

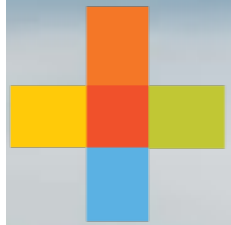
2023|24 Seasonal Campaign Theme Overview and Asset Application Guidelines



A person is sitting on a pier in the bottom right corner, looking out at a vast ocean. The sky is filled with large, white, fluffy clouds against a deep blue background. The horizon line is visible in the distance.

We do not remember days, we remember moments.

Cesare Pavese



approach.

As we strive to evolve and support Ontario's Southwest destination and brand with its unique natural assets and tourism product a cohesive supporting message in our marketing efforts is vital in building destination awareness and travel intent.

People travel to a 'place', but the reason 'why' they travel is for authentic experiences within the destination and to share those special and memorable moments with friends and family.

The following is a seasonal campaign theme to carry us through the next marketing fiscal (and potentially beyond) and encourage consumers to make a moment, take a moment and share a moment in Ontario's Southwest. The theme is intended to support our marketing efforts and re-enforce our Shaped by Nature primary brand.





moments.

A brief moment, a pivotal moment, a quiet moment.
Proud moments, terrible moments and moments of
reflection. Life has a million moments, some memorable
and some we'd like to forget, but it's the special
moments we always cherish because they can be
experienced and shared with others.





MAKE A MOMENT

IN ONTARIO'S SOUTHWEST

The visual theme uses elements of an ornate timepiece or grandfather clock motif to represent how precious and enduring time is in relation to memories and moments.

