Destination Canada Playbook **Overview**

Destination Canada Playbook

Primary font

Canada Bold

Secondary font

Suisse Int'l

Alternate font

Helvetica

Arial

Serif font

Suisse Neue

ABC

Abc

Abc

Abc

Abc

ABCDE FGHIJKL MNOPQ RSTUV WXYZ abcde fghijkl mnopq rstuvw XYZ

abcde fghijkl mnopq rstuvw xyz abcde fghijkl mnopq rstuvw xyz abcde fghijkl mnopq rstuvw xyz

Our primary font, Canada Bold, is easily recognizable and readily associated with Canada. It's an important part of our brand identity and therefore should be used mainly for headers for maximum impact.

Suisse Int'l, our secondary font, is versatile and fits well everywhere. It's available in many weights and languages.

When Suisse Int'l isn't an option, Helvetica can be used. And if Helvetica isn't available, Arial can be used. But the two should never appear together. In a long form article or essay we can use a serif font for readability.

ABC

ABCDEFG HIJKLIVIN OPQRSTU VVXXYZ



Canada Bold is never to be used in lowercase

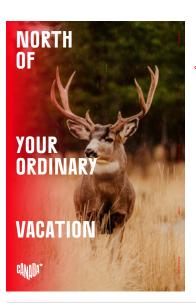


Canada Bold is the only weight we use

Canada Bold is not well-suited for long copy.

Canada Bold, our title font

Canada Bold stands out due to its offbeat yet approachable style, used as headlines. Over time, this unique font has the potential to become a strong branding element associated with Destination Canada.



OOH
Posters
Advertising

Banners







_ Website headers



CLOWING
HEARTS

COMMAND

COMMA





Brochure titles

Abc

abcdefg hijklmn opqrstu vwxyz



Only use all uppercase letters in exceptional

Suisse Int'l, our content font

Modern and reader-friendly, Suisse Int'l is available in a variety of languages, making it ideal for international markets. As our primary content font, Suisse Int'l is the perfect choice thanks to its versatility and easy-to-read sans serif typeface.



March 17, 2019

Head over heels in love with Canada



Titles in corporate documents



Subtitles and copy



on record, with aniwals breaking the 21 million mafor the first time even!.

Canada's tourism industry has benefited tremenfrom the boom in global tourism over the last sev-

> years. The robust growth in world demand for travel coupled with increased without capacity, currency advantages, improved visa access and increased foderal marketing investments allo to a second consecutive record-orabiling year with new 2th million towellars to Chinada in 2019.
>
> While Canada experienced a second break-through yea in sering of without orabiling. If separation more modest an inserting of without orabiling.

A Yourism glos, new Jork in partic in 2018 reasons exchang travel co

While Canada experienced a second beauth-troughy sair in harm of vileton-volume, it experienced more modest parent than it had in recent years - 1.2% in 2019 versus 48% in 2017; According to the Conference Board of Clanada, "houten activity in 2019 was weighted down by a number of factors, including rising savel prices, the weaker according renderment and lack of major events like those that happened in 2019".

In particular, overnight visits from the US gre in 2018 compared to 2.5% the previous yeareasons for this decline in growth are a less exchange sate for American travellers and etravel costs due to higher fuel and accommpriose. Similarly, while record visitation levels were set for major source markets including Chine. Facinos and Mexico, growth from overseas markets also contracted in 2018. In particular, coulsel-dig prowth seen from Chine – Canadalt third largest source market – in recent years fall from market Yellin in 2017 to 956 in 2018? In addition, economic uncertainfises including ploat trade have registrally imprecade arrivals from Japan and South Korea. However, disapple global uncertainty, Canada has confirmated in rescenta ea

Looking alhaid, conceirs about global stade issues and uncertative pageding that fallow of Blastic Will confinue to born. As economic uncertainty assess and travel price increases return to more modicar leavite, business and concurren confidence in much of the world is expected to fice. While overall growth for Canada is projected to slow in 2019, those gains will serve as a boost to Canada-bound teavil, and growth from the US and oversace markets.



Long copy



One word or a few short words per line

Align text left

Line spacing (leading) is 90% (font size x 0.9)

Do not add spacing between the lines





This is how the title font should be used at least 90% of the time when a piece is designed outside the agency.

Trade usage of title font

For more conventional usage, block typography should be used and always left-aligned, but can be positioned at the top or bottom.



CALLING ALL GLOWING HEARTS



NORTH OF YOUR ORDINARY VACATION

FINDING OUR NORTH STAR



of title font

Agency usage



One word or a few short words per line

Line spacing (leading) is 90% (font size x 0.9)

You should add spacing between lines

Text should move from left to right





Agency usage of title font



To ensure better readability, the reading direction must be from left to right.

CALLING



GLOWING HEARTS

NORTH

OF YOUR

ORDINARY



VACATION

FINDING OUR



NORTH

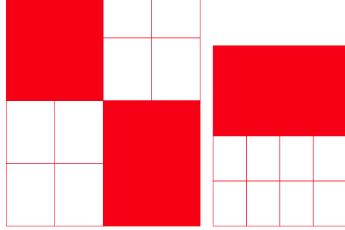
STAR

Agency usage of title font

The agency has more creative latitude. However, certain guidelines must still be respected. Text must always start from the upper left-hand corner and move towards the right, and spacing should always be the same height as the lettering. The title font can be used over such things as images, videos, posts and more.



Short and simple headlines will work great here



Do not hesitate to choose one colour from our palette

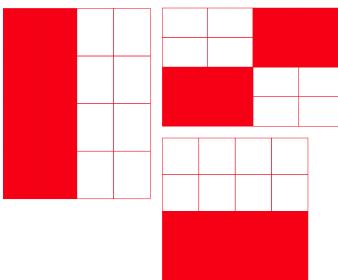


Photo layout

Though a single powerful image is preferred, this layout system is to be used when there are more than one or two photos in a communications piece. The format is divided into 16 equal rectangles. Half the page will be filled with colour and type, and the other half will be filled with images (1 to 4 photos).





