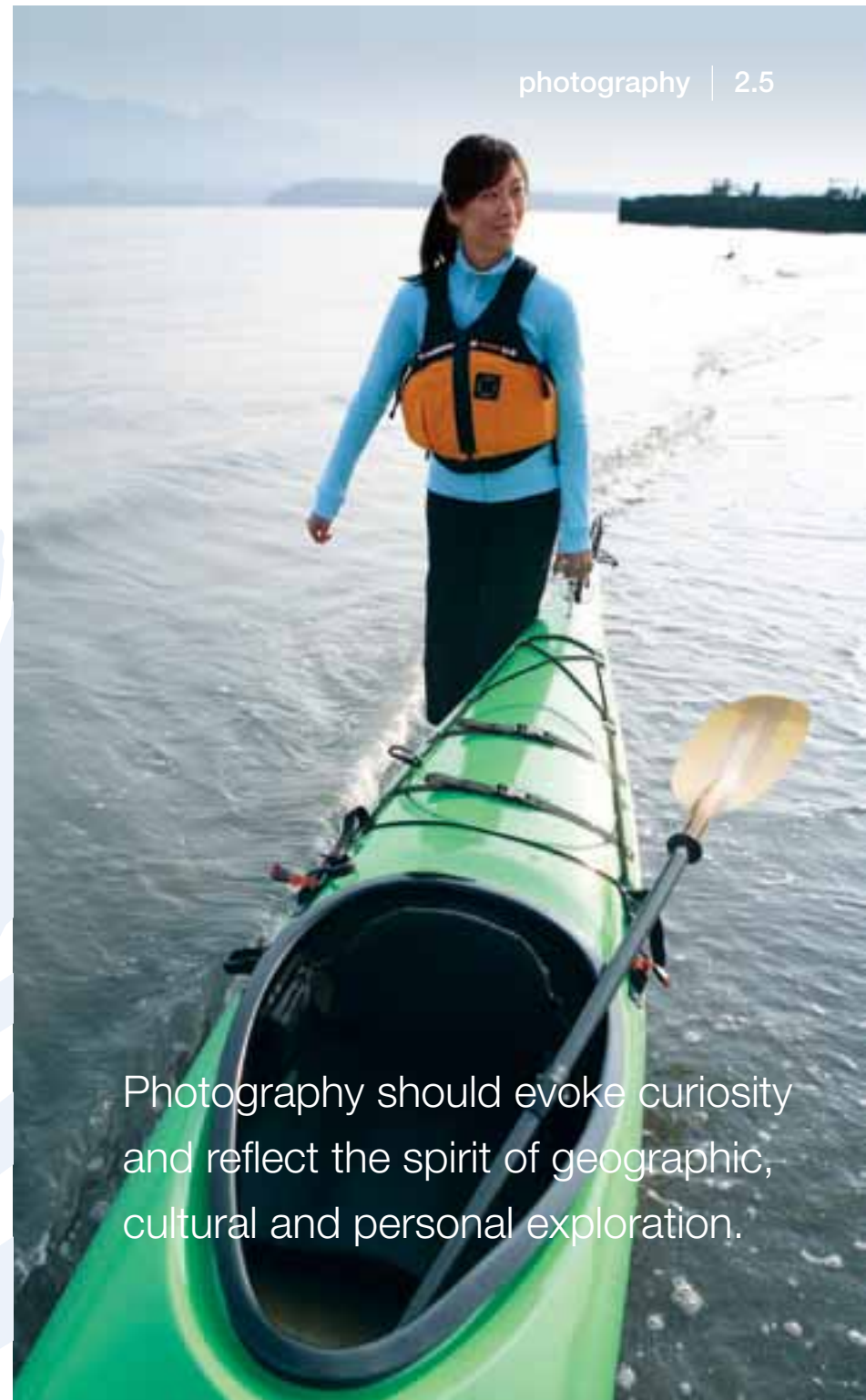# photography

Our photography is all about capturing a moment in time—illustrating intriguing Canadian experiences which will inspire the curious traveller to visit Canada **now**. It should evoke the feeling one has when in Canada—to share a sense of place but, not to simply describe the physical destination.

The imagery itself should be unique and provocative, the kind of moments travellers experience that make Canada inviting. It should appear authentic (real) and not overly posed.

We will continue to build this robust new image library throughout the months and years to come.

Photography should evoke curiosity and reflect the spirit of geographic, cultural and personal exploration.

Overview

Previously our photography has generally shown Canada's beautiful landscape, often vast with few people. We should now be showing the actual experiences of the traveller exploring and discovering Canada.

Our photography should capture a moment in time and evoke the feelings of that experience.

