

An aerial photograph of a large lake with numerous forested islands. The trees are in peak autumn foliage, showing vibrant shades of red, orange, and yellow. The water is a deep blue, and the sky is a pale, clear blue. The overall scene is serene and picturesque.

ONTARIO
Yours to discover

ONTARIO
CANADA

DESTINATION ONTARIO

Visual Identity Guide

 Algonquin Park

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YOURS TO DISCOVER

Ontario is a place of stunning natural beauty, of countless lakes and rivers, ready to thrill the outdoor adventurer and calm the serenity seeker. It is a place filled with reasons to explore and just as many to stop and take notice. It's a thriving food and drink scene – home to award-winning wineries and craft breweries, of celebrated chefs and insta-perfect plates. It is home to vibrant cities and charming towns, of festivals worth travelling for, of inspired arts scenes in all the places you'd expect and some you might not. Ontario is an invitation to discover and explore.

Building a visual guide to encompass the diverse story of Ontario is no easy feat - consider this guide as an ongoing work in progress as marketing, mediums and messages evolve. This guide outlines logos, colours, typography and market specific insights that help express Ontario as a travel destination.

A strong destination visual identity system helps us better connect with potential travellers, drive for growth and revenue and work towards consistent communications - all contributing to our goal of positioning Ontario as a preferred global destination where we welcome the world.

OUR FOCUS

Inspire travellers and support communities



OUR MISSION

**Generate visitation and revenue
for Ontario and its tourism industry**

MANDATE

Destination Ontario's mandate is:

- To market Ontario as a travel destination;
- To undertake joint marketing initiatives with the tourism industry;
- To support and assist the marketing efforts of the tourism industry; and
- In cooperation with the tourism industry, the Government of Ontario, other government and other agencies of governments, to promote Ontario as travel destination.

The following principles support the mandate:

- Destination Ontario is to lead the marketing of Ontario as a travel destination nationally and internationally;
- Destination Ontario and regional organizations are to work together to market travel within Ontario;
- Destination Ontario is to deliver marketing services that contribute to regional and economic development;
- Destination Ontario is to become a centre of excellence supporting provincial marketing; and
- Destination Ontario is to engage in partnership to support the above objectives.

LOGOS

The Ontario travel logo is a unique expression of the Ontario travel brand.

Destination Ontario (Ontario Tourism Marketing Partnership Corporation) was created in 1999 as the agency to the Ministry of Tourism and was mandated to market Ontario as a preferred travel destination. Destination Ontario has used the Yours to Discover logo ever since.

The logo was created in 1980 as part of a massive campaign to combat a tourism decline in the 1970s. In 1982, the logo was extended to licence plates - Yours to Discover.

Marketing materials use different logos depending on the market

"Yours to discover" is more than a logo and tagline. It is an ever-present part of our cultural fabric. It is a fond memory of past road trips and an invitation to adventures yet to be experienced. It is both a warm welcome home and a friendly reminder that discoveries await in our own backyard.

The International Ontario Canada logo helps identify the Province of Ontario and agencies in its international marketing and communications materials. The unique typeset and the symbolic maple leaf built into the design is an elegant reminder of Canada. This logo is used across all international communications from Ontario.



WHICH VERSION SHOULD I USE?

To maintain the strength and clarity of the Ontario destination 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.



This logo has familiarity among Ontarians and some Canadians. When communicating to a domestic audience, the logo includes two elements - the word "Ontario" and the brand tagline "Yours to discover".



The domestic logo is available in English and French.



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.

THE POSITIVE LOGO

When the logo isn't used on a black bar or black background, the positive logo may be used on a white background.

ONTARIO
Yours to discover

ONTARIO
CANADA

THE REVERSE LOGO

For clarity and presence, you can use the reverse logo on a black background, such as the black bar where possible.

ONTARIO
Yours to discover

ONTARIO
CANADA

LOGO CLEAR SPACE & MINIMUM SIZES

“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.



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.

ONTARIO
Yours to discover

1 inch print

[Download](#)

ONTARIO
CANADA

1 inch print

[Download](#)

ONTARIO
Yours to discover

100 pixels online

[Download](#)

ONTARIO
CANADA

100 pixels online

[Download](#)

INCORRECT LOGO USE

The Ontario tourism logos are the property of the Province of Ontario and may only be used for the purposes contemplated in this toolkit. The logos are only to be used and displayed according to the directions provided in this toolkit.



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

PARTNER LOGOS & END SLATE LOCK-UPS

SINGLE LOGO

When using the domestic or international Ontario logos on their own, they should be centre framed within the endslate. The size of the logo, in relation to the negative space around it, will be determined by the output specs of the video (1:1, 9:16, 16:9 etc). A pixel with of 100 is the minimum size that should be considered.

DO + PARTNER LOGO

When the Ontario logo is used with partner logos on Ontario materials, always position the logos to the left of the Ontario logo, using a space equal to the width of the symbol. The line is to be weighted at 2pt stroke.

DO + MULTIPLE PARTNER LOGOS

When various partners are to be credited, the following rules apply:

- For video endslates with 3+ partners, each partner logo is shown one at a time, with Destination Ontario's consumer logo shown last.
- For print applications, logos are displayed either beside eachother with a vertical line separating each logo (2pt weight).

LOGO OVER PICTURE

When the Ontario logo is used over picture, the following rules apply:

- Ensure enough negative space behind and around the logo for proper legibility
- Ensure there is enough contrast within the colour of the picture to allow for proper legibility of the black or white logo

LOGOS, HASHTAGS & END SLATE LOCK-UP EXAMPLES

Endslates 1:1



When using our **domestic or international logos over black endslate**, the logos should be centre framed and be a minimum of 100 pixels in width on a 1080x1080px aspect ratio.



Unique colour blocks can be used to replace the standard black/white endslate. Colour to be pulled directly from DO's palettes and logo colour should correspond with the appropriate legible colour (black/white) as noted in the colour section for AODA compliance.

