



partner communications

3.1 partner advertising
and promotions

3.2 wholesaler advertising
and promotions

I can't get enough of this landscape
The mountains are so beautiful all look
completely fake. Every morning and
looking out of the window at all this is
amazing. I don't think words can really
describe it, except to say its beautiful,
and rejuvenating. There's just
something so refreshing about the whole
atmosphere. Today we went for
a walk which

actually turned into a bit of a hike
although I think B. knew that all along.
But what a surprise when we stumbled
on a great little restaurant.
I was starving and the food was
perfect. B. suggested we also check
out the hot springs. I had

no idea what I was

partner advertising and promotions

We have developed a set of guidelines for partners' advertising and promotions. These guidelines give flexible direction to ways the new logo and select graphic elements can be applied to different ad and promotional formats incorporating various partner co-branding situations.

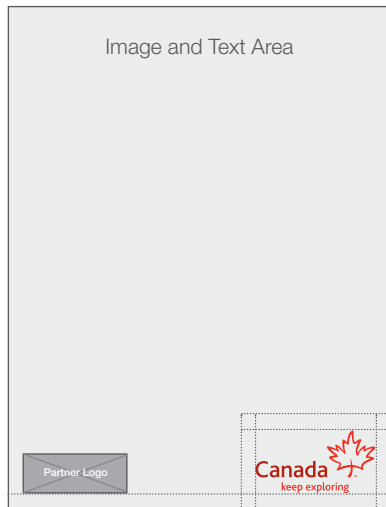
All of the pieces shown in this section are available for use in different countries. The logo and Pattern Bar Graphic files are available through the CTC. Refer to page 63 for contact information.

Types of Layouts

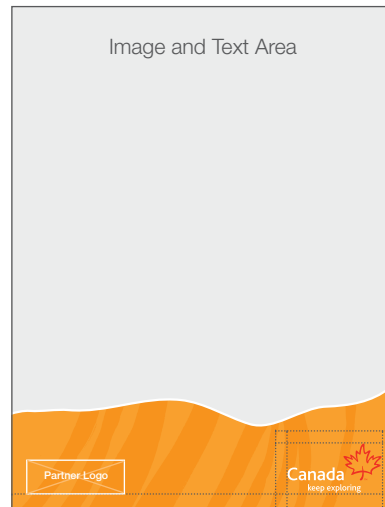
The primary purpose of the partner advertising and promotions layouts is to consistently present the CTC logo alongside the partner logos while giving a greater sense of order and hierarchy.

There are a range of layouts and elements that can be chosen to suit individual partner needs. In addition to the specific Pattern Bar Graphics seen below, the other colour and pattern versions can be used (refer to page 31 and 32).

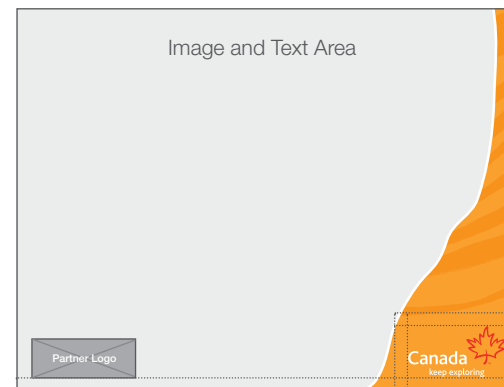
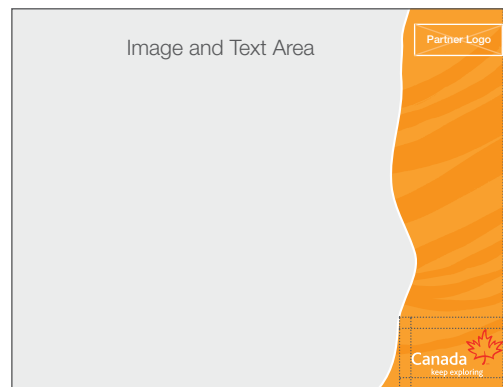
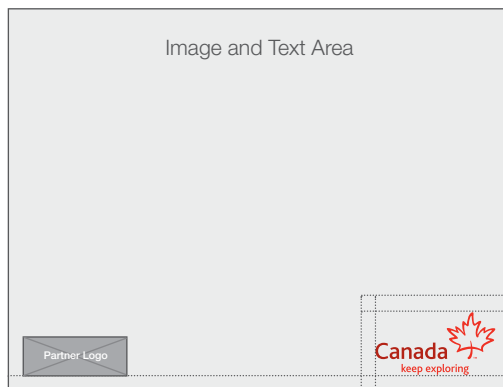
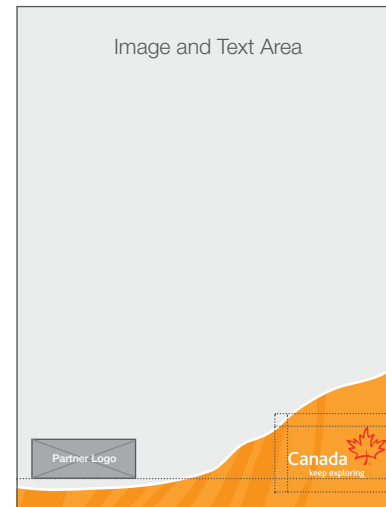
Layout with Logo Only



