

DESTINATION CANADA + CANADIAN TOURISM DATA COLLECTIVE

Visual Brand Standards



Contents

1 Overview	3
2 Destination Canada Brand	4
3 Canadian Tourism Data Collective Brand	5
4 DC + CTDC Co-Branding	11
Appendix	15

1 | Overview

This guide is meant to provide clarity around where and how to use the Destination Canada (DC) and the Canadian Tourism Data Collective (CTDC) brands.

For detailed guidelines on how to use the DC (corporate) and consumer (marketing) logos, refer to our online [Brand Playbook](#).

DC CORPORATE LOGO



CTDC LOGO



CONSUMER (MARKETING) LOGO



2 | Destination Canada Brand

When branding our Insights and Analytics materials, everything falls under the DC corporate brand. The DC brand should always play the lead role, with the CTDC acting as a sub-brand under the DC umbrella.

For detailed guidelines on how to use the DC and CTDC branding together, refer to [section 4 of this guide](#).

Corporate Logo

Destination Canada uses this logo for all corporate applications.



Primary corporate logo, full colour



Corporate logo, white (on red background)

Corporate Colour Palette

Our corporate DC branding uses Canadian Flag Red as the leading primary colour. White and black are secondary colours.

Canadian Flag Red

HEX E60013

R230 G0 B19

CO M100 Y100 K0

White

Black

Did you know?



The Destination Canada consumer logo is not required on Research materials but may still be used if we are referencing our marketing efforts or a specific market.

Corporate Fonts

PRIMARY FONT

Canada Bold is our primary brand font, which is reserved for use on main titles or section headlines. It is not to be used for longer sentences or paragraphs of text. It is only available in uppercase and should never be italicized.

ABCDEFGHIJ

Canada Bold

SECONDARY FONTS

Suisse Int'l is available in a variety of weights and languages. Suisse Int'l Bold is often used for titles, while Suisse Int'l Regular is often used for body copy.

abcdefg

Suisse Int'l Bold

abcdefg

Suisse Int'l Regular

Whenever Suisse Int'l is not available, use Arial as the secondary font.

abcdefg

Arial Bold

abcdefg

Arial Regular

3 | Canadian Tourism Data Collective Brand

The CTDC brand is a subsidiary of the DC corporate brand. It has its own logo, colours and fonts, but these brand elements should only be used in specific scenarios, to ensure data and insights are communicated in the best way possible. These brand elements have been tested across multiple platforms to meet specific accessibility standards while integrating with the overarching DC corporate brand.

En français?

All CTDC logo versions are available in French as well as English.



CTDC Logo

The logo contains 13 segments, representing Canada's 13 provinces and territories, collectively coming together as one.

HORIZONTAL



Primary logo

STACKED



Primary logo



Primary logo, white (on red background)



Primary logo, white (on red background)



Primary logo, reversed (on dark red background)



Primary logo, reversed (on dark red background)











CTDC Data Visualization

Colour Palette

This colour palette is primarily used for data visualization but can also be used for certain CTDC branded elements. It can be divided into four categories: primary, secondary, tertiary and supplementary. The primary colours should always take precedence, with the other categories being used as needed depending on the data being visualized.




PRIMARY PALETTE

This palette should be the primary go-to for all colour requirements. If the requirements exceed these colours, please introduce colours from the secondary palette.

	Canadian Flag Red #E60013 R230 G0 B19	<i>Reserved for brand only or to denote urgency or negative figures.</i>		Darkest Grey #343C42 R52 G60 B66	
	Darkest Teal #04383F R4 G56 B63	<i>Use primarily for larger fills such as headers/footers.</i>		Mid Grey #4F5B62 R71 G91 B98	
	Dark Teal #064A54 R6 G74 B84			Dark Sky Grey #697983 R105 G121 B131	
	Primary Teal #075D69 R7 G93 B107	<i>Default teal, used for highlighted data points.</i>		Sky Grey #8397A4 R131 G151 B164	<i>Used for non-highlighted data points.</i>
	Soft Teal #387E87 R56 G126 B135			Mist #F3F6F8 R243 G246 B248	<i>Not AA compliant against white. Use only for subtle background colour.</i>

SECONDARY PALETTE

Available to support gaps in the primary palette.

