TOURISM NEW BRUNSWICK

BRAND PLAYBOOK

CONTENTS

THE PHILOSOPHY OF

OUR BRAND

REAL CONNECTIONS

New Brunswick is the *antidote* to overcrowded, overproduced vacations. It's a place where people haven't forgotten the importance of the simple things in life. Where discoveries are *real* and experiences aren't made out of plastic. It's where you'll find the time to slow down, the space to breathe and take it all in, and the energy to make *transformational connections…* with nature, with our locals, and with each other. New Brunswick is a place where you'll reconnect with your life, and when you leave you'll take a piece of it with you.

NATURAL & APPROACHABLE

UNFILTERED NATURE
Mountains, rivers, and sea: Fresh air, flowing waters, nature trails and wildlife

APPROACHABLE EXPERIENCES
Both urban and natural

GENUINE, KIND PEOPLE
From diverse cultures

GENUINE & AUTHENTIC

In New Brunswick you will find people who follow their traditions, treasure their families, and remain unapologetically true to themselves.

JOIE-DE-VIVRE PRIDE

GENUINENESS

AUTHENTICITY KINDNESS HONESTY

INCLUSIVENESS

ADVENTUROUSNESS LOVE OF NATURE

BRAND PERSONALITY

FRIENDLY, RELAXED, FUN

GOOD-HUMOURED

EXPRESSIVE

HONEST

OPEN-MINDED

LIGHT-HEARTED

GENEROUS

PASSIONATE

AGREEABLE

NATURAL

HELPFUL

PRACTICAL

DOWN-TO-EARTH

FUN

RELAXED

FRIENDLY

DEPENDABLE

NON-JUDGMENTAL

RESILIENT

BRAND PERSONA

THE HOST

No matter where you started or why you came, we'll make sure you take a piece of New Brunswick with you. Those good memories will tide you over until you get back.

BRAND ASSETS

LOGOS

EXPLORE NEW BRUNSWICK

The #ExploreNB logo features earthier, more natural versions of the official GNB logo colours to represent the brand persona and experience. These colours are also utilized in the Masterbrand Colour Palette. This logo is meant for use in promotional items and marketing materials that require the official brand hashtag (#ExploreNB), such as embroidered clothing, branded items, print pieces, and digital executions.

All versions to be used only when the hashtag is not spelled out and use of the logo is visually appropriate.

CANADIAN MARKETS

Black or white versions should be used when background colour dictates it necessary.

The #ExploreNB New–Nouveau Brunswick logo is to be used for local and Canadian market communications including travel trade and travel media efforts, such as lure pieces and promotional items.

The #ExploreNB logo without New–Nouveau Brunswick is to be used for local and Canadian market communications when size and legibility of the #ExploreNB New–Nouveau Brunswick logo dictates it necessary.

Brand icon to be used for social profiles, website tab icon, patterns on smaller promo items, etc.

DOWNLOAD LOGOS
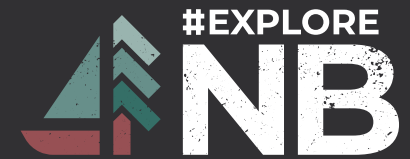
FOREIGN MARKETS

Black or white versions should be used when background colour dictates it necessary.

The #ExploreNB New–Nouveau Brunswick Canada logo is to be used for foreign market communications including travel trade and travel media efforts, such as lure pieces and promotional items.

The #ExploreNB logo without the #EXPLORENB is to be used for foreign market communications on small promotional items when size and legibility of the #ExploreNB New–Nouveau Brunswick Canada logo dictates it necessary.

DOWNLOAD LOGOS

#EXPLORENB LOGO COLOURS

VINTAGE SHADOW	**PROCESS:** C=71 | M=65 | Y=60 | K=59 **SPOT:** PMS 426 C 95% **RGB:** R=49 | G=48 | B=51 **HEX:** #313033	
ANCIENT EARTH	**PROCESS:** C=33 | M=75 | Y=58 | K=18 **SPOT:** PMS 188 C 80% **RGB:** R=151 | G=80 | B=84 **HEX:** #975054	
FOREST FLOOR	**PROCESS:** C=80 | M=39 | Y=58 | K=19 **SPOT:** PMS 3302 C 80% **RGB:** R=53 | G=111 | B=103 **HEX:** #356f67	
FOREST PINES	**PROCESS:** C=63 | M=31 | Y=45 | K=4 **SPOT:** PMS 3302 C 60% **RGB:** R=103 | G=143 | B=138 **HEX:** #678f8a	
FOREST HORIZON	**PROCESS:** C=42 | M=19 | Y=30 | K=0 **SPOT:** PMS 3302 C 40% **RGB:** R=153 | G=180 | B=175 **HEX:** #99b4af	

#EXPLORE
NB
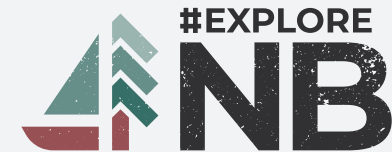
The official Government of New Brunswick logo should be used when appropriate or required to establish connection between the province and the Tourism New Brunswick brand. New Brunswick, Canada version to be used for international markets and federal partnerships. Black or white versions should be used when background colour dictates it necessary.

DOWNLOAD LOGOS

BRAND ASSETS

TYPOGRAPHY

SUBHEADS: MONTSERRAT BOLD

HEADLINES: SOUTHBANK LT

The font to be used for headline text is *Southbank LT*. This font is bold and rough, and should be used to create impact, but never for longer pieces of text.

Longer sections of copy can be broken up with the use of *Montserrat Bold* (in all caps) for subheads. This is a smooth and easily readable complement to the headline font. Use wider kerning to make subheads airier and so the font can breathe.