Layout with Pattern Bar Graphics 1, 2 or 3



Layout with Pattern Bar Graphic 4

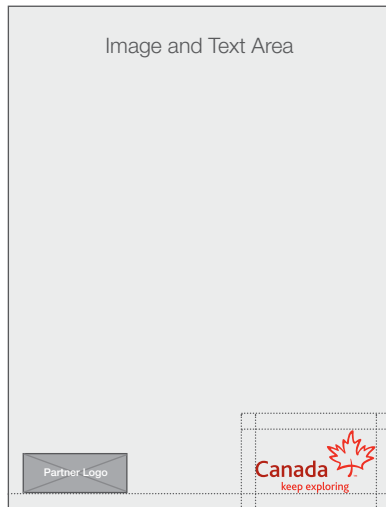


Layout with Logo only

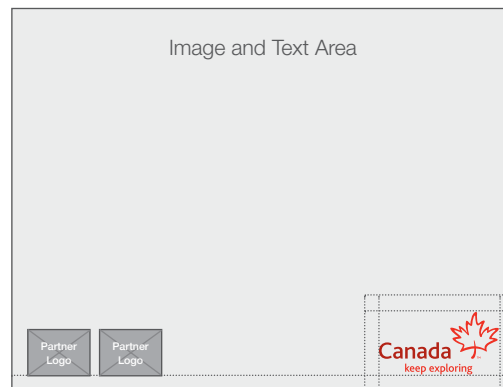
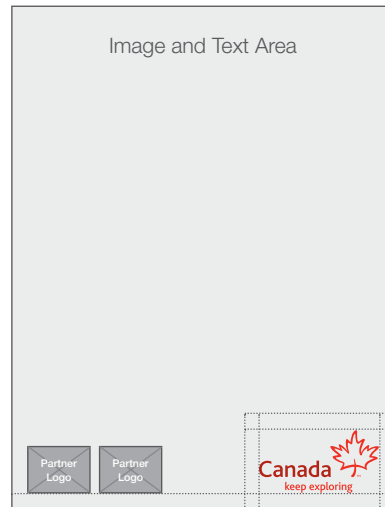
The CTC logo can be used on its own, refer to page 19 for appropriate use of different versions of the CTC logo. We recommend that the CTC logo appear in the bottom right corner, with consideration of the exclusion zone (refer to

page 15). The diagrams below illustrate different partner recognition configurations for when varying numbers of logos are required.

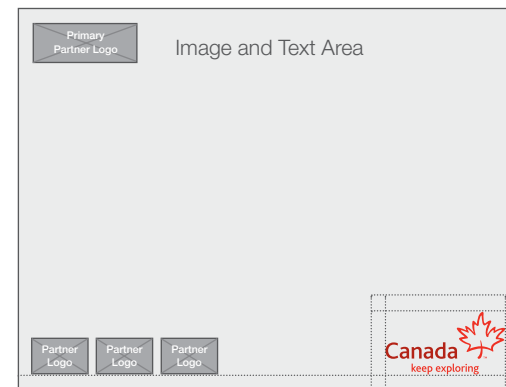
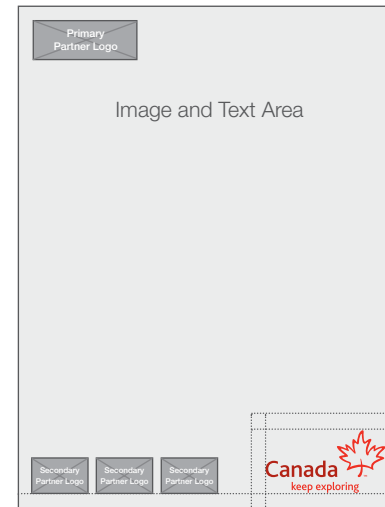
Single Partner Recognition



