BRAND TOOLKIT

ONTARIO
Yours to discover | OTMPC

VISION

Position Ontario as a preferred global destination.

MISSION

Generate increased visitation by Ontario, Canadian and international tourists, increase tourism expenditures in Ontario, and contribute to provincial economic prosperity through high-impact marketing and results-oriented investment partnerships.

BRAND TOOLKIT CONTENTS

BRAND PILLARS AND POSITIONING

ONTARIO IS:

DIVERSE

Speaks to the range of geographic, cultural and activity based experiences available across Ontario. The diversity Ontario offers is unsurpassed, second to none.

DYNAMIC

Describes Ontario's seasons, events, multiculturalism and liberal society that combine to create new, quality experiences each day, year-round.

FUN

Is our way of being welcoming, interesting and involving. Ontario allows each visitor to create his or her own personal idea of a great time.

EASY

Is a character trait that describes the wonderful quality of life we share with visitors through a broad variety of experiences that are easily accessible, affordable, and safe.

ONE DISCOVERY LEADS TO ANOTHER

POSITIONING:

Ontario is a big province with a lot to offer. Every region is bursting with its own unique style and charm. Get started with one interest, in one area and before you know it, you're off to another—because the more you explore, the more you discover.

Ontario's personality is: Cool. Authentic. Genuine. Welcoming. Real. Exciting. Fun. Refreshing. Relaxing.

KEY GRAPHIC DESIGN ELEMENTS

(1) **Font** – typefaces have personality, and Ontario Tourism Marketing Partnership Corporation (OTMPC) utilizes fonts that are clear, contemporary and refined.

(2) **Colour** – The OTMPC palette reflects the colours found across the province, from the blues of water to the greens of forests to the reds and yellows of vibrant cities.

(3) **Title Box** – capturing the wide open spaces of Ontario, merging type, photography and colour into one persuasive and enticing message for potential visitors. The Title Box ensures consistency through a wide range of communications.

(4) **Logo, Tagline and Hashtag** – *Ontario Yours to Discover* for national use and *Ontario Canada* for exclusively international use. #DiscoverON encourages engagement through social media.

① FONT

Use Trade Gothic for all text and body copy. Trade Gothic Bold Condensed has weight and emphasis, and should be used for headlines and subheads. Typefaces reflect brand personality and help set the tone for communications. Some typefaces are dark, heavy, and utterly serious-looking. Trade Gothic looks contemporary, friendly and open, with an emphasis on legibility.

Trade Gothic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRS
TUVWXYZ1234567890!@#

Regular • **Bold**

Trade Gothic Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ1234567890!@#$

SHOULD I USE THESE FONTS FOR DIGITAL APPLICATIONS?

In almost all cases, online typography should be consistent with all other communication. When typefaces cannot be embedded in an html scenario, body copy should be set to **'Open Sans', Helvetica, Arial, sans-serif** and headlines should be **'FJ One', 'Helvetica Neue Light'.**

For readability, fonts should be no smaller than **14px**, with **17px** ideal for large copy blocks.

HOW DO I GET THE TYPEFACES?

FontShop – fontshop.com
Veer – veer.com
LinoType – linotype.com

② COLOUR

The colour palette represents each of the primary colours, plus purple, orange, and two shades of gray. The use of lighter shades, or screens, of these ten colours, shown on the following page, offers a broad range of colour options, from vibrant to subdued.

CAN I USE SHADES OF THE COLOURS?

Yes. You can screen the colours in our palette to produce a wide variety of shades. For example, on the following page you'll see our master colours in screens from 10% up to 100%.

