Brand Guidelines
Version 3.3 | January 2017
Hi.

Welcome to our brand guidelines. This is us: Explorers. Adventurers. Storytellers. Canadians. Our personality will spark the curiosity of travellers everywhere and inspire them to visit Canada.
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1.0 Our story
Canada is intriguing, and refreshingly different from what you would expect. Canada 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’d like to share. This personality should shine through in the words and images used to describe our awesome country to the world.
Canada can be many different things depending on who you talk to. We’ve identified six broad categories that help connect travellers with Canadian experiences.

1.0 Our story

Uniquely Canadian

Vibrant Cities
Canadian cities are second to none. From craft breweries to high-end fashion boutiques to culinary hot spots, extraordinary experiences await across the country.

Attractions & Entertainment
Canada creates some of the best entertainment on the planet. We also attract the biggest acts from around the world. There is always something that will inspire you to keep exploring.

Natural Wonders
Natural wonders are kind of our thing. Whether you want to get close to unique wildlife, be inspired by breathtaking landscapes or see some of the most incredible places on the planet, Canada is your playground.

Adventure
Come to Canada for adventures big and small: world-class skiing, zip lining, white-water rafting and whale watching; culinary extravaganzas; festivals that will blow your mind – the list is endless.

Food & Drink
Canada is one big tasting menu with unparalleled culinary experiences from coast to coast to coast. Shuck oysters on Prince Edward Island. Discover Ontario’s icewines. Savour seafood you just caught in Haida Gwaii. The flavours are endless.

Culture
Canada is a mosaic of cultures from around the world. Thanks to our aboriginal, French and English heritage, we welcome different perspectives with open arms.
We speak with real people from all over the world who are looking for something different than what they have at home. We call these people Learners.

Learners participate in the cultural and passion-based activities of the destination. A core motivation to travel is to learn about and experience other cultures, driven by wanting a break from the norm. Learners love to be mistaken for locals. They go with the flow and always seem to find the hidden spots the locals hang out at. These social creatures make sincere connections. They want a memorable and worthwhile experience above all else.

For market campaigns we may create more detailed segmentations. In these cases please refer to individual market plans.
1.0 Our story

We are promoting Canada as an experience as opposed to a product. This means our primary focus is on showcasing the emotions our visitors will experience here. The best way to do this is through content marketing, creating relevant content that provides our audience with an authentic view of what a trip to Canada feels like.

Marketing experiences

Marketing a tourism experience

Great Big Story and The Guardian
Working with Great Big Story and The Guardian, we sponsored content that reflected audience insights and focused on a passion – music – along with a supportive travel message.
2.0 Our toolkit
Here’s an overview of the individual elements that make up our brand. Think of them as tools in your brand toolkit.
Our toolkit

Logos overview

Our communication makes use of four distinct logos. These appear in different combinations depending on our audience and the type of communication.

Marketing logo
We use the marketing logo in consumer materials and when referencing our consumer brand to industry and media.

Business Events logo
This logo should be used on communications that promote Canada as a destination for business events.

Canada wordmark
This wordmark is part of the Government of Canada’s Federal Identity Program, which allows for clear and consistent identification of government institutions. We use this logo in combination with the other logos on this page.

Corporate logo
We use this logo in corporate materials intended for internal, industry or government communications, as well as in our office signage.
2.0 Our toolkit

Our logos are available in several language versions.

### Marketing logo

<table>
<thead>
<tr>
<th>Language</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>For use in all Destination Canada markets other than France. In Canada this logo can be used when there is a French equivalent.</td>
</tr>
<tr>
<td>French</td>
<td>For use in France. In Canada this logo can be used when there is an English equivalent.</td>
</tr>
<tr>
<td>Bilingual (English and French)</td>
<td>For use in Canada or when complying with the Official Languages Act.</td>
</tr>
</tbody>
</table>

### Business Events logo

<table>
<thead>
<tr>
<th>Language</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>Use when the primary language is English.</td>
</tr>
<tr>
<td>French</td>
<td>Use when the primary language is French.</td>
</tr>
</tbody>
</table>

### Corporate logo

<table>
<thead>
<tr>
<th>Language</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bilingual (English and French)</td>
<td>It reads the same in English and French.</td>
</tr>
</tbody>
</table>
The following tables show how to choose the right logos for your communication. To comply with Federal Identity Program standards, the Canada wordmark is mandatory when indicated.

