logo

The maple leaf is respected and recognized around the world and the CTC logo is a contemporary take on this national icon. The gestural and welcoming rendering of the mark is representative of both Canada's national character and that of the CTC. The typography portion of the logo is set in Bliss, a typeface that also has a casual and friendly character. Central to the CTC brand identity is **Canada. Keep Exploring** and therefore this phrase is an important part of the CTC's logo. The logo uses two shades of red, Canada's national colour.

explorez sans fin
Canada
keep exploring
TM/MC

The CTC logo is the cornerstone of the brand identity. It is a reflection of Canada's national character.

Horizontal Versions (Preferred)

Both the horizontal and vertical versions of the CTC logo are available for use in English, bilingual (English and Canadian French), French (Canada), French (France), and Spanish. The horizontal orientation is the preferred version, intended to be used more frequently. The vertical version should be used where the horizontal space is limited. The elements within each logo are fixed in size and proportion and must never be altered. The text must never be substituted for other languages or messages.

English

Canada
keep exploring

For use in the U.S., U.K., Germany, Korea, China, Japan and Australia

French

Canada
explorez sans fin

For use in Québec

Bilingual (English and French)

explorez sans fin
Canada
keep exploring

For use in Canada

French

Canada
il vous reste tant
à découvrir

For use in France

Spanish

Canada
sigue explorando

For use in Mexico

Note: There are small and large use versions of each logo. Refer to page 14 for details.

Vertical Versions

The vertical versions of the CTC logo are available in the same languages as the horizontal version. The vertical versions of the logo are intended to be used in applications where horizontal space is limited.

The elements within each logo are fixed in size and proportion and must never be altered. The text must never be substituted for other languages or messages.

English

For use in the U.S., U.K., Germany, Korea, China, Japan and Australia

French

For use in Québec

Bilingual (English and French)

For use in Canada

French

For use in France
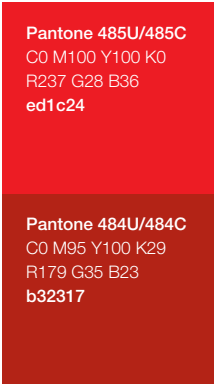
Spanish

For use in Mexico

Note: There are small and large use versions of each logo. Refer to page 14 for details.

Colour Variations

Below are the available colour variations of the logo for use in different applications. Each of these colour variations are available in all of the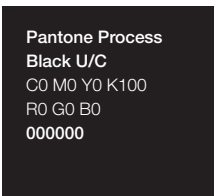 language versions of the logo, as seen on the previous pages, as well as in spot colour, CMYK, and RGB where appropriate. Different colour variations of the logo must never be generated.

Full-colour (available in spot colour, CMYK, and RGB)

Pantone 485U/485C
C0 M100 Y100 K0
R237 G28 B36
ed1c24

Pantone 484U/484C
C0 M95 Y100 K29
R179 G35 B23
b32317

The trademark symbol (TM) is set to black in CMYK versions to ensure readability.

Full-colour Reverse (available in spot colour, CMYK, and RGB)

Pantone 485U/485C
C0 M100 Y100 K0
R237 G28 B36
ed1c24

This version should always be used when the logo is applied to the Pattern Bar Graphics (refer to section 2.4 for details).

Black and White

Pantone Process Black U/C
C0 M0 Y0 K100
R0 G0 B0
000000

Reverse

13

Trademark Symbol Variations and Minimum Sizes

There are two variations of each logo. A large use version and a small use version. The purpose of the small use version is to ensure the trademark symbol (TM/MC) remains legible at small sizes.

Large use logo: Horizontal

For use larger than 5cm (2") width

Large use logo: Vertical

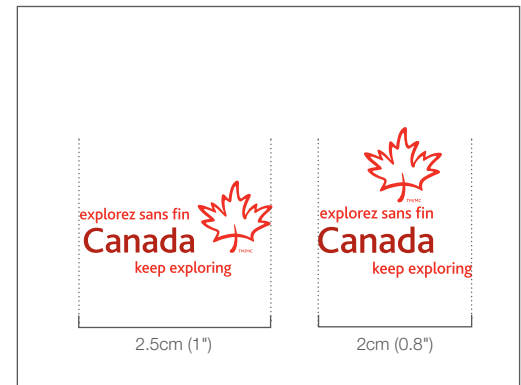For use larger than 3.8cm (1.5") width

Small use logo: Horizontal

For use smaller than 5cm (2") width

Small use logo: Vertical

For use smaller than 3.8cm (1.5") width

Small use logo: Minimum size

2.5cm (1")   2cm (0.8")

Exclusion Zone

A minimum distance from any other graphics must be used in all applications. This distance is determined by the height and width of the "C" in "Canada." This rule should be applied to all language versions and colour variations of the logo.