	Dusk #9193A7 R145 G147 B167		Sage #799B90 R121 G155 B144		Sky Blue #5C93B8 R92 G147 B184
-------------------------------------------------------------------------------------	------------------------------------------	---------------------------------------------------------------------------------------	------------------------------------------	---------------------------------------------------------------------------------------	---------------------------------------------


TERTIARY PALETTE

Available to support the primary and secondary palette, but not to be used independently.

	Dusty Rose #AE707B R174 G112 B123		Golden Moss #A6902E R166 G144 B46
-------------------------------------------------------------------------------------	------------------------------------------------	---------------------------------------------------------------------------------------	------------------------------------------------

**SUPPLEMENTARY
PALETTE**

When all other colours listed on the prior page have been exhausted, refer to this palette. Again, these are not to be used independently from the primary palette.

	Wild Rose #9E4454 R158 G68 B84		Dark Purple #7B739D R123 G115 B157		Ocean Blue #1F74AB R31 G116 B171
	Grass Green #52926D R82 G146 B109		Autumn Orange #CB6F3C R203 G111 B60		

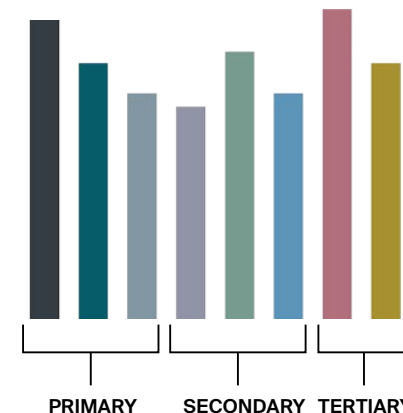
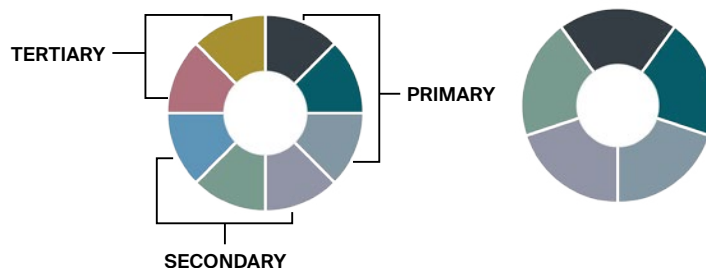
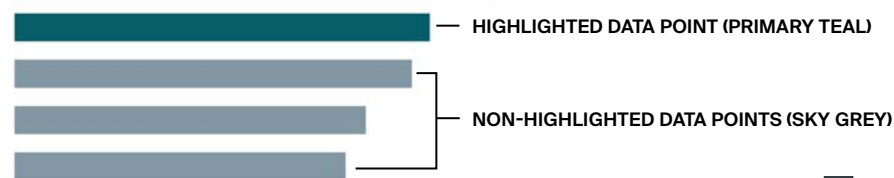
Accessible Colours

An accessible colour palette is crucial to ensure people with different visual abilities can use and understand the content without difficulty.

Unless noted, all colours on pages 5-6, when placed against pure white, are compliant with [Web Content Accessibility Guidelines \(WCAG\) 2.1](#) Level AA standards. This compliance cannot be guaranteed against any other colour. We should aim to achieve a minimum of 3:1 contrast ratio on all colours used in visualizations to meet WCAG 2.1 Level AA standards.

When combining colours from the various palettes, use your best judgement to retain visual contrast and maintain clarity within the data being presented.

Colour Category Examples

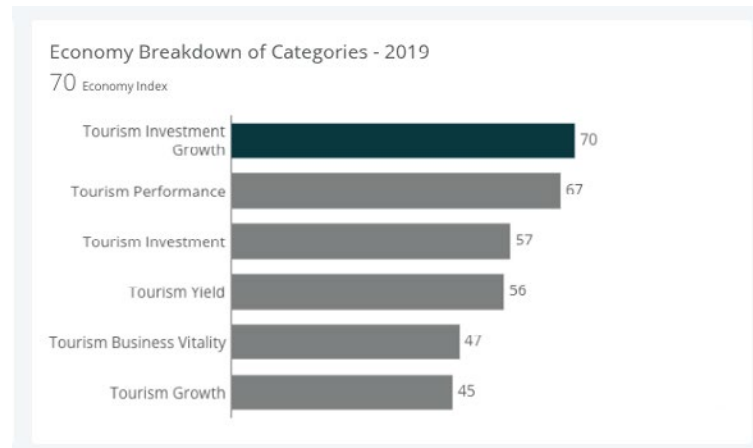
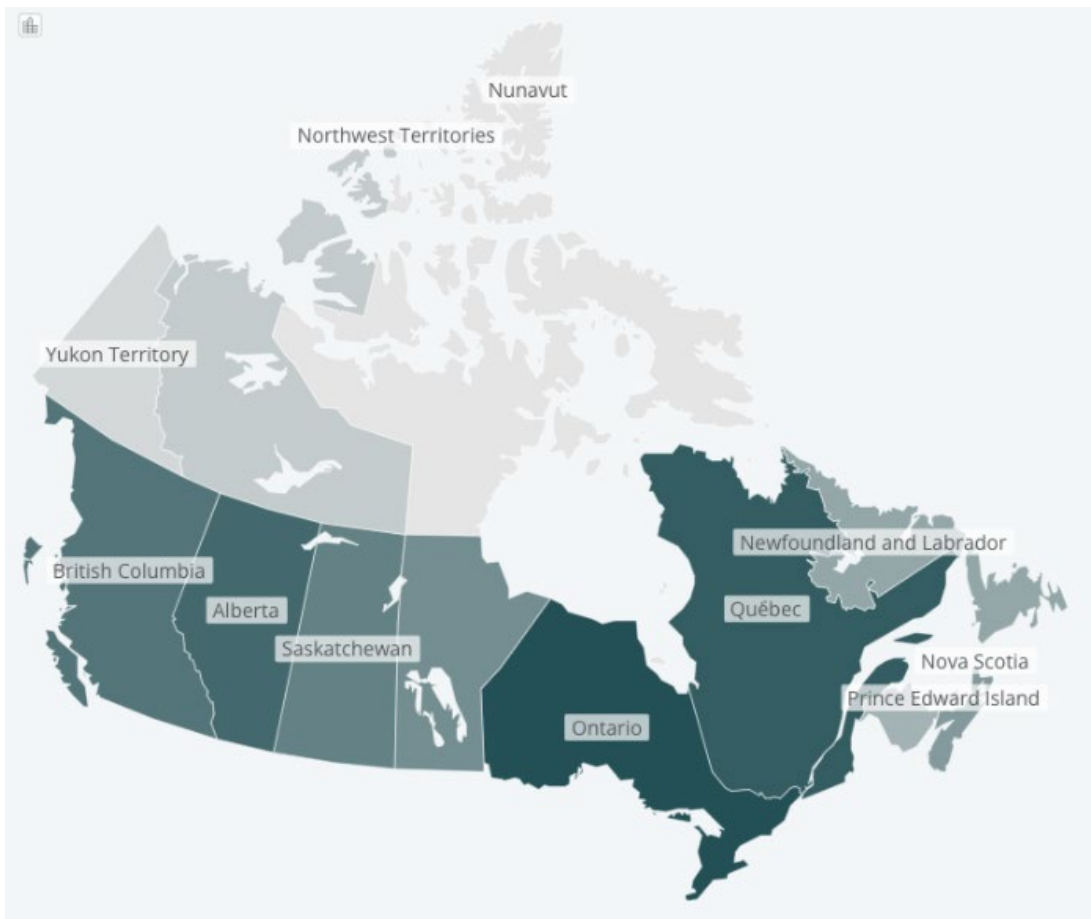
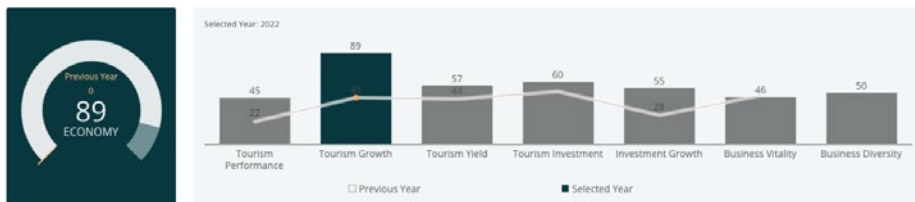


CTDC Data Visualization Colour Examples

These examples mainly show the primary CTDC colour palette in use.

Overall Economy and Category Index Year-over-Year (YoY) Comparisons - 2022

Selected year's values and comparison with prior year

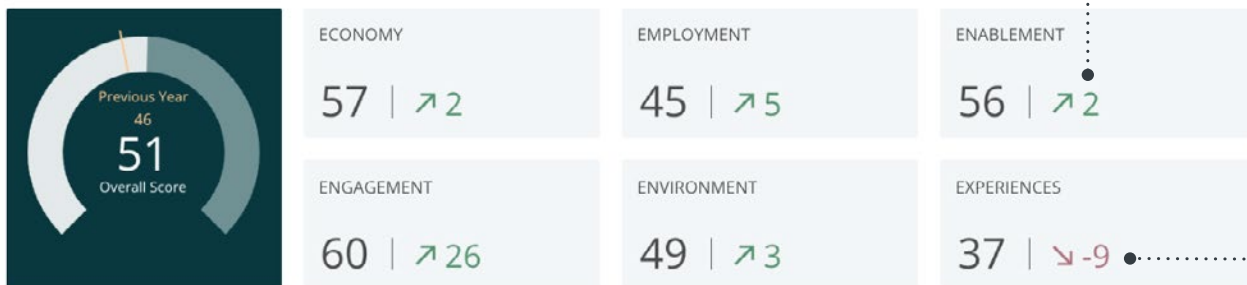


CTDC Data Visualization Colour Examples

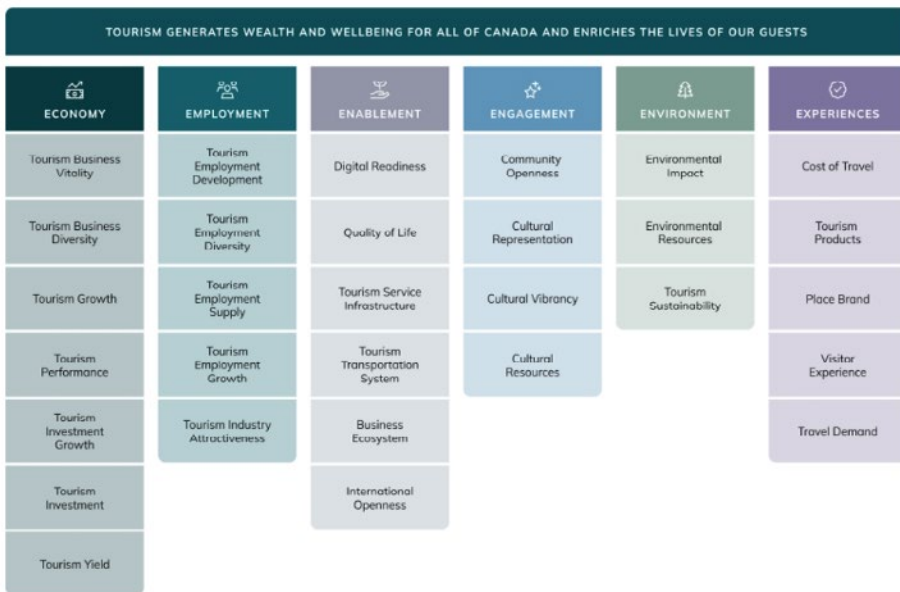
These examples build upon the CTDC primary colour palette by adding in secondary, tertiary and supplementary colours.

Overall and Sub-Index Year-over-Year (YoY) Comparisons - 2019

Selected year's values and comparison with prior year

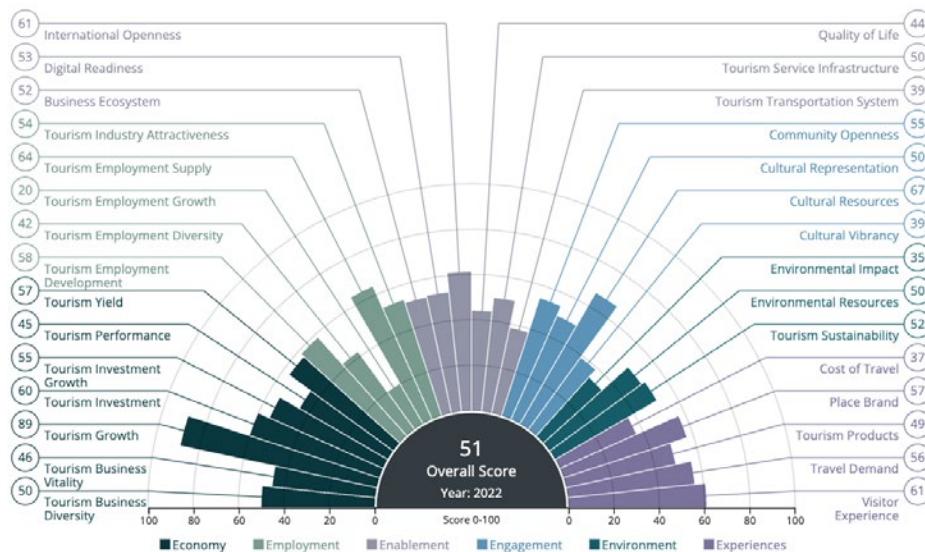


Note how the cooler hues (green) is used for positive values, while warmer hues (red) is used to denote negative values.



Sunburst Chart Analysis of Sub-Indices by Categories - 2022

Individual category scores, arranged by their sub-index



CTDC Fonts for Visualizations

There are limitations within the data products used by CTDC regarding the availability and customization of fonts. To ensure consistency across embedded content, we recommend using OpenSans or Avenir Next as the font for any text or content embedded within the website from Domo or ArcGIS (and any future platforms to come).

DOMO VISUALIZATION FONT

Open Sans

Light 300

Canada

Medium 500 Italic

Canada

Light 300 Italic

Canada

SemiBold 600

Canada

Regular 400

Canada

SemiBold 600 Italic

Canada

Regular 400 Italic

Canada

Bold 700

Canada

Medium 500

Canada

Bold 700 Italic

Canada

ExtraBold 800

Canada

ExtraBold 800 Italic

Canada

ArcGIS VISUALIZATION FONT

Avenir Next

Ultra Light

Canada

Ultra Light Italic

Canada

Regular

Canada

Regular Italic

Canada

Medium

Canada

Medium Italic

Canada

Demi Bold

Canada

Demi Bold Italic

Canada

Bold

Canada

Bold Italic

Canada

Heavy

Canada

Heavy Italic

Canada

4 | DC + CTDC Co-Branding

Most of the time, the CTDC brand will be used in combination with the DC brand. This section outlines how best to implement both brands together.

DC is the Door

Think of the DC brand as the door and CTDC's brand as elements of the room beyond. The first thing you see is the door, painted in DC brand colours. Once you step over the threshold, you find a room rich in data, containing all the elements of CTDC branding. The DC brand invites you in warmly and the CTDC brand makes you feel welcome. Both brands work in tandem and compliment each other.



Pairing the CTDC logo with the DC corporate logo

In nearly all cases, whenever the CTDC logo is used, it will be paired with the DC corporate logo. When pairing, the CTDC logo must be the same height as the DC corporate logo.



- The DC corporate logo should almost always appear before the CTDC logo.
- Ensure there is a safety margin of blank space around each logo. To determine the safe space at any given size, use the height of the “C” in DESTINATION CANADA.

☒ C



Pairing with additional partner logos

If additional partner logos are required, ensure they are displayed in line with the DC and CTDC logos, with the DC and CTDC logos appearing first. For example:



Colours

Always consider the metaphor from the previous page when it comes to colours. For example, in a DC + CTDC co-branded report, the front and back covers and the main section headers that invite the reader in would use DC branding, while the data visualizations inside use CTDC branding to make the reader feel welcome.

Fonts

Use Destination Canada’s main font Suisse Int’l whenever possible, but if using a web application that only allows certain fonts, use the CTDC fonts as outlined on [page 10](#).

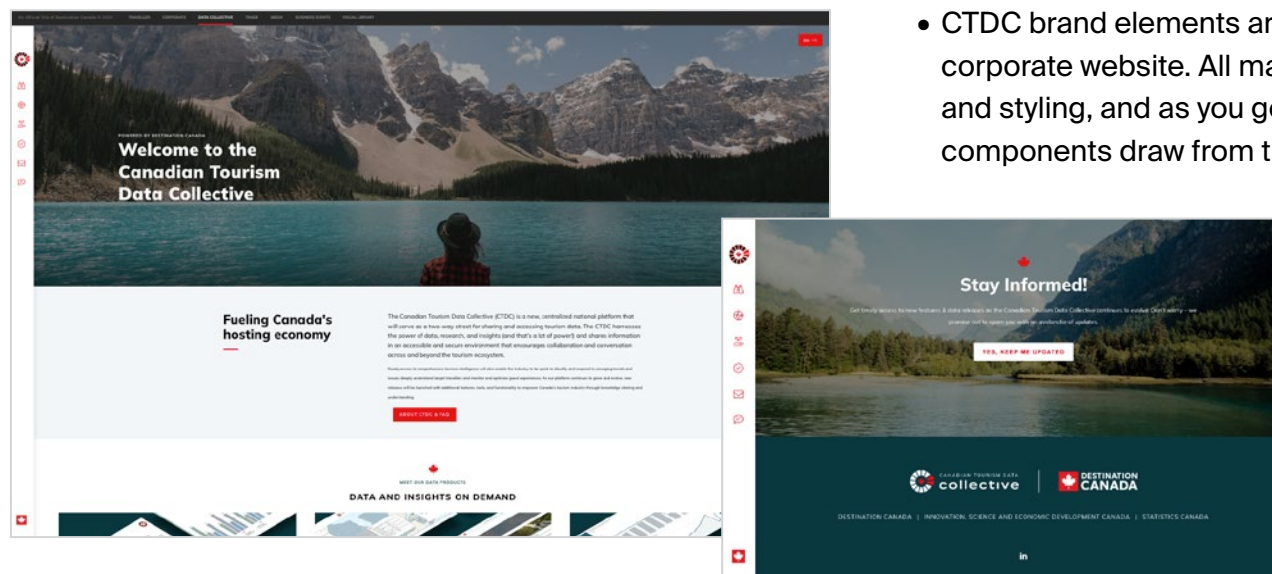
DC + CTDC Co-Branded Examples

EXCEL SPREADSHEET (TOURISM OUTLOOK)

	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Total Tourism (Data)													
Spending	\$19,890,000,000	\$19,960,000,000	\$24,471,000,000	\$28,321,000,000	\$33,975,000,000	\$39,447,375,186	\$18,946,496,870	\$17,762,274,239	\$17,478,227,212	\$18,286,596,431	\$19,519,408,208	\$19,727,498,417	\$19,629,281,031
Spending annual growth		4.2%	-8.9%	18.8%	16.1%	14.0%	3.2%	5.4%	4.9%	4.0%	3.2%	3.2%	3.9%
Overnight stays	118,978,800	118,971,408	57,794,880	72,523,244	103,000,000	113,500,000	118,700,000	118,000,000	118,000,000	118,000,000	118,000,000	120,200,271	124,000,200
Overnight stays annual growth		-8.2%	-85.1%	20.8%	42.6%	9.3%	1.9%	0.9%	0.4%	0.0%	1.2%	1.8%	2.2%
Domestic Tourism (Data)													
Spending	\$7,519,100,000	\$7,448,000,000	\$17,881,000,000	\$23,027,000,000	\$24,100,000,000	\$24,048,400,000	\$26,400,000,000	\$25,200,000,000	\$25,000,000,000	\$26,000,000,000	\$26,000,000,000	\$26,000,000,000	\$26,000,000,000
Spending annual growth		3.8%	-7.2%	11.8%	38.0%	7.4%	-0.8%	2.8%	2.8%	3.2%	3.2%	3.4%	4.2%
Overnight stays	65,440,000	65,440,000	34,800,000	65,440,000	65,440,000	64,707,000	64,800,000	65,000,000	65,000,000	65,000,000	65,000,000	65,000,000	65,000,000
Overnight stays annual growth		-1.0%	-47.8%	26.7%	30.8%	-4.2%	0.2%	-1.0%	-1.0%	0.2%	0.0%	1.4%	2.1%
International Tourism (Data)													
Spending	\$12,371,000,000	\$12,512,000,000	\$6,590,000,000	\$14,294,000,000	\$19,875,000,000	\$25,400,000,000	\$12,546,496,870	\$12,562,274,239	\$12,478,227,212	\$12,286,596,431	\$13,519,408,208	\$13,727,498,417	\$13,629,281,031
Spending annual growth		5.7%	-45.4%	1.1%	29.1%	22.7%	-11.7%	0.7%	-0.2%	-0.2%	3.7%	2.9%	3.0%
Overnight stays	21,100,000	21,100,000	22,994,880	3,083,244	12,000,000	16,800,000	21,000,000	22,000,000	22,000,000	22,000,000	25,000,170	25,200,271	27,000,000
Overnight stays annual growth		4.8%	-86.8%	3.9%	210.8%	48.8%	11.7%	8.4%	0.0%	0.0%	3.2%	3.0%	2.9%
Australia													
Spending	\$82,478,000	\$79,400,000	\$125,713,000	\$28,364,000	\$105,127,000	\$88,426,000	\$80,028,720	\$1,191,221,200	\$1,280,988,180	\$1,322,897,420	\$1,374,714,900	\$1,387,307,200	\$1,433,898,210
Spending annual growth		-3.8%	54.1%	-71.7%	58.0%	82.2%	38.4%	27.7%	8.8%	3.7%	3.7%	1.4%	3.9%
Overnight stays	340,000	351,433	48,518	3,810	186,162	263,214	303,024	407,808	482,481	498,980	519,900	528,882	536,882
Overnight stays annual growth		3.2%	-86.2%	-82.2%	188.2%	45.4%	34.8%	26.1%	7.8%	3.4%	3.4%	2.1%	1.6%
China													
Spending	\$1,983,875,000	\$1,896,000,000	\$28,190,000	\$38,190,000	\$397,221,000	\$667,000,000	\$889,000,000	\$1,900,000,000	\$1,900,000,000	\$1,900,000,000	\$1,900,000,000	\$1,900,000,000	\$1,900,000,000
Spending annual growth		-4.4%	-88.4%	-44.3%	73.8%	120.8%	47.8%	57.7%	0.0%	0.0%	0.0%	0.0%	0.0%

- DC and CTDC logos used correctly
- DC brand leads overall look and feel
- Primary teal used for main header
- Proper use of secondary palette

CTDC WEBSITE



- CTDC brand elements are housed within the overarching DC corporate website. All main navigation uses DC primary colours and styling, and as you get deeper into the site, the data and other components draw from the CTDC brand.

DC + CTDC Co-Branded Examples

POWERPOINT



The cover of the deck is DC-branded.

What is the Data Collective?

COM

Technical Foundation Challenges

A national platform accessible and tourism data, n leadership.

5

CHALLENGE 1
Data Inputs
How might we continuously

CHALLENGE 2
Data Collective Central Brain
How might we leverage

CHALLENGE 3
Data Collective Outputs
How might we enable multiple

CHALLENGE 2
How might we leverage automation to provide efficiencies?
English and French table schemas are identical which simplifies creation of visualization, reports and other data products in both languages.

Row	Identifier Type	Week of transcription	Arrival Date	Destination Country	Destination Province	Destination Job Province
1	Tourism (overnight)	None	From another country via the U.S.	Canada	Northwest Territories and Labrador	Labrador
2	Expenditures (same day)	None	From another country (over)	Canada	Northwest Territories and Labrador	Labrador
3	Tourism (overnight)	All	From another country via the U.S.	Canada	Northwest Territories and Labrador	Labrador
4	Tourism (overnight)	All	From another country (over)	Canada	Northwest Territories and Labrador	Labrador
5	Expenditures (same day)	All	From another country (over)	Canada	Northwest Territories and Labrador	Labrador
6	Tourism (overnight)	All	From another country (over)	Canada	Northwest Territories and Labrador	Labrador
7	Tourism (overnight)	All	From another country (over)	Canada	Northwest Territories and Labrador	Labrador
8	Tourism (overnight)	All	From United States of America	Canada	Northwest Territories and Labrador	Labrador

Select from English Table

Select from equivalent French Table

How the Data Collective Works

Data Inputs
Public sources: 100+ DATA SETS
Data collective partnerships: 30+ INDUSTRY PARTNERS
Paid data-sharing agreement: 15+ DATA PARTNERS

Data Collective Central Brain
Data Research & Insights
Advanced Analytics, AI & Analytics
Privacy First & Secure Environment

Data Collective Outputs
Dashboards
Publications
Traveller Profiles
Geospatial Mapping
Collaboration

Collect | Connect | Communicate | Collaborate & Co-Create

6

Once you get deeper into the content, CTDC brand elements are used.

Appendix

[CTDC website](#)

[DC Brand Playbook](#)

[DC corporate branding examples](#)

[CTDC PowerPoint Template](#)