PINOT NOIR

PMS	228
CYMK	C15 M100 Y11 K41
RGB	R131 G0 B81
HEX	830051

KANADARIO

PMS	7459
CYMK	C76 M6 Y8 K15
RGB	R48 G149 B180
HEX	3095B4

FORT YORK

PMS	200
CYMK	C3 M100 Y66 K12
RGB	R183 G18 B52
HEX	B71234

LEAMINGTON

PMS	7491
CYMK	C40 M6 Y76 K30
RGB	R120 G148 B78
HEX	6BA82B

MUSKOKA

PMS	144
CYMK	C0 M52 Y100 K0
RGB	R233 G131 B0
HEX	E98300

GODERICH

PMS	110
CYMK	C10 M17 Y100 K5
RGB	R221 G190 B27
HEX	DAC900

TEMAGAMI

PMS	7474
CYMK	C98 M7 Y30 K30
RGB	R0 G122 B135
HEX	007A87

TRILLIUM HEART

PMS	7404
CYMK	C0 M9 Y86 K0
RGB	R243 G211 B17
HEX	F3D311

LAKE ROUSSEAU

PMS	288
CYMK	C100 M75 Y6 K24
RGB	R0 G44 B119
HEX	002C77

ALGONQUIN

PMS	
CYMK	C100 M14 Y42 K59
RGB	R0 G90 B61
HEX	005A3D

NIGHTLIFE

PMS	
CYMK	C73 M54 Y48 K46
RGB	R61 G74 B80
HEX	3D4A50

CANADIAN SHIELD

PMS	60% Black
CYMK	C0 M0 Y0 K60
RGB	R128 G130 B133
HEX	808285

The colours shown in this toolkit are approximations. To specify the colours accurately, please use the colour notations below each colour.

Here are some of the acronyms you'll see:

PMS refers to Pantone Match System. This system for picking colours of ink is much like using paint chips to pick paint colours.

CMYK, also called 4-colour process, is a printing process that uses cyan, magenta, yellow and black dots. Dots of these four colours, placed close to one another, create the effect of a wide range of colours. You can see CMYK dots when you look closely at a magazine page.

RGB and **HEX** are specifications for colour on screens such as computer monitors. RGB refers to the red, green and blue frequencies of light used to make up colour.

These samples show the screen values for the colours in our palette. All of the colours in our palette may be reproduced as screens.

③ TITLE BOX

The Title Box draws focus to the headline and is one of the key visual elements of OTMPC's communications. It's important to maintain consistency in the use of the Title Box so all communications have a unified look.

The Title Box should always be perfectly square, never rectangular. The thickness of the box should be 12 points, or roughly equal to the stroke weight of the largest type inside the box.

The Box should typically be white in colour; in rare instances where the background is very light, the Box and type may be black in colour. Other colours may be used only with approval from the Director of Brand Management and Consumer Marketing or Senior Management. For special occasions, it may be appropriate for the Box to adopt a specific theme.

Only headline copy should appear inside the Box, while elements like hashtags and logos must be placed elsewhere in the layout.

If the Box is centered on the page, it should not block any key visuals so as not to hinder the legibility of type inside the Title Box. However, the Box could have key visuals break through the stroke line in order to create a more dynamic final product.

The Box does not have to be centered on the page; it can be moved to work best with the image below it. It should, however, be a dominant element in the layout and should never be placed directly next to the edge of the page - there must always be a considerable amount of clear space around it.

Box in white

Box in black

Breaking through stroke line

Special holiday box

Type Inside the Title Box

Type inside the box should be set in a maximum of two sizes. Those two sizes should be different enough to create a noticeable contrast. The type should be centered vertically and horizontally, and should not touch the box or extend past the box. All type inside the box should be set in Trade Gothic Bold Condensed. Other fonts should not be substituted.

Type inside the box should be tracked (letterspaced) at 0 or +10, and should be linespaced so that the lines are relatively close (e.g. 24/26) but never touching.

A drop shadow or outer glow may be used to increase the legibility of type over a photograph. An opaque layer should not be used.

CAN I USE THE TITLE BOX IN POWERPOINT?

PowerPoint templates are available for both cover pages and inside pages. The cover template features the Title Box prominently; the inside page template is simple, keeping the focus on the content of the presentation.

Drop shadow
50% opacity, 135° angle
0.0278 inch position

Outer glow
50% opacity,
5% noise, 10% spread

④ LOGO

The Ontario Tourism logo helps achieve recognition for the province. Each time the logo is used in any promotions, it adds to its brand equity — at the same time, you reap the benefits of the associations it has already built.

