

## Use of “Supported by” Graphic by Industry Partners

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For tourism operators and industry partners participating in the Co-operative Advertising Campaign (CAP), Tourism Saskatchewan will supply a “Supported by Tourism Saskatchewan” wordmark. The graphic is available in horizontal and vertical orientations.

Tourism Saskatchewan has adopted a new corporate visual identity for the organization. We require tourism businesses, operators and partners to use the new wordmark in all partnership campaigns. Please ensure that you are using the updated graphic on all new print and online ads.

### Best Uses

Tourism Saskatchewan requires that the wordmark is used in a consistent manner, regardless of the application. The following list outlines a few things to avoid:

- **Skew:** Please keep the same dimensions and scale the wordmark proportionately. The recommended application gives suggested maximum sizes.
- **Background:** Avoid overly busy backgrounds that will hide or clash with the wordmark.
- **Elements:** Do not rearrange or break out any of the elements in the wordmark and use them separately.
- **Text and typeface:** Do not replace the text or the typeface.
- **Colour:** Do not change the colour of any of the elements.

Please note: the ad samples included in this guide represent suggested placement only.

**Recommended application for horizontal wordmark.**

Wordmark is available in knockout version.

SUPPORTED BY TOURISM SASKATCHEWAN

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*(Full Pg - 197 Pixels Wide)*

SUPPORTED BY TOURISM SASKATCHEWAN

SUPPORTED BY TOURISM SASKATCHEWAN

*(1/2 Pg - 167 Pixels Wide)*

SUPPORTED BY TOURISM SASKATCHEWAN

SUPPORTED BY TOURISM SASKATCHEWAN

*(1/4 Pg or smaller - 128 Pixels Wide)*

**Recommended application for vertical wordmark.**

Wordmark is available in knockout version.

SUPPORTED BY  
T O U R I S M  
SASKATCHEWAN

SUPPORTED BY  
T O U R I S M  
SASKATCHEWAN

*(Full Pg - 72 Pixels Wide)*

SUPPORTED BY  
T O U R I S M  
SASKATCHEWAN

SUPPORTED BY  
T O U R I S M  
SASKATCHEWAN

*(1/2 Pg - 65 Pixels Wide)*

SUPPORTED BY  
T O U R I S M  
SASKATCHEWAN

SUPPORTED BY  
T O U R I S M  
SASKATCHEWAN

*(1/4 Pg or smaller - 43 Pixels Wide)*

Vertical Sample

# Stay & Play

*in Regina*

Ask for the **Stay & Play** package when you book your room at any participating Regina hotel to receive:

**Special stay rates**  
at participating hotels.

**Pay \$10, Play \$20 gaming vouchers**  
on days one and two of your stay.

**Daily \$5 food and beverage vouchers**  
valid throughout Casino Regina.

**2 for 1 Show Lounge tickets**  
for a casino-presented performance.

**And new for 2014, a bonus Pay \$20,  
Play \$40 gaming voucher** if you stay  
a third day!

For more information about **Stay & Play** packages and participating hotels,  
visit [casinoregina.com/stayandplay](http://casinoregina.com/stayandplay). Be sure to mention the **Stay & Play** package when booking.



SUPPORTED BY  
TOURISM  
SASKATCHEWAN

Offer expires January 31, 2015. Stay & Play packages must be booked in advance and are subject to hotel availability. Some restrictions apply. One Casino Regina offer provided per week, per stay. Cannot be combined with any other offer. No cash value and non-negotiable. Gaming vouchers are redeemable for non-cashable slot play only. Must be a Players Club Member. Get your free Players Club Card at the Casino Regina Players Club Desk. Casino Regina reserves the right to cancel or alter any promotion.

*If you gamble, use your **GameSense***

**19+**