



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.

Legend



Important information

Pay special attention to the info indicated by the exclamation point.



Agency only

These applications are more complex and can only be executed by an agency.



Trade usage

These applications are straightforward to facilitate execution.

1.0 Our brand story

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

1.4 Manifesto

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- 2.1.2 Official consumer logo
- 2.1.3 Logo with English tagline
- 2.1.4 Logo with French tagline
- 2.1.5 Logo with tagline
- 2.1.6 Tagline alone
- 2.1.7 Logo on red
- 2.1.8 Logo on our colours
- 2.1.9 Minimum size and safe space
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- 3.1.2 Content types

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Our brand story

100

Dream

Spirit

Beliefs

Character

Focus

What are Glowing Hearts?

To be embraced
as the most
loved Canadian
brand in
the world.

**Canada.
For Glowing
Hearts.**

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.

Transformational
Bold

Energetic

Optimistic

Welcoming

Caring

Proud

Canadian

**Spread
the love.**

Canadians
and travellers
creating
emotional
connections
that last
a lifetime.

Brand backstory



- 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:

**CANADA.
FOR
GLOWING
HEARTS.**

**CANADA.
LE CŒUR
GRAND
OUVERT.**

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

20

Overview

Logos

Official logo



Official logo with tagline



Canada wordmark



Typography

Canada Bold

ABCDEF
GHIJKLM
NOPQRST
UVWXYZ

Suisse Int'l

abcdefghi
jklmnopqr
stuvwxyz
1234567890

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
1234567890

Alternate typefaces

Helvetica

abcdefghijklm
nopqrstuvwxyz
1234567890

Arial

abcdefghijklm
nopqrstuvwxyz
1234567890

Colours



Canadian Flag Red

Arctic White



Prairie Yellow



Great Lakes Blue



Maple Red



Aurora Purple



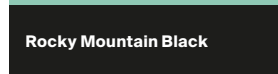
Forest Green



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



LOREM
IPSUM
DOLOR
SET

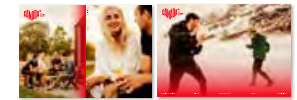
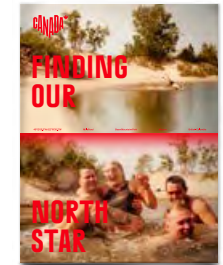
LOREM
IPSUM

DOLOR
SET

Photography



Applications



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.

- 2.1.1 Logo usage grid
- 2.1.2 Official consumer logo
- 2.1.3 Logo with English tagline
- 2.1.4 Logo with French tagline
- 2.1.5 Logo with tagline
- 2.1.6 Tagline alone
- 2.1.7 Logo on red
- 2.1.8 Logo on our colours
- 2.1.9 Minimum size and safe space
- 2.1.10 Logo placement
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- 2.1.12 Corporate logo
- 2.1.13 Minimum size and safe space Corporate logo
- 2.1.14 Pairing the corporate and consumer logos
- 2.1.15 Canada wordmark
- 2.1.16 Minimum size and safe space Canada wordmark
- 2.1.17 Pairing the wordmark with our other logos
- 2.1.18 Partnerships & sponsorships

Logo usage grid

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.



	Canada wordmark	Canada wordmark with 'FOR GLEEDING HEARTS'	Destination Canada logo
Corporate applications			
Corporate communications	X		X
Corporate website	X		X
Videos			X
Reports and official documents			X
Marketing applications			
Websites	X	or	X
Advertisements (print/online/TV)	X	or	X
Social media	X		
Videos			X
Owned content	X		O*
Sponsored content	X		
Promotional Items	X		
Tradeshows and events			
Booth			X
Event signage	X		O*
Point of sale applications			
Posters	X		
Signage	X		

X = mandatory O = optional



*Including the Canada wordmark is optional in videos and Canada content.



**Official
consumer
logo**

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.



**Reverse
logo**

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.



**Logo with
English tagline**

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.



**Logo with
French tagline**

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.

English
small
tagline



English

**FOR
GLOWING
HEARTS**

Large
tagline



French

**LE CŒUR
GRAND
OUVERT**

French
small
tagline



Bilingual,
tagline only

**LE CŒUR FOR
GRAND GLOWING
OUVERT HEARTS**

Large
tagline



The space
between each
tagline is the
width of "LE"

**LE CŒUR FOR
GRAND GLOWING
OUVERT HEARTS**

Logo with tagline

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.

Tagline alone

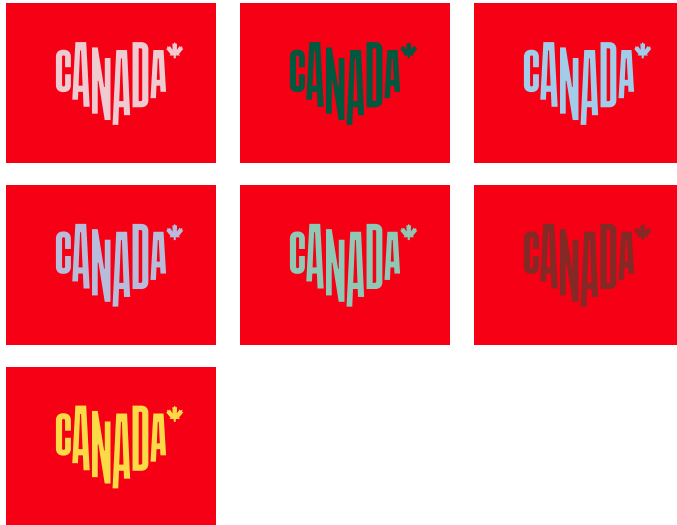
The tagline can also be used on its own. There are three versions: unilingual English, unilingual French, and bilingual French and English. In the bilingual version, the French always comes first, and the two languages are separated by a space that is equal to the width of the "LE" (from LE CŒUR GRAND OUVERT).



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



Logo on red

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.



Logo on our colours

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.

Logo



10 mm
0,4 in
28 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



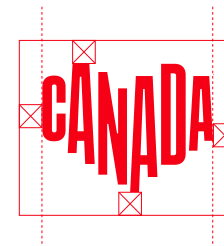
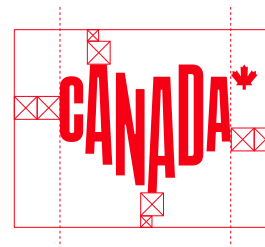
16 px

Minimum sizes

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.



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.



Protection space

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.



These layouts are for agencies only, see trade layouts in section 2.4.3



The official logo should always be aligned along a margin

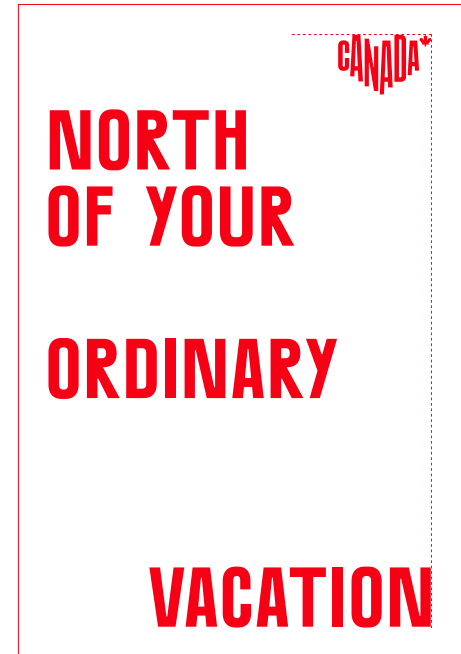


When typography is an important visual element of a communications piece, the logo must be the same height as the lettering