To maintain the strength and clarity of the Ontario logo, it is important that it is used consistently in all communications. Ensure that you use it at a size no smaller than the minimum allowable, and aim for maximum contrast and clarity. The more attention we all pay to using the logo properly, the harder it will work for us, and the more we will stand to gain from our investment in the Ontario tourism identity.

WHICH VERSION OF THE LOGO SHOULD I USE?

The logo is available in three English versions — one national version and two international versions.

The logo is also available in a French national version.

ONTARIO *Yours to discover*

ONTARIO *Tant à découvrir*

National version
The province of Ontario is familiar to all Canadians. When communicating to a Canadian (or national) audience, the logo includes two elements – the word "Ontario" and the brand tagline "Yours to discover."

ONTARIO CANADA
two-colour version

ONTARIO CANADA
full-colour version

International versions
The province of Ontario may not always be familiar to people outside of Canada. When communicating to an international audience, the logo consists of three elements – the word "Ontario," the word "Canada" and a red maple leaf to further associate the province of Ontario with the country of Canada. The two-colour version should be used when printing in a limited number of colours. The full-colour version with the photographic leaf should be used when printing in full colour.

NATIONAL LOGO

Positive reproduction

For the national logo, all the elements appear in 100% black. Please do not screen any of the logo elements in shades other than 100% black

You may set the positive logo against any light-coloured background from our colour palette or against any other light solid colour.

Reverse reproduction

For the national logo all the elements appear in white.

You may set the reverse logo against any dark-coloured background from our colour palette or against any other dark solid colour that is not too close in colour to the tones in the leaf.

Reproducing the logo on photographs

For the national logo, use the reverse version if the area of the photo where the logo appears is dark, or the positive logo if the area is light.

Select backgrounds that offer maximum contrast for the logo.

To increase contrast, a soft shadow may be added behind the logo to help separate it from the background.

INTERNATIONAL LOGO

Positive reproduction

For the international logos, all type appears in black, with the leaf reproducing in black and PMS 1788 (2-colour version) or in full colour.

Reverse reproduction

For the international logos, all type appears in white, with the leaf reproducing in black and PMS 1788 (2-colour version) or in full colour.

Reproducing the logo on photographs

The same rules apply to the international logo. Use the reverse logo if the area of the photo where the logo appears is dark, or the positive logo if the area is light.

WHERE SHOULD I PLACE THE LOGO?

In advertising and publications, the preferred position of the logo is centered near the bottom of the page, with or without the accompanying OTMPC logo, to act as a finishing point to the communication.

On websites and in email communications, the logo may appear in the upper left or right corners, so that it is the first thing the viewer sees.

HOW MUCH SPACE SHOULD BE AROUND THE LOGO?

"Clear space" is the minimum space permitted around the logo. You must place all other imagery, words, or graphics outside the clear space.

The clear space around all versions of the logo is equal to the height of the letter "o" at the end of the word "Ontario" (shown as grey in this illustration).

Photographic backgrounds are an exception to this rule. The photo may act as a surface on which the logo sits.

CAN THE LOGO BE USED ON PROMOTIONAL MATERIALS?

Yes. The Ontario logo can be used on t-shirts, bags, pens, signage, etc., with written approval from the Director of Brand Management and Consumer Marketing or Senior Management.

On any promotional materials, the logo must be accompanied by the website URL, the #DiscoverON hashtag, the 1-800 number, or a combination of these elements.

Note that in any international collateral, the regional URL must be used. For example, any materials appearing in China will use the address ontariotravel.cn

Here's what not to do:

Do not distort the logo – scale it proportionally

Do not change the relationship between the elements of the logo

Do not change the statement associated with the logo

Do not reproduce the logo with missing elements

Do not reproduce the logo in colours other than black or white or screen elements of the logo

Do not enclose the logo in a shape

Do not replace the typefaces in the logo

Do not reproduce the black logo on too dark a background, or the white logo on too light a background

HOW SMALL CAN THE LOGO REPRODUCE?

To ensure that the logo consistently reproduces well, we have set minimum reproduction sizes. In print, the minimum size of the logo is 1 inch wide. For online applications, the minimum size is 100 pixels wide. These guidelines apply to both the national and international versions of our logo.

1 inch print

1 inch print

100 pixels online

100 pixels online

WHERE DO I GET THE LOGO?

