



# Design Standards

for the Promotion of Parks Canada  
Places and Products

*Version 5*



Parks  
Canada

Parcs  
Canada

Canada

# Design Standards

**for the Promotion of Parks Canada  
Places and Products**

Version 5  
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# Overview

These design standards are informed by a series of recommendations made to Parks Canada by Veritas in a report titled “*Strategic Approach for Promotion of Parks Canada Places and Products*”.

It is important to understand that the Parks Canada brand is not changing. We are not revising our vision. The essence, personality and attributes of the Parks Canada brand remain the same. What we are doing is modifying our look, by providing a strategic approach to how we use the core visual elements of our brand identity — logos, fonts and colours along with photography and language.

This version of the design standards provides the information and direction necessary for the consistent development of the core set of promotional products. The standards will be updated on an ongoing basis to include specifications for other products such as event material, merchandise and give-aways.

## Changes to the Parks Canada look

The following modifications have been made to the Parks Canada look on promotional products:

- The Parks Canada web address is no longer placed next to the beaver symbol. A Government of Canada Web Renewal initiative is underway, which will result in all web content eventually being accessed through a single Canada.ca site.
- The unique identifiers for all Parks Canada places have been updated. The web address has been removed and the specific name of the place is now emphasized.
- The family look is removed from all promotional products.
- The primary colour palette has been updated to better reflect the agency’s divisions (parks, sites, marine conservation areas). Evaluation and testing of each colour was undertaken to ensure all colours in the palette display consistently over various media including the web.

- The Parks Canada signature and the Canada wordmark are always presented in one colour, either black or white. The flag symbol no longer appears in red on Parks Canada promotional products.
- The beaver symbol will only appear once on the cover of Parks Canada products.
- Standards have been expanded to include typographic specifications for each product.

## Overview (continued)

### Promotion of Parks Canada Places and Products

Parks Canada has developed a strategic approach to guide the promotion of Parks Canada places and products both in the immediate term and well into the future.

This new promotion approach involves a mix of motivations, expectations and experiences. It's this exchange and interaction that Parks Canada has with Canadians, and the sense of connection they are left with, that inspire them to want to come back to these special places again and again. For this promotion approach to result in a positive outcome, it requires consideration of our target markets at every touch point along the Path to Connect. This begins at the moment they begin thinking and wishing about a destination or experience, through gathering information, making decisions and reservations, travelling and visiting until they are back home sharing stories, photos and videos, and wishing to return again. Each of these phases is inherently important and inter-connected.

### *The goal of the strategic promotion approach is to:*

1. Elevate the quality of our promotion, product development and outreach activities to ensure they are consistent, market-focused and measurable; and
2. Allow Parks Canada to expand its visitor base both through more interaction with those Canadians who already know Parks Canada in some way, and initial connection with those individuals who have not yet been exposed to a Parks Canada experience.
3. Increase awareness among Canadians and ultimately to increase visitation, revenue and visitor connection through more effective product development and outreach.

## *Overview (continued)*

### **Products required to follow these Design Standards**

The design standards outlined in this guide are for all Parks Canada promotional products destined to increase visitation, revenue and visitor connection.

- Print advertisements
- Web advertisements
- Publications
- Portable displays

Corporate documents, including but not limited to: management plans, powerpoint presentations and performance reports will continue to reflect the former brand look. These can continue to include the family look “swoosh” but must not include the Parks Canada Web address.

# Components

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# Identity Elements

The following graphic elements are used to identify Parks Canada places and products on promotional collateral. They include the unique identifier, the beaver symbol, the Parks Canada signature and the Canada Wordmark.

Beaver Symbol



Parks Canada Signature



Canada Wordmark



Unique Identifier





# Proportional Measurement System

A proportional measurement system has been developed to make sure the Canada wordmark, Parks Canada signature and unique identifier are always applied to promotional collateral in a consistent manner. The height of the Canada wordmark is used as a unit of measure. The Parks Canada signature, unique identifier and beaver symbol are always scaled in proportion to the size of the Canada wordmark.

Throughout these guidelines, “x” is equal to the height of the Canada wordmark and is referred to as “1x”. The size of “x” will vary depending on the size of the product. For example, an 8.5" x 11" brochure cover will have an “x” measurement of 18 points.

## Minimum size of “x”

A minimum size for “x” has been determined based on the legibility of the unique identifier, Parks Canada signature and the Canada wordmark. The minimum “x” measurement is 12 points.



### Size of Canada Wordmark

The height of the Canada wordmark is equal to “x”.



### Size of Parks Canada Signature

Baseline of the Parks Canada signature and Canada wordmark are aligned. The top of flag in signature aligns with bottom of the flag in wordmark.



### Size of Unique Identifier

The height of the beaver is equal to “1x” measured from the hump of the back to the bottom of the tail.

## Proportional Measurement System *(continued)*

The size of “x” will vary between applications. The table below indicates the size of “x” for various product sizes. This table will be expanded as design standards are created for other products.

	Size of “x”				
	Points	Picas	Millimeters	Inches	Pixels
<b>Print Advertisements</b>					
8.5" x 11"	18 points	1.5 picas	6.35 mm	0.25 inches	-
4.25" x 11"	18 points	1.5 picas	6.35 mm	0.25 inches	-
8.5" x 5.5"	15 points	1.25	5.29 mm	0.21 inches	-
4.25" x 5.5"	15 points	1.25	5.29 mm	0.21 inches	-
Minimum size on print ads	12 points	1 pica	4.23 mm	0.17 inches	-
<b>Web Advertisements</b>					
728 pixels wide x 90 pixels tall	-	-	-	-	22 pixels
300 pixels wide x 250 pixels tall	-	-	-	-	22 pixels
160 pixels wide x 600 pixels tall	-	-	-	-	22 pixels
Minimum size on web ads	-	-	-	-	22 pixels
<b>Publications</b>					
8.5" x 11"	18 points	1.5	6.35 mm	0.25 inches	-
4" x 9"	15 points	1.25	5.29 mm	0.21 inches	-
Minimum size on publications	12 points	1 pica	4.23 mm	0.17 inches	-
<b>Portable Displays</b>					
3' x 7' pop-up display	144 points	12 picas	50.8 mm	2 inches	-
10' x 7' large format display	144 points	12 picas	50.8 mm	2 inches	-

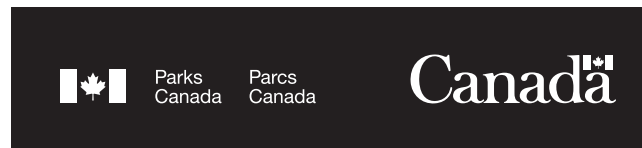
# Federal Identity Program

The Federal Identity Program (FIP) policy and standards provides direction on the use and application of the Parks Canada signature and the Canada wordmark.

