

Asset Pack

Please help us make the Victoria Hospitality Awards Program a success!

You can use the creative assets in this folder to promote the program to your guests. Here are the files and their suggested uses:

Print:

- Counter Toppers or Posters. The files named “counter-topper” are included in two sizes to fit standard acrylic holders: 4x6” and 8.5x11”. The file named “poster” is 11x17”.
- Business Cards/Folio Envelope Inserts. The file named “business-card” is ready to send to a commercial printer to print double-sided cards sized 3.5x2”.

Digital:

- Digital Monitor Slide. The file “monitor-slide” is a graphic sized to display on your public-facing or in-room screens.
- eNewsletter Graphic. The file “newsletter” is a graphic sized to fit in your eNewsletter to your subscribers. Suggested content:

The Victoria Hospitality Awards are back, and we couldn't be more excited! Has someone gone above and beyond for you? Now you can nominate them for special recognition including a certificate from the Mayor, a Victoria Hospitality Award lapel pin, and prizes. Your nominations help the committee choose a new winner every month. To nominate a deserving individual, just follow this link:

<https://survey.alchemer-ca.com/s3/50184789/Victoria-Hospitality-Awards>

- Social Post Graphics. The files named “social” are graphics sized for Instagram, Facebook and Twitter posts. Suggested content:

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#victoriahospitalityawards

“Do It Yourself” assets:

If you would like to work within your existing branding to incorporate the QR Code or other elements, please use the files named “DIY”. Included:

- VHA logo in digital and print file formats
- QR code linking to nomination form.
- VHA Signature image

Questions about VHA creative?

Please contact Owen Lett: owen.lett@tourismvictoria.com