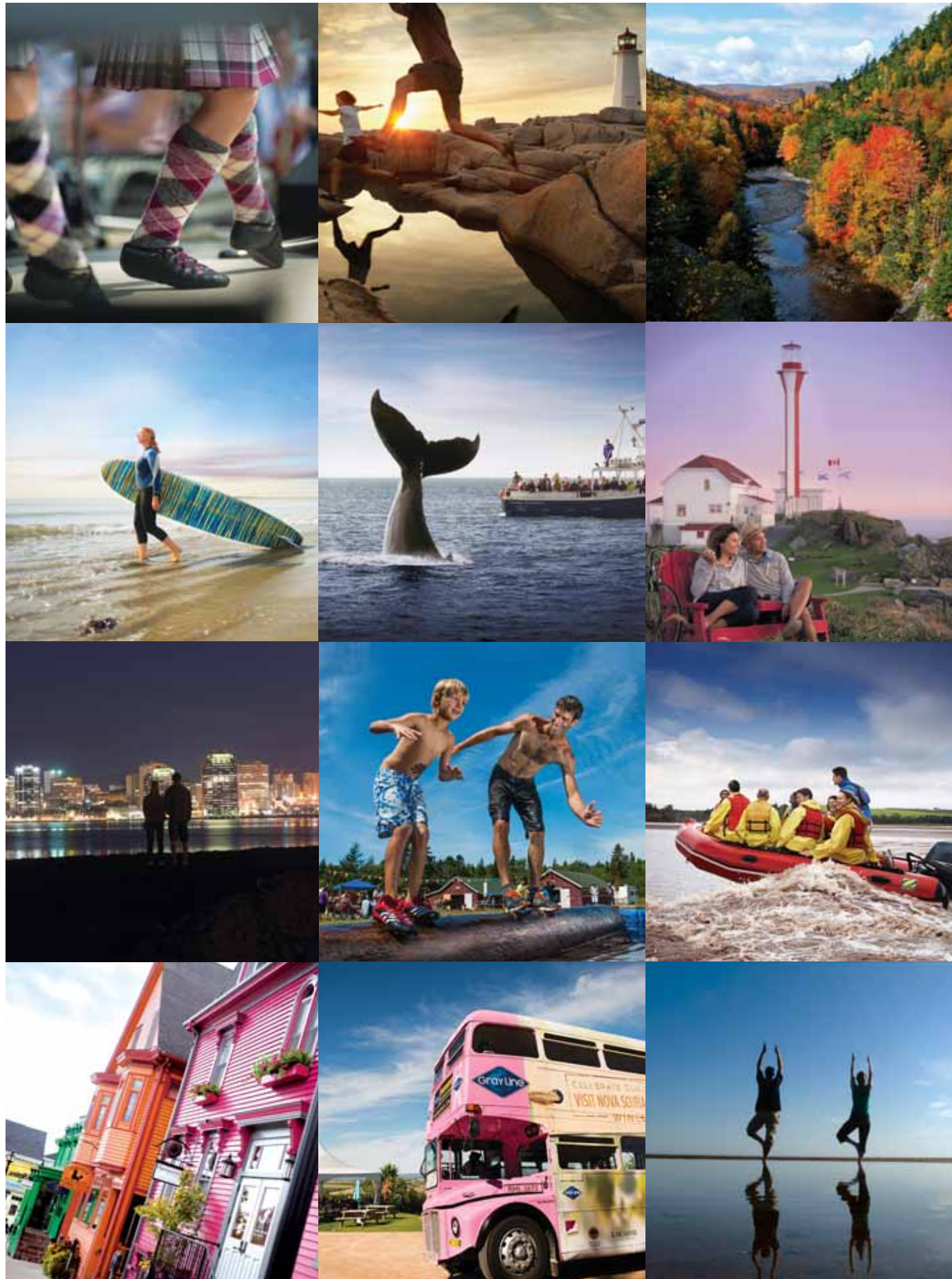


2015 TOURISM

brand guidelines



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SECTION ONE
Introduction





Kejimikujik National Park and National Historic Site



Clam Harbour Beach

Our brand is made up of the perceptions of everyone who has encountered our people and province. It's both intellectual and emotional. For some, it's limited to an anecdote from a friend who has visited Nova Scotia or a brief glance at a billboard passed quickly on a busy highway. For others who have already been here, it's fully formed and vivid, made up of every detail they experienced during their visit. Experiences as large as seeing the Cabot Trail for the first time and as small as the smile from the barista who served them a coffee in Yarmouth.

These brand guidelines aren't meant to suggest specifics on shaping every experience for our visitors.

Here's what we intend them to accomplish:

1. Provide a high-level overview of our positioning (what makes us different), our brand pillars (the things that support our positioning), and our target audience (who we're talking to). This knowledge will help inform the way we shape, present, and deliver our products.
2. Provide specific direction on best practices for creating marketing materials that fall under the umbrella of Tourism Nova Scotia's campaign, **Take yourself there.**

