Destination
Canada
Playbook
The world needs more Canada.

If you’re reading this, it means that you share our love for Canada. Like us, you understand that this destination is so much more than just a place on a map. That’s why we’re here to help you bring this passion to the world. And the world to Canada. So make yourself at home and join us on this journey.
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1.1 Brand backstory
1.1.1 Transformative travel
1.1.2 Becoming a passion brand
1.2 Brand architecture
1.2.1 Our beliefs
1.2.2 Our spirit
1.2.3 What are Glowing Hearts?
1.3 Brand character
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Our brand story
<table>
<thead>
<tr>
<th>Dream</th>
<th>Spirit</th>
<th>Beliefs</th>
<th>Character</th>
<th>Focus</th>
<th>What are Glowing Hearts?</th>
</tr>
</thead>
<tbody>
<tr>
<td>To be embraced as the most loved Canadian brand in the world.</td>
<td>Canada. For Glowing Hearts.</td>
<td>We believe travel should change you, connect you, move you. We believe Canada is more than a place on a map. We believe in the passion of our 37 million Glowing Hearts. We believe Canada will leave a lasting mark on your heart; and travellers will leave a lasting mark on ours. The world needs more Canada; Canada needs more of the world.</td>
<td>Transformational Bold Energetic Optimistic Welcoming Caring Proud Canadian</td>
<td>Spread the love.</td>
<td>Canadians and travellers creating emotional connections that last a lifetime.</td>
</tr>
</tbody>
</table>
Brand backstory

1.1

1.1.1 Transformative travel
1.1.2 Becoming a passion brand
Transformative travel

In the past, travellers were content with checking a box off their bucket list. And destinations around the world were happy to comply. But now more than ever, they want to feel transformed. This shift is Canada's opportunity to create deeper connections with travellers, reshaping their outlook on life through our people, our culture and our land.
Becoming a passion brand

The dream? To be embraced as the most loved Canadian brand in the world. This feeling of love and of being embraced isn’t necessarily one that can be measured—it goes beyond consumption. It’s the visceral reaction we want every traveller to have. That’s why we’re creating emotional connections with our travellers through unforgettable stories that bring people together and empower them to join the conversation.
Brand architecture

1.2

1.2.1 Our beliefs
1.2.2 Our spirit
1.2.3 What are Glowing Hearts?
Our beliefs

They are our North Star and guide us in every decision we make.

We believe travel should change you, connect you, move you.

We believe Canada is more than a place on a map.

We believe in the passion of our 37 million Glowing Hearts.

We believe Canada will leave a lasting mark on your heart; and travellers will leave a lasting mark on ours.

The world needs more Canada, and Canada needs more of the world.
Our spirit

This is our message and how we proclaim it to the world:
What are Glowing Hearts?

These 10 words consolidate our brand architecture into one simple statement.

Canadians and travellers creating emotional connections that last a lifetime.
Brand character

1.3
Canadian

We are honest and authentic.
We love meeting travellers and sharing great stories.
We know that personal connections spark glowing hearts.

Proud

We love our work and the impact we make.
We are unapologetic about our love for Canada.
We want to offer travellers a journey they’ll be excited to share with others.
Caring

We are polite—we are Canadian after all.
We foster strong relationships.

Welcoming

We make all travellers feel at home.
We celebrate our passion in everything we do.
We want the world to love Canada as much as we do.
Optimistic

We are always open to what’s new and different.
We see the world as more than half full.
We believe that any detour can lead to discovery filled with joy and wonder.
We are positive and hopeful.

Energetic

We are dynamic.
We face challenges head on, together.
We want others to experience the indomitable spirit of Canada.
**Bold**

We are a forward-looking people open to the future.

We are striking and vivid, like a Canadian winter.

We want travellers to experience the formative journey of our county.

**Transformational**

We help others see life through a new lens.

We want travellers to feel moved.

We believe travel is a journey of the heart.
Canada is 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 calling to discover the marvels of what’s here.

And the potential that’s within each one of us.

Canada is a destination for those with open minds and intrepid spirits.

For the brave.
For the bold.
For the curious.