Logo usage falls into two main categories: corporate and marketing. All corporate applications use the corporate logo and the Canada wordmark. For marketing, different logos apply according to the media they appear in. Refer to the attached chart for guidelines on which logos apply in which situations.

### CORPORATE APPLICATIONS

<table>
<thead>
<tr>
<th>Category</th>
<th>Logo 1</th>
<th>Logo 2</th>
<th>Logo 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate communications</td>
<td>✅</td>
<td>✅</td>
<td></td>
</tr>
<tr>
<td>Corporate website</td>
<td>✅</td>
<td>✅</td>
<td></td>
</tr>
<tr>
<td>Videos</td>
<td>✅</td>
<td>✅</td>
<td></td>
</tr>
<tr>
<td>Reports and official documents</td>
<td>✅</td>
<td>✅</td>
<td></td>
</tr>
</tbody>
</table>

### MARKETING APPLICATIONS

<table>
<thead>
<tr>
<th>Category</th>
<th>Logo 1</th>
<th>Logo 2</th>
<th>Logo 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Websites</td>
<td>✅</td>
<td>✅</td>
<td></td>
</tr>
<tr>
<td>Advertisements (print/online/TV)</td>
<td>✅</td>
<td>✅</td>
<td></td>
</tr>
<tr>
<td>Videos</td>
<td>✅</td>
<td>✅</td>
<td></td>
</tr>
<tr>
<td>Owned content</td>
<td>✅</td>
<td>✅</td>
<td></td>
</tr>
<tr>
<td>Sponsored content</td>
<td></td>
<td></td>
<td>✅</td>
</tr>
<tr>
<td>Swag</td>
<td></td>
<td>✅</td>
<td></td>
</tr>
</tbody>
</table>

### TRADESHOWS AND EVENTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Logo 1</th>
<th>Logo 2</th>
<th>Logo 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth</td>
<td>✅</td>
<td>✅</td>
<td></td>
</tr>
<tr>
<td>Event signage</td>
<td></td>
<td>✅</td>
<td></td>
</tr>
</tbody>
</table>

### POINT OF SALE APPLICATIONS

<table>
<thead>
<tr>
<th>Category</th>
<th>Logo 1</th>
<th>Logo 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posters</td>
<td></td>
<td>✅</td>
</tr>
<tr>
<td>Signage</td>
<td></td>
<td>✅</td>
</tr>
</tbody>
</table>

### BUSINESS EVENTS APPLICATIONS

<table>
<thead>
<tr>
<th>Category</th>
<th>Logo 1</th>
<th>Logo 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td></td>
<td>✅</td>
</tr>
<tr>
<td>Brochure</td>
<td></td>
<td>✅</td>
</tr>
<tr>
<td>Swag</td>
<td></td>
<td>✅</td>
</tr>
</tbody>
</table>
Four distinct colour variations of our logo are available, allowing for flexibility with different types of backgrounds and media. Each variation is available in the language variations described on page 9, as well as in CMYK, RGB and spot-colour formats. No other colour variations can be used.

2.0 Our toolkit

Marketing logo: colour versions

- **Full colour**
  Use against white or light backgrounds (available in CMYK, RGB and spot-colour formats).

- **Reverse full colour**
  Use in colour applications against medium-to-dark backgrounds (available in CMYK, RGB and spot-colour formats).

- **Black and white**
  Use in black-and-white applications against white or light backgrounds.

- **Reverse black and white**
  Use in black-and-white applications against medium-to-dark backgrounds or images.
To ensure legibility we have established a minimum size for our marketing logos. To determine the minimum clear space (or exclusion zone), use the height and width of the maple leaf within the logo.

These guidelines also apply to the Business Events logo versions.

### Marketing logo: minimum size and clear space

**Minimum size**
The logo should never appear smaller than 1.9 cm or 0.75 in.

**Exclusion zone**
The clear space is the same height and width as the maple leaf.

---

**Minimum size**
The logo should never appear smaller than 1.9 cm or 0.75 in.

**Exclusion zone**
The clear space is the same height and width as the maple leaf.

---

**Minimum size**
The logo should never appear smaller than 1.9 cm or 0.75 in.

**Exclusion zone**
The clear space is the same height and width as the maple leaf.
We want our logos to look good and be used consistently. Here are a few things to avoid.

