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.
<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.0 Our story</strong></td>
</tr>
<tr>
<td>Our personality</td>
</tr>
<tr>
<td>Uniquely Canadian</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>6</td>
</tr>
<tr>
<td>7</td>
</tr>
<tr>
<td>8</td>
</tr>
<tr>
<td>9</td>
</tr>
<tr>
<td>10</td>
</tr>
<tr>
<td>11</td>
</tr>
<tr>
<td>12</td>
</tr>
<tr>
<td>13</td>
</tr>
<tr>
<td>14</td>
</tr>
<tr>
<td>15</td>
</tr>
<tr>
<td>16</td>
</tr>
<tr>
<td>17</td>
</tr>
<tr>
<td>18</td>
</tr>
<tr>
<td>19</td>
</tr>
<tr>
<td>20</td>
</tr>
<tr>
<td>21</td>
</tr>
<tr>
<td>22</td>
</tr>
<tr>
<td>23</td>
</tr>
<tr>
<td>24</td>
</tr>
<tr>
<td>25</td>
</tr>
<tr>
<td>26</td>
</tr>
<tr>
<td>27</td>
</tr>
<tr>
<td>28</td>
</tr>
<tr>
<td>29</td>
</tr>
</tbody>
</table>
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.
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 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.
## Language versions

### Marketing logo

<table>
<thead>
<tr>
<th>Language</th>
<th>Description</th>
<th>Note</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>
<td></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>
<td></td>
</tr>
<tr>
<td>Bilingual (English and French)</td>
<td>For use in Canada or when complying with the Official Languages Act.</td>
<td></td>
</tr>
</tbody>
</table>

### Business Events logo

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

### Corporate logo

<table>
<thead>
<tr>
<th>Language</th>
<th>Description</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bilingual (English and French)</td>
<td>It reads the same in English and French.</td>
<td></td>
</tr>
</tbody>
</table>
The following table shows 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></th>
<th>DESTINATION CANADA</th>
<th>CANADA KEEP EXPLORING</th>
<th>CANADA BUSINESS EVENTS</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></th>
<th>DESTINATION CANADA</th>
<th>CANADA KEEP EXPLORING</th>
<th>CANADA BUSINESS EVENTS</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></th>
<th>DESTINATION CANADA</th>
<th>CANADA KEEP EXPLORING</th>
<th>CANADA BUSINESS EVENTS</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>

### BUSINESS EVENTS APPLICATIONS

<table>
<thead>
<tr>
<th></th>
<th>DESTINATION CANADA</th>
<th>CANADA KEEP EXPLORING</th>
<th>CANADA BUSINESS EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Brochure</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Swag</td>
<td></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 7, 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.

### 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.

These guidelines also apply to the Business Events Canada logo:

### 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.

2.0 Our toolkit

Marketing logo: things to avoid

- **Relative positioning**
  - Do not reposition any of the elements within the logo.

- **Logo elements**
  - Do not use pieces of the logo on their own.

- **Text and typeface**
  - Do not replace any of the typefaces.

- **Skew, distort or rotate**
  - Do not skew the logos—scale them proportionally.

- **Logo colour**
  - Do not change the colour of any of the elements.

- **Hue and tone**
  - Do not use the logo on colours that will hide or clash with the colours in the logo.

- **Busy areas of texture**
  - Do not use the logo over busy backgrounds.

- **White or coloured boxes**
  - Do not isolate the logo in a white or coloured box.

- **Replacing copy**
  - Do not replace any of the copy within the logo.
### Corporate logo: colour versions

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.

<table>
<thead>
<tr>
<th>Logo Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full colour</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Half reverse</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Black</strong></td>
<td>Use for corporate applications in black and white, against a white or light background.</td>
</tr>
<tr>
<td><strong>Reverse</strong></td>
<td>Use for corporate applications in black and white, against a medium-to-dark background (including photos).</td>
</tr>
</tbody>
</table>
2.0 Our toolkit

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.

2.0 Our toolkit

**Corporate logo: things to avoid**

- **Relative positioning**
  Do not reposition any of the elements within the logo, such as moving the leaf icon to the right.

- **Text and typeface**
  Do not replace any of the text or typefaces.

- **Skew, distort or rotate**
  Do not skew the logos — scale them proportionally.

- **Logo colour**
  Do not change the colour of any of the elements.

- **Hue and tone**
  Do not use the logo on colours that will hide or clash with the colours in the logo.

- **Busy areas of texture**
  Do not use the logo over busy backgrounds.

- **White or coloured boxes**
  Do not isolate the logo in a white or coloured box.
For flexibility with different backgrounds and media, two distinct colour variations of the Canada wordmark are available. No other colour variations can be used.

