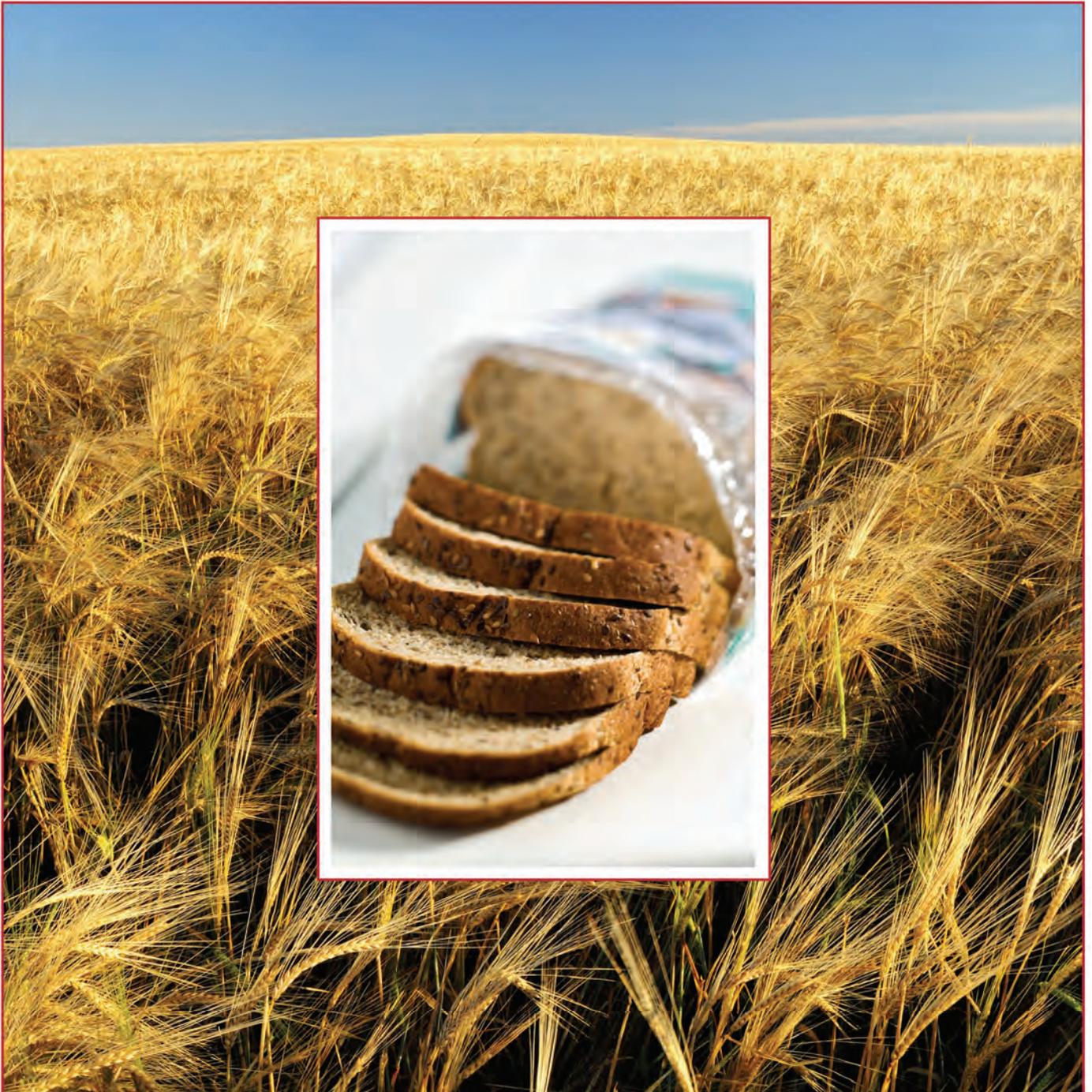


Canada Brand Style Guide



REVISION DECEMBER 2011



Canada Brand Style Guide



Canada

EFFECTIVE IMPLEMENTATION OF
THE CANADA BRAND GRAPHICS
IN YOUR MARKETING MATERIALS

Our goal is to help you implement the Canada Brand graphic elements as easily and effortlessly as possible.

The *Canada Brand Style Guide* provides an overview of the graphics and why they work. As well, more detailed help is included for those who apply the Canada Brand graphics in their own design work or commission/approve the work of other graphic designers.

If at any time you would like to discuss how best to incorporate the Canada Brand graphic elements into your marketing materials please contact us:

canadabrand@agr.gc.ca | 613.773.1536

»»»»» IF YOU ARE VIEWING THIS AS A PDF OR ONLINE, USE THE SECTION TITLES (LINKS BELOW) TO NAVIGATE THROUGH THE STYLE GUIDE...

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USE THE CANADA BRAND GRAPHICS TO GAIN A BUSINESS ADVANTAGE

Research shows time and again that Canada has a strong reputation around the world. Our country's reputation for trustworthiness, a pristine environment and quality can be used effectively as a marketing advantage.

Whether at home or abroad, using the Canada Brand graphics can help Canadian products stand out from the competition, build recognition and lead to increased demand and sales.

The graphic elements were selected and refined after being tested in key international markets (Japan, Mexico, Germany, the United Kingdom, and the northeastern and southwestern United States).

Therefore, **we know** that the graphic elements:

- project a positive image;
- immediately make the link to Canada; and
- resonate with customers.

The Canada Brand look consists of the following elements:

- The Canada Brand **leaf**
- The Canada Brand **ribbon** (with leaf)
- The Canada Brand **tag line**: *Quality is in our nature*
- A sense of **space**
- **Food** and **landscape** elements (images)
- Official Canada Brand **colours**

The *Canada Brand Style Guide* will help you to brand your products as Canadian without losing your own brand identity.





