

Brand Guidelines

Updated March 2024

Invest  **NOVA SCOTIA**

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Introduction

Welcome to the Brand Guidelines for Invest Nova Scotia.

These guidelines ensure consistency and clarity in how our brand is presented to Nova Scotians and the world. Whether you are creating marketing materials, digital content, or engaging with our community, this document provides you with guidance to represent Invest Nova Scotia accurately and consistently.



What We Do

Invest Nova Scotia helps businesses seize opportunities. We support the growth and momentum of Nova Scotia businesses of all sizes throughout the province, and we welcome businesses from elsewhere to join us here.

How We Do It

Driving sustainable business growth throughout Nova Scotia by championing transformational opportunities at every stage of growth.

Why We Do It

For Nova Scotia to be recognized—at home and abroad—as a supportive place to do business, underpinned by innovation, collaboration, and resilience.

Visual Identity

Logo

The Invest Nova Scotia logo consists of two components: the Invest Nova Scotia wordmark and a stylized Nova Scotia flag. This is the primary logo.



Full-colour logo



One colour logo



Reverse logo

International logo variations

When creating branded materials for an exclusively international audience, an international logo version may be used. The international logos can help foster credibility among an audience less familiar with Nova Scotia.

Two logo options are available for international usage. The preferred option uses the tagline: Canada's East Coast. However, where English comprehension is a concern, you can use the maple leaf version of the logo.

If the audience must understand Nova Scotia is in Canada—and if the format of the material allows—don't leave it to the logo alone to communicate Nova Scotia's location. Look for opportunities in messaging, visuals, and/or symbols to establish the relationship between Nova Scotia and Canada.

PREFERRED INTERNATIONAL LOGO



Full-colour logo



One colour logo



Reverse logo

ALTERNATE INTERNATIONAL LOGO



Full-colour logo



Full-colour logo



Reverse logo

Logo Usage

Exclusion zone

The logo and the icon's exclusion zone is equal to the width of the "n".



Logo Size

The logo should be no smaller than 90px or 1.25".



Unacceptable Applications



Do not use unapproved colours.



Do not apply effects (such as drop shadows, gradients, glows, etc).



Do not distort or warp.



Do not rotate.



Do not stack wordmark and logomark.



Do not change the scale of logo elements.



Do not use the wordmark without the icon.



Do not outline.



Do not change the typeface.

Color Palette

In Nova Scotia, you're never more than 60km from the ocean. The ocean shapes our communities, our partnerships, and our expertise. This influence is seen in our colour palette featuring several coastal hues coupled with hints of colour from the Nova Scotia flag.

PRIMARY COLOURS



RGB 0 50 98
CMYK 100 86 35 25
PMS 654

RGB 0 174 239
CMYK 69 14 0 0
PMS Cyan

RGB 0 88 164
CMYK 97 72 3 0
PMS 293

SECONDARY COLOURS



RGB 72 185 199
CMYK 65 5 21 0
PMS 7709

RGB 0 133 133
CMYK 85 29 48 6
PMS 3154

RGB 133 186 205
CMYK 47 13 14 0
PMS 550

TERTIARY COLOURS



RGB 226 35 26
CMYK 5 98 100 1
PMS 485

RGB 248 212 76
CMYK 3 14 82 0
PMS 128

Proportional usage

This diagram illustrates the intended proportional use of the colour palette.

The primary colours should be the dominant colours in any branded material. Consistent use of the primary colours for key elements, like backgrounds and headlines, contributes to brand recognition.

Secondary colours complement the primary palette and can be used for accents and highlights. Tertiary colours can be used for the same purpose but more sparingly.



Typography

Brand Font

Invest Nova Scotia's brand font is Greycliff CF.

Greycliff CF is a geometric sans-serif font that combines appearances of strength and modernity with warmth and approachability. The font is highly legible in both print and digital media.

Greycliff CF can be downloaded free for use in Adobe applications at fonts.adobe.com

HEADINGS

This is the headline style.

Greycliff CF Extra Bold

SUBHEADS

This is the subhead style.

Greycliff CF Medium

BODY COPY

This is the body copy style.

Greycliff CF Regular

Internal font

Century Gothic is the alternative font for internal use. Century Gothic is bundled with Microsoft Office programs, making it widely available to most users. The font closely resembles—and so shares similar attributes of—Greycliff CF.

HEADINGS

This is the heading style.

