

DESTINATION
TORONTO.

CULTURES *REMIX*
PLAYBOOK



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THE CAMPAIGN



CAMPAIGN OVERVIEW

TORONTO - WHERE CULTURES *REMIX*

POSITIONING

Our Cultures Remix campaign aims to position Toronto as an appealing destination for your next meeting.

To make Toronto the premier meeting destination, we need to demonstrate how it stands apart.

Toronto is a city like no other. It's a mosaic of unique voices. Big and yet-to-be-big ones. A city of remixed visions, and creation. Where tastemakers and dreamers are making magic, together. It's a city that wants to meet your values and perspectives. To fill you with new thinking. New ideas. New inspiration.

WHY THIS MATTERS TO YOUR TARGET

Toronto is a place where thinkers, creators, doers, and everyone in between belong.

A place where ways of thinking are remixed — creating new ideas and new inspiration from a mosaic of voices.

Toronto is a place that can inspire bold new ideas and ways of thinking that promise to positively impact any organization's culture and have the power to change our world.

So, we're positioned well to invite everyone to host their next event in Toronto.

CREATIVE ASSETS



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WELCOME TO A PLACE
OF DIVERSE VOICES
THAT ALWAYS HAS
ROOM FOR MORE

New ideas.
New thinking.
New perspectives.

TORONTO —
WHERE CULTURES REMIX

DISCOVER NOW



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VIDEO

ABOUT

The heart of the campaign comes in a video format. A collaboration piece with a passionate Torontonian who is a part of the city's cultural fabric Randell Adjei.

Randell Adjei is a spoken word artist, speaker, arts practitioner, cultural curator and Ontario's first Poet Laureate. Randell was given creative liberty to do what he does best, interpreting the brief through his lens and skillfully crafting a vivid narrative that immerses the audience in the campaign messaging.

The result is a powerful story about how Toronto remixes together and an open invitation to experience the magic of our city.

AVAILABLE SIZES/FORMATS

- Full 2 mins (with captions and without).
- 1 min (with captions and without).
- 30 secs (with captions and without).
- 15 secs (with captions and without).
- Download MP4 video assets [here](#).



PRINT ADS



AVAILABLE SIZES/FORMATS

Please submit requests through the Creative Services team.

DIGITAL ADS



AVAILABLE SIZES/FORMATS

Please submit requests through the Creative Services team.

EMAIL HEADERS



AVAILABLE SIZES/FORMATS

Please submit requests through the Creative Services team.

THE TOOLKIT



TYPOGRAPHY

HEADLINES

For headlines, the campaign leverages three distinctly different fonts together to emphasize the diversity of perspectives on offer in the city. These fonts are Morganite, Historia Regular, and Canopee.

BODY COPY AND SUBHEADS

For almost all other copy, the Toronto Subway font family should be used. This font can also be used for headlines where a more simplified approach, or smaller space, requires.

CAMPAIGN TAGLINE

The campaign tagline “Toronto – Where Cultures Remix” leverages Toronto Subway for “Toronto – Where Cultures” and Historia Regular for “Remix,” helping to connote the diversity of perspectives that come together in Toronto to create something entirely new.

HEADLINES

Morganite

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Historia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

CANOPEE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

BODY COPY AND SUBHEADS

Toronto Subway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Toronto Subway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

COLOUR PALETTE

COLOUR USAGE

The campaign leverages a variety of primary and secondary colours, reinforcing the vibrancy of Toronto and of the people and perspectives that mix together here.

The primary colours to be used as backgrounds for our ads are Red, Yellow, Black and Black 40%. These colours may also be leveraged, where contrast permits, as accent colours.

The secondary colours to be used only as accents include Light Blue, Teal, and Orange.

Black and White should be used for copy. And a singular high-contrast primary or secondary colour may be used to highlight a specific keyword or two in the copy for emphasis.