When displaying **CTAs** on the endslate, **Gibson Book** is to be used for overall copy line with **Gibson Bold** highlighting all key words. All copy lines should be at **32pt** minimum font size.

Endslates 9:16



Get up to **20%** back on your **Ontario Staycation**

In 9:16 (1080x1920px) aspect ratio, the logo should appear **slightly above centre screen**. CTA's in 9:16 should follow the same rules; **Gibson Book** and **Bold** at 32pt font size minimum. For longer CTA's, two lines are acceptable in a 9:16 format.

Hashtags 1:1 or 9:16

#Discover**ON** → Hashtags are written in **Gibson Book** (Discover) **52pt** and **Gibson Bold** (ON) **52pt**. Kerning is Opt.

Endslates 16:9



→ When using our **domestic or international logos + CTA over picture**, ensure enough negative space is present for clear legibility for both logo and copy line.



→ When using our **domestic or international logos over black**, the logos should be centre framed and be a minimum of 100pixels in width on a 1920x1080px aspect ratio.

Single partner logo



→ When using the domestic or international logo in partnership with **one partner logo**, the two logos are separated by a single line at 1pt in weight and a vertical length matching the 'O' of Ontario.

Multiple partner logo



→
transition



→
transition



↓

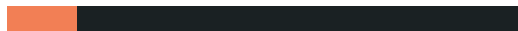
When **multiple partner logos** are to be displayed, we present each logo individually, centre framed. On screen for 1-2 sec max with a gradual transition between each logo. Destination Ontario logos (both domestic and international) are shown last in the sequence. *Please reference partner brand guidelines to ensure proper sizing and usage of partner logos.*

LOGO TREATMENT

Use the grid to centre our logo. In order to foster instantaneous brand recognition, include our logo at the beginning of all original video content before the title super.



Centred with grid



0:00 - 0:03

White logo with black outer glow: 50% opacity, 5% noise, 10% spread. Transition: 0.5 second fade out



End Slate

0.5 sec fade in an 90% opacity colour overlay for the end slate.

Video should continue to play behind the logo.

Optional: Include #Discover**ON** centred at the bottom of the end slate.

DESIGN SYSTEM

TYPOGRAPHY

Destination Ontario uses a suite of font families to provide flexibility and creativity and showcase the unexpected and endless experiences in Ontario.

Gibson is the **primary** font used in most creative materials for supers, headlines and body copy. It's a clear, modern and fresh. It can stand on its own or complement the other font families.

Bystander is an **impact** font often used in creative to make something pop - a headline or call to action. The Bystander font has a nostalgic vibe that catches your attention.

Gellatio is a **decorative** font that is used when to embellish with some flair. It adds beauty and elegance to the look and feel of the creative.

Primary font

Impact font

Decorative font

Gibson

THE BYSTANDER

Gellatio

The Gibson font family is Destination Ontario's primary typeface for all consumer brand communications. It is bold, legible and includes a variety of weights that allow for maximum usage across all platforms and mediums.

Gibson can be used in combination with either Bystander or Gallatio, depending on creative output. Minimum font size for Gibson will depend on the specific platform and output.

PRIMARY TYPEFACE

Aa

GIBSON

Gibson Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Gibson Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

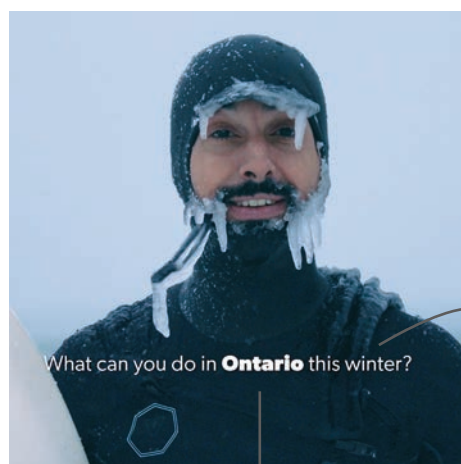
Gibson Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Gibson Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Gibson Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

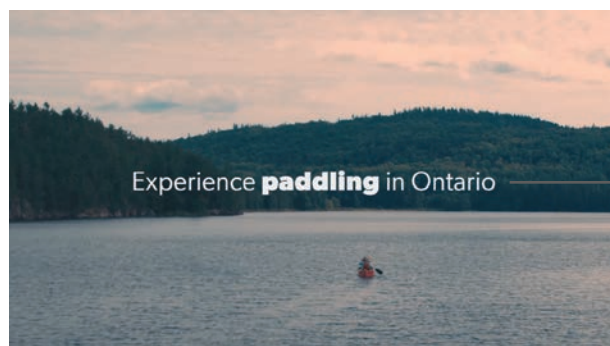
GIBSON EXAMPLES

1:1 & 16:9 Social Video



For all impact key words, **Gibson Bold** is used at a **32pt** minimum font size.

For all super treatments, **Gibson Book** is used at a **32pt** minimum font size.



In 16:9 & 1:1 video outputs, supers should be written on one line whenever possible.

Print (body copy)



The Bystander Bold + Gibson Book

The Bystander typeface is Destination Ontario's primary Impact font. It's unique, cool and gives off a hint of nostalgia. Bystander is used when a statement needs to be made. Whether it's on IG Story headlines or copy titles, Bystander is used to create impact.

Bystander can be used in combination with Gibson Bold or Book as well as Gellatio, depending on the creative output and layout.

Minimum font size for Gibson will depend on the specific platform and output.