Logo placement

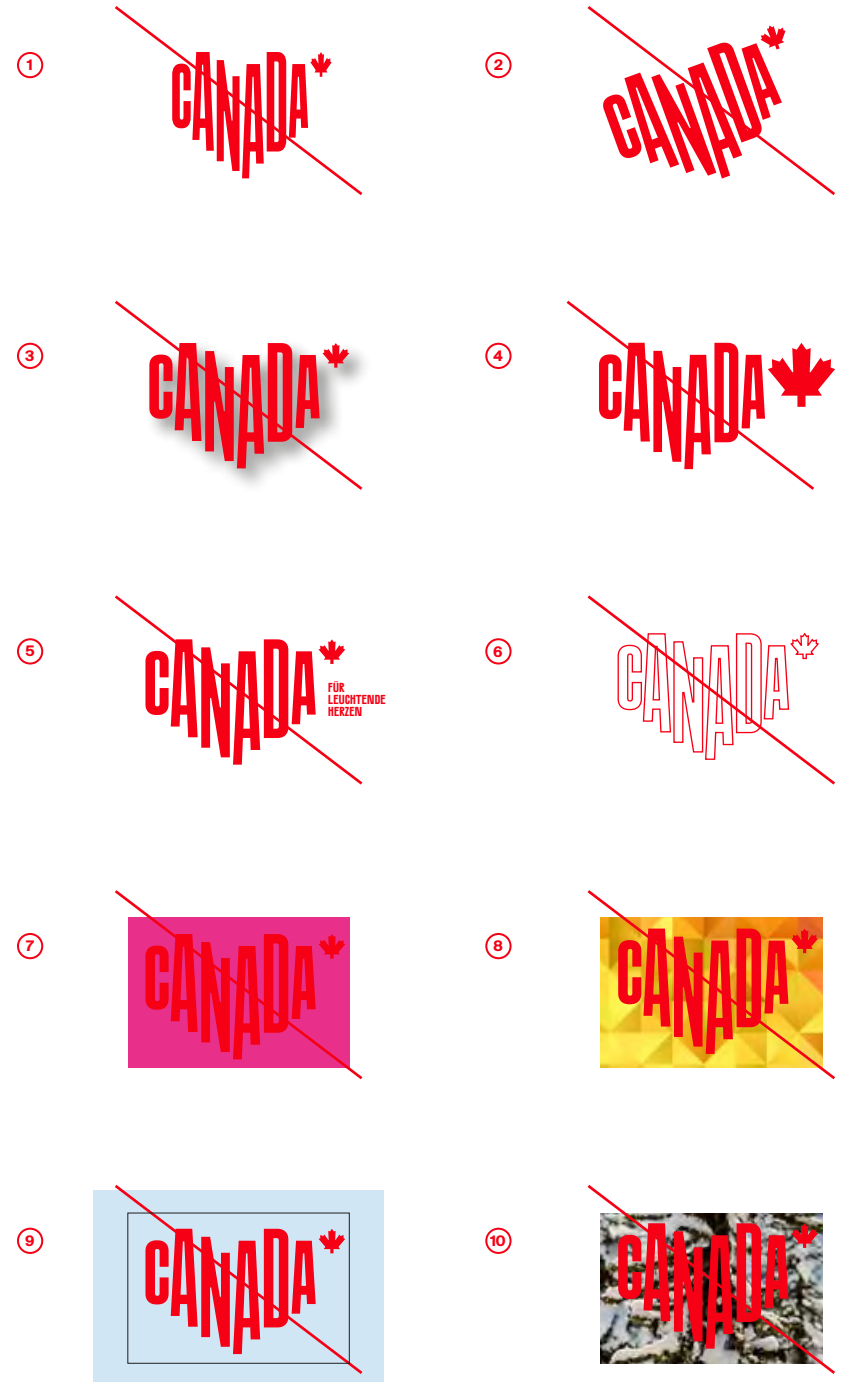
You have the freedom to place the logo where it fits best. That said, it should always be placed somewhere along a margin and be fully visible—and of course, the protection space of the poster margins must always be respected.





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.





Corporate logo

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.



Reverse corporate logo

In situations where the 4C corporate logo can't be used, the reverse logo—white on a red background—can be used.

Minimum
size



Safety
margins



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



**Minimum size
and safe space
Corporate logo**

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.

**Pairing the
corporate and
consumer logos**

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.

Canada

Canada

**Canada
wordmark**

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.

Minimum
size



Safety
margins



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



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

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



**Minimum size
and safe space
Canada
wordmark**

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.”

**Pairing the
wordmark
with our
other logos**

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



Our logo must match the size and visual impact of all other logos that appear.

Same visual impact



Red should be the primary colour

Canadian Flag Red



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

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

Suisse Int'l

abcdefghijklmnop
jklmnopqr
stuvwxyz
1234567890

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
1234567890

Helvetica

abcdefghijklmnop
nopqrstuvwxyz
1234567890

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.

Sponsorship



Partnership



Tone and manner

2.2

**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<旅へ

South Korea
캐나다, 새로운
나를 찾는 여행

Mexico
Canadá, para
corazones
apasionados.

China
领略心动

Germany
Für große
Gefühle

We write this way

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.

Language tone

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

We like

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

We don't like

Tourist
Average
Disposable
Alone
Boredom
Usual
Regular
Isolation
Indifferent
Bragging
Expected
False
Tedium
Forgettable
Dull
Disappointment
Routine
Predictable
Apologetic

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<旅へ

South Korea

캐나다, 새로운 나를 찾는 여행

Mexico

Canadá, para corazones apasionados.

China

领略心动

Germany

Für große Gefühle

Colour

2.3

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.

Canadian Flag Red

Pantone
032 C
032 U

C 0
M 100
Y 100
K 0

R 245
G 0
B 20

HEX
F50014

Prairie Yellow

Pantone
7404 C
7404 U

C 0
M 8
Y 86
K 0

R 250
G 218
B 70

HEX
FADA46

Great Lakes Blue

Pantone
291 C
291 U

C 45
M 4
Y 0
K 0

R 161
G 205
B 235

HEX
A1CDEB

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

Forest Green

Pantone
7729 C
7729 U

C 95
M 0
Y 75
K 65

R 0
G 88
B 63

HEX
00583F

Sunset Pink

Pantone
196 C
196 U

C 0
M 23
Y 6
K 0

R 239
G 202
B 208

HEX
EFCAD0

Pacific Teal

Pantone
338 C
338 U

C 50
M 0
Y 31
K 0

R 143
G 201
B 181

HEX
8FC9B5

Rocky Mountain Black

Pantone
Black C
Black U

C 0
M 0
Y 0
K 100

R 0
G 0
B 0

HEX
000000



Red should be
the predominant
colour in every
communication.

Palette

Red is an intense colour that represents passion, love, strength and, of course, Canada. Our official colour, Candian 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.

Canadian Flag Red

Pantone
032 C
032 U

C 0
M 100
Y 100
K 0

R 245
G 0
B 20

HEX
F50014





**Prairie
Yellow**

Pantone
7404 C
7404 U

C 0
M 8
Y 86
K 0

R 250
G 218
B 70

HEX
FADA46



**Great
Lakes
Blue**

Pantone
291 C
291 U

C 45
M 4
Y 0
K 0

R 161
G 205
B 235

HEX
A1CDEB



**Maple
Red**

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



**Aurora
Purple**

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



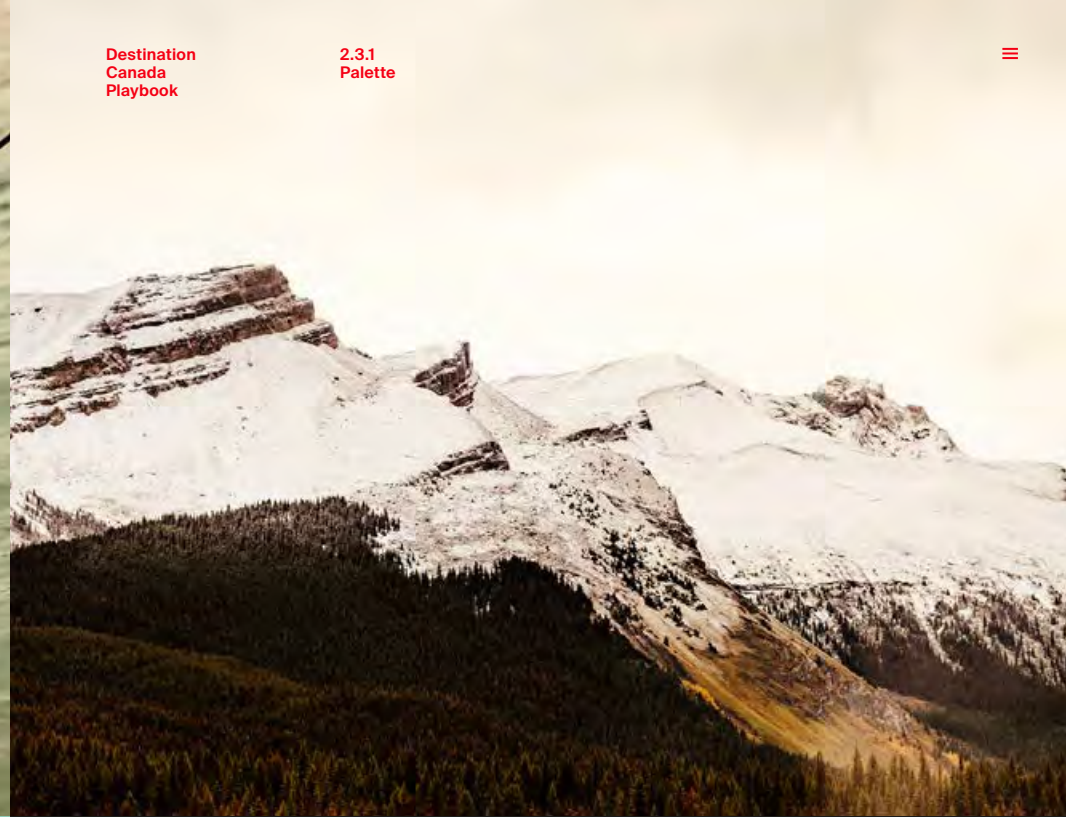
**Forest
Green**

Pantone	C 95	R 0	HEX
7729 C	M 0	G 88	00583F
7729 U	Y 75	B 63	
	K 65		



**Sunset
Pink**

Pantone	C 0	R 239	HEX
196 C	M 23	G 202	EFCAD0
196 U	Y 6	B 208	
	K 0		



**Pacific
Teal**

Pantone
338 C
338 U

C 50
M 0
Y 31
K 0

R 143
G 201
B 181

HEX
8FC9B5

**Rocky
Mountains
Black**

Pantone
Black C
Black U

C 0
M 0
Y 0
K 100

R 0
G 0
B 0

HEX
000000

Primary font

Canada Bold

ABC

**ABCDE
FGHIJKL
MNOPQ
RSTUV
WXYZ**

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.