Horizontal Logo

explorez sans fin
Canada TM/MC
keep exploring

Vertical Logo

TM/MC
explorez sans fin
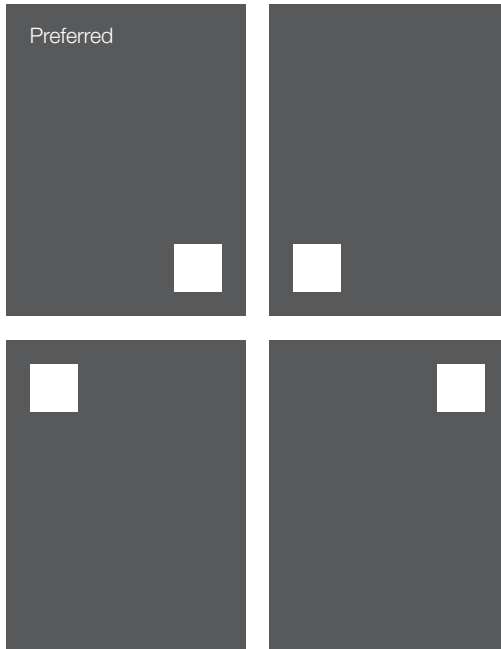**Canada**
keep exploring

Positioning

The CTC logo must always be used in a position that guarantees the maximum visual impact. Recommended positions are in one of the corners of an application, taking care to respect the exclusion zone. The preferred location, when space permits, is the bottom right corner. The diagrams below depict logo positions.

Logo Position

Preferred

Placement Sample

cultivating luxury, down to the smallest detail.

Achieving perfection means going that one step further. It's leaping outside the realm of ordinary and creating luxury that begins in unexpected places – like the rooftop of a downtown hotel. It all happens in Canada, where the service is unsurpassed and indulgence is a daily affair. So contact your Virtuoso Travel Specialist and treat yourself to something uniquely Canadian.

To learn more about Canada, visit **www.canada.travel**   Rooftop Herb Garden at The Fairmont Royal York, Toronto

explorez sans fin
Canada
keep exploring

The recommended space from the edge of the composition to the logo is equal to the exclusion zone described on page 15.

CTC's URL in Print Applications

The CTC's website URL, www.canada.travel, is an important element to incorporate in branded communications. It serves as the primary call to action. It has to be featured on all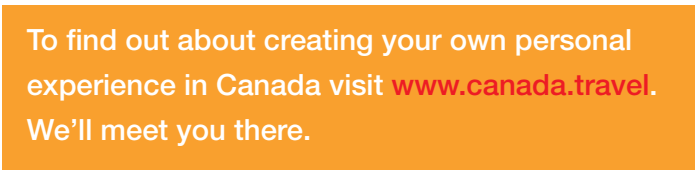 consumer-facing 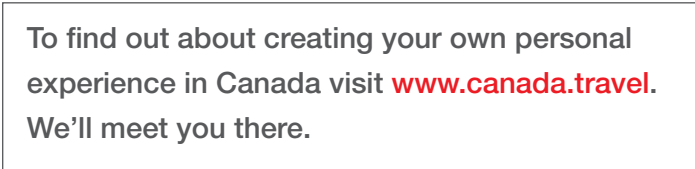communications, as the domain name needs to be top of mind as the portal entryway for all tourism-related information provided by the CTC. The URL should always appear in Helvetica Neue Medium (refer to page 27) in either Explorer Red (refer to page 23) or reversed out of a solid colour, graphic texture or photo.

URL

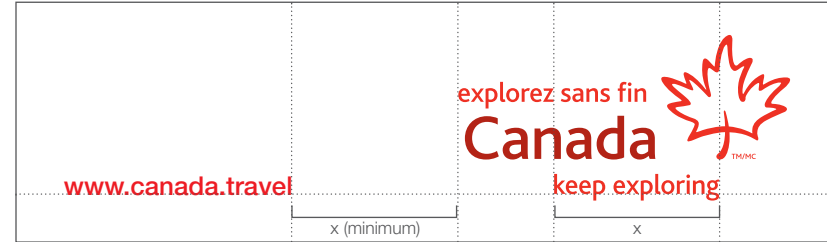**www.canada.travel**

www.canada.travel

Explorer Red (refer to page 23) must be used when the URL is placed on a white background. White must be used when on solid colour, texture or photograph.