THE CANADA BRAND LEAF

This is the most important branding element and we encourage you to use it everywhere and as much as possible. It builds on Canada’s most recognized national symbol (the maple leaf on our flag) and incorporates the word Canada. In the research we conducted with international audiences, a stylized red maple leaf on a white background stood out as *a visual icon of Canada*. Research in the domestic market clearly showed that prominently featuring the maple leaf image and a Canadian statement of origin on product labels can significantly increase sales. Place it on your packaging materials, labels, website, marketing materials, business cards, letterhead, trade show booths, advertisements, etc.



Why use the Canada Brand stylized leaf and not just your own variation? The key to establishing any brand is consistency — if consumers and buyers see the same common symbols on products they purchase, point-of-sale materials, advertisements, and trade-show booths, they are much more likely to begin to notice the brand, make the connection in their minds to particular brand attributes, and start to seek out products within the same brand family.

The **Canada Brand leaf** is *the harmonizing element* that brings a strong and unified brand presence to all Canadian food and agriculture products.

▶ USAGE GUIDELINES AND POSITIONING

A. Preferred format: *vertical*

The leaf does not stand alone, it must be accompanied by the word Canada or Canadian somewhere close by. Most of the time, you are encouraged to use the graphic that contains the word **Canada** underneath the leaf (*see image above right*) as this forms a single compact graphic unit we call the Canada Brand leaf. However, it is permitted to use the leaf by itself on the inside pages of documents as a graphic tool to break up space or add visual interest — like at the top of this page. *You may also integrate the leaf with your own logo, but approval by Canada Brand (canadabrand@agr.gc.ca) is required for any such logo integration.*

In the preferred vertical format, the Canada Brand leaf is normally presented as red-on-white (or black-on-white). The leaf may also be placed on top of an image or another colour as long as the background is light enough to ensure that it stands out prominently; if it does not, you could simply center a white background around the leaf to ensure adequate visibility (*see image above right*) or create a light border around the leaf (*see example page 21*). A white graphic on a red background is also acceptable (*but not preferred*) — **the red Canada Brand leaf resonates most clearly with international and domestic audiences, not the reverse!** No other graphic elements should touch the leaf and no text should be placed on top.

B.1 Special-instance format: *horizontal*

Though not the preferred format, the Canada Brand leaf can appear in a horizontal format when space, size and shape restrictions require it. The word *Canada* should be large enough to be easily read.



B.2 Horizontal reversed (white-on-red):

It is acceptable (though not preferred) to use the graphics “reversed”, meaning white-on-red (or white-on-black). Remember that the white version of the leaf does not have the same recognition or impact as the red version.



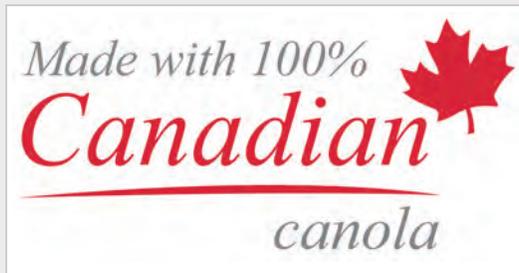
PLEASE USE THE CANADA BRAND GRAPHIC ELEMENTS AS THEY ARE IN THE FILE FORMAT YOU DOWNLOAD. THIS WILL ENSURE THAT THE WORD “CANADA” IS NOT ENLARGED OR REDUCED IN SIZE IN RELATION TO THE LEAF.

RE-SIZING: HOLD DOWN THE SHIFT KEY WHILE DRAGGING A CORNER HANDLE TO ENSURE PROPORTIONS ARE MAINTAINED.



CO-BRANDING OPPORTUNITIES IN INTERNATIONAL MARKETS

Processors, retailers, food service customers and others in your export markets may want to use the Canada Brand to differentiate their company and products from their competitors. The Canada Brand gives them a means to demonstrate their commitment to sourcing quality products. As a Canada Brand member you can offer them the opportunity to use the Canada Brand under certain conditions.



A specialized Canada Brand graphic was developed that may be used by foreign processors using Canadian ingredients. The Canada Brand co-branding mark can only appear on products where the ingredient being promoted is 100 percent Canadian; and

- is one of the first two ingredients listed on the product's label; or
- is a featured ingredient of the product; or
- is an iconic Canadian food or agriculture ingredient, such as maple syrup, salmon or icewine.

products where the ingredient being

For more information about co-branding, please contact us: canadabrand@agr.gc.ca

THE CANADA BRAND DOMESTIC INITIATIVE — REACHING CANADIAN CONSUMERS



Agriculture and Agri-Food Canada has launched a domestic branding initiative to help you promote the advantages of your food products to Canadian consumers. Research (within Canada) shows that featuring a maple leaf and content statement on the front of a package increases sales.

For products sold in Canada, if you put a maple leaf on your product label, it must be accompanied by a statement (in close proximity) that identifies the Canadian content or process. There are a variety of Canadian content or process statements you could use (if applicable) on the labels of your food products that are sold in Canada. *Some examples as well as style formats are featured on the right...*

Remember: Domestically, the Canada Brand leaf may not be used on product labels unless there is also a clear Canadian content statement.

For more information about the domestic initiative, please contact us: canadabrand@agr.gc.ca



While the *eatCanadian* graphic is **not** permitted on product packaging, Canada Brand members may use the Canada Brand graphics (leaf, ribbon, etc.) with the *eatCanadian* graphic on general domestic promotional materials, such as:

- websites
- brochures
- signage
- advertising
- other promotional materials





THE CANADA BRAND RIBBON

The ribbon, with its distinctive tapering curve, is another primary graphic element of the Canada Brand. It is an optional design element but you will find it to be a very effective and versatile distinguishing factor when combined with imagery. It can be used on signage (usually vertical formats), placed on letterhead, or to accent a presentation.

Focus tests with consumers said the ribbon suggests motion and that Canada's food industry is dynamic and progressive. Some research respondents likened it to a "championship ribbon." Others thought it suggested "the road forward," or a river, harkening back to Canada's famed natural landscapes. Interpretations differed but were consistently positive across all markets.

