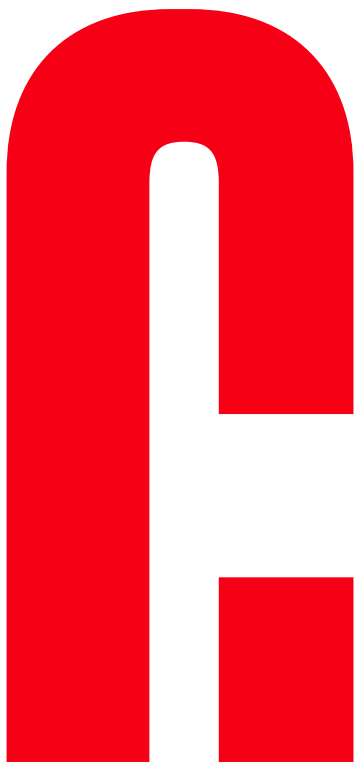




**Destination
Canada**

**The Brand
Story**



Destination
Canada

Our Brand
Story

**WELCOME
TO
OUR**

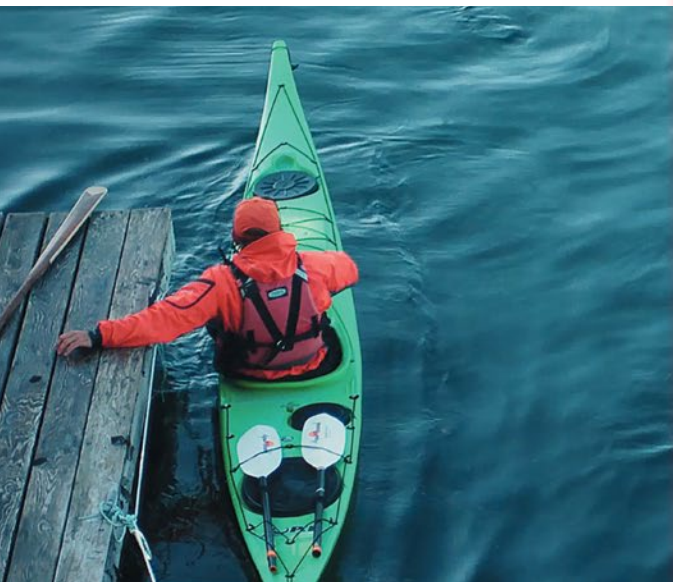
EVOLUTION.

Galvanizing our
love for Canada

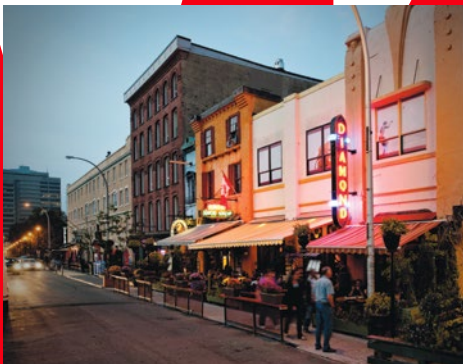


Destination Canada has come a long way. But our journey is just getting started. Whether you've been with us from day one or you're new to the team, we're proud and thrilled to unveil the next chapter of our story. Within these pages, you'll find a brief summary of our brand architecture and new logo, which are the foundation of the upcoming brand playbook. So join us. And help us spread the love for Canada we all hold within our hearts.

CANADA IS



NOW MORE



**THAN
A**

PLACE

**ON
A**

MAP.



**IT'S
A**

BEACON



TO

THE

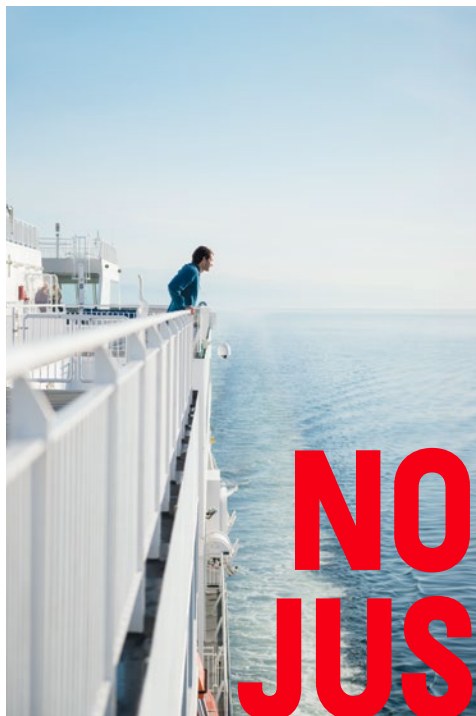


WORLD.