Merriweather Regular is used for body copy (as in this paragraph). This typeface is easy on the eyes and very readable even at small sizes.

DOWNLOAD FONTS

BRAND ASSETS

COLOURS

INSPIRED BY NB

Our colours are inspired by authentic New Brunswick experiences. They reflect the places and cultures that make up the region. All colour palettes are complementary and harmonious, yet each has a distinct personality that brings the best out of each unique New Brunswick experience.

MASTERBRAND COLOUR PALETTE

SECONDARY COLOUR PALETTES

NATURE: FUNDY COAST

NATURE: LAKES & RIVERS

NATURE: BEACHES

NATURE: FORESTS

NATURE: MOUNTAINS

NATURE: WINTER

EXPERIENCES: ACADIE

EXPERIENCES: URBAN

EXPERIENCES: HISTORY

EXPERIENCES: CULINARY
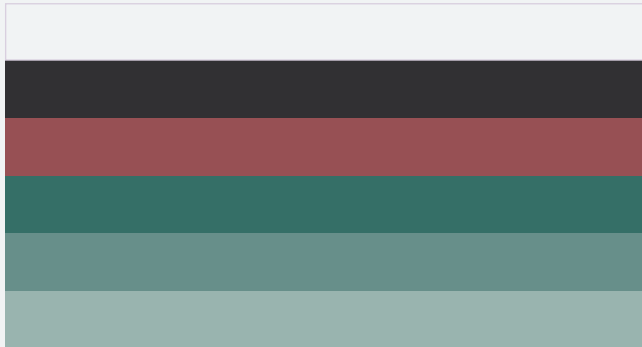
Our Masterbrand Colour Palette is appropriate to use for any Tourism NB marketing materials. The green tones are the primary colour to be used, with the red tone serving as an accent to add a pop of colour as a highlight. The white tone should be used as a background base, with the black used for text, icons and where you want to maximize contrast and legibility of content.

Secondary Colour Palettes should be used *only* when featuring specific brand experiences, and only in conjunction with photography and video assets of those experiences. All secondary colour palettes can be used in conjunction with the Master palette black and white.
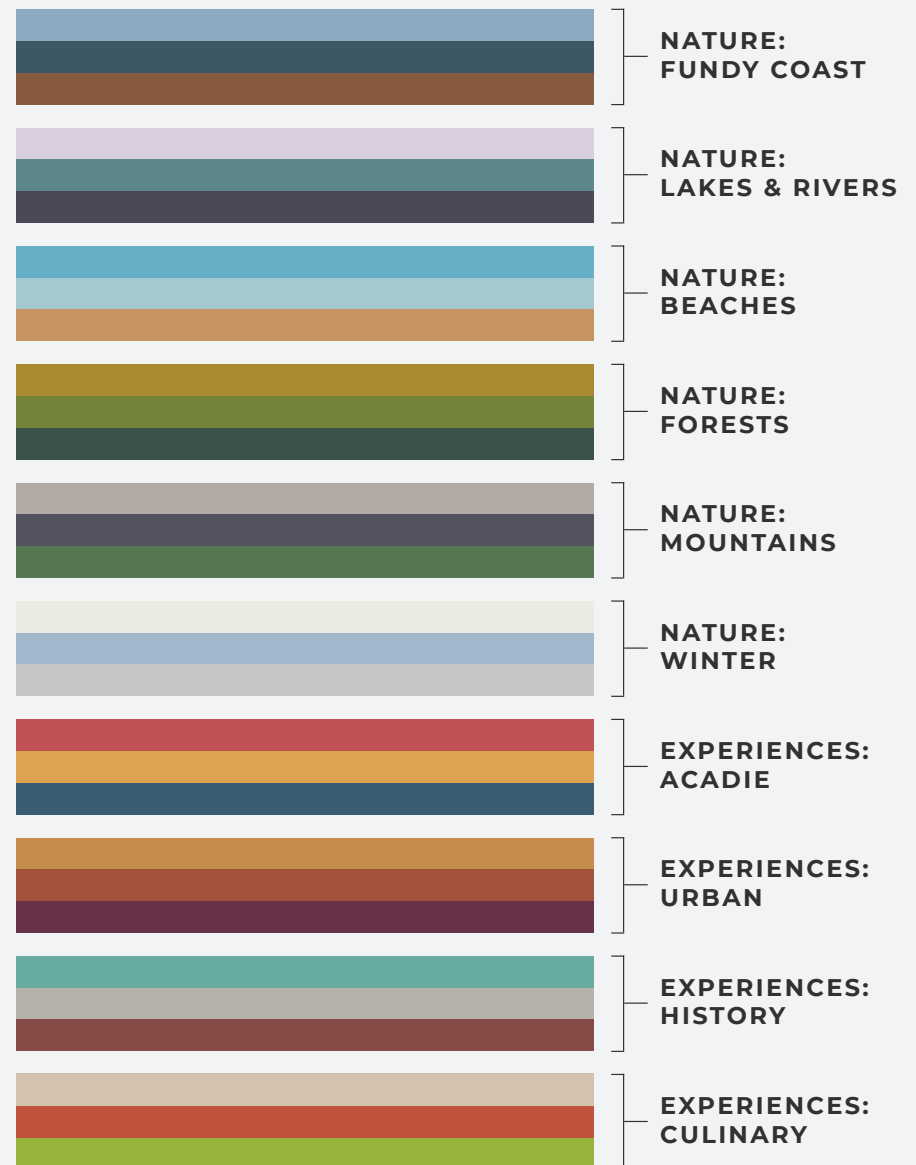
MASTERBRAND
COLOUR PALETTE