The ribbon is available in two versions:

- (1) **solid...** for use on plain backgrounds
- (2) **faded...** for placing over background images

▶ USAGE GUIDELINES

- Let the ribbon bleed off the end of the page or to the edge of a defined lower border. Always anchor it somehow so it doesn't end in mid-air and just "dangle."
- Red-and-white is the colour scheme associated with Canada, and the leaf and ribbon look best against white or near-white.
- With both solid and faded versions, **the top** of the ribbon and all of the Canada Brand leaf must be positioned against a white or extremely pale (faded to white) background to ensure legibility and clarity. (See examples on page 8.) So if the ribbon is used on a coloured background, be sure to fade out the top of the background appropriately.
- Both versions of the Canada Brand ribbon have very precise, graceful proportions that are not meant to be altered; **so please use them as provided**. The ribbon cannot be reversed (i.e.: white on red).

PLEASE NOTE: THE RIBBON CAN NEVER BE USED ON ITS OWN WITHOUT THE CANADA BRAND LEAF. THE TWO UNITS MAKE UP THIS ONE GRAPHIC. NO OTHER LEAF CAN BE USED IN ITS PLACE, NOR ANY OTHER GRAPHIC ELEMENT OR LOGO.



DESIGN FYI:

LIKE EVERY OTHER CANADA BRAND ELEMENT, THE RIBBON SHOULD NEVER BE REDESIGNED OR RECREATED — THIS WILL ENSURE THAT THE INTENDED PROPORTIONS OF THIS GRAPHIC ELEMENT ARE MAINTAINED.

PLEASE USE THE CANADA BRAND GRAPHIC ELEMENTS AS THEY ARE IN THE FILE FORMAT YOU DOWNLOAD.

RE-SIZING: HOLD DOWN THE SHIFT KEY WHILE DRAGGING A CORNER HANDLE TO ENSURE PROPORTIONS ARE MAINTAINED.





SOLID:
FOR USE
WITH PLAIN
BACKGROUNDS

- If there's no background image, this is the preferred ribbon to use because its strong, solid colour generally looks best against a plain white background. The faded ribbon, on plain white, tends to fade to pink.



FADED:
FOR USE
WITH BACKGROUNDS
WITH IMAGES

- If there is a background image, this is the ribbon to use because it will allow the image to show through at the bottom. Use the faded ribbon over images.
- (See examples on page 8.)

GRADIENT FADE HOW-TO: You will need to download the **PSD** version of the **faded** ribbon for use in Photoshop, or you can download the **EPS** version of the **solid** ribbon to use in Illustrator/InDesign.

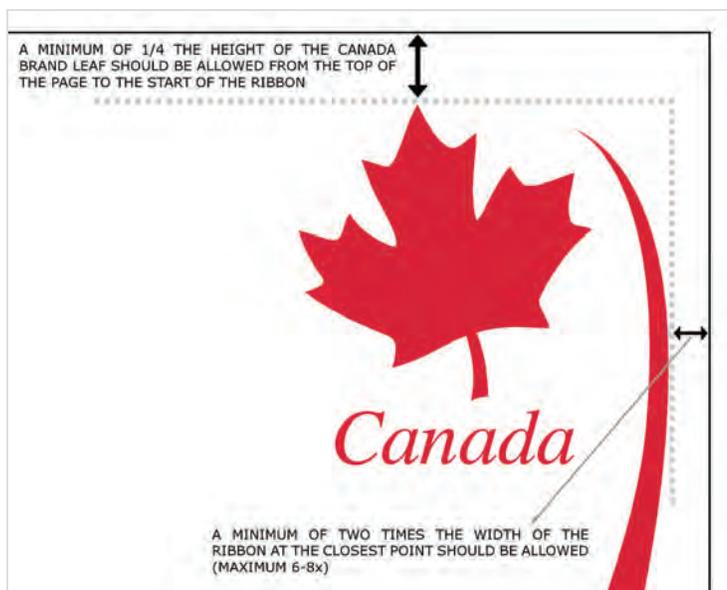
The JPG and TIF versions do not fade to transparent. Instead, they fade to opaque white. This would not allow your image to show through the lower portion of the ribbon.

To use an EPS version, you must download a **solid** ribbon. Open it in Illustrator, select all, cut the ribbon from Illustrator and paste into InDesign. Then choose: Object > Effects > Gradient Feather and apply a gradient feather from the bottom towards the top at an angle of 90°. The gradient should fade to a location that will allow an appropriate view of the background image. Gauge your outcome against the intended style features of the PSD ribbon file.

You may also use any other techniques that you are comfortable with to obtain a similar result.

▶ POSITIONING

- The top of the Canada Brand ribbon should **always** be positioned at the top right-hand corner of the page (or other space in question, i.e.: a poster, vertical banner, page layout, etc.).
- In two-sided communications, it should appear on the front only (see image right).
- In two-page or multi-page spreads (i.e.: advertisements), it goes on the right-hand page only; it should **not** appear on every page of a multi-page layout.



- **DISTANCE FROM TOP:** The Canada Brand ribbon should start close to the top of the page. There should be a minimum distance from the top of at least 1/4 of the height of the Canada Brand leaf (see image left).
- **DISTANCE FROM RIGHT EDGE:** The Canada Brand ribbon should be placed close to the right-hand side of the page. The distance from the edge of the page should be a minimum of two times the width of the ribbon where it is closest to the edge (see image left).



Here are some examples of how both the solid and the faded ribbon can be used in your layout designs. It is fine for images to show through the ribbon. But images and text should not be placed over the ribbon. It must remain distinct and uncluttered with an adequate sense of space around it.

Quality
is in our **nature**

Canada

EVENT TITLE	EVENT LOCATION	EVENT DATE

Canada

Agriculture and Agri-Food Canada / Agriculture et Agroalimentaire Canada

Quality
is in our **nature**

Canada

Canadian Beer
Brewing Great Taste

Canada's brewery industry aims to please. The country's clean, natural environment, high-quality raw ingredients and abundant water resources combine to create some of the best beers on earth. Canada has a long brewing history and Canadian Beer has an excellent reputation for quality. Our beer industry produces a wide range of beer styles, from light and crisp to rich and flavorful.