<http://www.tbs-sct.gc.ca/fip-pcim/index-eng.asp>

## Corporate Zone

The Federal Identity Program specifies that the graphic identifiers must be displayed on a solid background. To support this requirement a corporate zone reserved for the Parks Canada signature and the Canada wordmark has been created following FIP specifications.



Corporate Zone

Federal Identity Program *(continued)*

**Margins**

Margins at the top and bottom of the corporate zone are “1x”.

The standard margins to the left and right side of the corporate zone are “2x”. These margins can vary in size to align with other element in the layout.



Height of corporate secure zone is 3x. Margins at the top and bottom of the corporate zone are 1x.



Standard margins to the left and right side of the corporate zone are 2x. The margins can vary in size to align with other element in the layout.



Minimum margins to the left and right side of the corporate zone are 1x.

## Federal Identity Program *(continued)*

### Minimum Space between Identifiers

The minimum space between the signature and Canada wordmark is “2x”. This space ensures that the two identifiers are presented as separate elements.

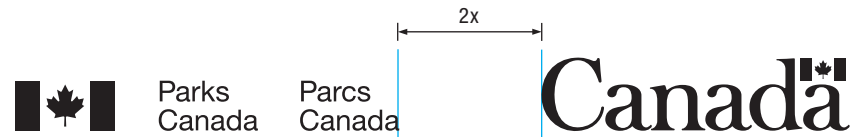
### Colour

#### *Option 1*

The preferred choice is to present the FIP identifiers in white on a black background. *(See example on page 8.)*

#### *Option 2*

The corporate secure zone can also have a white background with black identifiers. This scenario would only be used when there is a lack of contrast between the corporate secure zone background and the image. *(See example on page 22.)*



Minimum space between signature and wordmark is 2x.

# Unique Identifier

The Parks Canada unique identifier is a combination of the Parks Canada beaver symbol and the name of the place.

## Colour

The unique identifier can be presented in black, white or heritage green.

## Contrast

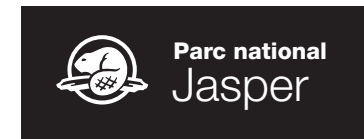
Ensure that there is always adequate contrast between the background and unique identifier. Avoid busy or complex backgrounds that diminish the legibility of the unique identifier.

## Size

The size of the unique identifier is determined by the proportional measurement system. The height of the beaver is equal to “1x” measured from the hump of the back to the bottom of the tail. (See page 6.)



Black unique Identifier on white



White unique Identifier on 100% black



Black unique Identifier on 35% black



White unique Identifier on 35% black



Black unique Identifier on 65% black



White unique Identifier on 15% black

A black identifier should not be placed over a background exceeding a black-equivalent ink density that is more than 35%.

A white identifier should not be placed over a background with a black-equivalent ink density that is less than 35%.



### Size of Unique Identifier

The height of the beaver is equal to “1x” measured from the hump of the back to the bottom of the tail.

## Unique Identifier (continued)

### Unique Identifier Formats

When producing collateral for a specific Parks Canada place the name of the national park, national historic site or national marine conservation area appears next to the beaver symbol.

Six versions of the unique identifier are available for each Parks Canada administered place. Collateral material can be produced in the official languages, either in a bilingual format or separate English and French formats.

As an agency of the federal government, we are required to comply with the official languages act in all of our public communications.

<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12314&section=text#appA>

As a communications and promotions specialist you are strongly encouraged to review the OLA, especially as it relates to the presentation of Canada's official languages in products developed for the public.



English



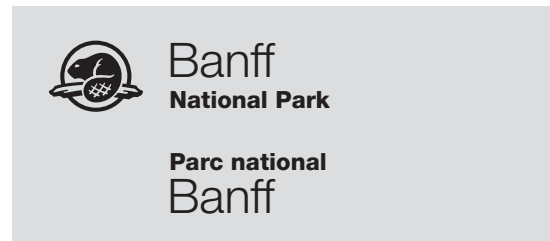
French



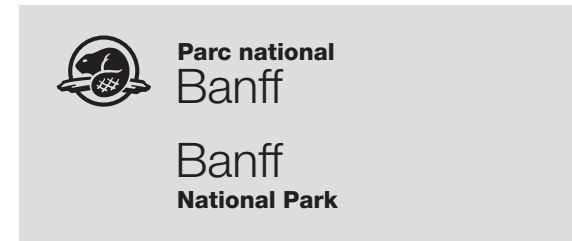
Bilingual, English first, side by side



Bilingual, French first, side by side



Bilingual English first, stacked



Bilingual, French first, stacked

## Unique Identifier (continued)

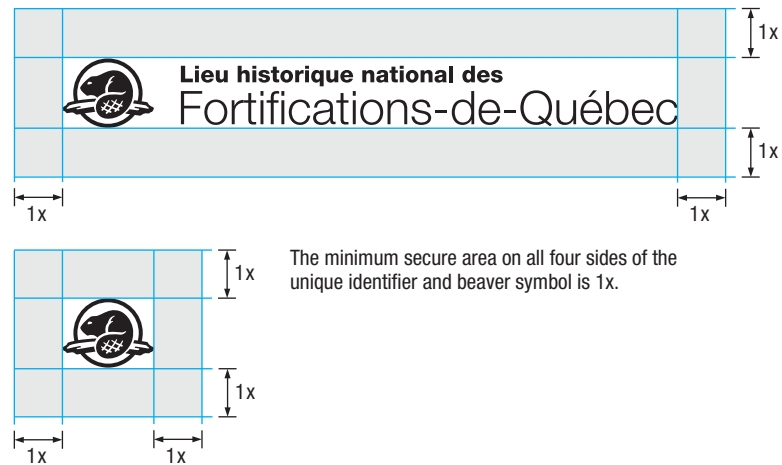
### Secure Areas

Some of the promotional collateral has the unique identifier or beaver symbol placed in close proximity to text and graphics. For these applications, a secure area is required around these elements. Text or other graphics cannot be placed in the secure area. The minimum width and height of the secure area is 1x.

### Beaver Symbol

The beaver symbol replaces the unique identifier on products that are not specific to a place. These would typically be national products or products featuring more than one site.

*Note that the words “Parks Canada” cannot be placed next to the beaver symbol. Placing the words “Parks Canada” next to the beaver symbol creates a unique corporate signature which Treasury Board policy does not allow.*





# Font Palette

The main typeface for Parks Canada promotional collateral is Helvetica Neue. This typeface is used to create the text in the unique identifier and publication titles. The condensed version is typically used in captions and tables or when there is limited space available. Georgia is typically used for body text.

More detailed typographic specifications are included for each application in the *Products* section of these design standards.