URL as Part of a Sentence

To find out about creating your own personal experience in Canada visit **www.canada.travel**. We'll meet you there.

To find out about creating your own personal experience in Canada visit **www.canada.travel**. We'll meet you there.

When the URL is used within a sentence, it should be highlighted in Explorer Red (refer to page 23).

URL and Logo

explorez sans fin
Canada
keep exploring
www.canada.travel
TM/MC
x (minimum)   x

explorez sans fin
Canada
keep exploring
www.canada.travel
TM/MC

When the URL is used with the CTC logo, it should be equal in size to the "keep exploring" portion of the CTC logo. Also, the minimum space between the URL and the logo should be at least the width of the "keep exploring" portion of the logo, as illustrated above.

CTC's Logo and URL in Online Communications

It is important for our partners to include a link to our website on their websites. To preserve the integrity of the Canada brand, it is important that our URL and logo is presented consistently in one of the methods shown below.

Logo (Preferred)

explorez sans fin
Canada ™/MC
keep exploring

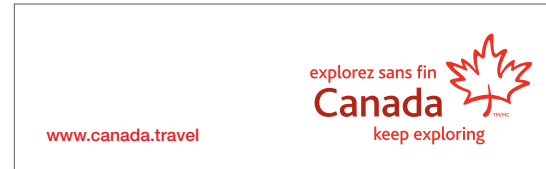
explorez sans fin
Canada ™/MC
keep exploring

We encourage partners to include our logo on their homepages to act as a link to www.canada.travel. The logo should appear at no less than 100 pixels wide in online applications.

URL

www.canada.travel

www.canada.travel

The URL can be used on its own to act as a link to www.canada.travel. This graphic must be set in Helvetica Neue Medium and can appear in Explorer Red (refer to page 23) on white backgrounds or in white on solid colours, textures or photographs.

URL and Logo

explorez sans fin
Canada ™/MC
keep exploring
www.canada.travel

explorez sans fin
Canada ™/MC
keep exploring
www.canada.travel

The URL and logo can be used together to direct users to www.canada.travel.

Don't

Do

Do

Do not put the logo or URL in a holding device or shape (as seen on the far left). Use the reverse version of the logo, when placing over a solid colour, texture or photograph or set the background to white.

Application Do's

To preserve the integrity of the CTC brand, it is vital the logo be used correctly. Below are examples of how the different versions of the CTC logo should be used in various applications to ensure legibility in all its parts.

These rules should be applied to all language versions of the logo.

Spot Colour and CMYK Applications

Colour versions of the logo should be used on white or light coloured backgrounds.

Reverse (colour) versions of the logo should only be used on mid-range to dark coloured backgrounds. This is the preferred version for reverse applications.

Tonal Variation

The logo should only be applied to areas that are not too busy or that contain much tonal variation.

Restrictive Colour Applications (such as one or two-colour applications)

Black versions of the logo should be used on white or light backgrounds.

Reverse (white) versions of the logo should be used on black or dark backgrounds.

Photography

It is preferred that the logo is not placed directly onto photography, however when necessary it should be placed in the least cluttered area of the image.

Application Don'ts

It is important for our partners to have access to our logo to promote their businesses and organizations, and to promote Canada. It is equally important to preserve the integri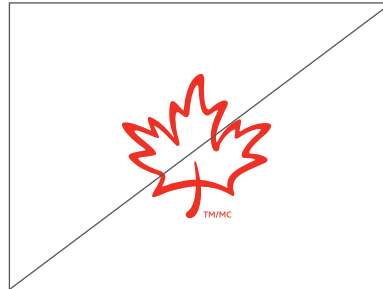ty of the logo—all versions of the logo are trademarked and should not be altered or misused. Below are examples of how different versions of the CTC logo should not be used in different applications.

Appropriation of Logo Elements

Do not use any of the elements from within the CTC logo for the creation of new logos.

Separating Logo Elements

Do not use pieces of the logo on their own—the logo should only be used in its entirety.

Text

Do not replace any of the text within the logo.

Typeface

Do not replace the typeface used within the logo with another.

Skew

Do not skew the logo—only scale the logo proportionally.

Relative Positioning

Do not reposition any of the elements from within the logo.

Busy Photography

Do not place the logo over busy backgrounds which make the logo illegible.

Holding Shape

Do not use a holding device or shape to contain the logo.

Logo Colour

Do not change the colour of any of the elements within the logo.

Hue and Tone

Do not use the logo on colours that are too similar in tone or hue, clash or cause the red to visually vibrate. In this situation use the reverse (white) version.