IMPACT TYPEFACE

AA

THE BYSTANDER

THE BYSTANDER SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

THE BYSTANDER SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

THE BYSTANDER SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

THE BYSTANDER SERIF BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

The Bystander Script

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890?!+(.,)*

THE BYSTANDER EXAMPLES

International Print (Titles & Body Copy)



The Bystander Bold (headline)

The Bystander Bold (keywords)



Gibson Book (body copy)

A blend of English and French, the city is enlivened by a cosmopolitan flair that celebrates Canada's achievements with cultural attractions, historic sites, festivals and fairs. Witness the drama of the Changing of the Guard ceremony on Parliament Hill. Experience the National Gallery of Canada, Canadian Museum of Nature, Canadian War Museum and Canadian Museum of History, just to name a few. Savor local fare on a guided walking tour of the historic ByWard Market, just across the downtown core. Events like the Canadian Tulip Festival, Bluesfest and OttawaFest make any season a capital time to visit!

Pastime outdoor spaces offer a bounty of experiences. The Rideau Canal, a UNESCO World Heritage Site, runs right through the center of the city. In winter, it becomes the world's largest skating rink. Navigate the canal yourself on a luxury houseboat with La Boite. With over 800 km of recreational pathways, Ottawa is a cyclist's dream. Just 90 minutes outside the city, go wilderness rafting on the Ottawa River.

Social Media



The Bystander (headline) + Gibson body copy + CTA

OOH



The Bystander (headline) + Gibson body for CTA

Gellatio is Destination Ontario's Decorative typeface. This font, used in combination with either Gibson or Bystander, adds a decorative touch to create impact for key words.

Minimum font size for Gellatio is to be determined by the minimum font size of the complimentary font (Bystander or Gibson). Gellatio minimum font size should either match the minimum font size of the complimentary font or be larger for maximum legibility.

DECORATIVE TYPEFACE



GELLATIO

Gellatio Regular

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890?!+(.,)*

Gellatio Examples



Gellatio for key words
(editorial/International)



Gellatio for key words +
Gibson for headline and
body copy

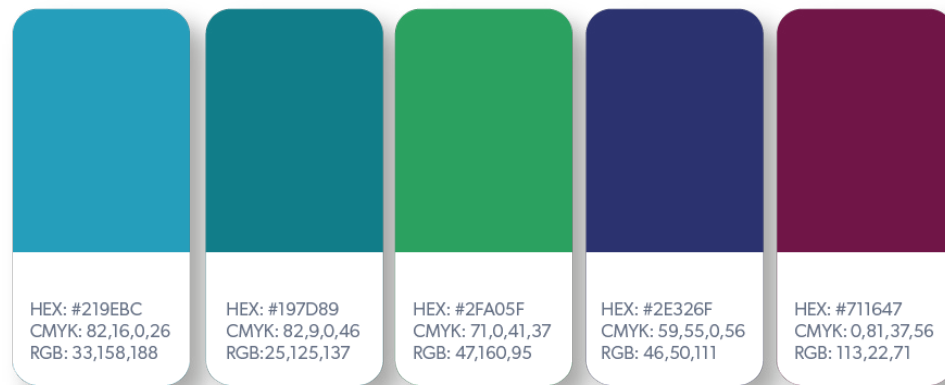
COLOUR

Inspired by all that Ontario has to offer, we draw our colour palette from the world around us. Destination Ontario utilizes a core colour palette and accompanying seasonal palettes that can be used together or individually. All colours are AODA compliant with a colour contrast level of AA or higher.

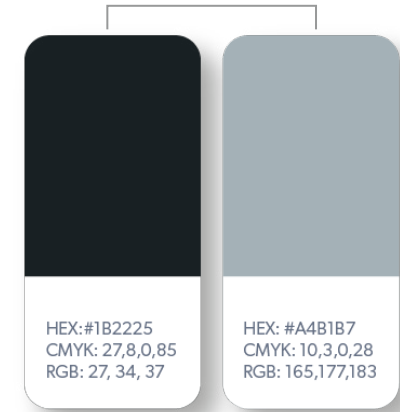


The core colour palette will be used for Destination Ontario's corporate and consumer communications and marketing materials. Please note the use of either black or white text on each colour and where it should be used.

