GRAPHICS STANDARDS MANUAL

CANADA PAVILION

CANADA,
PARTNER OF CHOICE.

All around the world, Telefilm Canada serves as the leading partner and voice of a flourishing audiovisual industry. Rendered in red, its branding is easily identifiable with Canada. Strong, recognizable graphic elements and a friendly, inclusive tone make it stand out. Telefilm Canada speaks loud and clear about the Canadian audiovisual industry on the international scene, and positions Canada as a partner of choice.

TELEFILM CANADA AND CANADA BRANDS

Know-how, creativity, innovation, promotion and multiplicity of talent, inclusion, diversity and industry support are the core principles and values conveyed by Telefilm Canada abroad. Under the Canadian banner and colours, Telefilm Canada organizes, finances and manages the national pavilions at festivals and markets.

Telefilm Canada corporate logo.

Visual identity that unites Telefilm Canada and its partners at international events. This unifying visual is displayed in our national pavilions and is also used in international advertising (see examples on page 13).

COMBINED LOGO

CANADA

▶ **PROPULSÉ PAR / POWERED BY**

TELEFILM
C A N A D A

In an effort to position Telefilm Canada as a partner of choice and demonstrate that the organization is behind the efforts to support and promote the Canadian audio-visual industry, the combined logo could be visible in the pavilions on identification marquees or other reception area supports.

4

GRAPHIC ELEMENTS

MAPLE LEAF

The maple leaf is our signature symbol. It appears in all of our advertising executions and must be visible at the Canada Pavilion. It is a strong, recognizable seal of quality that identifies Canada at a glance.

The shaded maple leaf is the main element used in promotional communications abroad. It can be used alone or in combination with a message speech bubble (see page 8).

