DESTINATION CANADA

Brand Guidelines

Version 3.4 | October 2018

Canada

Hi.

**Welcome to our brand guidelines.
This is us: Explorers. Adventurers.
Storytellers. Canadians. Our personality will
spark the curiousity of travellers everywhere
and inspire them to visit Canada.**

Contents

1.0
Our story

Our personality

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.

Uniquely Canadian

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.

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

Overview of elements
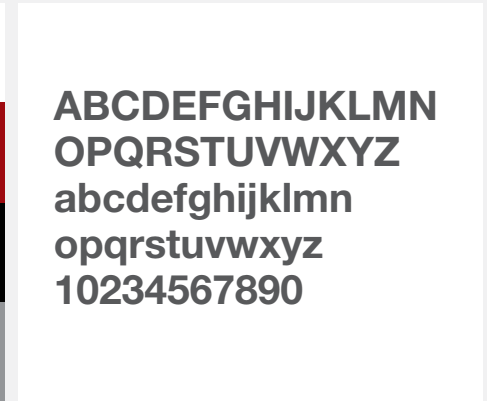
Here's an overview of the individual elements that make up our brand. Think of them as tools in your brand toolkit.

CANADA 🍁
KEEP EXPLORING

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
10234567890

Logos

Colours

Typography

" *My windshield wasn't nearly big enough for the view.* "

Photography

Writing

Logos overview

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

CANADA
KEEP EXPLORING

Canada

Marketing logo

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

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.

CANADA
BUSINESS EVENTS

DESTINATION
CANADA

Business Events logo

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

Corporate logo

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

Our logos are available in several language versions.

Language versions

Marketing logo

CANADA 🍁
KEEP EXPLORING

English
For use in all Destination Canada markets other than France. In Canada this logo can be used when there is a French equivalent.

CANADA 🍁
EXPLOREZ SANS FIN

French
For use in France. In Canada this logo can be used when there is an English equivalent.

CANADA 🍁
KEEP EXPLORING
EXPLOREZ SANS FIN

Bilingual (English and French)
For use in Canada or when complying with the Official Languages Act.

Business Events logo

CANADA 🍁
BUSINESS EVENTS

English
Use when the primary language is English.

CANADA 🍁
ÉVÉNEMENTS D'AFFAIRES

French
Use when the primary language is French.

Corporate logo

🍁 **DESTINATION CANADA**

Bilingual (English and French)
It reads the same in English and French.

Choosing the right logos

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.

	DESTINATION CANADA	Canada	CANADA KEEP EXPLORING	CANADA BUSINESS EVENTS
CORPORATE APPLICATIONS				
Corporate communications	O	O		
Corporate website	O	O		
Videos	O	O		
Reports and official documents	O	O		
MARKETING APPLICATIONS				
Websites		O	O	
Advertisements (print/online/TV)		O	O	
Videos		O	O	
Owned content		O	O	
Sponsored content			O	
Swag			O	
TRADESHOWS AND EVENTS				
Booth	O	O		
Event signage	O			
BUSINESS EVENTS APPLICATIONS				
Website		O		O
Brochure		O		O
Swag				O

Marketing logo: colour versions

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.

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.

Marketing logo: minimum size and clear space

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.

1.9 cm (0.75 in)

CANADA
KEEP EXPLORING

X   X

CANADA
KEEP EXPLORING

X   X   X

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:

X   X

CANADA
BUSINESS EVENTS

X   X   X

1.9 cm (0.75 in)

CANADA
BUSINESS EVENTS

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.

Marketing logo: things to avoid

We want our logos to look good and be used consistently. Here are a few 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.

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.
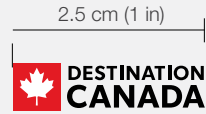
Reverse
Use for corporate applications in black and white, against a medium-to-dark background (including photos).

Corporate logo: minimum size and clear space

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'.

2.5 cm (1 in)

175 px

Minimum width (print)

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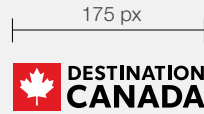
Minimum width (online)

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'.

Corporate logo: things to avoid

We want our logos to look good and be used consistently. Here are a few 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.

