# typography

Typography plays a key role in the overall CTC brand identity. The typeface is intended to portray a modern clean image whilst being friendly, open and highly legible. The typography standards that follow have been developed to provide typographic consistency, while maintaining a certain degree of flexibility to suit a wide range of applications.

into, however you like to travel, Canada ha
options for the explorer in you. Indeed, for

Festivals & Events
Audiences tap their feet, roar with laughter
Communities gather to celebrate their herit
The best in Canadian and international tale
ideas and experiences. Festivals and event
together for all sorts of reasons. But the ba
good time. So come to Canada, and join t

vintage s
street pe
cobblest
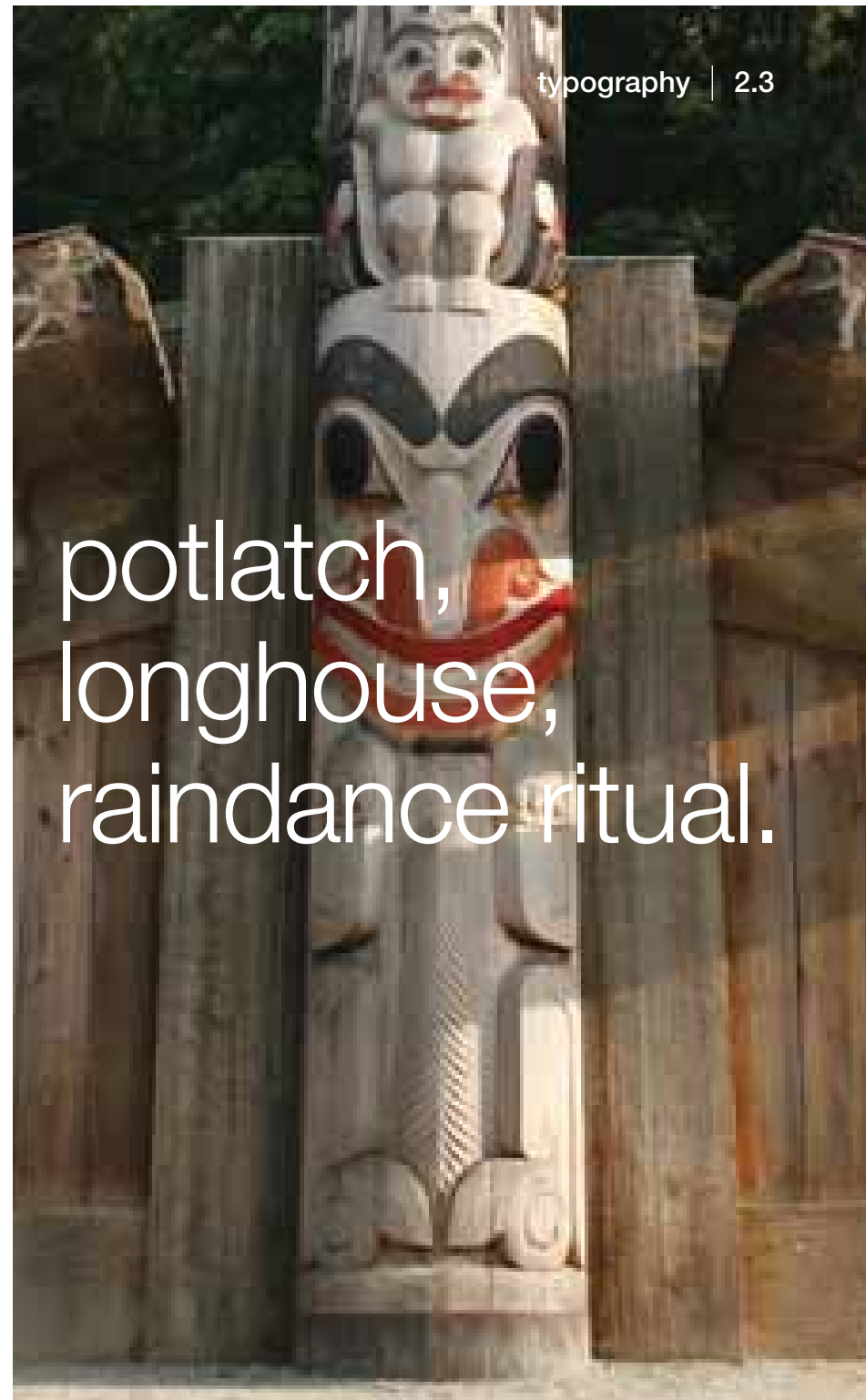
potlatch,
longhouse,
raindance ritual.