PRIMARY

<p>PANTONE 485</p> <p>CMYK: 5.08/98.02/100/0.5 RGB: 226/35/26 HEX: #E2231A</p>	<p>BLACK 100%</p> <p>CMYK: 0/0/0/100 RGB: 35/31/32 HEX: #000000</p>	<p>BLACK 40%</p> <p>CMYK: 0/0/0/100 RGB: 35/31/32 HEX: #000000</p>	<p>PANTONE 136C</p> <p>CMYK: 0/28/87/0 RGB: 225/191/63 HEX: #FFBF3F</p>
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SECONDARY

<p>PANTONE 2915C</p> <p>CMYK: 60/9/0/0 RGB: 98/181/229 HEX: #62B5E5</p>	<p>PANTONE 3272C</p> <p>CMYK: 94/0/48/0 RGB: 0/164/153 HEX: #00A499</p>	<p>PANTONE 151C</p> <p>CMYK: 0/60/100/0 RGB: 225/130/0 HEX: #FF8200</p>
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VISUAL ELEMENTS

DESIGN SYSTEM

The colourful design system for this campaign includes a variety of distinct visual elements. These elements work together to further reinforce the many layers that make Toronto such an appealing destination to host a conference, from the culture, to the food, to the institutions, architecture, and so on.

TEARAWAYS

Visual tearaways in the ad, usually framed by an accent colour, help to connote the many layers that make up our city.



TEARAWAYS

TEARAWAYS

VISUAL ELEMENTS

CUTOUTS

A secondary treatment, cutout (close-cropped) imagery, builds depth and adds visual interest. An iconic Toronto visual (CN Tower, Skyline, ROM, etc.) should be included either as a Tearaway or Cutout image in each creative execution.

ACCENTS

Accent visuals lend additional texture to the creative executions through simple illustrations, patterns, and, most prominently, a graphic map of Toronto.

CUTOUTS



ACCENTS

TRADESHOW BOOTH



TRADESHOW BOOTH

ABOUT

Our modular tradeshow booth draws inspiration from our creative assets, using a similar colour scheme and creative elements to maintain a cohesive look and feel.

Large monitors display the *Cultures Remix* campaign video and the iPad stand engages attendees in the “Remix Me” AI photo experience.

Ample storage space is built in to the back wall.

Furnishings will vary based on requirements.

