

|                                   |                           |                              |                      |               |
|-----------------------------------|---------------------------|------------------------------|----------------------|---------------|
| Destination<br>Canada<br>Playbook | 2.3.1<br>Palette          |                              |                      |               |
| Canadian<br>Flag Red              | Pantone<br>032 C<br>032 U | C 0<br>M 100<br>Y 100<br>K 0 | R 245<br>G 0<br>B 20 | HEX<br>F50014 |

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Red should be the predominant colour in every communication.

**Palette**

Red is an intense colour that represents passion, love, strength and, of course, Canada. Our official colour, Candian Flag Red, is immediately recognizable and is the dominant colour in every communications piece. The secondary colours are inspired by the country's magnificent landscapes while representing all regions.

|                            |                               |                             |                         |               |
|----------------------------|-------------------------------|-----------------------------|-------------------------|---------------|
| Prairie<br>Yellow          | Pantone<br>7404 C<br>7404 U   | C 0<br>M 8<br>Y 86<br>K 0   | R 250<br>G 218<br>B 70  | HEX<br>FADA46 |
| Great<br>Lakes<br>Blue     | Pantone<br>291 C<br>291 U     | C 45<br>M 4<br>Y 0<br>K 0   | R 161<br>G 205<br>B 235 | HEX<br>A1CDEB |
| Maple<br>Red               | Pantone<br>7624 C<br>7624 U   | C 0<br>M 97<br>Y 87<br>K 60 | R 131<br>G 41<br>B 38   | HEX<br>832926 |
| Aurora<br>Purple           | Pantone<br>7444 C<br>7444 U   | C 27<br>M 21<br>Y 0<br>K 0  | R 184<br>G 187<br>B 218 | HEX<br>B8BBDA |
| Forest<br>Green            | Pantone<br>7729 C<br>7729 U   | C 95<br>M 0<br>Y 75<br>K 65 | R 0<br>G 88<br>B 63     | HEX<br>00583F |
| Sunset<br>Pink             | Pantone<br>196 C<br>196 U     | C 0<br>M 23<br>Y 6<br>K 0   | R 239<br>G 202<br>B 208 | HEX<br>EFCAD0 |
| Pacific<br>Teal            | Pantone<br>338 C<br>338 U     | C 50<br>M 0<br>Y 31<br>K 0  | R 143<br>G 201<br>B 181 | HEX<br>8FC9B5 |
| Rocky<br>Mountain<br>Black | Pantone<br>Black C<br>Black U | C 0<br>M 0<br>Y 0<br>K 100  | R 0<br>G 0<br>B 0       | HEX<br>000000 |

Canadian  
Flag Red

Pantone  
032 C  
032 U

C 0  
M 100  
Y 100  
K 0

R 245  
G 0  
B 20

HEX  
F50014





Prairie  
Yellow

|         |      |       |        |
|---------|------|-------|--------|
| Pantone | C 0  | R 250 | HEX    |
| 7404 C  | M 8  | G 218 | FADA46 |
| 7404 U  | Y 86 | B 70  |        |
|         | K 0  |       |        |



Great  
Lakes  
Blue

|         |      |       |        |
|---------|------|-------|--------|
| Pantone | C 45 | R 161 | HEX    |
| 291 C   | M 4  | G 205 | A1CDEB |
| 291 U   | Y 0  | B 235 |        |
|         | K 0  |       |        |





Maple  
Red

|         |      |       |        |
|---------|------|-------|--------|
| Pantone | C 0  | R 131 | HEX    |
| 7624 C  | M 97 | G 41  | 832926 |
| 7624 U  | Y 87 | B 38  |        |
|         | K 60 |       |        |



Aurora  
Purple

|         |      |       |        |
|---------|------|-------|--------|
| Pantone | C 27 | R 184 | HEX    |
| 7444 C  | M 21 | G 187 | B8BBDA |
| 7444 U  | Y 0  | B 218 |        |
|         | K 0  |       |        |