AN



INVITATION



**NOT
JUST
TO**



EXPLORE,

BUT



TO

CONNECT.

IT'S



A

CALL

TO

DISCOVER





THE

MARVELS



WHAT'S

OF

HERO



**AND
THE**



POTENTIAL





THAT'S

WITHIN

EACH



ONE



OF

US.





CANADA

IS

A



DESTINATION

**FOR
THOSE**



WITH

OPEN

MINDS





INTREPID



SPIRITS.

FOR

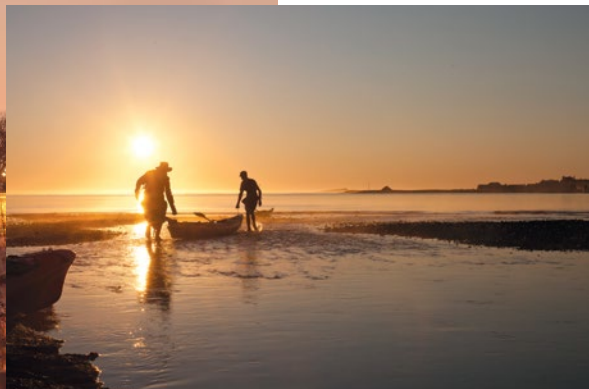
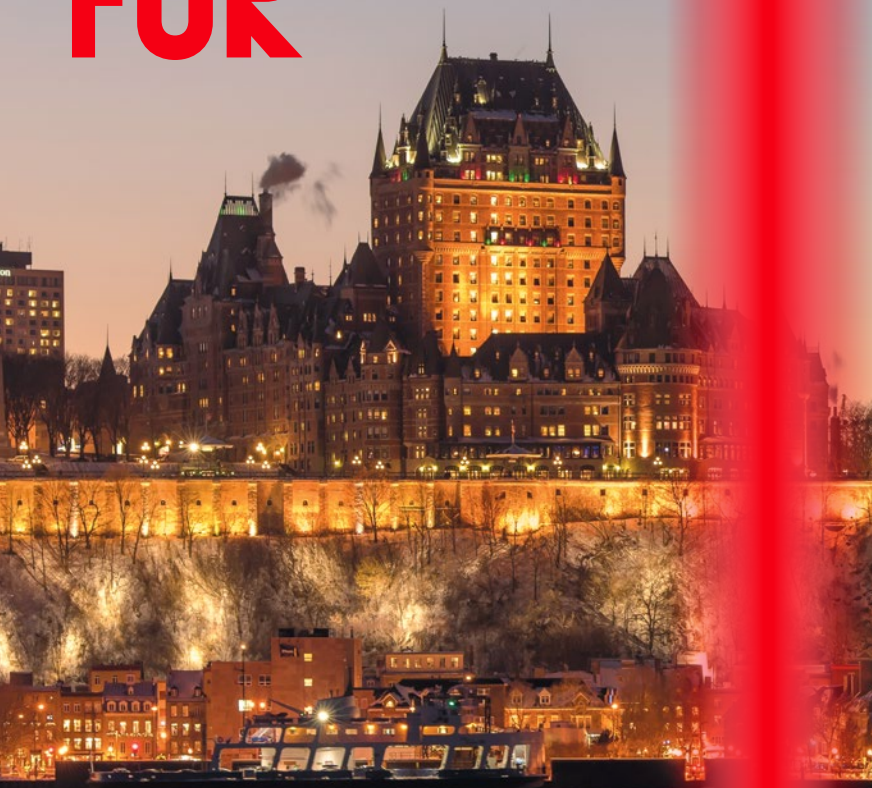
THE

BRAVE.



FOR

THE



BOLD.