Multiple Partner Recognition



Primary and Secondary Partner Recognition

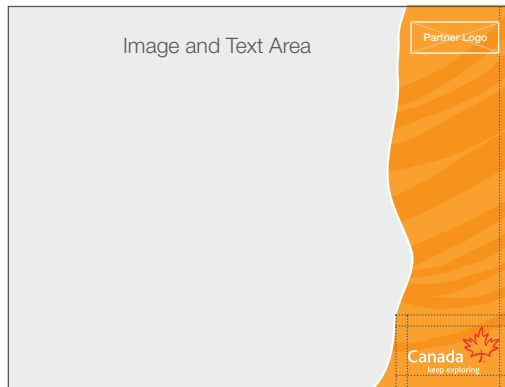
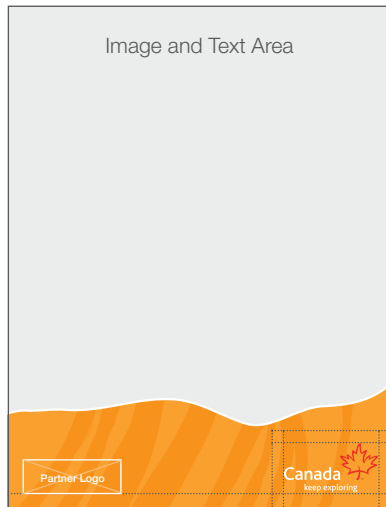


Layout with Pattern Bar Graphic 1, 2 or 3 (refer to page 31 and 32)

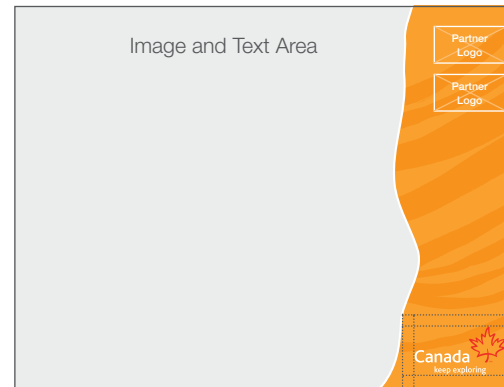
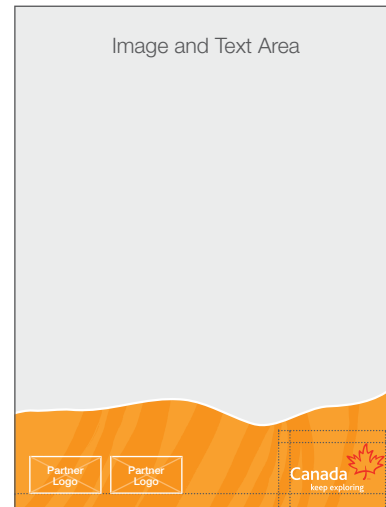
The Pattern Bar Graphics 1, 2 and 3 can be incorporated into layouts to contain both the CTC logo and partner logos, in which case reverse versions of all logos must be used. We recommend that the CTC logo appear in the bottom right

corner, with consideration of the exclusion zone (refer to page 15). These Pattern Bar Graphics can be cropped, rotated and flipped to suit different applications. The diagrams below illustrate different partner recognition configurations for when varying numbers of logos are required.

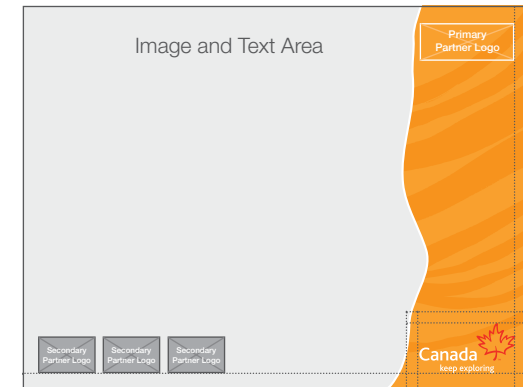
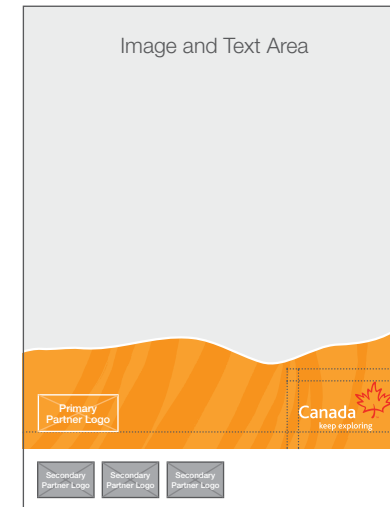
Single Partner Recognition