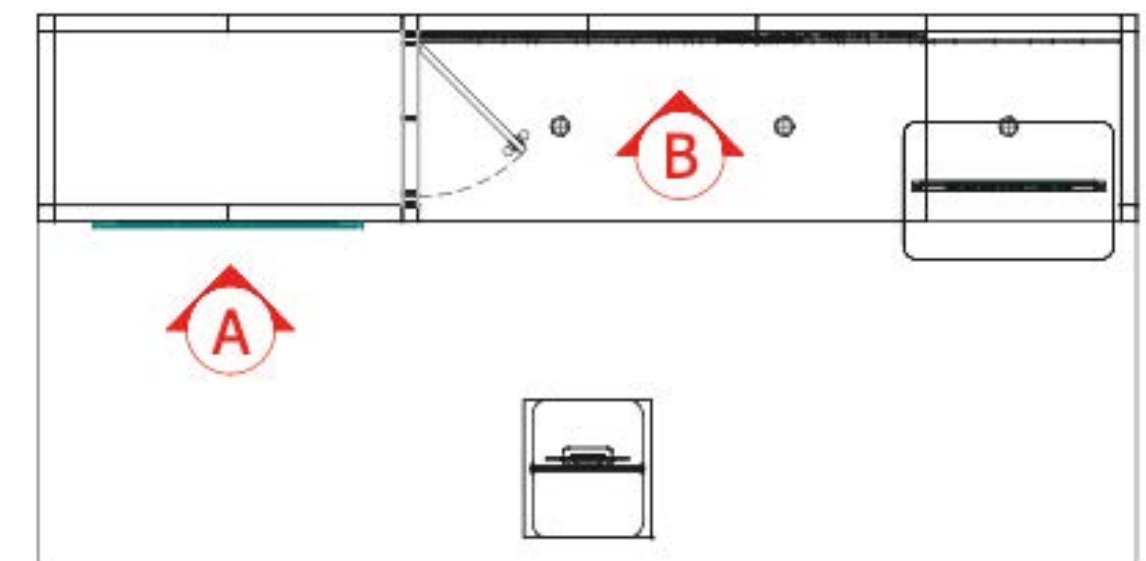
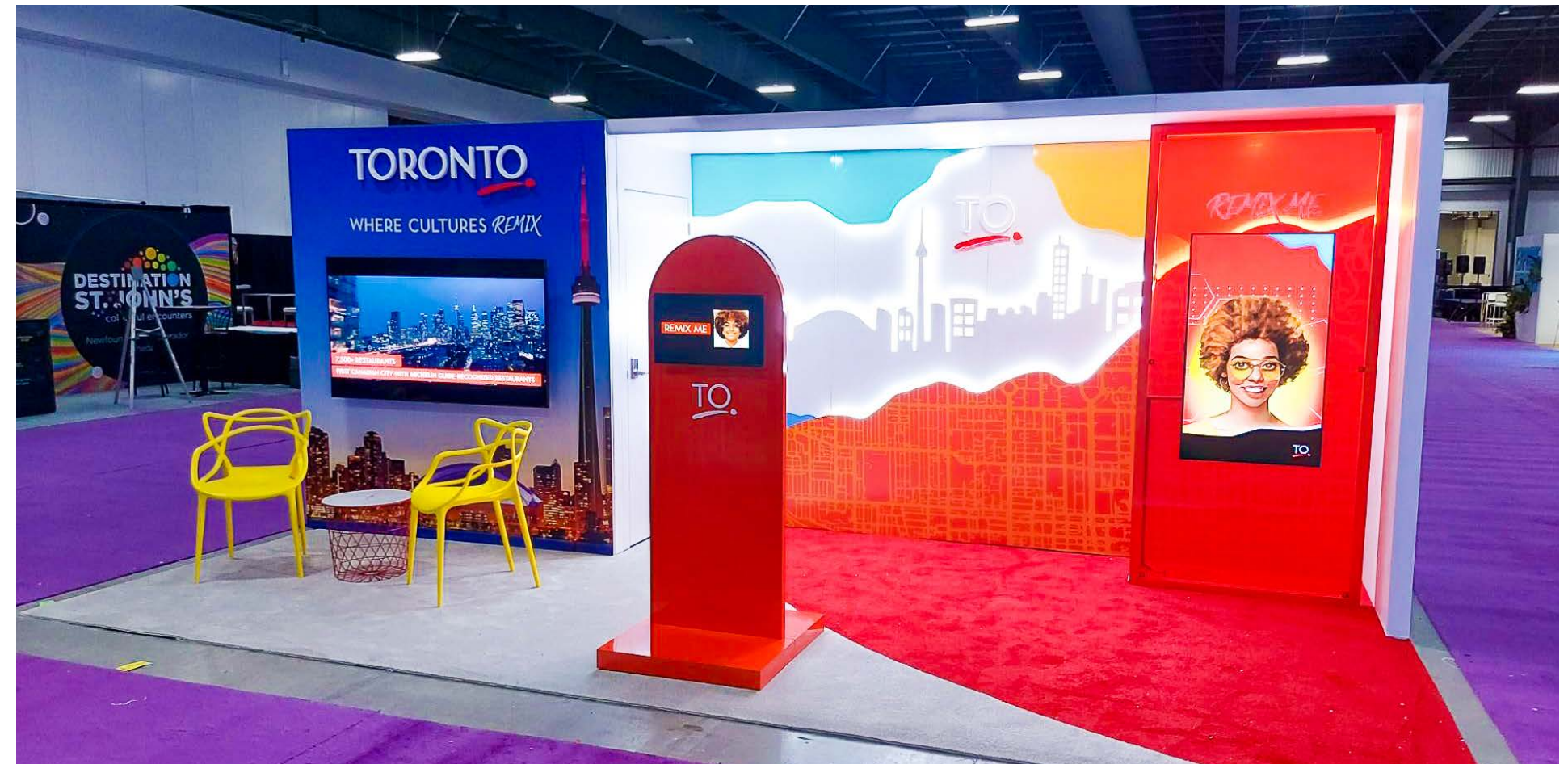
AVAILABLE SIZES/FORMATS

- 10’x20’
- 10’x10’ breakdown

ASSET INVENTORY

All DT-owned booth assets, furnishings and event decor are centrally stored (via Astound Group) and managed by the Destination Services team.