FOR

THE

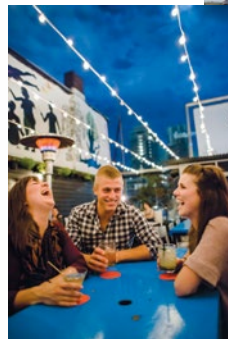
CURIOUS.



THIS



IS



CANADA.



FOR

GLOWING HEARTS.



**THE
WORLD
NEEDS
MORE
CANADA.**

**THIS IS
OUR
STORY.**

**This is how
we connect
everything
we do.**

**TRAVEL
SHOULD
CHANGE
YOU.**

**This belief
is our
North Star.
It guides
us in every
decision
we make.**

**CANADA
WILL LEAVE
A LASTING
MARK
ON YOUR
HEART.**

**This promise
is what
we wish
for every
traveller
to feel,
know and
experience.**

**CANADA.
FOR
GLOWING
HEARTS.**

**This
signature
is how we
share our
passion with
the world.**

IGNITING OUR PASSION.

This logo is a reflection of Canada today, a study in movement and evolution rooted in our country's bold colour and iconography. Here, we take the nation's pulse and feel its heartbeat. It's an embodiment of the positive energy that makes hearts glow.



The logo should always be red, except when it appears against a red or dark background—in which case the white reverse logo should be used.



Without the maple leaf (exceptional usage)



The protection space around the logo ensures symmetry. Note that the right margin is narrower to make it easier to centre the logo in a page layout. The logo without a leaf is only used for the avatar.



10 mm

Avatar



110 px

Favicon



32 px

For optimal readability, the minimum size of the logo is 10 mm or 28 pixels. The avatar version should only be used as a profile pic (avatar) on social media.

ABC

**ABCDEFGH
IJKLMNOPR
STUVWXYZ**

Separat Black

Separat Black is a font that stands out due to its offbeat yet approachable style. It is used in titles and epigraphs.

Abc

**abcdefghi
jklmnoprs
tuvwxyz
123456789**

Suisse Int'l

Modern and reader-friendly, Suisse Int'l is available in a variety of languages and can therefore be used in all our markets. It was chosen as our primary font because of its versatility.

Pantone

Red 032 C

Red 032 U

C 0 R 245

M 100 G 0

Y 100 B 20

K 0

This colour is the same red used in the Canada Flag and the Canadian Federal Identity Program.

Destination
Canada

Secondary
colour palette

Our colours are rooted
in the land we love
and share with our
travellers, from Prairie
Yellow to Rocky
Mountain Black. It's a
contemporary, vibrant
and natural colour palette
that creates flexibility
in our design work.

Prairie Yellow	Pantone 7404 C 7404 U	C 0 M 8 Y 86 K 0	R 250 G 218 B 70
Great Lakes Blue	Pantone 291 C 291 U	C 45 M 4 Y 0 K 0	R 161 G 205 B 235
Maple Red	Pantone 7624 C 7624 U	C 0 M 97 Y 87 K 60	R 131 G 41 B 38
Aurora Purple	Pantone 7444 C 7444 U	C 27 M 21 Y 0 K 0	R 184 G 187 B 218
Forest Green	Pantone 7729 C 7729 U	C 95 M 0 Y 75 K 65	R 0 G 88 B 63
Sunset Pink	Pantone 196 C 196 U	C 0 M 23 Y 6 K 0	R 239 G 202 B 208
Pacific Green	Pantone 338 C 338 U	C 50 M 0 Y 31 K 0	R 143 G 201 B 181
Rocky Mountain Black	Pantone Black C Black U	C 0 M 0 Y 0 K 100	R 0 G 0 B 0

**THIS IS
THE WAY
WE ACT,
MOVE AND
BEHAVE IN
THE WORLD.**

These behaviours are a set of beliefs and values that define what we do, making sure that we are consistent, authentic, and unabashedly Canadian.

**Spark
change
from within.**

**We help others
see life through
a new lens.**

**We want travellers
to leave feeling moved.**

**Invite
love.**

**We make all travellers
feel welcome and
at home.**

**We celebrate our
passion in everything
we do.**

**We want the world to
love Canada as much
as we do.**

Unleash pride.

