

EDITORIAL STYLE GUIDE

DESTINATION CANADA



HELLO

As a member of Team Canada, you're one of our most important brand ambassadors. One way to strengthen our brand and reputation is to ensure we communicate in a way that's professional, strategic and unified.

So to help, we've put together an easy-to-use writing guide that answers your common questions—like when to use an em or en dash and the difference between the two, proper spelling for tricky words and so much more.

If you ever have any questions, [feel free to reach out to us](#). You can also check out the guides we often turn to for insight: [The Canadian Press Stylebook](#) (CP), the [Canadian Oxford Dictionary](#), [TERMIUM Plus](#) by the Government of Canada and [Elements of Indigenous Style](#).

While we follow CP style in almost all cases, there are a few guidelines that do not. As you'll see, we've noted them throughout this guide.

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DESTINATION CANADA'S BRAND VOICE AND PERSONALITY

Our brand personality

Canada is intriguing and refreshingly different from what you would expect. Canada also has a youthful spirit, with an open and informal approach to life. We're warm, welcoming and witty. Most of all, we're authentic people with experiences we want to share. This personality should shine through the words and images used to describe our awesome country to the world.

Our brand characteristics

We have a number of attributes that make up our brand personality, which are listed below. We try to inject these, or the spirit of these, into our copy whenever possible.

Confident

Clever

Refreshingly honest

Neighbourly

Playful

Brand tone

We're the voice of travel in Canada, and how we speak is just as important as what we say.

Our casual, neighbourly tone (affectionately known as Canadian Candour) invites guests to experience Canada in a friendly, conversational way. Instead of a hard sell, we use a smile and a wink to give prospective travellers a taste of Canada's openness. We use everyday language with a sprinkle of wit to speak to our audience on their level, painting a picture of what their dream Canadian getaway could look like.

Language tone

In general, our editorial tone should align to the channel, target audience we are speaking to, following the best practices laid out in this guide. Strong verbs build momentum in our audience and incite action. Minimize flowery language that dances around the heart of what we're trying to say. We strive to be concise while also bringing our brand characteristics to life. We also use inviting, inclusive language to connect our diverse perspectives and experiences. Destination Canada has one tone of voice, but it's expressed in different ways depending on the audience being addressed and how they will receive our message.

For instance: We may dial up “confident” and “clever” with a business audience, or “playful” and “neighbourly” for a leisure travel audience. Note, “Canadian Candour” is the brand voice we strive for in our advertising and marketing materials, and for the most part, should be reserved for these use cases. Occasionally it may be appropriate to use it—sparingly, and with a light touch—in editorial, but as the exception, not the rule.

Canadian Candour Guardrails

Canadian Candour

Confident but not cocky.

Neighbourly but not folksy.

Refreshingly honest but not mean.

Clever but not cheesy.

Playful but not childish.

We are **confident**. This isn't the meek and mild Canada you might have heard of.

We have a point of view and aren't afraid to voice it. Respectfully, of course.

We are **neighbourly**. We aren't some stuffy corporate brand preaching to you from on high. We're a trusted friend who knows you and talks to you like a real human.

We are **refreshingly honest**. Not everything is always sunshine and rainbows all the time.

In fact, sometimes it rains. Hiking is hard. Geese are mean. These are just the facts.

We are **clever**. Okay maybe we're not fall off your chair funny, but there's a certain wink, a knowing smile, a cheeky inventiveness and a way with words that's undeniably Canadian.

We are **playful**. Travel is supposed to be exciting, after all. We take your Canadian journey seriously, but ourselves ... not so much. We don't shy away from a little fun.



Tips and best practices for strong writing

As a guiding principle, we aim to create content that uses plain language. This is a writing approach to communicate what our audience needs to know. With plain language, the wording, structure and design are so clear our intended audience can easily:

- **find** what they need
- **understand** what they find
- **use** the information

Plain language makes critical information more accessible and easy to read. It doesn't oversimplify or strip meaning from content. Instead, plain language content is clear, concise, and designed to save the intended audience time and effort.

Plain language benefits everyone, from people under time pressures to people managing disabilities.

Plain language shows respect for people's time, allows people to see essential information on small screens, and increases the chance of people finding and understanding your message.

For more information, visit the [Canada.ca Content Style Guide](#). Here are a few tips to help elevate the Destination Canada content you create.

1 Keep prose punchy

No matter the content, try to get to your core message quickly. Avoid filling your documents, scripts, articles, reports and so on with overly long or jargon-heavy copy. Avoid the use of qualifiers that hinder the flow of sentences, like *rather*, *very*, *little* and *pretty*.

Another good way to engage your readers is to keep your sentences and paragraphs short and punchy. While it's generally a good idea to keep sentences around 15 to 20 words, it's also helpful to somewhat vary the length to keep your content lively. This means finding a balance that works for your exact output.

Whenever possible, use the active voice, which is when the subject performs the action instead of receiving it (which is passive). It's much more clear, concise and direct, as shown below.



The team loved the hotel.



The hotel was loved by the team.

2 Use inviting and inclusive language

When writing content, use inclusive, culturally appropriate language and be thoughtful in the words that you choose. This resource contains more in-depth guidelines to help you, but to summarize: revise your language if it might imply a colonial context, avoid stereotypes, emphasize a person over specific traits, and avoid referring to someone's race, gender, sexual orientation, disability or age unless the information is relevant to the piece you're writing.

One key to inclusive writing is to ask someone what their preference may be if/when you're able to. Better yet, look for ways to empower that individual to tell their own story, whenever possible.



Immerse yourself in the cultures and traditions of the First Nations in the Yukon.



See Canada through the eyes of the country's indigenous people.

3 Strengthen your word choices

The best content uses colourful adjectives and strong action verbs instead of words that are overused and have little meaning. By using these, you'll paint a more vivid picture in your readers' minds. For instance, words like *pummelled*, *flocked* and *glistening* supercharge your writing because readers can see them. Also, be mindful of repeatedly using the same word in your copy—whenever you can, mix it up.



Lapping waves are calming, but the surf that pounds Tofino's wild West Coast is nothing short of electrifying.



Tofino is known for its big waves.

4 Write how you speak

People feel comfortable reading copy in natural, everyday language. Depending on your audience and where the content will be published or read, you can consider using contractions and starting sentences with “and” or “but.” Ditch complex phrases or jargon and instead use words and phrases that are short and familiar (for instance, “use” over “utilize”).



Partners can use this research to guide their decisions.



The research report contains several learnings and best practices that partners can utilize to take their business strategies to the next level.

5 Know your audience

One of the most important things to do before writing a piece of content is to truly understand your audience. What matters to them? What challenges do they face? What do you ultimately want them to think, feel and do after reading the content? By knowing the answers to questions like these, you’ll be able to craft content that’s relevant and engaging to your readers.

6 Keep Destination Canada’s priority content themes in mind

Keep in mind that there may be opportunities to tie the copy in any given pieces of content back to priority theme(s). Sometimes, the theme(s) may be able to be worked into the overall angle of the story. Other times, a more subtle nod makes more sense (for instance, picking a couple of spots within the copy to use descriptive language that reinforces the priority themes). This should be done sparingly, however, and readability should always be prioritized. It should never feel forced.





Writing for different audiences

The way we write directly influences our brand personality. Whether we're speaking to consumers, businesses or internally, our voice must come through consistently. Our tone may change as needed but it should always be the same personality speaking.