Secondary font

Suisse Int'l

Abc

**abcde
fghijkl
mnopq
rstuvw
xyz**

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

Alternate font

Helvetica

Arial

Abc

Abc

**abcde
fghijkl
mnopq
rstuvw
xyz**

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.

Serif font

Suisse Neue

Abc

**abcde
fghijkl
mnopq
rstuvw
xyz**

In a long form article or essay we can use a serif font for readability.

ABC

ABCDEFGH

IJKLMNOP

QRSTUVWXYZ

VWXYZ



Canada Bold is never to be used in lowercase

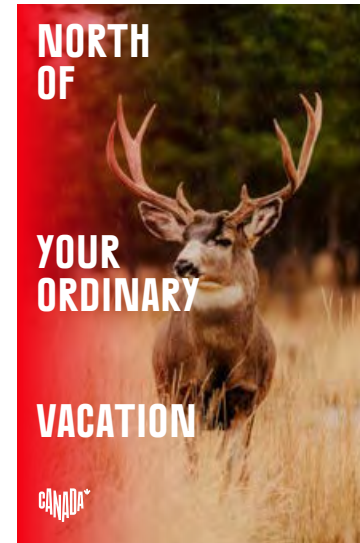


Canada Bold is the only weight we use

Canada Bold is not well-suited for long copy.

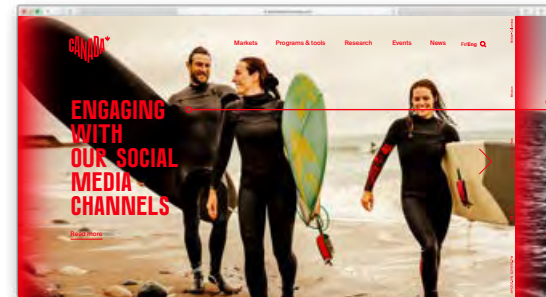
Canada Bold, our title font

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.



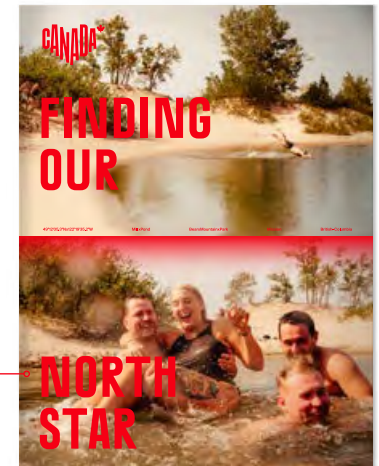
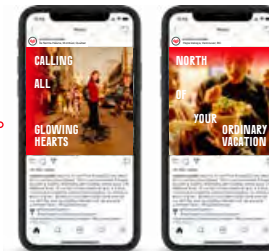
OOH Posters Advertising

Banners



Website headers

Social media



Brochure titles

Abc
abcdefg
hijklmn
opqrstu
vwxyz



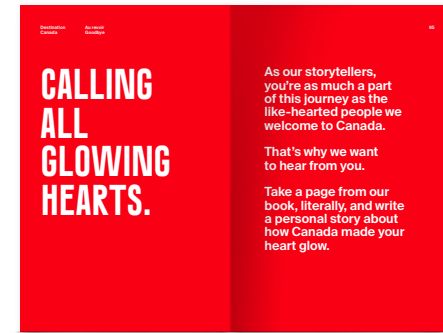
Only use all
uppercase
letters in
exceptional
cases

Suisse Int'l,
our content
font

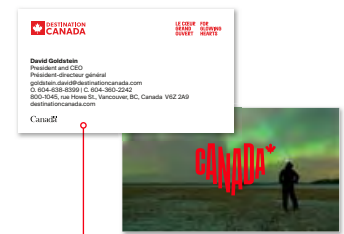
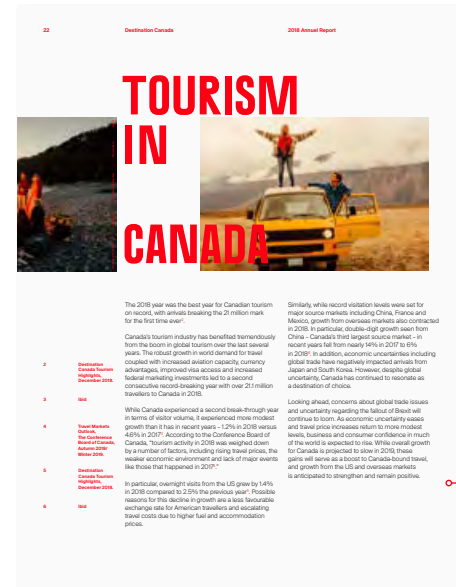
Modern and reader-friendly, Suisse Int'l is available in a variety of languages, making it ideal for international markets. As our primary content font, Suisse Int'l is the perfect choice thanks to its versatility and easy-to-read sans serif typeface.



Titles in
corporate
documents



Subtitles
and copy



Very small
text

Long copy



One word or
a few short
words per line

Align
text left

Line spacing
(leading) is 90%
(font size x 0.9)

Do not
add spacing
between
the lines

SPARK
CHANGE
FROM
WITHIN



This is how the title
font should be used
at least 90% of the
time when a piece
is designed outside
the agency.

**Trade
usage of
title font**

For more conventional usage, block typography should
be used and always left-aligned, but can be positioned
at the top or bottom.

CALLING
ALL
GLOWING
HEARTS



NORTH OF
YOUR
ORDINARY
VACATION



FINDING
OUR
NORTH
STAR



A

One word or
a few short
words per line

Line spacing
(leading) is 90%
(font size x 0.9)

You should
add spacing
between
lines

Text should
move from
left to right

SPARK
 CHANGE
 SPACING
 SPACING
 SPACING
 FROM
 SPACING
 WITHIN

**Agency
usage of
title font**

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.

!

To ensure
better
readability,
the reading
direction
must be
from left
to right.