This is Canada.
For Glowing Hearts.
Our brand identity

2.0
Overview

Logos

Official logo

Canada Bold

ABCDEF
GHIJKL
MNPQRST
UVWXYZ

Official logo with tagline

Suisse Int'l

abcdefghi
jklmnopqrstuvwx
yz1234567890

Alternate typefaces

Helvetica

Arial

Canada wordmark

Canada

Typography

Colours

Canadian Flag Red

Arctic White

Prairie Yellow

Great Lakes Blue

Maple Red

Aurora Purple

Forest Green

Sunset Pink

Pacific Teal

Rocky Mountain Black

Graphic devices

50.4034°N, 128.1536°W

43.5339°N, 77.1322°W

45.31216°N, 73.3607°W

Applications

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LOREM IPSUM DOLOR SET

LOREM IPSUM DOLOR SET
Logos

Our official consumer logo is a reflection of Canada today, a study in movement and evolution. Here, we take the country’s pulse and feel a nation’s heart beating, expanding and retracting from our skylines to our forests.
This table shows how to choose the right logo for any communications piece. 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 in which they appear.

Learn more about our logos in the following pages.

<table>
<thead>
<tr>
<th>Corporate applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate communications</td>
</tr>
<tr>
<td>Corporate website</td>
</tr>
<tr>
<td>Videos</td>
</tr>
<tr>
<td>Reports and official documents</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marketing applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Websites</td>
</tr>
<tr>
<td>Advertisements (print/online/TV)</td>
</tr>
<tr>
<td>Social media</td>
</tr>
<tr>
<td>Videos</td>
</tr>
<tr>
<td>Owned content</td>
</tr>
<tr>
<td>Sponsored content</td>
</tr>
<tr>
<td>Promotional Items</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tradeshow and events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth</td>
</tr>
<tr>
<td>Event signage</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Point of sale applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posters</td>
</tr>
<tr>
<td>Signage</td>
</tr>
</tbody>
</table>

= mandatory = optional

*Including the canada wordmark is optional in videos and Canada content.
Just like our beautiful country, our logo is a true original. In fact, the typeface was custom-designed and is always paired with Canada’s most iconic symbol—the maple leaf. The white logo on a red background evokes our heart, our passion and our pride. For more information on tagline and logo usage, flip to section 2.1.5.

In situations where the official logo can’t be used, the reverse logo—white on a red background—is equally impactful and can be used for optimal readability.
The official logo + For Glowing Hearts tagline is used for more marketing-oriented applications. The addition of the tagline expresses in words the sentiment conveyed by the logo. It's a double dose of Canadian pride and fully illustrates the brand platform.
The official consumer logo + Le cœur grand ouvert (the French tagline) demonstrates that our Canadian pride can be expressed in both official languages and the importance of being able to adapt to specific markets.
The logo with tagline is available in French and English versions, and there are two sizes of each—one in which the tagline is smaller than the logo, and another for when space is limited. In this case, the tagline is the same size as the logo for greater readability.

The tagline can also be used on its own. There are three versions: unilingual English, unilingual French, and bilingual French and English. In the bilingual version, the French always comes first, and the two languages are separated by a space that is equal to the width of the “LE” (from LE CŒUR GRAND OUVERT).
Canada Red is our primary colour and should always feature prominently in every communication. When the background colour is red, the logo can be any other secondary colour from our palette, except black.

On a red background, the logo must be the same colour as the lettering; see examples in section 2.5.3.

On a picture, the logo should always be red.

Other colours can be used to showcase the colours of Canadian landscapes throughout the seasons. When the background is a secondary colour, the logo must be red. Canada Red must always take centre stage. See available colours in section 2.3.1.
Above please find the minimum sizes for the various logo formats. Note that the avatar and favicon are to be used for smaller web formats only, and exceptionally don’t include the maple leaf element.

- **Logo**: 20 mm (0.8 in), 56 px
- **Logo with tagline**: 20 mm (0.8 in), 56 px
- **Small logo with tagline**: 10 mm (0.4 in), 28 px
- **Avatar**: 60 px
- **Favicon**: 16 px

An enhanced version of 55 pixels or less is available, but should be used in exceptional cases only.

The logo must be surrounded by a minimum protection space that’s free of any other visual element. The basic measurement to be used is a square whose sides are equal to the width of the “C” in our logo. For the logo with the maple leaf, 1½ squares are needed above and below, and 2 squares on either side.

The logo must be centred as though the maple leaf isn’t part of it; the protection space must be maintained on all sides.

The logo without the maple leaf should be used for social media only and requires one square on each of the four sides. Beware of automatic cropping when going from a square to a circle.
You have the freedom to place the logo where it fits best. That said, it should always be placed somewhere along a margin and be fully visible—and of course, the protection space of the poster margins must always be respected.