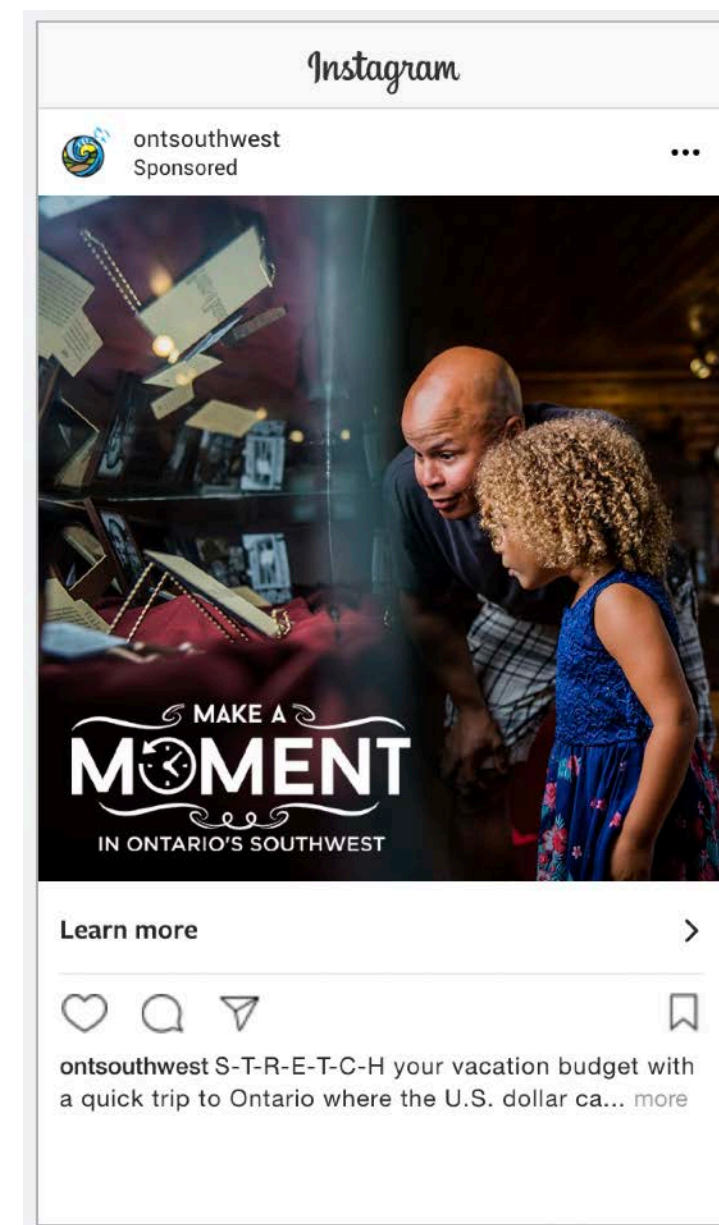
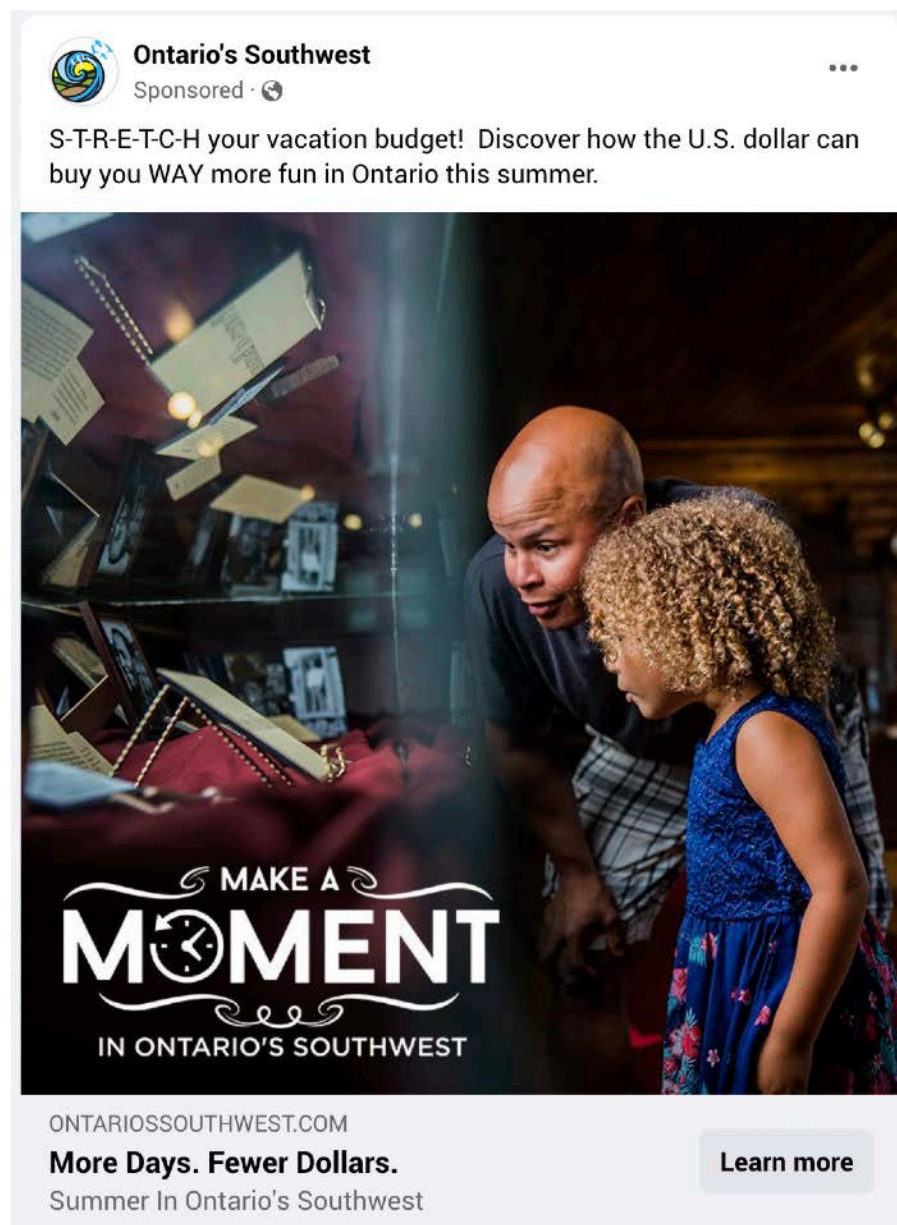
Encouraging audiences to 'make a moment' in Ontario's Southwest utilizing the campaign theme overlay in on supporting high-level destination imagery to build awareness and travel intent. We encourage partners to utilize the Make a Moment in Ontario's Southwest word mark for individual and partnered marketing efforts to build cohesiveness and recognition.





application guidelines.

Primary wordmark to be used on social media assets, promotional materials and associated collateral where appropriate. This is meant for high-level destination and awareness messaging. Wordmark files are provided in black and white (positive) for light backgrounds and white reverse for darker background applications. The [#oswmoments](#) hashtag should be utilized primarily for Facebook, Instagram and Twitter but can also be used on other social media platforms as well as in blog articles.



See last page for social media asset template link that you can use to apply the wordmark to your own images.