A note on abbreviating Destination Canada Business Events:

Rather than repeatedly filling your prose with the “DCBE” acronym, mix it up. Instead, write “the Business Events team at Destination Canada” or “our team” if the piece calls for a more casual tone.

Writing for business events

There are a few things to keep in mind when writing about business events and the economic sectors Canada excels in. To start, this audience appreciates brevity, so rather than setting the scene with verbose introductions, it's **best to get right to the point** from the beginning. Then, keep readers engaged with short, punchy sentences and paragraphs, looking for opportunities to break up content with subheadings, lists, visual components and more.

It's also important to use **clear, concrete language**. Avoid jargon (words like *leverage*, *deploy*, etc.) and omit extraneous words in your communications. Moreover, use **elevated language and word choices** for this audience as it is largely C-level executives, as well as industry experts and thought leaders.

Content for business events should also have a **confident tone**. This means describing Canada's expertise using words and phrases that show we are at the forefront of innovation across a range of economic sectors. For instance, you may say that Canada is shaping the future of food production. That our experts are reimagining how we live through countless technological innovations. Or that we're tackling some of the greatest health challenges facing our world.

Finally, **include supporting examples, information and data** from research or reputable sources whenever you can. For instance, after stating that Canada is a leader in the life sciences sector, provide tangible examples of companies that are leading in the field, recent strides they've made or successful events and conferences hosted in a city that have drawn attendees from around the world.



Writing for incentive travel

Content that's incentive-focused is **descriptive**, **imaginative** and most of all, **inspiring**.

Incentive readers are drawn to unique and authentic experiences that can't be found everywhere. Focus less on the location and more about highlighting the **unforgettable, exclusive and out-of-the-ordinary experiences** that are available in Canada to reward top performers, like iceberg spying or a private dinner under the northern lights in a remote location that's home to polar bears.

To achieve this, be **descriptive**. Use your words to paint a picture of what someone will do on a trip, how they will feel and ultimately how an experience will leave them transformed. Your content should transport readers to the destination, so much so that they can actually imagine what it's like to be there. A great way to conjure a vivid picture in your readers' minds to **invoke the five senses**: sight, sound, taste, smell and touch.

Wherever possible, strive to **be specific**. Avoid overly generic statements, instead including distinct details in your content. Adjectives like "breathtaking" and "beautiful" can be used, but they shouldn't be used alone. Always follow them with details that describe what makes something that way and especially what makes it unique to Canada. For instance, rather than saying a view is spectacular, go deeper into the colours and sights that make it extraordinary or the experience a traveller takes getting there, highlighting an "only-in-Canada" element.

When describing an incentive experience, always tie it back to the team or group of colleagues who are experiencing it and the effect it will have on them.



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Writing for leisure

A lot of the characteristics listed for incentive travel also apply to writing for the leisure market, like ensuring no senses are left out when describing an experience. But there are some differences when writing for this audience.

Our leisure content is **personal and genuine**. We don't shy away from emotion. We tell it like it is because we honestly care about guests having a great experience. When writing about leisure travel, we like to be more on the **casual** side. Think of it as if you're having a conversation with a friend, and describing an amazing experience you took part in, noting all the incredible things there are to do in a destination you just visited.

Be selective in your descriptions. For instance, if you're writing about a beach, go beyond saying that the sea had waves. Find details and traits that are **unique to a place** over known attributes.

Be precise and clear in your copy. Avoid relying solely on adjectives to describe an experience (e.g., the meal was delicious), as this can be vague to readers. Instead, engage the senses and vividly describe the specific traits that made it a memorable experience—what did it look, taste or smell like? Wherever possible, use descriptors to elicit something that can link the experience contextually to a place or person in Canada. Metaphors (a figure of speech that directly compares one thing to another) and similes (a figure of speech that uses the words “like” or “as” to compare two things) can be powerful tools as you craft your descriptions.

Always **consider the market you're writing for**. For instance, a reader in the United States may have a different level of knowledge of Canada than from a reader from Germany.



Writing for corporate communications

In our corporate writing, we strive for alignment with our corporate strategy. Alongside this, the directive from our shareholder is integral to everything we write and edit.

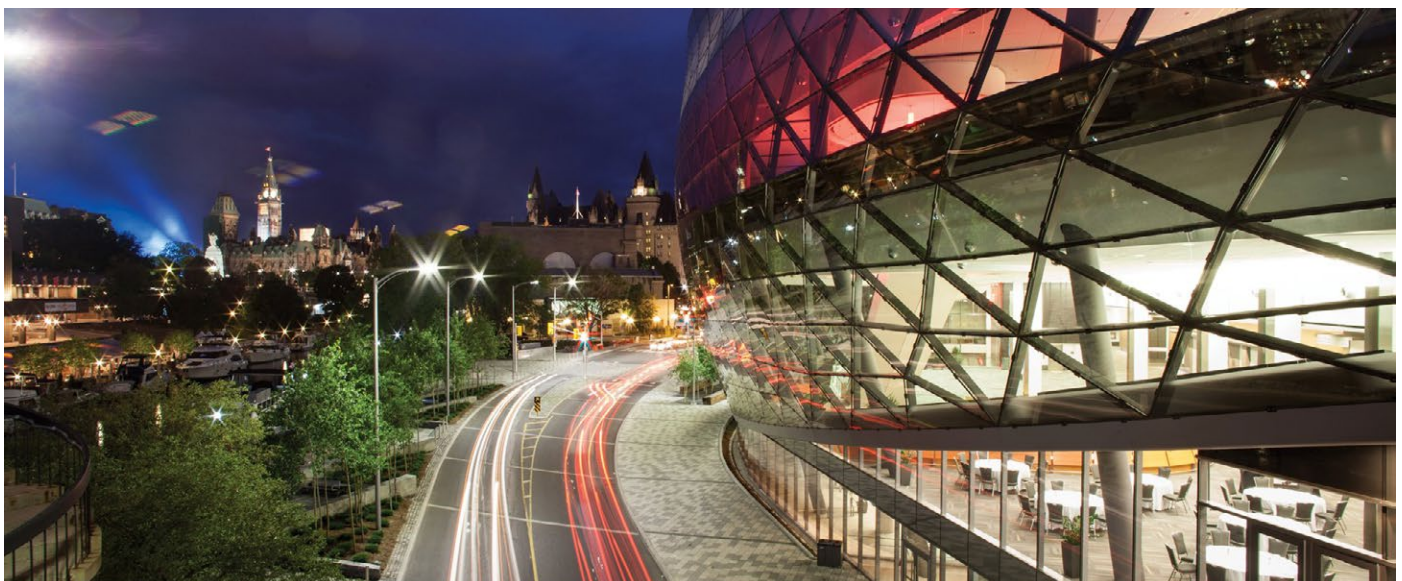
Writing with **intentionality**, **plain language** and in **alignment with the principles of justice, equity, diversity and inclusion** are fundamental to the work we produce.

A cornerstone of corporate communications is to ensure that we are writing in plain language. This means using straightforward language and sentence structure so we can convey information easily and unambiguously. This applies to print materials, as well as presentations that are given verbally.

Media

Corporate communications takes special care to ensure that all external messaging puts our best face forward and minimizes potential risks to our organization. Communication with the media is done with key messages that are refined in consultation with the Executive Team and our CEO.

Assigned spokespeople for the organization have access to media training and are prepared before any interviews to guarantee that they are on message and on tone.





The power of quotes

Quotes can bring a piece of content to life. The most effective quotes focus on feelings, emotion, opinions and unique perspectives over straight facts. They add colour and context, rather than repeat what's already been said.