<table>
<thead>
<tr>
<th>Relative positioning</th>
<th>Logo elements</th>
<th>Text and typeface</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not reposition any of the elements within the logo.</td>
<td>Do not use pieces of the logo on their own.</td>
<td>Do not replace any of the typefaces.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Skew, distort or rotate</th>
<th>Logo colour</th>
<th>Hue and tone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not skew the logos—scale them proportionally.</td>
<td>Do not change the colour of any of the elements.</td>
<td>Do not use the logo on colours that will hide or clash with the colours in the logo.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Busy areas of texture</th>
<th>White or coloured boxes</th>
<th>Replacing copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not use the logo over busy backgrounds.</td>
<td>Do not isolate the logo in a white or coloured box.</td>
<td>Do not replace any of the copy within the logo.</td>
</tr>
</tbody>
</table>
Four distinct colour variations of the corporate logo are available, allowing for flexibility with different types of backgrounds and media. You’ll have a choice of CMYK, RGB and spot-colour files wherever appropriate. No other colour variations can be used.

- **Full colour**: Use for corporate applications in colour, against white or light backgrounds (including photos). This version is always preferred over the black version below, as long as it suits the application.

- **Half reverse**: Use for corporate applications in colour, against a medium-to-dark background (including photos). This version is always preferred over the reverse version below, as long as it suits the application.

- **Black**: Use for corporate applications in black and white, against a white or light background.

- **Reverse**: Use for corporate applications in black and white, against a medium-to-dark background (including photos).
For legibility, the logo should always be at least 2.5 cm (1 in) across or larger. To determine the clear space (or exclusion zone) at any given size, use the height of the ‘D’ within ‘DESTINATION’.

Minimum width (print)
For legibility, the width should always be 2.5 cm (1 in) or more.

Minimum width (online)
For legibility, the width should always be 175 px or more.

Exclusion zone
The minimum clear space is the same as the height of the ‘D’ in ‘DESTINATION’.
We want our logos to look good and be used consistently. Here are a few things to avoid.

### Corporate logo: things to avoid

<table>
<thead>
<tr>
<th>Relative positioning</th>
<th>Text and typeface</th>
<th>Skew, distort or rotate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not reposition any of the elements within the logo, such as moving the leaf icon to the right.</td>
<td>Do not replace any of the text or typefaces.</td>
<td>Do not skew the logos — scale them proportionally.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Logo colour</th>
<th>Hue and tone</th>
<th>Busy areas of texture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not change the colour of any of the elements.</td>
<td>Do not use the logo on colours that will hide or clash with the colours in the logo.</td>
<td>Do not use the logo over busy backgrounds.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>White or coloured boxes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not isolate the logo in a white or coloured box.</td>
</tr>
</tbody>
</table>
For flexibility with different backgrounds and media, two distinct colour variations of the Canada wordmark are available. No other colour variations can be used.

**Canada wordmark: colour versions**

**Reverse**
Use for any applications on a medium-to-dark background (including photos).

**Black and white**
Use in marketing applications in colour or black and white, as well as in corporate applications in black and white, or against a white or light background.
For legibility, the Canada wordmark shouldn’t be scaled down to less than 2 cm (0.79 in) across. Also, give the wordmark plenty of room with a clear space (or exclusion zone) equal to the height and width of the “C” in “Canada”. In cases where the Canada wordmark is used with the marketing logo, the Canada wordmark should be 50% of the width of the marketing logo.

2.0 Our Toolkit
Canada wordmark: minimum size, clear space and relative scale

Minimum width
To keep the elements legible, the width should always be 2 cm (0.79 in) or more.

Exclusion zone
The clear space is the same height and width as the “C” in “Canada.”

Pairing with marketing logo
A simple measurement has been developed to ensure proper sizing. The width of the Canada wordmark should be 50% of the width of the marketing logo. Example: If the marketing logo is 4 cm wide the Canada wordmark will be 2 cm wide.
2.0 Our toolkit

For corporate materials, follow these basic guidelines for positioning and sizing the two required logos. Remember that the logos will work best when given plenty of open space free from distracting elements.

**Canada wordmark: relative scale continued**

**Ratio**
The Canada wordmark should be the same height as the “C” in “DESTINATION CANADA”.

**Position (portrait)**
For portrait-oriented documents, place the corporate logo in the upper left corner and the wordmark in the bottom left corner.

