


TOURISM INDUSTRY
ASSOCIATION OF **BC** 

**Value of Tourism
Presentation Toolkit**



How to Use the Toolkit

This Value of Tourism (VoT) Presentation Toolkit has been created as a template for all tourism industry professionals to use when presenting and communicating the value of tourism in British Columbia to various audiences such as government officials, community groups, and other interested parties.

The content covers areas such as the tourism industry's structure, key performance indicators, contribution to quality of life, workforce, culture, DEIA, reconciliation, sustainability, and other components to help inform and educate your stakeholders on why our sector is so vital to British Columbia.

The slides simply state the facts. The presentation is designed to be used in its entirety or a la carte so you can pick and choose relevant content, add your own information (e.g. logo), delete or edit content to tailor the presentation to your audience. You can also add your own slides that highlight local stats and particularly stories that further expound on the value of tourism to your community, region, sector, or business. Importantly, each slide contains speaker notes to help guide your presentation.

If possible, please include an acknowledgement of the supporting partners if you choose to use the slides.

We sincerely hope you find the VoT Presentation Toolkit to be a valuable resource to share the message of why British Columbia's tourism industry counts.

Toolkit



Download the
**Value of Tourism
Presentation**

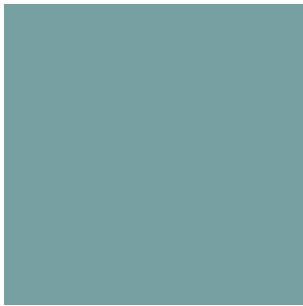


Access our
How To Guide
for editing and saving the
presentation

HOW TO

Brand Colours

You may choose to update the core colour palette with your own brand colours. Below are the RGB and HEX values we've used throughout this presentation to create a continuous and seamless look and feel.



HEX: #77A1A1
RGB: 119 161 161
CMYK: 56 25 35 0



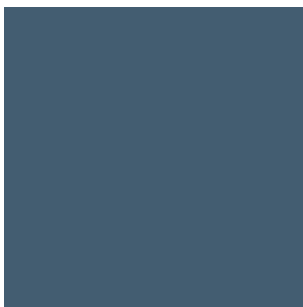
HEX: #0097A7
RGB: 0 151 167
CMYK: 81 23 32 0



HEX: #2A6262
RGB: 42 98 98
CMYK: 84 45 55 24



HEX: #7597B1
RGB: 117 151 177
CMYK: 57 32 20 0



HEX: #435D71
RGB: 67 93 113
CMYK: 78 57 40 18



HEX: #9A9690
RGB: 154 150 144
CMYK: 42 36 40 2

HOW TO

Brand Typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all communications. Lato is the font we've used for all text throughout the presentation. You are welcome to use this font and type hierarchy or select a font and type hierarchy that best represents your brand.

LATO BOLD

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123%?:+ ""

LATO NORMAL

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123%?:+ ""

LATO BOLD ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123%?:+ ""

LATO NORMAL ITALIC

abcdefghijklmnopqrstvwxyz
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HOW TO

Type Hierarchy: Headlines & Subheadlines

Opening Slides

LOREM IPSUM

SIZE: 12, ALL CAPS
HEX: #2A6262

Lorem ipsum dolor sit amet

SIZE: 22, BOLD
BLACK

Regular Slides

Lorem ipsum dolor sit amet

SIZE: 18, BOLD
BLACK

Lorem ipsum dolor sit amet

SIZE: 16, NORMAL
WHITE ON HEX:
#2A6262

Video Slides

Lorem ipsum dolor sit amet

SIZE: 14, NORMAL
HEX: #2A6262 ON
WHITE

Lorem ipsum dolor sit amet

SIZE: 14, NORMAL
WHITE ON HEX:
#2A6262

**Lorem ipsum
dolor sit amet**

SIZE: 30-50, BOLD
HEX: #77A1A1
HEX: #2A6262

HOW TO

Type Hierarchy: Headlines & Subheadlines

Infographics
& Other

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

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Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet



SIZE: 10-12, NORMAL
WHITE ON BRAND
COLOURS



SIZE: 10-12, NORMAL
WHITE ON BRAND COL-
OURS AT 50% OPACITY

HOW TO

Type Hierarchy: Body Text & Bullet Points

Body Text

Lorem ipsum dolor sit amet. Aut repellendus eius ut libero iure sed voluptates mollitia ut nesciunt incidunt est illo reiciendis et asperiores perspiciatis. Qui rerum quia hic velit illo id internos mollitia qui nostrum quis aut neque dolorem a sint ipsum. Cum cupiditate incidunt et aspernatur sint ut modi aliquid et sapiente asperiores.