**We are proud of our
work and its impact.**

**We are unapologetic
about our love
for Canada.**

**We want to offer
travellers a journey
they'll be excited
to share with others.**

**Stay
open.**

**We are always
open to what's
new and different.**

We are optimistic.

**We believe that
any detour can
lead to discovery
filled with joy and
childlike wonder.**

**Be
helpful.**

**We are polite.
(We are Canadian,
after all.)**

**We care about
travellers.**

**We foster strong
relationships.**

**We invite
collaboration.**

**Speak
from
the heart.**

**We are honest
and authentic.**

**We aren't afraid
to go off script.**

We love great stories.

**We know that
personal connections
spark glowing hearts.**

CALLING ALL GLOWING HEARTS.

As our storytellers,
you're as much a part
of this journey as the
like-hearted people we
welcome to Canada.

That's why we want
to hear from you.

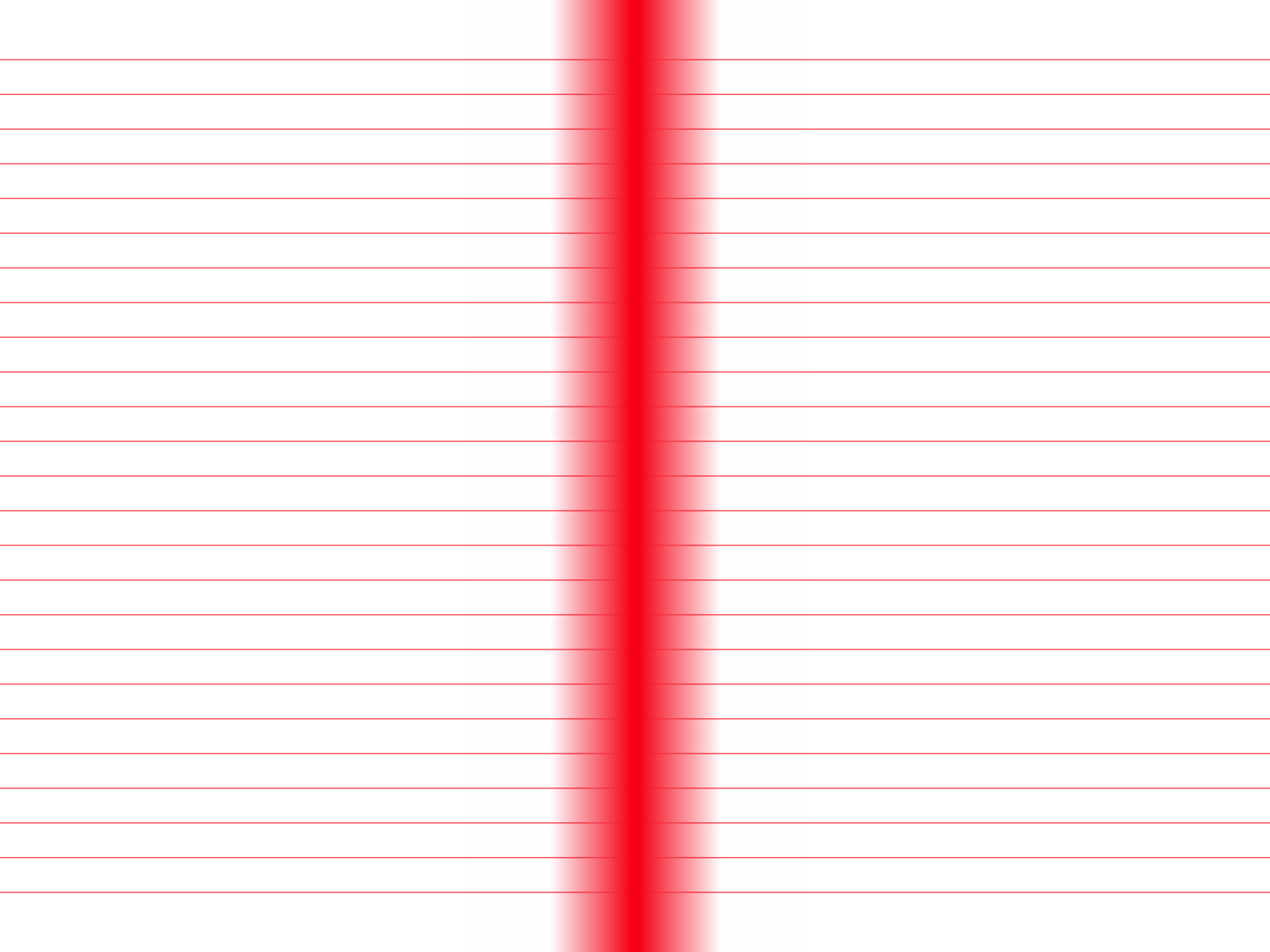
Take a page from our
book, literally, and write
a personal story about
how Canada made your
heart glow.