**Position (landscape)**
For landscape-oriented documents, place the corporate logo in the bottom left corner and the wordmark in the bottom right corner.
For our brand communications we chose to employ a simple yet bold colour palette. Colour contributes to the tone and mood of a layout, whether it’s applied to graphics and type or paired with photography.
Our colour palette consists of red, black, white and grey. This colour palette gives everything an iconic Canadian feel. The colour red represents Canada in consumers’ minds. White adds sophistication and, when paired with red, strengthens the association of our brand with Canada. Black complements our photography and video assets by giving them a documentary feel, while making them stand out. Finally, grey is used as a secondary colour for subheads, less important text, charts and diagrams.

### Colour palette

**Print spot colour**

**Pantone 1795**

Use this Pantone colour as the basis for colour matching through all print applications.

**Print process colour**

C:0 M:100 Y:99 K:4

Use this CMYK process colour only when spot colour isn’t an option.

**On-screen RGB**

R:224 G:30 B:43

This red has been custom optimized for on-screen applications.

**On-screen Hex**

#E01E2B

This is an exact conversion of the RGB values.

**Black**

Pantone process black

C:0 M:0 Y:0 K:100

R:0 G:0 B:0

**White**

C:0 M:0 Y:0 K:0

R:255 G:255 B:255

**Open Grey (20K-90K)**

Colours codes will vary depending on grey chosen. Note: Grey should be made exclusively from black without the use of cyan, magenta or yellow.

**Cyan**

This is a secondary colour that can be used in moderation when you require an alternate option for things like charts, diagrams or special highlights. It is not to be used as a primary colour.
Here is how our colours are applied to our logos.

**Corporate logo**

Pantone 1795  
C:0 M:100 Y:99 K:4  
R:224 G:30 B:43  
#E01E2B

Pantone process black  
C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
#E01E2B

**Marketing logo**

Pantone process black  
C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
#E01E2B

Pantone 1795  
C:0 M:100 Y:99 K:4  
R:224 G:30 B:43  
#E01E2B

Pantone process black  
C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
#E01E2B
Our typography helps to set the contemporary and clear tone of our communications. From the layout of the headlines to the format of URLs, every detail plays an important role in establishing our voice. The standards that follow have been designed to provide consistency while still allowing for plenty of flexibility.
2.0 Our toolkit

Our main typeface is Helvetica Neue (licensed from Linotype). Specific weights of Helvetica Neue are used for different types of text, such as headlines, body copy and subheads.

To purchase Helvetica Neue, visit the Linotype website at www.linotype.com. We recommend using the OpenType version.
Arial is our secondary typeface. Arial is only used when our primary typeface is unavailable, which includes certain instances on the web, in PowerPoint presentations, and in documents created in Microsoft Word or Excel, like letters and memos.

2.0 Our toolkit

**Secondary typeface**

**Arial Regular**
Use when the primary typeface is unavailable.

**Arial Bold**
Use when the primary typeface is unavailable.

**Arial Italic and Bold Italic**
Use in special cases for the titles of books, films, etc., as well as to highlight certain passages in body copy.
Our photography is always authentic and never staged. Whenever possible we use images shot by travellers who are living in the incredible moment they have just captured. We aim to show a breadth of experiences that are attainable for real people to enjoy themselves.

Photos can be found in the Brand Canada library at [www.brandcanadalibrary.ca](http://www.brandcanadalibrary.ca).
Our photography features real people and authentic experiences, always depicted with warmth and personality. Photos should look as though a traveller has actually taken them, rather than feeling staged by a professional photographer.

**CHOOSING GREAT PHOTOS**

- Are the travellers engaged in the moment?
- Is the image taken from a traveller’s perspective?
- Do the people and the action look natural and unposed?
- Is the lighting warm and natural?
- Can you get a sense of the location?
- Are you leveraging Canadian perceptions or creating new ones?
- Is there plenty of clear space for a headline (if needed)?

**Photography style**

- **First person**
  Shots are from a traveller’s point of view so that people can easily imagine themselves in the scene.

- **Authentic**
  We want real, intimate and candid moments in time, with subjects who look unposed and natural.