TAKE A MOMENT

IN ONTARIO'S SOUTHWEST

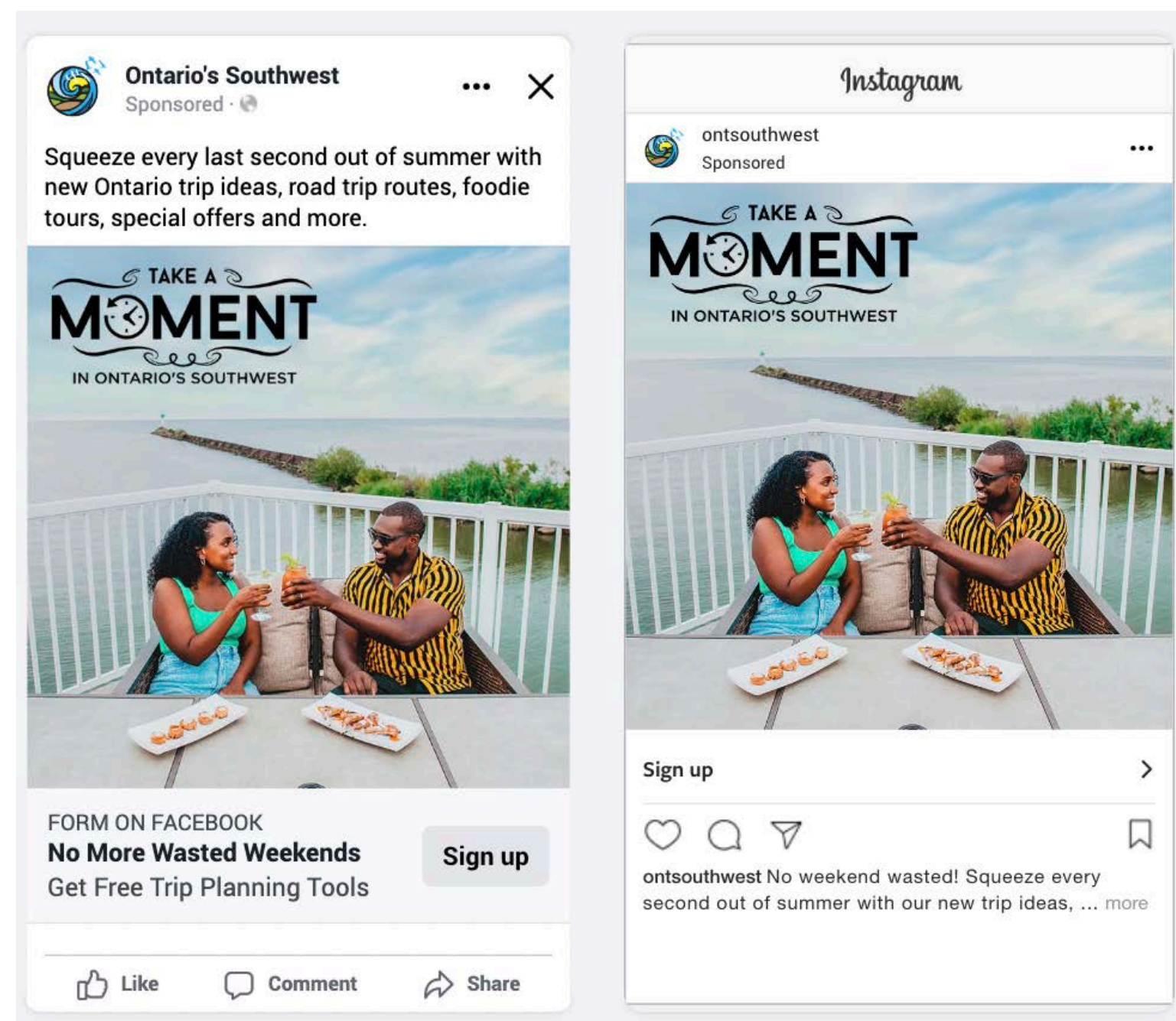
A supporting approach encouraging audiences to 'take a moment' in Ontario's Southwest utilizing the campaign theme overlay with supporting product and experience based imagery to highlight specific experiences and products within the destination to encourage partner/experience lead generation. We encourage partners to utilize the Take a Moment in Ontario's Southwest wordmark for individual and partnered marketing efforts to build cohesiveness and recognition.



TAKE A **MOMENT** application guidelines.