Multiple Partner Recognition



Primary and Secondary Partner Recognition



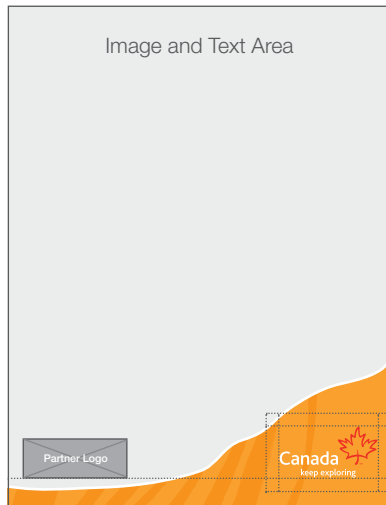
Pattern Bar Graphic 1 has been used to illustrate the different partner recognition configurations above, however Pattern Bar Graphics 2 and 3 can also be used for these scenarios.

Layout with Pattern Bar Graphic 4 (refer to page 32)

Pattern Bar Graphic 4 is intended to only contain the CTC logo. This version is useful when reverse versions of partner logos are not available and must appear outside the Pattern Bar Graphic. We recommend that the CTC logo appear in the

bottom right corner, with consideration of the exclusion zone (refer to page 15). These Pattern Bar Graphics can be cropped, rotated and flipped to suit different applications. The diagrams below illustrate different partner recognition configurations for when varying numbers of logos are required.

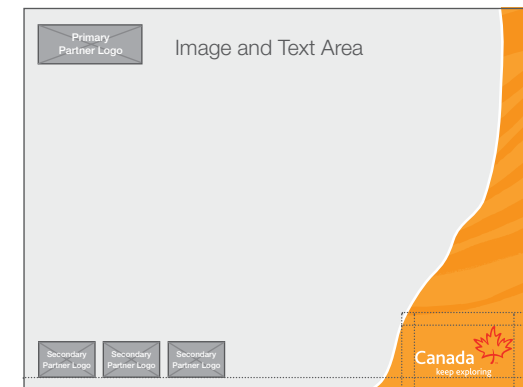
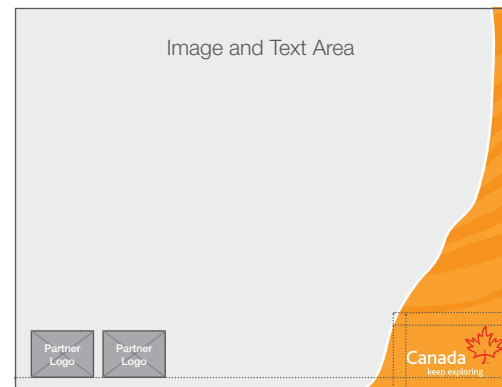
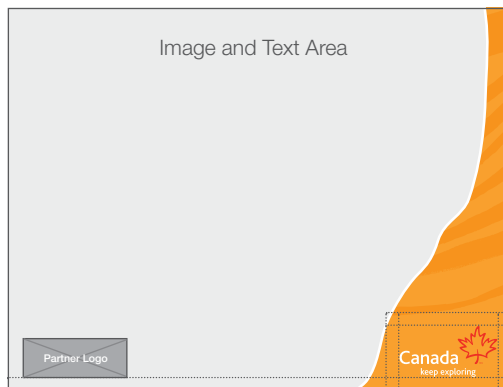
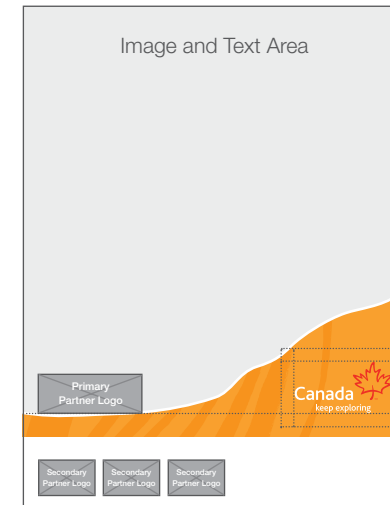
Single Partner Recognition



Multiple Partner Recognition



Primary and Secondary Partner Recognition



Other Considerations

Additional elements of the CTC identity system, such as photography, typography and tone of voice, can be added to layouts to create a stronger consistency of messaging in our collective communications.