Brewed to perfection

Canadian beer is brewed to the highest quality and standards. Both breweries and consumers rely on the ingredients used to make beer, namely our Canadian malting barley and Canadian hops. Canadian malting barley is grown in the heart of the world's malting barley belt and is subject to rigorous testing and evaluation before it is accepted as being suitable for malt production. Our malt barley and brewery water are committed to meeting superior and consistently reproducible quality and meet the demands of beer drinkers everywhere.

The care and commitment that goes into each and every drop of Canadian beer is also evident in the quality assurance that goes into the product. The Canadian Food Inspection Agency ensures our beer is produced in compliance with all quality, labeling and container regulations.

The essence of beer

Beyond great quality, innovation has been key to the Canadian brewery industry's success. A keen understanding of international tastes and trends, including low alcohol beer, craft beer and more, are all part of the popularity of home and abroad.

Canada

Where can it be used? Presentations, fact sheets, banners, posters... be creative!

KOREAN

캐나다

자연이 선출한 최고의 품질

Canada

Agriculture and Agri-Food Canada / Agriculture et Agroalimentaire Canada

SPANISH

La calidad está en nuestra naturaleza

Canada

Canada

TERRAZA GRILL

hotel nikko méxico

Quality La qualité
nature

Canada

Canada



THE CANADA BRAND TAG LINE

The Canada Brand tag line communicates the special position that has been adopted to set Canada’s food and agriculture industry apart from our competitors. It addresses some of the strongest impressions that people tend to have about Canada by linking our abundant natural resources to the quality of our products and people.

The tag line is a slogan and should be used that way on all types of marketing and communications materials. It can even be used on packaging. It communicates a general theme to help Canada’s food and agricultural industry stand out in the minds of commercial food buyers as well as consumers.

▶ USAGE GUIDELINES

Always use the tag line with the Canada Brand leaf or ribbon in order to communicate that it is associated with Canada.

Once this connection has been established you may use the tag line by itself (repeatedly if you choose) as a design element or accent on subsequent pages. An example of this may be as a repeat header or footer in a catalogue or brochure.



At a trade show, where you are using a lot of signage showing the complete Canada Brand look, you can use the tag line by itself on a sign.

- The tag line has a specific look and feel (as well as a predefined colour scheme) that complements the other Canada Brand elements. *If a single-line format (rather than the stacked version) works better for your design layout, this can be made available upon request.*
- Its layout emphasizes the two key words: “quality” and “nature.” *It should always be used as provided* to ensure that the size and space relationships are properly maintained.
- It is available in a light grey and a dark grey format... you may choose according to your design/layout requirements.
- It is available in multiple languages. Please visit: www.marquecanadabrand.agr.gc.ca/members/tagline_downloads_e.htm#otherlanguages

▶ POSITIONING

PREFERRED LOCATION: TOP LEFT CORNER

The preferred position for the tag line is in the upper left-hand corner of a layout, at the same height as the top of the Canada Brand leaf or ribbon, *but this isn't mandatory*. It can be used wherever it works best in your layout.



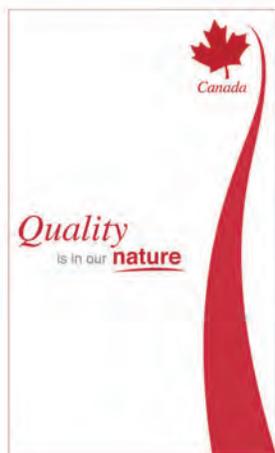


- If you're using the tag line in its preferred positioning (at the top left corner of the page), line up the top of the tag line with the top of the Canada Brand ribbon (see image just below).
- Keep the tag line away from the left edge of the page and the top of the page, a distance approximately equal to the height of the capital letter Q in the word "Quality" (see image just below).



ALTERNATE LOCATIONS:

The tag line is the most versatile of the Canada Brand graphics because it can be used as a headline or as a baseline, so it should be positioned according to its importance in the layout. Some usage examples follow...



MENU COVER



WEB PAGE ELEMENT



CHINESE AND KOREAN EVENT HALL SIGNS



TO ENSURE ACCURACY, QUALITY AND CONSISTENCY — NOT TO MENTION ADHERENCE TO THE DESIGN GUIDELINES, PLEASE DO NOT DO YOUR OWN TRANSLATIONS OR HAVE THEM DONE LOCALLY. AS WITH ALL THE OTHER CANADA BRAND GRAPHIC ELEMENTS, YOU NEED NEVER CONSTRUCT IT FROM SCRATCH BECAUSE IT IS AVAILABLE IN A VARIETY OF FILE FORMATS AND A VARIETY OF LANGUAGES.

PLEASE USE THE CANADA BRAND GRAPHIC ELEMENTS AS THEY ARE IN THE FILE FORMAT YOU DOWNLOAD.



▶ ALTERNATE LANGUAGE VERSIONS

BILINGUAL FORMATS

Bilingual versions of the tag line are available in English/French and French/English. These versions should be used in Canada as well as in international markets where French is spoken. Various bilingual configurations are available (*see images to the right*). Select a version according to the space you have to work with.

OTHER LANGUAGES

Usually, the tag line appears in the language of the market. If, as in a trade show setting, the tag line is used repeatedly, it should also appear in English and/or French. For languages other than French and English, the tag line is not provided in a single bilingual format. Instead, two unilingual tag lines should be used.

Examples:

- A booth at a Japanese trade show may have the tag line on banners in four different spots around the exhibit space: two could be in Japanese, two could be in English. At a trade show in Europe, the tag lines could appear in French, English, and German.
- Recyclable bags that are intended to be complimentary giveaways for prospective buyers at a trade show in Germany may have the German tag line on one side and the bilingual English/French tag line on the other.