Canada wordmark: colour versions

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.

Canada wordmark: minimum size, clear space and relative scale

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.

2 cm (0.79 in)

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.

Canada wordmark: relative scale continued

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".
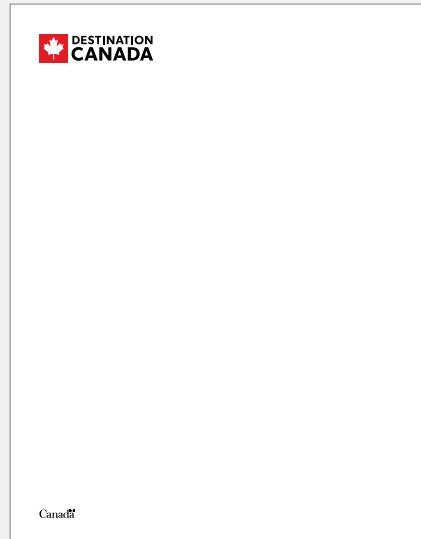
Position (portrait)

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.

Colour overview

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.

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.

**Print spot colour
Pantone 1795**

Use this Pantone colour as the basis for colour matching through all print applications.
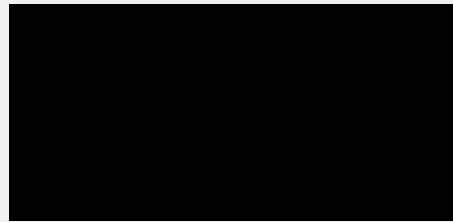
**Print process colour
C:0 M:100 Y:99 K:4**

Use this CMYK process colour only when spot colour isn't an option.
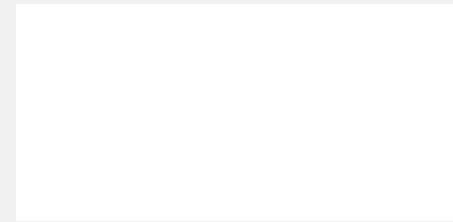
**On-screen RGB
R:224 G:30 B:43**

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

Dark Red
C:0 M:100 Y:99 K:40
R:154 G:17 B:23

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

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.*

C:70 M:0 Y:20 K: 0
R: 22 G: 190 B: 207
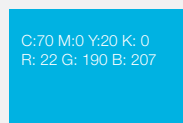
Cyan

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.

Colour applied

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
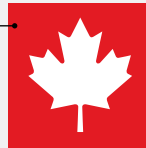
DESTINATION CANADA

Pantone process black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
#000000

Marketing logo

Pantone process black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
#000000

CANADA
KEEP EXPLORING

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

Typography

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.

Primary typefaces

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.

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*

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.

Photography overview

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.

Photography style

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)?

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.
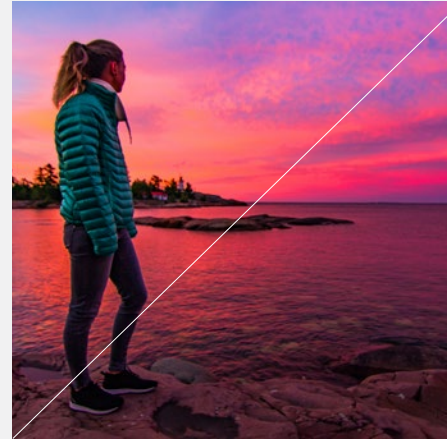
Photography style: things to avoid

Here are a few things to avoid when selecting photography.

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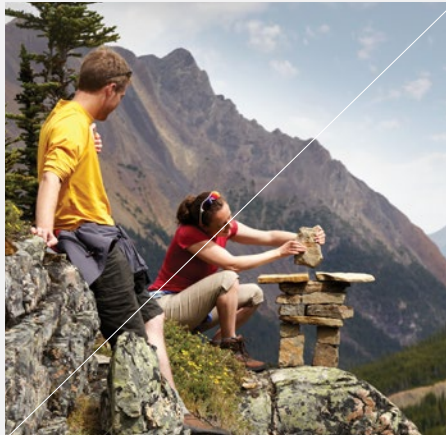Washed out empty landscapes don't provide good sense of place.