The official logo should always be aligned along a margin.

When typography is an important visual element of a communications piece, the logo must be the same height as the lettering.

These layouts are for agencies only, see trade layouts in section 2.4.3.
Don't even think about

1. distorting the logo
2. angling the logo
3. using special effects like a drop shadow
4. changing the proportions
5. changing the language of the tagline
6. using a contoured version
7. placing the logo on a competing/clashing colour
8. using a patterned background
9. isolating the logo in a box or shape
10. placing the logo on a busy picture.
The corporate logo’s usage is different than the consumer logo which is primarily to be used for the consumer market. Our business entity is Destination Canada, and that’s how we refer to ourselves in all corporate communications and sponsored content. This logo can be used in combination with other logos. This is the recommended RGB version of the logo.

In situations where the 4C corporate logo can’t be used, the reverse logo—white on a red background—can be used.
Above please find the minimum size and safe space for the corporate logo. The logo should always be at least 25 mm (1 in.) across. To determine the safe space at any given size, use the height of the “C” in DESTINATION CANADA.

When paired together, the corporate logo must be equal to the height of the “C” of the consumer logo.

The corporate logo can be paired with the consumer logos. The height of the corporate logo must be the height of the “C” of the consumer logo.
To be used by Destination Canada only, 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 our other logos.
Above please find the minimum size for the Canada wordmark as well as the protection space. The wordmark must always be surrounded by a standard protection space that is free of any other visual element. The basic measurement to be used when calculating the protection space around the Canada wordmark is a square whose sides are equal to the height of the “C.”

<table>
<thead>
<tr>
<th>Minimum size and safe space</th>
<th>Canada wordmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 mm (0.75 in, 56 px)</td>
<td></td>
</tr>
</tbody>
</table>

When the consumer and corporate logos are present, the wordmark should match the corporate logo.

When paired with the official logo, the height of the wordmark should be ½ the height of the “C.”

When paired with the corporate logo, the height of the wordmark should be the same height as the “C.”

The Canada wordmark can be paired with both the official and corporate logos. Be sure to respect the sizes of the wordmark indicated above.

<table>
<thead>
<tr>
<th>Pairing the wordmark with our other logos</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

Destination Canada Playbook

2.1.16 Minimum size and safe space Canada wordmark

2.1.17 Pairing the wordmark with our other logos
Whenever we team up with other partners, our logo should be proportionate in size and weight to the others that appear. Red should always be the dominant colour, Suisse Int’l the font, and the protection space must always be respected.

**Canadian Flag Red**

- **Pantone 032C/032U**
- **CMYK 0/100/100/0**
- **RGB 245/0/20**
- **HEX F50014**

**Suisse Int’l**

- **Helvetica**
- **1234567890**

**Use our font, Suisse Int’l, whenever possible. Its versatility complements any brand.**

**Partnerships & sponsorships**

- **Whenever we team up with other partners, our logo should be proportionate in size and weight to the others that appear. Red should always be the dominant colour, Suisse Int’l the font, and the protection space must always be respected.**

**Partnership**

- **Canadian Flag Red**
- **Suisse Int’l**
- **Helvetica**
- **1234567890**

**Sponsorship**

- **Canadian Flag Red**
- **Suisse Int’l**
- **Helvetica**
- **1234567890**

**Use our font, Suisse Int’l, whenever possible. Its versatility complements any brand.**
We are the voice of travel for Canada. How we say it is just as important as what we say, so keeping a consistent voice is absolutely vital.

2.2.1 We write this way
2.2.2 Language tone
2.2.3 We like and we don’t like
2.2.4 Spelling
2.2.5 Market considerations
### We are

**Unapologetic**
Passionate
Confident
Proud
Humble
Warm
Welcoming
Inviting

### Language tone

- Strong verbs
- Incite action
- Inviting and inclusive language
- Keep it simple

### Words we like

- Traveller
- Welcome
- Love
- Enduring
- Connection
- Delight
- Surprise
- Fresh
- Warmth
- Proud
- Distinct
- Authentic
- Joy
- Bold
- Energetic
- Optimism
- Journey
- Transformational
- Canadian

### Spelling

- Canadian spelling in Canada
- Elsewhere, adapt to market

### Market considerations

- **Japan**
  心輝く旅へ
- **South Korea**
  캐나다, 새로운 나를 찾는 여행
- **Mexico**
  Canadá, para corazones apasionados.
- **China**
  领略心动
- **Germany**
  Für große Gefühle
We may be Canadian, but we’re unapologetic in the way we share our passion. We speak with conviction and pride, yet we’re always open, warm and welcoming.
Strong verbs build momentum in our audience and incite action. Minimize flowery language that dances around the heart of what we’re trying to say.