Typefaces

The primary typeface is Helvetica Neue (licensed from Linotype). Light is used for body copy and large titles. Ultra Light is used for titles larger than 30pt (with the exception of reversed out application, which should only use Light).

Medium is used in subheadings, as well as to highlight key pieces of information. The italics are used for call-outs and for select copy in bilingual versions of the stationery.

Helvetica Neue 45 Light (body copy and large titles)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 46 Light Italic (call-outs and bilingual copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 25 Ultra Light (titles larger than 30pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

If you need to purchase Helvetica Neue, visit the Linotype website at **www.linotype.com**. To ensure consistent and flexible use in both Mac and PC environments, we recommend purchasing the **OpenType** "Pro Family Value Pack."

Helvetica Neue 65 Medium (subheadings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 66 Medium Italic (call-outs and bilingual copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Asian Typefaces

When an Asian typeface is required, select one that is open, modern, flexible and very legible, like Helvetica Neue. Below are examples of Japanese and Korean typefaces that do this.

あいうえおかきくけこカナダ観光局
あいうえおかきくけこカナダ観光局

Japanese: Hiragino Kaku Gothic W3 & W6

동해물과백두산이마르고
동해물과백두산이마르고

Korean: Yun Gothic 110TT & 130TT

Application and Colour

Below are typographic treatments for the body copy of a printed document intended to be read at close range. In addition to simple white backgrounds, typography can be layered over top of solid areas of colour and photography.

However, certain restrictions apply to each of these applications, as described below.

### Body Copy Sample

things to do

Whatever you're into, however you like to travel, Canada has a wide range of exciting options for the explorer in you. Indeed, for the explorer in all of us.

Festivals & Events
Audiences tap their feet, roar with laughter and applause. Communities gather to celebrate their heritage, participate in tradition. The best in Canadian and international talent come together to share ideas and experiences. Festivals and events bring all sorts of people together for all sorts of reasons. But the basic reason—to have a good time.

The sample above shows the recommended type styles used for the body copy of an ad, document, brochure, etc. Titles should always be set in lowercase Helvetica Neue Light at a size that is significantly larger than the rest of the copy. Dark shades from the colour palette can be applied to titles and subtitles (refer to page 24). Body copy should be set in Helvetica Neue Light and should use Open Grey, or Black when readability is a concern. Subtitles can be set in Helvetica Neue Medium. Explorer Red can only be used for highlighting "Canadian Tourism Commission" and "www.canada.travel" (refer to page 17).

Solid Colours

ntage shopp
treet perform
obblestones
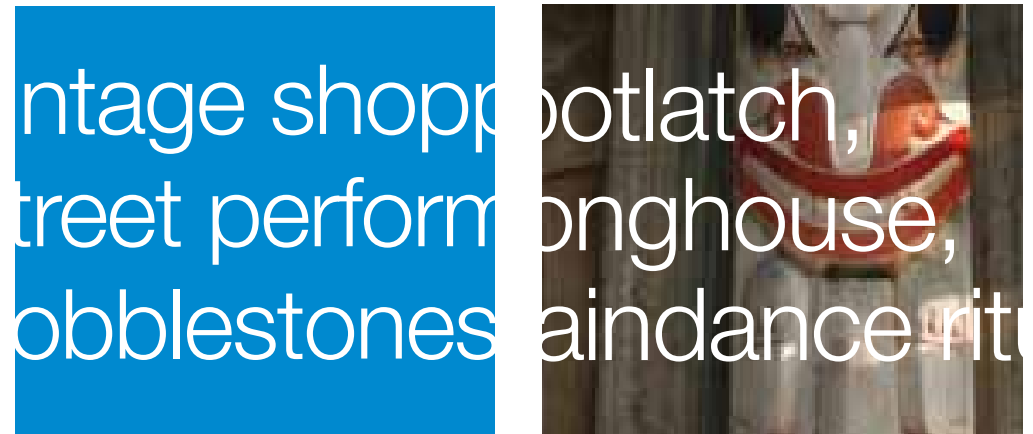
Text can be reversed out of one of the three colours from the palette. Solid colours are restricted to the light shades of each colour.

Photographs

otlatch,
onghouse,
aindance rit

Only large titles can be layered over top of photographs. When positioning the text, be sure to choose an area of the image that does not fluctuate in tonal variation too dramatically. When text is used over photographs, the text must always be reversed in white.