There are a number of ways to use quotes. You can sprinkle them throughout a piece to humanize your copy. Strong, powerful quotes can also be used at the beginning of a story as a teaser that draws a reader in. Pull quotes—which are those that have been pulled from an article and used as a graphical element—can help break up long blocks of text with thought-provoking information.

Tips on crafting quotes

- Be brief. It's best to keep quotes to around one to three sentences at most.
- Don't use quotes around information that is obvious. Instead, be as specific as possible.
- Quotes should sound authentic and believable, so be conversational and use everyday language. Additionally, feel free to use contractions and avoid using too many formal words. After ghostwriting a quote, ask yourself: *Does this sound like how someone would actually talk?*
- Avoid having a quote attributed to two or more people.
- When you're taking a quote from an interview transcript, you can wordsmith it for clarity and to ensure it's grammatically correct. Be sure to always share it back with the interviewee to ensure they approve any tweaks made.

Tips for eliciting strong responses for quotes during an interview:

- It's helpful to record interviews to ensure you capture all information from it, but be sure to always start by asking the interviewee if they agree to be recorded.
- Ask open-ended questions ("how do you feel...," "why do you think that?" or "tell me about...") over questions that require "yes" or "no" responses.
- Probe and ask follow-up questions (e.g., "can you give me an example that illustrates that?" or "can you elaborate on that point?").
- It's also good practice to end interviews by asking the interviewee if they have anything they would like to add or whether they feel something hasn't been discussed that may be important to the story. This can often uncover new angles that haven't yet been considered.
- While it's helpful to come prepared with a list of questions to guide the interview, you don't need to be ruled by them. Treat the interview as a conversation.



Best practices when writing for different markets

- When writing for a Canadian audience on our website or in our marketing work, follow the Canadian Press (CP) style guidelines, which is used throughout this document, and use Canadian spelling (you can reference the *Canadian Oxford Dictionary*).
- When writing for an international audience, follow the Canadian Press style guidelines used in this guide. But instead of Canadian spelling, use the spelling of the country you're writing for.
 - We recommend using the following dictionaries to check local spelling:

UK: [*Oxford English Dictionary*](#)

US: [*Webster's New World College Dictionary*](#)

- When writing or editing for different publications, defer to the style that they use (many will have their own style guide).
- If you're ever unsure or need support, you can always reach out to the Destination Canada marketing team or an in-market agency.

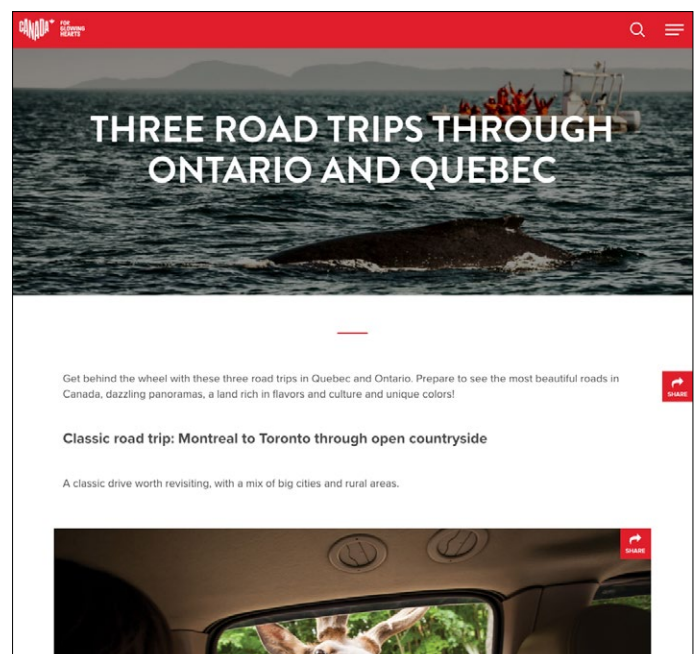


Writing for our website

Here's a checklist of several best practices when writing for the web.

- ✓ As headlines draw readers into a story, take the time to craft one that is compelling. Good headlines summarize the most interesting points of a piece and emphasize what readers will gain from it, while capturing their attention at the same time.
- ✓ Header tags can play an important role in optimizing your content. In addition to supporting search engine optimization, these tags help readers scan for information. Use descriptive subheadings to help the reader easily get what they're looking for, especially as they may be viewing an article on their mobile devices.
- ✓ Always write with SEO in mind, pulling in keywords and phrases that align with your topic. Be sure to strike a balance as we don't want to "stuff" copy with keywords, instead finding tactful placements that are appealing to both search engine crawlers and readers alike.
- ✓ Another great way to break up text is by adding compelling graphical elements throughout an article, like photos, videos, pull quotes, infographics or charts.
- ✓ If you're writing for DC websites specifically, hyperlink a destination the first time it's mentioned, as well as specific experiences or attractions. When adding URLs, priority should be given to the most relevant resource, which often may be a Keep Exploring page, another DC-owned property or partner websites.

One way to infuse colour in your headline? Combine both a creative approach and the key details, potentially using a dash or colon to offset the creative copy from the pertinent information.



AN OVERVIEW OF LANGUAGE SPECIFIC TO DESTINATION CANADA



Avoid abbreviating the names of countries, provinces or states when standing alone or used as an adjective.

✓ **The Nova Scotia cabinet met.**

✗ **The NS cabinet met.**

When you are using geographical abbreviations for Canadian provinces, use the below.

English abbreviations for Canadian provinces and territories:

Alberta	AB
British Columbia	BC
Manitoba	MB
Newfoundland and Labrador	NL
Northwest Territories	NWT
Nova Scotia	NS
New Brunswick	NB
Nunavut	NU
Ontario	ON
Prince Edward Island	PEI
Québec	QC
Saskatchewan	SK
Yukon	YT

French abbreviations for Canadian provinces and territories:

L'Alberta	Alb.
La Colombie-Britannique	C.-B.
Le Manitoba	Man.
Le Nouveau-Brunswick	N.-B.
La Terre-Neuve-et-Labrador	T.-N.-L.
Les Territoires du Nord-Ouest	T.N.-O.
La Nouvelle-Écosse	N.-É.
Le Nunavut	Nt
L'Ontario	Ont.
Île-du-Prince-Édouard	Î.-P.-E.
Le Québec	Qc
La Saskatchewan	Sask.
Le Yukon (Territoire)	Yn

*Note: this is an area where Destination Canada guidelines differ from *The Canadian Press Stylebook*. Sources: [English](#), [French](#)

Some use cases for using province or territory abbreviations include:

- When we don't have space or time to spell out the full name, such as:
 - Short video supers in 6–30 second assets or when supers cannot be on screen long enough to allow for a fuller read
 - Mobile-optimized videos for small screens where overlaid text needs to be legible but not overtake the footage
 - Ad copy with restrictive character limits





The **Atlantic provinces** are New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island. The **Maritimes** consist of New Brunswick, Nova Scotia and Prince Edward Island.

Use the **full name** of Canada's easternmost province, **Newfoundland and Labrador**, whenever space permits. Using Newfoundland, alone, should be avoided unless only the island is being described.

As the Yukon government has added “the” back into its name, use “**the Yukon**” in your content (e.g., There are a handful of ways to get to the Yukon). You can omit “the” in instances where you are limited on space, such as headlines. “The Yukon” is preferred over “the Yukon territory.”

Hudson Bay is written without an “apostrophe s” (unless you are referring specifically to the department store).