## Helvetica Neue Collection

45 Light  
46 *Light Italic*  
55 Roman  
56 *Italic*  
75 **Bold**  
76 ***Bold Italic***  
85 **Heavy**  
86 ***Heavy Italic***

## Helvetica Neue Condensed Collection

57 Condensed  
57 *Condensed Oblique*  
77 **Bold Condensed**  
77 ***Bold Condensed Oblique***  
97 **Black Condensed**  
97 ***Black Condensed Oblique***

## Georgia

Regular  
*Italic*  
**Bold**  
***Bold Italic***

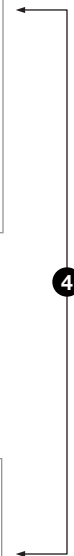
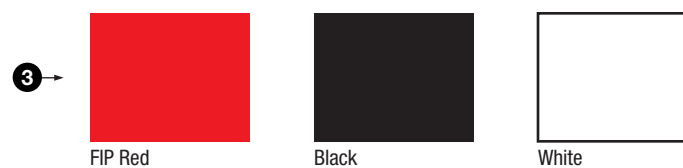
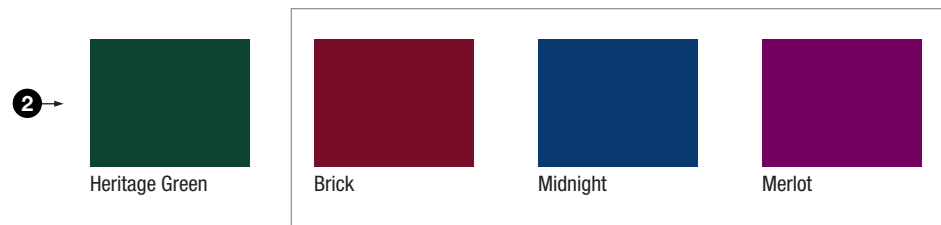
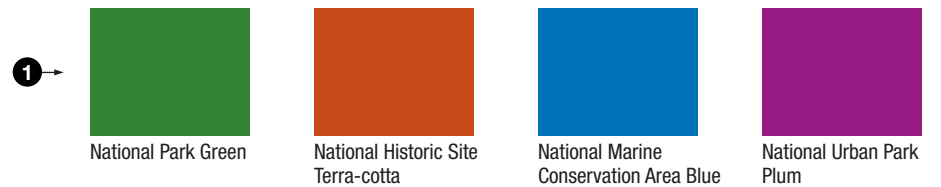
# Colour Palette

The colour palette includes 19 colours that can be used to meet the various colour requirements on Parks Canada products. The purpose of the limited colour palette is to ensure consistency between products.

Colour specifications are provided for some promotional products. For example, web advertisements specify how to use the Agency colour and program colours. (See page 34.)

The colour palette is divided into four types:

- 1 Program colours
- 2 Agency colour
- 3 Federal Identity program colours
- 4 Accent colours



## Colour Palette (*continued*)

### Federal Identity Colours

The Federal Identity program colours include FIP red, black and white. These colours have been incorporated into the Parks Canada colour palette.

Red and white are the official colors of Canada. Black and white are neutral colours. The corporate zone which incorporates the Parks Canada signature and Canada wordmark is always created using black and white.

### Agency Colour

Heritage green is the official Agency colour. This colour appears on signage and uniforms. When producing national products that are not specific to a place, heritage green is to be incorporated into the product but only when and as outlined in these standards. (*See national web banner example on page 34.*)

#### Federal Identity Program Colours



FIP Red



Black



White

#### Agency colour



Heritage Green

## Colour Palette (continued)

### Program Colours

The program colours include national park green, national historic site terra-cotta, national marine conservation area blue and national urban park plum. These colours can be used to signify each program and highlight the different program areas where necessary. Examples include identifying a park or a site on a map or organizing the contents of a vacation planner/guide by program.

#### Program Colours



National Park Green



National Historic Site  
Terra-cotta



National Marine  
Conservation Area Blue



National Urban Park  
Plum

### Accent Colours

Accent colours have been developed to support each program colour. They can be incorporated into collateral material to fulfill the communication objectives or goals of that particular product.

#### Accent Colours



Spring



Brass



Eggshell



Flora



Fern



Autumn



Sky



Lavender



Brick



Midnight



Merlot

Colour Palette (*continued*)**Colour Specifications**

Each colour has specifications for CMYK, RGB, WEB SMART and PANTONE®. Only use the colour specifications listed on this page.

Colour	CMYK	RGB	Web Smart	Pantone ®	
	Spring	28 / 0 / 92 / 0	200 / 216 / 80	#c8d850	382
	Fern	50 / 0 / 96 / 0	158 / 197 / 81	#9ec551	376
	National Park Green	70 / 0 / 100 / 35	85 / 131 / 59	#55833b	364
	Heritage Green	60 / 0 / 55 / 80	43 / 70 / 53	#2b4635	553
	Brass	0 / 30 / 100 / 0	236 / 183 / 49	#ecb731	130
	Autumn	0 / 64 / 95 / 0	217 / 122 / 51	#d97a33	158
	National Historic Site Terra-cotta	0 / 80 / 100 / 20	173 / 76 / 36	#ad4c24	180
	Brick	12 / 95 / 59 / 54	102 / 21 / 45	#66152d	188
	Eggshell	49 / 0 / 8 / 0	149 / 206 / 228	#95cee4	630
	Sky	68 / 3 / 0 / 0	106 / 186 / 236	#6abaec	298
	National Marine Conservation Area Blue	100 / 50 / 0 / 0	30 / 113 / 184	#1e71b8	2935
	Midnight	95 / 72 / 9 / 38	37 / 60 / 108	#253c6c	534
	Flora	25 / 45 / 0 / 0	177 / 147 / 193	#b193c1	7439
	Lavender	45 / 70 / 0 / 0	137 / 101 / 167	#8965a7	2583
	National Urban Park Plum	40 / 100 / 0 / 10	127 / 33 / 127	#7f217f	512
	Merlot	35 / 100 / 0 / 40	99 / 0 / 93	#63005d	261
	FIP Red	0 / 100 / 100 / 0	235-45-55	#FF0000	032
	Black*	0 / 0 / 0 / 100	0 / 0 / 0	#000000	
	White	0 / 0 / 0 / 0	255 / 255 / 255	#FFFFFF	

\* All supporting graphics for the design standards have black specified as a 0/0/0/100 CMYK combination. Some fabricators may request that graphics be created with a "rich black" (e.g. 20/20/20/100 CMYK combination). Follow fabricator instructions when preparing files that include black. Check fabricator proofs to ensure that black is printing properly.

# Photography

All products will feature one main image. The image selected should feature the target audience engaged in an activity or experience that reflects their interests and motivations. The ideal image is one that has an iconic background that is specific to the place. The facial expressions of the models reflect the enjoyment of the experience they are having. It is the combination of the facial expressions, activity and background scene that visually depict the sense of connection in a still image.



