

January 2007

Canadian Tourism Commission

keep exploring

partner guidelines

explorez sans fin

Canada



keep exploring

A woman with dark hair tied back, wearing a light blue zip-up jacket, is sitting on a green kayak. She is smiling and looking towards the right. The kayak is on a sandy beach with tall grass in the foreground. A wooden paddle is visible behind her.

hi.

Welcome to our new brand identity, the face and expression of **Canada. Keep Exploring.** It will ignite the imagination of curious travellers from around the world. Read on to learn about our positioning, our look and how to create inspiring partner communications.

The Canadian Tourism Commission shares a common philosophy with all our partners. It's this common philosophy that will communicate Canada's brand message to the world.

our vision

Compel the world to explore Canada.

our mission

Harness Canada's collective voice to grow export revenues.

our values

Innovative, Collaborative, Respectful

conceptual area

Canada is an experience that evokes emotion and gives you the freedom to express yourself.

brand statement

Canada is a catalyst for self expression.

brand promise

Come to Canada.

Create extra-ordinary stories all your own.

reward

Proof of a life less ordinary.

values

Nature, Beauty, Creativity, Peace, Compassion, Idealism, Lack of Artifice, Resilience

personality

Confident, Youthful, Informal, Warm, Witty, Intriguing, Open, Authentic (real)

sensory identity

Intimate, Modern, Evocative, Upbeat, Clean

Brand Canada was the first bold step towards re-imagining Canada's position as a global destination brand. In the highly competitive and crowded world of destination marketing, we know that to break through we must speak in one clear and collective voice—presenting a united front to the consumer.

Our powerful **Canada. Keep Exploring** visual identity will anchor our communications across all media. This inspired and refreshed brand conjures an evocative image of Canada that we can now share with you and present to the world. Integrating with our partners plays a key role in ensuring our collective success, and it is our philosophy to work closely with partners and their own unique identities to make this unified vision of Canada come to life.

Special thanks to everyone in the industry who, over the past two years, have been instrumental in the development of Brand Canada and to all our partners who will make the brand and visual identity a reality in the future. Together let's make Canada the ultimate destination for curious travellers to explore.

Michele McKenzie, President and CEO

our brand essence

1.1 Our Message	2
1.2 Our Personality	4
1.3 Our Look	5
Our Look in Action	6
1.4 Our Voice	7

partner brand elements

Overview	9	2.4 Pattern Bar Graphics	29
2.1 Logo	10	Overview	30
Horizontal Versions	11	Ready-to-use Graphics	31
Vertical Versions	12	How to Use the Pattern Bar Graphics	33
Colour Variations	13	2.5 Photography	34
Trademark Symbol Variations and Minimum Sizes	14	Overview	35
Exclusion Zone	15	Photography Sources	36
Positioning	16	Photography Content	37
CTC's URL in Print	17	Photography Style	38
CTC's Logo and URL in Online Communications	18	Landscape Photography	39
Application Do's	19	Business Segment	40
Application Don'ts	20	Photography Credit	41
2.2 Colour	22	2.6 Tone of Voice	42
Colour Palette	23	Introduction	43
How to Use Colour	24	How do I write in the brand tone of voice?	44
How to Choose Colour	25		
2.3 Typography	26		
Typefaces	27		
Application and Colour	28		

partner communications

3.1 Partner Advertising and Promotions	47
Types of Layouts	48
Layout with Logo Only	49
Layout with Pattern Bar Graphics 1, 2 or 3	50
Layout with Pattern Bar Graphic 4	51
Other Considerations	52
Advertising Samples	53
Print Literature Samples	54
Online Samples	55
3.2 Wholesaler Advertising and Promotions	56
Primary Design Considerations	57
Advertising Samples	58
Print Literature Samples	60
Online Sample	62
Contacts	63



... joining out later
again this afternoon to
explore the town some more.

We're having steak tonight.
Guy at the hotel said it was

our brand essence

the best steak in the city.
Hope he's right.

But I'm not sure how—

- 1.1 our message
- 1.2 our personality
- 1.3 our look
- 1.4 our voice

shots



How often do you
get to hear
hockey stories
from a 65 yr old
French guy taking
slap shots against an

our message

The idea of **Canada. Keep Exploring** speaks to the hearts and minds of the curious traveller, inviting them to experience a land and culture defined by a spirit of geographic, cultural, and personal exploration.

The traveller should feel that anything can happen here, and that they have the freedom to explore and express themselves in any way they choose. We want to ignite their imagination with moments and experiences that feel unique and special.



Canada. Keep Exploring invites me to experience a land and people defined by the spirit of geographic, cultural, and personal exploration.

Through all of our communications, both written and spoken, we want to intrigue prospective customers with the notion of travelling in Canada. We have to show them that their vacation experience in Canada will enrich their lives. The following four statements are key insights that will guide the development of our communications.

self expression

Canada is a catalyst for my own self expression.

freedom

Canada enables me to express myself and create my own personal experiences.

emotion

What I see, taste, smell, and experience in Canada stirs my emotions.

exploration

Canada encourages me to explore its geography, culture, and people.

our personality

The brand's personality is a direct reflection of Canada's unique culture. All marketing and communications should reflect these key attributes:

intriguing

open

informal

warm

witty

confident

youthful

authentic (real)

our personality | 1.2



our look

Two values are central to the look of the brand identity: **self expression** and the **freedom to explore**. Inspired by Canada's natural environment and the curious traveller's own exploration, we have created a rich system of imagery and graphics that will help define Canada's place as a world-class destination brand.