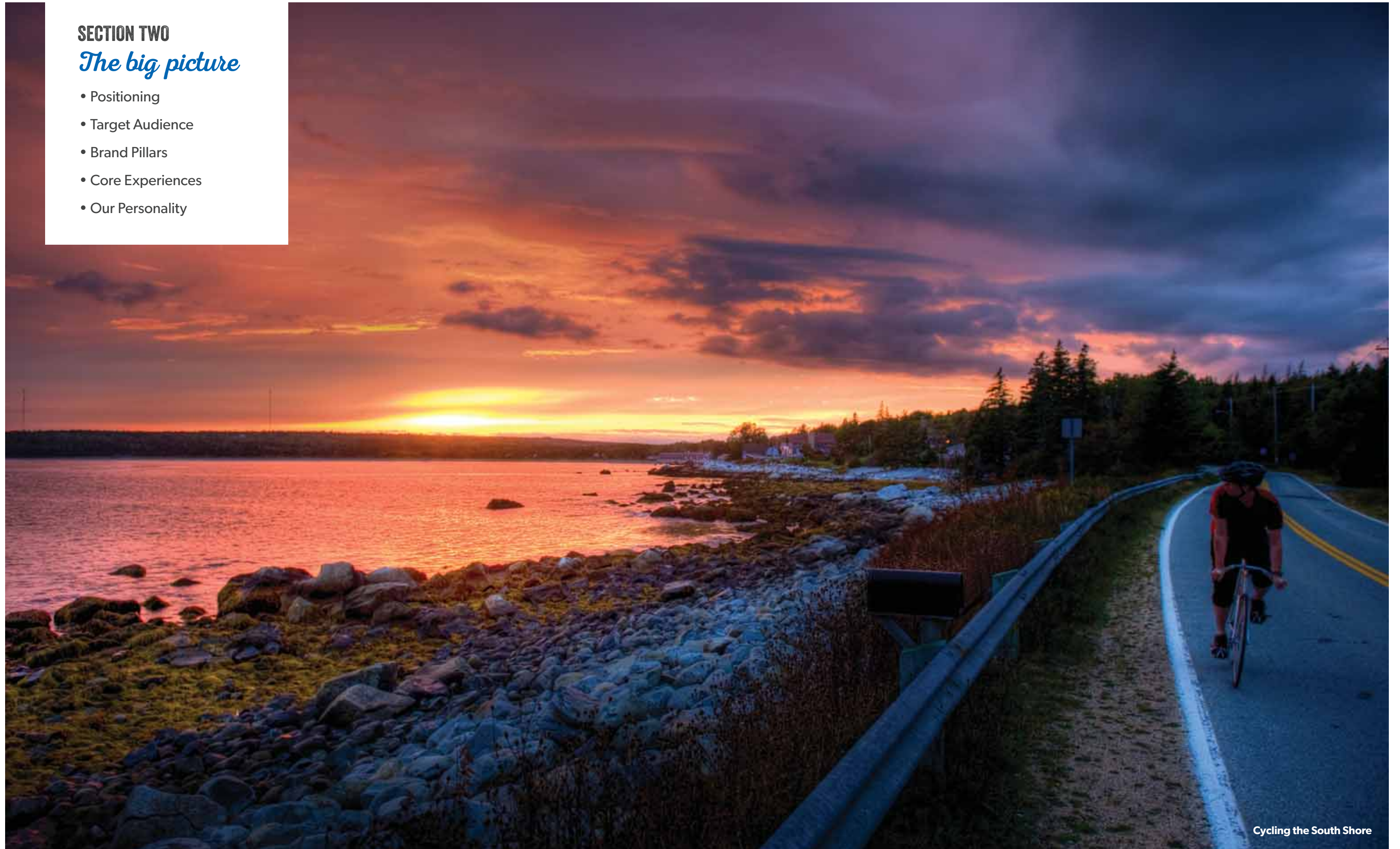
Why should you care about being part of building our brand? It will help make your own business more successful. A strong brand generates a halo effect for everyone who is part of it.

The main building block of a strong brand is consistency. That means creating a singular voice for our province wherever our audience encounters it. It's about bringing many small voices together to create one big one. By working together, our voice will be unique and clear enough to be recognized around the world.

SECTION TWO

The big picture

- Positioning
- Target Audience
- Brand Pillars
- Core Experiences
- Our Personality



Cycling the South Shore

TOURISM NOVA SCOTIA POSITIONING

An effective positioning is one that occupies a place in the mind of our potential traveller, that is not offered by competitive destinations.



Cape Split Provincial Park Reserve

NOVA SCOTIA.

The spirit of the perfect road trip.

Our tone is a call to action for spontaneity and adventure. We're like the little voice in your head telling you to get out there and explore. We're smart. Funny. And friendly. Our tone is written to provide our target a place to interpret their own spontaneity. For some, spontaneity means trying a new dish or discovering a new wine. For others, spontaneity means dropping what you're doing and heading out for an adventure you'll never forget. It's this experience that takes them outside the ordinary, escaping boundaries with no thought to what they left behind.

As they journey around the province, the spontaneity feels effortless, like it's meant to be. And along the way, they arrive at a state of mind

that lets them travel on a whim, enjoying the journey as much as the destination. The spirit of spontaneity is about freedom and exploration – all of which are waiting to be discovered in beautiful Nova Scotia.

PRIMARY TARGET AUDIENCE

A profile of our primary target audience.

The outdoor enthusiast

Our primary target is the outdoor enthusiast. At their core, they're travellers, not tourists. They're curious by nature, seeking out engaging and memorable experiences. They know that when they embrace spontaneity, great and surprising things can happen.

BRAND PILLARS

Nova Scotia is the spirit of the perfect road trip. These pillars bring the positioning to life by connecting the desires of our outdoor enthusiast with the genuine Nova Scotia experience.

Nova Scotia Tourism brand pillars

DISCOVERY {Place}

As a compact place dotted with communities, coves and culture – there’s much to explore and discover. When travellers allow themselves to simply wander, wonderful surprises and memorable moments will be found.



FREEDOM {Spirit}

Nova Scotia invites travellers to embrace the spirit of freedom as they journey across a coastal land of friendly discovery. Travellers feel safe, relaxed, and totally in the moment as they put down the guidebook and rediscover the joy of spontaneous adventure.



ENGAGEMENT {People/Culture}

Nova Scotia is tailor-made for the curious traveller who seeks to truly connect with the people, culture, and history of their destination. By interacting with friendly locals, exploring our history, or even seeing where their dinner was harvested, they’re able to savour every moment and create a powerful bond with the province.