- **Natural light**
  Natural light helps to reinforce an overall sense of emotional warmth.
When using photos, our convention is to credit the photographer or organization. If you only have room for one, credit the organization. When placing a credit, run it vertically in the bottom left corner, either reversed out over a dark area, or in black over a light area.

To find credit information, refer to the “Attributes” tab of the image in the Brand Canada Library. If there is a Credit / Source listed, you must include that information on the photo. If it simply reads “Destination Canada,” and the communication is driven by Destination Canada, then a credit is not necessary.

On applications larger than 30 cm (12 in), set the credit in 7 pt Helvetica Neue Light.

On applications smaller than 30 cm (12 in), set the credit in 5 pt Helvetica Neue Light.
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 is always the same personality speaking.
We speak as friends speak. Our writing is casual, personal and genuine. We don’t shy away from emotion. We tell it like it is because we honestly care about you having a great experience.

When describing an experience we go deeper by focusing on how it feels to be there. What you see, smell, how it tastes, what it sounds like – no senses are left out. We aren’t going to forget the details, but drawing real emotion from our audience is critical when we’re looking to create a connection.

“My windshield wasn’t nearly big enough for the view.”

“Our tour guides were the sun and the waves.”

“My trip to the world’s original amusement park.”
<table>
<thead>
<tr>
<th>Writing tone</th>
</tr>
</thead>
</table>

**Global copy goals:**
1. Resourceful but not overwhelming
2. Helpful but not condescending
3. Friendly but not overly intimate
4. Concise but clear

**Consumer copy goals:**
1. Witty but not sarcastic
2. Relatable but without “inside jokes”
3. Friendly but not chatty
4. Conversationally casual but not aloof

**Corporate copy goals:**
1. Professional but not stuffy
2. Authoritative but not elitist
3. Sharp and to the point but not witty
4. Corporate but not unapproachable
Our promise to travellers is that when they visit Canada they can create their own unique and extraordinary experiences. Our writing captures an intimate moment in time and evokes the feelings you’ve felt when travelling the country – excitement, peace, elation and wonder. Here are a few tips for telling these stories.

2.0 Our toolkit

Writing for travellers

Take us there with you

Like one traveller talking to another, you want to sound as though you are telling a good friend about your unique experiences in Canada. Don’t just relate a bunch of facts – make it personal. Convey the feeling of being in our country and how that distinguishes us from every other place. We want travellers to be able to see themselves in the narrative, to understand that they could be the heroes of the story.

Celebrate our favourite explorers

We want to talk to Learners about the things they care about in a voice that appeals specifically to them. Ask yourself these questions when writing for prospective travellers:

Does it offer a connection to the place?
Does it sound personal? Natural? Intimate?
Does the experience feel unique and authentic?
Does the experience sound exciting? Exotic?
Will it create a movie in their heads?
Here are a few tips to keep in mind while creating our voice.

2.0 Our toolkit

- **Make it genuine**
  Pretend you’re telling your best friend about this experience and how much you think they’ll enjoy it.

- **Remember what makes us unique**
  Think about the things we do differently from any other destination and highlight them in a conversational way.

- **Keep it simple**
  Shorter sentences that sound the way people talk are key. Make sure titles and subheads clearly state what you’re describing without getting bogged down by obscure colloquial expressions or cultural references.

- **Say it with feeling**
  Choose colourful nouns and active verbs that offer real emotion. Don’t be afraid to make generous use of personal pronouns like “you” and “we.”
Should you need to use a map of Canada for your consumer communications, we have one available for download that can be used in print and online applications. It has multiple layers and is fully editable.

If you would like a copy of our Canada map, you can download it from the Brand Canada Library.
The simplest communication can sometimes get complicated. Fortunately, there are easy ways to get back to our core brand. Use the questions on the right to make sure your project is on track and giving Canada a unique voice in the world.

2.0 Our toolkit

Our brand checklist

- Am I showcasing authentic and unique experiences?
- Am I creating new, positive perceptions of Canada?
- Am I highlighting our uniquely Canadian experiences?
- Am I speaking to our target audience?
- Will I inspire travellers to visit Canada now?
3.0 Our Brand in Action
3.0 Our brand in action

Here are a few sample marketing materials showing slightly different uses of the logos.