- Visit www.imageontario.com
- If you have not already done so, register.
- Enter 'logos' into the keyword box to pull up the Ontario Canada and "Ontario Yours to Discover" logos
- Submit your request as if it was an image order
- In the comments field note if it's an EPS, TIFF or JPEG format, and where and how it will be used

HOW DO I POSITION THE LOGO WITHIN A SMALLER DIGITAL SPACE?

To ensure that the logo maintains a consistent and recognizable appearance, the logo must remain the same, even within a considerably smaller media space.

On both online and mobile banners, the logo must appear on the right.

HOW DO I USE THE LOGO IN CONJUNCTION WITH THE OTMPC LOGO?

On internal/corporate communications, it may be required to use the logo in combination with the OTMPC logo.

The logo should always be positioned first. The two logos are to be separated by a line with a 2pt stroke that adheres to the "clear space" allowance.

ONLINE, SOCIAL AND SIGN-OFF

To maintain consistency with messaging and branding, the following guidelines should be applied to secondary elements in both print and digital executions.

Online – With a large portion of people interacting with the Ontario brand online, it's important that secondary elements like logos, buttons, links and icons match key visual elements used in other communications.

Icons – The Ontario brand icons allow people to quickly connect key pieces of information with key visuals, headlines or body copy in both print and digital executions. Icons should therefore be treated like typography in all communications.

#DiscoverON – The hashtag (#) leverages the main slogan, "Yours to Discover," in a contemporary way. It acts as a call to action to get out there and discover what Ontario has to offer and to document those discoveries. #DiscoverON should be used as sign-off in all communications and follow guidelines outlined on Page 20.

Sign-off – To reinforce the Ontario brand, a series of elements may be needed to sign-off your communication. The hierachy in which they appear is integral for the consumer to understand how they can get further information about Ontario.

ONLINE

Digital communications are no different than any other form of communications when it comes to maintaining the Ontario brand. Visual elements like buttons, links and icons should be in accord with the elements used in print and other media.
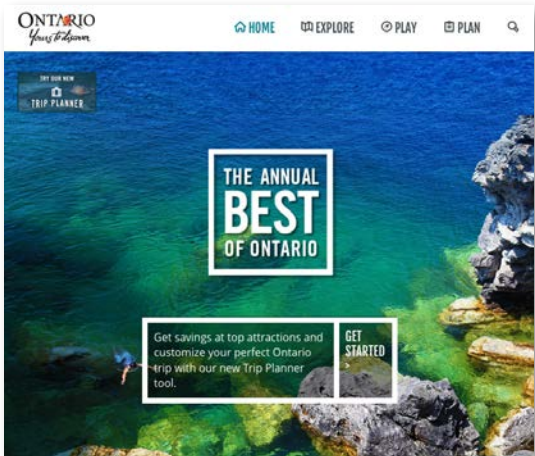
Ontariotravel.net is the ideal example of how the Ontario brand is implemented in an online environment.

Buttons should be set in Trade Gothic Bold Condensed. **Button copy** should give clear indication to users what will happen when they click. For example, **'book now', 'go to site' 'find out more'**, etc.

PRIMARY BUTTON

40px

24px

24px

Corner radius: 3px
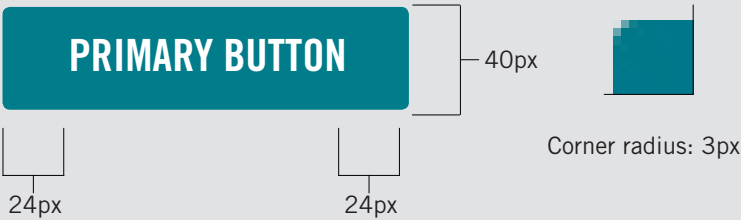
In some cases, it will be preferable to use a text-only version of the button, for instance when multiple buttons appear on a page. **Text buttons should never be set smaller than 16px.**

SECONDARY BUTTON

Text links should be set in **Semibold (when using Open Sans),** and always be a different colour than the surrounding text. Text links should also become underlined on hover.