Use inviting, inclusive language to connect our perspectives and experiences.

Destination Canada has one tone of voice, but we express it in different ways in regards to the audience we are addressing based on how they will best receive our message.
## We like and we don’t like

<table>
<thead>
<tr>
<th>We like</th>
<th>We don’t like</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traveller</td>
<td>Tourist</td>
</tr>
<tr>
<td>Welcome</td>
<td>Average</td>
</tr>
<tr>
<td>Love</td>
<td>Disposable</td>
</tr>
<tr>
<td>Enduring</td>
<td>Alone</td>
</tr>
<tr>
<td>Connection</td>
<td>Boredom</td>
</tr>
<tr>
<td>Delight</td>
<td>Usual</td>
</tr>
<tr>
<td>Surprise</td>
<td>Regular</td>
</tr>
<tr>
<td>Fresh</td>
<td>Isolation</td>
</tr>
<tr>
<td>Warmth</td>
<td>Indifferent</td>
</tr>
<tr>
<td>Proud</td>
<td>Bragging</td>
</tr>
<tr>
<td>Distinct</td>
<td>Expected</td>
</tr>
<tr>
<td>Authentic</td>
<td>False</td>
</tr>
<tr>
<td>Joy</td>
<td>Tedium</td>
</tr>
<tr>
<td>Bold</td>
<td>Forgettable</td>
</tr>
<tr>
<td>Energetic</td>
<td>Dull</td>
</tr>
<tr>
<td>Optimism</td>
<td>Disappointment</td>
</tr>
<tr>
<td>Journey</td>
<td>Routine</td>
</tr>
<tr>
<td>Transformational</td>
<td>Predictable</td>
</tr>
<tr>
<td>Canadian</td>
<td>Apologetic</td>
</tr>
</tbody>
</table>
Spelling

Canadian spelling should be used for domestic communications, so when in doubt, consult the Canadian Oxford Dictionary. Otherwise, the spelling style should be adjusted according to the target market (e.g., American spelling for the U.S.).

We follow the Canadian Press Stylebook for our domestic work. However, we apply market spelling on our websites, video work and publisher work.

When integrating Canadian cities and National Parks with French names into English copy, we include all necessary accents and formulations which adhere to their proper French spelling (Québec, Montréal, etc.).
Market considerations

These are a few examples of how our tagline comes to life in different markets. Though these examples will never appear in our communications, it’s helpful to see the nuanced meaning behind the tagline in other languages.

**Japan**
心輝く旅へ

**South Korea**
캐나다, 새로운 나를 찾는 여행

**Mexico**
Canadá, para corazones apasionados.

**China**
领略心动

**Germany**
Für große Gefühle
Our colours run deeper than those found on our flag. They’re a declaration of who we are. And a bold reminder of our presence in the world.
Red is an intense colour that represents passion, love, strength and, of course, Canada. Our official colour, Canadian Flag Red, is immediately recognizable and is the dominant colour in every communications piece. The secondary colours are inspired by the country’s magnificent landscapes while representing all regions.

### Palette

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prairie Yellow</td>
<td>7404 C</td>
<td>0</td>
<td>8</td>
<td>86</td>
<td>0</td>
<td>250</td>
<td>218</td>
<td>70</td>
<td>FADA46</td>
</tr>
<tr>
<td></td>
<td>7404 U</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Great Lakes Blue</td>
<td>291 C</td>
<td>45</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>161</td>
<td>205</td>
<td>235</td>
<td>AICDEB</td>
</tr>
<tr>
<td></td>
<td>291 U</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maple Red</td>
<td>7624 C</td>
<td>0</td>
<td>37</td>
<td>67</td>
<td>60</td>
<td>131</td>
<td>41</td>
<td>38</td>
<td>832926</td>
</tr>
<tr>
<td></td>
<td>7624 U</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aurora Purple</td>
<td>7444 C</td>
<td>27</td>
<td>21</td>
<td>0</td>
<td>0</td>
<td>184</td>
<td>187</td>
<td>218</td>
<td>B8BBDA</td>
</tr>
<tr>
<td></td>
<td>7444 U</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forest Green</td>
<td>7738 C</td>
<td>95</td>
<td>0</td>
<td>75</td>
<td>65</td>
<td>0</td>
<td>88</td>
<td>63</td>
<td>00583F</td>
</tr>
<tr>
<td></td>
<td>7738 U</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunset Pink</td>
<td>196 C</td>
<td>0</td>
<td>23</td>
<td>6</td>
<td>0</td>
<td>239</td>
<td>202</td>
<td>208</td>
<td>EFCAD0</td>
</tr>
<tr>
<td></td>
<td>196 U</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pacific Teal</td>
<td>338 C</td>
<td>50</td>
<td>0</td>
<td>31</td>
<td>0</td>
<td>143</td>
<td>201</td>
<td>191</td>
<td>8FC9B5</td>
</tr>
<tr>
<td></td>
<td>338 U</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rocky Mountain Black</td>
<td>Black C</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>000000</td>
</tr>
<tr>
<td></td>
<td>Black U</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Red should be the predominant colour in every communication.
Canadian Flag Red