The CTC's website URL, www.canada.travel, appears on all partner communication.

Photography



Photography can be used and commissioned that follows the composition and style of that outlined in section 2.5.

Typography and Tone of Voice

the grandest ski vacation ever

7 nights/5 days skiing, \$634 each

Every morning, you'll step outside your hotel, look up and be awed by mountains that rise forever. You'll smile, breathe deeply.... and gasp as the crisp air quickly reminds you why they call this place "breathtaking." Over a century ago, Canadians tamed the Rockies (a bit, at least) by building two of the grandest Euro-style hotels imaginable. And you'll be staying in them. Four nights at the Fairmont Banff Springs hotel, three at Fairmont Chateau Lake Louise and five days on epic powder at Ski Banff @ Norquay, Sunshine Village and Lake Louise.

Text can be set in Helvetica Neue (refer to section 2.3) and our tone of voice can be used to enliven copy and headlines (refer to section 2.6).

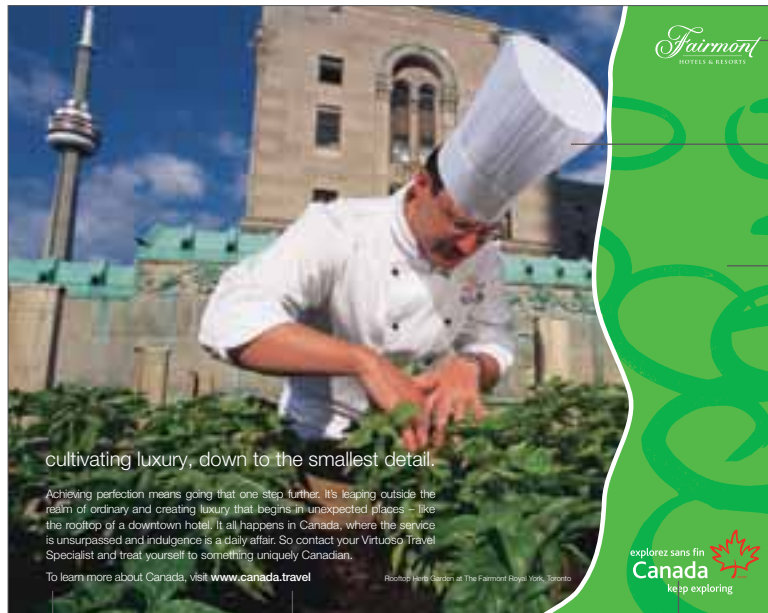
URL

www.canada.travel

The CTC's website URL always appears on partner communications (refer to page 17 and 18 for usage parameters).

Advertising and Promotional Samples

The next couple of pages contain sample layouts for partner ads. Use these annotated ads as guides when creating your own partner advertising layouts.



Helvetica Neue is used for headlines and body copy (refer to section 2.3).

The CTC's URL has been set in Helvetica Neue Medium and reversed out (refer to page 17).

The reverse colour version of the CTC logo is used with consideration of the exclusion zone (refer to section 2.1).

Partner logo is reversed out of Pattern Bar Graphic.

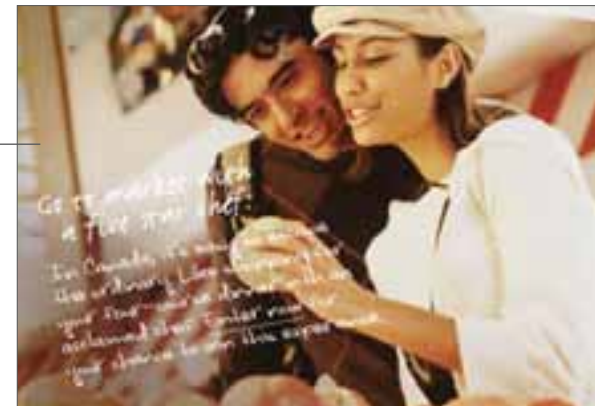
Photography follows the CTC's brand criteria (refer to section 2.5).

The Pattern Bar Graphic 2 with the Pebbles Pattern Graphic has been rotated and flipped to suit the layout (refer to section 2.4).

Helvetica Neue is used for headlines and body copy (refer to section 2.3).