NOSTALGIC WHITE
PROCESS: C=4 | M=2 | Y=2 | K=0
SPOT: PMS 7541 C 25%
RGB: R=241 | G=243 | B=244
HEX: #f1f3f4

VINTAGE SHADOW
PROCESS: C=71 | M=65 | Y=60 | K=59
SPOT: PMS 426 C 95%
RGB: R=49 | G=48 | B=51
HEX: #313033

ANCIENT EARTH
PROCESS: C=33 | M=75 | Y=58 | K=18
SPOT: PMS 188C 80%
RGB: R=151 | G=80 | B=84
HEX: #975054

FOREST FLOOR
PROCESS: C=80 | M=39 | Y=58 | K=19
SPOT: PMS 3302 C 80%
RGB: R=53 | G=111 | B=103
HEX: #356f67

FOREST PINES
PROCESS: C=63 | M=31 | Y=45 | K=4
SPOT: PMS 3302 C 60%
RGB: R=103 | G=143 | B=138
HEX: #678f8a

FOREST HORIZON
PROCESS: C=42 | M=19 | Y=30 | K=0
SPOT: PMS 3302 C 40%
RGB: R=153 | G=180 | B=175
HEX: #99b4af

COASTAL MIST

PROCESS: C=47 | M=24 | Y=16 | K=0
SPOT: PMS 7695 C
RGB: R=138 | G=170 | B=192
HEX: #8aaac0

DEEP TIDE

PROCESS: C=83 | M=63 | Y=51 | K=17
SPOT: PMS 7545 C
RGB: R=61 | G=87 | B=101
HEX: #3d5765

CARVED ROCK

PROCESS: C=36 | M=62 | Y=78 | K=25
SPOT: PMS 7505 C
RGB: R=137 | G=91 | B=62
HEX: #895b3e

These colours are inspired by the rugged Fundy coast, carved by the tides. With views that are expansive, breathtaking, and sometimes shrouded in mist and water that is deep and powerful.

SECONDARY PALETTE
NATURE: LAKES & RIVERS

SILVER SALMON

PROCESS: C=13 | M=17 | Y=3 | K=0
SPOT: PMS 524 C 75%
RGB: R=217 | G=207 | B=223
HEX: #d9cfdf

EMERALD RAPIDS

PROCESS: C=46 | M=9 | Y=22 | K=37
SPOT: PMS 7475 C 85%
RGB: R=94 | G=135 | B=138
HEX: #5e878a

COOL DEPTHS

PROCESS: C=55 | M=48 | Y=29 | K=52
SPOT: PMS 5255 C 77%
RGB: R=73 | G=73 | B=88
HEX: #494958

These colours are inspired by the freshwater lakes and rivers that are the lifeblood of our province. They capture the stillness and cold freshness of the water, the reflections of rocks and trees that bring our rivers to life, and the fish that are part of our culture, past and present.

CLEAR SKY

PROCESS: C=50 | M=3 | Y=7 | K=15
SPOT: PMS 7458 C
RGB: R=103 | G=175 | B=199
HEX: #67afc7

TIDAL FOAM

PROCESS: C=26 | M=0 | Y=8 | K=13
SPOT: PMS 551 C
RGB: R=164 | G=202 | B=207
HEX: #a4cacf

SUMMER SAND

PROCESS: C=23 | M=43 | Y=69 | K=1
SPOT: PMS 465 C
RGB: R=197 | G=148 | B=98
HEX: #c59462

These colours are inspired by the beaches that make up the eastern coast of the province. The golden warmth of the sand in summer, the play of the surf as it crashes into the beach, and the clear beautiful skies – all elements that make for a perfect day.

