

wholesaler advertising and promotions

Wholesaler advertising and promotions can provide valuable opportunities for showcasing the CTC's brand identity. Since wholesalers will often produce materials to reflect their own brand identities, these applications generally do not offer as much design flexibility. This section explains how you can incorporate certain CTC brand elements effectively within your advertising, print literature and online applications.

Primary Design Considerations

Wholesaler advertising and promotions are often templated and do not offer too much design flexibility. In these applications, it is most important to ensure the proper use and placement of the CTC logo and to include CTC brand

photography wherever possible. The Pattern Bar Graphics, typography and tone of voice are secondary considerations that may be incorporated when the opportunity arises.

Logo



Ensure the proper use and placement of the CTC logo in different backgrounds. Refer to section 2.1 for details.

Photography



CTC brand photography should be used whenever possible. Refer to section 2.5 for details on selecting or commissioning photography with the appropriate content and style.

Advertising and Promotional Samples

The next couple of pages contain previous samples of ads and promotions created by wholesalers. Each sample is annotated to show how CTC brand photography and the CTC logo should be incorporated.

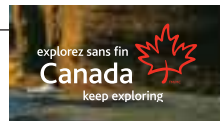
Poster



New Brunswick Tourism & Parks

Photography

Use images that reflect experiences vs. destinations, close-ups vs. wide shots (refer to section 2.5).



Logo

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

Press Advertisement



Travel Alberta

Photography

Use images that reflect experiences vs. destinations, close-ups vs. wide shots (refer to section 2.5).



Logo

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

Poster



New Brunswick
Tourism & Parks



Tourism BC
Albert Normandin



Ontario Tourism

Photography
Use images that reflect experiences vs. destinations, close-ups vs. wide shots (refer to section 2.5).



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

Press Advertisement



Travel Manitoba

Photography
Use images that reflect experiences vs. destinations, close-ups vs. wide shots (refer to section 2.5).

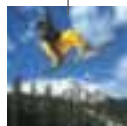


Logo
The colour version of the CTC logo is used with consideration of the exclusion zone (refer to section 2.1).

Print Literature Samples

The next couple of pages contain previous samples of print literature created by wholesalers. Each sample is annotated to show how CTC brand photography, the CTC logo and other brand elements should be incorporated.

Brochure Cover and Spread



Photography

Use images that reflect experiences vs. destinations, close-ups vs. wide shots (refer to section 2.5).

Brochure Spread



Before

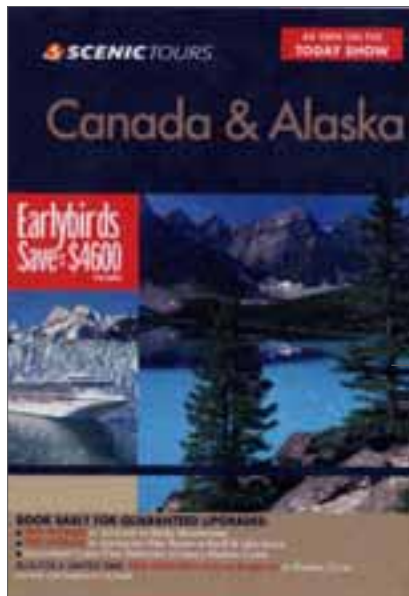


After

Ontario Tourism

In cases when layouts can be supplied, use as many CTC brand elements as possible. The sample layout above uses Helvetica Neue for the headline, body copy and the CTC's URL (refer to section 2.3). Photography that follows the CTC's brand criteria is incorporated (refer to section 2.5). The Pattern Bar Graphic is also used (refer to section 2.4).

Newspaper Feature



Travel Alberta

Photography
Use images that reflect experiences vs. destinations, close-ups vs. wide shots (refer to section 2.5).

Feature



Before



Travel Alberta

After

In cases when layouts can be supplied, use as many CTC brand elements as possible. The sample layout above uses Helvetica Neue for the headline, body copy and the CTC's URL (refer to section 2.3). Photography that follows the CTC's brand criteria is incorporated (refer to section 2.5). The Pattern Bar Graphic is also used (refer to section 2.4).

Online Samples

The sample below is an online feature created by a wholesaler. This sample is annotated to show how CTC brand photography should be incorporated.



Travel Memories

Photography

Use images that reflect experiences vs. destinations, close-ups vs. wide shots (refer to section 2.5).