Tourism **HR** Canada | **RH** Tourisme Canada

Visual Identity Guidelines

TourismHR.ca

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INTRODUCTION

Tourism HR Canada is a pan-Canadian organization. Our mandate is to build a world-leading workforce in tourism.

Our brand is modern, sophisticated, and energetic. So, our communication must be easy to understand, and our designs should be simple and clear. We must use consistent type, imagery, photos, and colour.

This guide describes how to maintain our values and appearance through our brand.

LOGO

A stylized sun or constellation is central to Tourism HR Canada's logo. It is made up of a series of expanding circles with a predominant centre or target. The image includes:

- **A target:** to emphasize that HR is core to the organization's mandate and tourism sector.

- **Expanding circles:** to illustrate the ripple effect of investing in HR.

- **A sun:** to evoke warmth, energy, growth, clarity, and insight.

- **A constellation:** to represent a network of stakeholders working together.

Tourism HR Canada Logo

Our logo must appear on all formal and informal communications about Tourism HR Canada. We must use the bilingual logo at all times in order to help promote unity across both English and French communities.

We use our full name —Tourism HR Canada — to avoid confusion with other organizations. We do not use an acronym when we refer to our company.

Logo Visual Description

Alt Text: Tourism HR Canada logo in English and French-Canadian (RH Tourisme Canada).

Image Description: Tourism HR Canada logo. Center symbol. Stylized sun with three rings of expanding circles. English to the left, and French-Canadian RH Tourisme Canada to the right, of the symbol. **Optional Describe Colours:** Deep orange center ring and HR. Slate grey text. Outer rings vary in opacity. Dark mode in white with varying ring opacities.

Symbol Visual Description
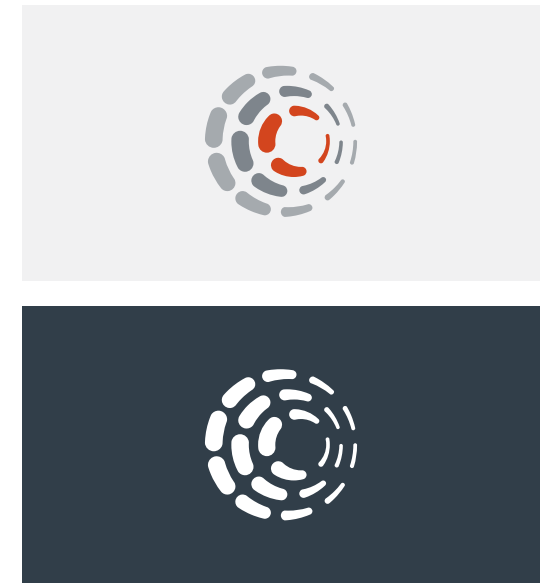
Alt Text: Tourism HR Canada stylized sun symbol.

Image Description: Stylized sun symbol with three rings. Expanding circles made with dashes that vary in weight. **Optional:** Describe colours.

Clear Space

Clear space is the minimum amount of area that surrounds all elements of the Tourism HR Canada logo. Our logo should be separated from any other graphic elements or text by the "HR" width for side padding and height for vertical padding. There must always be clear space proportionate to the size of the logo used. When pairing logos, you can also equal heights to the second ring.

Clear Space Guides

Minimum Size

Do not reproduce the Tourism HR logo smaller than the minimum size shown — 2.5 inches wide (approximately 10pt in font size). There may be rare occasions that require the logo to be smaller (e.g. pens and other small swag items). In these cases, please consult the marketing team to discuss options.
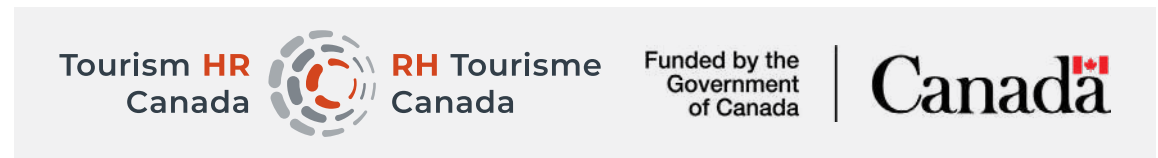
Minimum Size Guide

2.5 inches

Correct Logo Use ✔

Whenever possible, the Tourism HR Canada logo is to be used in full colour format. In cases where this is not possible, such as low contrast with the background, single colour variations are available — black or white.

