

## Image and Visual Library

The Department loans visual materials in support of Tourism, Culture and Heritage's continuing commitment to develop and foster growth in the tourism industry by promoting Nova Scotia as a world-class vacation destination. For information on this program, please contact Mary MacKinnon, Audio Visual Office, at (902) 424-4085 or by e-mail: [mackinmc@gov.ns.ca](mailto:mackinmc@gov.ns.ca).

### **Highlights of the Policy**

- 1a. Nova Scotia images are to be used primarily by the Tourism Division for its development and marketing efforts.
- 1b. Nova Scotia images will be made available on a loan basis to provincial and federal government departments or Crown Corporations for any promotion of Nova Scotia that adheres to the Audio Visual Mandate.
2. Nova Scotia images may be accessed by the private sector provided they are used for editorial content in the following manner, subject to the restrictions detailed in Section 3:
  - brochures
  - audio visuals, videos and multimedia presentations
  - CD-ROMs
  - World Wide Web
  - convention and trade show materials
  - ads
- 3a. Nova Scotia images may not be used or reproduced in materials which are sold, or materials receiving ad revenue, with the following exceptions:
  - newspapers, magazines, web sites (editorial articles, ads that promote Nova Scotia tourism, industry, education, science and technology)
  - guides (books, maps, CD-ROMs, web sites) related to travel in or to Nova Scotia (At no time will the number of images used exceed 50% of the total number of Nova Scotia related images reproduced in the guide.)
- 3b. Nova Scotia images may not be used or reproduced in materials related to the following:
  - materials that are used to sell or promote a service or product by a specific business that is not directly related to satisfying the needs of visitors and where the retail sale of goods is secondary

- ▶ packaging of products (other than periodicals) intended for sale
- ▶ souvenirs
- ▶ personal letterhead
- ▶ personal or commercial office decor
- ▶ political purposes
- ▶ religious or moral issues

3c. Nova Scotia Tourism, Culture and Heritage will provide only select, generic images for private sector clients. Specific images will not be given out unless they are identified as being generic.

3d. World Wide Web inquiries that receive assistance from Tourism, Culture and Heritage must have a link on one of its primary pages to the exploreNS site at [www.novascotia.com](http://www.novascotia.com).

**Note:** Private sector clients involved with co-op programs with the Tourism Division and non-profit organizations may be exempt from certain restrictions.

4. The borrowing parties are responsible for understanding and following the regulations on the **Conditions of Loan** form.
5. All material is provided by the Department for **ONE TIME USE ONLY**, and there is to be **no electronic altering** of the image, unless otherwise specified.