# Products

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# Print Advertisements

## Anatomy of an Advertisement

### Mandatory Elements

Each advertisement must contain the following mandatory elements:

- ❶ Photograph
- ❷ Unique identifier
- ❸ Headline
- ❹ Secondary text
- ❺ Parks Canada signature
- ❻ Canada wordmark

### Optional Elements

A luggage tag and phone graphic are optional elements used to contain the secondary message. (See page 28 for example of phone graphic.)

- ❼ Secondary message holder





Print Advertisements (*continued*)

**Advertisement Sizes**

Large full page ads are the preferred format used to promote Parks Canada places and products. As a high profile tourism operator, Parks Canada should be purchasing larger format ads that provide enough space to properly feature the background image, headline, secondary text and supporting graphics. Avoid small format ads when possible.



Large full page advertisement (50% of actual size)

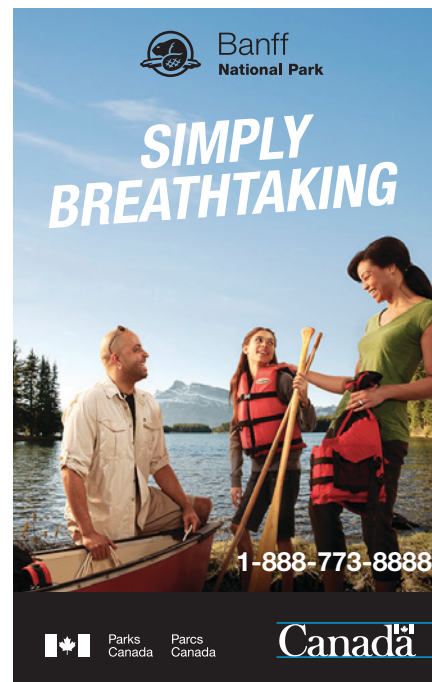
## Print Advertisements *(continued)*

### **Minimum Content**

When small ad formats cannot be avoided, reduce content to the bare minimum. Use short headlines and reduce the secondary text to a phone number or web address. Avoid bilingual messages in small format ads.

### **Minimum Width**

The minimum acceptable ad width is 57 millimeters.



Minimum size of "x" = 12 points.

### **Small format advertisement (actual size)**

Minimum width for an advertisement is 57 millimeters.

Print Advertisements (*continued*)

**Location of Unique Identifier**

The standard placement for the unique identifier is centered at the top of the ad. The position of the unique identifier can be modified when elements in the image make the unique identifier illegible when placed in the centre. (*See Kluane example on page 29*)



← The standard location for the identifier is centered at the top of the ad.

## Print Advertisements *(continued)*

### Identifier for National Ads

If the ad is not specific to a location, the beaver symbol alone is placed at the top of the advertisement in close proximity to the headline.



← Example of national ad with beaver placed at top of ad.

## Print Advertisements (*continued*)

### Headlines

#### Font

Headlines are always set in all capitals using Helvetica Neue 77 bold condensed italic. Letter spacing of headlines should be tight and kerned to improve character fit and legibility. Kerning is the process of adding or subtracting space between specific pairs of characters to equalize the appearance of the negative space between letters.

#### Colour

All headlines are white and must be placed on a background that provides adequate contrast.

#### Horizontal Alignment

The headline is always angled with the right side elevated 4 degrees.

#### Vertical Alignment

Vertical alignment follows a centred approach, however, the alignment can be customized for each headline. Setting the headline slightly off-centred may be required for certain layouts to accommodate the content of the background image.

#### Line Spacing

When a headline is on more than one line, the spacing between each line of type should be kept to a minimum as shown in the examples in these standards.



Helvetica Neue 77 bold condensed italic headline set on 4 degree angle.



Standard centered approach for vertical alignment.

## Print Advertisements (*continued*)

### Supporting Graphics and Secondary Message

#### Supporting Graphics

A luggage tag and phone graphic have been created to contain secondary messages in advertisements. These graphics can be added to large ads where space is available. The size of these graphics is typically in the range of 70 mm X 40 mm.

The secondary text can be superimposed over the background image if the ad is too small to contain these graphics or if the luggage tag and phone graphic are not applicable to the target audience.

#### Secondary Message

Secondary messages provide detail about a place, product or event (what is it and what action does the reader need to take). Secondary messages must be short and can be reduced to just a phone number or Web address.

The maximum number of keystrokes including spaces in the secondary message is 200. Following this approach will make advertisements succinct and clear. The secondary message will be two short sentences at maximum:

1. What is the place, product, or event
2. Action required of the reader including contact point such as a URL and a telephone number.

Whether the luggage tag or phone is used or not, the limit for any secondary message remains at 200 keystrokes.



Discover camping like never before!  
**oTENTik**  
Reserve today.  
**1-877-737-3783**  
[parkscanada.gc.ca](http://parkscanada.gc.ca)

Example of secondary message with 87 keystrokes including spaces.

## Print Advertisements *(continued)*

### Secondary Text Fonts

Secondary text in advertisements will use our brand fonts from the Helvetica Neue family. Typographic requirements for each ad will vary based on content.

#### **Secondary text font selection:**

*Secondary text heading:*

Helvetica 85 heavy or 75 bold

*Body copy:*

Helvetica 45 light or 55 roman

*Highlighted text in body copy:*

Helvetica 46 light italic, 56 italic, 75 bold or 76 bold italic

*Call-out text, phone numbers or web address:*

Helvetica 75 bold, 76 bold italic, 85 heavy or 86 heavy italic



↑  
Example of secondary text on phone graphic using 45 light for body copy and 75 bold for highlighted text. →



## Print Advertisements (continued)

### Unilingual and Bilingual Formats

An effort should be made to produce unilingual ads whenever possible. A bilingual message can appear cluttered, reducing visual impact and making the ad difficult to read.

Unilingual and bilingual ads follow the same layout standards. English and French headlines are typically stacked in bilingual ads to avoid having too many elements on the page.



#### Unilingual Ad

Background image determines location of headline, unique identifier and secondary text. Unique identifier is centred at the top of the page. Secondary text is placed on luggage tag in left bottom corner.



#### Bilingual Ad

Background image determines location of headline, unique identifier and secondary text. Unique identifier is moved to the right side. A centred approach would make the unique identifier illegible when placed over the man's head. Secondary text is reduced to include just the phone number and website and is placed over the image. The bilingual ad is too busy to include the luggage tag graphic.



## Print Advertisements *(continued)*

### Multi-Site Format

Multi-site advertisements may require more than one image. For this type of ad the primary image is placed at the top. All secondary images are placed at the bottom of the ad.