Churchill is located on the shores of Hudson Bay.



Churchill is located on the shores of Hudson's Bay.

Spell out **Cape Breton Island** on first mention. **Cape Breton** can be used for short in subsequent mentions.

Provincial resident descriptive terms

Here are the recommended terms to use when describing where someone is from in Canada:

- Albertan
- British Columbian
- Nova Scotian
- Ontarian
- Manitoban
- Prince Edward Islander
- New Brunswicker
- Québecer
- Newfoundlander
- Labradorian
- Saskatchewanian (rare, prefer “a resident of Saskatchewan”)

Note: a resident of Québec is called a Québecer. A French-speaking Québecer is often referred to as a Québécois (masculine) or Québécoise (feminine).



Always **capitalize widely recognized descriptive regions**, such as:

- the North (Canada), Far North, Northern Canada, Western Canada, Central Canada, East Coast (region, not shoreline), Maritime provinces, Prairies, Barrens, the Front, Niagara Peninsula, Downtown Eastside (Vancouver).

✓ **The wild West Coast**

Use **lowercase** if you are referring to a **geographic region** (e.g., southeastern Ontario, eastern Québec, northern Ontario).

Lowercase points of the compass, mere **direction** and **location**, and **descriptive regions that are not widely recognized**. For example:

- north, to the west of Newfoundland, rain sweeping south, east coast (shoreline, not region), southern Saskatchewan, northwestern Ontario, eastern Newfoundland, downtown Calgary, north-end Toronto.

✓ **Canada's rugged west coast offers an abundance of outdoor activities.**

Capitalize specific natural features (e.g., Rocky Mountains, Lake Winnipeg, Great Lakes).

Capitalize oceans (e.g., Pacific Ocean).

Lowercase words such as **city**, **country** and **province** except when they are part of the incorporated name (e.g., in the city of Halifax, the City of Halifax's credit rating).



é Accents & other languages

Note: While *The Canadian Press Stylebook* doesn't use accents for **Québec** and **Montréal**, our guidelines are to always include accents on both. The word **Québécois** uses two accents.

When technically possible, **use accents on French proper names**, including place names and on the rare instances when French common words are not translated into English.

- ✓ **Montréal pairs perfectly with Québec City for dual-destination incentives.**

Words or phrases in a language different from what you are writing can be italicized (or enclosed in quotation marks when italics are not possible). There's no need to define a foreign word or phrase when it's easily recognizable to your audience. If it's a less commonly used phrase, include a translation in parentheses or using em dashes.

- ✓ **The restaurant had a *je ne sais quoi* that made it feel otherworldly.**
- ✓ **Montréal takes *l'art de vivre*—the art of living—seriously.**

If you're telling a story about a group, it's also best practice to use their in-language word first and then English in parentheses.

- ✓ **Ch'ich'iyúy Elxwíkn (The Twin Sisters) are a pair of pointed peaks along the North Shore Mountains in Metro Vancouver [\[source\]](#).**

GUIDELINES FOR INCLUSIVE LANGUAGE



Writing about Indigenous Peoples

The guidelines in this section have been based off of the [Canadian Press Stylebook](#), [Elements of Indigenous Style](#) and [12 Ways To Better Choose Our Words When We Write About Indigenous Peoples](#). This content has also been reviewed and informed by Greg Hopf, co-founder of Moccasin Trails.

Indigenous Peoples

Indigenous Peoples in Canada comprise three distinct groups: **First Nations**, **Inuit** and **Métis**, with a cumulative population of more than 1.7 million individuals.

There is no “one-size-fits-all” approach when writing about Indigenous Peoples in Canada. As Indigenous Peoples have diverse cultures—each with their own distinct histories, languages and identities—these differences should be emphasized whenever possible in your content.

Today, traditions, legends, ceremonies and protocols all play an integral part in the lives of Indigenous Peoples across Canada. However, that isn’t to say that Indigenous Peoples are opposed to change. Rather, they embrace technology, and their cultures continue to grow and evolve in today’s changing world.

A note on these guidelines. As you read through this section, it’s important to remember that Indigenous cultures are diverse and varied. Oftentimes, Indigenous Peoples will have differing opinions when it comes to language and spelling. A best practice is to either ask the preference of the person or group you are writing about or take the time to do additional research.

“The beauty of our diverse cultures is that we have our own preferences, which is what makes us so unique. We may not always agree, yet we still respect every stance, view and outlook because they are their own People.”

– Greg Hopf

Writing about Indigenous Peoples

1. **“Indigenous Peoples”** is used to refer collectively to First Nations, Inuit and Métis populations in Canada. Always use uppercase in all references of Indigenous Peoples—as well as generic uses (e.g., Indigenous cultures). First Nations, Inuit and Métis are also always capitalized.
 - As the word Inuit means “the people,” it is redundant to write “Inuit people.”
 - Inuk is a singular noun for an individual.
 - ✓ The Inuit are known for their vibrant music and performance art.
 - ✗ Inuit people are known for their vibrant music and performance art.
2. **Do not use possessive constructions** when referring to Indigenous Peoples. For example, words like “our” or “Canada’s” can cause offense by evoking a sense of possession and colonialism.
 - ✓ Indigenous Peoples in Canada
 - ✗ Indigenous Peoples of Canada
 - ✓ Indigenous Peoples in Canada
 - ✗ Our Indigenous Peoples
 - ✓ Métis people in Manitoba
 - ✗ Manitoba’s Métis community
3. **Whenever possible, use the specific name of the local Indigenous Nation.** While “Indigenous Peoples” covers all three distinct groups, it is always best to emphasize the Nation when you can in your content. For example, Cree, Mohawk, Blackfoot, Ojibwe (or Ojibway), Nunatsiavut or Tsuut’ina First Nation would all be preferred over the generic term, Indigenous Peoples.

A good resource is the website for [Crown-Indigenous Relations and Northern Affairs Canada](#), which lists the names of most Indigenous communities. If you’re unsure, a tip from Bob Joseph, founder and President of Indigenous Corporate Training Inc., is to phone the Nation’s office after hours to hear how they refer to themselves.

- ✓ Theresa Cardinal is Cree from Saddle Lake Cree Nation
- ✗ Theresa Cardinal is an Indigenous person

4. If a language other than English or French is spoken, find out which language is used and **highlight it in your story**.

- ✓ Brenda Holder led the group on a traditional medicinal walk in Jasper National Park. Hearing her share traditional plant knowledge in her local Cree Nation Language was a powerful experience for colleagues.
- ✗ Brenda Holder led the group on a traditional medicinal walk in Alberta.

5. **Avoid the past tense when writing about Indigenous Peoples.**

Additionally, avoid the use of language that implies Indigenous Peoples are a historical phenomenon or have been assimilated into mainstream Canadian culture.

- ✓ They practice ceremonies
- ✗ They practiced ceremonies
- ✓ They have traditional territories where they harvest game and fish.
- ✗ They had traditional territories where they harvested game and fished.

Note: The word “harvest” is preferred over “hunt”. This is because hunting often implies sport hunting and doesn’t fully convey the fact that Indigenous Peoples harvest the entire animal. For example, we would say “They harvested a moose,” instead of “They hunted a moose.”

6. **Wherever possible, emphasize the Indigenous significance of landmarks or places.** Regardless of the experience you’re writing about or where it is, there is very likely an Indigenous significance behind it, whether it’s canoeing on Lake Okanagan or visiting the CN Tower. As storytellers, it’s our responsibility to ask or research the Indigenous relevance of a specific area—and most importantly, to tell that story in the piece you’re creating.