Pantone 032 C
C 0
M 100
Y 100
K 0

Pantone 032 U
R 245
G 0
B 20

HEX F50014
2.3.1 Palette

Prairie Yellow

- Pantone 7404 C
  - C 0
  - M 8
  - Y 86
  - K 0
  - R 250
  - G 218
  - B 70
  - HEX FADA46

Great Lakes Blue

- Pantone 291 C
  - C 45
  - M 4
  - Y 0
  - K 0
  - R 161
  - G 205
  - B 235
  - HEX A1CDEB

Destination Canada Playbook
2.3.1 Palette

Maple Red

Pantone
7624 C
7624 U
C 0
M 97
Y 87
K 60
R 131
G 41
B 38
HEX 832926

Aurora Purple

Pantone
7444 C
7444 U
C 27
M 21
Y 0
K 0
R 184
G 187
B 218
HEX B8BBDA
Pacific Teal

2.3.1 Palette

Pantone 338 C
C 50 M 0 G 201 B 181

HEX 8FC9B5

Rocky Mountains Black

2.3.1 Palette

Pantone Black C
C 0 M 0 G 0 B 0

HEX 000000
Typography brings weight to the stories we tell. The words we choose are important. But the fonts selected to convey them should never be overlooked.
Our primary font, Canada Bold, is easily recognizable and readily associated with Canada. It’s an important part of our brand identity and therefore should be used mainly for headers for maximum impact.

Suisse Int’l, our secondary font, is versatile and fits well everywhere. It’s available in many weights and languages.

When Suisse Int’l isn’t an option, Helvetica can be used. And if Helvetica isn’t available, Arial can be used. But the two should never appear together.

In a long form article or essay we can use a serif font for readability.
Canada Bold stands out due to its offbeat yet approachable style, used as headlines. Over time, this unique font has the potential to become a strong branding element associated with Destination Canada.

- **Canada Bold** is our title font.
- **Canada Bold** is never to be used in lowercase.
- **Canada Bold** is the only weight we use.
- **Canada Bold** is not well-suited for long copy.

Brochures:
- Algonquin Park, Ontario
- Île Sainte-Hélène, Montréal, Québec
- Hapa Izakaya, Vancouver, BC

Social media:
- Read more
- Read more

Events:
- Research
- Programs & tools

Markets:
- News

Website:
- 49°12'05.3"N 122°19'35.2"W
- Mill Pond Bear Mountain Park Mission British-Columbia
- For Spirits
- Intrepid

Horizontal format:
- OOH Posters
- Advertising
- Banners
- Website headers
- Social media
- Brochure titles
Modern and reader-friendly, Suisse Int’l is available in a variety of languages, making it ideal for international markets. As our primary content font, Suisse Int’l is the perfect choice thanks to its versatility and easy-to-read sans serif typeface.
For more conventional usage, block typography should be used and always left-aligned, but can be positioned at the top or bottom.
The agency has more creative latitude. However, certain guidelines must still be respected. Text must always start from the upper left-hand corner and move towards the right, and spacing should always be the same height as the lettering. The title font can be used over such things as images, videos, posts and more.
Though a single powerful image is preferred, this layout system is to be used when there are more than one or two photos in a communications piece. The format is divided into 16 equal rectangles. Half the page will be filled with colour and type, and the other half will be filled with images (1 to 4 photos).

Short and simple headlines will work great here.

Do not hesitate to choose one colour from our palette.

