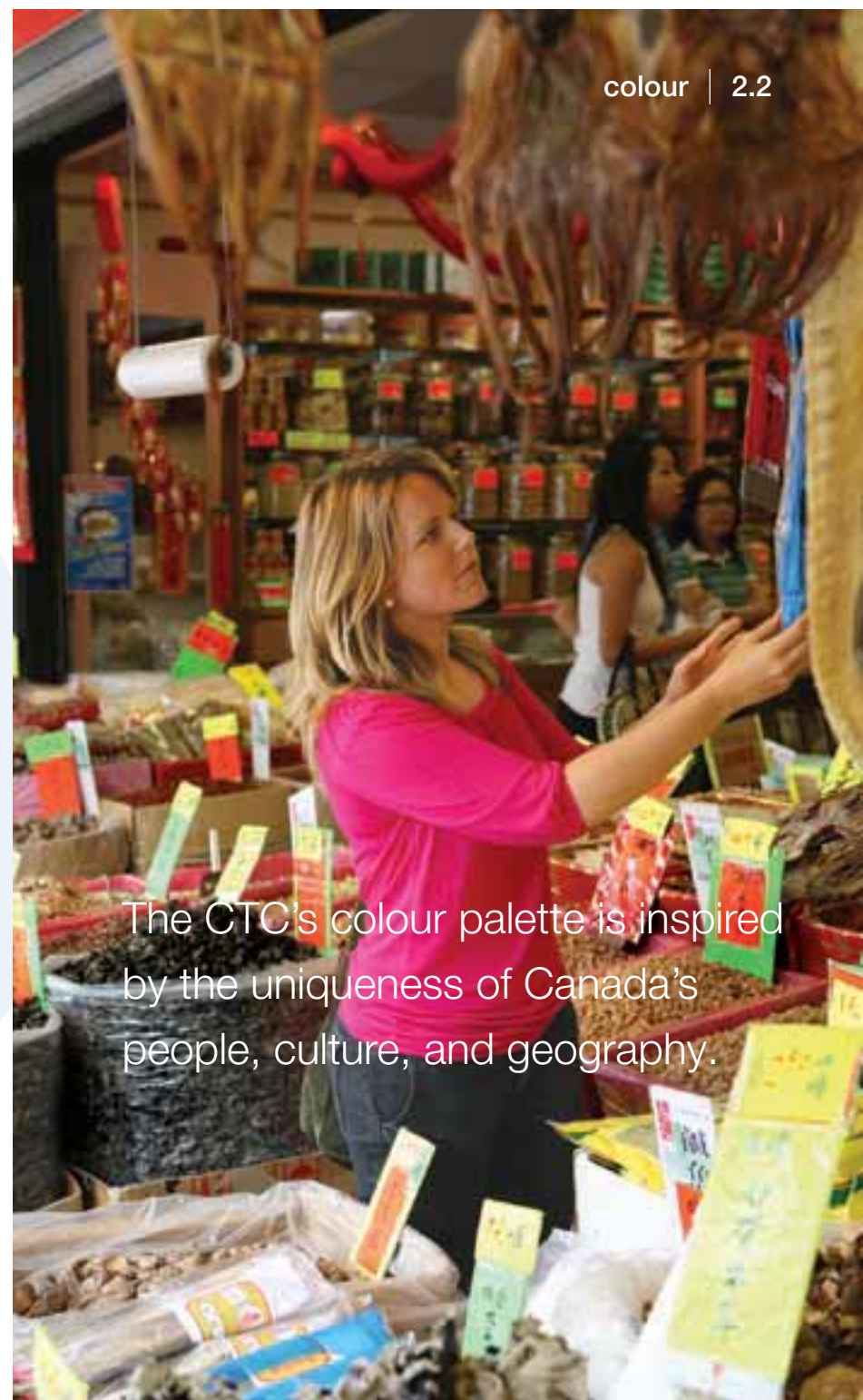


colour

The CTC's colour palette reflects the vibrancy, richness, and diversity of Canada's people, culture and geography. The palette contributes to the story of each piece of communication. Colour is applied to graphics and typography and is paired with photography to not only complement and contrast, but to affect the tone and mood of a composition. This section outlines the overall use of colour within the brand identity.



The CTC's colour palette is inspired by the uniqueness of Canada's people, culture, and geography.

Colour Palette

The partner colour palette consists of three base colours, which together represent the diversity of Canada's geography. Each of these colours include three shades, which have specific uses as part of the larger visual identity.

Listed below are the different specifications for the palette in Pantone (uncoated and coated), CMYK (four-colour process), hexadecimal and RGB values. This colour palette must be reproduced accurately to ensure consistency across all materials.

