

# Digital Asset Usage Guidelines 2016 RTO3 Hamilton Halton Brant

## OVERVIEW

This document is designed to help our partners better understand how to use digital assets shared by RTO3 Hamilton Halton Brant, and how to properly attribute ownership of the assets.

## WHAT ARE DIGITAL ASSETS?

**Digital assets** are any type of **electronic files** including documents, images, creative files, audio, and video. These documents are considered **assets** because of their value and the time, effort, and funds that go into creating them. **Digital Asset Management (DAM)** software is used to organize, categorize, and (most importantly for RTO3's purposes) **share** digital assets on a common platform. RTO3 wishes to use **barberstock** as a DAM platform from which our corporate partners can use these files to better promote and support their own business and marketing efforts.

Since these files are **explicitly owned** by RTO3, there are just a few guidelines we ask you to respect when using them. Here is a brief breakdown:

## WHO CAN USE RTO3'S DIGITAL ASSETS?

Assets **MAY** be used by:

- Trade and travel media
- Travel professionals who are working with RTO3 to promote Hamilton, Halton, and Brant
- DMOs and Tourism Operators in Hamilton, Halton, and Brant
- Government bodies engaged in tourism promotional activities for the Hamilton Halton Brant region

## WHAT CAN ASSETS BE USED FOR?

Assets **MAY** be used for the following:

- Sales and marketing campaigns promoting travel to/within Hamilton, Halton, and Brant
- Advertising in these forms:
  - Newspapers and Magazines
  - Online
  - Tradeshow
  - Outdoor
  - Print materials and brochures
  - Blogs and websites

Assets **MAY NOT** be used for the following:

- Any commercial purposes outside of tourism promotion.
- Commercial advertising of non-tourism products
- Advertising supplements within newspaper and real estate materials
- Souvenirs
- Commemorative books, guidebooks, cookbooks, passports
- DVDs or CDs
- Other consumer goods such as clothing for retail or resale
- Fundraisers for non-tourism causes, charitable or political organizations
- In any way that is deceptive, misleading, defamatory, and discriminatory or reflects negatively on the Hamilton Halton Brant region.

## WHO TO ATTRIBUTE OWNERSHIP TO

Use of RTO3's digital assets **requires** you to:

- **Credit the source** "theheartofontario.com"
  - **REQUIRED** for editorials, blogs, videos, and destination brochures/publications
  - **WHEN POSSIBLE** for print and digital advertisements, websites, and social graphics.

## A BIT OF LEGAL INFORMATION

All assets remain the property of Hamilton Halton Brant Regional Tourism Association (HHBRTA) and the originating photographer/videographer. HHBRTA owns full rights to the images and video and leases these assets to the online library. These rights-protected assets may be used royalty free at no cost provided usage meets the above Digital Asset Usage Guidelines. Restrictions go beyond the above guidelines. A full document outlining complete details will be provided once completed and approved for release.