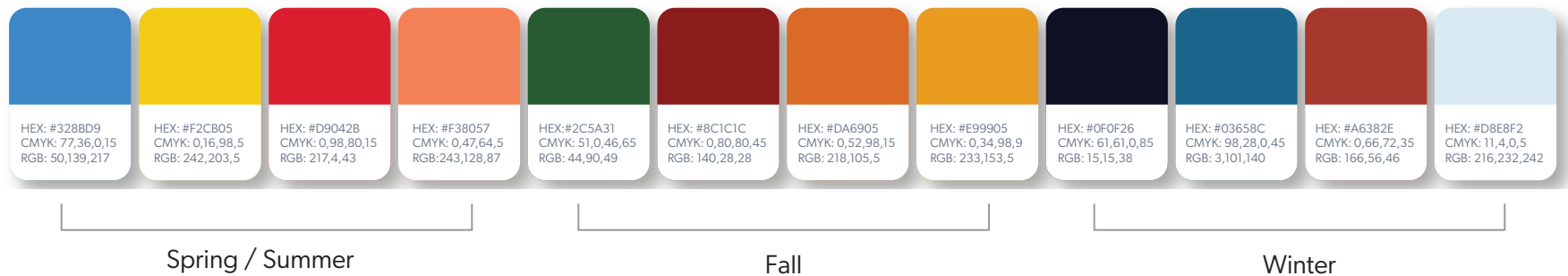
Core Palette



Accent Shades

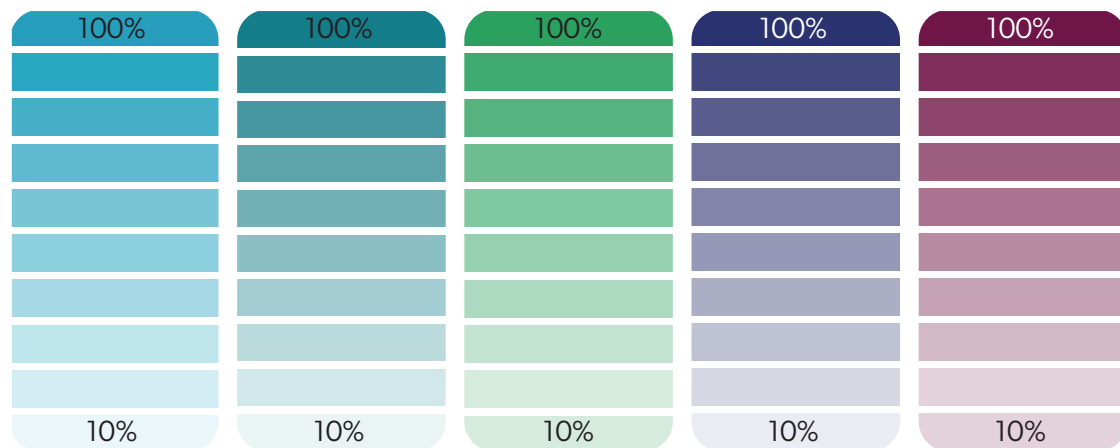


Seasonal Sub-Palette

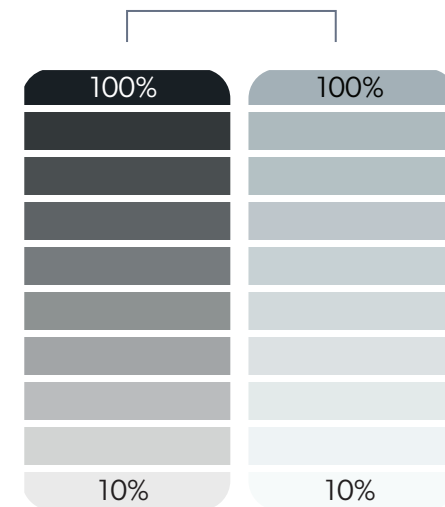


Given the seasonality of Ontario. We are exploring sub palettes to extend and support seasonal hues and photography as part DO's content strategy for social and web

Core Palette



Accent Shades



Seasonal Sub-Palette

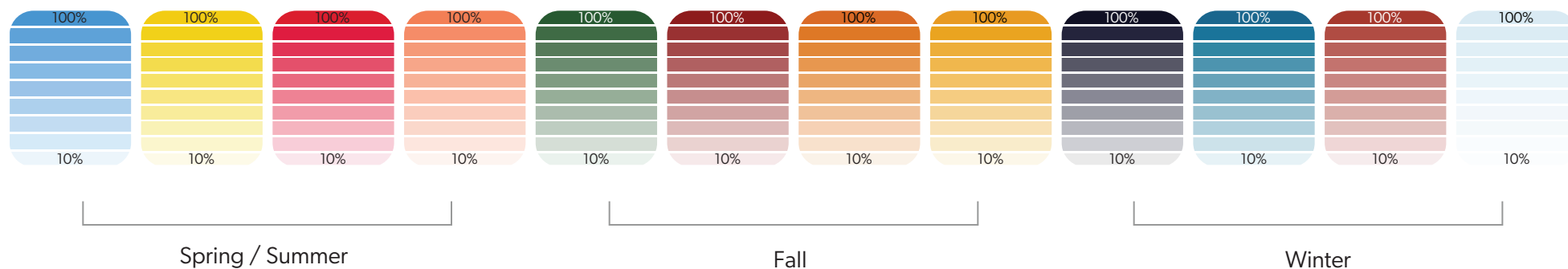


PHOTO | VIDEO



CREATIVE DIRECTION

We're in the moment. Captivated by the details that most would miss. Our visuals strive to define what it truly means to experience Ontario. Authenticity is what helps us market this great province on every platform. The way we do this is by using photographic principles in unique ways. The use of depth of field creates focal points and guides the viewer through the scene. Our consistent use of natural light highlights the authenticity of the moment. Smart, forward thinking composition, allows for potential copy to be added. Colours play an important role in our imagery. Whether it's a scene of muted tones with a pop of colour or vibrant across the scene, we use colour to enhance the image, and the viewing experience.

WHY WE STAND OUT

Through strong and emotive visuals, Destination Ontario is using photography and video to completely change the way people see Ontario. We're not after staged shots with perfect models doing expected things; we want to capture places that are unexpected and demonstrate active tourist participation.

Ontario has to be experienced to be believed and we want our travellers to be captivated by all that Ontario has to offer - from the great outdoors to the urban vibe of our cities. We want to get the essence of an event, festival or destination - what's interesting, unexpected, welcoming - and makes you want to be a part of it.

We emphasize the emotion a moment can create. Using depth of field, dynamic angles, beautiful light, shadows and colour. The idea is to create an instant reaction. To make the traveller stop and take notice.

The following pages outline our approach to photographs, video and how to apply our brand principles.



PHOTO/VIDEO | TECHNICAL SPECS

We ask all our Photographers and Videographers to shoot in the highest resolution possible. This includes 4K for video and RAW format in stills. Our output for video and photography can range with each new campaign or partnership, so we need to be ready to adjust and align the visuals to whatever we need. Remember, you can always scale down...not up! The following specs are to be followed or matched as closely as possible when completing any project with Destination Ontario.



Provide digital files in the highest available resolution:

Adobe RGB TIFF (minimum 8.5x11 @ 300dpi)
AND uncompressed JPG (saved at max quality)

RAW image files

DNG format

File naming & Metadata:

Should include original file number AND location of photograph. Metadata should include location information, photo credit and specific keywords associated with the experience or location

For example: Muskoka_DSC001

Aspect ratio:

2.5:1 / 16:9

Framing should allow for the potential of anamorphic & letterbox style final outputs. Also, 1:1, 4:5 & 9:16/16:9 outputs as the style varies by channel.



Recording format:

4K

**3.2 or 2K is still helpful for reframing in post

File formats:

RAW files, ProRes 422HQ or ProRes 4444 (for colour correction) ALL are acceptable

**If there is a specific need due to timelines or output, we will note preferences when assigning project

SOCIAL MEDIA



Why do we need this?

