

# 6 UNIQUELY CANADIAN EXPERIENCE CATEGORIES



Vibrant Cities



Attractions & Entertainment



Natural Wonders



Adventures



Food & Drink



Culture

## OUR PERSONALITY

Open  
Witty  
Authentic

## PHOTOGRAPHY

First person

Authentic

Natural light



## Brand Guidelines at a glance

### LOGOS

MARKETING LOGO



CORPORATE LOGO



CANADA WORDMARK



BUSINESS EVENTS CANADA LOGO



### STONE OF VOICE

Make it genuine

Remember what makes us unique

Keep it simple

Say it with feeling

### SOCIAL MEDIA

CONSUMER

CanadianTourism

@ExploreCanada

CORPORATE

DestinationCanadaVideos

@DestinationCAN (English)

@DestinationCAFR (French)

### OUR WEBSITES

Consumer website  
[keepexploring.ca](http://keepexploring.ca)

Corporate website  
[destinationcanada.com](http://destinationcanada.com)

Business Events Canada  
[businesseventscanada.ca](http://businesseventscanada.ca)

Brand Canada Library  
[brandcanadalibrary.ca](http://brandcanadalibrary.ca)

Book of Inspiration  
[bookofinspiration.com](http://bookofinspiration.com)

Canada Specialist Program (CSP)  
[csp.canada.travel](http://csp.canada.travel)

Ticketing System (Creative Services, Translation and Research)  
[wrike.com/login](http://wrike.com/login)