Century Gothic Bold

BODY COPY

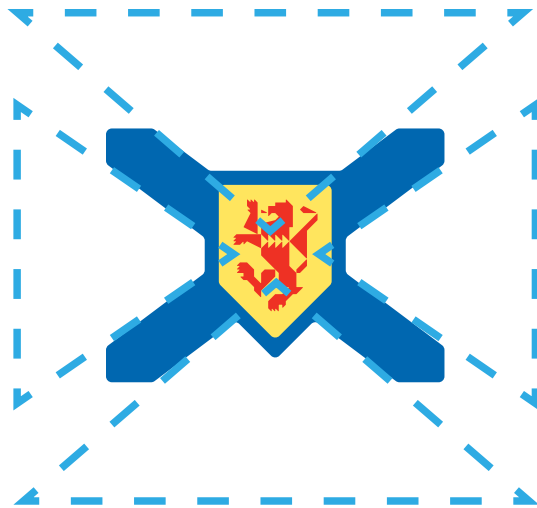
This is the body copy style.

Century Gothic Regular

Four Points Device

The Four Points Device makes the Invest Nova Scotia brand more easily identifiable. It is inspired by the shapes found in the negative space of the saltire in the Invest Nova Scotia logo. These shapes are reminiscent of arrows pointing in four directions.

We embrace this shape as a symbol of our commitment to creating opportunities in communities of Nova Scotia from one end to the other. It also symbolizes our pursuit of end-to-end services and solutions for business at all stages of maturity.



Four Points Pattern

The Four Points Device can be used to create a geometric pattern that can be overlaid on images or solid backgrounds where additional visual interest is desired. The Four Points Pattern is modern and contributes a sense of dynamism or movement.



Focus Point

A single point can be used to draw attention to important elements in brand communications. The focus point can be used to highlight a call to action or a noteworthy point of interest in a photo.



Brand Voice and Tone

Above all, our brand voice is natural. Genuine. Our voice is a refreshing departure from jargon and buzzword-filled sales presentations. Instead, we strive to adopt a conversational style. That doesn't mean we should always sound casual or informal. We are smart and professional while also sounding human.

Things to do:

- **Speak to an audience of one:** Many of our messages are written for a broad audience but we should write as if we are speaking to a single person. The use of “you” and “your” makes writing feel more conversational.
- **Keep it simple:** Use words that everyone can understand. Avoid jargon and unnecessarily complex language.
- **Be detailed but concise:** Specific details are more believable than sweeping statements. Provide adequate detail to support the point but keep it concise. One example or proof point is often enough, especially when secondary and tertiary proof points are not as strong as the first.
- **Be friendly:** We know our east coast charm and friendliness is a big part of who we are. We are inclusive, friendly, smart and clever.

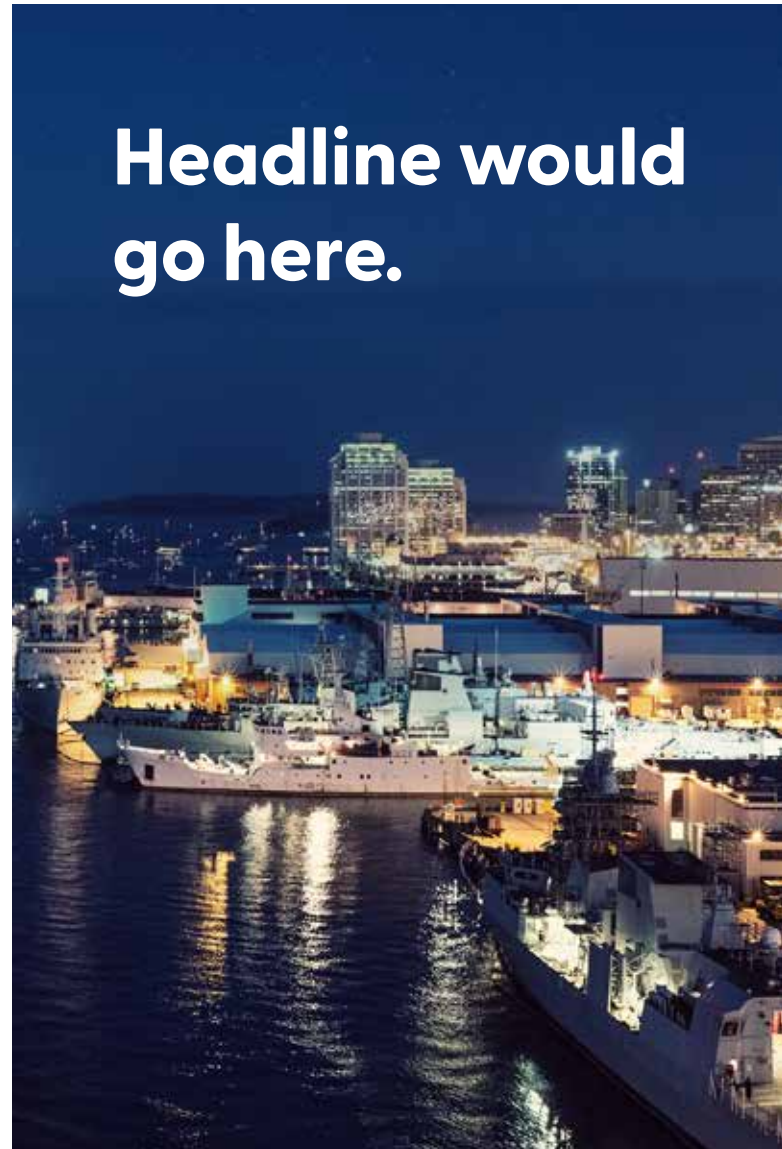
Things to avoid:

- **Over-promising:** Don't make promises the organization or the province can't keep. Transparent over-promises destroy credibility, and fooling the audience damages the brand.
- **Distracting language:** The use of slang, buzzwords and other trendy terms can come across as insincere, outdated, or worse.

Usage Examples

Headline Usage

Headline would go here.



WHITE HEADLINE ON DARK BACKGROUNDS

Headline would go here.



DARK BLUE HEADLINE ON LIGHT BACKGROUNDS

Headline would go here.

WHITE HEADLINE ON DARK BLUE BACKGROUND

Headline would go here.


DARK BLUE HEADLINE ON LIGHT BLUE BACKGROUND



Headline would go here.

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Invest 
NOVA SCOTIA



Headline would go here.

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Invest 
NOVA SCOTIA

Social Posts

Events

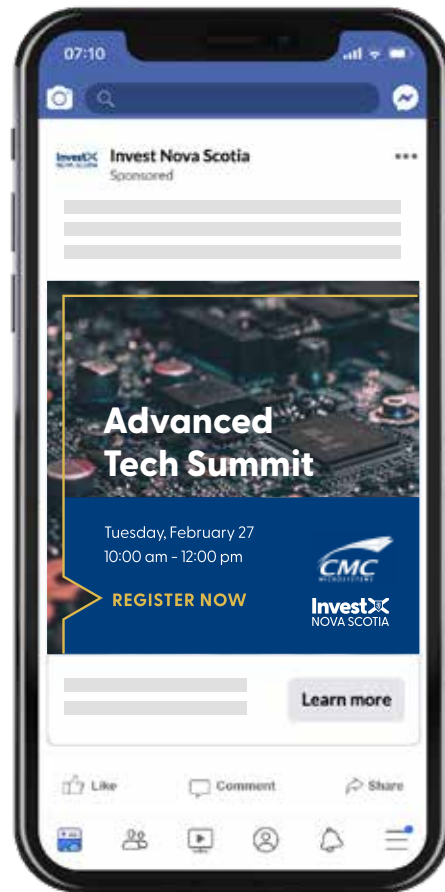


IMAGE + TEXT



SOLID BACKGROUND + TEXT

Testimonial

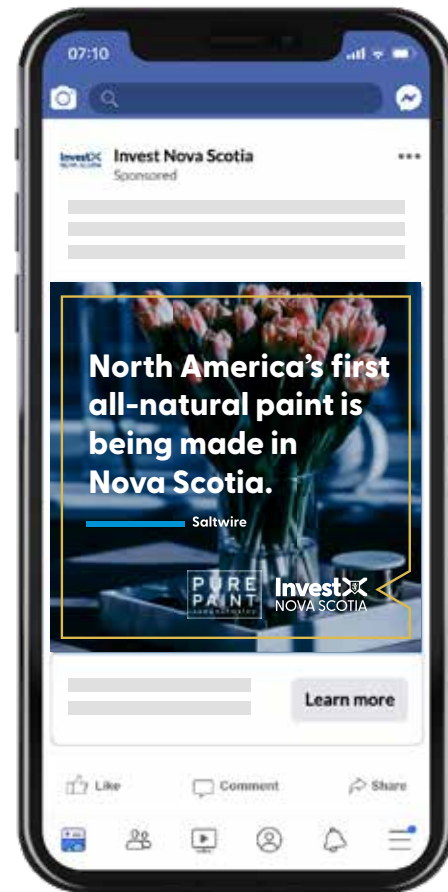
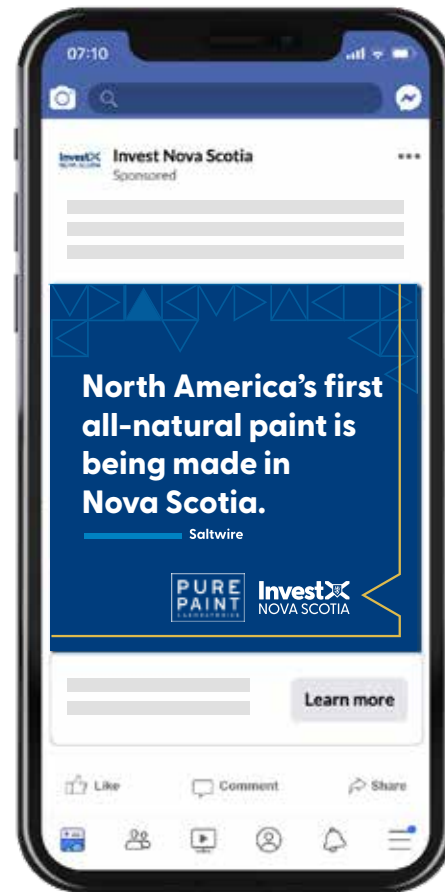


