

The background is a solid blue color with white line-art illustrations. At the top, there's a lighthouse on a rocky outcrop. Below it, a boat is on the water. In the foreground, there's a wooden structure that looks like a cafe or a storage unit. The overall style is sketchy and artistic.

# partner brand elements

2.1 logo

2.2 colour

2.3 typography

2.4 pattern bar graphics

2.5 photography

2.6 tone of voice

# overview

A selection of the CTC brand elements are available for use in partner communications. These elements should be used together with the partner communications layouts. The proper and consistent use of these elements is essential to the success of the Brand Canada, especially in establishing itself as strong and distinctive within the tourism industry.

## 2.1 logo



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

## 2.2 colour



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

## 2.3 typography



The typographic treatments set the expressive and modern tone of CTC communications.

## 2.4 pattern bar graphics



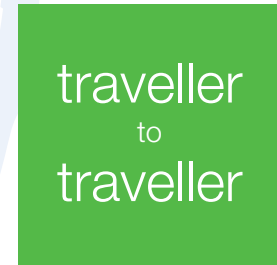
The graphics represent Canada's natural environment and the traveller's expression of their experience.

## 2.5 photography



The photography reflects the spirit of geographic, cultural and personal exploration.

## 2.6 tone of voice



The tone of voice helps to continually reinforce the CTC's brand personality, especially the personal experience of the traveller.