“People often feel that they have to go out and search for an Indigenous experience or story—when, in fact, it’s all around them. Think about where you are sitting right now. Thousands of years ago, that was a significant area to the Indigenous Peoples. You can take virtually any place in Canada, and you’ll find a significance to the local Indigenous Peoples.” – Greg Hopf

Tip: The local Indigenous Nation’s website, office or a museum are all good starting points to learn about the historical significance of a place.

- **Moreover, ensure that your content doesn’t erase Indigenous Peoples out of history.** The sentence “After a hike around Jasper, check out the Miette Hot Springs, which have been around since the early 1900s” doesn’t acknowledge that the hot springs have been an important site for the Indigenous Peoples in the area for thousands of years. The example below recognizes the history of the Indigenous Peoples and the colonial practice of removing them from their land:

“The aquacourt at the Miette Hot Springs and road access were built in the 1930s, however—prior to this—the springs were used by Indigenous Peoples as a source of healing and spirituality, and the land was an abundant area for harvesting and gathering food. Nations including the Stoney First Nation and Keeseekoowenin Ojibwa were ousted from the area in the late 1880s.” [\[Source\]](#)

7. Highlight traditional Indigenous place names in your content.

Indigenous Peoples have been in Canada since time immemorial and have given every place across the country an original name. These should be included in your content when possible to reflect Indigenous cultures. Better yet, explain the meaning of the name or the historical significance of how it came to be.

✓ Kamloops—which comes from the Shuswap word Tk'emlúps, meaning “where the rivers meet”—is filled with outdoor adventures.

✗ Kamloops is filled with outdoor adventures.

In addition, avoid diminishing the legitimacy of Indigenous place names through the unnecessary parallel use of colonial place names. Where Indigenous place names are well known or formally accepted, do not cross reference them with superseded colonial names (e.g., Queen Charlotte Islands for Haida Gwaii). Where Indigenous place names have yet to reach wide enough use to allow readers to situate them geographically, a supplementary reference point may be appropriate (e.g., the Ye'ymnnuts site near Duncan, BC).

8. The use of words like “explore” and “discover”:

These words should not be used when referring to proper nouns, including cultures and places (e.g., “Explore First Nations culture” or “Discovering the Indigenous Peoples in Canada”), unless it is the proper name of a business or organization. Instead, phrases like “Engage with” or “Immerse yourself in” are better choices.

The words “explore” and “discover” can still be used in other cases when describing activities or other nouns (e.g., “Explore the food scene in Victoria” or “discover kayaking in the Bay of Fundy”). This isn't a hard and fast rule, instead use your discretion and think about if the usage can imply a colonial context.

9. Terms to avoid.

Avoid “Indian” whenever possible, except in cases where it is the stated preference or when referring to “The Indian Act.” Many people consider it to be offensive as it originated with the European explorers' misconception that they had landed in India.

Avoid the term “native.” Indigenous is the term used to represent First Nations, Inuit and Métis, although specificity is always preferred.

“Indigenous” is preferable to the term “Aboriginal,” which is frowned upon by some. Whenever possible, ask subjects for their preference.

When used as a general descriptor of Indigenous Peoples, “tribe” is problematic. The word “Nations” is preferred instead. However, some Indigenous Peoples use the term to refer to themselves, such as the Blood Tribe. Again, when possible, it is best to ask the person you're speaking to their preference. Note that in other countries, such as the United States, “tribe” is still used.

The Indigenous Geographical Names dataset is an excellent resource for this information, as it contains over 20,000 official place names.

10. Capitalization

Several Indigenous terms are capitalized as a sign of respect for identities, institutions and collective rights—including the names of Nations, communities and ceremonies. Some commonly used terms that are capitalized include:

- Chief
- Clan
- Elder
- Knowledge Keepers
- Nation
- Oral Tradition
- Sacred Pipe Ceremony
- Potlatch
- Traditional Story
- Healers
- Youth
- Language

11. Territorial acknowledgements

Territorial acknowledgements should be made with all external DC-led meetings and any larger internal meetings. Please refer to DC's [Territorial Acknowledgement Library](#) and reach out to Corporate Communications with any questions. To note: we will be looking for other ways to thoughtfully include land acknowledgements in other facets of our work, including marketing tactics.





Sexual orientation and gender identity

When referring to the community as a whole, the current term used within the Government of Canada is **LGBTQ2+**, which represents Lesbian, Gay, Bisexual, Transgender, Queer, Two-Spirit, Plus (which represents all the other identities you may have heard of).

A person's sexual orientation should never be mentioned unless it's relevant to the story. Gay and lesbian are the preferred terms to describe people attracted to the same sex; homosexual is considered offensive by some. Lesbian woman is redundant. Don't use gay as a noun. Use sexual orientation, not sexual preference.

Language continues to evolve on how to refer to individuals in a same-sex relationship or marriage. It's best to find out each person's preference and follow it. Boyfriend, girlfriend, partner, husband and wife are all acceptable options.

Ask for and use a person's **pronouns**. Do not use he/she slash constructions. Instead, use plural pronouns like "they" or "their."



Each applicant can send their resume to the human resources team.



Applicants can send his/her resume to the human resources team.

The term **transgender** refers to people whose gender is different from their assigned sex at birth. Avoid using the shortened form trans or transgendered. When in doubt, it's always best to ask.

Always use **gender neutral terms**, such as:

Police officer or constable	instead of	Policeman
Firefighter		Fireman
Mail carrier		Mailman
Spokesperson		Spokesman
Humanity		Mankind
Artificial		Manmade
Flight attendant		Stewardess
Server		Waiter/waitress
Housekeeping staff		Cleaning lady
Salesperson		Salesman or saleswoman
First-year student		Freshman

Cowboy: This is a term that hasn't yet received a suitable gender-neutral alternative. When genders are clear and traditional, "cowboy" and "cowgirl" are acceptable. Otherwise, "cowhand" may be the best option where appropriate.

Fisherman: There is not an entirely satisfactory substitute for fisherman, although the Canadian Press prefers "fisher" when circumstances demand a broad, generic term without gender specificity. "Angler" is another potential substitute—however, it only describes someone who fishes with a hook and line.

In many cases, it's best to restructure the sentence.



John, who owns a fishery,...



Amandeep, who owns a ranch with several horses,...



Use a person's actual age only if it is relevant to the content you're creating.

Avoid euphemisms when referring to age.



Older adult



Senior citizen; elderly





Race, ethnicity, nationality and religion

It's important to always showcase Canada's ethnic diversity in written words and images.

Actively seek out diverse perspectives and viewpoints when writing stories. Partner with writers of diverse backgrounds and empower them to tell their story, wherever possible.

Diversity can be shown by telling stories that include people of different ages, abilities, gender and sexual orientations, and cultural and racial backgrounds.

Avoid generalizations and labels. Identify a person by race, colour, national origin or immigration status only when it is truly pertinent.

Note that the Canadian Press has adopted Black as a proper name for a person's race; white is a generic term and is lowercase.

Diverse vs. multicultural

The words “**diverse**” and “**multicultural**” are often used interchangeably—but there are differences between them. Generally speaking, “diverse” is preferred over the word “multicultural.” The reason for this is that it's a more all-encompassing and accurate descriptor, as it acknowledges differences among people that include gender, race, religion, sexual orientation and socioeconomic status.

