



CANADA 

**Official
consumer
logo**

Just like our beautiful country, our logo is a true original. In fact, the typeface was custom-designed and is always paired with Canada's most iconic symbol—the maple leaf. The white logo on a red background evokes our heart, our passion and our pride. For more information on tagline and logo usage, flip to section 2.1.5.



CANADA 

**Reverse
logo**

In situations where the official logo can't be used, the reverse logo—white on a red background—is equally impactful and can be used for optimal readability.



**Logo with
English tagline**

The official logo + For Glowing Hearts tagline is used for more marketing-oriented applications. The addition of the tagline expresses in words the sentiment conveyed by the logo. It's a double dose of Canadian pride and fully illustrates the brand platform.



**Logo with
French tagline**

The official consumer logo + Le cœur grand ouvert (the French tagline) demonstrates that our Canadian pride can be expressed in both official languages and the importance of being able to adapt to specific markets.

Destination
Canada
Playbook

2.1.5
Logo with
tagline

Destination
Canada
Playbook

2.1.6
Tagline
alone

English
small
tagline



English

**FOR
GLOWING
HEARTS**

Large
tagline



French

**LE CŒUR
GRAND
OUVERT**

French
small
tagline



Bilingual,
tagline only

**LE CŒUR FOR
GRAND GLOWING
OUVERT HEARTS**

Large
tagline



The space
between each
tagline is the
width of "LE"

**LE CŒUR FOR
GRAND GLOWING
OUVERT HEARTS**

**Logo
with
tagline**

The logo with tagline is available in French and English versions, and there are two sizes of each—one in which the tagline is smaller than the logo, and another for when space is limited. In this case, the tagline is the same size as the logo for greater readability.

**Tagline
alone**

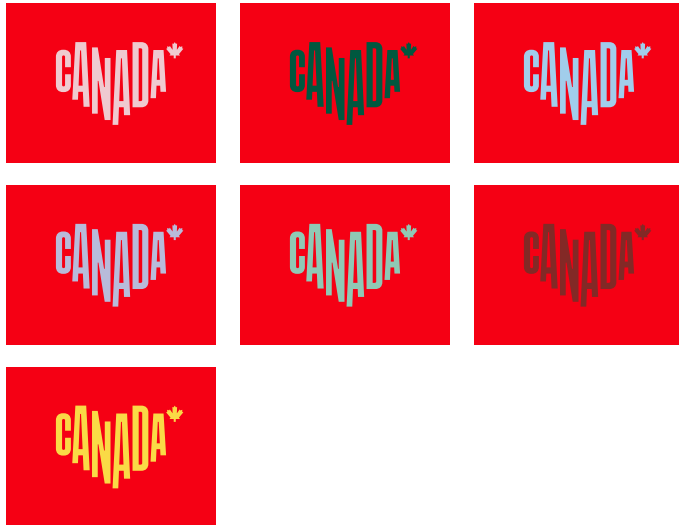
The tagline can also be used on its own. There are three versions: unilingual English, unilingual French, and bilingual French and English. In the bilingual version, the French always comes first, and the two languages are separated by a space that is equal to the width of the "LE" (from LE CŒUR GRAND OUVERT).



On a red background, the logo must be the same colour as the lettering; see examples in section 2.5.3



On a picture, the logo should always be red



Logo on red

Canada Red is our primary colour and should always feature prominently in every communication. When the background colour is red, the logo can be any other secondary colour from our palette, except black.



Logo on our colours

Other colours can be used to showcase the colours of Canadian landscapes throughout the seasons. When the background is a secondary colour, the logo must be red. Canada Red must always take centre stage. See available colours in section 2.3.1.

Logo



10 mm
0,4 in
28 px

Logo with
tagline



20 mm
0,8 in
56 px

Small logo
with tagline



10 mm
0,4 in
28 px

Avatar



60 px

Favicon



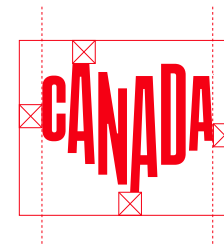
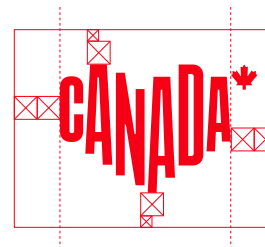
16 px

Minimum sizes

Above please find the minimum sizes for the various logo formats. Note that the avatar and favicon are to be used for smaller web formats only, and exceptionally don't include the maple leaf element.



The logo must be centred as though the maple leaf isn't part of it; the protection space must be maintained on all sides.



The logo without the maple leaf should be used for social media only and requires one square on each of the four sides. Beware of automatic cropping when going from a square to a circle.



Protection space

The logo must be surrounded by a minimum protection space that's free of any other visual element. The basic measurement to be used is a square whose sides are equal to the width of the "C" in our logo. For the logo with the maple leaf, 1½ squares are needed above and below, and 2 squares on either side.