CALLING
ALL



GLOWING
HEARTS

NORTH OF YOUR
ORDINARY



VACATION

FINDING
OUR

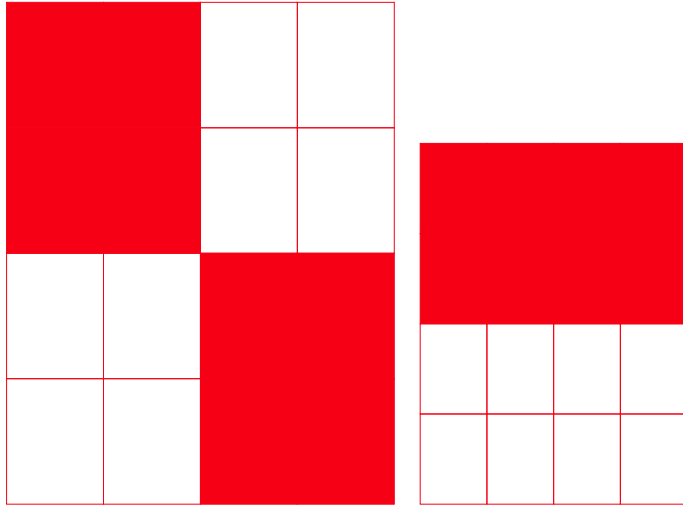


NORTH

STAR

T

Short and simple
headlines will work
great here



Do not hesitate to
choose one colour
from our palette

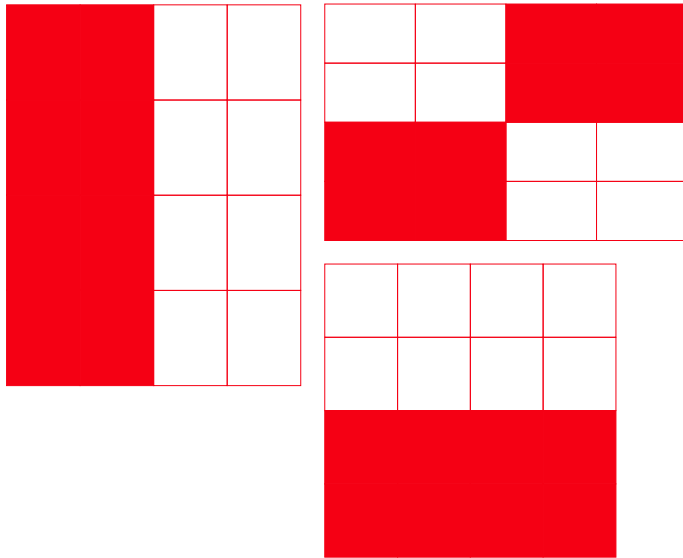
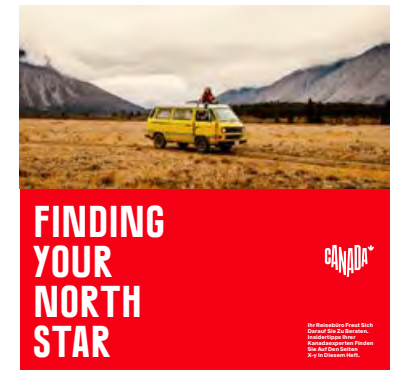
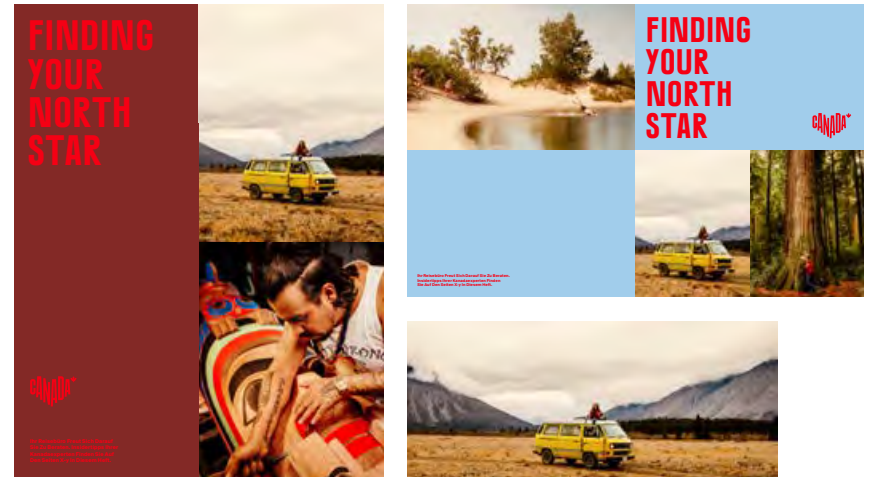
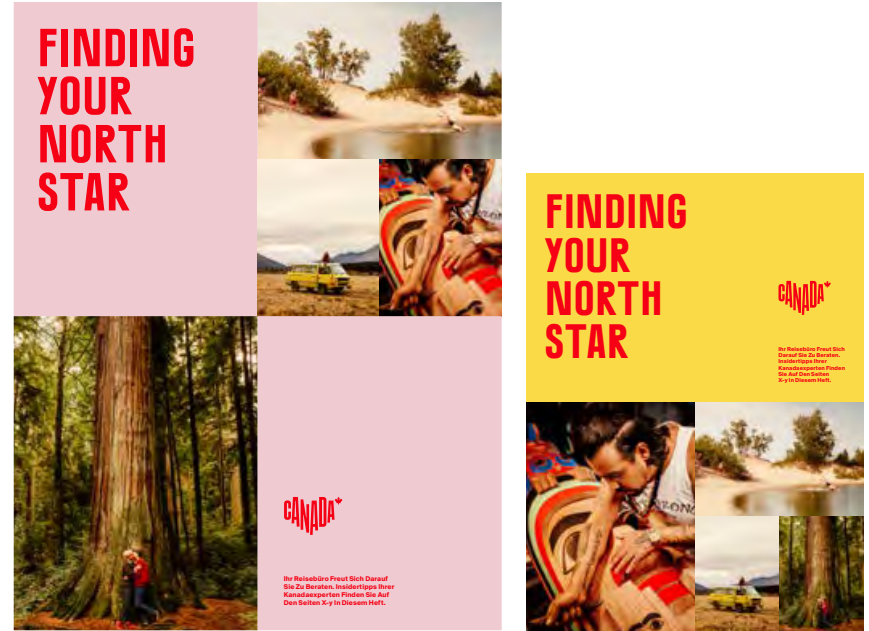


Photo layout

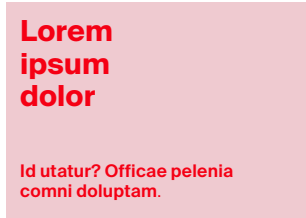
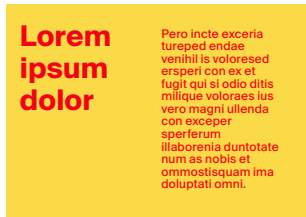
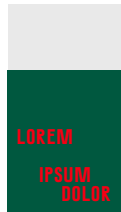
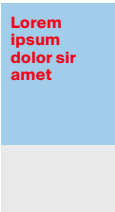
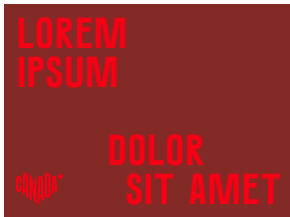
Though a single powerful image is preferred, this layout system is to be used when there are more than one or two photos in a communications piece. The format is divided into 16 equal rectangles. Half the page will be filled with colour and type, and the other half will be filled with images (1 to 4 photos).



Glow



Colours



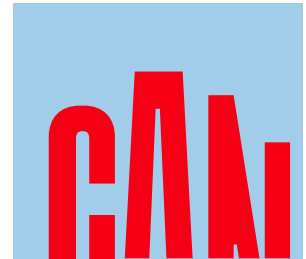
Coordinates

50.4034°N, 12.8153°W
43.5339°N, 77.1322°W
45.3238°N, 73.4016°W
53.2218°N, 101.2946°W
58.1056°N, 125.1289°W
65.2920°N, 100.1929°W

Pattern



Logo cropping

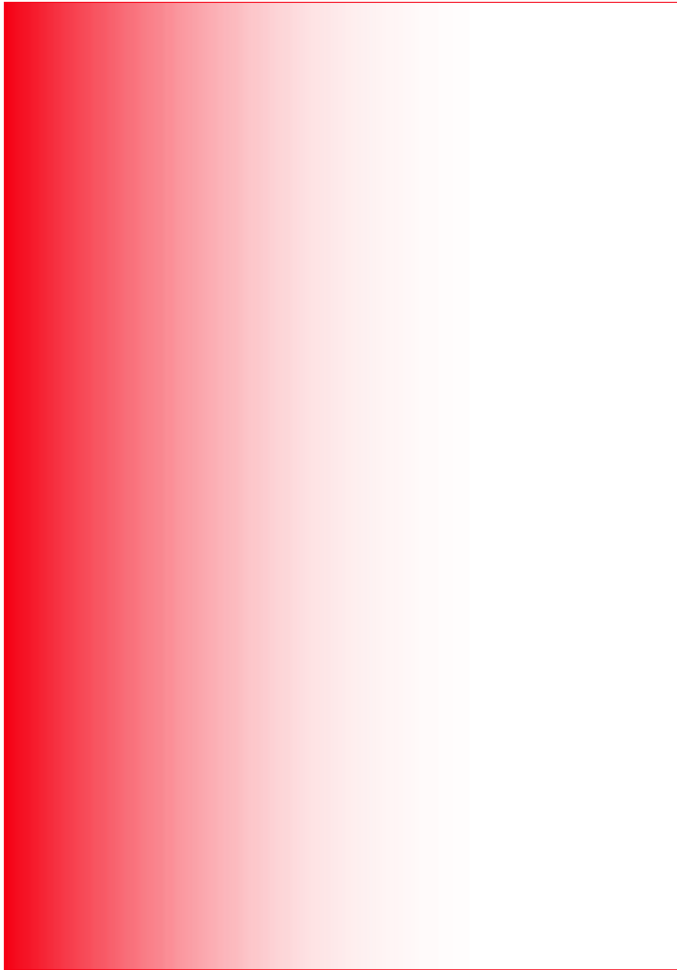




The red part of the glow can be more opaque, as long as 50% of the picture is visible.



The red part of the glow should be opaque, not achieved by using the multiply blending mode or any other effects.

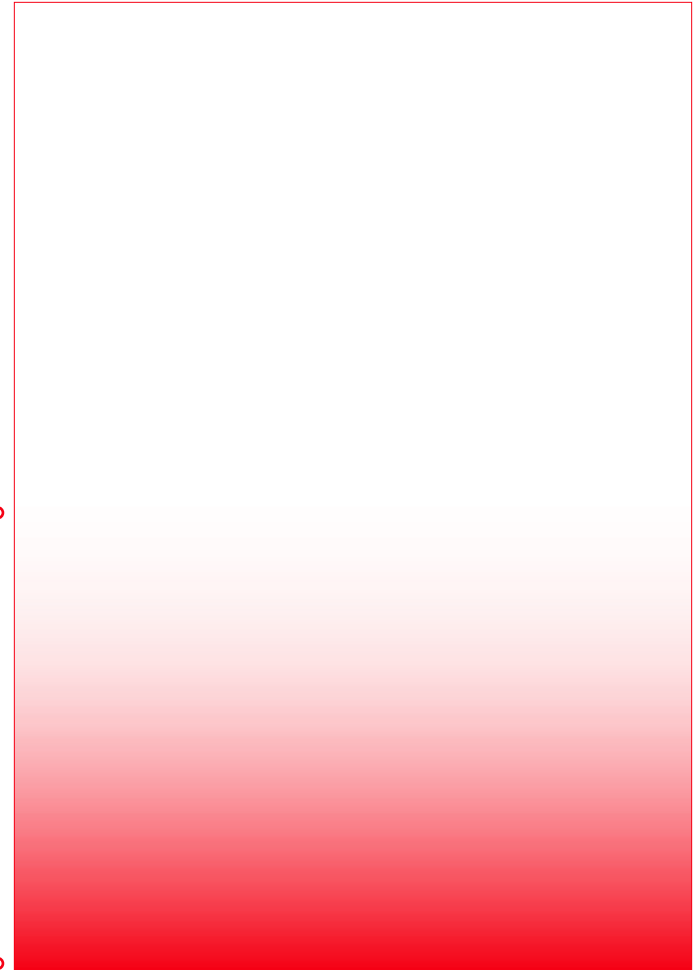


Canadian Flag Red 100%

Canadian Flag Red 0%
or white 0%

Canadian Flag Red 0%
or white 0%

Canadian Flag Red 100%



The glow

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.