SECONDARY PALETTE
NATURE: FORESTS

AUTUMN LEAF

PROCESS: C=33 | M=41 | Y=100 | K=7
SPOT: PMS 456 C
RGB: R=170 | G=138 | B=47
HEX: #aa8a2f

DEEP MOSS

PROCESS: C=58 | M=32 | Y=100 | K=13
SPOT: PMS 7491 C
RGB: R=114 | G=132 | B=55
HEX: #728437

FRESH SPRUCE

PROCESS: C=47 | M=14 | Y=40 | K=68
SPOT: PMS 7736 C
RGB: R=58 | G=82 | B=73
HEX: #3a5249

These colours are inspired by the rich and expansive mixed forests that cover much of our province. From the ancient mosses that cling to untouched groves, to the magical colours of the autumn, to the fresh conifers that add colour all year.
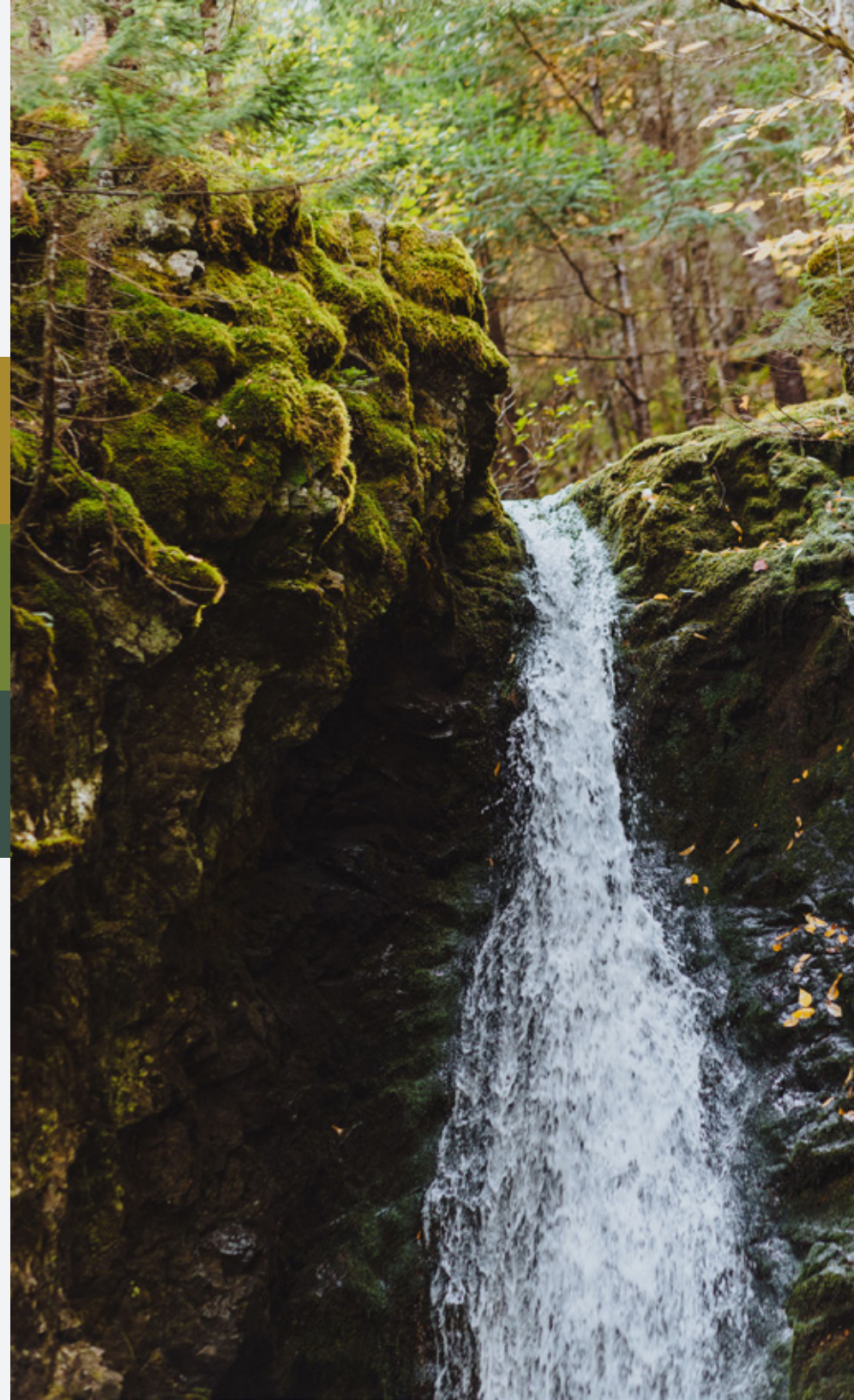
APPALACHIAN STONE

PROCESS: C=32 | M=29 | Y=32 | K=0
SPOT: PMS Warm Grey 5 C
RGB: R=178 | G=170 | B=164
HEX: #b2aaa4

DISTANT PEAK

PROCESS: C=35 | M=31 | Y=15 | K=62
SPOT: PMS 5255 C 75%
RGB: R=83 | G=82 | B=95
HEX: #53525f

MOUNTAIN SCRUB

PROCESS: C=67 | M=36 | Y=74 | K=19
SPOT: PMS 5615 C
RGB: R=87 | G=118 | B=84
HEX: #577654

These colours are inspired by the vistas and soft colours seen when looking to the horizon from our mountain ranges. From the ancient Appalachian rocks to the rugged vegetation that cling to the slopes, to the soft hues created by the atmosphere when looking into the distance.

SUN-KISSED SNOW

PROCESS: C=7 | M=4 | Y=10 | K=0
SPOT: PMS 454 C 25%
RGB: R=235 | G=235 | B=226
HEX: #ebebe2

DRIFT SHADOW

PROCESS: C=36 | M=20 | Y=11 | K=0
SPOT: PMS 5435 C
RGB: R=163 | G=184 | B=204
HEX: #a3b8cc

ICY BRANCH

PROCESS: C=22 | M=17 | Y=18 | K=0
SPOT: PMS 420 C
RGB: R=199 | G=198 | B=197
HEX: #c7c6c5

These colours are inspired by the magic that takes place as the snow and ice transform our landscape each winter. More than just white, there exists a huge range of beautiful tones in land, water, and sky during this time.

VIBRANT JOY

PROCESS: C=25 | M=83 | Y=70 | K=0
SPOT: PMS 1797 C 90%
RGB: R=193 | G=81 | B=82
HEX: #c15152

GOLDEN HEART

PROCESS: C=13 | M=38 | Y=80 | K=0
SPOT: PMS 7411 C
RGB: R=222 | G=163 | B=79
HEX: #dea34f

HERITAGE BLUE

PROCESS: C=81 | M=55 | Y=38 | K=21
SPOT: PMS 7700 C
RGB: R=57 | G=92 | B=113
HEX: #395c71

These colours are inspired by the Acadian cultural experience – one that is historic, rooted in tradition and at the same time, vibrant and alive today.

SECONDARY PALETTE
EXPERIENCES: URBAN

INVITING HEARTH

PROCESS: C=21 | M=46 | Y=81 | K=3
SPOT: PMS 7510 C
RGB: R=197 | G=140 | B=74
HEX: #c58c4a

VINTAGE BROWNSTONE

PROCESS: C=26 | M=75 | Y=80 | K=17
SPOT: PMS 7586 C
RGB: R=164 | G=82 | B=59
HEX: #a4523b

NIGHT OUT

PROCESS: C=49 | M=84 | Y=50 | K=37
SPOT: PMS 7643 C
RGB: R=103 | G=49 | B=71
HEX: #673147

These colours are inspired by the quaint and historic districts that make up our cities. From the classic architecture to the vibrant food and beverage culture, to the richness of the many kinds of entertainment.