The tag line is available in a variety of languages (see below) on the following web page:

www.marquecanadabrand.agr.gc.ca/members/tag_line_downloads_e.htm

- *English*
- *English & French*
- *French*
- *French & English*
- *Arabic*
- *Bahasa-Indonesian*
- *Chinese (traditional & simplified)*
- *Croatian*
- *Czech*
- *Dutch*
- *German*
- *Hebrew*
- *Italian*
- *Japanese*
- *Korean*
- *Malay*
- *Polish*
- *Portuguese*
- *Russian*
- *Serbian*
- *Spanish*
- *Vietnamese*



If you cannot find the language you need on our website, please send an e-mail to canadabrand@agr.gc.ca



A SENSE OF SPACE — WHY IT'S SO IMPORTANT

In telegraphing the Canada Brand, how we use space is just as important as our other graphic elements.

Why does it matter? Space is a big part of how people see Canada. In testing the graphic strategy with international audiences, we found that people associate Canada with imagery that is *simple and uncluttered*, such as the Canadian flag with its light and airy red-and-white colour scheme, compared to busier designs like the flags of the United States and the United Kingdom.

Another reason to leave ample white space in your layouts is that in most cultures, it's a mark of *tasteful design*. Cluttering up a layout by trying to cram in as much text as possible is wrong for Canada's brand character and works against the impression of quality we want to project. (However, it's important to be aware of any cultural exceptions. In Japan, for example, the norm is to have a lot of copy on a page. Nevertheless, never crowd the Canada Brand visuals.)

Quality
in our **nature**

Canadian Honey
How Sweet it is!

Did you know that Canada's honey yield is twice the world's average? That's not surprising considering that Canada's **wide open spaces, clean natural environment** and weather offer **perfect conditions** for nectar production. Long days of summer sunshine in Canada's northern climate provide access to bountiful flowering crops that attract a growing number of honeybees. The result? Beautiful golden honey loved by consumers in 27 countries worldwide.

Versatile, natural and nutritious

The Canadian honey sector is as dynamic and industrious as the honeybee itself. Close to 8,000 beekeepers maintain nearly 610,000 bee colonies across the country. Our packaged honey, which is filtered and can be pasteurized, doesn't need preservatives and has a shelf life of up to two years.

Besides our deliciously sweet honey, Canada's honey industry produces several other value-added by-products, including:

- **Bee wax** for candles and household products such as polishes;
- **Protein-rich pollen** used as a diet supplement;
- **Propolis**, an ingredient used in cosmetics and lip balms; and
- **Royal jelly** used in skin creams and lotions.

Canada's bees are credited with providing up to \$1 billion in increased agricultural production annually. Beekeepers rent their hives to horticultural producers each spring to ensure that widespread pollination takes place.

Care and commitment

Canadians take great pride in their honey production standards. Indeed, the industry not only meets ISO (international) standards for honey production, it exceeds them. The **safety and quality** of Canadian honey is second to none. The Canadian Food Inspection Agency, through the **Honey Regulation of the Canadian Agricultural Products Act**, ensures that producers and importers' meet strict federal and international standards.

Canada

ほんものは
心から自然と心から

カナダのハチミツ。
愛される味わい。

カナダのハチミツの収穫率が世界的平均の2倍もあることをご存知ですか。カナダの広大な国土と自然、クリーンな環境、そして気候がハチミツ産出に理想的なものであることを考えれば、それは驚くには至らないでしょう。北国のカナダでは夏の日照時間がとても長く、ミツバチがひきつけられる顕花植物が豊かに生育します。その結果として生み出されるのが、世界27ヶ国の消費者に愛されている美しい黄金色のハチミツなのです。

高い栄養価、豊富な用途、天然食品。

カナダのハチミツ生産業界は、ミツバチと同じように活動的で動感です。ほぼ8000に上る養蜂業者がカナダ全国で約61万群のミツバチを飼育しています。遠道 haul を負し、殺菌処理も可能なカナダで生産・包装されたハチミツは、保存料を用いずに2年間の賞味期間があります。

甘くておいしいハチミツ以外にも、カナダでは次のような付加価値の高い様々な製品を生産しています。

ロウソクやつや出しワックス等家庭用品に使われる蜜ろうサプリメントとして使う、たんぱく質が豊富な花粉化粧品やリップクリーム原料として使われるプロポリススポンジクリームやローションに使われるロイヤルゼリー

カナダではミツバチのおかげで農業の年間生産高が10億カナダドル程度も増加しています。毎年、春になると果樹園や野菜農家は養蜂業者からミツバチの巣を借りて、確実に広範囲の授精が行われるようにしているのです。

高品質のための国のコミットメント

カナダはハチミツ生産に高い基準を設けており、それはISOの国際基準を上回っています。カナダ産ハチミツの安全性と品質の右に出るものはありません。カナダ食品検査庁は、カナダ農産品法のハチミツ関連規則に基づき、生産者およびミツバチ輸入業者が厳格なカナダの国家規格と国際規格を遵守するよう監視しています。また、ほとんどの州政府には養蜂専門家の職が設置されており、養蜂業者登録、ハチの保健衛生、事業銀行、その他の養蜂関連問題を管理しています。

最高の品質と愛される味わい。それがカナダのハチミツです。

Canada

The deliberate use of space to create a light and airy feel reminiscent of Canada's wide-open spaces is also a key element of the graphic strategy.

The examples noted above are airy and uncluttered with ample white space and liberal line spacing. Even if your layout has more content (*such as in the Japanese version on the right, above*) you should still ensure that the branding graphics are not crowded and the white background feels airy and light.