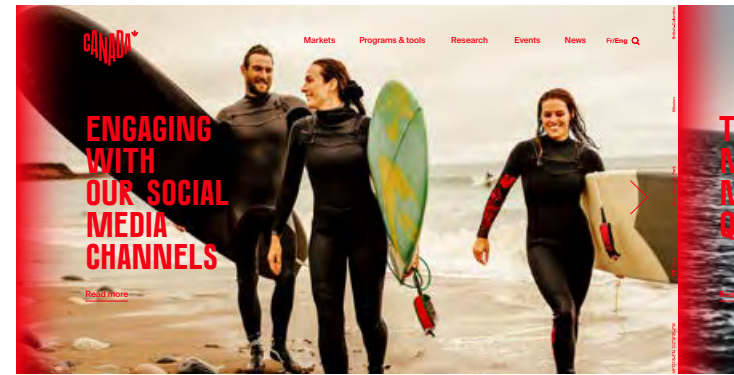
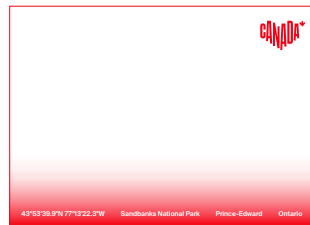
A

!

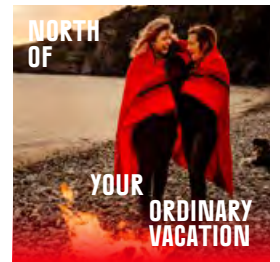
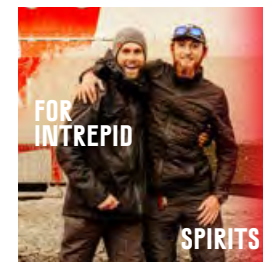
Only white lettering can be used when the text is fully on the glow

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

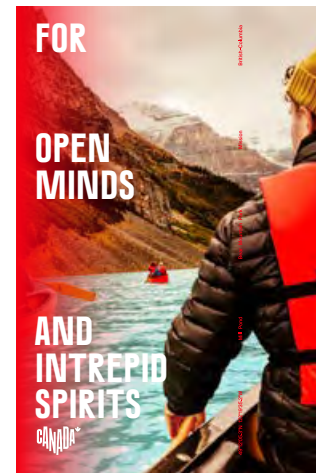
Coordinates can appear on the glow provided the lettering is white



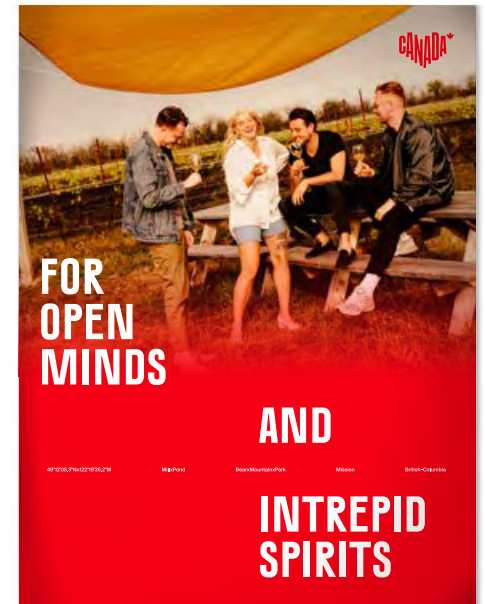
Website



Social media



Brochure



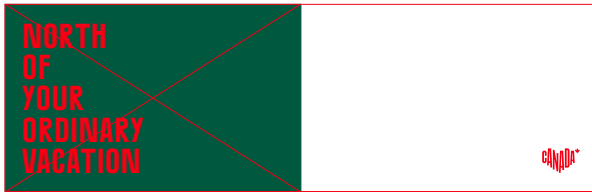
Poster

The glow in action

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.



The font and logo should be the same single colour, unless the logo is on a picture, then it should be red

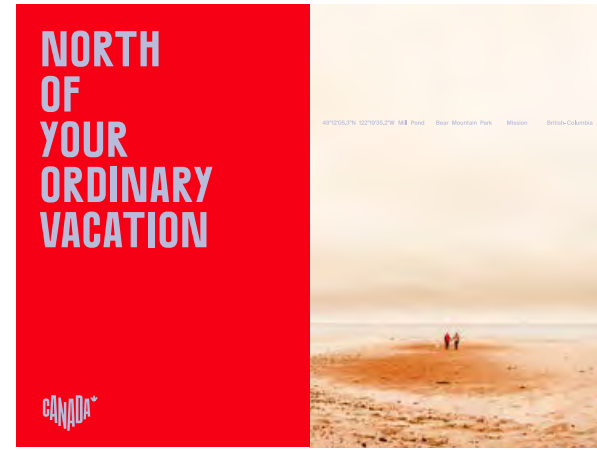


Use squares or rectangles only—see section 2.4.5 for other layout examples



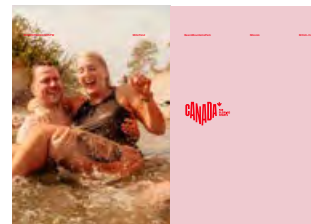
Our colours in action

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.

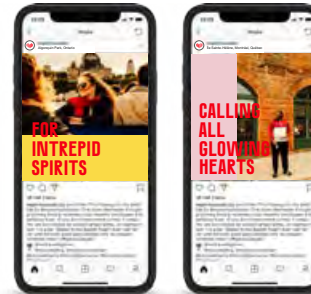


OOH

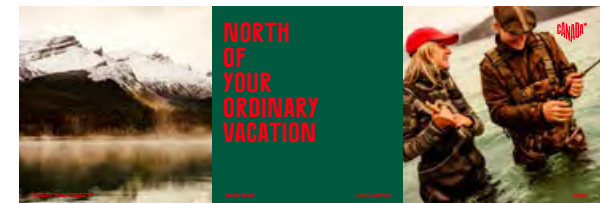
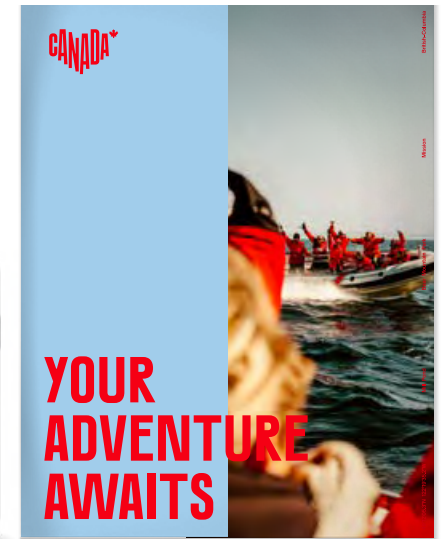
Postcard



Social media



Brochure



Banner



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

Latitude and longitude Specific place Neighbourhood or park Region or city Province or territory



The space between each location must be the same

Latitude and longitude Specific place Neighbourhood or park Region or city Province or territory

Font:
Suisse Int'l
Semibold

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

Size:
Small, but never smaller than 5 pts

Examples

43.9070°N, 77.2392°W	Sandbanks Provincial Park	Prince-Edward	Ontario
43.9070°N, 77.2392°W	Outlet Beach 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	

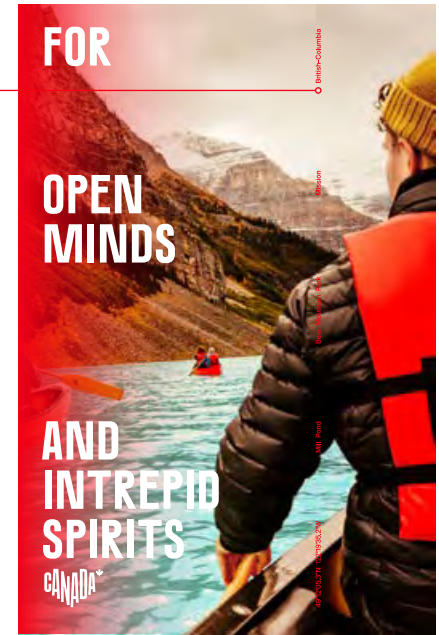
Coordinates

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).