Destination Canada
Photo layout

FINDING YOUR NORTH STAR

Destination Canada
Playbook

Destination Canada
Playbook
Graphic elements

Graphic elements strengthen our visual identity. They are the building blocks that make our imagery distinctly Canadian and iconic.
Glow Colours

Coordinates

50.4034°N, 12.8153°W
45.3238°N, 73.4016°W
58.1056°N, 125.1289°W
65.2920°N, 100.1929°W

LOREM IPSUM DOLOR SIT AMET

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vestib sus epupe
propos con ea al

Lorem ipsum dolor
SIT AMET

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Lorem ipsum dolor

Pattern

Logo cropping
Our glowing hearts can be manifested in an actual glow that can be used when appropriate—only by agencies and DC itself—as a graphic element in a variety of ways with type and images. It can be vertical or horizontal, but either way it adds Canadian warmth to any communications piece. The glow is available as a .psd file upon request.
The glow is a distinctive brand element that symbolizes our glowing, beating hearts. To fully express everything that is Destination Canada, we have a simple formula that encapsulates who we are: glow + type + image = For Glowing Hearts brand platform.

Only white lettering can be used when the text is fully on the glow.

The red part of the glow can be more opaque, as long as 50% of the picture is visible.

Coordinates can appear on the glow provided the lettering is white.
Our secondary colours reflect the beauty of Canada, but remember that red should always be the star and should only ever be paired with one other colour at a time. Above please find examples of how red can be used on another colour and the reverse.
Coordinates

Canada is full of magical places. In order to make them even more accessible, we now indicate the geographic coordinates from where each photo was taken, in small type, on the image. It must be subtle but readable, like a credit. You extract the coordinates from Google (either the search engine or Google Maps) from the most specific information you have. When possible, cameras should record coordinates of each picture for usage in marketing applications (on photo).

Examples:

- 43.9070°N, 77.2392°W Sandbanks Provincial Park Prince-Edward Ontario
- 63.771686°N, 69.655617°W Sylvia Grinnell Territorial Park Baffin Nunavut
- 50.6825°N, 128.2668°W San Josef Bay Cape Scott Provincial Park British Columbia

Try to include at least four facts, but three will suffice if space is limited.

The space between each location must be the same.

Font: Suisse Int’l Semibold

Colour: Always red unless on red, then it should be white

Size: Small, but never smaller than 5 pts

Avoid applying on busy part of a picture, the coordinates should never hide an important part of a picture.

Poster

Horizontal and vertical both work

Social media

Banner

Postcard

Always from extreme left to extreme right or top to bottom

May be applied on the glow, in white
The logo can be staggered, but should always appear in a straight line. Secondary colours may be used, but as always, the red logo must be dominant. Different colour backgrounds can be used as long as all the logos are clearly visible and well contrasted.
Used as a graphic device, only the first three letters of our logo—CAN—may be cropped. They can be cropped at the top or bottom, but they must be legible. Please note that they should never stand on their own; they should always be part of a bigger whole, so it’s obvious what they represent. Furthermore, use of the cropped logo should be limited and employed by DC only.

Above see other cropped logo examples on different colour backgrounds. The CAN must be in red or white, and red always has to play a dominant role. The cropped logo can be used in such things as PowerPoint presentations.
Imagery

2.6

Our photography should feel real and spontaneous, almost serendipitous. A shot captured in the moment that brings the viewer closer to the action. We don’t want anything that looks too staged or put together.

2.6.1 Photography categories
2.6.2 Art direction
Photography categories

Canada is the second largest landmass in the world, so there’s a lot of ground to cover. To keep us focused on the bigger picture, we’ve classified our photographs into 10 distinct categories.
The guiding principle in all photos is to show pride in Canada and the joy of travelling around our great country. The shots should be authentic, not posed, and taken in warm light at dusk or dawn. An emotion, such as happiness, should be conveyed and suggest a deeper story, a moment—a human connection.
2.6.1 Photography categories