The Tourism HR Canada logo should always be seen clearly and dramatically. When using the logo on imagery, make sure that it is positioned away from any competing imagery and stands out from the background colour.

Double check Colour Contrast before using background pairings not mentioned here with the logo colours indicated.

Full Colour

Pantone 173 and 432 C (60% and 40% tints). Use on white, 5% to 10% grey, and Pantone 7527 C backgrounds.

White (Reverse)

Use this version on black, 50% to 90% grey, Pantone 173, 152, 432, 7474, and 320 C backgrounds.

Black

Use this version if full colour fails contrast or on white, 20% to 40% grey, Pantone 173, 152, 144, 1375, 7474, 320, and 7527 C backgrounds.

Correct Symbol Use ✔
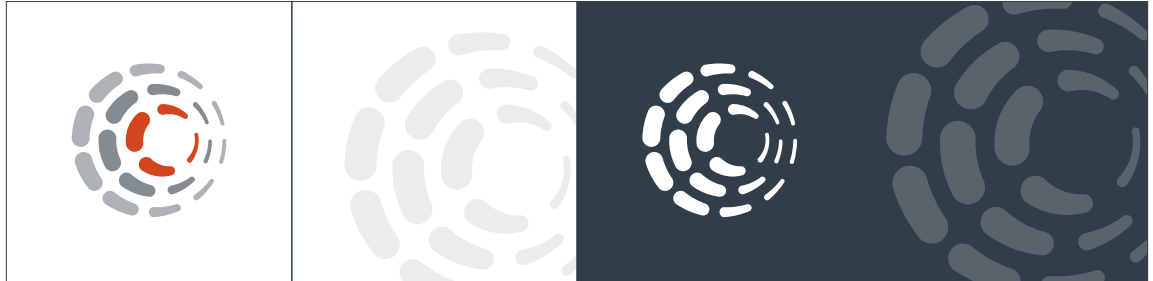
Tourism HR Canada Symbols

The circles of the logo's symbol can also be used as a separate graphic for certain applications.

If used, the symbol can appear in full colour or in solid white or black and tints for backgrounds. Note that tints should be used as decorative. Check that the text that overlaps passes in contrast.
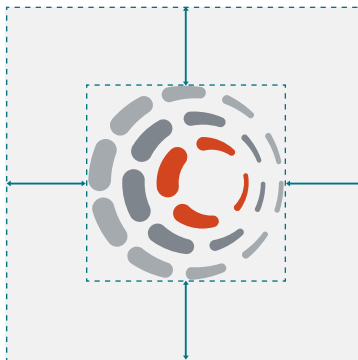
The full colour symbol should be separated from any other graphic elements or text by the width of "HR" as shown here. Symbol tints can be overlapped by text.

The symbol should never be reproduced smaller than 0.5 inches or, at the smallest, 0.25 inches wide.

Symbol Clear Space Guide
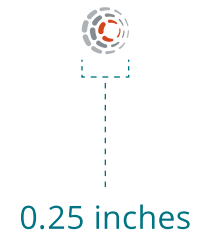
HR

Symbol Minimum Sizes

0.5 inches   0.25 inches
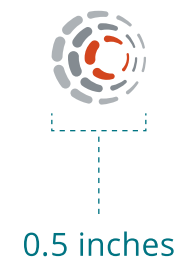
Incorrect Logo Uses ✕

The Tourism HR Canada logo is unique. The elements are fixed in the design. Do not alter the logo in any way.

The examples shown here demonstrate unacceptable uses and modifications of the logo. Please note that these rules also apply to the symbol-only version of the logo.

Always test the contrast to avoid pairing the logo against inaccessible background colours.

Do not attempt to recreate or design other versions of the logo or symbol. Please use digital files supplied by Tourism HR Canada.

- Do not alter the logo's shape or type placement.

- Do not stretch, skew, or rotate.