CORE EXPERIENCES

These core experiences are the tangible elements that contribute to the promise we make to our traveller. They invite the curious visitor to discover the province, and engage with our people and culture. They inspire a spirit of freedom and whimsy.

DISCOVERY {Place}

- Explore the nooks and crannies of our *seacoast*.
- Embrace the journey and discover everything in between the iconic sites such as the Cabot Trail, the Bay of Fundy, and Peggy’s Cove.
- Discover a cuisine that flows with the seasons. Seek out not just the people who prepared it, but those who farmed it or brought it ashore.
- Detour into our *thriving communities* and villages filled with their own authentic character.

FREEDOM {Spirit}

- Enjoy a relaxed state of mind that comes from experiencing a province where everything is within reach.
- Travel on a whim and know that you have down-to-earth and friendly locals to guide you along the way.
- Experience a diverse and inspiring natural environment that *keeps you* in the moment.

ENGAGEMENT {People/Culture}

- Embrace your spontaneity. Discover vibrant festivals and events as you move from one adventure to the next.
- Immerse yourself in our living *history and culture*.
- Be a traveller, not a tourist, and participate in the natural pulse of the *landscape*.
- Connect with our friendly *people* and create memorable moments along the way.

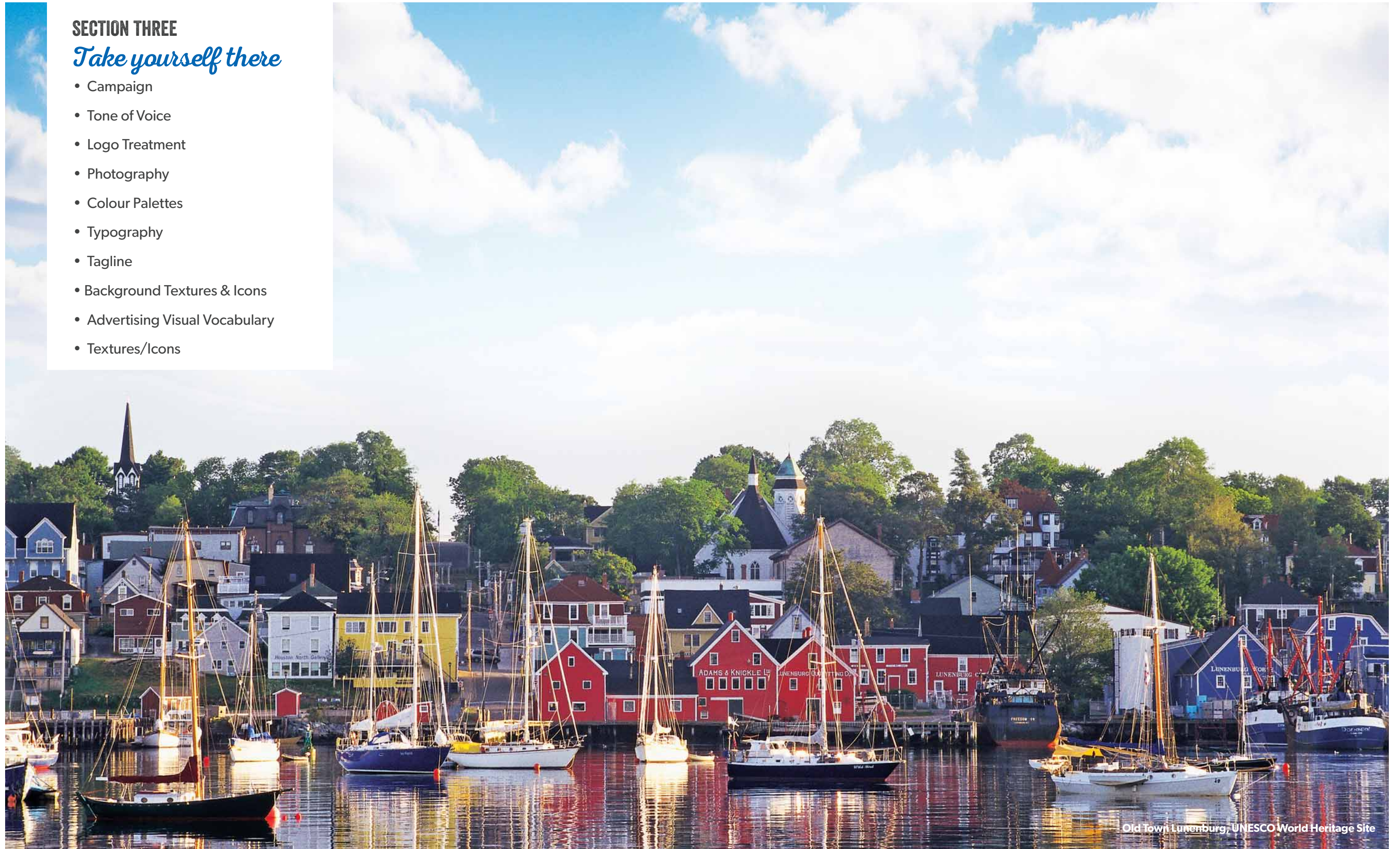
OUR PERSONALITY – *Spontaneous, Curious, Authentic, Friendly*

The personality of the province is built around human characteristics that are emotionally driven. It sets the tone for how we introduce Nova Scotia to the world.

SECTION THREE

Take yourself there

- Campaign
- Tone of Voice
- Logo Treatment
- Photography
- Colour Palettes
- Typography
- Tagline
- Background Textures & Icons
- Advertising Visual Vocabulary
- Textures/Icons



CAMPAIGN

The campaign is where all the knowledge in “The Big Picture” section is distilled into an outward facing format that brings to life the defined positioning for Nova Scotia. Our campaign is called **Take yourself there.**

We invite you to take yourself to Nova Scotia. Here you can celebrate the place and state of mind that allows you to travel on a whim, enjoying the journey as much as the destination.