**WHAT A THRILL!**

1-888-773-888 [parkscanada.gc.ca](http://parkscanada.gc.ca)

Halifax Citadel  
National Historic Site

Kejimikujik National Park and  
National Historic Site

Port-Royal  
National Historic Site

Fort Anne  
National Historic Site

Parks Canada Parcs Canada

Canada

# Web Advertisements

## Web Ad Formats

Web ads are produced in a wide number of industry standard sizes and formats. They are typically small awkward sizes that can be a challenge to work with. The design solution for small web advertisements places text over solid background colours to increase legibility.



Horizontal format (728 x 90 pixels)



Square format (300 x 250 pixels)



Vertical format  
(160 x 600 pixels)

## Web Advertisements (continued)

### Minimum Size for Identifiers

Web ads are produced in a wide number of sizes and formats, however, some of these formats cannot accommodate the minimum size restrictions for the unique identifier, Parks Canada signature and Canada wordmark. Minimum sizes for these graphics have been established to ensure legibility. Web ads that cannot adhere to the minimum standards must not be produced.

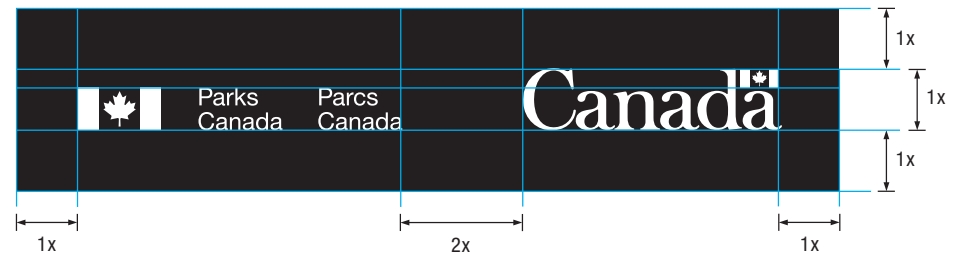
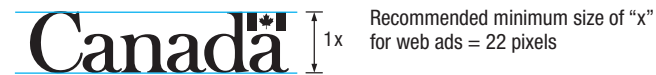
The minimum size for “x” on web ads is 22 pixels. (See page 6 for more information on the proportional measurement system.)

#### Examples of acceptable Web ad formats

- 728 pixels wide x 90 pixels tall
- 300 pixels wide x 250 pixels tall
- 160 pixels wide x 600 pixels tall

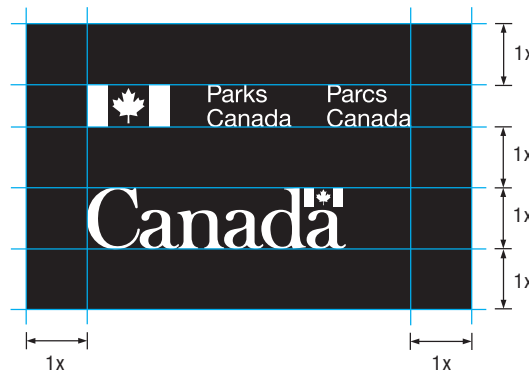
#### Examples of unacceptable formats which cannot adhere to legibility standards

- 268 pixels wide x 60 pixels tall
- 120 pixels wide x 600 pixels tall
- 234 pixels wide x 60 pixels tall



#### Layout Option 1

The standard margins are 1x. When space is limited the margins can be reduced to a minimum of 0.5x. The minimum space between the signature and Canada wordmark is “2x”.



#### Layout Option 2

The standard margins are 1x. When space is limited the margins can be reduced to a minimum of 0.5x. The minimum space between the signature and Canada wordmark is “1x”.

## Web Advertisements *(continued)*

### Layout Options

#### **Animated Web Ads Specific to Site**

Animated site specific web ads typically have 3 screens. The first screen includes a headline and an image. The second screen replaces the headline with a unique identifier. The final screen reduces the image area to make room for the FIP identifiers.

#### **Animated National Web Ads**

Animated web ads that are not site specific typically have 2 screens. The first screen includes a headline and an image. The final screen reduces the image area to make room for the FIP identifiers. The headline is constant on all screens.

#### **Static Ads**

Static ads have the same layout and content found on the last screen of an animated web ad.

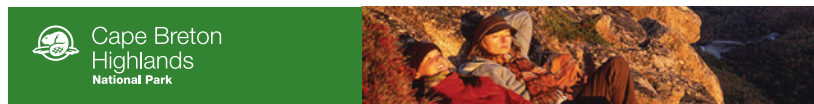
#### **Headlines**

Headlines on web ads follow the typographic standards for print ads. *(See page 24.)*

#### **Animated web ad specific to one site.**



Headline or special event announcement is included on first screen.



Name of place is included on last two screens.



Federal identifiers are included on last screen.

#### **Animated national web ad.**



Headline or special event announcement is included on all screens.



Federal identifiers are included on last screen.

## Web Advertisements (continued)

### Colour

#### Background Colours

The colour palette includes 3 program colours and an Agency colour. These colours are used as indicators to highlight the Agency or a specific program. For example, “National Park Green” is used as a background colour behind the unique identifier for all national park ads. Black is always the background colour behind the FIP identifiers.

#### Web Content Accessibility Guidelines

The Web Content Accessibility Guidelines (WCAG) cover a wide range of recommendations for making Web content more accessible.

To meet WCAG requirements, white text must always be placed over a solid background on Parks Canada web applications. The goal of this technique is to ensure text is legible. People with low vision are not always able to read text that is displayed over a background image.

The Parks Canada colour palette has been evaluated to make sure color visibility and contrast of foreground/background color combinations meets WCAG recommendations and Government of Canada compliance requirements. White text can be placed over all colours in the Parks Canada primary colour palette.

<http://www.w3.org/TR/2008/REC-WCAG20-20081211/>



The program colours are used as backgrounds for ads specific to a place.



Heritage green is used as a background colour for national ads.

# Publications

## Layout Grid

The layout grid for publications is divided into two sections.

### **Corporate Zone**

The corporate zone includes the Parks Canada signature and Canada wordmark.

### **Flexible Design Space**

The flexible design space includes all other elements such as the image, title and unique identifier or beaver symbol.



**Sample 8.5" x 11" publication cover (landscape format)**

x = 18 points on 8.5" x 11" publication covers

## Publications (*continued*)

### Title Typography

To enhance communication, titles can be created using a combination of both a main title and secondary title.

#### Fonts

Titles are set in upper and lower case letters using a combination of Helvetica Neue 45 light for main titles and Helvetica Neue 85 heavy for secondary titles.

#### Proportional Relationship

The proportional relationship between a main title and a secondary title will vary depending on the number of characters in the titles. Use the examples on this page to guide you in formatting your titles. The type size for the secondary title is typically half the type size of the main title or less.