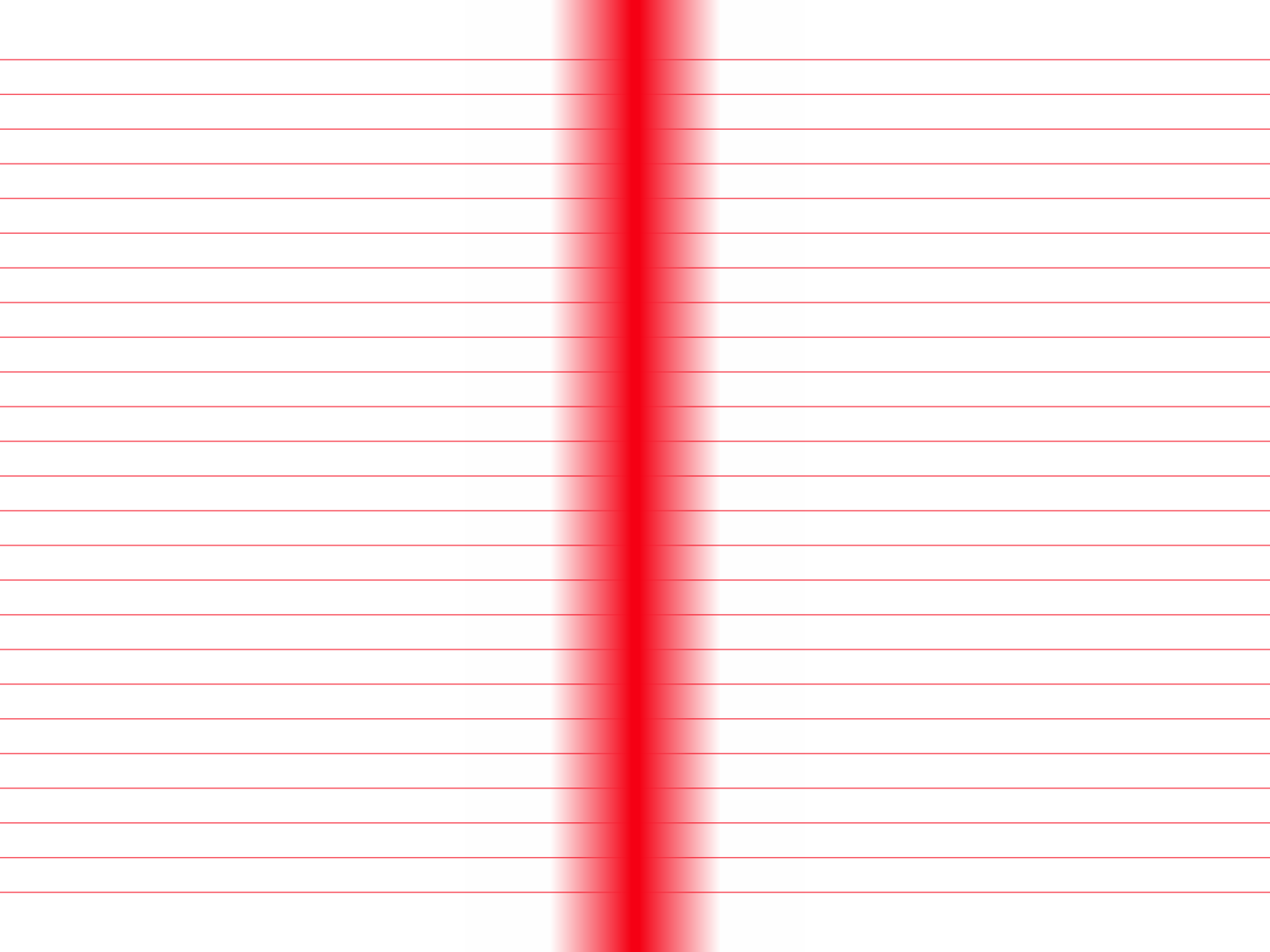
SHARE YOUR STORY WITH US.