People
Iconic images of Canada include hockey, Mounties, sweeping landscapes with cowboys, maple trees, totem poles and Indigenous dancers. A sense of warmth should infuse every photo, and they should be natural, not posed. We don’t want photos to appear clichéd. Pops of red would also be appreciated.
Cities are the heartbeat of our country. We want to show action, festivals, people together—people connecting—in an urban environment. Use light to convey warmth, and pops of red to tie the photo in with the brand. Showcase the unique character of the city whenever possible.
Photos should depict meals and experiences being shared—the connection between people gathering around good food and drink, in settings large and small. Close-ups and wide shots may be used, but the viewer should feel the warmth and have the sense that they're also taking part in the action.
Visitors can experience the diversity of Canada through the wide range of activities to be enjoyed here. Photos should show a variety of settings—summer or winter, city or country, land or sea. Shots should be natural, not posed, and give the viewer the impression that they are involved in what's going on. It's also important to convey the feeling that the activity depicted is accessible to all.
The Château Frontenac, Peggy’s Cove, the CN Tower—Canada’s most iconic landmarks and attractions are already easily recognizable, so the goal is to show them in an unexpected way. This can be achieved by using different angles and perspectives, or infusing the image with warmth by shooting at dusk or dawn. The shot shouldn’t appear too curated—it should set a mood.

Attractions and landmarks
In these shots, the incredible natural beauty of Canada is the star of the show. It’s always preferable to include people in the shot so that the viewer can fully appreciate the scale of what they’re looking at. And there’s an embarrassment of riches to choose from—Rockies, Prairies, the ocean, Northern Lights and more. Try using different angles and shooting at dusk or dawn. Warmth should be felt—even when it is overcast.
Visitors can take the road less travelled through Canada's stunning National Parks to experience the vastness, diversity, beauty and tranquility of our spectacular country. Canada is huge, so these shots should highlight that by using wide angles, including people to show scale, and expressing warmth across sweeping landscapes in different seasons. Even a glacier can glow!
Thanks to its diverse climate and geography, Canada is blessed with a wide variety of wildlife. These shots should demonstrate that visitors can easily get close to nature and our beautiful animals, and that they don’t have to travel very far to see them in their natural habitat. Catching the animals off guard—at rest or at play, from far away or up close—will show how impressive they all are.
Photographs should highlight real and raw emotions, where the camera is part of the action. We also want to feature people wherever possible, even if they appear as a small speck on larger landscape imagery.

By focusing on humans, travelers can see themselves in our photography and thus, stimulate their appetite for travel.

In addition, we should always have a touch of red in our images, hinting to our national colours. Red should not be overwhelming in the composition, but rather a nice wink to our Canadian roots.
Overview

Lighting
- Warm light
- Glowing skies

Composition
- Feeling close
- Unusual angles
- Small and big

Use
- of red

Destination Canada
Playbook
Glowing. Luminous. Radiant. The objective is to always evoke warmth and illumination through the elements in the photo—sun, water, snow. Even in images depicting nighttime, a feeling of warmth should always shine through.

Lighting
Warm light
Once again, the skies of Canada should exude warmth, which is why dusk and dawn are favoured to showcase our magical, magnificent country. These special times of day convey natural warmth and have a comforting feel. On an overcast day, for example, the sun should still be felt through the clouds, which can bring texture to a photo.
Composition
Feeling close

The images should give the viewer the impression that they are also part of the action. The photos should be shot close up for greater impact—to better appreciate the feelings of the subjects portrayed. The shots should be authentic, not staged, and convey real emotions.
Using unexpected angles helps to reinvent iconic landmarks and images—to literally see things in a different way. These types of shots can be used as part of a mosaic, where a supporting image makes it clear that this is Canada rather than a random image from anywhere in the world. Unusual angles are also a great device to make the viewer feel as though they're part of the action.
Canada is a big, beautiful country. In our photos, the vastness of the landscapes should be contrasted with the size of the people. People should be included as much as possible so that the viewer can appreciate the scale and textures.
Whenever possible, pops of red should be included in the photos to tie them in with our official colour, Canadian Flag Red, and our logo so that the brand is immediately recognizable. But be careful not to overdo it—the splash of colour can be as subtle as a hat or tablecloth.
Video direction

2.7

Video is a particularly powerful medium to tell stories that make emotional connections. By forging these connections we believe that potential travellers will fall in love with Canada, even before setting foot here. To put it another way: we aim for the heart.
Video direction

With our shift to transformational travel and focus on storytelling, not to mention the ever crowded content space, we want our videos to have a purpose and to follow a narrative arc. Effective stories have a clear purpose that can be conveyed simply. We know through review of performance statistics that videos with an exciting opening that hooks in a viewer and gives them a reason to watch through to conclusion perform better against our engagement metric.
Video direction (cont’d)

Each piece of content needs to work towards a goal and have an intersection between a place and people to support the narrative arc. These stories can be told through the perspective of travellers visiting Canada or personal stories of Canadians. And by focusing more on Canada and Canadians, we are creating content that is more readily shareable across markets.
Our foremost priority is delivering interesting and visually stunning material. When possible, we should find interesting ways to film our content making it stand out among other destination brands. We want to highlight the unique places and people across the country, be it by using interesting angles, non-traditional camera positions and drones, GoPros or underwater to supplement additional B-roll imagery.