	Expressive Blue	Discovery Green	Freedom Orange	Explorer Red (Logo)	Open Grey & Black (Text)
Dark	Pantone 300U/7461 C C95 M30 Y0 K0 R0 G139 B208 008bd0	Pantone 355U/355C C94 M0 Y100 K0 R0 G169 B79 00a94f	Pantone 158U/158C C0 M61 Y100 K6 R230 G121 B29 e6791d	Pantone 485U/485C C0 M100 Y100 K0 R237 G28 B36 ed1c24	Pantone 425U/425C C0 M0 Y0 K80 R88 G89 B91 58595b
Medium	Pantone 2925U/2925C C85 M24 Y0 K0 R0 G150 B214 0096b6	Pantone 354U/361C C80 M0 Y100 K0 R13 G177 B75 0db14b	Pantone 152U/152C C0 M50 Y100 K0 R247 G148 B29 f7941d	Pantone 484U/484C C0 M95 Y100 K29 R179 G35 B23 b32317	Pantone Process Black U/C C0 M0 Y0 K100 R0 G0 B0 000000
Light	Pantone 2925U/2925C 85% C74 M21 Y0 K0 R22 G159 B218 169fda	Pantone 361U/360C C69 M0 Y100 K0 R84 G185 B72 54b948	Pantone 143U/157C C0 M43 Y92 K0 R249 G160 B47 f9a02f		

Where to use the colours:

Dark shades: text

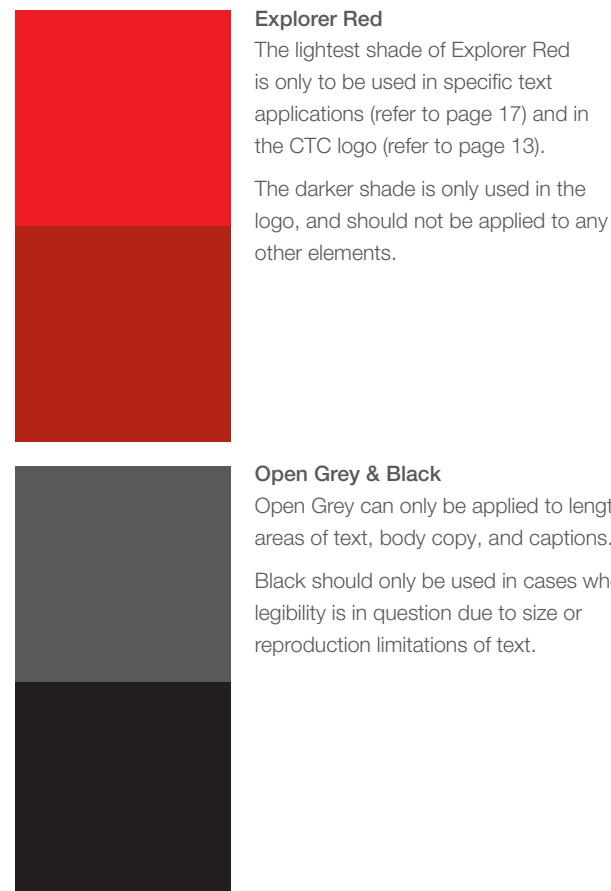
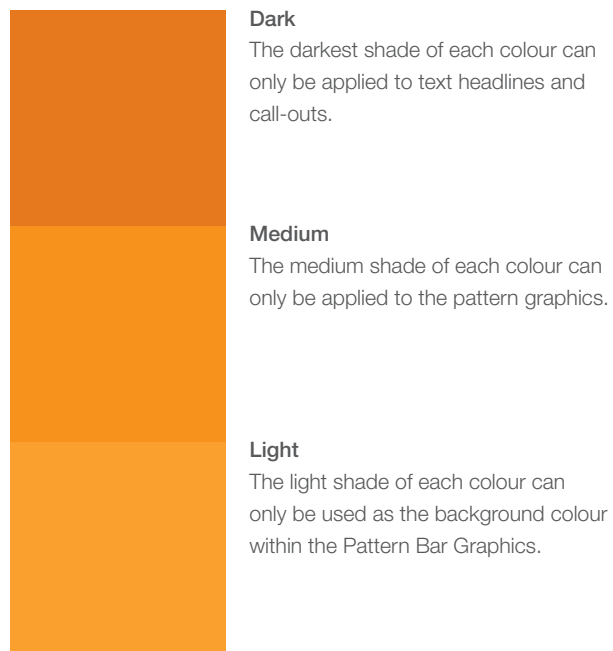
Medium shades: pattern graphics

Light shades: solid areas of colour (background colour)

How to Use Colour

Each of the three shades have specific uses within the larger visual identity. Only certain tones can be applied to text, areas of solid colour, and different graphics. These restrictions are outlined below.

The use of these four shades applies to all colours with the exception of Explorer Red and Open Grey and Black. These colours are intended for much more limited usage. These restrictions are outlined below.



How to Choose Colour

The partner colours can be used to help tell stories and to set the tone of a communication, so be sure to choose one that complements or contrasts with the overall composition.

For more information on how these colours are used in partner communications, refer to section 3.1 and 3.2.

Image Dominant Composition

In cases when a single photograph is central to the composition and little copy is required (such as an ad, postcard, or cover page), a single colour can be used. Choose one colour that complements or contrasts the predominant colours from within the photograph.



Complement

Freedom Orange



Contrast

Discovery Green

Toohi Kawano/Reuters/EC

Text Dominant Composition

In cases when the copy is dominant, and graphics and photographs are used to support the text, two colours can be assigned to text and graphics.



Expressive Blue

Freedom Orange