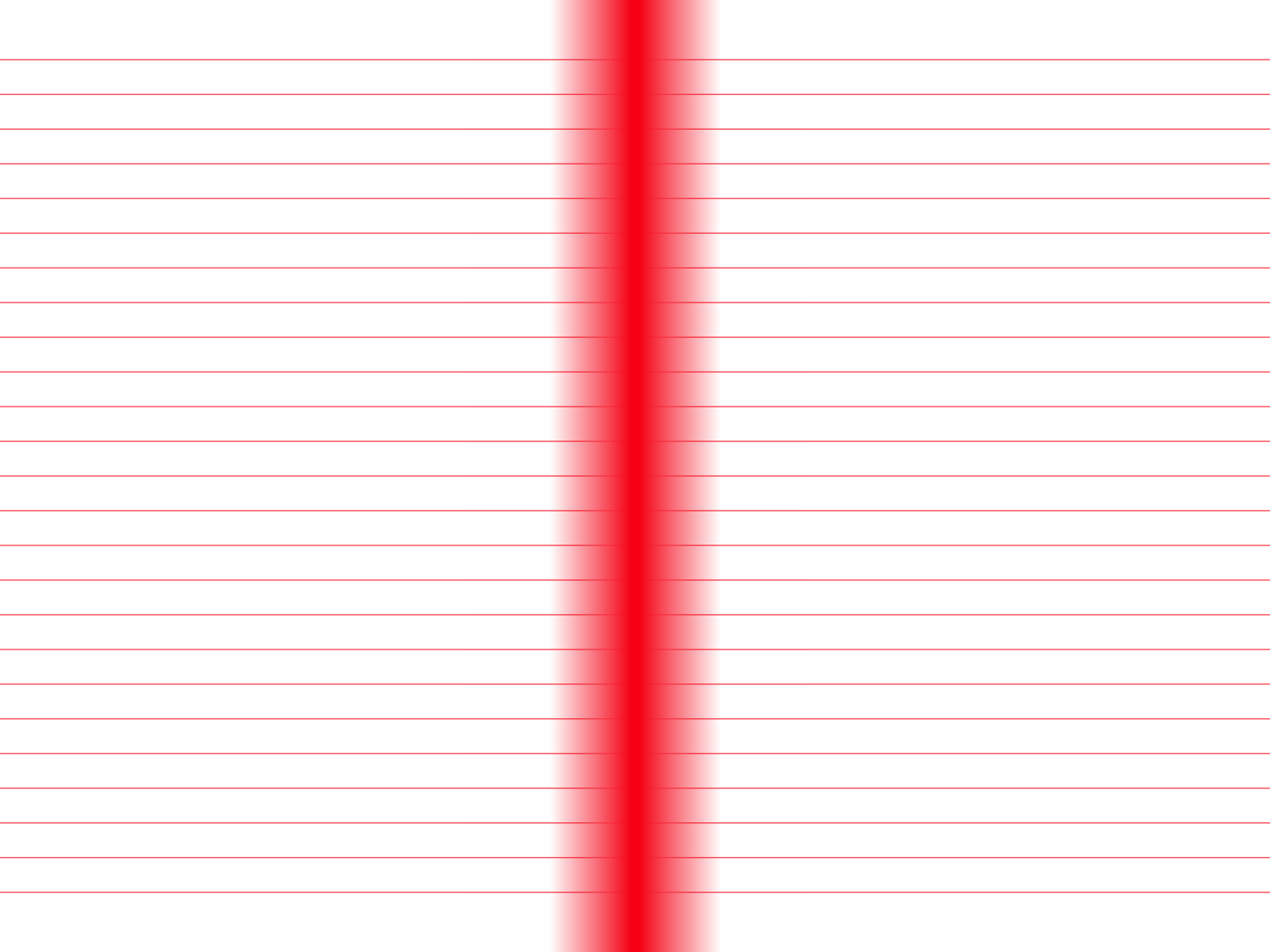
Snap a picture and tag **#ForGlowingHearts**. You can also drop it off at the Destination Canada booth. Or even mail it to us.