MAPLE LEAF
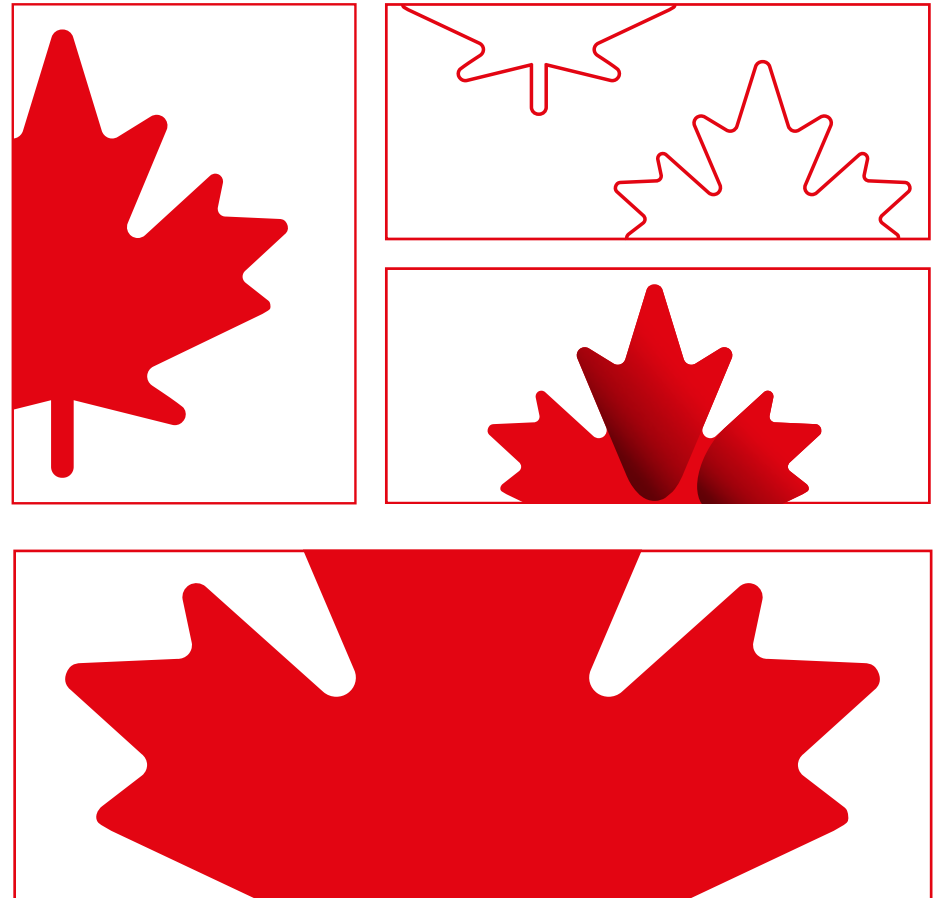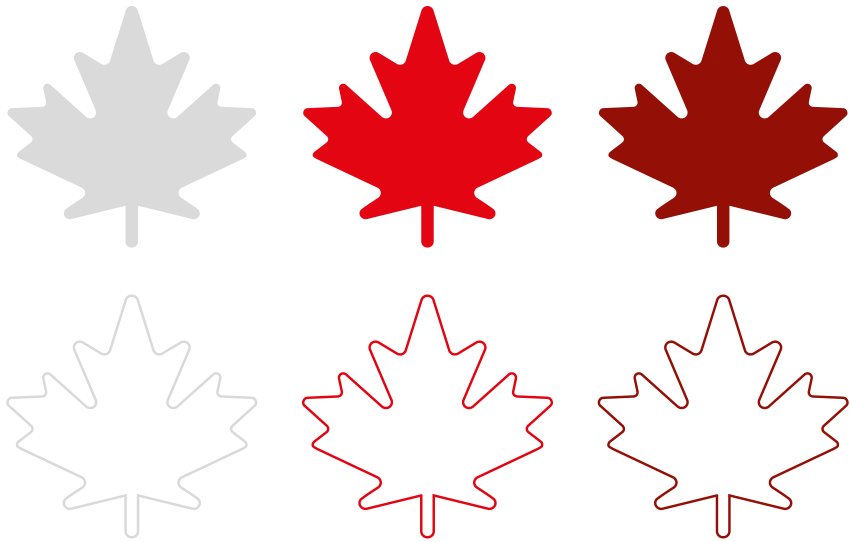
For pavilion decoration, the maple leaf can also be used in solid-colour or contour form to create a strong visual impact and a clean graphic display.
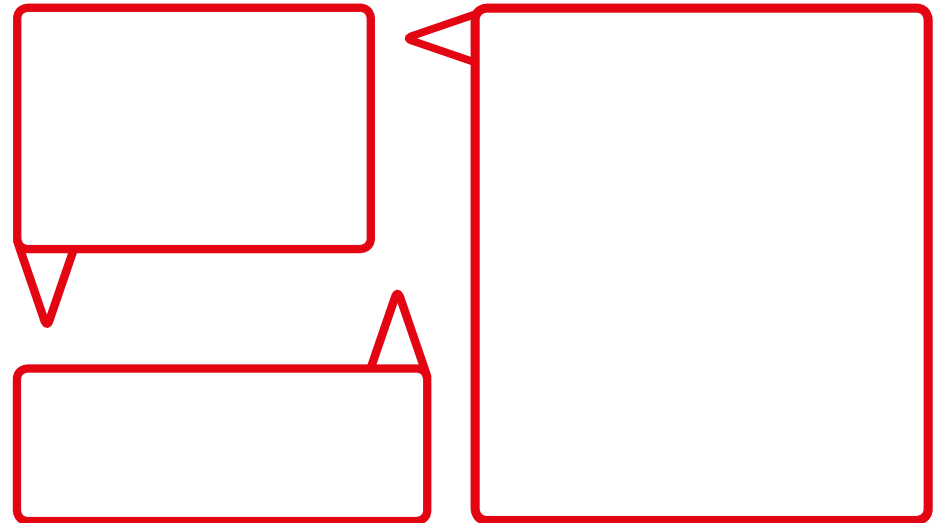
SPEECH BUBBLE

The speech bubble suggests a conversation between Canada and the industry. The tone demonstrates personality. A set of existing slogans serves to vary and update the messages according to the target audience.