Please consult with the team for prefabricated booths and event support.



“REMIX ME” AI PHOTO EXPERIENCE

ABOUT

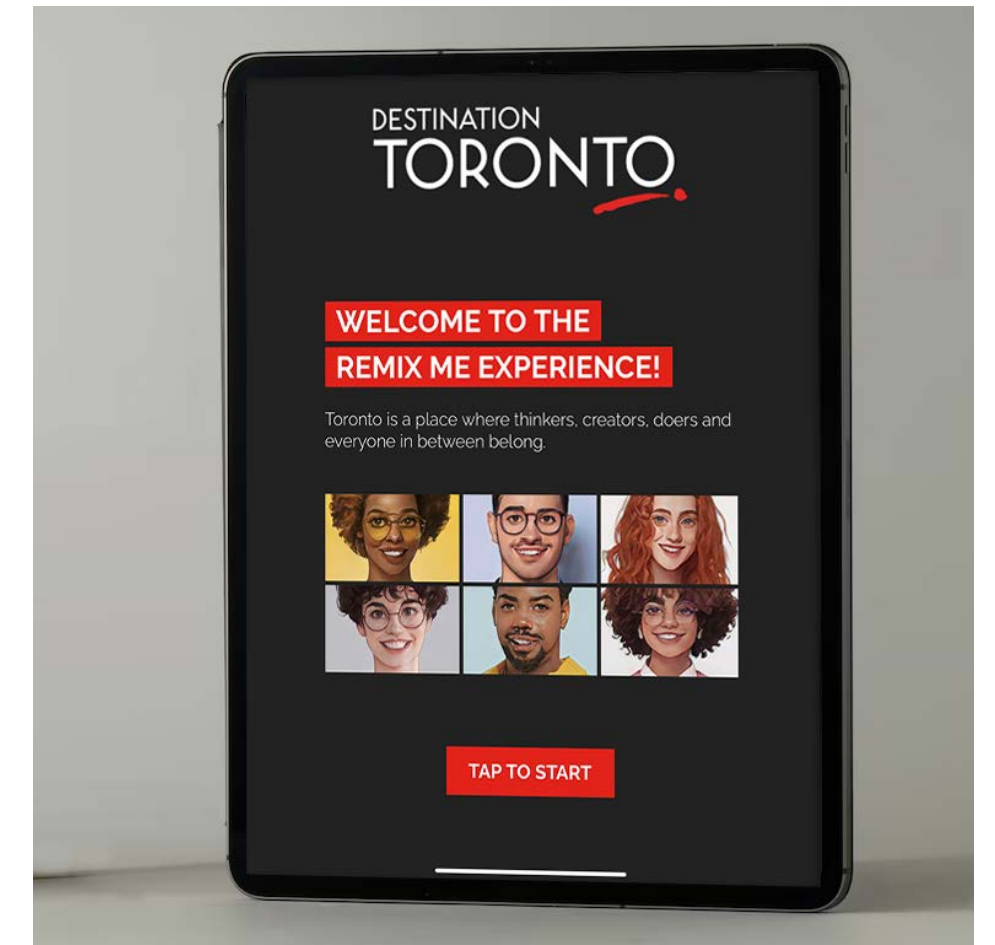
“Remix Me” is a fun interactive experience that invites attendees to answer a few short prompts on an iPad before their photo is captured. AI technology then applies a unique filter and background to their photo, resulting in a custom piece of artwork that is emailed to them to share on social media.

WHY IT WORKS

- Aligns with the *Cultures Remix* campaign.
- Engages attendees and enables them to be part of the experience.
- Tech-forward, innovative, and creative.
- Sustainable as it doesn’t involve wasteful giveaways.
- Portable, easy to set up and reuse.
- Provides a unique experience and takeaway.

