

WANDER

NORTH

STYLE GUIDE

ESSENCE

Wander North tells grounded, sensory stories about living well, eating well, and travelling with intention—always inspired by place. Our readers are active, wellness-minded Canadians who value connection, culture, and thoughtful discovery.

TONE & VOICE

- Down-to-earth, knowledgeable, and approachable
- Rooted in regional pride with an editorial polish
- Engaging and personable—like a well-travelled friend sharing insider tips

AUDIENCE

- Active, wellness-minded Canadian travellers (30–55) drawn to local discovery, outdoor escapes, good food, and thoughtful experiences across Ontario and beyond.

STYLE GUIDELINES

WHAT WORKS

- Conversational but clean
- Vivid, sensory descriptions that feel attainable
- Grounded storytelling rooted in real experiences
- Clear structure and thoughtful pacing

WHAT TO AVOID

- Overly poetic or flowery language
- Being too cheeky, casual, or trend-chasing
- Hyperbolic “bucket list” or “once-in-a-lifetime” framing

HOUSE STYLE QUICK REFERENCE

- Canadian spelling
- Minimal exclamation marks
- Oxford commas
- No spaces around em dashes