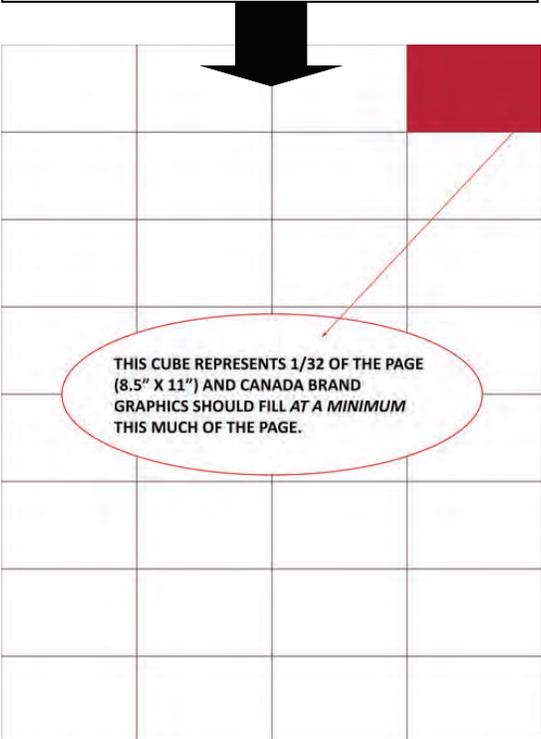
▶ GENERAL PRINCIPLES

To ensure promotional and communications products are consistent with our brand character, please keep these general principles in mind.

- Dark colours work against our brand character, so use them sparingly.
- As much as possible, *use white space liberally* to create “rest areas” for the eye and an overall light and airy feel. *This may vary somewhat by region. For example, in Asia, marketing materials tend to be more crowded and busy... and this is acceptable in that market.*
- If the text looks too dense, go for a “light” version of the font and consider increasing the space between lines.
- Dare to make tough decisions to safeguard brand character; cut copy or add a page if what you have looks too dense and cluttered. Don’t try to tell readers everything in a single ad or brochure. Tell them enough to get them interested, then direct them to your website for more details.
- Organize your content by aligning and grouping elements. The English and Japanese fact sheets shown on the previous page can serve as a guide as does the advertisement below. *



The Canada Brand graphics should be incorporated *prominently* in all your marketing materials. Anything less than 1/32 or 3% of the surface area (front page or signage) is not big enough to be noticed and is unlikely to achieve any branding advantage.



***PLEASE NOTE:** THE “QUALITY IS IN OUR NATURE” TAG LINE WAS CUSTOMIZED FOR THIS PARTICULAR APPLICATION. AS MENTIONED ON PAGE 8, IF A SINGLE-LINE FORMAT (RATHER THAN THE STACKED VERSION) WORKS BETTER FOR YOUR DESIGN LAYOUT, THIS CAN BE MADE AVAILABLE UPON REQUEST.



COMBINING FOOD AND LANDSCAPE ELEMENTS

Food and landscape elements are pivotal to the success and development of effective and appealing marketing materials that incorporate the Canada Brand graphics. Canada's brand character is communicated through the images we show to our export markets. Your strategic selection of images will help link your products more closely to the positive attributes people associate with Canada — namely quality, safety, clean, fresh, and environmentally sustainable.

In international research, we learned that buyers and consumers around the globe have a positive impression of our environment — *as being clean, fresh and unspoiled* — and this is what they *expect* to see. And they associate our nature/wilderness, snow-capped mountains, pristine forests and lakes, and wide-open spaces as *visual icons of Canada*.

Customers particularly want to see:

- *where our products come from* — agricultural and maritime scenes that give them a sense of our landscapes and environment;
- *our food* — both at harvest and as close to the moment of consumption as possible (and obviously looking mouth-wateringly fresh and appetizing); and
- ideally, they like to see *the occasional shot of people*, (people enjoying our food products).

Both landscapes and food product shots should be included in any creative execution in order to give your audience a *taste of Canada* that will make a lasting impression!

As a Canada Brand member you can download and use any of the photos we have available in our extensive (and ever-growing) photo library.

Downloadable images are available to help you show the character of Canada as part of your company/ product brand...

To access the Canada Brand library:

Use the following link and login with your Government of Canada Access Key username and password:

www.marquecanadabrand.agr.gc.ca/tools-utills/photo-eng.htm

You are also welcome to combine images from your own photo library. The principles outlined in this section would still apply.





▶ HOW TO SHOW VARIETY

In most marketing materials, it's desirable to show a farm gate-to-plate range of images, but not every piece needs to show all these elements.

In some cases, you can layer a few images over background images. Other times, you can just make sure that you cover the desired range of images on successive pages of a brochure or in a series of trade show displays. It's the overall impression that matters, not each individual piece. Besides, if you put too much into a single layout, you'll create clutter.

There is no one-size-fits-all formula for image selection. You should choose images based on your audience, the event, and your specific needs.

Here are a couple of design examples that portray these suggestions...





▶ IMAGE TIPS — KNOW YOUR MARKET

In export markets you have to recognize cultural differences and know what is considered appealing.

Here are some examples of what to avoid:

- Foods and beverages that could be offensive to major religious groups (e.g., pork in Israel, beef in India, alcoholic beverages in Muslim countries).
- Juxtaposing shots of meat and live animals (most markets).
- Food products and/or farm produce that do not look fresh.
- Produce images that portray surfaces that look cloudy, suggesting pesticide residue.
- Unsound harvesting or storage practices (e.g., fishing boats where the hold is not lined with ice).
- Opaque food packaging — appears less appetizing than clear packaging, especially for products like maple syrup and honey.
- Products that Canada does not export in significant quantities (e.g., milk).
- The wrong grade or variety of product.
- Beef cattle without ear tags.
- The wrong colour of product for local tastes.
- Pictures that are not immediately recognizable by local consumers.
- The wrong kinds of pots, pans or other utensils for the local market (e.g., chopsticks can add an exotic element to a promotion in the North American market, however if improperly placed in an Asian market, it may look awkward or even prove offensive).



COMBINING LIVE ANIMAL AND MEAT SHOTS CAN BE RISKY...



ALCOHOL IS NOT ACCEPTABLE IN MUSLIM COUNTRIES...