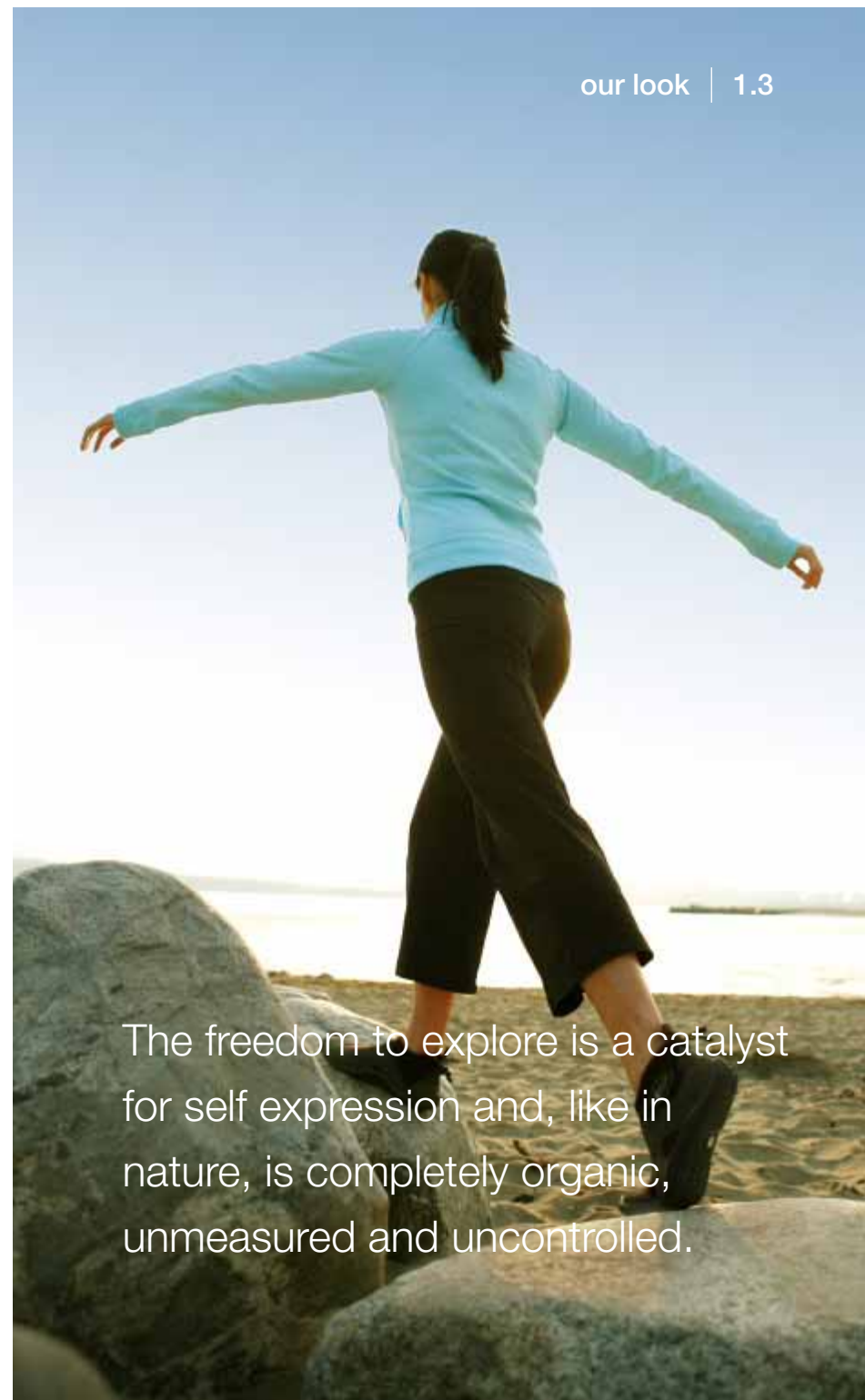
This series of elements can be combined in different ways to suit different messages, types of communication and applications.



Pattern graphics



Inspiration



The freedom to explore is a catalyst for self expression and, like in nature, is completely organic, unmeasured and uncontrolled.

our look in action

Below are a few examples of the new CTC brand identity in application. Included in this document are guidelines for how all our partners can align with this exciting new look.



our voice

Just as we have our own unique look, we must also establish our own unique tone of voice. The kinds of words and phrases we use say a lot about who we are. So it's critical that the language reflects our character: warm, informal, open, witty, authentic (real), confident—like Canadians themselves. The freedom to explore concept extends to the tone of our language. It should be unencumbered and concise. Welcoming and accessible—like one traveller talking to another traveller.



One traveller to another traveller—sharing stories, feelings and memories.