



★ Lanark County

Corporate Brand Positioning Toolkit





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Welcome

It's no secret to anyone who lives, works or has ever stepped foot in Ontario's Highlands, this region is a special place to live, work and visit. Untouched natural landscapes, pristine waterways, and the rich rural culture and history of our small towns underpin the character and vibrancy of the Ontario's Highlands experience. Many are eager to share what we have to offer in order to collectively benefit from more investment and economic growth in our communities.

The Ontario's Highlands Tourism Organization's (OHTO) corporate brand visualizes the harmonization between the pursuit of prosperity that comes with raising awareness of the incredible opportunities in our region with the desire to preserve all of the attributes that make this region so special. We recognize tourism has a significant impact on our communities. We want that impact to be positive in the long term.

To achieve this, we are committed to a responsible tourism approach anchored in our values and principles. This commitment will be apparent through our decision-making and actions and will enhance the tourism experiences and quality of life within Ontario's Highlands now and into the future.

The goal of the Corporate Brand Positioning toolkit is to outline the corporate brand and position of the OHTO as an organization, so it may be used as a source of guidance and inspiration in communicating the OHTO's brand to the public. It further details how the OHTO will represent itself as a leader in the tourism industry and how we will communicate our responsible tourism values and commitments through core programs.



Our Values & Principles

The OHTO's values and principles provide the foundation for our corporate culture, decision-making and actions. They guide how we operate, interact with stakeholders and pursue our goals. More specifically, our values serve as our compass and reflect what we stand for and consider important, while our principles flow from our values and provide consistency and alignment in our actions.

Accountability

Continuously assess and refine processes to ensure they are effective and relevant, and acknowledge and comply with external regulations, standards, and expectations

Adaptability

Be ready to adapt quickly to changing circumstances, leveraging opportunities and addressing challenges while balancing short-term actions with a long-term vision to ensure sustainable growth.

Collaboration

Work in mutually beneficial partnerships to drive positive change and leverage collective strengths and experiences.

Community Alignment

Foster harmony, cooperation, and shared values within our community through building relationships, promoting collaboration, and working collectively toward common goals of tourism success.

Equality of Opportunity

Ensure the interests of those who are invested in tourism have equal opportunities, resources, and access to participate and thrive.

Fiscal Responsibility

Make well-informed financial decisions, operate within our means, and ensure the efficient use of resources through prudent financial management.

Inclusivity

Treat all individuals with respect, regardless of their background, beliefs, abilities, or identities (ie. 2SLGBTQIA+).

Integrity

Uphold honesty, ethics, and transparency in all actions

Innovation

Embrace creativity and pursue continuous improvement to stay relevant and create positive impacts by utilizing data and insights to inform decisions and measure progress.

Sustainability

Make choices that prioritize environmental, social, and economic well-being for both the present and the future needs of our communities.

Visitor Satisfaction

Create a guest-centric culture in tourism that fosters loyalty and positive word-of-mouth.

Our Position

When it comes to tourism, the OHTO's mandate is simple - to support a competitive tourism region through marketing, product and destination development, and workforce training.

We aim at building a tourism industry community, one where we can all rely on one another and promote our mutual agenda: to create the very best, most successful, and vibrant tourism region in Ontario.

The OHTO's corporate brand is represented for this position, which should be communicated verbally, visually, and written, in all external and internal facing initiatives.

The Ontario's Highlands Tourism Organization exists to strengthen communities in the region through responsible tourism.



Wander Sustainably: Our Responsible Tourism Approach

Responsible tourism is about harmonizing prosperity and preservation. It's about working collaboratively with and within our communities to build a thriving destination that will benefit the visitor while also creating a strong and resilient future for our communities.

To achieve this, our Wander Sustainably approach is guided by our corporate values and principles with the greatest impact being realized within the values of Inclusivity, Community Alignment and Sustainability.

These principles provide the foundation for the fulfillment of our Provincial mandate as a Regional Tourism Organization. All marketing, product development, workforce development, investment attraction, partnerships and research will first draw from these principles and help guide our operational decisions.



Wander Sustainably



Inclusivity

Treat all individuals with respect, regardless of their background, beliefs, abilities, or identities (ie. 2SLGBTQIA+).



Sustainability

Make choices that prioritize environmental, social, and economic well-being for both the present and the future needs of our communities.



Community Alignment

Foster harmony, cooperation, and shared values within our community through building relationships, promoting collaboration, and working collectively toward common goals of tourism success.

Environmental Allyship

An environmental ally is someone who actively works to understand, address, and amplify the environmental concerns and voices of those who are directly impacted.