Off
Lorem ipsum dolor sit amet **text link**

Hover
Lorem ipsum dolor sit amet **text link**

ICONS

Icons should be treated like typography, matching nearby or associated text. For instance, when included with a button, the icon should be the same height and colour; when used in the same context with text, the icon should be kept the same height.

Icons can be used in both print and digital executions either to bring attention to details in body copy or to add interest to headlines.

WHERE DO I GET THE ICONS?

- Visit www.imageontario.com
- If you have not already done so, register.
- Enter 'icons' into the keyword box to pull up the icons
- Submit your request as if it was an image order
- In the comments field note if it's an EPS, TIFF or JPEG format, and where and how they will be used

HOME	EXPLORE	DID YOU KNOW?
PACKAGES	PLAY	CHECK BOX
EVENTS	PLAN	EVENTS CALENDAR
THINGS TO DO	SEARCH	AIRPORT
PLACES TO STAY	LIVE CHAT	RADIO BUTTON
KID FRIENDLY	PHONE NUMBER	DIRECTION BUTTON
LGBT WELCOMING	INFO	ONTARIO
ABORIGINAL	GET SOCIAL	TRAVEL INFORMATION CENTRES
PETS ACCEPTED	FILTERS	SIGNATURE EXPERIENCES
19+		
SEARCH NEARBY		

#DISCOVERON

This hashtag accomplishes several important messaging tasks:

- Firstly, it tells people to just get out there and discover our wonderful province. Why? Because we have so much to offer to feed almost any vacationing desire.

- Secondly, it has a conceptual tether to the main slogan "Yours to discover" except with a contemporary spin. The tried-and-true slogan has brand equity we can leverage in a new way.

- Thirdly, the hashtag (#) — and how it's used in the advertising — will be a signal to travellers to use it in the same way. Don't just experience Ontario — share it online! Post your experiences and photos on social media, or shoot a video. It's all great stuff.

- Lastly, it's a functional directive. Not only is ON the short for Ontario, one could also read the line as "Discover on" — as in, once you've discovered something, don't just stop. Keep discovering!

#DISCOVER**ON** should be used as a sign-off, a final call to action, in communications. When used in conjunction with the logo, it must respect the 'clear space' outlined on Page 14 and the width of the theme line should be slightly less than the width of the "Yours to discover" tagline.

ONTARIO
Yours to discover

#DISCOVER**ON**

HOW DO I FORMAT THE HASHTAG?

WHAT HANDLES DOES ONTARIO USE FOR SOCIAL MEDIA?

#DISCOVERON

Colour

Colour should only be used in the "ON" portion of the sign-off and must match the primary colour used in the visual. Typography weight should be consistent across the hashtag in this case.

#DISCOVER**ON**

Bold typeface

In cases where colour cannot be used in the "ON" portion of #DISCOVER**ON**, bold the "ON" portion of the hashtag.

#DiscoverON

Capitalization

In social, where we cannot use colour or bolded type within the hashtag, use case to distinguish between the elements as follows: Capitalize the "D" in "Discover," and the last two letters, that is, the "ON." All other letters in the hashtag should be lowercase. The hashtag will therefore read as follows: #DiscoverON.

Example of the hashtag in use via Twitter:

ONTARIO
Yours to discover
ontariotravel.net

Ontario Travel @OntarioTravel · May 25
It's just about #RoadTrip season! What are your favourite Ontario road trip finds? #DiscoverON ontariotravel.net/en/home

Twitter - @OntarioTravel
Facebook - /OntarioTravel
YouTube - /TravelOntarioCanada
Instagram - @ontariotravel
Pinterest - @ontariotravel
Blog - ontariotravelblog.com

SIGN-OFF

Depending on available medium space and layout, the required CTA / sign-off elements may have to adhere to a specific orientation for maximum impact, as well as reinforcing the Ontario branding in your communication.