Previous CTC Photography

New CTC Photography Direction

Photography Sources

There are three main sources for partners to source photography: the partner online image library, stock photography and commissioned photography. Proprietary CTC hero photography can be used in specific partner campaigns, please contact the CTC for details. Refer to page 63 for contact information. When selecting or commissioning photography, the content and style parameters on page 37 and 38 must always be considered.

Partner Photography

There is currently a large online image library available to all our partners for use in a wide variety of applications. We've just released over 350 new images reflecting the Canada Brand and are keen to share these special moments in time with our partners. Access to these amazing images can be found at **www.canada.travel/mediacentre**, just click on "images." This library is constantly being updated with new materials.

CTC Hero Photography

The CTC has commissioned a select set of Hero photos that are currently intended for exclusive brand applications only. The following are examples of the new visual approach the CTC will take branding Canada, using images that bring to life experiences versus destinations.

In the case of CTC joint ventures, these images may be available for use by partners. Contact the CTC for details. Refer to page 63 for contact information.

Photography Content

Photography is defined by a few key principles. The personal experiences shown in these images should always be shown in context to our pillars—Canada's geography, culture or people. Each shot should portray Canada's geography and/or culture as the catalyst for the unique experience of the traveller(s) that are depicted in the shot.

Personal Experience (sample Hero photography)

Cultural

Geography

Photography Style

The following criteria should be used when commissioning new photography or selecting from existing collections. The people or person in the shot should come across as the hero, with the environment serving as the inspiration. A Canadian context is important but not necessarily an obvious iconic reference. It is more important to capture the spirit of the moment than to ensure a specific tourist icon is in the background. The imagery should have energy and vitality—showing people connecting with, rather than observing, the environment.

Candid

Capture real intimate moments with real people, expressing energy and vitality.

Authentic (real)

Images should feel authentic and not posed. Preferably, the people in the shot should not be looking directly into the camera.

Natural

Use natural light to create atmosphere and vitality (outdoor and indoor).

Warm

Use light and the colour of the environment to create an overall sense of warmth.

Checklist

Ask yourself the following questions when deciding if an image is right for the brand.

• Does the situation and people look real? Is it believable?
• Do the people and actions look natural and unposed?
• Does it look like it is in Canada?
• Does it look real and natural (not fake or manipulated)?
• Does the colour and content have an inherent warmth?

Diversity and Demographics

All photography must be representative of our ethnic diversity and varying age demographics in order to appeal to all international and niche markets. The sample images shown in these guidelines do not currently capture that full range and will be built upon in the coming months.

Landscape Photography

Where it is applicable (e.g. supplemental editorial photos in a larger article) to show just images of landscape the following guide should be used for selecting or commissioning images. This photography should not be used without the approval from the CTC. The photography should portray the unique and unusual geographic and natural formations found across the country. A low perspective is used to emphasize foreground texture and colour, creating a proprietary look to the shots.

Business Segment

When creating specific materials for the meetings, conventions, and incentive travel segment, it is important to remember it is not just about showing people doing business. Conferences and conventions are held in our cities and recreational destinations because of our culture and geography. When showing images of business people, follow the principles on page 38—showing real moments preferably in recognizable settings.

Cultural

Business

These images are samples, and are reflective of just one aspect of the business experience in Canada.

Geography

Photography Credit

Where it is applicable, the photography may require a credit referencing the photographer and/or the place the photograph was taken. This is not required on all materials. It should always be placed vertically on one of four corners of an image, either reversed out of a dark area or in black over a light area. Consideration of the placement is determined by the image, the position of other elements such as copy and logo placement, and where the credit note will be most legible.

Placement with Pattern Bar Graphic
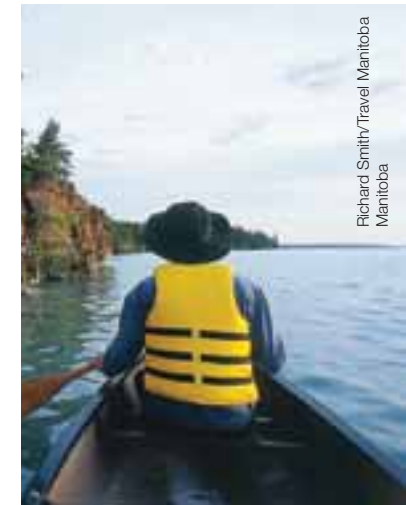

Placement without Pattern Bar Graphic

Large Applications (detail shown)

On applications with a dimension larger than 12", the credit must be set in 7pt Helvetica Neue Light.

Small Applications (detail shown)

On applications with a dimension smaller than 12", the credit must be set in 5pt Helvetica Neue Light.