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.

Photography credits

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.

Large application

(detail)
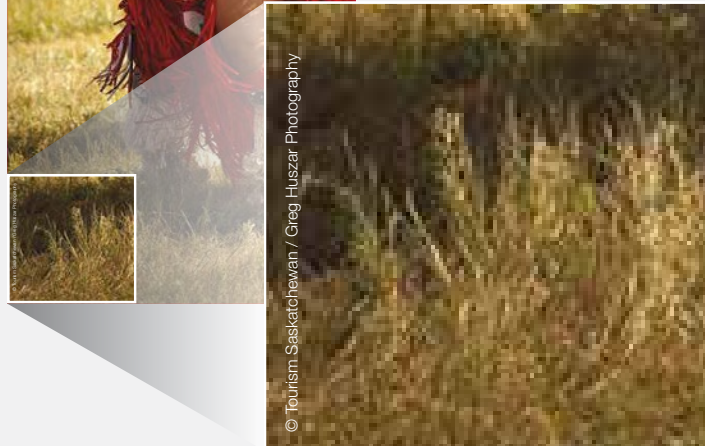
On applications larger than 30 cm (12 in), set the credit in 7 pt Helvetica Neue LT Pro 45 Light or larger.

Small application

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.

Writing style

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."

Writing tone

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

Writing for travellers

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.

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?

Writing checklist

Here are a few tips to keep in mind
while creating our voice.

☐ 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."

Map

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.

Our brand checklist
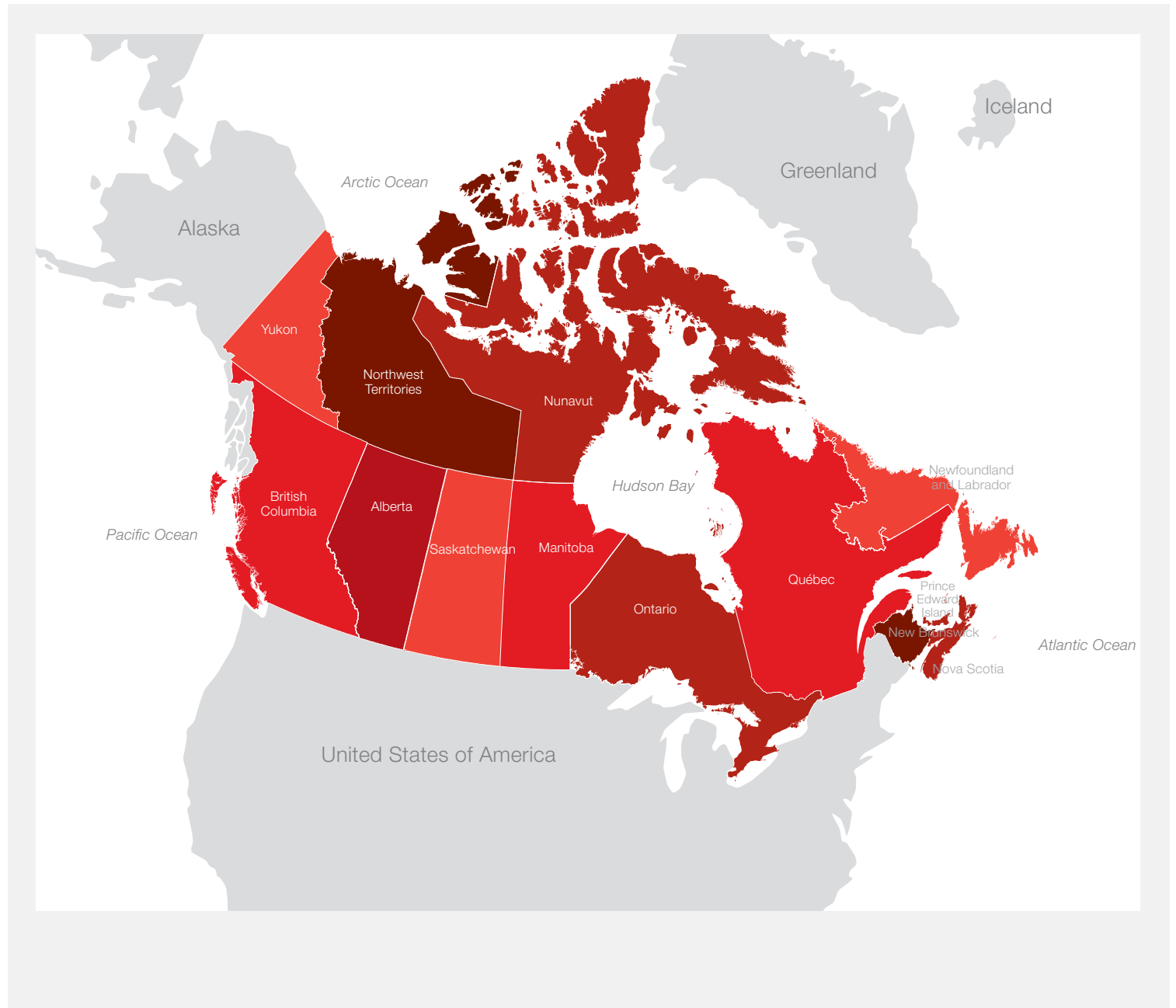
The simplest communication can sometimes get complicated. Fortunately, there are a easy ways to get back to our core brand. Use the questions on the right to make sure your project is on track and giving Canada a unique voice in the world.