This section outlines how the **Take yourself there** campaign looks and speaks.



TONE OF VOICE

The saying should actually be “a word is worth a thousand pictures.” There’s no dispute that words are a visual medium. Whether you’re reading a book or listening to a person tell a story, words create images in your mind. The language we use is every bit as important as the visual choices we make in communicating our brand personality.

Our brand pillars are freedom, discovery, and engagement. The language we use should underscore at least one of these pillars, and ideally all three of them.

Here’s an example using a line from one of our TV commercials:

“Often the best adventures start with someone who can see you’re up for one.”

Let’s see if it checks the boxes of our brand pillars.

Freedom: Yes. The line speaks to the freedom of setting out on an adventure.

Discovery: Yes. At the very core of adventure lives discovery.

Engagement: Yes. That “someone who can see you’re up for one” is the person who engages you to step beyond the ordinary and experience something special.

Here is an example of a line that doesn’t reflect our pillars:

“Lobster dinners – fun for the whole family and plenty of free parking!”

A lobster dinner can be a wonderful adventure full of memory-making discovery. But that isn’t how it’s being described here.

Avoid clichéd phrases like “fun for the whole family.” Phrases like that are used so often they almost mean the opposite of what they’re saying. For instance, a potential visitor might think: “If fun for the whole family is the best they can come up with, I bet their experience isn’t very interesting either.”

Punctuation is also important. When you place an exclamation point at the end of a sentence it serves to make the sentence YELL! People don’t feel a sense of freedom when they’re being yelled at. And although free parking is indeed a nice perk – it’s not the type of freedom we are trying to sell.

The line’s shortcomings all add up to a sentence that lacks any sense of engagement.

Pillars are important, but when it comes to writing, we must also consider our brand’s personality. Our brand characteristics are spontaneous, curious, authentic, and friendly. The language we use should always support and celebrate those attributes.

Here’s an example using a headline from our campaign:

“Spontaneity tastes best with a dash of adventure.”

Does it check the boxes?

Spontaneous/Curious: Yes, obviously. Not only does it use the word itself, but it hints that there is more to be uncovered here. This line nods to the absolute enjoyment you get from experiencing all there is to discover in Nova Scotia – from each unique culinary experience to the next. It also piques your curiosity and makes you want to get out there and discover the wonderful world of food we have to offer.

Authentic: Yes. We’re showing how things are done just a little bit differently in Nova Scotia. From our incredible way of life to our deliciously exceptional culinary delights, there’s always something new and authentic in our province.



Friendly: Yes. The line is like a friendly inspirational note to a fellow traveller, giving them some advice on how to enjoy their trip to the fullest. Because that’s what Nova Scotia is all about – friendly people in friendly places who you can’t wait to meet again.

LOGO TREATMENT

The official colours for the provincial logo are blue, red and yellow. For promotional items, the logo can be reproduced in one colour if the full colour version option is not available. Solid colours must never be screened or toned down.

The full colour (blue type) option is used against white or light backgrounds, and the full colour (white type) option is used against medium to dark backgrounds and images if doing so does not decrease legibility.

COLOUR SPECIFICATIONS

	PANTONE: 293 CMYK: 100/56/0/0 RGB: 0/107/182 HEX: 006BB6		PANTONE: 485 CMYK: 6/98/100/1 RGB: 222/39/38 HEX: DE2726		PANTONE: 128 CMYK: 0/10/60/0 RGB: 255/225/127 HEX: FFE17F
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Canadian markets – English (dot com)



Canadian markets – French (dot com)



US and international markets – English (dot com)



US and international markets – English

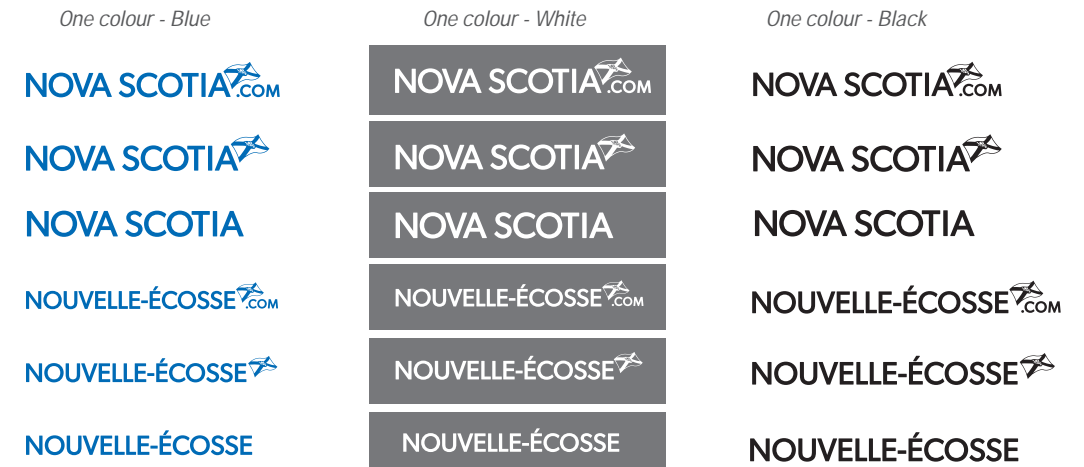


Stacked versions (only used when necessary), such as for social media profile pictures.



PROMOTIONAL ITEMS

For promotional items such as lanyards, it is preferred to use one of the full colour versions. However, the logo can be reproduced using one colour only if full colour is not available. There is a text only version of the logo without the flag available in the event the flag cannot be reproduced as well.



LOGO SIZING

Placement of the logo is key to its impact and effectiveness. The logo works best when moderately sized. It should always have a minimum of one capital “N” letter height of free space on all sides. Free space refers to the area around the logo that should be kept free of text or other graphic elements.