**OLD
COPPER**

PROCESS: C=50 | M=0 | Y=31 | K=19
SPOT: PMS 7475 C 75%
RGB: R=104 | G=172 | B=161
HEX: #68aca1

**WEATHERED
CLAPBOARD**

PROCESS: C=31 | M=25 | Y=30 | K=0
SPOT: PMS Cool Grey 5 C
RGB: R=179 | G=178 | B=171
HEX: #b3b2ab

**WORN
LEATHER**

PROCESS: C=31 | M=71 | Y=61 | K=31
SPOT: PMS 4985 C
RGB: R=135 | G=75 | B=71
HEX: #874b47

These colours are inspired by the historic sites and experiences that are part of our origin story. Our heritage sites bring our history to life through the colours of architecture, costume, and setting.

**FRESH
OYSTER**

PROCESS: C=10 | M=15 | Y=26 | K=8
SPOT: PMS 7528 C
RGB: R=211 | G=195 | B=174
HEX: #d3c3ae

**LOBSTER
SHELL**

PROCESS: C=18 | M=80 | Y=83 | K=7
SPOT: PMS 7580 C
RGB: R=192 | G=82 | B=59
HEX: #c0523b

**GREEN
ONION**

PROCESS: C=46 | M=14 | Y=100 | K=0
SPOT: PMS 7745 C
RGB: R=153 | G=180 | B=60
HEX: #99b43c

These colours are inspired by the depth and diversity of flavours to be enjoyed in the region. From locally-sourced ingredients to the unique ways they are transformed into culinary delights, these colours are all about appetite appeal.

IMAGE & VIDEO

GUIDELINES

MOMENTS OF CONNECTION

Connections between visitors and their travel companions, with our locals, and with our natural and urban environments is what the New Brunswick Tourism Brand is all about. The following section includes guidelines and for capturing visual assets and covers these topics:

STYLE AND TONE
PERSPECTIVE
SUBJECT MATTER
PEOPLE
PLACES
THINGS
VIDEO

GETTING THE RIGHT VIBE

Our images should feel natural, raw, and authentic. It is all about capturing the intimacy of real moments of connection as they happen spontaneously.

LIGHT & COLOUR

Images should feel natural and not overproduced. This means that they should represent the natural lighting conditions and colours of New Brunswick as much as possible.

LIGHTING

Light should feel natural and does not need to be "perfect". It should be appropriate to the emotional tone of the story being told in each scene. This means that not every face or object needs to be perfectly lit.

COLOUR

Colours should be a bit desaturated to give a natural feel. Contrast should be reduced to help in creating a "vintage" feel to images.

TONALITY

Images never feel staged but always depict moments of connection that are natural. They should always feature people acting exactly as they would in real life, dressed in clothing and using accessories they would actually use in real life.

Images should not be over-sanitized. We are ok showing who we really are, blemishes and all. We want visitors to feel like they can relax and be themselves, and our images will help to paint this picture for them.

Moments of connection are wide in range, and the less obvious ones are just as important as the traditional "hero" images. These smaller moments help to create the texture of a real experience.

DO

DON'T

Capture moments as if the photographer is one of the travellers, participating in the activity. Create a sense of depth and intrigue with light and colour.

Avoid clichés like photos that are overly posed, framed in traditional and obvious ways, with lighting that is too bright and too produced.

THROUGH REAL EYES

A key component of making images feel natural, spontaneous, and like they are a part of a real-life experience is to frame them in ways that feel like they would actually be experienced by a person who is there.

EMBEDDED

Scenes should be framed to be beautiful and to optimize each subject matter, but should not be framed like traditional art compositions. The viewer should never feel like there is a camera in the scene but rather that they are living the experience right along with the people who are featured.

Multiple techniques should be used when framing shots to create the greatest sense of connection between people and each other and the environment where they are featured. This can include: POV, selfie (not to be overdone), low and unique camera angles that get very close to the moments of connection.

DO

EXAMPLES TO FOLLOW

Shoot from unique angles that take on a believable perspective of someone who could be present in the experience.

DON'T

EXAMPLES TO AVOID

Avoid feeling like a spectator who is detached from the action – this creates a separation between the viewer and the subject.

BEING TIMELESS

New Brunswick is a place that has never lost sight of the importance of the simple things that make life a rich experience. Life everywhere has become very fast-paced, and often we forget this simple truth. Choosing the right subject matter and props can help reinforce the idea that New Brunswick is a place filled with experiences that connect us with a simpler time.

NEVER GET OLD

There are some vacation activities that span generations. Riding a bike, laying on the beach, fishing, picnics on the grass, campfires. They are things that we do in New Brunswick every day. Not because we are trying to be artificially nostalgic, but because it's just the way we have always done things and continue to today.

The timelessness of these activities can be amplified by subtly injecting "retro" props and styles into the compositions. This is not to be overdone or feel out of place or like the scene has been staged or that people are dressed in costumes. Some examples are: using a vintage bike instead of a modern one, including clothing patterns and styles that are currently in fashion again, but have retro roots, or including elements in shots that have a long history like fishing boats, charming older architecture, etc.

DO

EXAMPLES TO FOLLOW

Showcase subject matter that does not feel like it is time-specific, that is just as relevant today as it might have been 100 years ago.

DON'T

EXAMPLES TO AVOID

Avoid force-fitting "retro" content that makes us feel like New Brunswick is not modern, or that we are behind the times.