SIZE: 10, NORMAL
DARK GRAY 3

Bullet Points

Lorem ipsum dolor sit amet:

- Aut repellendus eius ut libero iure sed.
- Voluptates mollitia ut nesciunt incidunt est illo reiciendis et asperiores perspiciatis.
- Qui rerum quia hic velit illo id internos mollitia qui nostrum quis aut neque dolorem a sint ipsum.
- Cum cupiditate incidunt et aspernatur sint ut modi aliquid et sapiente asperiores.

SIZE: 10, NORMAL
DARK GRAY 3

BULLET POINTS:
HEX: #77A1A1
INDENTED

HOW TO

Imagery

Imagery used is relevant, cohesive, vibrant and inspirational. Use of high-resolution images, 300 dpi, will enable this presentation to be used on any size screen. Equal spacing in between images tiled in a collage-style grid format promote a clean and professional look and feel. Support text legibility on images by adding a black shadow to white text.



HOW TO

Videos

Videos are a great tool to diversify your message medium. You are welcome to use the videos in this presentation or add your own.



BC's Communities - Vancouver Island



BC's Workforce - Northern BC



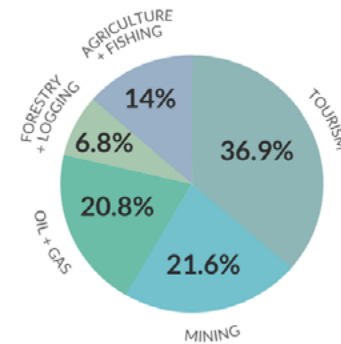
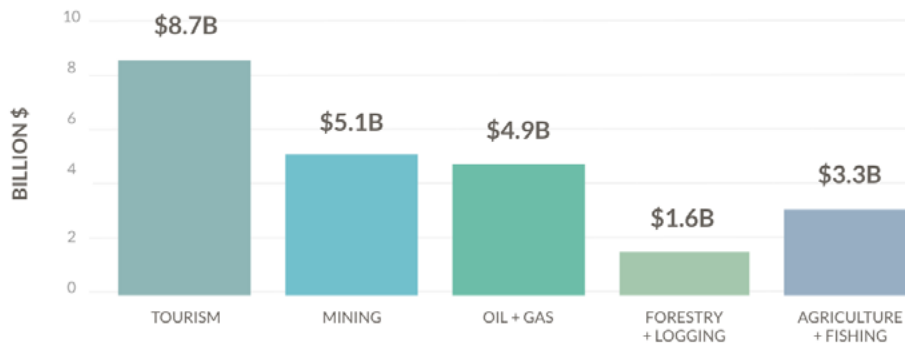
HOW TO

Icons & Infographics

All icons used are outlines and are in the colour HEX: #0097A7 or White, creating a seamless look and feel throughout the presentation. Use ours or update with your own brand colour.



Match the hue and tone of your brand colours when additional colours are needed within infographics.



The tourism industry supports and encourages development of key local amenities, such as:¹

- Recreation centres & sites
- Museums, galleries and arts & culture centres
- Restaurants, cafes, bars, and pubs
- Parks, trails and outdoor recreation areas
- Resorts, hotels, bed & breakfasts, inns, motels, campgrounds
- Meetings, conference & special venues
- General community and city attractions



HOW TO

Thank You Slide

Slide 44 thanks our partners for their contributions to the presentation. Include logos from organizations that you wish to thank for contributing photos, information, and more to your presentation.

THANK YOU TO OUR PRESENTATION PARTNERS

Supported By:



Pacific Economic
Development Canada

Développement économique
Canada pour le Pacifique



Images Courtesy Of:

