Primary font

Canada Bold

ABC

ABCDE FGHIJKL MNOPQ RSTUV WXYZ

Secondary font

Suisse Int'l

Abc

abcde fghijkl mnopq rstuvw xyz

Alternate font

Helvetica

Arial

Serif font

Suisse Neue

Abc   **Abc**   Abc

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 HIJKLMN OPQRSTU VWXYZ

⊘ Canada Bold is never to be used in lowercase

⊘ Canada Bold is the only weight we use

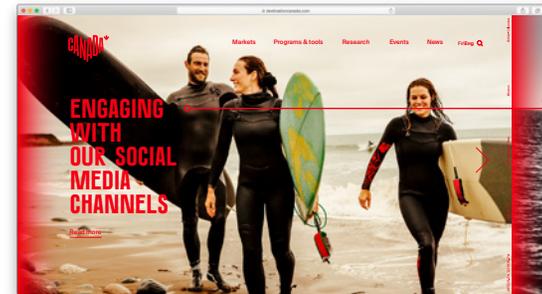Canada Bold is not well-suited for long copy.

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.
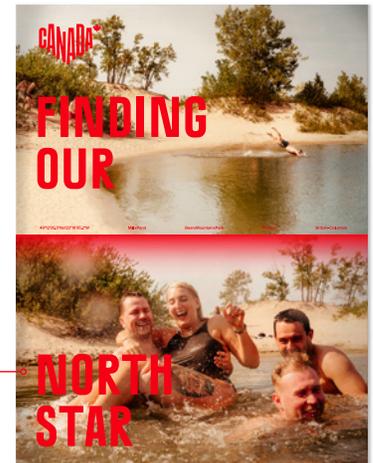
OOH Posters Advertising

Banners

Website headers

Social media

Brochure titles

**Destination
Canada
Playbook**

**2.4.2
Suisse Int'l**

**Destination
Canada
Playbook**

**2.4.2
Suisse Int'l**

Abc

abcdefg
hijklmn
opqrstu
vwxyz

(!) Only use all
uppercase
letters in
exceptional
cases

**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.

Typography

2.4

Typography brings
weight to the stories
we tell. The words we
choose are important.
But the fonts selected
to convey them should
never be overlooked.

March 17, 2019

**Head over
heels in love
with Canada**

Titles in
corporate
documents

**CALLING
ALL
GLOWING
HEARTS.**

As our storytellers,
you're as much a part
of this journey as the
like-hearted people we
welcome to Canada.

That's why we want
to hear from you.

Take a page from our
book, literally, and write
a personal story about
how Canada made your
heart glow.

Subtitles
and copy

**TOURISM
IN
CANADA**

Very small
text

Long copy

**Destination
Canada
Playbook**

**2.4.3
Trade usage
of title font**

**Destination
Canada
Playbook**

**2.4.3
Trade usage
of title font**

T

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

SPARK CHANGE FROM WITHIN

!

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

CANADA

NORTH OF YOUR ORDINARY VACATION

CANADA

FINDING OUR NORTH STAR

CANADA

(A)

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

SPARK
CHANGE
SPACING
SPACING
SPACING
FROM
SPACING
WITHIN

(!)

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

CALLING ALL
GLOWING
HEARTS

CANADA*

NORTH   OF YOUR
ORDINARY

CANADA*

VACATION

FINDING OUR

CANADA*

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.

**Destination
Canada
Playbook**

**2.4.5
Photo
layout**

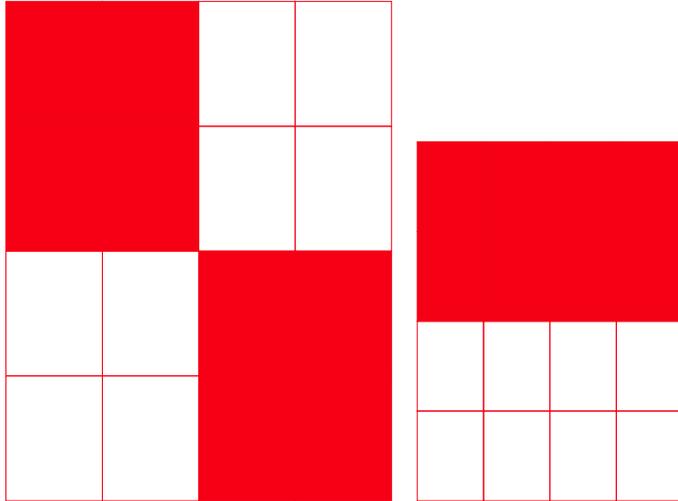**Destination
Canada
Playbook**

**2.4.5
Photo
layout**

T

Short and simple
headlines will work
great here

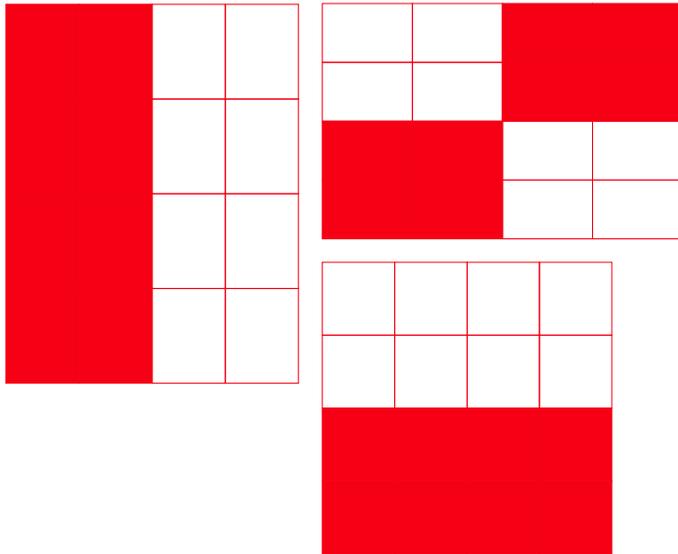Do not hesitate to
choose one colour
from our palette

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).

FINDING
YOUR
NORTH
STAR

Ihr Reisebüro Freut Sich Darauf
Sie Zu Beraten. Insidertipps Ihrer
Kanadaexperten Finden Sie Auf
Den Seiten X-y In Diesem Heft.