REAL EMOTIONS

When we connect with the people, places, and experiences that are deeply meaningful to us. These are moments that are felt through strong emotion. In images and video, we can all tell the difference between emotions that are genuine and those that are faked. If people are to believe that the connections that they will experience in New Brunswick are real, then the emotions depicting those connections must also come across as authentic.

CONNECTION

There are many different ways to experience a meaningful connection, which elicit a different emotional response and are expressed differently. Some of the authentic emotional experiences that communicate a meaningful connection are:

WONDER
CURIOSITY
DELIGHT
CONTEMPLATION
HAPPINESS

DO

EXAMPLES TO FOLLOW

Capture moments of genuine emotion that happen spontaneously. This is where a director or a photographer that can work well with people is crucial.

DON'T

EXAMPLES TO AVOID

Avoid having people look directly at the camera or use contrived expressions that are clearly posed.

ROOM TO BREATHE

New Brunswick is filled with natural spaces that give visitors the space to reconnect with a deeper sense of meaning in their lives. Depicting this relationship is a key part of our brand story.

THE GREAT

WIDE OPEN

One of the most meaningful connections visitors will experience in New Brunswick is with our natural environments and with the open spaces that give them the opportunity to slow down and enjoy a sense of something bigger than themselves.

While still using perspective to remain embedded in an image, compositions should also consider framing to capture this sense of space as well. The contrasting size and relationship of subject to environment goes a long way to create a sense of spaciousness.

THE ELEMENTS

On the east coast, we are known for how quickly our weather can change – it's not always sunny and perfect. This is particularly true in New Brunswick where the inland mountains mix with the coastal climates of the Bay of Fundy and Northumberland Strait.

Our unique weather is part of the experience of our province for locals and visitors alike. Part of our image library should feature images that showcase positive experiences of weather. This can include wind, rain, fog, mist, and even snow.

BEACHES

Our proximity to beaches has shaped our way of life in New Brunswick. They are a summertime rite of passage. No summer is complete without spending time at the beach. They are a source of inspiration, calm, social gathering, and childlike joy. For both kids and adults, beaches are a chance to discover or rediscover the joys of the most basic activities. The ocean can also create the perfect sense of drama to inspire awe and contemplation – this is an important aspect of the beach experience that is not to be overlooked.

Our beaches are beautiful and warm, but just like the rest of the province, are not overproduced like many of their counterparts to the South. Shots should capture the natural rawness of the experience in both sandy and rocky beaches, and the simplicity of the elements and people interacting with them. The use of sunlight here can amplify the sense of drama and warmth.

OUR KIND OF

URBAN

In New Brunswick, even our cities move at a pace that is more laid back than other places. We don't have metropolises, but instead we have quaint urban centres that are brimming with colourful experiences: art, music, food, coffee, architecture, and perhaps different from larger urban centres in other markets, they are filled with the same friendly and inviting people you will find all over the province.

When shooting our urban centres, make sure to avoid trying to portray them as smaller versions of larger centres. Texture and diversity of experiences should be the focus, showcasing how much there is to do in our cities, nestled within the natural environment that surrounds them.
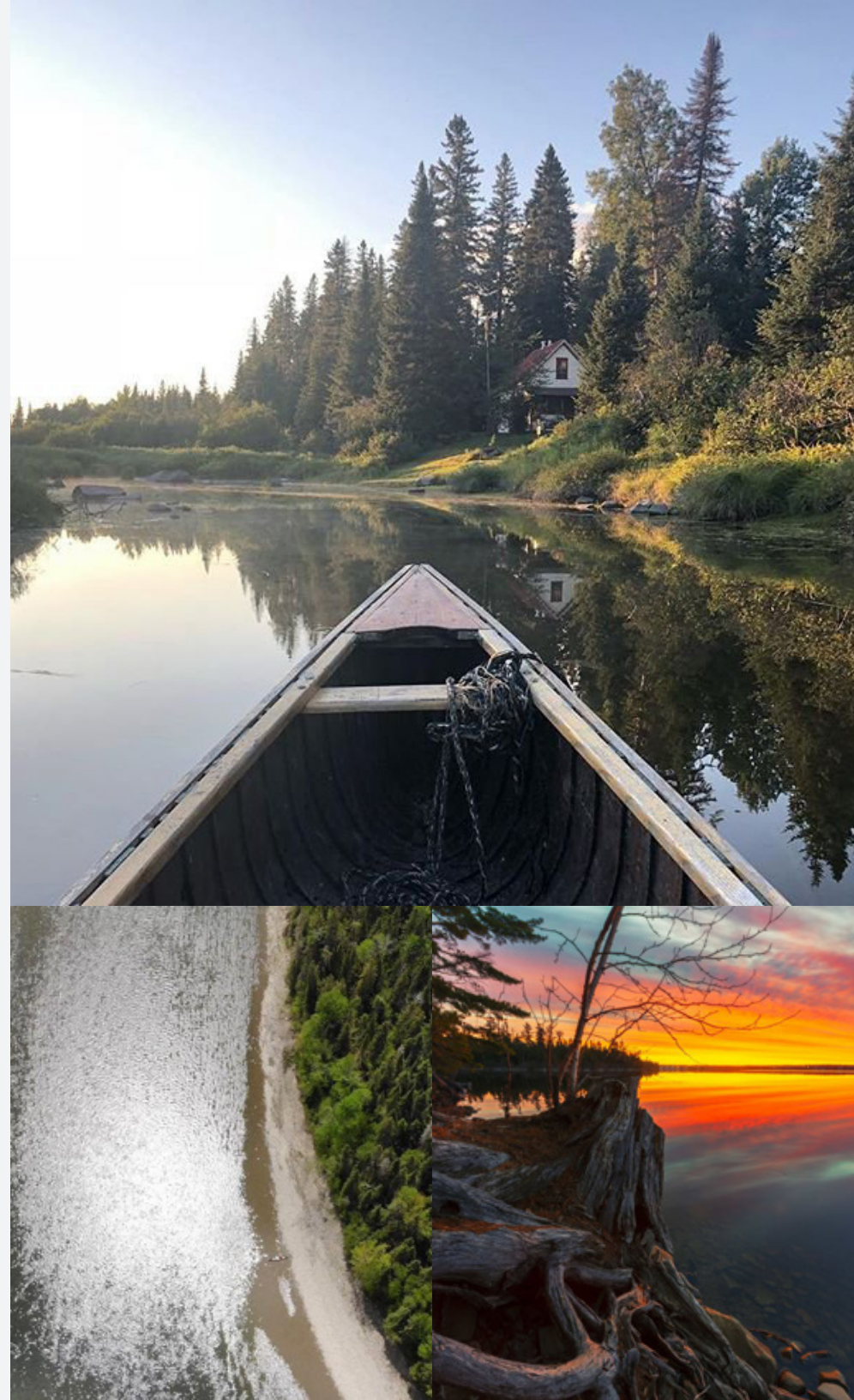
LAKES& RIVERS

