pattern bar graphics

The Pattern Bar Graphics are essential storytelling tools. They represent the organic and freeform nature of exploration, discovery, and self expression in Canada. They provide a unique personality, texture, and depth to each piece of communication. The graphics described within this section have been prepared as ready-to-use graphic files that can be used in an array of applications.

The graphics are inspired by Canada's natural environment and the traveller's expression of their experience.

Overview

These graphics are inspired by patterns that occur in Canada's natural environment. The ready-to-use partner graphics consist of two pattern graphics which can appear in any one of four bar graphics, in any one of the three partner colours. The CTC logo, partner logos and brief passages of text can also be incorporated into the bar graphic, giving a flexibility and fresh look to all communications.

Partner Colour Palette

Freedom Orange

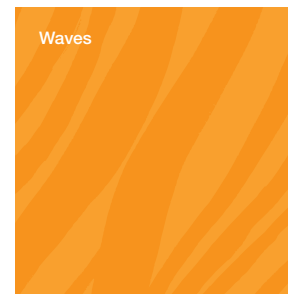Discovery Green

Expressive Blue
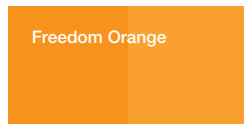
Bar Graphics

Shape 1

Shape 2

Shape 3

Shape 4

Pattern Graphics

Pebbles

Waves

The pattern graphics were created by Virginia Johnson.

Virginia Johnson – Pattern Graphics
Virginia Johnson is a Canadian clothing/textile designer and illustrator. She studied at Parsons School of Design, before designing shoes and bags for Helmut Lang. She left the company in 2000 to pursue her work in textiles and illustration, and to work on her own clothing line. Her collections are currently available in more than 50 stores worldwide, including: Barneys New York, Kate Spade and Calypso. She has been featured in numerous publications including New York and Toronto Life magazine, and the Globe and Mail.

Example of the Pattern Bar Graphic used in a partner ad.

Ready-to-use Graphics

Below are the available ready-to-use graphics. The shape, pattern and colour of each graphic is fixed and must not be altered.

Pattern Bar Graphic 1

Freedom Orange: Waves

Discovery Green: Waves

Expressive Blue: Waves

Freedom Orange: Pebbles

Discovery Green: Pebbles

Expressive Blue: Pebbles

Pattern Bar Graphic 2

Freedom Orange: Waves

Discovery Green: Waves

Expressive Blue: Waves

Freedom Orange: Pebbles

Discovery Green: Pebbles

Expressive Blue: Pebbles

Below are the available ready-to-use graphics. The shape, pattern and colour of each graphic is fixed and must not be altered.

Pattern Bar Graphic 3

Freedom Orange: Waves

Discovery Green: Waves
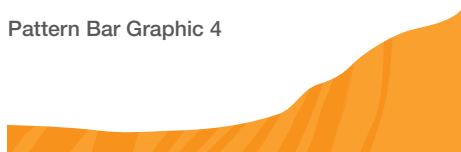
Expressive Blue: Waves

Freedom Orange: Pebbles

Discovery Green: Pebbles

Expressive Blue: Pebbles

Pattern Bar Graphic 4

Freedom Orange: Waves

Discovery Green: Waves

Expressive Blue: Waves

Freedom Orange: Pebbles

Discovery Green: Pebbles

Expressive Blue: Pebbles

How to Use the Pattern Bar Graphics

The ready-to-use graphics can be scaled, rotated and flipped to fit an array of applications. When used with a photograph a white line must be applied to separate the ready-to-use graphic from the image.

When the bar is used to frame a dominant photograph, choose a colour that complements or contrasts the colours from within the image.

### Rotate and Flip
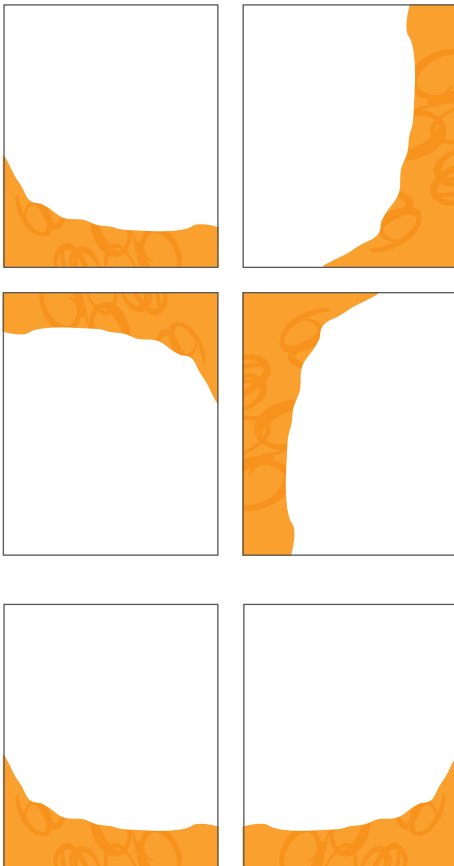
Colour Choice

Choose one colour that complements or contrasts the predominant colours from within the photograph.

White Line

The white line varies in thickness (or weight) depending on the size of the application. It should measure 0.4% of the longest dimension of the final piece. For example, the white line used on an 8.5" x 11" application should measure 0.044" in thickness.

Logo Placement and Colour
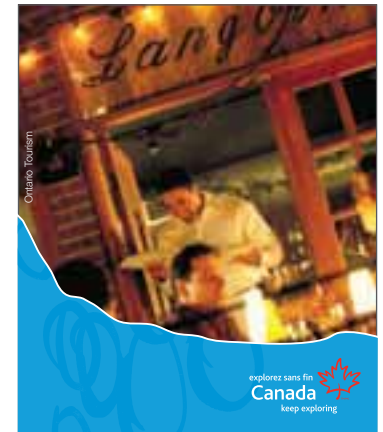
Whenever the logo and Pattern Bar Graphic are incorporated into the same layout, the logo must be contained within the Pattern Bar Graphic. In these cases, the reverse colour version of the logo must be used. Refer to page 13 for details.