



## CENTRAL COUNTIES TOURISM

### **Partnership Logo Usage Guidelines**

Partnership recipients are required to acknowledge the support of Central Counties Tourism (CCT) in all print and digital materials related to the supported project, where possible.

Please note the following:

- 1) The CCT logo can be requested from your region's Industry Relations Manager, as noted below. Partners must adhere to CCT's brand guidelines, which will be provided along with the logo.

York – Sara Sterling, [ssterling@centralcounties.ca](mailto:ssterling@centralcounties.ca)

Durham – Lisa John-Mackenzie, [ljohn-mackenzie@centralcounties.ca](mailto:ljohn-mackenzie@centralcounties.ca)

Headwaters – Sarah Gratta, [sgratta@centralcounties.ca](mailto:sgratta@centralcounties.ca)

- 2) Preferred language to be used by partner when acknowledging CCT's partnership support is "Supported by" or "In Partnership with" rather than "Sponsored by".
- 3) All materials must be shared with CCT for approval, either via your region's Industry Relations Manager or sent directly to Sandra Quiteria, B2B Marketing Manager, at [squiteria@centralcounties.ca](mailto:squiteria@centralcounties.ca). Allow for 48 hours turnaround time for approval.