Note: The “Remix Me” activation should only be used within the context of the new booth set up.

Please consult with the Destination Services team to inquire.



EVENT ACTIVATIONS



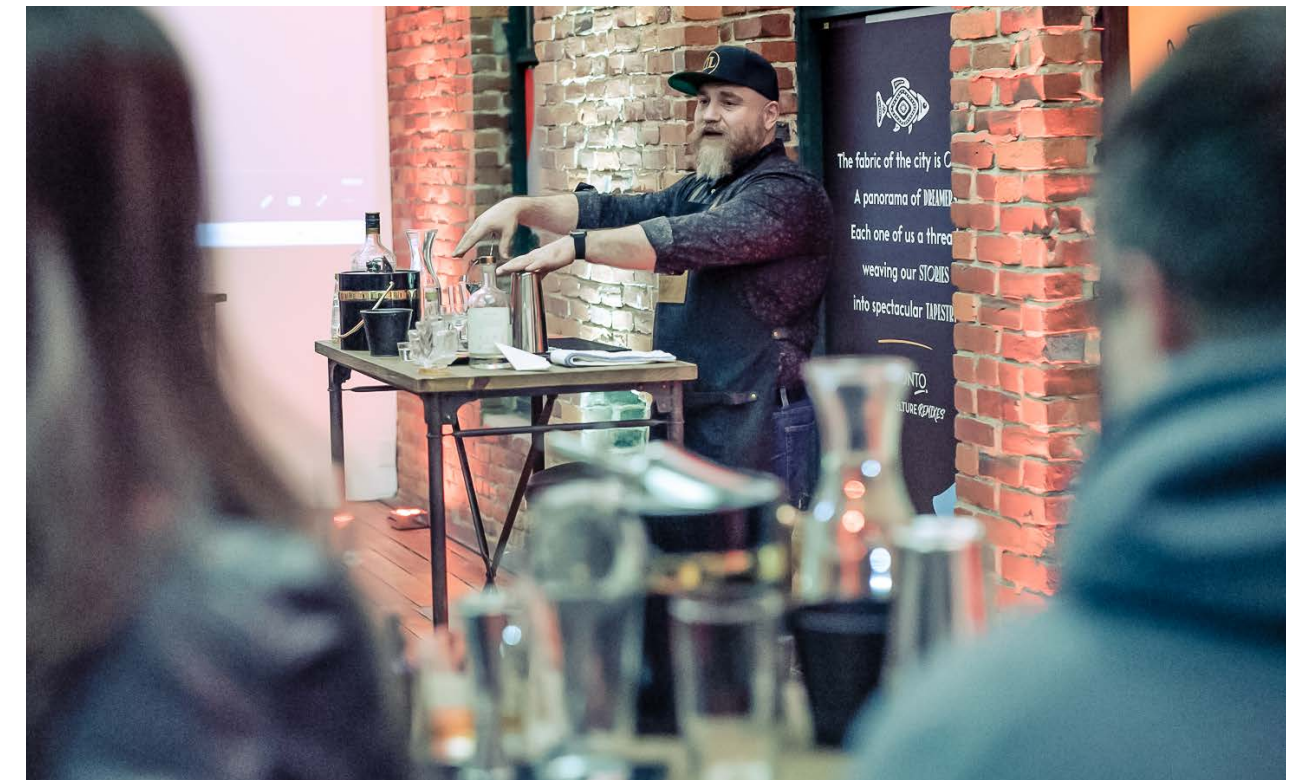
EVENT ACTIVATIONS

CONSIDERATIONS

The objective of any activation is to ensure a memorable client experience that is brand-aligned and tells Toronto's story.

Different activations can be introduced and implemented for various shows and client events, so long as it takes into consideration some of the following criteria:

- Fuels curiosity and client engagement.
- Promotes Toronto as a vibrant hub.
- Promotes Toronto's progressive culture.
- If possible, aligns with the new *Cultures Remix* campaign (has an element of remixing to produce something new and different).
- Makes an effort to be sustainable whether it's an experience or a giveaway.