Sign-off elements
The following are all of the elements that may be used as a sign-off for communications. They must appear in this order, though not all are required at all times, with exception to the logo.
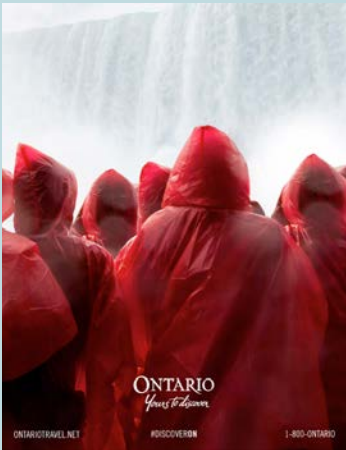
ONTARIO
Yours to discover
Logo

ONTARIOTRAVEL.NET
Website

#DISCOVERON
Hashtag

1-800-ONTARIO
Phone number

The elements may be stacked or listed from left to right, depending on the medium. When stacked, the sign-off elements may be centered.

The logo must always be the most prominent, in size as well as placement.

Horizontally aligned   Stacked, centered   Horizontally aligned, with 3 elements

WHERE AM I?

When it comes to travel, people want the unfamiliar; often overlooking Ontario as a destination because they think they know everything it has to offer.

So, let's challenge this belief by showcasing what people don't know – the Ontario that has the power to surprise at every turn.

TONE AND WRITING STYLE

Ontario is often seen as familiar and safe – lacking in the power to surprise. The core of the 'Where am I?' campaign showcases the unfamiliar or mysterious side of our province. Enigma and intrigue should come through in all communications, relying on mystery to entice the audience to discover a side of Ontario they've never seen.

The use of riddles should challenge the viewer through both words and images. Alluding to a destination or experience in Ontario without giving it away completely. This is not about being poetic, but about writing a riddle that reframes the question and answer in a way people have never thought of. Answering it should require thought. If it's given away immediately, then the riddle or the image isn't right. Each should help reinforce the illusion, while challenging the viewer to answer a simple question: Where am I?

SLEEPING GIANT

A giant lives inside me.
The first to rise and the last to bed.
I can be scaled, but never awoken.
Where am I?

DOGSLEDDING
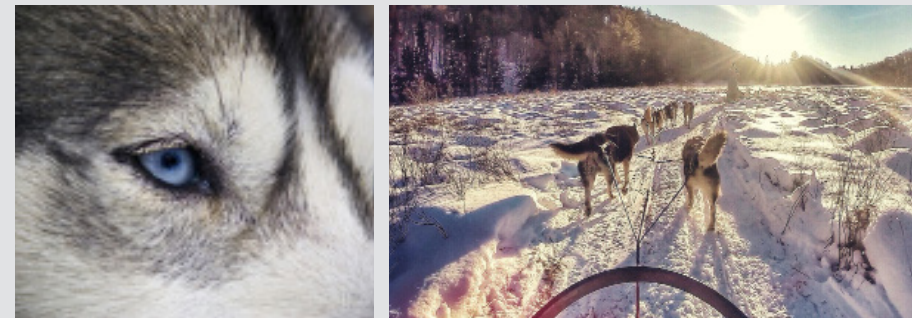
I explore this land.
Raced when others walked.
History can be found in my eyes.
Where am I?

PHOTOGRAPHY

Our primary aim is to entice and compel consumers to discover more about a destination they're seeing, while never overtly revealing where it is in Ontario.

This is intended to elicit genuine surprise about all Ontario has to offer — everything from the great outdoors to the urban life of our cities.

As always, be sure to represent Ontario's Indigenous, francophone and multicultural heritage when choosing imagery for tourism materials. Be proud of our diversity.

PHOTOGRAPHY GUIDELINES

Shots should be selected based on the criteria that they elicit surprise for an unexpected side of our province — from hidden urban gems to exotic outdoor landscapes. It should feel as if you are seeing something exotic and foreign; with the stopping power to make you want to go and find out exactly where it is.

When looking at an image, put yourself in the shoes of the consumer and ask the following:

1. Have you seen it before?

2. Does it seem new and fresh?

3. Do you recognize it?

4. Does it make you say, "Wow! I want to go there – where is that?"

5. And finally upon reveal is your response, "Of course, it's Ontario."

WHEN SHOWING ICONS:

Once the teaser phase of the campaign is completed, and the answer of "Ontario" is ultimately revealed – communications should reinforce mystery and wonder. Iconic Ontario tourism sites should be photographed in the most interesting, unexpected and captivating ways.

Do this.   Not This.