- Do not alter the colours.

- Do not add drop shadows or other raster effects.

- Do not outline any element.

- Do not use full colour version on dark or busy backgrounds.

- Do not use the white version on light backgrounds.

- Do not crop out the English or French-Canadian name.

PROGRAM LOGOS

We offer a range of programs and resources that often have their own brand identity but are tied into the Tourism HR Canada brand through the use of colour, font, and, for some, a tagline. We may use these sub-brand logos independently or with the Tourism HR Canada logo.

Use the same rules and guidelines for each sub-brand logo as you would for the Tourism HR Canada logo. Please be in touch with our marketing team for a specific sub-brand logo.

The Government of Canada (or another level of government) funds many of our initiatives. We must include a funding statement set out by the funding department. Our marketing team will provide you with the most current guidelines.

Canadian Academy of Travel and Tourism

Discover Tourism

Emerit

emerit®

emerit® by Tourism HR Canada

emerit.ca

emerit℠ par RH Tourisme Canada

SMART

ACCRÉDITATION
SMART+
ACCREDITATION

Tourism HR Insider

Insights to help build a competitive workforce
Tourism HR Insider

Propel

Use versions without tag-line if smaller than 1.75 inches wide.

propel
Launching **Careers** in Tourism
Powered by Tourism HR Canada

propulse
Lançant des **carrières** en tourisme
Activé par RH Tourisme Canada

propel   propulse

Belong

Belong
Building **IDEAL** Workplaces
Powered by Tourism HR Canada

Belong

Ensemble
Créer votre espace de travail **IDÉAL**
Activé par RH Tourisme Canada

Workforce Management Engine

Workforce Management Engine
Powered by Emerit

Moteur de gestion de main-d'œuvre
Activé par Emerit

COLOURS

Tourism HR Canada colours are important in all marketing and communication materials. The colour palette is fresh and vibrant. You can use it in the array of tints shown here.

We provide the ranges for optimal colour contrast and colour blindness simulators to check the contrast. Please see the contrast guide for accessible pairings.

Pantone Swatches

Pantone (PMS) colours and CMYK are for print. RGB or Hex are for web. 60/40% opacity Hex values are on a white background.

PMS 173 C

CMYK: 12, 86, 100, 2
RGB: 207, 69, 32
Hex: CF4520

PMS 152 C

CMYK: 5, 66, 100, 0
RGB: 229, 114, 0
Hex: E57200

PMS 144 C

CMYK: 2, 54, 100, 0
RGB: 237, 139, 0
Hex: ED8B00

PMS 1375 C

CMYK: 0, 45, 95, 0
RGB: 255, 158, 27
Hex: FF9E1B

PMS 432 C

CMYK: 78, 64, 52, 44
RGB: 51, 63, 72
Hex: 333F48

PMS 432 C 60%

Opacity: 60%
RGBA: 51, 63, 72, 0.6
Hex (White): 858C91

PMS 432 C 40%

Opacity: 40%
RGBA: 51, 63, 72, 0.4
Hex (White): ADB2B6

PMS 320 C

CMYK: 100, 11, 38, 0
RGB: 0, 156, 166
Hex: 009CA6

PMS 7474 C

CMYK: 100, 36, 43, 9
RGB: 0, 118, 129
Hex: 007681

PMS 7527 C

CMYK: 16, 12, 21, 0
RGB: 214, 210, 196
Hex: D6D2C4

Grey-scale Swatches

Neutral bases from Black to White and acceptable tints.

CMYK values are provided for print based on 100% Key Black. Use RGB or Hex values to convert to a digital grey-scale.