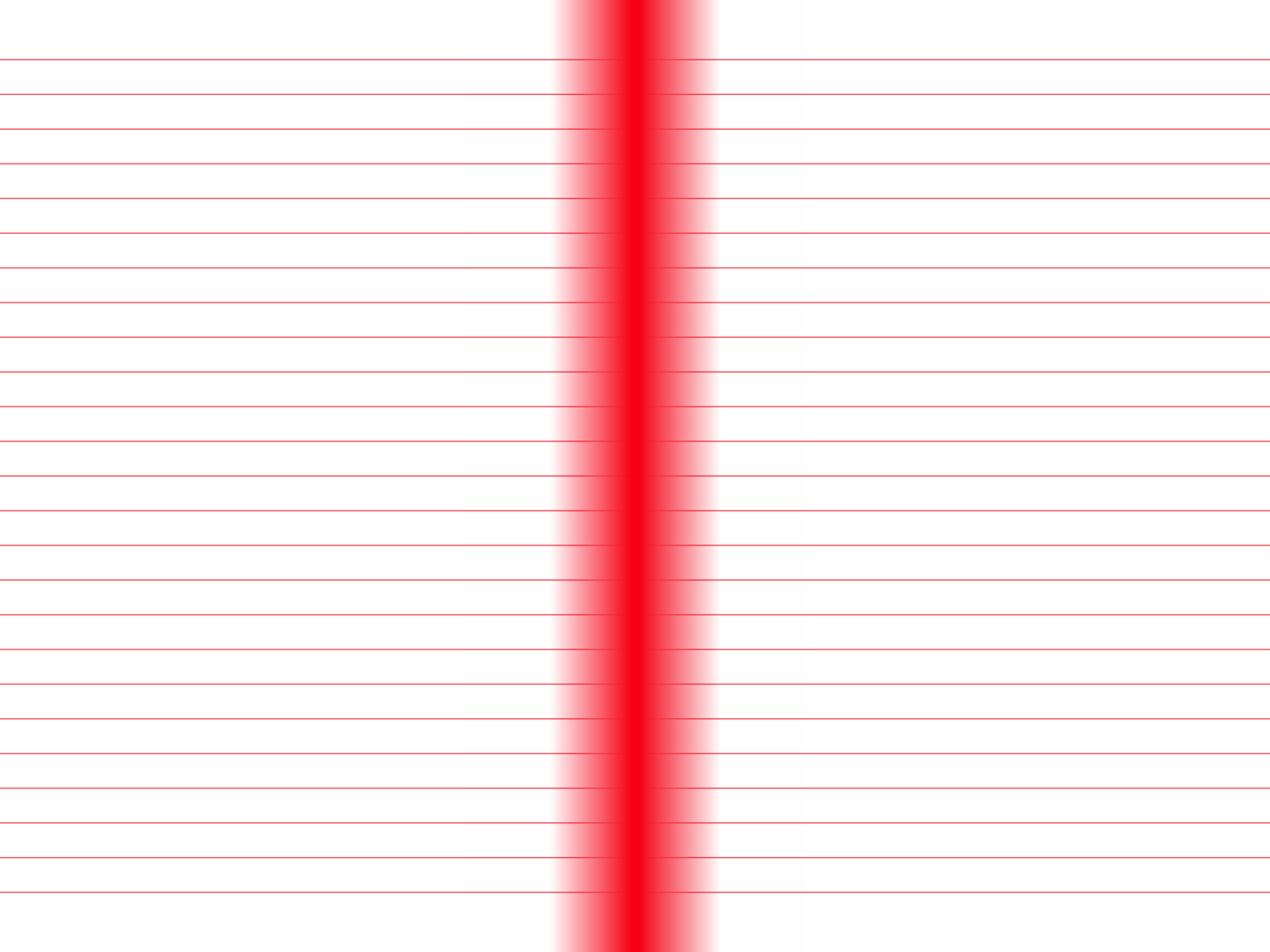
Canada is a beacon for all travellers. And you are the glowing hearts that will help it shine.