“Toronto Remixer” interactive event featuring a Toronto Master Mixologist where guests are taught how to mix their own Toronto signature cocktails.

EVENT ACTIVATIONS CONT'D

Need some inspiration to ideate a client experience? Here are some suggested themes that play well to Toronto's strengths:

FOOD + NIGHTLIFE

Thought-starters: globally-inspired or innovative f+b, culinary fusion, mixology.

CULTURE + ENTERTAINMENT

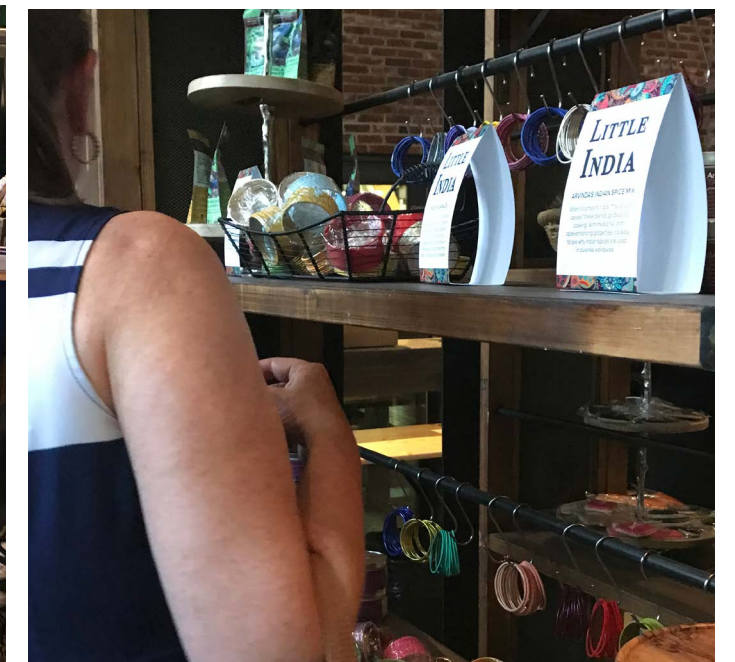
Thought-starters: remixing art and media, diverse cultural performances, music genre mashups.

STYLE + DESIGN

Thought-starters: Toronto neighbourhood-inspired marketplace, unique local gifting.

Collaboration with the Destination Services and Creative Services teams is welcome and encouraged.

Exceptions are considered for intimate in-market client events, please consult with your Supervisor.



YORKVILLE

DESIGNER SPECIALTY COOKIES

Yorkville's exclusive experiences are not your run-of-the-mill luxury offerings. Enjoy these designer specialty cookies to remind you of Toronto's top culinary artists.



"Toronto Night Market" pop-up inspired by diverse neighbourhoods. Guests were provided tokens to shop and mix and match local goodies.

**TEAM
TORONTO
ATTIRE**



TEAM TORONTO ATTIRE

REMIX YOUR ATTIRE

We want to ensure that Team Toronto carries a strong, unified presence and that they are aligning to brand standards, while still expressing their own personal style.

The team attire intends to be urban, business-casual, and sustainable (multi-use) and includes both branded and non-branded pieces, which can be flexibly worn.

Note: Prior to every event, the Event Lead will provide direction on the attire specifics (on the Event Resume/ Pre-Con) and ensure everyone, including partners, are adhering to the standards and have access to the required specifications and accessories.



ATTIRE SPECIFICS

T-SHIRTS

The Toronto branded t-shirt (in black or white) should be worn as a foundation if all team members are able to wear the same one.

Womens, mens and unisex sizing will be available.

Exceptions are made for plain black or white shirts (including collared shirts) when branded ones are not available to all team members.

Note: Toronto themed t-shirts from local vendors such as Peace Collective will be retired and can no longer be worn as part of the team attire.



BLAZERS AND JACKETS

Teams are to wear a black structured blazer or jacket of their own choice. Please ensure the garment does not have any visible branding.