The tourism experiences within Ontario's Highlands are deeply connected to the breath-taking natural environment and rich cultural history drawn from the gifts of the land, waterways, plants, animals and its Peoples. .

Tourism activities have an impact on our environment AND are impacted by the environment. Environmental allyship is crucial for addressing pressing issues like climate change, pollution, habitat destruction and resources depletion. By working together across diverse backgrounds and experiences and in partnership with Indigenous Peoples, together we can create a more sustainable environment and tourism sector for all.

We commit to collaborating with our tourism sector towards better understanding, addressing and amplifying the environmental concerns impacting the tourism sector in our region.

As an organization and destination, the OHTO will identify and prioritize activities that will help with understanding our regional tourism environmental impacts and opportunities for improvement, create stories that inspire others to wander sustainably, build a network of local resources, and offer educational and training opportunities to equip the tourism industry for success.



Indigenous Allyship

We join Indigenous Peoples in friendship with humility and a genuine desire to be a positive force for change through demonstrating solidarity and support for their communities while respecting their cultures, rights, and self-determination.

The tourism experiences within Ontario's Highlands are deeply connected to the breathtaking natural environment and rich cultural history drawn from the gifts of the land, waterways, plants, animals, and its Peoples. The OHTO acknowledges and is grateful that Indigenous Peoples have been stewards of this land, and beyond, from time immemorial.

We honour the traditions, values and spirit of the Indigenous Peoples that have shaped the region and regard their knowledge and friendship as vital to our organization's efforts. We honour the strong and resilient voices of those who bravely shared their experiences to bring awareness of Canada's historic and current treatment of Indigenous Peoples.

We acknowledge our responsibility in working towards reconciliation to ensure current and future Indigenous Peoples can live in a welcoming, safe and secure community. We are listening and responding, and honour those who are no longer with us.

As an organization, the OHTO is committed to ongoing inner work by supporting its Board of Directors and staff by increasing Indigenous cultural awareness, acquiring a greater understanding of local Indigenous heritage, and fostering allyship with the local Indigenous Peoples within the region.

In consultation and guidance from local Indigenous Peoples we will facilitate opportunities to support Indigenous truth and reconciliation, create meaningful partnerships with Indigenous-owned tourism operators and community organizations, and facilitate our tourism industry efforts towards embarking on their own journeys towards Indigenous Allyship.

Our Commitment

The OHTO seeks to build an inclusive environment of collaboration and respect grounded in responsible tourism. We hold a position of influence and, through our collective efforts, can positively impact change by building a destination committed to amplifying diverse voices and fostering an environment of inclusivity among cultures, people, and viewpoints.

We live the value that the interests of all stakeholders are important. We action this by giving consideration and greater representation to all industry partners in all marketing and programming, guided by our pillars of inclusivity, sustainability, and community alignment.

We aim to give those in tourism a voice and actively engage in the reconciliation process through education, training, programming, and communications.



Brand Identity

The personality of OHTO is one of passion and leadership in the tourism industry. It speaks to the value of partnership, presenting a collaborative approach throughout the industry and instilling a sense of pride and ownership.

The OHTO corporate brand is positioned to reflect the dynamic and diverse tourism identity of the Ontario's Highlands region while being an ally to communities, businesses, and residents, partnering to build region as a best-in-class destination.

Tone

- Friendly and engaging
- Honest and passionate
- Relevant
- Energetic and positive
- Supportive of the industry. Providing a voice.

Visual Style

- Authentic and emotive.
- Avoid stock unless under specific circumstances

Come wander.

Keywords

Sustainable

Responsible

Community

Stakeholder

Tourism Ecosystem

Industry

Align

Partnership

Diversity

Collaborate

Accessible

Inclusivity

Destination

Support

Development

Principles

Management

Resilient

Thought-Leader

Indigenous Allyship

Engagement

Values-Based Approach

Equity

Impact

Environmental Allyship

Leadership

Sector

Foundation

The Story Behind Our Logo

This logo is a reflection of our connections to our outdoor environment and the communities built from those connections, with blue representing the abundance of water, green representing our vast untouched wilderness, brown representing the land and spectacular landscapes, and red represents our communities, built brick by brick over generations.

The "TO" appears underneath the "OH" of the region's name, to signify that the organization is there to support and uplift the region in its tourism goals.



! USAGE GUIDELINES



MIN SIZE, PRINT: 1.2" wide
MIN SIZE, WEB: 215px wide



LEAVE NEGATIVE SPACE AROUND
THE LOGO FOR CLARITY



DON'T SKEW, WARP,
OR ROTATE



DON'T ADD
DROP SHADOW



CHOOSE A COLOUR WITH
ENOUGH CONTRAST



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[Book a Discovery Call with the OHTO Team](#)

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