INCORRECT USAGE

Do not alter or manipulate our logos as we would like to be consistent wherever they are used. Here are a few things to avoid:

- Do not move the flag. 
- Do not rotate the logo. 
- Do not alter the colour of the type. 
- Do not skew the logo. 
- Do not alter the size of “Canada” . 
- Do not outline the logo. 

LOGO TREATMENT

APPLICATIONS

National

NOVA SCOTIA  .COM

NOUVELLE-ÉCOSSE  .COM

United States

NOVA SCOTIA 
CANADA

NOUVELLE-ÉCOSSE 
CANADA

NOVA SCOTIA  .COM
CANADA

NOUVELLE-ÉCOSSE  .COM
CANADA

International

NOVA SCOTIA  .COM
CANADA

NOVA SCOTIA 
CANADA

PHOTOGRAPHY

Our campaign tagline invites our audience to take yourself there. Ideally the photographs we use should inspire the viewer to want to do just that. Our brand pillars are Freedom, Discovery, and Engagement. All photography should contain elements that underscore these pillars.

When choosing a photograph, ask yourself these questions:

Does it highlight an experience that inspires the desire for the viewers to take themselves there? Does it depict a scene that inspires feelings of freedom or present something out of the ordinary waiting to be discovered? Does it tell a story the viewer would like to be part of?

Does it provide space compositionally for the viewers to inject themselves into the picture? Is there room for the viewer to wander within the photograph?

If there are people in the image, are they interacting with their surroundings in a way that denotes freedom? Are they discovering something interesting? Are they engaged with another person, be they a local or fellow traveller?

Does it show an experience rather than simply a product? For instance – a family lobster boil on a beach instead of a cooked lobster on a plate.

Does the quality of the photograph reflect the quality of the experience we are selling? Is it a beautiful photograph?

Not all images must answer yes to all of those questions. However, if an image exhibits none of those qualities, it should not be used.

Photo captions:

Every photo should be labeled with its proper location. This will help travellers actually take themselves there.

Preferred image



Not preferred



BARBERSTOCK.COM


Barberstock is an online image and video library. Housed in the library are a host of images for tourism stakeholders to use in promoting the province and their products. Please contact Dana Edgar at 902-798-6892 or dana.edgar@novascotia.ca for more information and to obtain access to Barberstock.



COLOUR PALETTES

Our colour palette has been drawn from the ocean to represent Nova Scotia's seacoast experience.

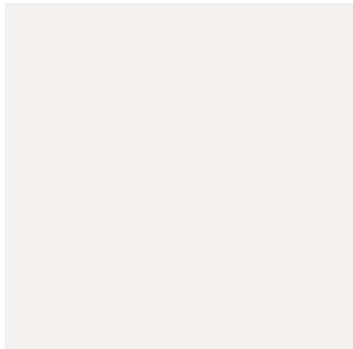
Primary Colours



100	70
50	30

Usable tints

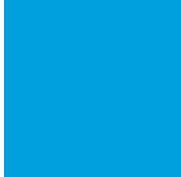
CMYK: 100/60/0/0
 RGB: 0/102/179
 HEX: 0066b2



100	70
50	30


CMYK: 4/3/3/0
 RGB: 241/241/241
 HEX: f1f0f0

Secondary Colours



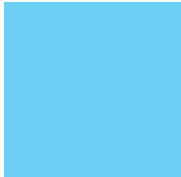
100	70
50	30

CMYK: 75/20/0/0
 RGB: 0/160/220
 HEX: 00a0dc



100	70
50	30

CMYK: 84/44/0/0
 RGB: 14/125/194
 HEX: 0d7dc1



100	70
50	30

CMYK: 50/0/0/0
 RGB: 109/207/246
 HEX: 6ecff6



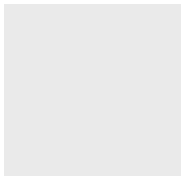
CMYK: 67/60/59/45
 RGB: 67/67/67
 HEX: 424342



CMYK: 27/21/21/0
 RGB: 187/188/189
 HEX: bbbbbc



CMYK: 18/14/12/0
 RGB: 207/207/210
 HEX: cfcfd2



CMYK: 7/5/5/0
 RGB: 234/234/234
 HEX: e9e8e8

TYPOGRAPHY

Typography is an important part of the brand voice. In a way, it can be thought of as the regional accent that delivers the words. For instance, the same words spoken with a Glaswegian accent sound dramatically different when spoken by someone with a stereotypical accent from the Southern United States. That is how dramatically type choice can shape the tone of the message.

We use two different typefaces when our brand is communicating. They're used to play off of each other and to help bring the copy to life. Veneer is always on top of Nexa, as Veneer's bold nature helps payoff the copy with Nexa's script style. It's important to use your discretion when you're laying out different types of copy. For instance, if the line is very short and you're using a small space, you might consider using just Nexa. However, if you have a bit more space you would traditionally use Veneer first, then payoff the copy at the exact right spot using Nexa. It's all about what works for the space using the brand guidelines to make the work as clear and persuasive as possible.

HEADLINES:

Veneer

IT FEELS GOOD TO BE LOST

Nexa Rust Script R 00 (Main)

in the right direction

Veneer & Nexa Rust R – headlines

Fonts – Working Together

**IT FEELS GOOD
TO BE LOST**
in the right direction.

**Always try to use both fonts together for balance.
When layout doesn't work with both use Nexa Rust R
for headlines.*

BODY TYPE:

*Proxima Nova
font family*

PROXIMA NOVA - REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA - REGULAR ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA - BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA - BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gibson - Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova – body copy for documents

Feast your eyes upon the beautiful Nova Scotia landscape as it lies before you waiting to be explored. Feel the rush as you uncover every hidden gem you can find and get the most out of an unforgettable vacation. All you have to do is take yourself there.