The CTC's URL has been set in Helvetica Neue Medium in Explorer Red (refer to page 17).

The Pattern Bar Graphic 2 with the Pebbles Pattern Graphic is used (refer to section 2.4).



ready to escape the ordinary?

Enter for your chance to win an exclusive 'Behind the Scenes' Vacation in Vancouver, Canada!

Forget the ordinary and experience the extraordinary. Delight your senses. Spark your imagination. Lose yourself. Or find yourself... in one of our many unique and cosmopolitan cities. Anything's possible in Canada. And there's no better place to begin than the beautiful city of Vancouver. For travel ideas and package information, plus your chance to win a trip to Vancouver, visit:

Prize package includes:

- Return economy flight for two on United Airlines
- Two nights stay at the luxurious Opus Hotel in Yaletown, Vancouver
- Romantic water taxi ride to Granville Island
- Three hour culinary tour of the Granville Island markets with acclaimed chef Don Letendre
- Cooking tips and optional wine pairing
- Four-course dinner cooked by Chef Don Letendre with market produce from the culinary tour
- "Behind the scenes Beluga Encounter" with the Beluga Whales at the Vancouver Aquarium Marine Science Center

www.canada.travel

UNITED



Canada keep exploring

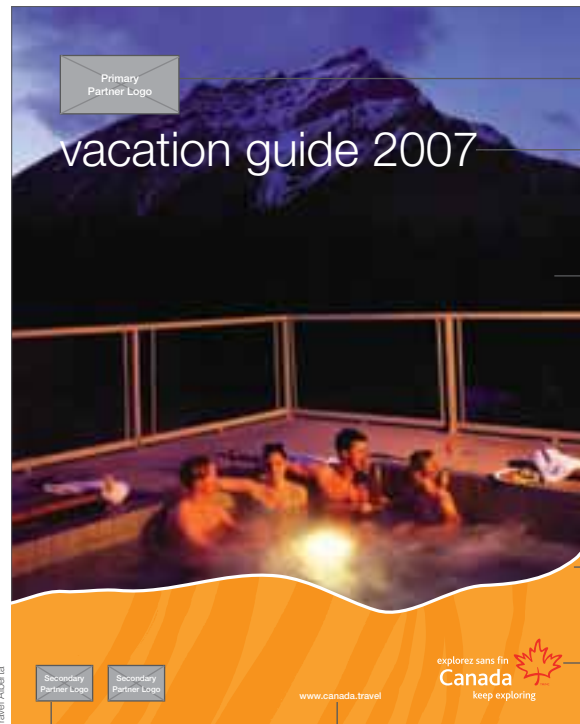
Partner logos are reversed out of Pattern Bar Graphic.

The reverse colour version of the CTC logo is used with consideration of the exclusion zone (refer to section 2.1).

Print Literature Samples

Below are some sample layouts for partner print literature. Use these annotated layouts as guides when creating your own partner print literature layouts.

Vacation Guide Cover



Travel Alberta

Partner logos are reversed out of Pattern Bar Graphic.

The CTC's URL has been set in Helvetica Neue Medium in Explorer Red (refer to page 17).

Partner logo used prominently.

Title set in Helvetica Neue Light, reversed out of photograph in white (refer to section 2.3).

Photography follows the CTC's brand criteria (refer to section 2.5).

The Pattern Bar Graphic 2 with the Waves Pattern Graphic is used (refer to section 2.4).

The reverse colour version of the CTC logo is used with consideration of the exclusion zone (refer to section 2.1).

Road Map Cover



Travel Alberta

Partner logos are reversed out of Pattern Bar Graphic.

The reverse colour version of the CTC logo is used with consideration of the exclusion zone (refer to section 2.1).

The Pattern Bar Graphic 2 with the Waves Pattern Graphic is used (refer to section 2.4).

Online Samples

The three examples below show three options for including the CTC logo, URL and both Logo and URL on partner website homepages.

Logo (Preferred)



We encourage partners to include our logo on their homepages to act as a link to www.canada.travel. The logo should appear at no less than 100 pixels wide in online applications. Refer to page 18 for details.

URL



The URL can be used on its own to act as a link to www.canada.travel. This graphic must be set in Helvetica Neue Medium and can appear in Explorer Red on white backgrounds or in white on solid colours, textures or photographs. Refer to page 18 for details.

URL and Logo



The URL and logo can be used together to direct users to www.canada.travel. Refer to page 18 for details.