Water flows through our veins in New Brunswick, and our lakes and rivers are an integral part of our life. From fishing to boating, tubing to swimming, our waterways shape our landscape and connect us to the sea.

When capturing images of lakes and rivers, ensure that the footage captures both the serene beauty and raw energy of our rivers and lakes.

BAY OF FUNDY

The Bay of Fundy is a dramatic landscape, etched and shaped by the highest tides in the world.

When capturing images of the Bay of Fundy, focus on capturing the power and beauty of the tides, from the rocks that are hewn by the water, to the drama of the tides themselves, to the deep expanses of the bay and the wildlife that calls this place home.

THE SMALL STUFF

It's not only wide-open vistas and awe-inspiring landscapes that create meaningful connections, all of the smaller tactile experiences that build the texture of a real experience.

OVERLOOK

The sand between your toes, the unforgettable taste of fresh seafood, and the local wildlife are all the little things that a visitor actually experiences and are woven into the fabric of the memories they bring with them when they leave.

Nothing is too small or unimportant. Normally considered "B roll", these images play a more important role in our brand story, as they highlight different ways that we connect with the people and things around us.

DEPTH

Depth of field plays an important role here. Focusing with a shallow depth of field mimics the natural way that someone would actually experience these small details in real life.

SHOOTING VIDEO

In addition to the other visual considerations discussed in the previous sections, video enables greater opportunities to convey a sense of connection through pace, timing, and motion.

VIEW VIDEO SAMPLE

FRAMING

As much as possible, video should be framed with both horizontal and vertical aspect ratios in mind. Final video assets may be used in traditional TV advertising, on YouTube, and in social media channels like Facebook, Instagram, and others. In order to optimize footage for these various channels, consider framing shots that can be cropped in various aspect ratios, or alternatively consider shooting both a vertical and horizontal version.
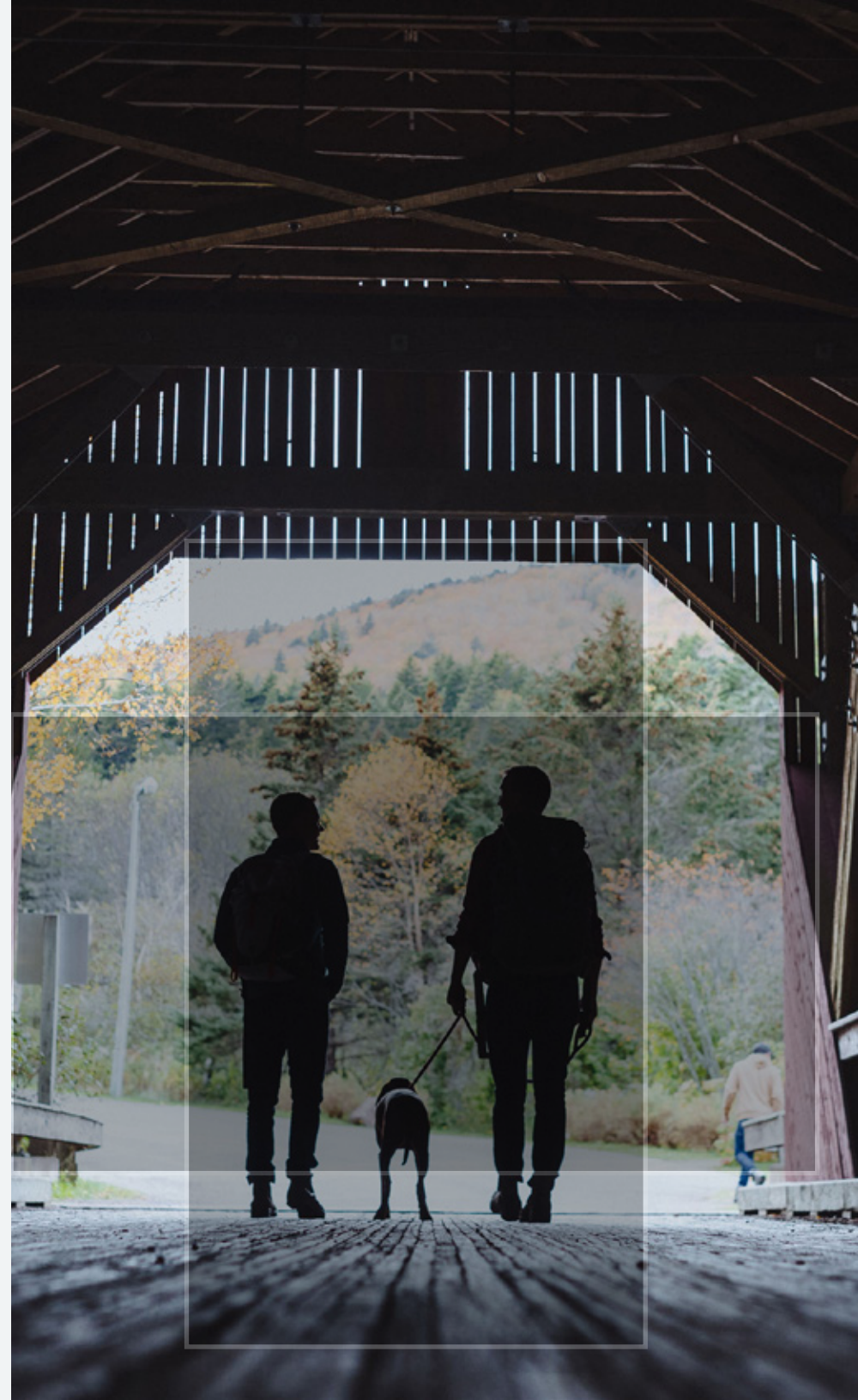
ASPECT RATIOS