Proxima Nova Semibold – body copy for ads

Feast your eyes upon the beautiful Nova Scotia landscape as it lies before you waiting to be explored. Feel the rush as you uncover every hidden gem you can find and get the most out of an unforgettable vacation. All you have to do is take yourself there.





Peggy's Point Lighthouse, Peggy's Cove

TAGLINE

Our tagline is a simple and direct invitation. It evokes a sense of freedom. Its power to persuade relies on words, images, music, and sounds that support it.

English version

take yourself there

French version

laissez-vous transporter

Colour background usage

The tagline should be white on all photos/graphics or one of our approved brand colours when used on a white background.



BACKGROUND TEXTURES

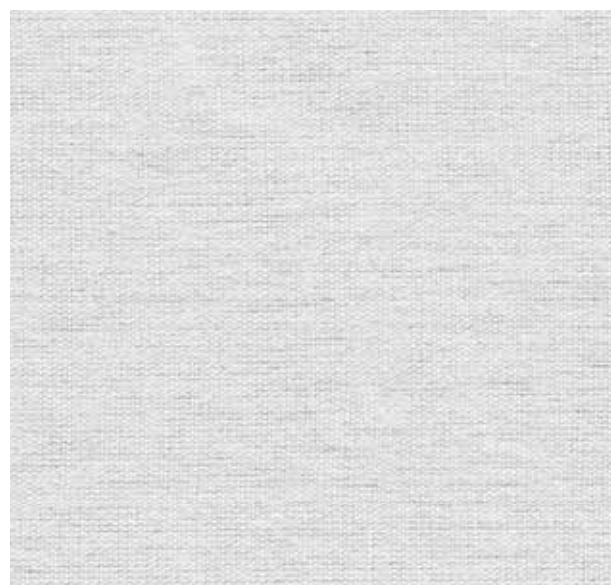
Nova Scotia has a lot of textures that help define its wonderful character. We have chosen three main ones to add a splash of that character to our brand.



Beach Wood (outdoor adventure)



Cedar Shingles (history & culture)



Linen (culinary)

ICONS



Icons are great at helping people quickly identify with a subject. Our set represents core experiences in Nova Scotia. They lead the user into longer copy executions with an eye-catching visual. They can be used where need be. Not all executions will have enough space for them, so don't try and squeeze them in.



ADVERTISING VISUAL VOCABULARY

Now that we've explored the brand elements on their own, let's see how they all work together.

Print ad – National (Horizontal version)

<p><i>Icon & headline treatment</i></p>		<p><i>Photo</i></p>
<p><i>Body copy: Proxima Nova Semibold set to justify. *If large gutters appear in copy set to centered.</i></p>		
<p><i>Blue logo bar</i></p>		<p><i>Photo Caption: Gibson Semibold</i></p>

Use of drop shadow to blend texture and photo

Print ad – US (Horizontal version)

<p><i>Icon & headline treatment</i></p>		<p><i>Photo</i></p>
<p><i>Body copy: Proxima Nova Semibold set to justify. *If large gutters appear in copy set to centered.</i></p>		
<p><i>Blue logo bar</i></p>		<p><i>Photo Caption: Gibson Semibold</i></p>

Use of drop shadow to blend texture and photo

Print ad – ACTP (Vertical version)

<p><i>Photo Caption: Gibson Semibold</i></p>		<p><i>Body copy: Proxima Nova Semibold</i></p>
<p><i>Photo Caption: Gibson Semibold</i></p>		<p><i>Blue logo bar</i></p>

Use of drop shadow to blend texture and photo

Print ad – Gateway Price
(Horizontal versions)

Icon & headline treatment

DON'T blink.

TORONTO TO HALIFAX
Non-stop flights as low as
\$189⁰⁰

Total price, one way. Offer ends XXXX, 2015. aircanada.com/NS

NOVA SCOTIA .COM
take yourself there

Bay of Fundy

Photo

Offer replaces body copy

Blue logo bar

Icon & headline treatment

TAKE YOURSELF back in time.

BOSTON TO HALIFAX
non-stop flights as low as
\$189⁰⁰

Total price, one way. Offer ends XXXX, 2015. aircanada.com/NS

NOVA STAR CRUISES

NOVA SCOTIA .COM
take yourself there

Old Town Lunenburg, UNESCO World Heritage Site

Photo

Offer replaces body copy

Blue logo bar

Photo Caption:
Gibson Semibold

Specific Ad Placements
(example: Motorcycle Tour Guide)

Icon & headline treatment

THERE'S A REASON it's called a way of life.

When the open road calls, let spontaneity answer and discover beautiful Nova Scotia for yourself. With over 7600 km of seacoast dotted with quaint seaside towns, incredible views, and friendly people – good times follow no matter which way you turn. All you have to do is take yourself there.

NOVA SCOTIA .COM
1-800-565-0000
take yourself there

Cabot Trail, Cape Breton Island

Photo

Body copy
Proxima Nova Semibold

Blue logo bar

Square Ad

Icon & headline treatment

PACK LIGHT. Breathe deep.

Let spontaneity answer along hundreds of hiking trails... most spectacular destinations... Skyline Trail on Cape Breton Island... unforgettable place.

NOVA SCOTIA .COM
take yourself there

Skyline Trail, Cape Breton Highlands National Park

Photo

Body copy
Proxima Nova Semibold

Blue logo bar

Photo Caption:
Gibson Semibold

CO-BRANDED BLUE BAR & URL TREATMENTS

When creating co-branded print executions follow two simple design rules:

- 1) When the priority CTA is specific content on novascotia.com, place the unique URL in the blue bar instead of the novascotia.com logo and tagline.
- 2) When desired content is equally on novascotia.com home page and other pages, place unique URL underneath blue logo bar.