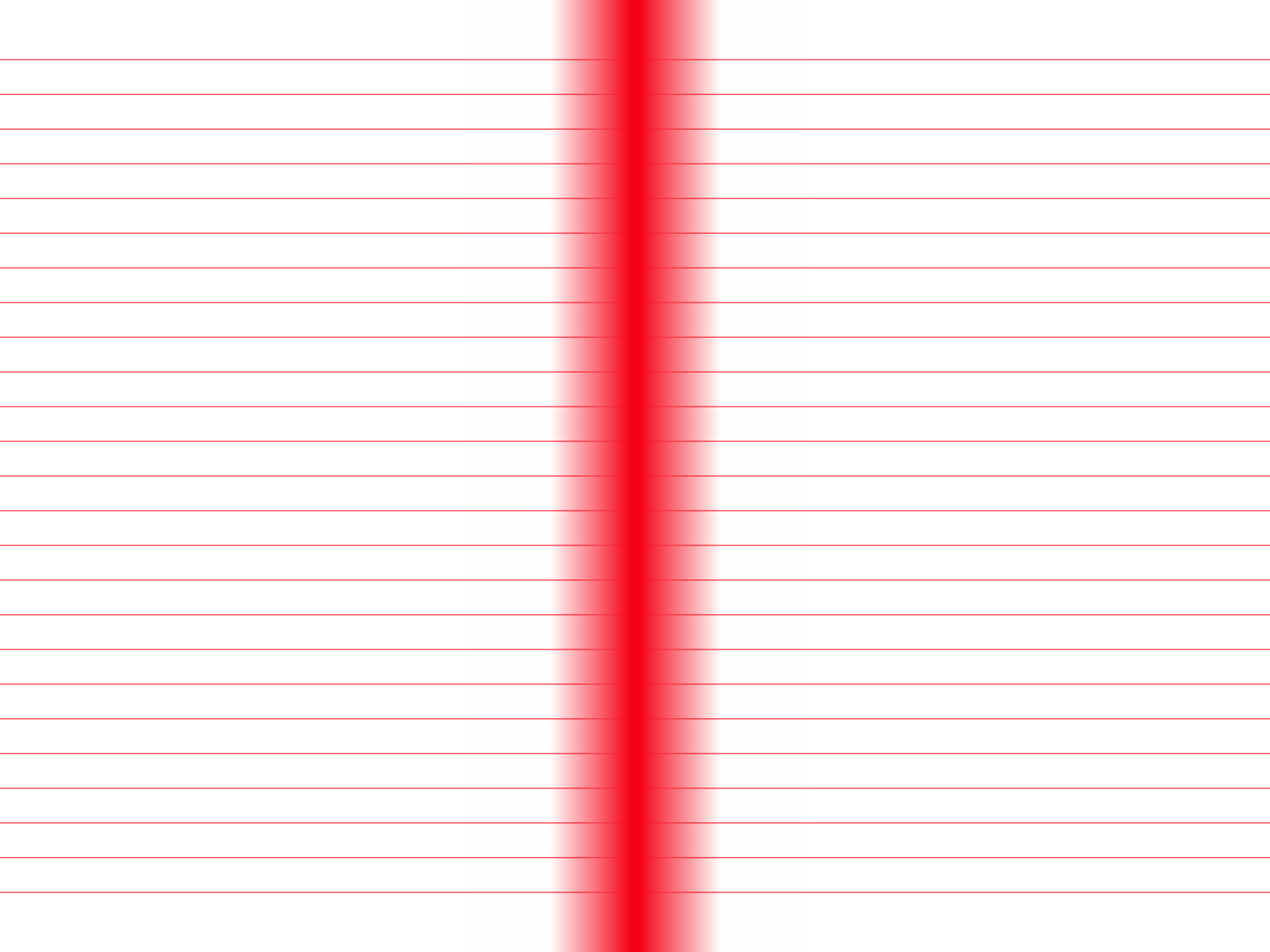
So go forth, reach out, connect and build memories that will last a lifetime.











Destination
Canada

Questions?

Contact

brand-marque@destinationcanada.com

Download the logo and
an abridged playbook at
brandcanadalibrary.ca/logo