Each creative element works to:

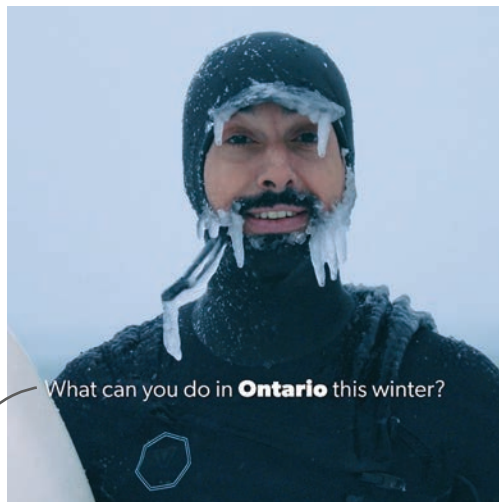
-

SUPER TREATMENT

Ideally, captions appear no more than two lines at one time, unless in a 9:16 aspect ratio

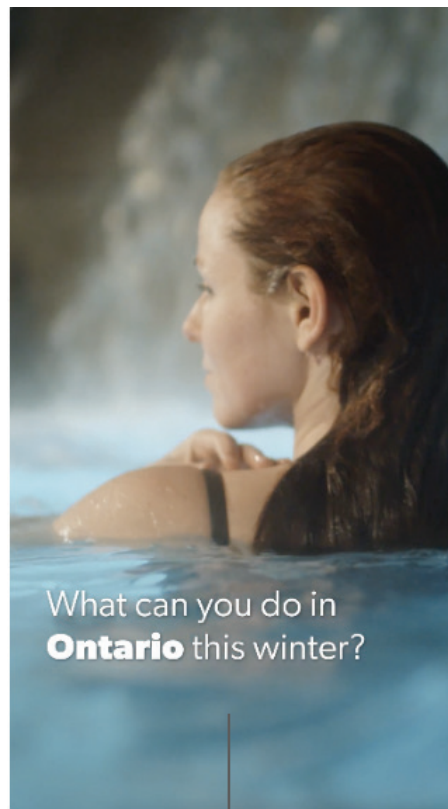
Copy lines should be placed in the most ideal location over picture to ensure maximum legibility. No busy backgrounds or similar tonal ranges.

1:1



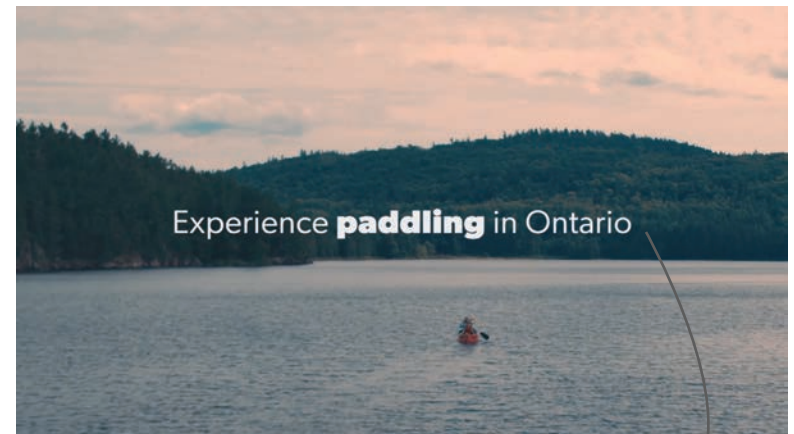
Minimum type size for copy on 1:1 (1080 x 1080px) is **32pt**. Bold key words in **Gibson Bold**.

9x16



Minimum type size for copy on 9:16 (1080 x 1920px) is **42pt**. Bold key words in **Gibson Bold**.

16x9



Minimum type size for copy on 9:16 (1920 x 1080px) is **32pt**. Bold key words in **Gibson Bold**.

