



Corporate logo

The corporate logo's usage is different than the consumer logo which is primarily to be used for the consumer market. Our business entity is Destination Canada, and that's how we refer to ourselves in all corporate communications and sponsored content. This logo can be used in combination with other logos. This is the recommended RGB version of the logo.



Reverse corporate logo

In situations where the 4C corporate logo can't be used, the reverse logo—white on a red background—can be used.

Minimum
size



Safety
margins



**Minimum size
and safe space
Corporate logo**

Above please find the minimum size and safe space for the corporate logo. The logo should always be at least 25 mm (1 in.) across. To determine the safe space at any given size, use the height of the “C” in DESTINATION CANADA.

When paired
together, the
corporate logo
must be equal
to the height
of the “C” of the
consumer logo.



**Pairing the
corporate and
consumer logos**

The corporate logo can be paired with the consumer logos. The height of the corporate logo must be the height of the “C” of the consumer logo.

Canada

**Canada
wordmark**

To be used by Destination Canada only, this wordmark is part of the Government of Canada's Federal Identity Program, which allows for clear and consistent identification of government institutions. We use this logo in combination with our other logos.

Canada

Minimum
size



Safety
margins



When paired with the official logo, the height of the wordmark should be ½ the height of the "C."



When the consumer and corporate logos are present, the wordmark should match the corporate logo.

When paired with the corporate logo, the height of the wordmark should be the same height as the "C."



**Minimum size
and safe space
Canada
wordmark**

Above please find the minimum size for the Canada wordmark as well as the protection space. The wordmark must always be surrounded by a standard protection space that is free of any other visual element. The basic measurement to be used when calculating the protection space around the Canada wordmark is a square whose sides are equal to the height of the "C."

**Pairing the
wordmark
with our
other logos**

The Canada wordmark can be paired with both the official and corporate logos. Be sure to respect the sizes of the wordmark indicated above.