Découvrez  
Parcs Canada  
en Ontario

Main Title: Helvetica Neue 45 light, 24 points  
Secondary Title: Helvetica Neue 85 heavy, 12 points

**Need an Escape?**  
Parks Canada has  
You Covered

Main Title: Helvetica Neue 45 light, 36 points  
Secondary Title: Helvetica Neue 85 heavy, 18 points

Visitor Guide  
**Your Guide to Discovering a Wildlife Oasis**

Main Title: Helvetica Neue 45 light, 36 points  
Secondary Title: Helvetica Neue 85 heavy, 12 points

Publications (*continued*)

**Unique Identifier**

The standard location for the unique identifier is in the top left corner. If the publication is not specific to a location the beaver symbol replaces the unique identifier.

**Title**

The standard location for the title is below the unique identifier. The title can be descriptive as in a guide for specific services or can provide an invitation or call to action such as a lure brochure.

**Federal Identity Program**

The federal identifiers are placed in the corporate zone at the bottom of the page.



**Sample 4" x 9" publication cover**  
Unique identifier is used on publications specific to a location.



**Sample 4" x 9" publication cover**  
Beaver symbol is used on publications not specific to a location.

x=15 points on 4" x 9" publication covers



## Publications (continued)

### Alignment

Alignment of the unique identifier and titles on promotional collateral will typically be flush left.



**Sample 8.5" x 11" publication cover**

← Flush left alignment for unique identifier, title and Parks Canada signature

x = 18 points on 8.5" x 11" publication covers



← Flush left alignment of unique identifier and title can be positioned on the page to work with the background image.



→ Beaver symbol, title and Canada wordmark can be aligned flush right to work with the background image.

# Portable Displays

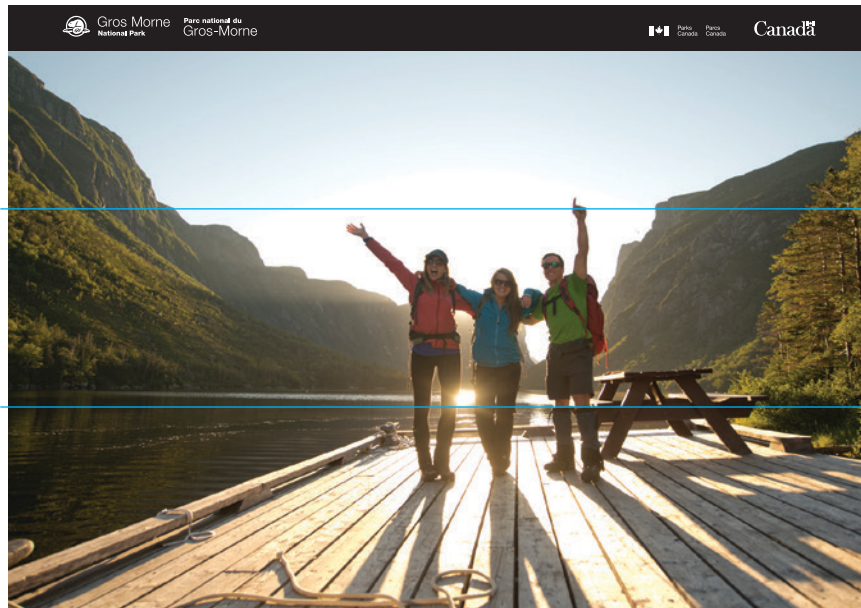
Portable displays include various types of large format freestanding trade show exhibits. They are usually placed on the floor in public areas and have an average height of seven feet. The displays are installed at events where people typically look up to scan the environment. For this reason all identifiers are placed at the top of the display. A single image is used to create the greatest impact. No title or secondary message is required on a portable display.

## Unique Identifier and Beaver Symbol

The unique identifier or beaver symbol is placed on the left side in the corporate zone when space is available. If space is limited, place the unique identifier or beaver symbol below the corporate zone.

## Federal Identity Program

The federal identifiers are placed in the corporate zone at the top of the display.

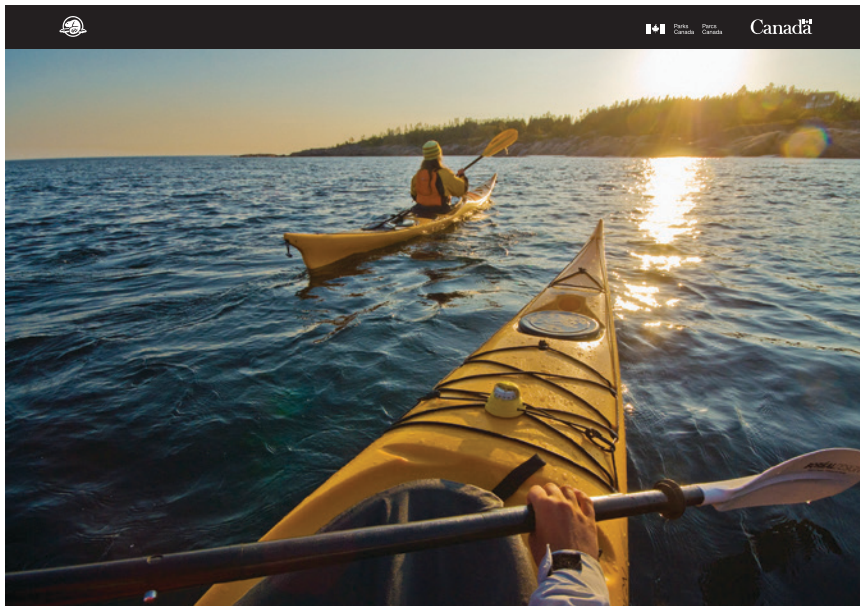


Sample horizontal 10' x 7' display with unique identifier in corporate zone.  
x = 12 picas (2 inches) on 10' x 7' horizontal displays.



Sample vertical 3' x 7' display with unique identifier in flexible design space.  
x = 12 picas (2 inches) on 3' x 7' vertical displays.

Portable Displays (continued)



Sample horizontal 10' x 7' display with beaver symbol in corporate zone.  
x = 12 picas (2 inches) on 10' x 7' horizontal displays.



Sample vertical 3' x 7' display with beaver symbol in flexible design space.  
x = 12 picas (2 inches) on 3' x 7' vertical displays.

