

PARTICIPATE IN OSW MOMENTS MARKETING CAMPAIGN



A cohesive message in support of our marketing efforts is vital in building destination awareness and travel intent.

Use the following wordmarks on your social media assets and promotional materials to encourage consumers to:



Build awareness and travel intent (RTO & DMO level)



Highlight specific experiences, products, and events (Operator, RTO & DMO level)



Intended for 'selfie' moments (Leverage user-generated content & Operator, RTO and DMO)

[Download Wordmarks](#)

Not sure how to add the wordmark to your images?

[Access Canva Template](#)

Step 1: Select appropriate template and replace image with your uploaded image 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)

Use **#OSWmoments** and tag **@OntSouthwest** in photos that use the wordmarks. We will share content to amplify reach.



[OSW Photo Library](#)

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