INSTAGRAM FEED

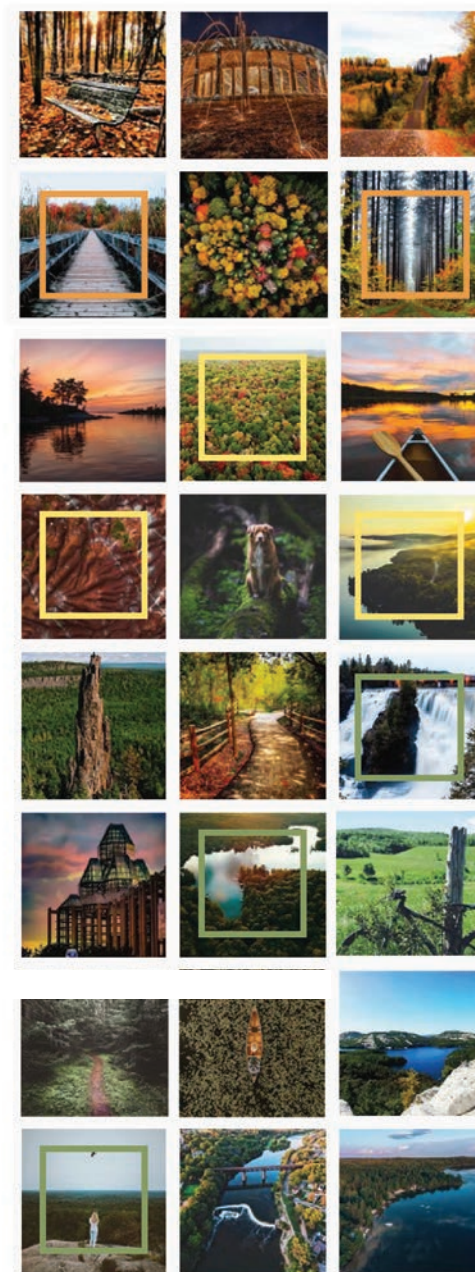
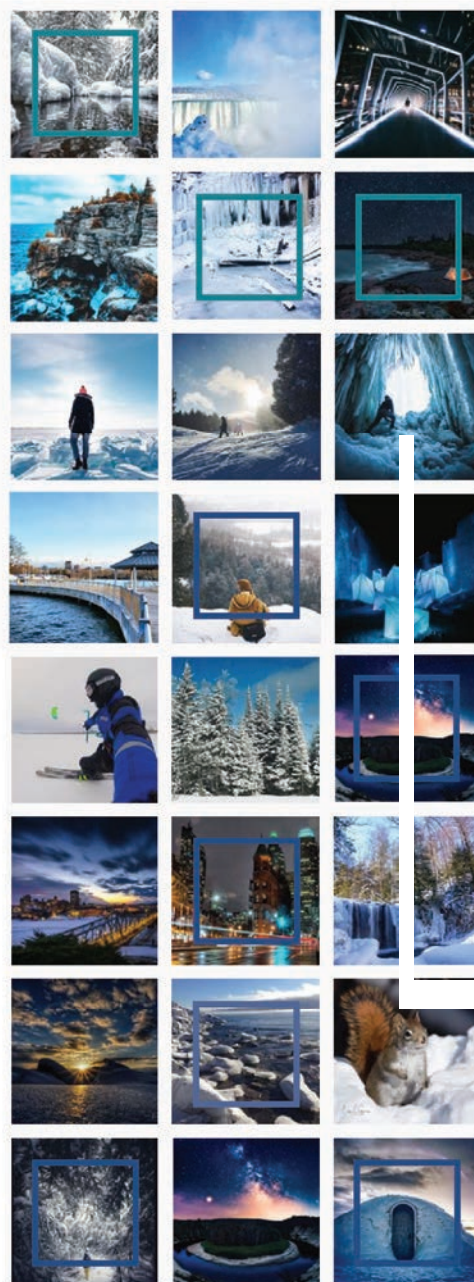
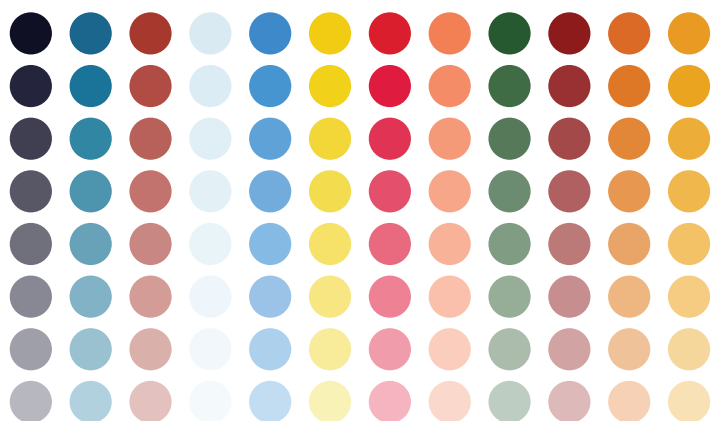
Rather than using a filter to create unity through colour, images should be carefully selected for their innate hues, creating a seamless colour gradient as a user scrolls through our feed.

In order to achieve this look, photos and videos should closely match their neighbours in colour.

Winter

Spring/Summer

Fall



INSTAGRAM UGC SELECTION CHECKLIST

- Uses #Discover**ON** in original post
- Selected to align with Destination Ontario's approach to photography
- Shares a unique perspective and sense of place
- Showcases Ontario's beauty, diversity and activities - hiking, dining, sightseeing, culture, nature
- Shot in 4:5, (1:1 minimum) or can be cropped for correct posting specs without compromising the quality of the image

INSTAGRAM UGC POSTING GUIDELINES

- Prioritize high quality imagery that will work in 4:5 and 1:1 spec to optimize for mobile experience – let the image lead the post and caption
- Tag @OntarioTravel directly on the photo as well as any partners and UGC contributors – this will give them an additional prompt and more likely to see and reshare on their own channels
- Add geotag when appropriate to increase post visibility

INSTAGRAM – SPEC BEST PRACTICES

- In-feed (static and video) - 4:5 or 1:1
- Carousels can support a mix of 2-10 images or videos
- Shoot vertically for Stories- 9:16
- Include 9:16 static thumbnail
- Include captions when there is voiceover

INSTAGRAM

Instagram Stories: 9:16
(1080x1920px)

Keep in mind the safety area when creating your CTA slides. In particular for stories, it is important for text to remain in the safety area to avoid overlap with app features.



Use a contrasting colour with the background when adding the tagline.



Minimum type size for **headlines** on 9:16 (1080 x1920px) is **90 pt**, and for **copy** is **52 pt**. Bold key words in **Gibson Bold**.

Always include the invitation for the audience to become part of the action. This not only helps with interactions, but also allows us to gather great and fresh User Generated Content (UGC).

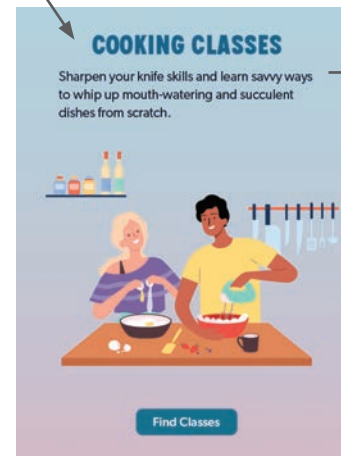
Hashtags size is **52pt**. Discover in **Gibson Book**, ON in **Gibson Bold**.

The Bystander is used for headlines, and Gibson for body copy & CTAs

PINTEREST

Pinterest: any 2:3
E.g.: 1000x1500px or
1200x1800px

Always use the white logo on a dark colour and the black logo on a light colour for greater contrast.



Minimum type size for **headlines** on 2:3 (1200 x1600px) is **90 pt**, and for **copy** is **52 pt**.