Note: The Toronto-branded black bomber jacket will be retired and can no longer be worn as part of the team attire.



ATTIRE SPECIFICS

BOTTOMS

Medium-dark coloured jeans (no rips or tears) or black pants or base are acceptable.

SHOES

Black or red casual or dress shoes.

ACCESSORIES

A few custom made-in-Toronto accessories can be worn optionally (or as directed by the Event Lead):

- Uppdoo Red Crossbody Bag
- Toronto Scarf
- Toronto Pocket Square

DT staff and partners, please inquire with the Destination Services team to obtain your attire specifics.

UPPDOO CROSSBODY BAG



DT POCKET SQUARE



DT SCARF



GIFTING



GIFTING GUIDELINES

Gifts are carefully selected and should reflect our destination. This is an opportunity to showcase Toronto's talented artisans, craftspeople, designers, innovators, etc. The creators we purchase from should reflect our sustainability efforts.

Before buying a customized gift, please consider how you will package the gift. Our actions here reflect who we are as an organization and our sustainability journey.

INVENTORIED ITEMS

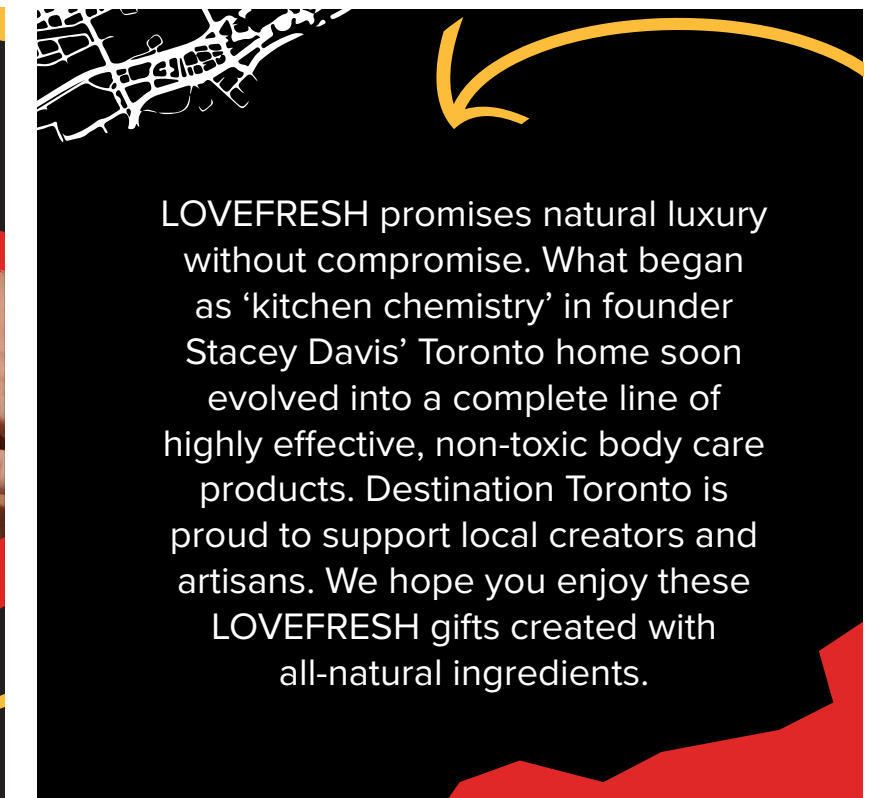
In-house inventoried items and available quantities can be viewed and tracked on our internal Shopify website [here](#).

All items also have an accompanying Toronto story card to include with the gift.