Poster

Horizontal and vertical both work

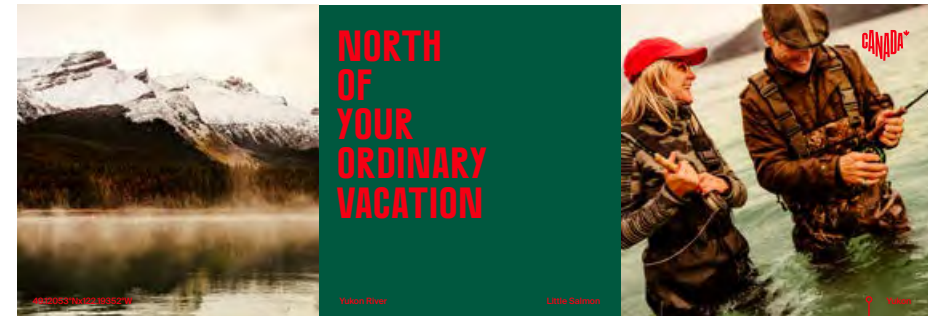


Social media

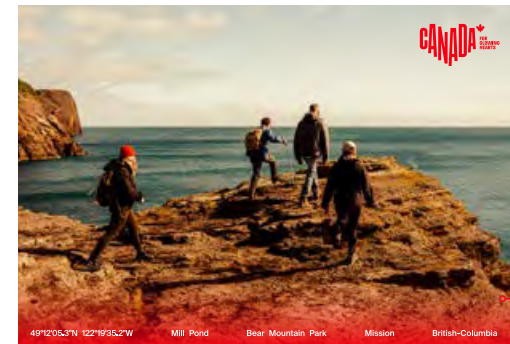
Avoid applying on busy part of a picture, the coordinates should never hide an important part of a picture



Banner



Postcard



Always from extreme left to extreme right or top to bottom

May be applied on the glow, in white



**Logo
pattern**

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.

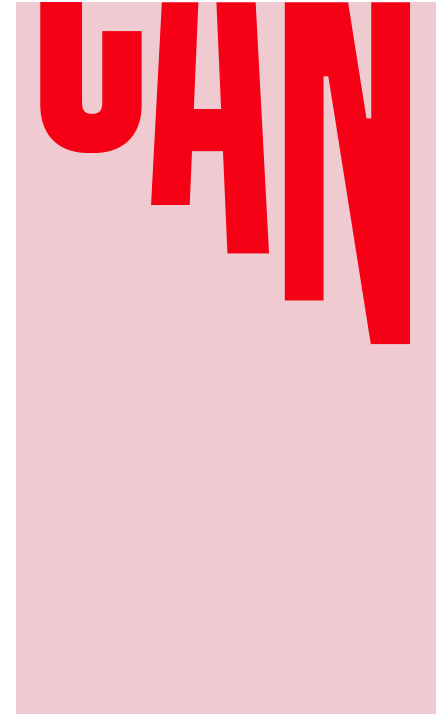


A



!

Only the first three
letters can be
cropped—never
the entire logo



Logo cropping

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.

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.

Overview

People



Indigenous / Canadian culture



Vibrant cities



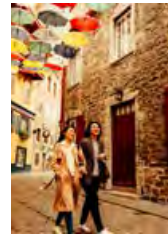
Food and drink



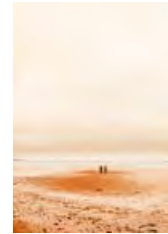
Accessible adventures



Attractions and landmarks



Natural wonders



National Parks



Wildlife / animals





People

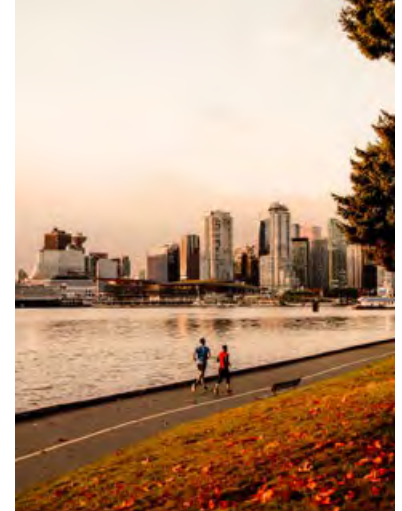
The guiding principle in all photos is to show pride in Canada and the joy of travelling around our great country. The shots should be authentic, not posed, and taken in warm light at dusk or dawn. An emotion, such as happiness, should be conveyed and suggest a deeper story, a moment—a human connection.





Indigenous / Canadian culture

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.



**Vibrant
cities**

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.



Food and drink

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.



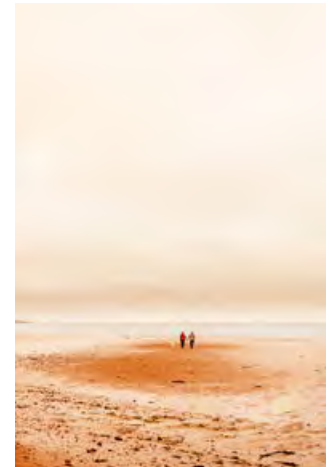
Accessible adventures

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.



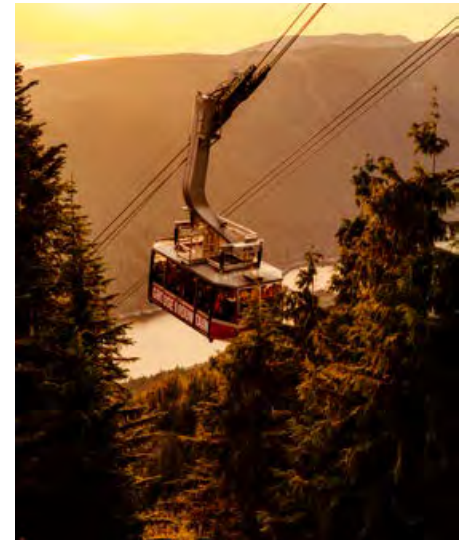
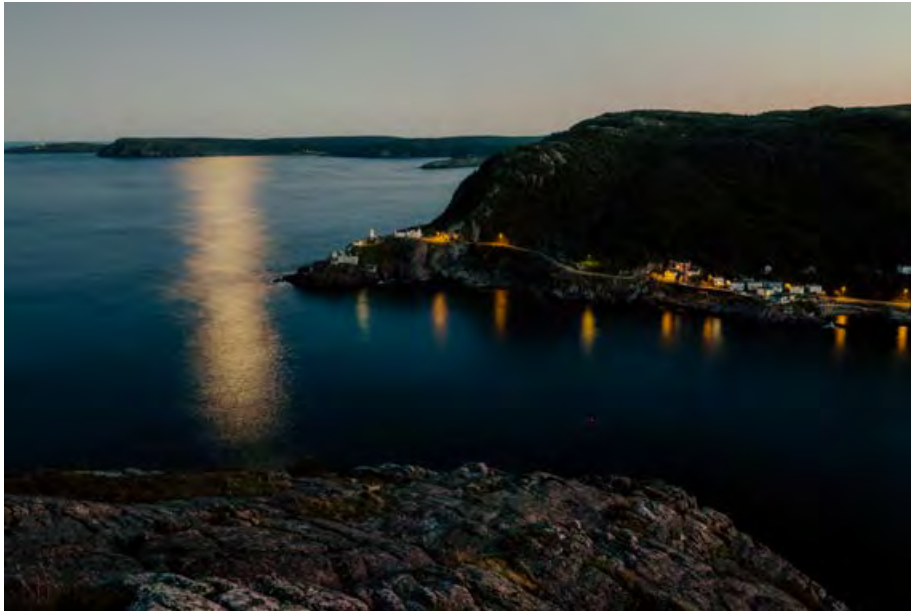
Attractions and landmarks

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.



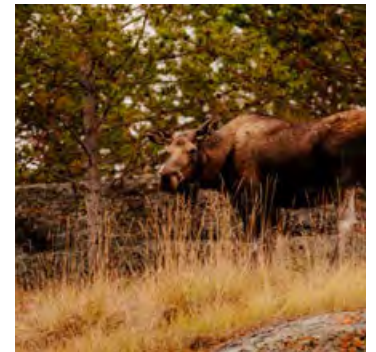
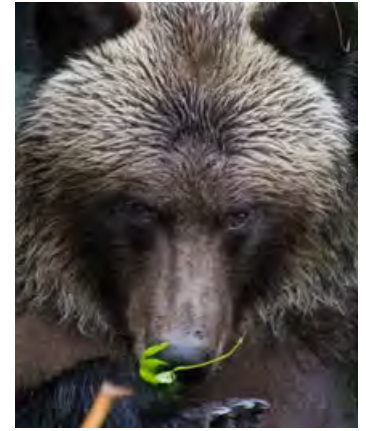
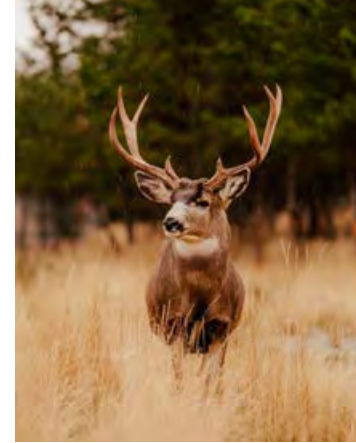
Natural wonders

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.



National Parks

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!



**Wildlife /
animals**

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.

Art direction

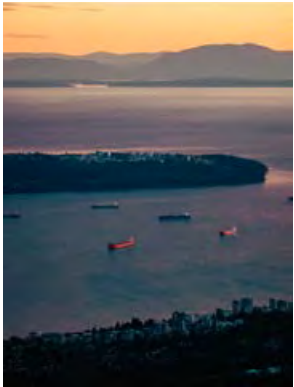
Photographs should highlight real and raw emotions, where the camera is part of the action. We also want to feature people wherever possible, even if they appear as a small speck on larger landscape imagery.