Icon & headline treatment



Body copy
Proxima Nova Semibold

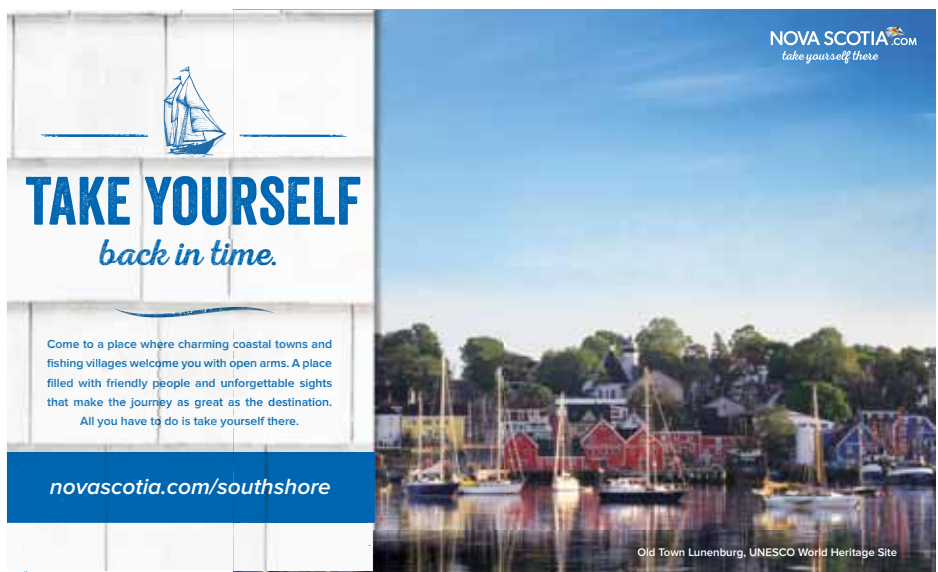
Blue logo bar

Unique URL

Photo

Photo Caption:
Gibson Semibold

Icon & headline treatment



Body copy
Proxima Nova Semibold

Unique URL
blue bar

Nova Scotia logo placement

Photo

Photo Caption:
Gibson Semibold



Kayaking at Three Sisters, Bay of Fundy

ONLINE DISPLAY

Canadian markets – English



US markets Endframes – English



NEWSLETTER

Monthly newsletters are distributed by MailChimp, an email marketing service provider. Each newsletter explores a new theme (Nova Scotia’s Icons, for example) with supporting content.

The content for the newsletter is made up of two parts: fixed and flexible.

Fixed Content is consistent information that appears in every issue.

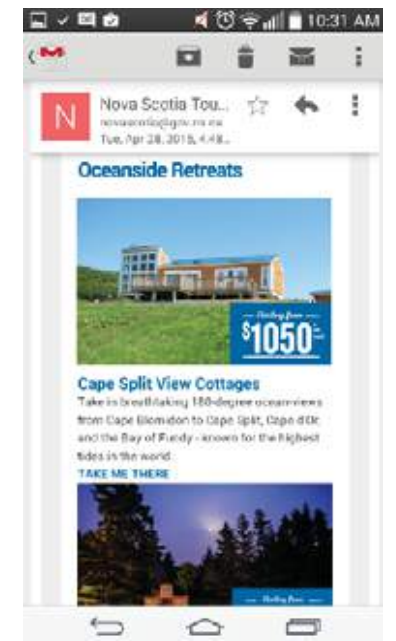
This includes:

- Blog post that connects to the monthly theme
- Two packages/accommodations with price points
- Call to download the *Doers & Dreamers* travel guide
- Mention of our Top 25 attractions list
- Third-party section that includes social media mentions and relevant travel/trade blogs and articles

Flexible Content varies based on seasonality or just to keep things fresh.

It is recommended to feature three items from the list below for each issue:

- One of the Top 25 attractions
- A road trip
- A recipe, restaurant, or culinary experience
- Outdoor activity
- Beaches and seacoast
- Culture



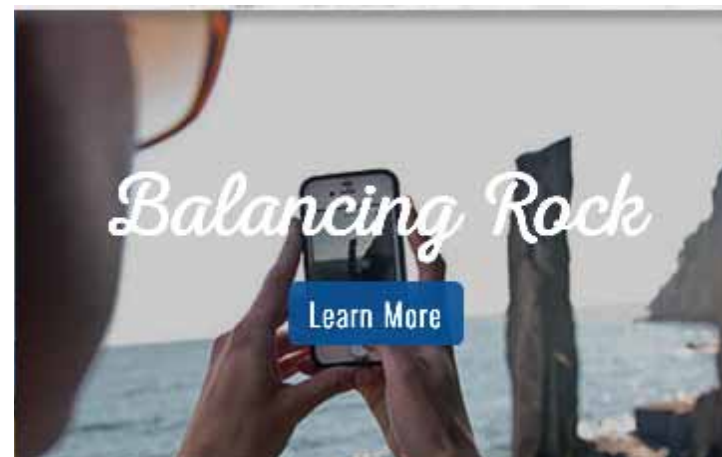
WEB ELEMENTS

Effective advertising is always tailored to its medium. To that end, special consideration must be given to pieces designed for the web.

WEB FONTS

Page and section headers follow the same layout as print: a combination of Veneer and Nexa Rust Script R 00 (Main).

In instances where only one line of copy is placed over a photo, use Nexa R 00.



For content and retail titles, please use Veneer.



CANDLELIGHT GRAVEYARD TOURS
Tour the Oldest English Graveyard in Canada by candlelight at Fort Anne.

From **\$3⁰⁰**

[Learn More](#)

PRICE POINTS

Price points should also use the Veneer font. When appearing over a photo, the price is contained within a transparent blue box with a full bleed to the right.

CANDLELIGHT GRAVEYARD TOURS From **\$3⁰⁰**

Tour the Oldest English Graveyard in Canada by candlelight at Fort Anne.