### 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 the same height as “KEEP EXPLORING” in the marketing logo.

**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”.

**Ratio**

A simple measurement has been developed to ensure proper sizing ratio when used in combination with the marketing logo. The height of the Canada wordmark should be equal to the height of ‘KEEP EXPLORING’ or ‘EXPLOREZ SANS FIN’ in the marketing logo.
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.

Ratio
The Canada wordmark should be the same height as the “D” in “DESTINATION”.

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.
2.0 Our toolkit

Colour palette

Our colour palette consists of red, black, white and grey. This colour palette gives everything an iconic Canadian feel. Red represents Canada in consumers’ minds. White and black add a neutral base to balance out the red and provide good contrast. Grey, dark red and cyan are used as secondary colours for subheads, less important text, charts and diagrams.

<table>
<thead>
<tr>
<th>Print spot colour</th>
<th>Print process colour</th>
<th>On-screen RGB</th>
<th>On-screen Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 1795</td>
<td>C:0 M:100 Y:99 K:4</td>
<td>R:224 G:30 B:43</td>
<td>#E01E2B</td>
</tr>
</tbody>
</table>

**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

**Dark Red**

C:0 M:100 Y:99 K:40
R:255 G:255 B:255

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

- 20K: C:20 M:0 Y:0 K:20
  R:209 G:211 B:212
- 30K: C:30 M:0 Y:0 K:30
  R:188 G:190 B:192
- 40K: C:40 M:0 Y:0 K:40
  R:167 G:169 B:172
- 50K: C:50 M:0 Y:0 K:50
  R:147 G:149 B:152
- 60K: C:60 M:0 Y:0 K:60
  R:128 G:130 B:133
- 70K: C:70 M:0 Y:0 K:70
  R:109 G:111 B:113
- 80K: C:80 M:0 Y:0 K:80
  R:88 G:89 B:91
- 90K: C:90 M:0 Y:0 K:90
  R:65 G:64 B:66

**Cyan**

C:70 M:0 Y:20 K:0
R:22 G:180 B:207

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.

Note: Grey should be made exclusively from black without the use of cyan, magenta or yellow.
2.0 Our toolkit

Here is how our colours are applied to our logos.

---

**Corporate logo**

<table>
<thead>
<tr>
<th>Pantone 1795</th>
<th>Pantone process black</th>
</tr>
</thead>
<tbody>
<tr>
<td>C:0 M:100 Y:99 K:4</td>
<td>C:0 M:0 Y:0 K:100</td>
</tr>
<tr>
<td>R:224 G:30 B:43</td>
<td>R:0 G:0 B:0</td>
</tr>
<tr>
<td>#E01E2B</td>
<td>#000000</td>
</tr>
</tbody>
</table>

---

**Marketing logo**

<table>
<thead>
<tr>
<th>Pantone process black</th>
<th>Pantone 1795</th>
</tr>
</thead>
<tbody>
<tr>
<td>C:0 M:0 Y:0 K:100</td>
<td>C:0 M:100 Y:99 K:4</td>
</tr>
<tr>
<td>R:0 G:0 B:0</td>
<td>R:224 G:30 B:43</td>
</tr>
<tr>
<td>#000000</td>
<td>#E01E2B</td>
</tr>
</tbody>
</table>
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.
Our main typeface is Helvetica Neue LT Pro (licensed from Linotype). Specific weights and variants of Helvetica Neue are used for different types of text, such as headlines, body copy and subheads.

Helvetica Neue LT Pro Condensed is also used for charts, diagrams and infographics.

Proxima Nova can also be used as a primary typeface.

To purchase either of these fonts, visit the Linotype website at www.linotype.com. We recommend using the OpenType version.

### Primary typefaces

- **Helvetica Neue LT Pro 45 Light and 46 Italic**
- **Helvetica Neue LT Pro 55 Roman and 56 Italic**
- **Helvetica Neue LT Pro 65 Medium and 66 Italic**
- **Helvetica Neue LT Pro 75 Bold and 76 Italic**

- **Helvetica Neue LT Pro 47 Light Condensed and 47 Light Condensed Oblique**
- **Helvetica Neue LT Pro 57 Condensed and 57 Condensed Oblique**
- **Helvetica Neue LT Pro 67 Medium Condensed and 67 Medium Condensed Oblique**
- **Helvetica Neue LT Pro 77 Bold Condensed and 67 Bold Condensed Oblique**

- **Proxima Nova Light and Light Italic**
- **Proxima Nova Regular and Italic**
- **Proxima Nova Semibold and Semibold Italic**
- **Proxima Nova Bold and Bold Italic**
2.0 Our toolkit

Secondary typeface

Arial is our secondary typeface. Arial is only used when our primary typefaces are unavailable, which includes certain instances on the web, in PowerPoint presentations, and in documents created in Microsoft Word or Excel, like letters and memos.

**Arial Regular**

**Arial Bold**

*Arial Regular and Bold*

Use when the primary typeface is unavailable.