IMAGE + TEXT

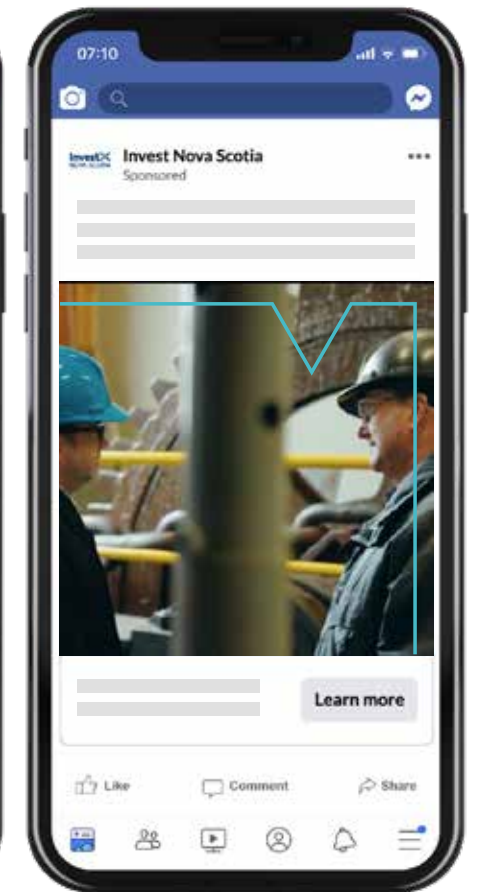


SOLID BACKGROUND + TEXT

Image Only



VERSION 1



VERSION 2



SECTION TITLE

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INNOVATION

Digital Health

Nova Scotia has a concentration of people, businesses, organizations and resources fostering innovation and growth. Our Innovation District is an ecosystem of start-ups, scale-ups, and established companies that easily connect to assets and opportunities.

Key industry capabilities:

<p>Mobile Applications</p> <ul style="list-style-type: none"> ▶ Interactive media cluster focused on mobile ▶ Supported by Volta Labs, one of Canada's top incubators/accelerators ▶ Concentration of both Android and iOS development 	<p>Hardware and IoT</p> <ul style="list-style-type: none"> ▶ Innovative medical hardware firms ▶ Industry leaders in electronic design and engineering ▶ Sensor development from Nova Scotia's Ocean Technology Supercluster
<p>Data Science and AI</p> <ul style="list-style-type: none"> ▶ 13,000+ people with AI and data science skills ▶ Home of Institute for Big Data Analytics at Dalhousie University, and the Acadia Institute for Data Analytics 	<p>Medical Imaging</p> <ul style="list-style-type: none"> ▶ Pre-clinical PET/CT, SPECT, MRI ▶ 3T Clinical MRI ▶ Magnetoencephalography (MEG) ▶ Electroencephalography (EEG) ▶ Nanomaterials for imaging



Did you know?

The first ultrasound devices small enough to be inserted during small access surgeries to tackle brain cancers are being developed in Nova Scotia.

Invest Nova Scotia

Large format



Promotional Branding



Letterhead + Business Card



Video Title Treatments





Contact Information

For further inquiries or clarification on the brand guidelines, please contact a member of the Invest Nova Scotia marketing team at: marketing@investnovascotia.ca