



ONTARIO SUMMER

Find Yourself At Home

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Brand characteristics



ONTARIO SUMMER

Find Yourself At Home

Ontario Summer is a short tourism season of about 75 days (June to August), The aim of the campaign is increasing annual non-resident visitation to Ontario.

The tag line is "Find yourself at home" and the script of the campaign is " Ontario is ready to make your summer vacation magic."

LOGO CLEAR SPACE



Color

R255 G181 B50

C1 M28 Y82 K0

R46 G175 B255

C68 M20 Y0 K0

R150 G224 B255

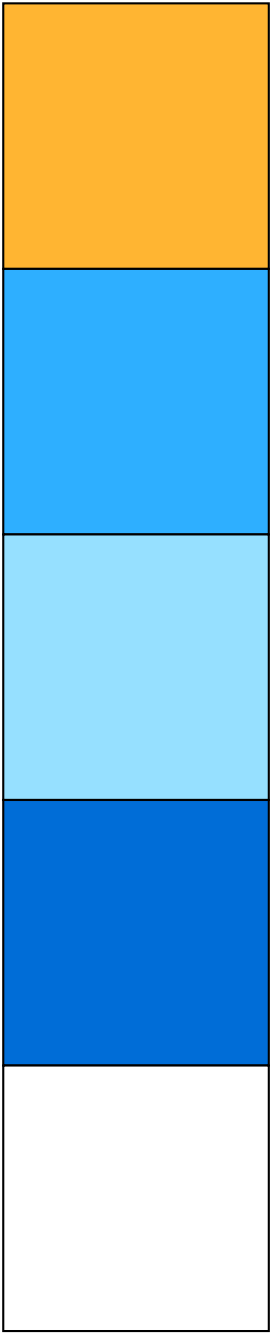
C43 M0 Y3 K0

R0 G109 B215

C85 M56 Y0 K0

R255 G255 B255

C0 M0 Y0 K0



Typographic

Bahnschrift

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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LITHOS PRO

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