**Arial Italic**

**Arial Bold Italic**

*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 websites use a mixutre of Brandon Grotesque Bold and Black for headlines, and Proxima Nova Light and Regular for body copy.

**Brandon Grotesque Bold**
**Brandon Grotesque Black**

*Brandon Grotesque Bold and Black*
Primarily used for headlines. Headlines in all caps are used sparingly.

**Proxima Nova Light**
**Proxima Nova Regular**

*Proxima Nova Light and Regular*
Primarily used for 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.

**Colour and Tone**

Colours are not overly saturated and there is a good balance of light and dark tones.
Here are a few things to avoid when selecting photography.

**Flat lighting and poor sense of location**
Washed out empty landscapes don’t provide good sense of place.

**Oversaturation**
Avoid unnaturally oversaturated images.

**Overly posed subjects**
Try to select photos that capture authentic moments in time instead of campy poses.

**Contrived activity**
Avoid featuring activities that look overly contrived or unnatural.

**Overload of happy**
Try to avoid the honeymoon/romantic cliché as well as photos of people having so much fun.

**Contrived composition**
Do not superimpose other imagery into other photos.
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 a bottom 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 LT Pro 45 Light or larger.

On applications smaller than 30 cm (12 in), set the credit in 5 pt Helvetica Neue LT Pro 45 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.”
Our writing always tries to use an active voice. Phrasing and wording are targeted for usefulness, brevity and clarity. We emphasize plain, straightforward vocabulary and avoid jargon.

**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.

---

### 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.

# Writing checklist

- **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.”
We have a Canada map 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
Here are a few sample marketing materials showing slightly different uses of the logos.

For the latest examples of our online advertising, visit our Book of Inspiration.

### Marketing logo in action: online advertising

#### Online advertising

**Leaderboard**

728 x 90px

**Medium rectangle**

300 x 250 px

**Wide skyscraper**

160 x 600 px

**Half page**

300 x 600 px
Here is how the logo appears at the end of videos. The end slates can be downloaded from the Brand Canada Library.

**End slates**

**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
All business cards are bilingual, with English and French printed on one side and a branded photo and logo on the other.

Mailing label
Our standard PowerPoint template 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](http://www.brandcanadalibrary.ca)
3.0 Our brand in action

Our reports are formatted to allow for flexibility depending on the orientation as well as whether there are photos vs. plain backgrounds being used.
3.0 Our brand in action

For our websites, the primary logo appears in the upper left corner and the Canada wordmark in the lower footer bar.
Animation is a great way to add emphasis or bring life to a project. For the latest examples of animation and video, visit our Book of Inspiration.

**Annual Report Recap Video**
B-roll was combined with animated typography and icons for a lively and engaging video.

**2018 Headlines Video**
Energetic animated iconography was paired with typography for a fresh look at the best headlines from the past year.
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.

For the latest examples of our tradeshow creative, visit our Book of Inspiration.
At Rendez-vous Canada (RVC) 2018, we were challenged with branding the newly-opened Halifax Convention Centre. Pulling from our “One Canada” creative approach, we made big and bold graphic choices to celebrate all that Canada has to offer. From vinyl glass applications to bright red stairway graphics to floor decals and trans-Canada highway-inspired way finding signs... everything worked together to create a strong brand presence for DC and help attendees feel welcome.
3.0 Our brand in action

Tradeshow example: RVC 2018

Entrance Stairway Decals  
Exterior Welcoming Graphics  
Branded Registration Counters  
Authentic Canadian Entertainment  
Authenticated Canadian Cuisine
Our RVC materials make use of a custom wordmark which is updated each year. Please do not use modified or alternate versions of this wordmark. Contact Creative Services for access to these graphic files.

**RVC wordmark guidelines**

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

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

**Exclusion zone**
Keep a clear space around the wordmark. The minimum clear space should be at least the width of the “0” in “2019”.

**Date**
The date can be used alongside the wordmark as a separate graphic element. When including the date, use Helvetica Neue LT Pro and respect the minimum clear space as noted above.
Use this checklist to help you produce a memorable event and give Canadian tourism a unique voice in the world.

### 3.0 Our brand in action

#### Tradeshow and event checklist

- **Photography and video tells our story instantly.** Assess your venue for prime photo/video real estate and choose content strategically.

- **Be big and bold with using our primary colours of red, white and black.**

- **Use the Canada wordmark at least once in each ‘zone’ of your tradeshow footprint.**

- **Use the Destination Canada logo at least once in a prominent location.**

- **Natural hardwood flooring is preferred, but grey or neutral-coloured carpeting is acceptable.**

- **Who is your audience? Make choices that speak clearly to them.**
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
scotto.antoine@destinationcanada.com
604 638 8413

FOR IDEAS AND INSPIRATION:

www.bookofinspiration.com
Glossary

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.

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.

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.