[Learn More](#)



BUTTONS

Each button must be a rounded-corner blue button with Oswald type. The copy should be action oriented. When a button is used over-top of a photo, its opacity should be slightly reduced.



SECTION FOUR
Writing for the brand



Shelburne, South Shore

WRITING FOR THE BRAND

This section provides greater detail and inspiration for how our brand personality can be extended to Nova Scotia’s core experiences. The following are examples of copywriting that support our brand positioning: “Nova Scotia is the spirit of the perfect road trip.” When writing about Nova Scotia it’s important to emphasize that it’s not just about the destination – it’s also about the places in between.

ABOUT NOVA SCOTIA (FEELING)

There is a place where discovery lives around every corner and over every hill. Where history is alive and ready to take you by the hand. Where fresh local food isn’t a fad, it’s a way of life. And the freedom to explore wide-open spaces rubs shoulders with some of the friendliest people you’re ever likely to meet. It’s called Nova Scotia.

HISTORY

In Nova Scotia our history is alive and welcoming. It lives in the songs and stories of the cultures that combine to make this a place like no other. Each town or village you encounter along the way has a unique past and people who are happy to share it. Explore our proud shipbuilding heritage in historic Lunenburg, the birthplace of the famous Bluenose Schooners. Unearth an ancient Mi’kmaq arrowhead during a quiet hike. Discover the stories of Canada’s oldest black communities, some settled as early as 1782. Experience the bustle and musket fire of the world’s largest historical reconstruction, the Fortress of Louisbourg. Whatever adventure you choose, you’ll find diving into our history is a great way to learn something new about yourself.

ABOUT CULINARY – RESTAURANT / FOOD CULTURE

Nothing brings people together like an unforgettable meal. In Nova Scotia, fresh and local isn’t a fad – it’s a way of life. Experience seafood just pulled from the ocean, mouth-watering produce from our traditional valley farms, and acclaimed wine from our vintners. Dine in modern world-class restaurants, lively pubs, or beachside at an authentic lobster shack. Set out on a delicious culinary adventure as varied as the communities that dot our province.

SEACOAST

Feel yourself let go as your heartbeat falls into rhythm with the rolling waves and the clean salt air breathes life into an afternoon. Here you’ll find 7,600 kilometres of seacoast waiting to be explored, become your playground, or simply be the perfect place to lie in the warm sand reading a book. One of our most popular road trips follows the Lighthouse Route on the province’s south shore. There you’ll discover one historic seaside town after another, full of fine food, one-of-kind shops, and no end of beaches.

SOFT ADVENTURE

Welcome to a place where adventure lives around every corner and over every hill. Fill your days with whale watching, beach combing, kayaking, or cycling. Hike the world renowned trails of Cape Chignecto on the Bay of Fundy or Cape Breton’s Skyline Trail. Nova Scotia holds the door wide open for those who come alive when they go outside. Step through, throw away your map, and discover as much joy in the stops in-between as the places you planned to go.

ABOUT OUR WEATHER

For a small province, we have an incredibly diverse geography. Because of this, you can experience many different types of weather in the run of a day depending on where you are. An average summer day here will see you in shorts and t-shirt during the afternoon, and then throwing on some pants and light sweater to take in one of our beautiful sunsets. The warm weather can last well into autumn but eventually cools, bringing on the fall colours that have inspired many repeat visits to the province.

Because we are surrounded by ocean, the daily temperature can change fairly quickly, especially if you are close to the coast. Having a fleece or knit sweater and a light raincoat on hand will keep you comfortable wherever you are.

ABOUT OUR GEOGRAPHY

Perched on Canada’s Atlantic coast, our province’s geography is as varied as it is beautiful. From exploring the Cabot Trail, named the most scenic drive in North America, to relaxing in our white sandy coves, you’ll find no end of treasure here. Along our shoreline, peppered with vibrant villages and historical fascinations, you’ll meet whales, stroll the ocean floor before it’s hidden again by the world’s highest tides, and refresh in the surf that shapes our warm, quiet beaches. Land lovers will discover the lush views of sundrenched vineyards and farm fields in our fertile Annapolis Valley. To truly appreciate the wonder of our landscape, you’ll want to give yourself plenty of time to explore and take it all in.

ABOUT OUR PEOPLE

We’re even keeled, steady and won’t bother you with fussy glossiness. We’ve no need to hide behind it.

Our connection to the land and seacoast lends us a sense of grounded warmth in our relationships and approach to visitors. You are welcome here. Our strong work ethic is informed and inspired by another equally important attribute: the common sense to know when it’s time to hang up our hats, enjoy our family, friends, and all the beauty our surroundings have to offer.

Some say we’re a province of talented storytellers, artists, and musicians who want nothing more than to share our history and the beauty of our land.

ABOUT OUR CULTURE

We’re famous for our friendly and welcoming nature. Maybe that’s because we’ve been welcoming visitors and settlers for hundreds of years. After having been home to the Mi’kmaq people for centuries, the French landed in 1605, making our province host to Canada’s first European settlement.



Mount Denson, Bay of Fundy & Annapolis Valley

That settlement would become known as Acadia. The French were soon followed by British, Scottish, German, and other settlers from across Europe. The late 1700s saw the immigration of black loyalists and freed slaves to Nova Scotia, providing Canada with its earliest black communities. These groups are the foundation for what has become a truly multi-cultural province over the past couple of centuries.

What sets us apart as a cultural destination is the celebration of these diverse cultures and dedication to preserving their traditional languages, stories, music, dance, and crafts. One interesting and inspiring example lies in the fact that there are dialects of Gaelic spoken and sung here that have long disappeared from the land where they originated.

Nova Scotia is tailor-made for visitors who want to truly connect with the people, culture, and history of their destination. There is a new story around every corner, in every town, and no shortage of friendly people to tell it.



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