SOCIAL COVERS

Facebook Cover: 820x360px



Gibson 24pt

Twitter Cover: 1500x500px

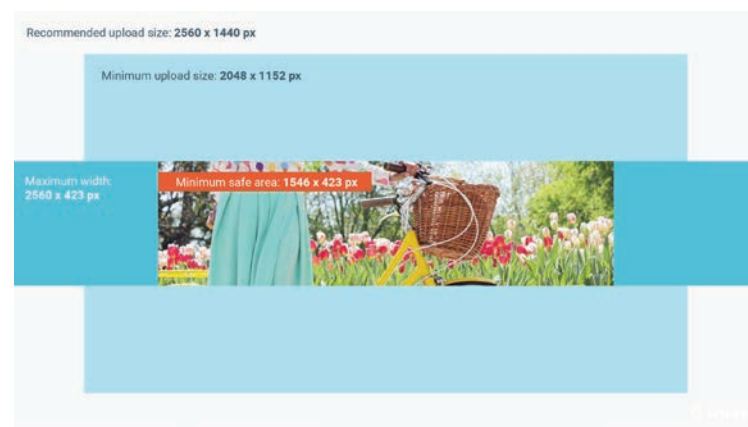


Gibson 34pt

Youtube Cover: 2560x1440px



Gibson 42pt



INTERNATIONAL MARKETS OF FOCUS



GUIDING PRINCIPLES

INTERNATIONAL CREATIVE DIRECTION

PHOTO & VIDEO

- Hero content - backgrounds should be iconic/unique to Ontario or Canada to provide a sense of place
- Supporting content - include unique angles (ex from a traveler's point of view)
- Mix of landscapes as well as person/people engaging in an activity
- People and action should look natural
- Use warm lighting, and vibrant vs muted colours (there are less restrictions on colours for international vs domestic colour palette)
- Imagery should be striking and surprising where possible because Canada has a reputation as safe and predictable
- Include diverse talent - show diversity of both our population as well as our travellers + diversity of experiences/geography

INSPIRATION BOARD



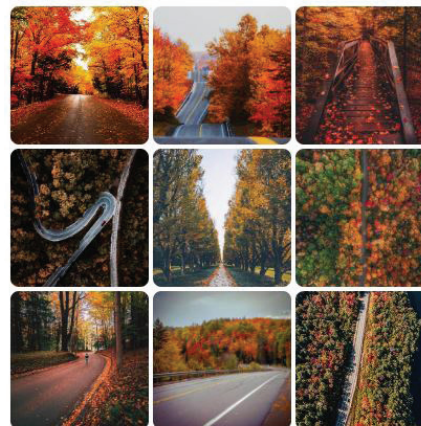
WEB & SOCIAL

International visitors are typically less familiar with Ontario therefore written content should be:

- Contextual: where possible include location references and distances from main gateways and links to other resources /recommended content (articles that jump all over Ontario are difficult for International visitors to conceptualize)
- Inspirational and high level: provide an overview/highlights of unique selling propositions vs detailed descriptions or long lists of options
- Authentic & expert: deliver 'insider', locally-known information
- Inclusive & accessible: use plain language and avoid jargon or slang terms, consider a range of audiences whose first language may not be English to ensure ease of understanding and translation
- Mix of evergreen and seasonal: International lead times and booking windows vary considerably by market. The majority of content should be evergreen, with some seasonal themed pieces – ex: Your Ontario Fall Bucket list
- Prioritize soft vs hard Call to Actions
- Anchor content with trade friendly product where possible and supplement with "hidden gems"
- International visitors increasingly want to connect with locals/Canadians, with communities, to learn from their experience here and enrich their own lives



加拿大安大略省旅游局
10-5 06:00 来自 新版微博 weibo.com
加拿大枫叶大道 (Maple Road) 太唯美了! 🍁🍁
实际上, 枫叶大道并不是一条笔直的道路, 而是由多条连接了尼亚加拉大瀑布、多伦多、渥太华等地的公路串连而成的整个区域。每逢秋风过境, 这片区域就美得令人心动魄, 仿佛进入了童话世界。
实际上, 安大略的秋天, 简直处处都是“枫叶大道!” ... 展开



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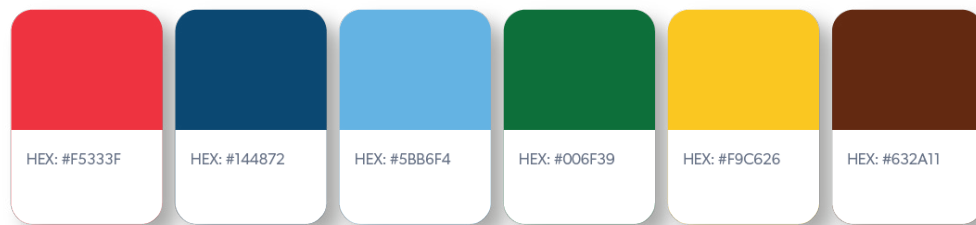


INTERNATIONAL SUB-PALETTE

International markets of focus have a dedicated sub palette to complement the core colour palette. In international markets, the traveller is inspired by deep, rich, engaging colours. Colours across some cultures have strong, positive meanings. For example, rich shades of red is the symbol of strength, prosperity, and good fortune in China and Japan.

The sub-palette below is dedicated for use in international marketing materials as needed to complement and enhance the look and feel of Ontario experiences.