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



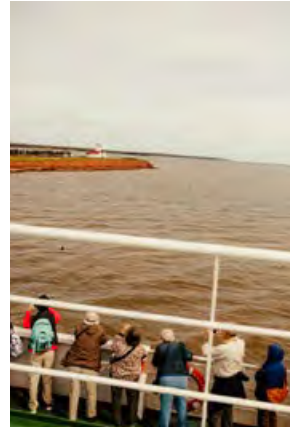
Lighting
Glowing skies



Composition
Feeling close



Composition
Unusual angles

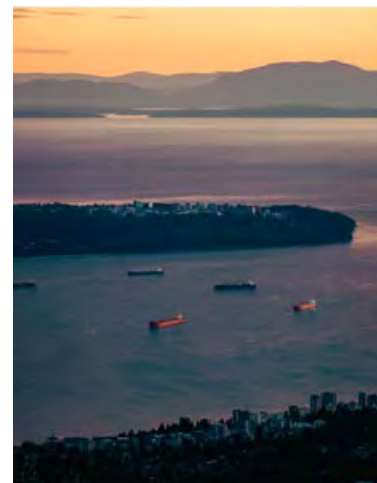
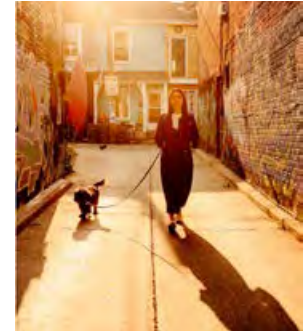
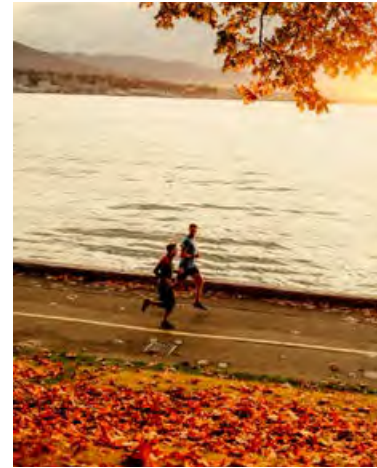


Composition
Small and big



**Use
of red**





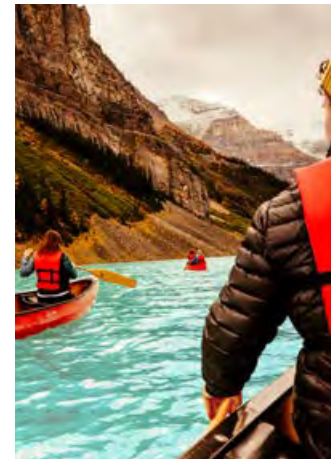
Lighting
Warm light

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.



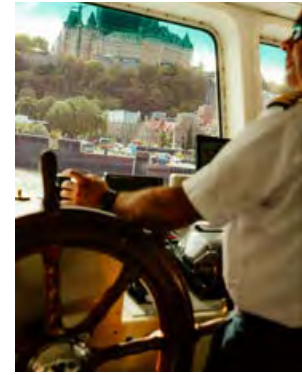
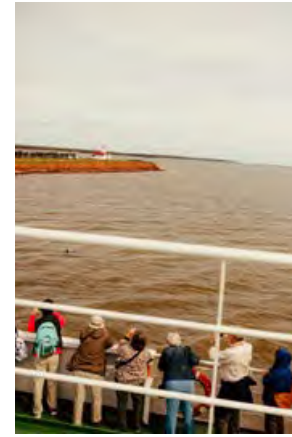
**Lighting
Glowing
skies**

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.



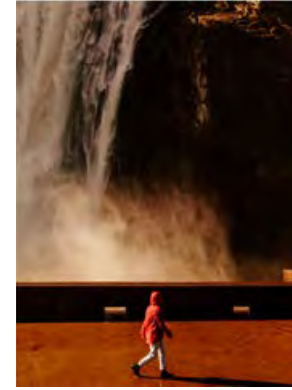
**Composition
Feeling close**

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.



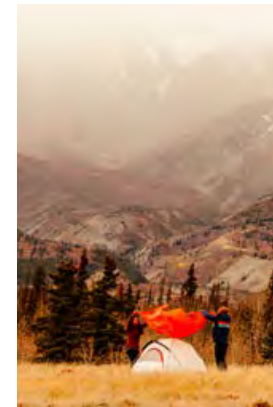
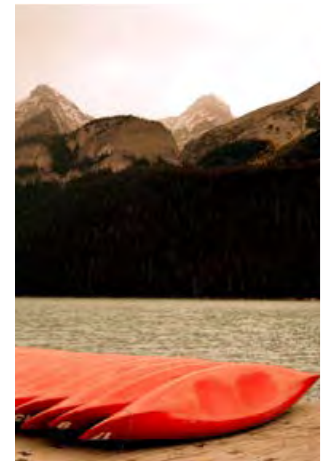
Composition Unusual angles

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.



Composition
Small
and big

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.



Use of red

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

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.



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.



Don't hesitate to get close to the action



Camera angles

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.

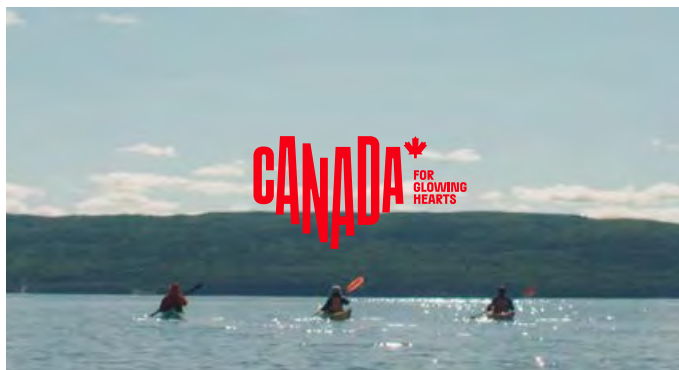


Shooting in the early morning or at sunset is a great way to get glowing shots



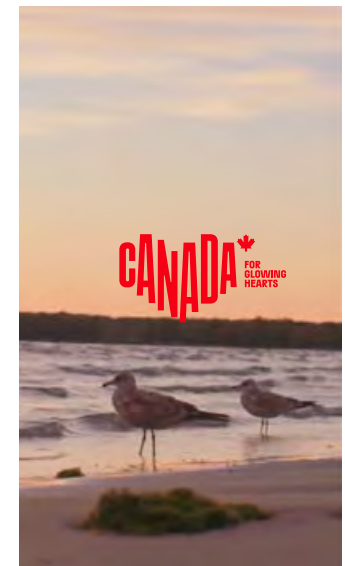
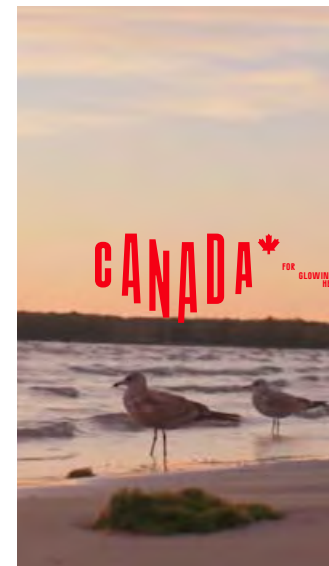
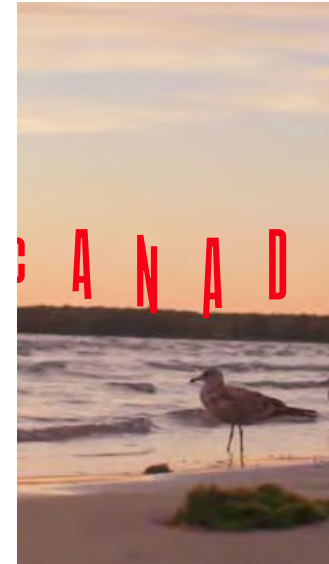
Colour grading

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.



**Video
signature**

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.



Editorial line

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: <ul style="list-style-type: none">– 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.”

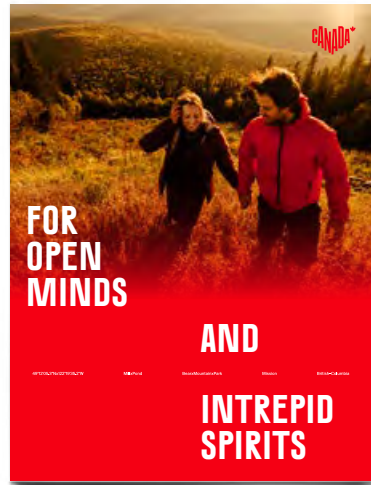
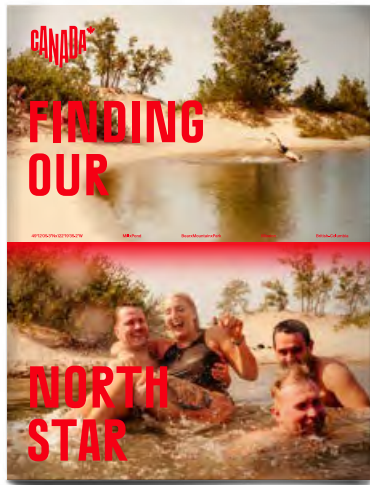
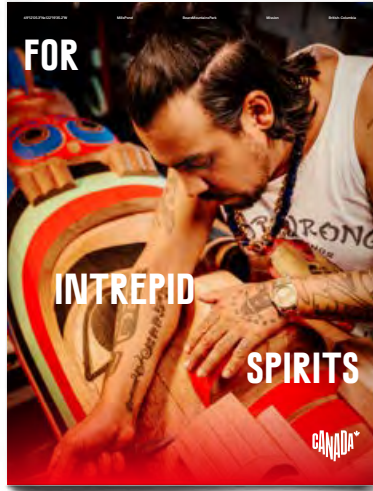
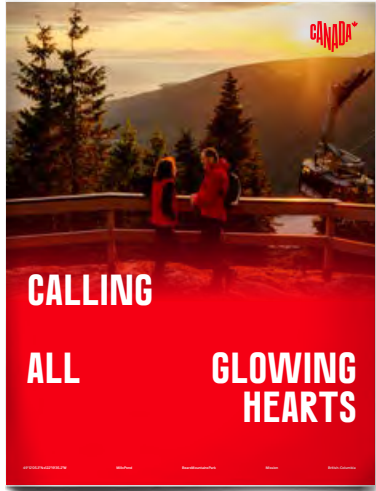
- Feeling:** Action content does not highlight specific feelings or emotions. It's rational content focused on a call to action.
- People:** In Action content, people are only used as a presence in visuals.
- Places:** Places, and how travellers can get to them, are a key element of Action content. We 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.