These layouts are for agencies only, see trade layouts in section 2.4.3



The official logo should always be aligned along a margin

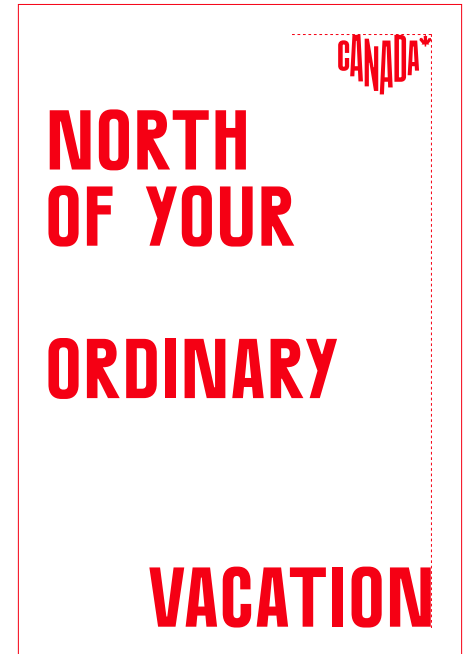


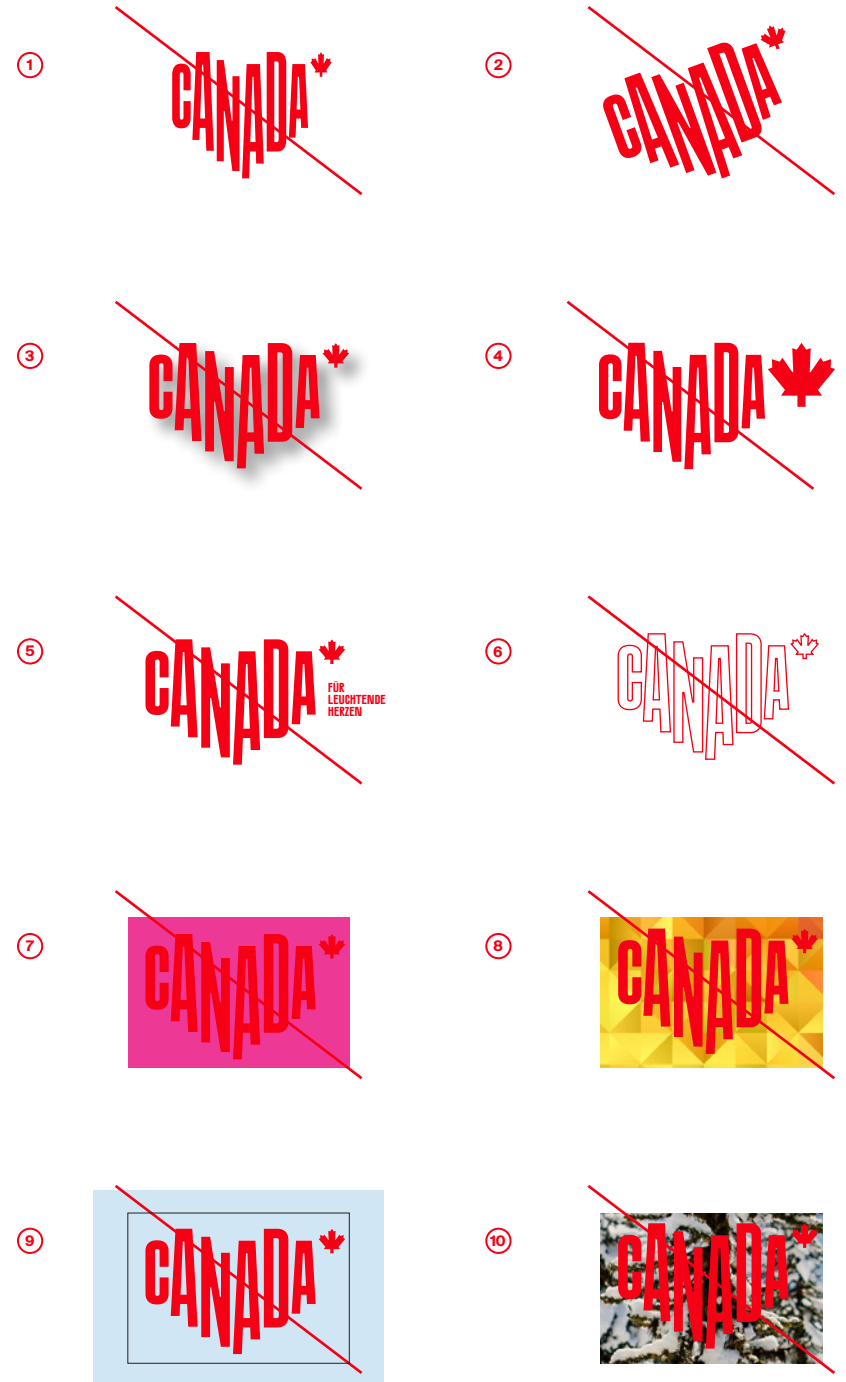
When typography is an important visual element of a communications piece, the logo must be the same height as the lettering



Logo placement

You have the freedom to place the logo where it fits best. That said, it should always be placed somewhere along a margin and be fully visible—and of course, the protection space of the poster margins must always be respected.





**Don't even
think about**

1. distorting the logo 2. angling the logo 3. using special effects like a drop shadow 4. changing the proportions 5. changing the language of the tagline 6. using a contoured version 7. placing the logo on a competing/clashing colour 8. using a patterned background 9. isolating the logo in a box or shape 10. placing the logo on a busy picture.