IN ONTARIO'S SOUTHWEST

Secondary word mark to be used on social media assets, promotional materials and associated collateral where appropriate. This is meant for experiential, event and product based messaging - ie: showcasing a new product in a shop that is not high-level destination messaging. Wordmark files are provided in black and white (positive) for light backgrounds and white reverse for darker background applications. The [#oswmoments](#) hashtag should be utilized primarily for Facebook, Instagram and Twitter but can also be used on other social media platforms as well as in blog articles.



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SHARE A MOMENT

IN ONTARIO'S SOUTHWEST

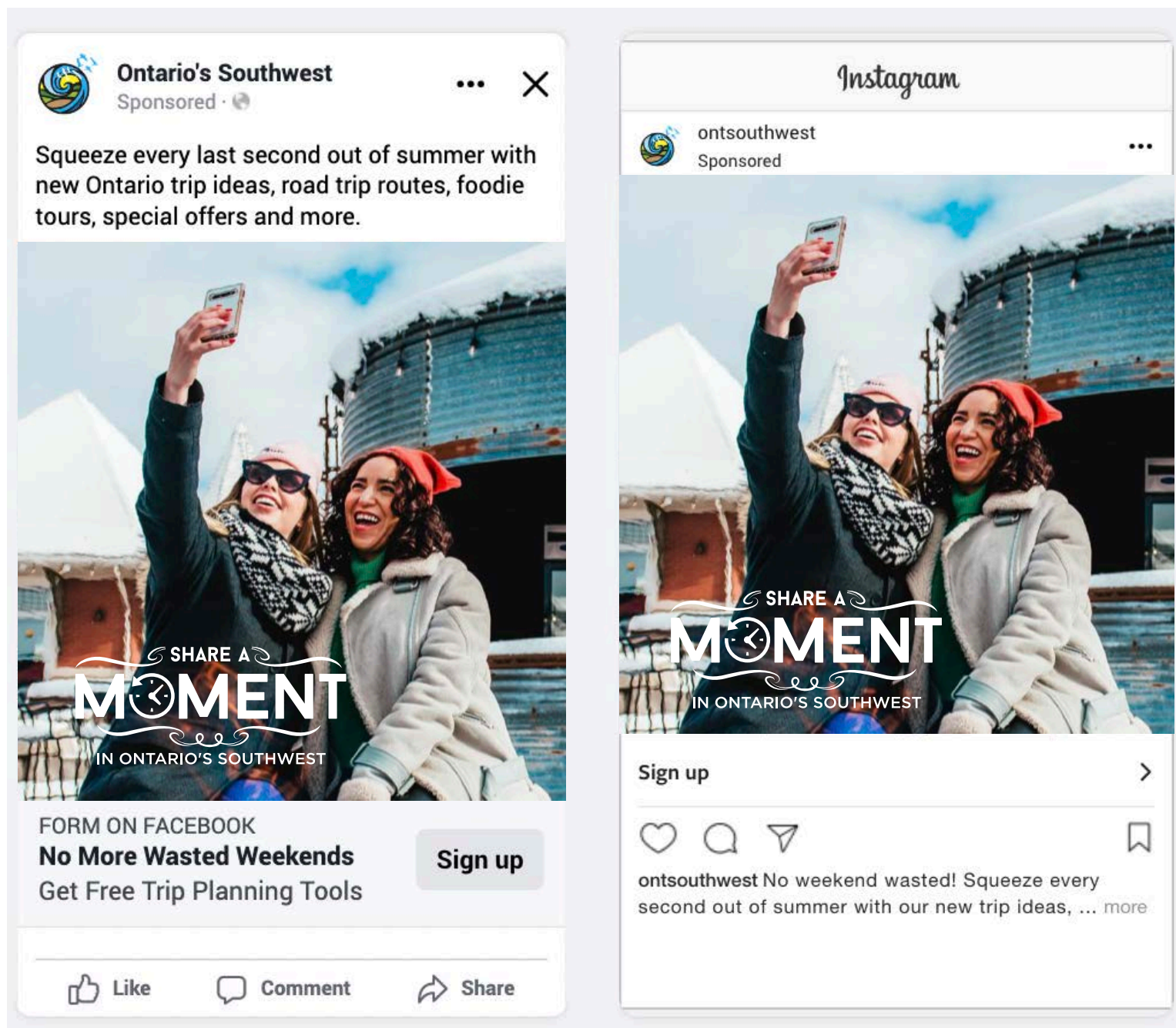
A third wordmark/theme encouraging audiences to 'share a moment' in Ontario's Southwest utilizing the campaign theme overlay that encourages audiences and influencers to 'share' their specific experiences within the destination in order to leverage user-generated content under a cohesive theme marker. We encourage partners and influencers to utilize the Share a Moment in Ontario's Southwest theme elements in their social media and marketing efforts with the word-mark and [#oswmoments](#). Potential for development of photo contests and or other promotional programs to build audience engagement and organic distribution.