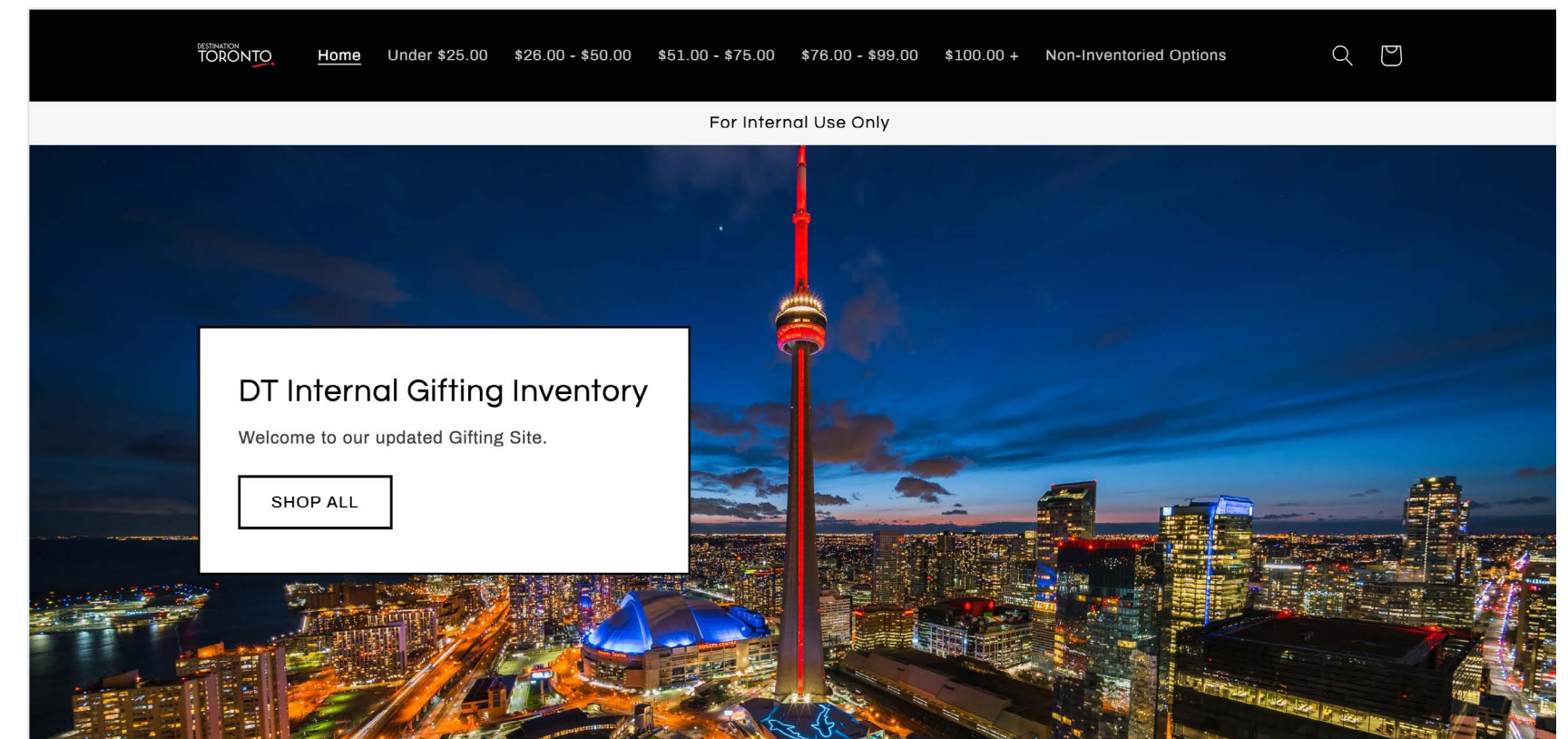
ORDER FULFILLMENT

Unless otherwise arranged, orders for inventoried items will be fulfilled and shipped each Thursday.

Please consult with the Destination Services team for order fulfilment and special requests.



LOVEFRESH promises natural luxury without compromise. What began as 'kitchen chemistry' in founder Stacey Davis' Toronto home soon evolved into a complete line of highly effective, non-toxic body care products. Destination Toronto is proud to support local creators and artisans. We hope you enjoy these LOVEFRESH gifts created with all-natural ingredients.



QUESTIONS?

Please contact a member of the team for any questions and inquiries:

CULTURES REMIX CAMPAIGN AND CREATIVE ASSETS

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TRADESHOW BOOTH / EVENT ACTIVATIONS / TEAM ATTIRE / GIFTING

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