☐ **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

Marketing logo in action: online advertising

Here are a few sample marketing materials showing slightly different uses of the logos.
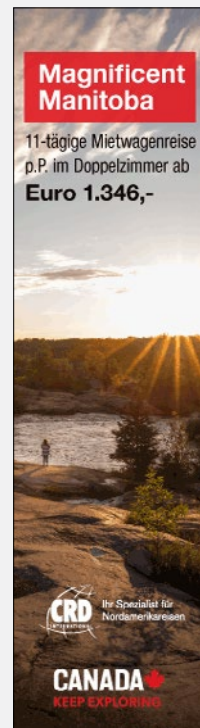
[For the latest examples of our online advertising, visit our Book of Inspiration.](#)
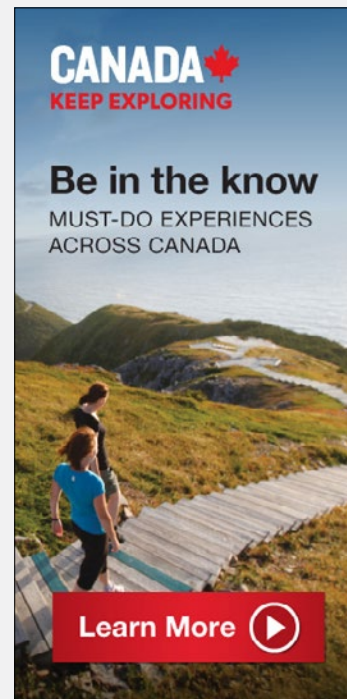
Online advertising

Leaderboard
728 x 90px

Wide skyscraper
160 x 600 px

Half page
300 x 600 px

Medium rectangle
300 x 250 px

Marketing logo in action: video

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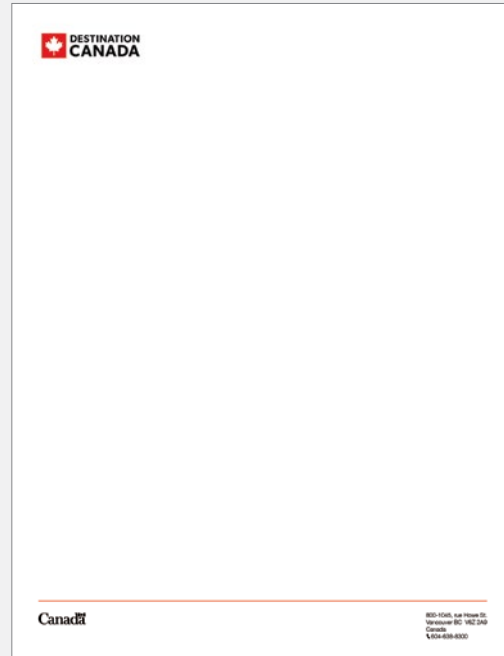
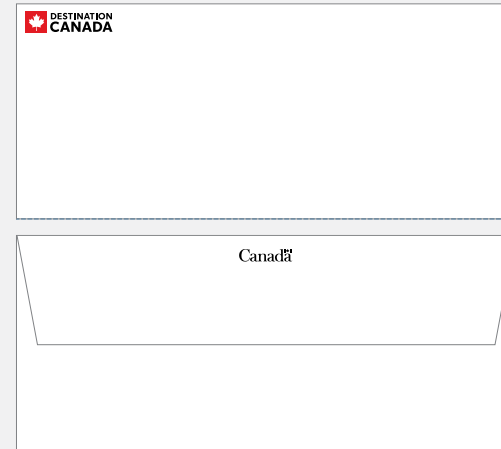**End slates**