International Sub-Palette



MARKET SPECIFIC CONSIDERATIONS

UNITED KINGDOM

- Love beach and summer holidays. They have a lot of great warm water beaches nearby in Europe, and Florida would be their go to spot in the US. Consider including beaches in the promotional mix as most Brits don't know of Ontario's hot summer experiences. It's novel to them, but also wouldn't be considered the 'hook' for coming
- Most popular/known destinations in Ontario are Toronto and Niagara Falls. It's challenging to get them to travel beyond these areas
- Outdoor adventure tends to be soft adventure, not as intense or strenuous as German travelers would chose
- Enjoy wildlife viewing
- Visitors from this market are mainly FIT (Fully Independent Travellers)
- Brits love resorts like Blue Mountain, with infrastructure (pubs, shopping)
- Renting cars and RVs can be a challenge (driving on the left side of the road in source country)
- Often prefer to travel by train and bus, or even private transfers
- Culinary experiences are important, including wine, beer, cider places

GERMANY

- Most travelers are FIT, some families
- Germans love to drive their own vehicles (car rentals and RVs), don't mind long distances,
- Love camping and float planes
- Love quintessential Ontario summer experience - like log cabins (cottages) on a lake
- Niagara Falls is a must visit on their trips, as well as Toronto, but as an anchor
- Travel drivers to Ontario include: our Parks, the Outdoors and Niagara Falls.
- They like outdoor activities, hiking, canoeing – both soft and hard adventure
- Like the 'off the beaten path' and small towns
- Enjoy wildlife viewing
- Meeting locals, authentic experiences, including indigenous
- Culinary is important, but would position it as a local experience

FRANCE

- Targeting FIT travelers. (They used to be traditionally a group market, that was not high end)
- Mostly couples, not families
- Niagara Falls is a huge driver for French to venture outside of Quebec on their Canada trip
- Speaking French in Canada is important to them.
- Culture is important and any French connection we can make drives interest
- Indigenous experiences are important (Ontario doesn't have a ton of French speaking Indigenous outside of Ottawa)
- Local experiences - French love quintessential Ontario/ Canada experiences like log cabins (cottages) on a lake or lumberjacks
- Enjoy wildlife viewing
- Differentiate our travel experiences from Quebec (Sandbanks Beaches, Georgian Bay, Manitoulin, Killarney)

MEXICO

- Mexicans travel in Winter
- Interested in exploring more of Ontario in all seasons
- Love fall colours
- Lots of family vacations – attractions, zoos aquariums
- Love shopping, luxury, exclusive product
- Love culinary experiences, honeymoon trips and outdoor experiences
- In addition to the major gateways this market is interested in Prince Edward County, Bay of Quinte, and overall Southeastern Ontario

JAPAN



- Very interested in Sustainable Development Goals / responsible travel
- Scenery/nature is very important (outdoor activities would be soft adventure) – but moving towards not just observing, but learning from or experiencing
- Largely travel as part of tour groups (albeit much smaller than the past) and their whole vacation is a week, so they are venturing far off the beaten path.
- Relatively small scope of destinations in Ontario they might visit (as opposed to a market like Germany that does fly/drives and could go anywhere).
- Itineraries being sold in market include Niagara Falls, Toronto, Ottawa, Kingston/1000 Islands, Blue Mountain, Sault Ste Marie and Algonquin/Muskoka (perhaps a few operators are selling other trade ready destinations).
- Family travel is not an important segment

CHINA



- Scenery/nature/outdoor activities are important
- Destinations being sold by trade are similar to the Japanese market, BUT demand for customized travel is growing which provides potential to a wider scope of destinations and experiences.
- Family travel is a segment with potential
- Love to visit historical sites
- Like to visit numerous locations within a destination

KOREA



- Scenery/nature/outdoor activities are important
- Regions of interest include: Niagara Falls, Toronto, Ottawa, Kingston/1000 Islands, Blue Mountain, Sault St Marie, and Algonquin/Muskoka
- Destinations are very similar to the Japanese market
- Family travel is not an important segment

AUSTRALIA



- Australians cover a lot of ground in a trip to Canada, so they don't have time to go too far off the beaten path.
- Itineraries being sold in market include Niagara Falls, Toronto, Ottawa, Ottawa, 1000 Islands and Algonquin/Muskoka (perhaps a few selling other trade ready destinations).
- Scenery/nature/outdoor activities are important
- Family travel is not an important segment

FONTS FOR ACCESSIBILITY

The success of our font families is based on each fonts legibility for everyone.

People do not usually parse individual characters (or even words) when reading. In fact, the eye scans text and parses patterns (that is, groups of characters, typically 6–9 at a time). The brain then converts these ‘shapes’ into meaningful text. All this happens without you being consciously aware of it. Only when we encounter unfamiliar characters or words do we pause to deconstruct what we are reading.

So if a font is not designed sufficiently well it can make it difficult for users to differentiate between letter shapes and make reading the text problematic (and even impossible for many with certain disabilities and special needs). In particular, there are three main font design characteristics that cause problems, namely:

- Imposters
- Mirroring
- Discernibility

Imposters

Imposters are specific letter shapes that are designed in such a way that they are similar to other letter shapes (an uppercase i and a lowercase l, for example). This can make it very difficult for users to differentiate between the characters in question. The examples show characters l, I, 1 (i.e., uppercase i, lowercase l, and the number 1).



Gibson



The Bystander

Mirroring

This refers to flipping letters back to front. A hiccup in the brain's shape translation process, if you like. We all flip characters in this way as children, but the processing improves in time and everything eventually works as it should. But some people never naturally correct the neurological condition, and flipping letters is a lifelong behaviour. As such, letter pairs should never be the mirror image of one another. The figure below shows two letter pairs, d+b and q+p.



Gibson



The Bystander

Discernibility

Many low-vision users have difficulty discerning similar shapes. This is especially true for the characters o, c, or e. If the letters are confused, then obviously the text is harder to read. Take a look at the figure below, which compares uppercase and lowercase c, o, and e.

coeoc COEOC COEOC

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The Bystander

The things to look for are apertures and counters. Apertures are the openings of a partially close shape (e.g., the gap between the opening of the c). Counters are the enclosed shape in a letter form (the internal area of an o or p, for example).

There Should be a Visible Difference Between Capital Height and Ascenders

Ambiguity can impact character recognition and, accordingly, the quick and correct decoding of characters (legibility). Raising Ascenders above capital heights and other features can greatly improve individual character recognition.

illustrate ILLUSTRATE ILLUSTRATE

Gibson

The Bystander