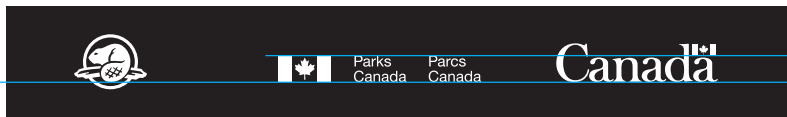
## Portable Displays (*continued*)

### Size of “x”

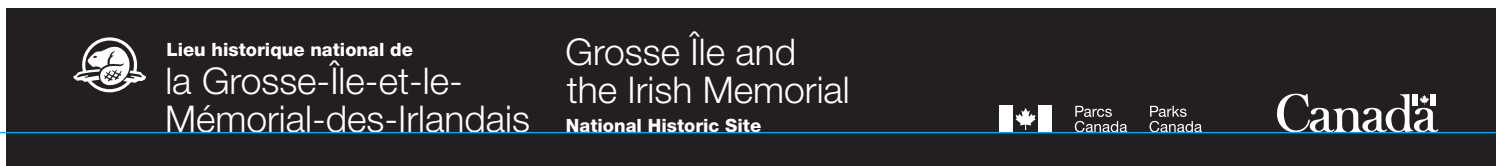
The size of “x” on portable displays is 12 picas (2 inches).

### Alignment of Graphics in Corporate Zone

A bottom alignment is used for all graphics placed in the corporate zone.



Bottom of beaver tail aligns with bottom of Parks Canada signature and Canada wordmark.  
The top of flag in signature aligns with bottom of the flag in wordmark.



Bottom of text in unique identifier aligns with bottom of Parks Canada signature and Canada wordmark.

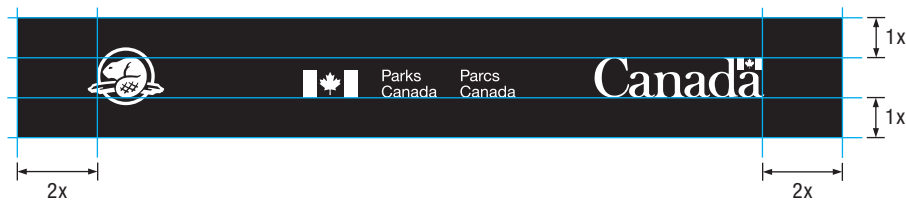
## Portable Displays (continued)

### Minimum Margins in Corporate Zone

Portable displays vary in size and shape. The minimum size for the margins is 2x when space is limited.

Hardware specifications for portable displays may provide specifications for margins. One example would be a large horizontal display with curved sides. The identifiers should not be placed on the curved sides which are hidden from view.

Another example is a vertical retractable display. The top margin may have to be increased to accommodate the retractable hardware. Check with exhibit fabricator to determine minimum margins and bleeds.



#### Top Bar with Beaver Symbol

Minimum left and right margin = 2x  
Minimum top and bottom margin = 1x



#### Top Bar with Unique Identifier

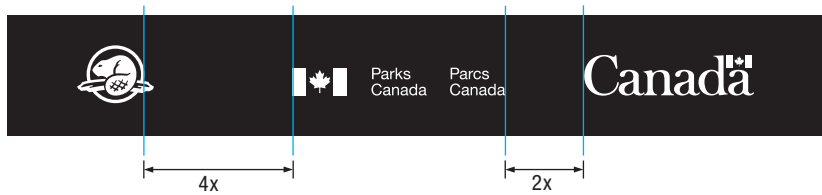
Minimum left and right margin = 2x  
Minimum top and bottom margin = 1x

## Portable Displays (continued)

### Space between Identifiers

The space between the Parks Canada signature and Canada wordmark is “2x” when the unique identifier or beaver symbol is included in the corporate zone.

The space between the unique identifier or beaver symbol and the Parks Canada signature will vary to accommodate various display widths. The minimum space is “4x”.



### Beaver Symbol Placed in Corporate Zone

Standard space between the Parks Canada signature and Canada wordmark is 2x.  
Minimum space between the circle in beaver symbol and Parks Canada signature is 4x.



### Unique Identifier Placed in Corporate Zone

Standard space between the Parks Canada signature and Canada wordmark is 2x.  
Minimum space between unique identifier and Parks Canada signature is 4x.

Portable Displays (continued)

**Placing Unique Identifier and Beaver Symbol Below the Corporate Zone**

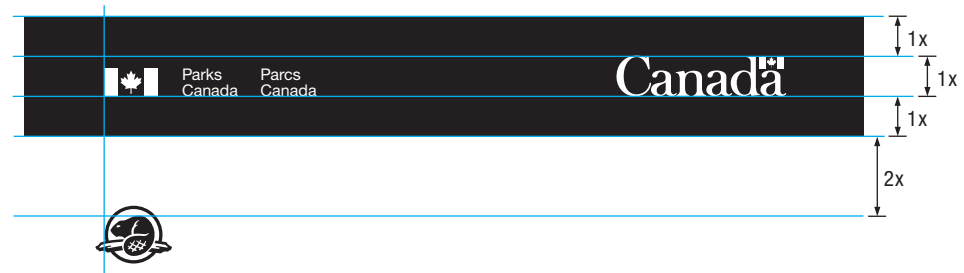
The unique identifier or beaver symbol is placed below the corporate zone when the width of the portable display is too narrow to include all identifiers in the corporate zone.

When they are placed below the corporate zone ensure that there is adequate contrast between the identifier and the background to ensure legibility. A “2x” space is placed between the corporate zone and the unique identifier or beaver symbol. The unique identifier or beaver symbol aligns with the Parks Canada signature.



**Unique identifier placed below corporate zone**

The text in the Parks Canada signature aligns with the text in the unique identifier. The space between the bottom of the corporate zone and the hump of the back of the beaver symbol is “2x”.



**Beaver symbol placed below corporate zone**

The flag symbol in the Parks Canada signature aligns with the outside circle in the beaver symbol. The space between the bottom of the corporate zone and the hump of the back of the beaver symbol is “2x”.

# Resources

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# Tone of Voice

This section provides direction and guidance to ensure that Parks Canada's strategic promotion approach is communicated in one clear, coherent and unified style and tone of voice (whether written or spoken).

The world around us is constantly changing, affecting both the way Canadians travel and what motivates them. Knowing what people expect and being able to adapt to changing expectations and environments is critical for the future success of Parks Canada.

At a time when our lives and identities have become largely digitized, it's no surprise that many Canadians find themselves disconnecting from nature and from their true sense of humanity. It's easy to become distant from the environments and experiences that once shaped our Canadian identities. Parks Canada wants to re-connect Canadians with their roots, with nature and to each other by discovering our country's special places at their very best. This is what our new promotion approach is all about: Parks Canada inviting people to visit and experience iconic and authentic places and to reconnect with Canada's natural and cultural heritage.

## Guidelines for Communications

To present a unified brand at every touch point with the potential visitor, your words should capture an intimate moment and evoke emotions you yourself have felt – awe, delight, discovery, appreciation and connection to Parks Canada places. Like Parks Canada, written words should be welcoming, cheerful and captivating. Use your knowledge and passion to charge your writing with experiential language.

### **Use the active voice.**

#### *Spot the passive voice:*

“to be” + past participle (**was decided**), no actor or doer in the sentence, “by” + noun (by the partner)

#### *Instead of:*

In the spring, all programs will be launched...