Versions
There is also an end slate designed specifically for use on YouTube.
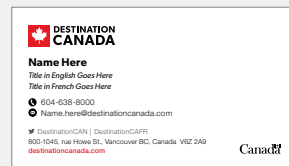
Corporate logo in action: stationery

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.
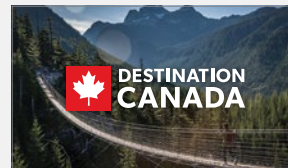

Letterhead

No.10 envelope (front and back)

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

PowerPoint presentations

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

Replace this with a deck title here

Replace this with a subtitle if needed.
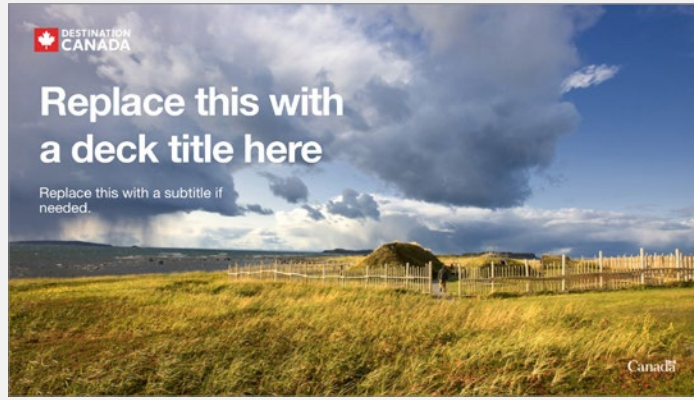
Cover page

How to use this template

Please right-click anywhere on the slide, roll over "layout", and select the layout of your choice!

Inside page template

How to use this Canada map

This map is grouped but can be taken apart. Each Province and Territory can be moved and used independently or kept together. You can change the colour by right clicking, selecting "Format Picture", and changing parameters.

Canada map

Icons
Branded icons for you to use strategically throughout your presentation.

Reports

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

Portrait-oriented report cover with photo
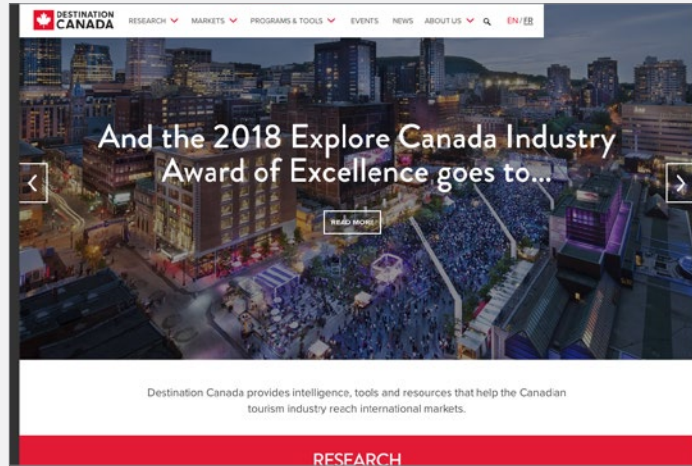