Multiculturalism, on the other hand, refers to the acceptance and celebration of different cultures. While important strides have been made toward becoming a truly inclusive society, this has not always been the case for all cultures in Canada—and so much more needs to be done.





Disabilities

Be accurate, clear and sensitive when describing a person with a disability, illness or disease. They are people first; their disability is only one part of their humanity. This is an instance where it's best to ask people how they would like to be referred to.

Resist using disabled language in unrelated situations, and avoid the use of long-established clichés that are no longer acceptable (e.g., fell on deaf ears, turned a blind eye).

Unless they declare otherwise, don't define people by their disorders (e.g., the disabled, the blind, the handicapped). The above may not be true for every person, so always ask for personal preference when you're able to.

Don't presume "suffering" or assume a condition is permanent (e.g., afflicted with, confined to, wheelchair-bound, crippling).

Avoid using words like "brave" or "courageous" to describe a person with a disability. Instead, select descriptions that are based on their lived experience and that are non-judgemental and non-emotional.

Avoid mentioning a person's disability unless it is truly pertinent to the piece you are writing.



Global health crises and disease

Use "COVID-19" in the first instance and always capitalize it. Treat variations as proper names that are capitalized in order to prevent confusion when used without the "variant" modifier.



In some areas, Delta is responsible for the bulk of new cases of COVID-19.

- **SARS-CoV-2** is the virus.
- **COVID-19** is the disease it causes.

Avoid stigmatizing regions or countries.



The variant first detected in Brazil



The Brazil variant

STYLE AND GRAMMAR GUIDELINES

Abbreviations and acronyms

Keep these at a minimum, as text filled with abbreviations and acronyms can be hard to read. If you do need to use one, spell out in its full form on the first appearance and then indicate the acronym in parentheses and use that in the rest of your copy. Use a lowercase 's' with no apostrophe for plural abbreviations (e.g., HVGs, DMOs).

✓ **The Destination Canada Business Events team attends a familiarization (FAM) tour each year to gain a deeper understanding of destinations across the country. Recent FAMs have included Prince Edward Island and Niagara Falls.**

Abbreviations that are commonly-used, household terms can be used without the need to spell out (e.g., CBC, NDP).

Age

Use numerals for age. When age is used as an adjective, it needs to be hyphenated. Otherwise, there's no hyphen.

✓ **The 5-year-old convention centre has already welcomed several renowned events from around the globe.**

Ampersands

Ampersands should only be used if they are part of a proper noun or company name. It's also okay to use them in headings, tables, charts, lists or anytime you're limited on space, such as in advertisements. In all other instances, spell out "and." Avoid using "+" to indicate "and."

Bullets

Bullets can be long or short, but should always follow a parallel structure. Punctuation and capitalization in short bullets of a few words can be eliminated without hampering readability. But if the material is longer or would stand on its own as a sentence, uppercase the first letter of the first word in each bullet and use periods at the end of each one (however, this rule may not apply in areas where space is limited, such as presentation decks).

Capitalization

We follow a “**modified down style**.” This means capitalizing all formal job titles, proper names, trade names, government departments and agencies of governments, names of associations, companies, clubs, buildings, religions, languages, nations, races, places and addresses. Otherwise, use lowercase.

Here are a few specific guidelines that relate to our work.

Headlines: uppercase the first letter of the first word of the headline and subheadline. Use lowercase for all other words (with the exception of proper names).



Icebergs are just the tip of St. John’s ocean economy

Seasons: lowercase all seasons.



A late September trip to Ontario provides the perfect opportunity to see fall foliage at its finest.

Government: lowercase government when it’s used in a generic way to refer to the offices and agencies that carry out functions of governing. Capitalize it when it refers to the political apparatus of a party in power.



The Government of Canada introduced a new measure.



The government policy does not allow for that.

Job titles: capitalize all formal job titles. Lowercase generic titles.

Note: this guideline differs from *The Canadian Press Stylebook*.



Marsha Walden, President and Chief Executive Officer of Destination Canada, discusses what lies ahead for tourism in Canada.



The team at Destination Canada Business Events helps meeting planners bring corporate, association and incentive events to Canada.



At Raymonds, chef Jeremy Charles creates locally inspired plates that conjure memories of home.

Tip: If you’re unsure about whether a word should be capitalized or not, it’s a safer bet to use lowercase.

Contractions

A contraction is two words made shorter by placing an apostrophe where letters have been omitted, like **you've** for **you have**. Generally speaking, we like to use them, since it makes our writing friendlier. Always consider your audience, though. If it's a more formal document, avoid overusing contractions.

Dates and times

Use the month-day-year format (e.g., January 2, 2021).

Always spell out a specific year (e.g., 1990). If you want to express a range, you could write “the ‘90s” (note that the apostrophe is used before 90 and not before the ‘s’).

Always use numerals without st, nd, rd or th.

✓ **The event will be held on November 13.**

✗ **June 21st marks the first day of summer.**

When a month is used only with a year, don't use the comma.

✓ **May 2019**

✗ **May, 2019**

When writing times, use figures (except for noon and midnight) with lowercase and no periods for am and pm. This applies to all collateral, including invitations.

✓ **The webinar will begin at 10 am.**

✗ **The event kicked off on May 28 at 7:00 PM.**

Proper punctuation for date ranges is an en dash with no spaces.

✓ **April 1–8**

Fractions

Spell out simple fractions with a hyphen.

✓ **One-third of Ontarians say they consider various aspects of sustainability when selecting travel destinations.**

Use fraction characters (or superscript) for other fractions.

✓ **1¾**

✗ **1-3/4**

Italics

Italicize a word or phrase that you want to emphasize, foreign words and the titles of compositions, including books, movies, magazines, plays, TV shows and songs. When italics aren't technically possible (for instance, on a social caption) or are already in use for that line of text, use quotation marks instead.

✓ ***Fast Company* wrote an insightful piece about the northern lights installation at Grand Central Terminal.**

Money and currency

Always use numerals to express money with the appropriate symbols. Specify the currency on the first instance if only one currency is used throughout the document.

Use commas for thousands (e.g., \$3,500). Spell out for casual usage (e.g., They spent thousands on the renovation).

Don't use 0.00 (e.g., admission is \$10 *not* \$10.00), unless the inclusion of the cents is prudent.

Currency abbreviations:

Canada	CAD
United States	USD
France	EUR
Germany	EUR
United Kingdom	GBP
Japan	JPY
South Korea	KRW
China	CNY
Mexico	MXN
Australia	AUD

Do not use periods for currency abbreviations.

When it is necessary to specify the currency in your document, write the currency followed by the amount, with no space or dollar sign (e.g., CAD100 or USD100).

If space is limited (such as in presentations, statistics, etc), million can be abbreviated to "M," billion can be abbreviated to "B," and thousand can be abbreviated to "K." There is no space between the numeral and letter (e.g., \$25K).

Avoid using a hyphen with large figures (e.g., The government invested \$2 million in the initiative). The exception to this is if it's used as a modifier (a \$1-million loss).



Life sciences contributed \$2B to the Toronto economy.

Measurements and metrics

We use metric measurements when possible—including speed and distance (e.g., 20 km).

Exceptions to this are when referring to human weight and heights, which use imperial measurements (pounds, feet and inches).

When writing for a Canadian audience, use metric measurements (with the exceptions noted). When writing for an audience that uses the imperial system, use metric with imperial measurements in parentheses to add clarity.

In general, spell out the names of metric units like kilogram, metre and minute (e.g., the town is **10 kilometres** away, not **10 km** away). Terms may be abbreviated if in a table or repeated frequently.