### Online advertisements

- **Leaderboard**
  - 728 x 90px

- **Wide skyscraper**
  - 160 x 600 px

- **Half page**
  - 300 x 600 px

- **Medium rectangle**
  - 300 x 250 px

- **IT’S ALL FOUND IN CANADA**

- **SEE WHAT YOU FIND**

- **CANADA KEEP EXPLORING**
Here is how the logo appears at the end of videos. The end slates can be downloaded from the Brand Canada Library.

**Versions**

There is also an end slate designed specifically for use on YouTube.
Our stationery templates have been created with fixed and editable regions, allowing you to customize contact details. You can download the editable letterhead and mailing label templates from the Intranet.

Corporate logo in action: stationery

Letterhead

Business card

Mailing label

All business cards are bilingual, with English and French printed on one side and a branded photo on the other.
Our standard PowerPoint template is available in English and French, and is fully editable. We encourage you to source and insert your own on-brand photos* to customize this presentation to suit your specific needs. We have included a number of helpful tips and guidelines within the template itself to help you prepare your next presentation. Simply delete the pages you don’t require and edit as necessary.

*Use the Brand Canada Library: www.brandcanadalibrary.ca

**PowerPoint presentations**

- **Cover page – light option**
- **Cover page – dark option**

**Click to add title**
- Click to add text

**Destination Canada Icons**

Branded icons for you to use strategically throughout your presentation.
3.0 Our brand in action

Our standard report template is editable to allow for both consistency and flexibility.
3.0 Our brand in action

For our websites, the primary logo appears in the upper left corner and the Canada wordmark in the footer bar.
Tradeshows and special events are excellent opportunities to bring our brand to life in an immersive way. Guests at our events should feel that they’ve had a taste of uniquely Canadian experiences, and that their curiosity has been rewarded from the invitation through to the finale.
3.0 Our brand in action

Our tradeshow booth at Rendezvous Canada.

Tradeshow example
When staging an event, it’s good to keep in mind the big picture. Use this checklist to produce a memorable event and help give Canadian tourism a unique voice in the world.

### Tradeshow and event checklist

- **Photography tells our story instantly. Assess your venue for prime photography real estate.**
- **Our primary colours are red, white and black.**
- **Use the Canada wordmark at least once in each area.**
- **Use the Destination Canada logo at least once in a prominent location.**
- **Natural and light-coloured hardwood flooring is preferred, but grey carpeting is acceptable.**
- **If you can use a current campaign at the event, please do so.**
- **Make sure your signage is clear and informative.**
FOR QUESTIONS ABOUT THE DESTINATION CANADA BRAND IDENTITY, CONTENT AND BRAND CANADA LIBRARY, CONTACT US AT:

Adam Brownfield, Digital and Creative Services Coordinator
brownfield.adam@destinationcanada.com
604 638 8369

FOR SPECIFIC TEMPLATES OR FILES, CONTACT US AT:

Antoine Scotto, Senior Graphic Designer
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**CLEAR SPACE / EXCLUSION ZONE**
The amount of space around a logo within which no other graphic elements are allowed. This ensures legibility and protects the integrity of the logo.

**BRAND CANADA LIBRARY**
Destination Canada’s online library of downloadable images, video footage, graphics, logos, media packages and reports. You must register as a new user before you can access our system at www.brandcanadalibrary.ca.

**CMYK**
Often referred to as process colour or four colour, this is a subtractive colour model and printing process that uses cyan, magenta, yellow and black. CMYK is the preferred method for all of our print materials (with the exception of corporate stationery).

**DISPLAY TEXT**
Any text that is more prominent than the body copy on the page, such as headlines, quotes and callouts.

**FULL BLEED**
A full bleed image extends over the edge of the page, so that there are no borders or white space.

**LEADING**
In typography, this refers to the amount of vertical space added between lines of text.

**OPENTYPE**
A format for computer fonts that works consistently on both PCs and Macs.

**REVERSE LOGO**
Logo variations that use white or light colours so that they can be read clearly on medium-to-dark backgrounds.

**REVERSE OUT**
In typography, this usually refers to setting text in white so that it can be read against a medium-to-dark background.

**RGB**
An additive colour model in which red, green and blue are combined to produce an array of colours. This model is used most often for on-screen applications, such as websites, presentations and video.

**X-HEIGHT**
In typography, this refers to the height of a typeface when the ascending and descending letters are not included. In most cases, the x-height is the same as the height of a lowercase letter x.