Landscape-oriented report cover with solid red background

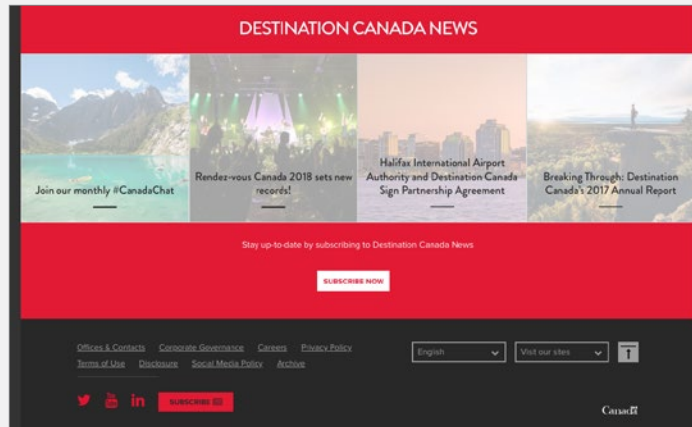**Landscape-oriented report cover with photo background**

Websites

For our websites, the primary logo appears in the upper left corner and the Canada wordmark in the lower footer bar.
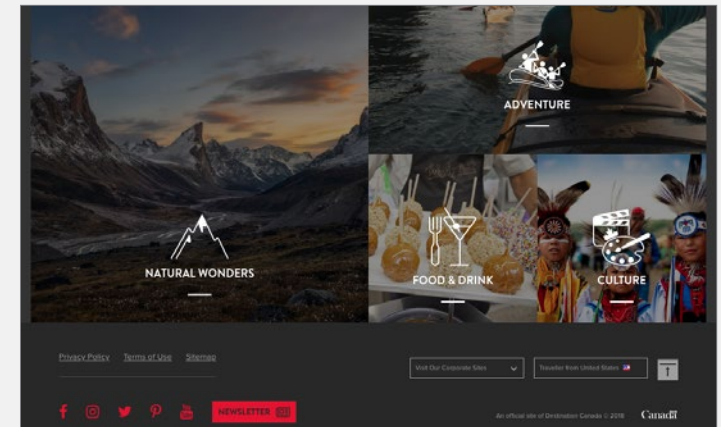

Corporate website homepage

Consumer website homepage

Corporate website homepage - footer bar

Consumer website homepage - footer bar

Animation and video

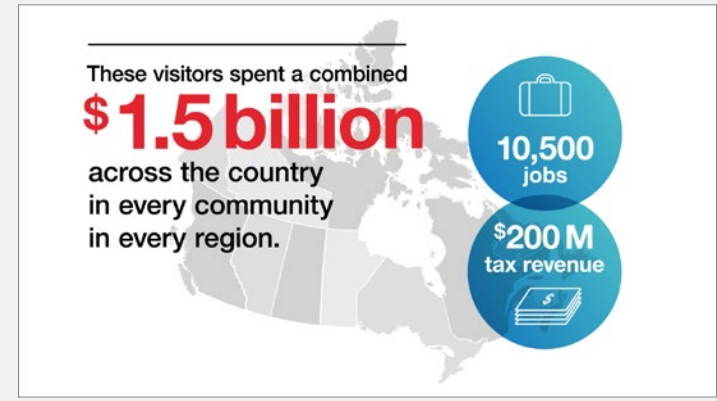Animation is a great way to add emphasis or bring life to a project.

[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 events

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.

Tradeshow example: RVC 2018

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.

Destination Canada Booth

Destination Canada Booth

Wayfinding Signage

Wall Mural Back Drop

Tradeshow example: RVC 2018

Entrance Stairway Decals

Branded Registration Counters

Exterior Welcoming Graphics

Authentic Canadian Entertainment

Authentic Canadian Cuisine

RVC wordmark guidelines

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.

RVC2019
Toronto, Ontario

RVC2019
Toronto, Ontario

RVC2019
Toronto, Ontario

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".

RVC2019
Toronto, Ontario

May 28-31 | du 28 au 31 mai

RVC2019
Toronto, Ontario

May 28-31

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.

Tradeshow and event checklist

Use this checklist to help you produce a memorable event and give Canadian tourism a unique voice in the world.

☐ **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.**

Contacts

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.