Other common symbols like km/h or mm should be written out on first reference, but may be used on second reference when preceded by a number (e.g., at 50 km/h).

It is not necessary to write out Celsius. "C" can be used on first reference.

When referring to distances, do not hyphenate when it's used on its own (the race is 12 kilometres), but use one if it's a modifier (a 12-kilometre race).

Numbers and figures

Write out numbers one through nine. Use numerals for numbers 10 and above. Spell out numbers that come at the beginning of a sentence. The exception to this is if it's a year—in that case use numerals or re-arrange the sentence. Use commas with numbers four digits or greater.



Read on to discover eight urban adventures to try in Canada.



20 buyers from around the world came to the Incentive Canada Winter program.

The same rules apply for spelling out numbers one through nine for when it is a bulleted list.

OK vs. O.K. vs. Okay

We prefer using “okay.”

Possessives

Singular and plural nouns not ending in **s** take an **apostrophe** and **s** to form the possessive case. Plural nouns ending in an **s** take an apostrophe alone. Apply the same rule when the name of a place or organization is plural and ends in an **s**.

Percentages

If it's an article or story that only includes a percentage one to two times, writing ‘per cent’ is preferable. Otherwise, if it is used often (such as in a research report) or if space is limited (such as in tables, charts or social posts), use %.

Slash

Use a slash to separate alternatives (e.g., and/or) and to replace per in measures (e.g., 50 km/h). Don't use spaces on either side of a slash.



The wind speed was incredibly strong that day, reaching 50 km/h.



The conference includes meals / snacks for all delegates.

Web addresses

Write web addresses in lowercase without http:// or www.

Use a period if a URL falls at the end of a sentence, but not if it's a standalone (such as on an ad).



CHOOSING THE RIGHT WORD

Many words are very similar in meaning or spelling, but are correct or incorrect depending on the context. Here are some common examples.

Among vs. between

Among is used when referring to people or things that are not distinct and are viewed as a group, **between** can be used for any number of elements that are separate and distinct.

- ✓ They were choosing **between** Whistler and Mont Tremblant for the next incentive destination.
- ✓ The consensus **among** the team was to host the event in Charlottetown.

More than vs. over

Both **more than** and **over** can be used with numbers and quantity. Over is also used for spatial relationships.

- ✓ **More than** 300 residents call the island home.
- ✓ The airplane flew **over** the city.

That vs. which

That introduces information that is essential to meaning. **Which** introduces extra information that is non-essential. A helpful tip is that **which clauses** generally need commas, while **that clauses** don't.

- ✓ The hotel, **which** boasts floor-to-ceiling windows, is an unforgettable destination to reward top performers (*note: the second clause provides extra information and isn't essential to the first clause*).
- ✓ Yellowknife is a destination **that** is filled with once-in-a-lifetime experiences.

Who vs. whom

Use **who** when it stands for he, she or they. Use **whom** when it stands for him, her or them.

- ✓ Kate is the one **who** wants to go on the trip.
- ✓ Several friends went to see the exhibit, one of **whom** was visiting for the weekend.

Tip: If you can substitute **who** is or **who** has in your sentence, then “**who’s**” is correct. If you can’t, use “**whose**.”

Who’s vs. whose

Who’s is a contraction of **who** is or **who** has. **Whose** is the possessive form of **who**.

- ✓ **Who’s** attending the event?
- ✓ The hotel owner, **whose** hometown is in New Brunswick, has years of experience.

Who vs. that

Who refers to people. **That** refers to animals, groups or things.

- ✓ Attendees had the chance to immerse themselves in the culture of the locals **who** call the city home.
- ✓ Montréal is a city **that** has an unmistakable *joie de vivre*.

It vs. their

When referring to a business such as a restaurant or hotel, use **it** instead of **their** or **they**.

- ✓ I stayed at the Marriott last summer. **It** has an incredible restaurant.

E.g. vs i.e.

“**e.g.**” stands for the Latin phrase “*exempli gratia*,” meaning “for example.” It’s used to introduce examples.

“**i.e.**” stands for “*id est*,” which is Latin for “that is.” It’s used to clarify a statement or word that came before it. If you can replace the phrases “that is,” “in other words” or “namely,” then **i.e.** is correct.

Always lowercase and use both with a comma and periods after each letter.

- ✓ A number of cities are at the forefront of the technology sector (e.g., Waterloo, Toronto, Vancouver).
- ✓ The event was held in three Canadian cities (i.e., Victoria, Halifax and Charlottetown).

Every day vs. everyday

Every day is written as two words except when it's an adjective.

- ✓ Travellers are seeking an escape from the routine of **everyday** life.
- ✓ I went to the market **every day** when I visited Vancouver.

It's vs. its

It's is a contraction of "it is" or "it has". **Its** is a possessive that means belonging to.

- ✓ Banff is more than just beauty. **It's** also full of adventure, culture and charm.
- ✓ With **its** wide-open spaces, natural beauty and cosmopolitan cities, Canada has something for everyone.

Less vs. fewer

If you can count it, use **fewer**. If you can't count it, use **less**.

- ✓ Cases had dropped to **fewer** than 300 per day.
- ✓ Travellers are showing **less** interest in trips that come at the cost of the environment.

They're vs. there vs. their

Their is a possessive pronoun. **They're** is a contraction for they are. **There** is an adverb for designating as well as a pronoun that introduces a sentence.

- ✓ Applicants can submit **their** resume through the portal.
- ✓ The blue lakes are so pristine **it's** hard to believe **they're** real.
- ✓ The lighthouse is right over **there**.

You're vs. your

You're is a contraction for “you are.” **Your** is a possessive pronoun that describes something belonging to you.

- ✓ Your stories inspired me to visit the Yukon this fall.
- ✓ If you're searching for unique culinary experience, look no further than Niagara Falls.

I vs. me

I is always used as a subject, while **me** is used as an object.

- ✓ Jen and I went to the conference.
- ✓ He gave me the tickets to the show.

Tip: Any item or event from the past is historical—while the important ones are historic.

Historic vs. historical

Historic describes something momentous or significant in history. **Historical** describes something that belongs to an earlier period of history.



A PRIMER ON PUNCTUATION

Tip: Punctuation can help provide clarity to writing. But don't overdo it. A sentence filled with clauses set off by commas, dashes or semicolons can overwhelm readers.

‘ Apostrophes

Use apostrophes to denote a contraction or show possession. Don't use them to indicate a plural acronym or decade. Be mindful of apostrophes when writing "it's" and "its". It's is a contraction of "it is" or "it has." Its is a possessive that means belonging to.

- ✓ The Québec Winter Carnaval dates back to the late 1880s.
- ✓ High value guests (HVGs) are Canadian or international travellers who make travel choices based on their desire for self-enrichment and personal motivations.

, Commas

Use commas to divide items in lists. We don't use the serial (also known as Oxford) comma—that's when you put a comma before "and" or "or" in a simple list.

- ✓ Guests marveled at the extraordinary shades of purple, green and red that danced across the night's sky.
- ✗ Vancouver is home to world-class restaurants, boutique shops, and endless outdoor activities.

The only instances where a serial comma would be used is when it can avoid confusion or it's a complex list.

- ✓ Canada is a global leader in the technology, finance and insurance, and natural resources sectors.



Hyphens, en dashes & em dashes

Generally speaking, a **hyphen** (–) links words. An **en dash** (–) links things related by time or distance. An **em dash** (—) sets off a related, but non-essential thought. Here's more clarity on when to use each.