Don’t hesitate to get close to the action.

Coordinates may be added to indicate where a shot was taken, but only if they can be legible. Follow the rules in section 2.5.4. DC or partner agencies must approve this add-on before it is published.

We should apply the same colour grading across our films so they feel cohesive. It should be clear that our films are ours, stamped with our brand and with our signature look and feel. To maintain consistency, we always need to access raw, ungraded footage shot in high-resolution formats from all our owned and partner shoots.

Shooting in the early morning or at sunset is a great way to get glowing shots.

Camera angles

Colour grading
The video signature should begin by evoking the grandeur/breadth of the landscape, taking up the entire width of the frame. In subsequent frames it will become animated and transform into the official logo, with or without the tagline. No other copy should appear. Contact DC to obtain the animated logos.
Our brand in action
Our focus is simple: Spread the love. Our love for Canada and Canadians. Our love for our rich, cultural heritage and breathtaking landscapes. Our love for diversity and inclusion. And our love for welcoming travellers from around the world to create emotional connections that will last a lifetime.
The driving force behind all For Glowing Hearts communications can be summed up in these 10 words: Canadians and travellers creating emotional connections that last a lifetime.

This statement should inform every communications piece we produce, and it’s through this lens that all our work will be judged to ensure it lives up to our brand promise. We want Canada to leave a lasting mark on the heart of every traveller.
Content categories

Our content categories define what we hope to inspire in our audiences—Emotion, Focus and Action—as we support their journey through the path to purchase.
Emotion content

This storytelling content is designed to build the audience’s emotional connection to Canada and positions Canada as a place for transformational travel. This content should say “Because of this special place in Canada, I was transformed in this long-lasting way” and make travellers think “I want to feel that.”

**Feeling:**
The primary goal for Emotion content is to capture the feeling and emotional impact of travelling in Canada and to communicate the pride and passion that Canadians have for their country.

**People:**
The primary way we communicate this feeling is by demonstrating the reciprocity between two key groups of people with Glowing Hearts:

- Canadians who demonstrate passion for where they live in Canada
- Travellers who demonstrate the emotions triggered by their travels in Canada

**Places:**
In Emotion content, Canada is the background against which people and feelings shine. Though there’s no need to provide details pertaining to locations as they’re not the focal point, they should, nonetheless, be clearly Canadian. The beauty and diversity of the landscape are there to support the larger story.
Emotion content

“Because of this emotional moment, in this special place in Canada, with this special person, I was transformed in this long-lasting way.”

– The Glowing Heart Story formula

When developing Emotion content, we should always use the above formula as our metric to measure if a piece is actually landing against what we need it to.
Focus content

This storytelling content uses people with Glowing Hearts to tell location-specific stories that support the more rational side of the decision-making process. It should make travellers think "I want to experience that."

**Feeling:** In Focus content, we need to show the pride Canadians take in their part of the country and/or their work in the tourism sector and its impact on travellers.

**People:** The primary way we communicate this feeling is by showing Canadians in the tourism sector explain and express what they do for a living, why they enjoy it and what value it will have for travellers. Travellers may be involved in the experience and express what it makes them feel, but they are not a priority in this content.

**Places:** In Focus content, the location and/or the experience needs to share centre stage with the people featured. A traveller needs to understand where the place is, why they’d enjoy it and that it’s an experience they can book.
Action content

This content, often created by commercial partners, is designed to guide travellers in their final decision to come to Canada by helping them plan specific details and take action. It should make travellers think “I want to book that.”

Feeling: Action content does not highlight specific feelings or emotions. It’s rational content focused on a call to action.

People: In Action content, people are only used as a presence in visuals.

Places: Places, and how travellers can get to them, are a key element of Action content. We use the beauty and excitement of a place or experience to connect travellers with offers, which is ultimately the main goal of this content. A traveller needs to understand why and how to book this experience and how it connects with other complementary offers.
Our Glowing Hearts should live and breathe out in the world through impactful applications that strengthen our brand. From the smallest button to the largest billboard, our pride and passion should shine through.
3.2 Applications

Destination Canada Playlist

Video
Tradeshow furniture and wayfinding

Destination Canada Playbook

3.2 Applications
3.2 Applications

Goodies