Here are some general rules to follow:

- Conduct focus testing, subject matter/market expert consultations, before finalizing your materials. This will allow time to modify your materials should the testing not provide the anticipated results.
- Be aware of and keep up to date with local trends and current movements as these will help you determine what may or may not be acceptable in your target market (e.g., sensitivity required when featuring images portraying live animals).
- Be aware of local customs and etiquette, eating and dining habits, food handling and storage techniques... know what is and what is not acceptable in your local market.
- Ensure plated food styling shots comply with the local culture's eating style (e.g., in Asian markets, sliced, bite-size or chopstick-size pieces of meat are preferred over a full steak).

Know your market!

▶ IMAGE TIPS — PHOTO RESOLUTION TIPS

Image resolution (measured in pixels per square inch, PPI for short) will no doubt be expertly attended to by your design team or design firm... but just a few reminders:

FOR WEBSITES:

You'll want a low-resolution (**72 PPI**) image because higher-resolution photos would take too long for your page to load and the additional resolution adds nothing to the photo's sharpness on a computer screen.

FOR SMALL SIZE PRINTED MATERIALS:

In printed materials like magazines and brochures, you'll need a high resolution (**minimum 300 PPI**) image. A lower-resolution image would print fuzzy.

FOR LARGE SIZE PRINTED MATERIALS:

To use an image in oversized materials like billboards or posters, you'll either need an even higher resolution (**e.g., 600 PPI**) or a 300 PPI photo that's larger in terms of its dimensions. Ask your printing professional to be sure.



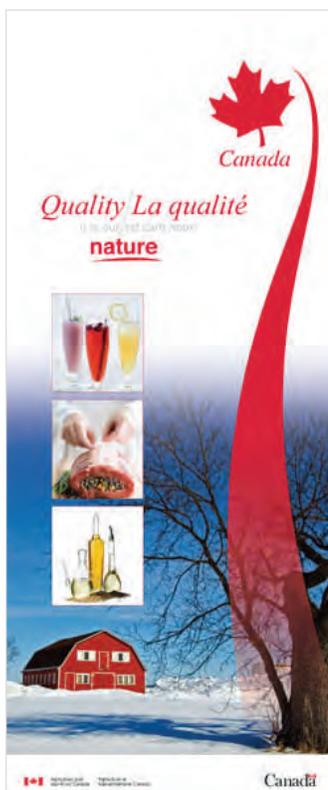
DESIGN REFERENCE EXAMPLES

The overall goal of this *Style Guide* is NOT to provide lengthy lists of DON'Ts... instead we wish for you to be able to incorporate your own design ideas and preferences, and that your creativity be freely expressed in association with the Canada Brand graphics. The objective is to create a strong connection between your products and the respected and admired attributes of Canada.

Following are some suggestions for ensuring an adequate sense of space and appropriate use of images and graphics in your design materials:



- Keep it *simple, light and airy*, using lots of white space. Avoid crowding the Canada Brand ribbon with headlines or text.
- Be sure to *fade out* the background picture at the top to create white space around the Canada Brand ribbon and tag-line.
- Select a background image that is simple, refreshing, and complements your background image with appealing photos of food products or prepared dishes.
- Use the correct Canada Brand graphics and apply them the right way so they stand out.
- Overall impression created in these layouts: freshness, quality, appetite appeal, and modernity. All in all, these examples help project a very positive impression of Canada.





- This example has *many problems*: too dark, too dense, and too busy, leaving no white space at all; and the Canada Brand elements are wrong. The colours of the Canada Brand ribbon should *never* be “reversed” and the leaf should *never* be customized.
- While the Canada Brand leaf itself can be reversed (as its own graphic element) the Canada Brand ribbon (which *includes* the leaf) cannot be reversed (i.e.: changed from red to white). It must be used as provided in either a solid or faded format and as a complete unit — with the Canada Brand leaf and ribbon elements remaining linked together. (*Refer to page 6 for additional instructions.*)
- The ribbon is also the wrong shape and is touching the top of the page; and when it fades, it should become transparent, not white. With inset photos, select only a few and keep them *simple* to avoid a sense of clutter.
- **PLEASE USE THE CANADA BRAND GRAPHIC ELEMENTS AS THEY ARE IN THE FILE FORMAT YOU DOWNLOAD.**



- Please do not have too many graphic elements fighting for attention. Best rule of thumb: *keep it simple*.
- This layout is busy, not because it has three inset images but because two of the images feature multiple objects and the third doesn't match the other two at all. Also, the combine in the photograph acts as an additional graphic element which is crowding out the Canada Brand ribbon.

If you have any questions about a potential design piece you are working on, please feel free to contact us, and we will provide you with a speedy reply.

» 613.773.1536 | » canadabrand@agr.gc.ca



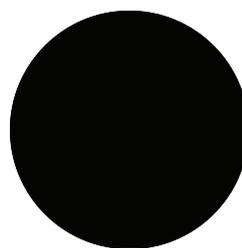
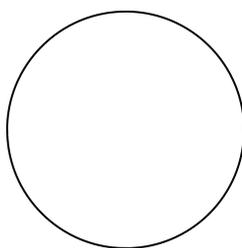
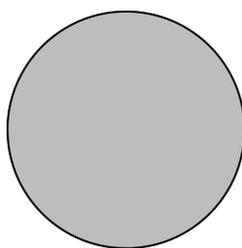
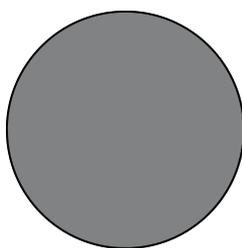
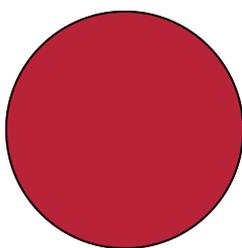


OFFICIAL CANADA BRAND COLOURS

Specific colours are associated with the graphic strategy and the Canada Brand look. Please ensure that you use them, as this will greatly assist you in effectively portraying the Canada Brand.

Although no colour matching system can guarantee 100% accuracy due to differences in inks, differences in printing processes, differences in presses, as well as differences in the materials being printed, every effort should be made to adhere as closely as possible to the designated Canada Brand colours.