When to use a hyphen

Example

If a word ends with -ly, it doesn't take a hyphen.

privately owned,
newly launched

Hyphens are rarely needed with proper nouns or established compound nouns.

a high school student,
a Canadian tradition

Use a hyphen to avoid doubling a vowel.

co-operate, re-emerge

Use a hyphen to indicate joint titles or to join conflicting or repetitive elements. However, French Canadian isn't hyphenated.

writer-editor, city-state

Most multiple-word place names in Québec and other French speaking areas of the world are hyphenated.

Trois-Rivières,
St-Georges-de-Beauce

Use a hyphen in most adjectival constructions, especially if it adds clarity.

a world-class venue

If you're unsure of whether or not to use a hyphen, it's a good call to check *TERMIUM Plus* or *Canadian Press Caps and Spelling*.



How to create dashes in Microsoft Word

- Insert > Symbol > More Symbols > Select Special Characters Tab > Choose either Em or En Dash

or

- **En dash:** Type a word, press the spacebar, type a single dash or hyphen, press the spacebar, type another word, press the spacebar
- **Em dash:** Type a word with no space after it, type two dashes or hyphens with no space between or after them, type another word, press the spacebar

When to use en dash

Example

An en dash is used to connect things that are related by distance

The festival runs from
September–November

An en dash connects time

The event will take place on
June 2 from 5–7 pm

| There is no space on either side of an en dash.

When to use an em dash

Example

Use dashes to set off mid-sentence lists punctuated by commas

Guests on the White Pass and Yukon Route can marvel at the breathtaking sceneries—from waterfalls and glaciers, to tunnels and mountains—from the comfort of vintage train cars.

When commas would create confusion

The pies—meat and fruit—were delicious at the local store.

To mark a sharp break in a word or sentence.

The team—filled with inspiration—returned home more energized than ever.

To introduce a phrase or clause that summarizes, emphasizes or contrasts what has gone before.

There's only one place where travellers can see the northern lights, lock eyes with polar bears and kayak alongside beluga whales—Churchill.

| There is no space on either side of an em dash.

... Ellipses

Ellipses (three periods) serve two purposes: it can convey to the reader that a section of a quote or excerpted text has been removed or it can also leave something unfinished. When using ellipses, put spaces before and after the periods.

! Exclamation marks

Except for our social channels, we rarely use these. Save them for expressions that convey strong emotions: great surprise, a command, emphasis or sarcasm and avoid using them for mildly exclamatory sentences (instead, use your words to convey emotion). If you do need to use an exclamation mark, use just one.

✓ How exciting!

✗ Register for the webinar today!!

“ Quotation marks

Use double quotation marks to enclose direct quotes. Use single quotation marks for quotes within quotes.

✓ “Our research shows us that travellers are increasingly in search of sustainable experiences,” she said. “One focus group participant said that lightening their carbon footprint was their ‘number one priority’ when visiting a destination.”

Periods and commas go inside quotation marks. Colons and semicolons go outside of quotation marks.

✓ There's a reason Prince Edward Island is called “Canada's Food Island,” and it has a lot to do with how passionate the locals are about their food and restaurants.

Parenthesis

Use sparingly for supplemental information, as parentheses tend to break the readers' concentration.



Be sure to pack the right clothing when preparing for a trip to Nunavut (temperatures average around -8.6 C).

Don't put parentheses within parentheses. Instead, use square brackets inside parentheses to create a double enclosure in the text.

Semicolons and colons

A **colon** is used to introduce more information, such as a list, words, phrases, clauses or quotations. A complete sentence must precede a colon, but a complete sentence doesn't have to follow a colon. It isn't necessary to capitalize the first letter in the sentence or phrase that follows a colon.



Canada leads the way in innovation across six key economic sectors: finance and insurance, advanced manufacturing, agribusiness, natural resources, technology and life sciences.

A **semicolon** is used to separate statements too closely related to stand as separate sentences. It tells the reader that there's still some question about the preceding full sentence—that something needs to be added. A semicolon is also used to separate complicated lists that already contain commas.



Charting a path forward in the tourism sector is not only about recovering what we have lost; it is about true renewal.



This summer, we travelled to Charlottetown, Prince Edward Island; Vancouver, British Columbia; and Winnipeg, Manitoba.

Sentence spacing

Use only one space between the end of punctuation of one sentence and the beginning of the next sentence.



Canada is home to 48 national parks. These are just a few of our favourites.



Canada has no shortage of options to help employees decompress and reconnect. We've rounded up four ideas.

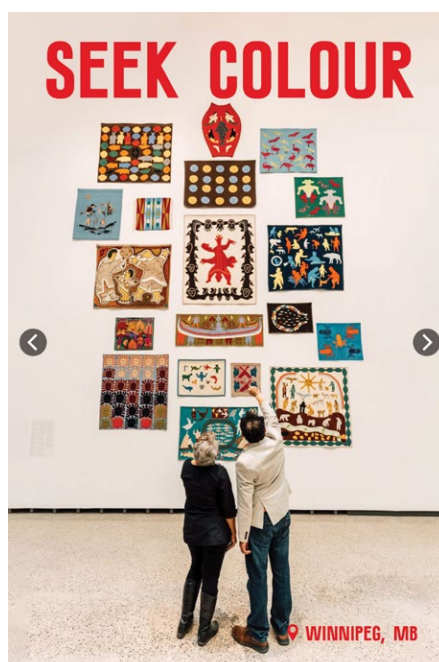
SPELLING



Canadian spelling

Canada is a unique country for a host of reasons—not least because of our spelling. Here, we've provided an overview of some of the things that set our spelling apart.

- Add a 'u' to words like 'colour' and 'neighbour'
- Many words take 're' instead of 'er' (centre, metre, theatre)
- Some words use 'ce' instead of 'se' (defence)
- Use double consonants when adding suffixes to words (traveller)
- Some words use 'ogue' instead of 'og' (catalogue)
- Use 'ize' instead of 'ise' (recognize)



Aa

Clarity on words

There are some words that we tend to use a lot. But sometimes, there can be a bit of confusion as to how they're written. Here's a list of commonly-used words, with their correct spelling and capitalization.

agritech	myriad / myriad of (both are correct. Myriad can be used as a noun (a myriad of examples) or an adjective (myriad examples))
aurora borealis	
defence (noun)	
dog sledding	northern lights (note that “aurora borealis” and “northern lights” can be used interchangeably. “Aurora” can be used in a generic sense where space is limited)
cleantech	
co-invest	
Crown corporation	on-site
Earth	pastime
e-commerce	per cent
e-sports	percentage
email	practice (noun)
English	practise (verb)
fintech	program
First Nation(s)	organization
French	R&D
groundbreaking	reopen; reopening
health care	socioeconomics
Indigenous	sub-cluster
internet	sub-sector
Internet of Things (IoT)	Team Canada
long-term (use as a hyphen when it's an adjective: long-term trends; otherwise, do not hyphen)	traveller/travelling
Métis	United States (US)
	wellbeing

If you're ever unsure of a word, you can look it up in the *Canadian Oxford Dictionary*.

Use of sector vs. industry

Sector refers to a large segment of the economy; industry refers to specific parts of the sector.



The tourism sector



The hospitality industry

ADDITIONAL RESOURCES



- [Canadian Oxford Dictionary](#)
- [The Elements of Style](#)
 - Author: William Strunk
- [Elements of Indigenous Style](#)
 - Author: Gregory Younging
- [The Canadian Press Stylebook](#)