SHARE A MOMENT application guidelines.

IN ONTARIO'S SOUTHWEST

Tertiary word mark to be used on social media assets, promotional materials and associated collateral where appropriate. This is intended for 'selfie' moments messaging - ie: we are here now and enjoying this experience etc. Wordmark files are provided in black and white (positive) for light backgrounds and white reverse for darker background applications. The [#oswmoments](#) hashtag should be utilized primarily for Facebook, Instagram and Twitter but can also be used on other social media platforms, blog articles or promotional materials.



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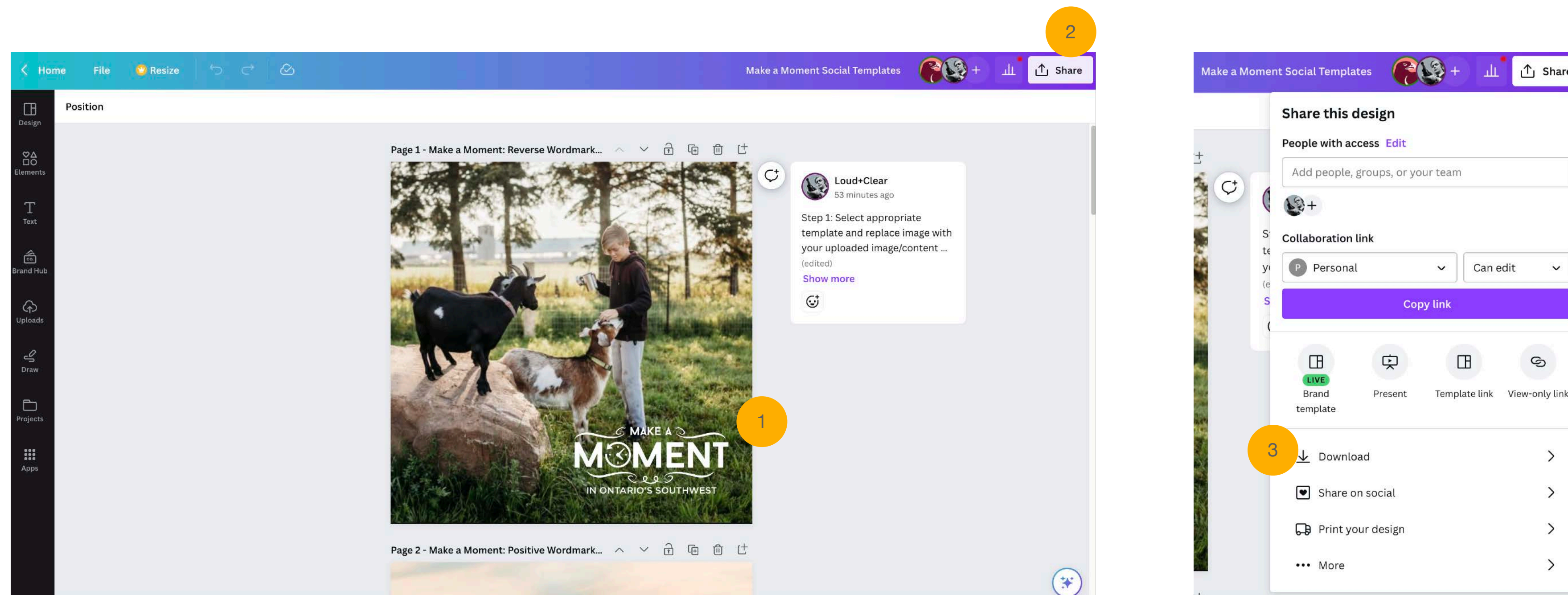
canva social media asset template step by step.

[CLICK HERE FOR TEMPLATE LINK IN CANVA](#)

Step 1: Select appropriate template and replace image with your uploaded image/content and send to back or set as background

Step 2: Position/size appropriate wordmark version for best visibility, based on the photo/light/dark background

Step 3: Click share at top right and select download and choose which assets you want to download (png format recommended)



[LINK for download of individual wordmark assets if required](#)