Depending on whether you are using the Canada Brand colours in a web or print based application, the following guide provides the equivalent colour formulas in multiple output formats:



DEEP RED

DARK GREY

LIGHT GREY

WHITE

BLACK

PMS (Pantone Matching System)

PMS 186C

PMS (Pantone Matching System)

PMS Cool Grey 9C

PMS (Pantone Matching System)

PMS Cool Grey 5C

Black-and-white branding elements

Food always looks more appetizing in colour than in black-and-white, but at some point, you may need to create black and white artwork.

For this reason, all Canada Brand graphics are available in black-and-white.

Please see the section entitled "Download Details and Design Queries" (on page 22) for information on how to download the graphics in colour as well as in black and white.

RGB

R 195
G 30
B 56

RGB

R 128
G 129
B 131

RGB

R 189
G 190
B 192

CMYK

C 0%
M 100%
Y 81%
K 4%

CMYK

C 0%
M 0%
Y 0%
K 60%

CMYK

C 0%
M 0%
Y 0%
K 29%

Web-safe Colour

Recommended match:
CC0000

Web-safe Colour

Recommended match:
999999

Web-safe Colour

Recommended match:
CCCCCC



HOW TO INTEGRATE THE CANADA BRAND

How can you make the Canada Brand your own? We encourage you to incorporate the branding graphics with your own marketing strategy... such as your logos, corporate identity, etc.

Can we incorporate the Canada Brand leaf into our logo? **YES**... please send your draft to us for approval at canadabrand@agr.gc.ca.

I have an idea of how I would like to incorporate the Canada Brand leaf with my own corporate identity... can you assist me with design ideas/guidance? **YES**... we are here to help!

We welcome your creativity, but please follow the basic guidelines presented in this Style Guide.

Here are a few examples where we worked with companies to implement the branding graphics into their own look...

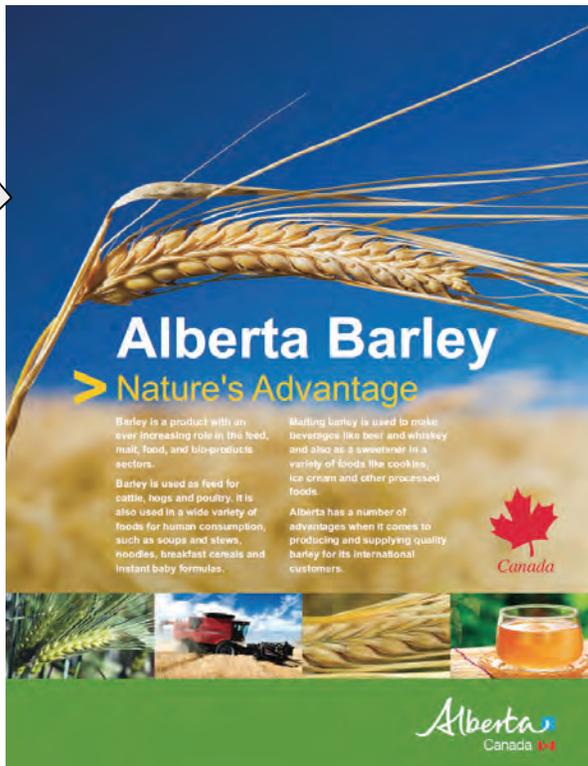




The example below is nice and clean, it leverages Canada's reputation without taking away from the "Alberta" identity.



The label above displays how the Canada Brand leaf can be incorporated into a label that is already red. The glowing yellow border used in this instance allows the company to retain its original label colours while setting off the Canada Brand graphic visually.



The Underwater Harvesters Association incorporated the Canada Brand leaf into their Canadian Geoduck corporate logo. See below (English and Chinese versions).



This example uses the Canada Brand leaf in black. This works well in this instance since it complements the overall design and colour theme for this luxury product.

However, the Canada Brand leaf could have been made a bit bigger to stand out more from the text on either side.



DOWNLOAD DETAILS AND DESIGN QUERIES

We want your Canada Brand experience to be as seamless as possible... so we have made every effort to ensure that you are able to access all of our graphics and images as easily as possible.

In addition, if you have any design related questions or would like us to look at your Canada Brand design materials, please contact us. We are here to help!

▶ DOWNLOAD DETAILS

Our branding graphics and food and landscape images are located on the protected content portion of our website.

Please use the following links along with your Access Key username and password* to gain access:

CANADA BRAND GRAPHICS

<http://www.marquecanadabrand.agr.gc.ca/tools-utills/graph-eng.htm>

CANADA BRAND PHOTO LIBRARY

<http://www.marquecanadabrand.agr.gc.ca/tools-utills/photo-eng.htm>

CANADA BRAND TEMPLATES

http://www.marquecanadabrand.agr.gc.ca/members/templates_e.htm

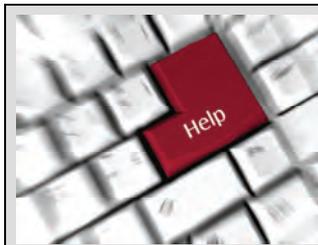
FEDERAL GOVERNMENT IDENTIFIERS

http://www.marquecanadabrand.agr.gc.ca/members/fip_e.htm

The use of the Canada Brand Graphics by federal government departments must be in accordance with the Federal Identity Program (FIP).

*IF YOU ARE A GOVERNMENT OF CANADA EMPLOYEE WITH AN EMAIL ENDING [.GC.CA](#) YOU ARE ENCOURAGED TO USE THIS URL INSTEAD: [CANADABRANDGOCACCESS.AGR.GC.CA](#) — THIS WAY YOU CAN COMPLETELY AVOID ANY ACCESS KEY REGISTRATION AND/OR SIGN IN REQUIREMENTS.

▶ DESIGN QUERIES



Design assistance is just a click away.

We would be happy to help you with any of your design related questions.

Please contact us:

613.773.1536

canadabrand@agr.gc.ca