PARTNER OF CHOICE. PARTENAIRE DE CHOIX.

The speech bubble tail always points toward the maple leaf, since the maple leaf represents Canada speaking. The solid red form is the primary version, but the simplified contour version can be used depending on the context (see page 9). For the pavilions, limited use of speech bubbles is preferred.

**CANADA,
PARTNER
OF CHOICE.**

Simplified version of speech bubble.

COLOURS

BRIGHT RED

CMYK	0 / 100 / 100 / 0
RGB	214 / 0 / 28
HTML	D6001C
PANTONE U	2035
PANTONE C	2035

DEEP RED

CMYK	0 / 100 / 100 / 45
RGB	147 / 39 / 44
HTML	93272C
PANTONE U	7622
PANTONE C	7622
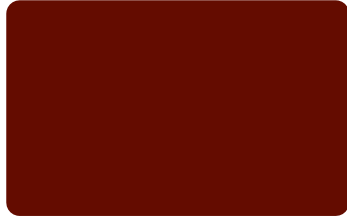
DARK RED

CMYK	0 / 100 / 100 / 70
RGB	100 / 51 / 53
HTML	643335
PANTONE U	1817
PANTONE C	1817
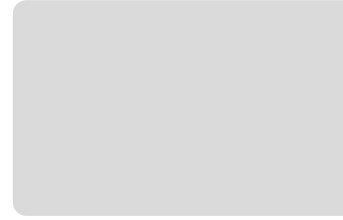
DARK GREY

CMYK	0 / 0 / 0 / 20
RGB	209 / 213 / 214
HTML	D1D5D6
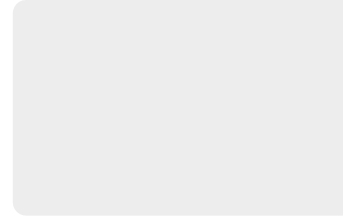
LIGHT GREY

CMYK	0 / 0 / 0 / 10
RGB	232 / 234 / 234
HTML	E8EAEA
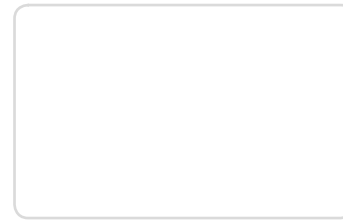
WHITE

CMYK	0 / 0 / 0 / 0
RGB	255 / 255 / 255
HTML	FFFFFF

Shades of red are used in our communications to differentiate the two official languages. In pavilion decoration, red is used as an accent, not necessarily as a main colour. The more restrained shades of grey provide a sleeker atmosphere.

TYPEFACE

Theinhardt Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Theinhardt Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY TYPEFACE

The Theinhardt Heavy font serves as Telefilm Canada's voice. Theinhardt Regular is used to delineate levels of information. A legal license is needed to use this typeface.

WEB FONT

We recommend Roboto font for Web, Adobe and Windows usage. Graphically close to the Theinhardt font family, Roboto is copyright-free and thus accessible to anyone at any time.

EXAMPLES

CANADA
PARTENAIRE
DE CHOIX.

TELEFILM CANADA   RDVCANADA.CA   Canada

SUNNY SIDE
OF THE DOC
2019

CREATE
WITH
CANADA.
CRÉEZ
AVEC LE
CANADA.

CANADA PAVILION
PAVILLON DU CANADA
▶ Stand B18

RDVCANADA.CA

TELEFILM CANADA   Canada Media Fund
Fonds des médias du Canada   Canada

RDVCANADA.CA

SEE BIG.
VOIR
GRAND.

TELEFILM CANADA   Canada Media Fund
Fonds des médias du Canada   ONTARIO CREATES | ONTARIO CRÉATIF   Canada

PAVILIONS

La Rochelle - Sunny Side of the Doc

Annecy - MIFA

Cannes - Film Market

Cannes - MIPCOM

DOWNLOAD THE ELEMENTS HERE*

*Incompatible with Explorer.