Applications

3.2

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.

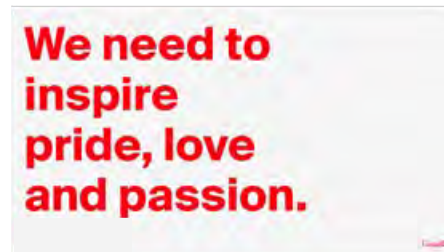
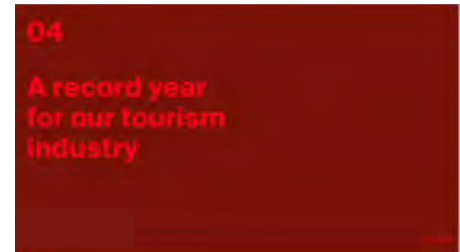
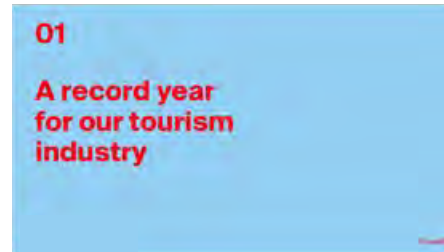
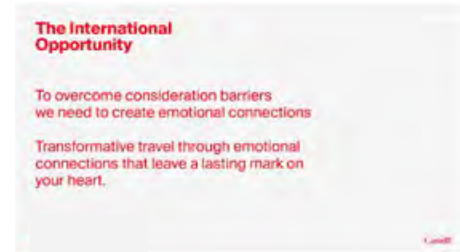


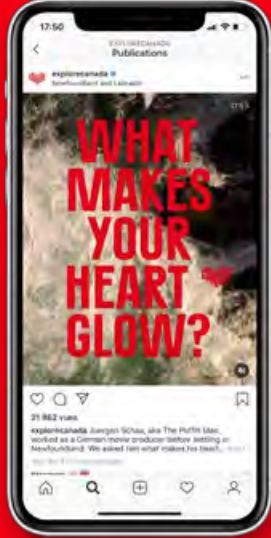


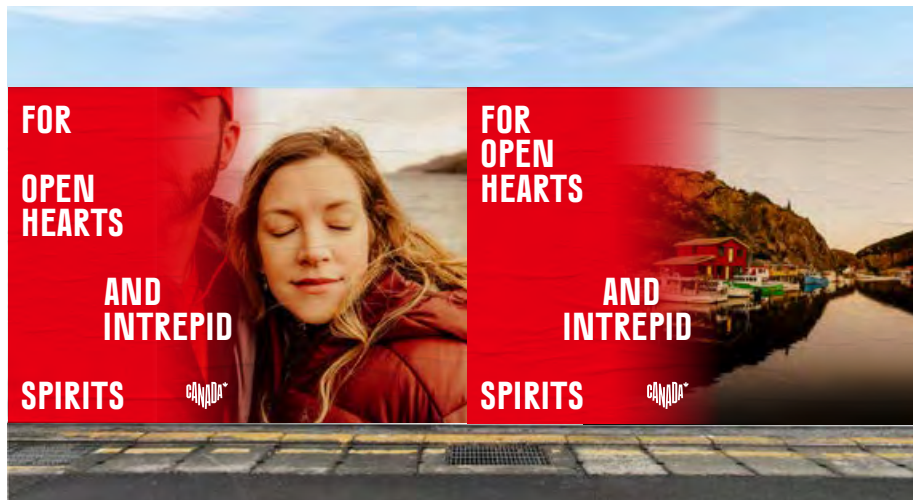
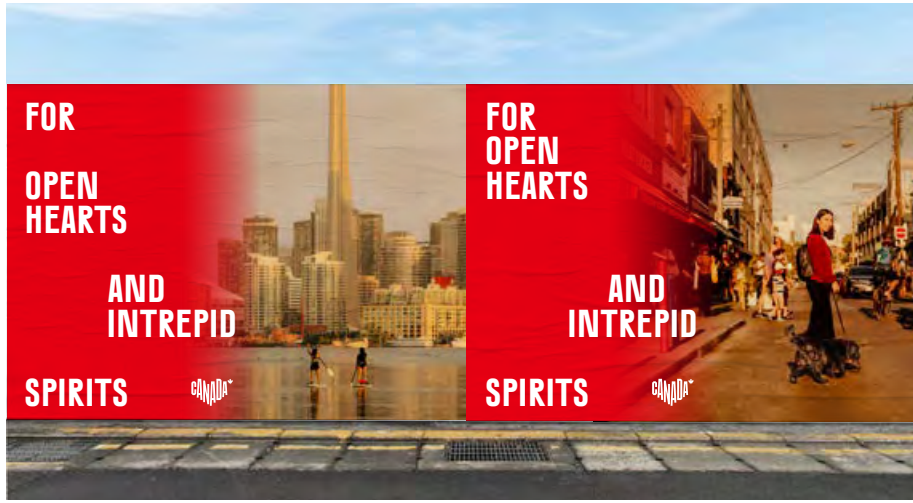
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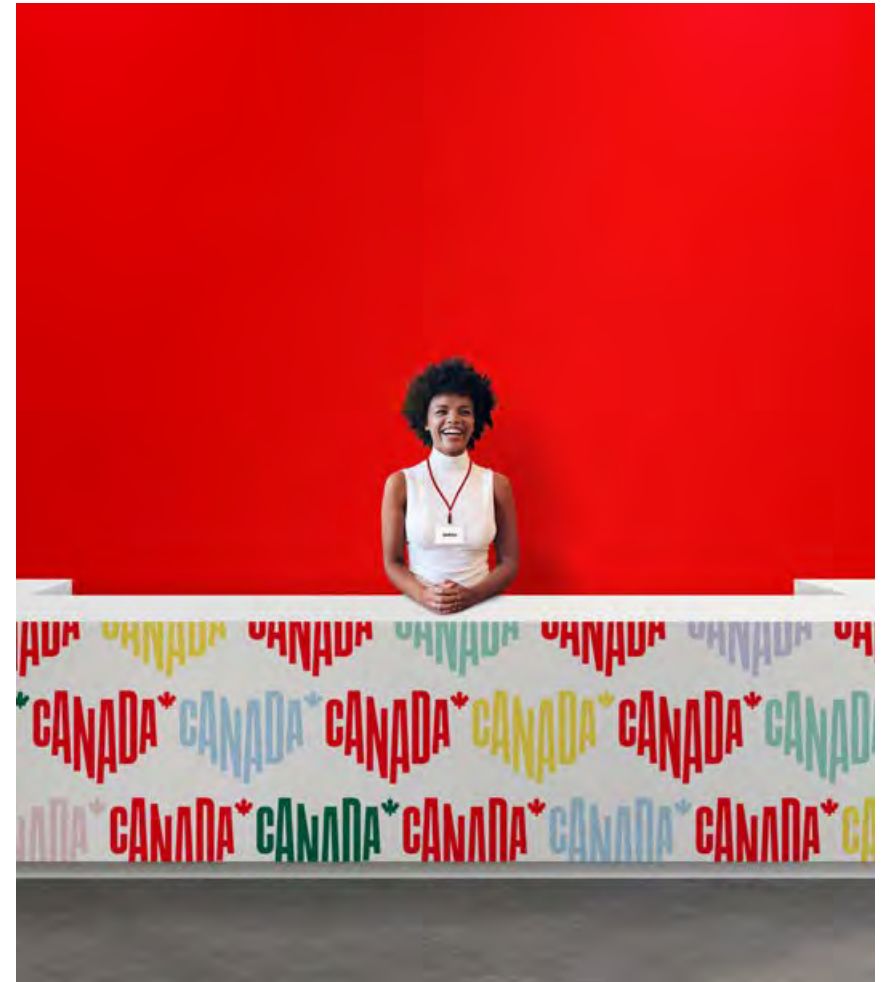
Postcards











Tradeshow
furniture and
wayfinding





Goodies