Forest  
Green

|         |      |      |        |
|---------|------|------|--------|
| Pantone | C 95 | R 0  | HEX    |
| 7729 C  | M 0  | G 88 | 00583F |
| 7729 U  | Y 75 | B 63 |        |
|         | K 65 |      |        |



Sunset  
Pink

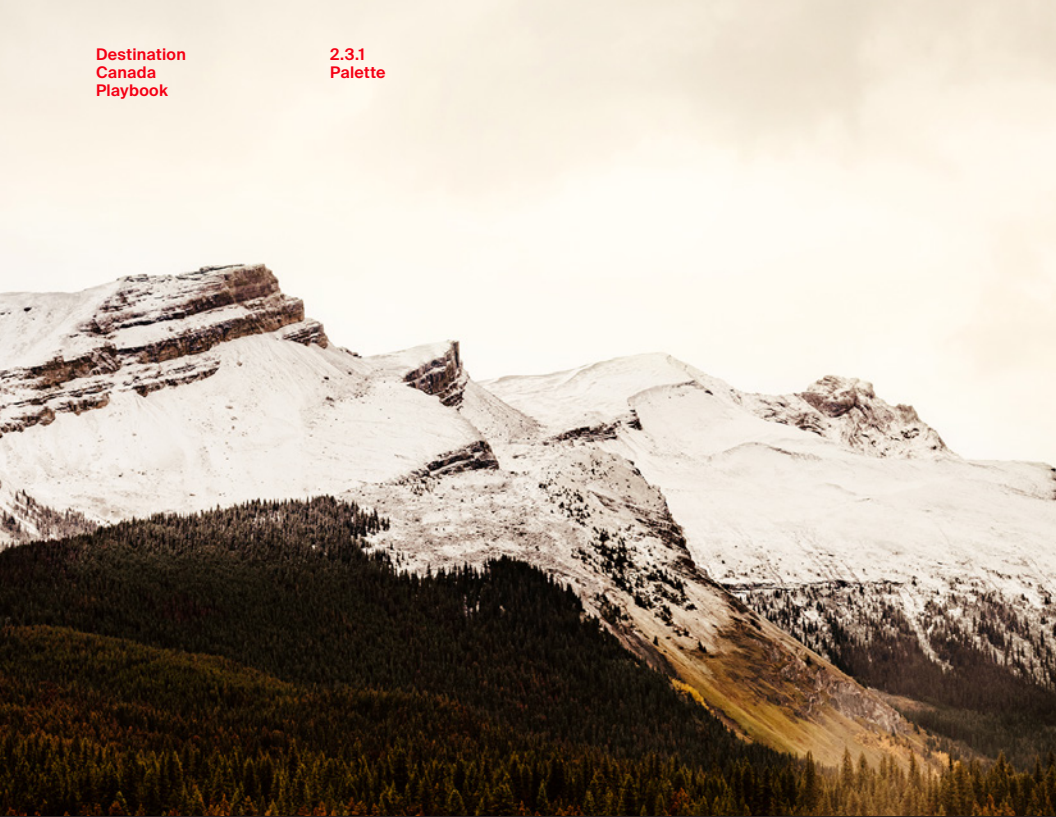
|         |      |       |        |
|---------|------|-------|--------|
| Pantone | C 0  | R 239 | HEX    |
| 196 C   | M 23 | G 202 | EFCAD0 |
| 196 U   | Y 6  | B 208 |        |
|         | K 0  |       |        |





Pacific  
Teal

|         |      |       |        |
|---------|------|-------|--------|
| Pantone | C 50 | R 143 | HEX    |
| 338 C   | M 0  | G 201 | 8FC9B5 |
| 338 U   | Y 31 | B 181 |        |
|         | K 0  |       |        |



Rocky  
Mountains  
Black

|         |       |     |        |
|---------|-------|-----|--------|
| Pantone | C 0   | R 0 | HEX    |
| Black C | M 0   | G 0 | 000000 |
| Black U | Y 0   | B 0 |        |
|         | K 100 |     |        |