#### *Say:*

Springtime signals the launch of programs...

### **Say it in five words, not ten. And use vocabulary that is well understood.**

#### *Instead of:*

Invasive species will be eradicated and in doing so this will re-open the cedar savannah habitat for endemic species to repopulate the area. This will also mean that visitors can, once again, enjoy activities such as bird watching here.

#### *Use:*

Plants that have been introduced by humans to this area are being removed. Raise your binoculars to discover the wildlife that, once again, calls this space home.

### **Lead with the experience. Tell people what they might hear, taste, touch, smell, see.**

#### *Instead of:*

x Campground with 8 new yurts, 100 serviced sites, 30 kms of trails, flush toilets and warm showers. Visit x National Park today. 1-888-773-8888

#### *Use:*

Awake to a mountain greeting and Mother Nature's sweet bouquet. Step outside of your yurt, stretch, and pause – life is good. Parks Canada welcomes you to your x National Park Campground... All set? Go explore. 1-877-RESERVE (1-877-737-3783)

## Tone of Voice *(continued)*

***Avoid ‘dead ends’. Always usher them to the next step in their journey.***

Cross-promote within and between Parks Canada places. Always encourage action by making the next step very clear and easy. Give them the toll free number, a hotlink or short form URL. And, think upsell - “Would you like ‘fries’ with that?”

***‘Movie trailer’ style – tease them, but save some surprises for the visit.***

***Test what you’ve written. Run it by someone from the target audience.***

Recognize that many of us are not Parks Canada’s target audience, so what we think is easily understood and evocative language may not be for our intended readers.

## Writing Style Best Practices

### URLs

- You can drop the “www” (parksCanada.gc.ca).
- Long forms are OK (e.g. parksCanada.gc.ca/Banff).
- You must include an English and a French version for bilingual products.

### Punctuation in Promotions

- It’s OK to bend or even break grammar rules in ads, but do so with purpose. In body copy, respect grammar rules.

### Place Names

- Do use short forms (e.g. Batoche) once the full name (e.g. Batoche National Historic Site) has been established. Save “of Canada” for legal documents.

## Taglines/Slogans

- “Real. Inspiring” echoes the brand essence, but will no longer be used in advertising. Place-specific slogans can be used to highlight the essence of place (e.g. The birthplace of Canada’s national parks, Cave and Basin, beckons...).

## Terminology Tips – the little things do add up!

Instead of	Use
the Agency	Parks Canada
“...staff will be here to ...”	“...team members join you on your...”
“Welcome to Gros Morne...”	“Welcome to Parks Canada, Gros Morne...”
“Hi/Hey there”	“Hello Bonjour”

## Tone of Voice (continued)

### Hook Them with the Headline

When paired with the right image, headlines speak volumes and evoke the emotions Parks Canada hopes people will feel. A headline should express the emotions lived in the image. When promoting a Parks Canada place, elevate its stature by linking it to Canada and/or to Parks Canada.

Create headlines that work in English and French. Expressions are tricky, but when used properly with the intended audience, they garner great attention. Explain to the translator your intent and help them help you find an appropriate equivalent.

### Samples

Pinch me – this can't be real	Trop beau pour être vrai Qui l'eut cru!
Now that's epic!	Vraiment trippant!
Grade 'eh'	La crème de la crème Génial, n'est-ce pas?
This could be you	Et si c'était vous...
LOL :)	MDR :) Lâcher son fou
What a thrill!	Que d'émotions!
Simply breathtaking	À couper le souffle
(site name) Hard to pronounce, impossible to forget	(nom du site) Difficile à prononcer, impossible à oublier
TTYL, checking off my bucket list!	A+, je réalise un rêve!
Hold on to your hat!	Attache ta tuque!
Live it up!	Tout le monde dehors!
Wish u were here!	Si seulement tu y étais
Love at first sight	Coup de foudre en vue
Nature's calling	L'appel des grands espaces
I'm getting goosebumps!	J'en ai la chaire de poule
You only live once (or YOLO)	La vie est trop courte On n'a qu'une vie à vivre

## Tone of Voice *(continued)*

### How you say it matters just as much

Embody the brand personality traits: welcoming, cheerful, knowledgeable, passionate, captivating, proactive in all your interactions. Genuineness is paramount and positive energy is contagious. Be aware of your body language, for it, too, speaks volumes.

### Other Resources

- Flesch-Kincaid Readability - available to all via Microsoft Word  
(Review / Spelling & Grammar / Options / Readability Statistics)
- Parks Canada Sound Book  
[http://intranet2/media/1117241/en\\_sound\\_book\\_cmyk.pdf](http://intranet2/media/1117241/en_sound_book_cmyk.pdf)
- Parks Canada Service - Quality Service Standards for our Visitors  
<http://intranet2/our-work/visitor-experience/ve-toolkit-trousse-ev/deliver/pc-service-quality-serv-qualite.aspx>
- The Canadian Style (Translation Bureau - Public Works and Government Services Canada)  
<http://www.btb.termiuplus.gc.ca/tpv2guides/guides/tcdnstyl/index-eng.html?lang=eng>
- Writer's Guide, Communicating Effectively with the Explorer Quotient  
[http://intranet2/media/106010/EQ\\_writing\\_guide.pdf](http://intranet2/media/106010/EQ_writing_guide.pdf)

# Guidelines for Preparing Advertisements

## Headline

Headlines should be short. The average word count is 2 to 7 words. Small ads will require headlines with fewer words. Refer to the Tone of Voice section for direction and inspiration on creating engaging headlines.

## Secondary Text

Secondary text is used to provide pertinent detail about the place or the specific product being promoted. This text should be kept to a minimum. Secondary messages can be placed inside a luggage tag or phone graphic. The maximum number of keystrokes including spaces in the secondary message is 200.

## Image Selection

The image will be used as the full background to the ad. Ensure that the top part of the image has adequate contrast for the placement of white headline text. Refer to the ad examples in these guidelines.

## Placement Specifications

Publications that sell advertising will provide you with their advertising production specifications. Please provide this document along with the dimensions for your ad placement. Note that the minimum width for an ad is 57 millimetres.

## Advertising Process

### *Sole Source Ads*

Four documents need to be submitted to national office: Creative + Placement Request + Media Plan + 9200 Requisition.

- At least 2 weeks before booking deadline, but 3-4 weeks is safer
- Chain of approval: NO – PCO – PWGSC – Cossette

### *Public Notices*

Two documents need to be submitted to national office: Creative + Placement Request.

- At least 1 week before deadline, but 2-3 weeks is safer
- Chain of approval: Approval ends with national office

### *Partnering Ads*

Two documents need to be submitted to national office: Creative + Placement Request.

- At least 1 week before deadline, but 2-3 weeks is safer
- Chain of approval: Approval ends with national office