16 x 9   4 x 5   9 x 16

DETAILS

Shooting in 4K or higher resolution is always recommended. This will not only ensure the best quality footage, but also creates greater flexibility to be able to crop images for different aspect ratios, and to be able to zoom into footage to pull out specific areas of detail.

TAKE IT

SLOW

As mentioned previously, an integral part of the
New Brunswick experience comes from the experience
of being able to slow down and take time to connect
with the environment and the people around you.
In some cases, slower frame rates can help amplify
this aspect in video. Where it will add drama to the
experience being captured, consider shooting footage
at 60FPS in addition to a standard frame rate.

HANDHELD

Not to be overused or used in all cases but shooting handheld style can help footage feel a lot less polished. In addition to selecting angles to frame shots that feel embedded in the scene, the addition of subtle handheld movement to shots can help make the viewer feel even more situated in the action.

FILM & PHOTO

APPLIES TO BOTH OWNED AND USER-GENERATED CONTENT

· Anyone in a personal watercraft must be wearing a life jacket (excluding large whale-watching boats)

· Anyone on a bike must be wearing a helmet

· Anyone on a ski hill must be wearing a helmet

· Anyone on a mountain must be wearing appropriate footwear

· Young children on the beach must be wearing a hat

· Anyone in a motor vehicle (car, truck, etc.) must be wearing a seat belt

· Anyone on a snowmobile must be wearing a helmet; riders must be of age and be on a designated trail (unless on a frozen lake)

· Cannot depict dangerous scenarios (i.e. children shouldn't be building tunnel forts through snowbanks; no walking on cliff edges; no 4-wheeling or hiking off trail)

· Anyone in a restaurant must be wearing shoes and be fully dressed

· If you're biking, wear what bikers would wear; if you're hiking, wear what hikers wear; if you're golfing, wear a golf shirt and golf shoes, etc.

· Avoid time-sensitive clothing (i.e. mittens made for the Olympics will date a photo significantly)

· Avoid showing brands where possible, unless appropriate (i.e. different brands of snowmobiles are ok because we partner with all main brands)

· Appropriate tattoos only

· Alcohol consumption in appropriate areas only (i.e. a snowmobile trail is not appropriate; a winery, brewery, or restaurant is fine) and glasses must be mostly full due to commercial film regulations

· No smoking

BEING A GOOD HOST

For New Brunswick, being a good host means that we think about the guest first and organically support the concept of welcoming and hosting potential and current travelers.

A GOOD HOST:

- Gets to know their guests

- Anticipates the guest's needs

- Puts the guest at ease

- Listens

- Has insider information, answers, and insights

- Helps guests make connections with locations, operators, and activities

- Pays attention to the details and looks after those details for the guests

- Is warm and friendly

- Is approachable

- Is accessible

- Provides comfort

- Takes care to create special moments for their guests

- Is humble

- Provides inspiration

- Doesn't judge

NATURAL & LOCAL

Our province is a place that's beautiful and natural. As New Brunswickers we have a deep respect for nature and we expect that when doing any work for the Department of Tourism, our suppliers will adhere to the same standards of environmental stewardship that we hold ourselves to. Every expression of the New Brunswick Brand should not only communicate our brand values through the message, but also through the various media we source to communicate that message. Some considerations when working with us:

· To help reduce our carbon footprint and to help support New Brunswickers at the same time, buy local products as much as possible while working in New Brunswick or when sourcing promotional materials.

· Use sustainable and renewable materials as much as possible. For example:

  · Use reusable bottles and cups instead of disposables during film productions

  · Printed materials should use certified sustainably sourced paper (ie: SFI Certified) or recycled paper stock

When sourcing materials for promotional items, swag, etc, please select materials that both minimize environmental impact and adequately represent the provincial brand. Consider options that do not rely on material objects. When possible, use natural materials that can either be reused, recycled, or composted.

When designing communications materials, consider the total life-span of the materials and try to find ways to lengthen that span, to minimize the amount of waste these will add to landfills.

On-Brand Examples:

· Wildflower seed cards

· Carbon credits

· Local product made from sustainable material such as wood, pottery, and cotton

· Local culinary items

· Reusable bags

· Recycled, naturally toned paper and material

Off-Brand Examples:

· Plastics

· Single-use items

· Generic items like pens, credit card holders, drink koozies

· Shiny, glossy paper

Always consider the host persona. What extra step can be taken to surprise and delight, such as a handwritten note or personalized memento?