Black 100% CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 Hex: 000000	**Black 90%** CMYK: 0, 0, 0, 90 RGB: 65, 65, 65 Hex: 414141	**Black 80%** CMYK: 0, 0, 0, 80 RGB: 89, 89, 89 Hex: 595959
Black 70% CMYK: 0, 0, 0, 70 RGB: 110, 110, 110 Hex: 6E6E6E	**Black 60%** CMYK: 0, 0, 0, 60 RGB: 129, 129, 129 Hex: 818181	**Black 50%** CMYK: 0, 0, 0, 50 RGB: 150, 150, 150 Hex: 969696
Black 40% CMYK: 0, 0, 0, 40 RGB: 169, 169, 169 Hex: A9A9A9	**Black 30%** CMYK: 0, 0, 0, 30 RGB: 190, 190, 190 Hex: BEBEBE	**Black 20%** CMYK: 0, 0, 0, 20 RGB: 210, 210, 210 Hex: D2D2D2
Black 10% CMYK: 0, 0, 0, 10 RGB: 232, 232, 232 Hex: E8E8E8	**Black 5%** CMYK: 0, 0, 0, 5 RGB: 241, 241, 241 Hex: F1F1F1	**White** CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 Hex: FFFFFF

Contrast Guide

This diagram shows accessible colour pairings for each brand background colour (ordered by colour list). Legend:

- **AA (Circle):** Full pass with all text sizes and UI graphics.

- **B (Triangle):** Partial pass with text over 14pt bold or 18pt regular and UI graphics.

- **Fail (Empty):** If you do not see a symbol, do not pair (decorative only).

Test for contrast with colours not shown. AA is over 4.5:1. B is 3:1 to 4.5:1. Fail is under 3:1.

Tools: Colour Contrast Analyzer by TPGi or Contrast for multiple colours by Christopher Geary.

PMS 173 C
AA = Black, White
B = 7527 C, Black 20% to 5%

PMS 152 C
AA = Black
B = 432 C, Black 90%, White

PMS 144 C
AA = Black
B = 432 C, Black 90%

PMS 1375 C
AA = 432 C, Black, 90%
B = Black 80%

PMS 432 C
AA = 1375 C, 432 40%, 7527 C, Black 40% to 5%, White
B = 152 C, 144 C, 432 60%, 320 C, Black 50%

PMS 432 C 60%
AA: Black
B: 432 C, Black 5%, White

PMS 432 C 40%
AA = 432 C, Black, Black 90%
B = Black 80%

PMS 320 C
AA = Black
B = 432 C, Black 90%, White

PMS 7474 C
AA = Black 5%, White
B = 7527 C, Black, Black 20% to 10%

PMS 7527 C
AA = 432 C, Black, Black 90% to 80%
B = 173 C, 7474 C, Black 70%

Black 100%
AA = 173 C, 152 C, 144 C,
1375 C, 432 C 60/40%,
320 C, 7527 C, Black 60%
to 5%, White
B = 7474 C, Black 70%

Black 90%
AA = 1375 C, 432 C 40%,
7527 C, Black 30% to 5%,
White
B = 152 C, 144 C, 320 C,
Black 50% to 40%

Black 80%
AA = 7527 C, Black 20%
to 5%, White
B = 1375 C, 432 C 40%,
Black 30%

Black 70%
AA = Black 5%, White
B = 7527 C, Black,
Black 20% to 10%

Black 60%
AA = Black
B = Black 10% to 5%, White

Black 50%
AA = Black
B = 432 C, Black 90%

Black 40%
AA = 432 C, Black
B = Black 90%

Black 30%
AA = 432 C, Black,
Black 90%
B = Black 80%

Black 20%
AA = 432 C, Black,
Black 90% to 80%
B = 173 C, 7474 C,
Black 70%

Black 10%
AA = 432 C, Black,
Black 90% to 80%
B = 173 C, 7474 C,
Black 70% to 60%

Black 5%
AA = 432 C, 7474 C, Black,
Black 90% to 70%
B = 173 C, 432 C 60%,
Black 60%

White
AA = 173 C, 432 C, 7474 C,
Black, Black 90% to 70%
B = 152 C, 432 C 60%, 320 C,
Black 60%

Colour Blindness

This chart is a simulation of Pantone (PMS) accuracy of their original hues with main levels of colour blindness:

- Protanopia (Can't see red.)

- Deuteranopia (Can't see green.)

- Tritanopia (Can't see blue.)

- Achromatomaly (Can't see red and green.)

- Achromatopsia (See monochrome.)

Colours over 80% accuracy will be seen more similar across all levels of colour blindness.

Data was taken from the hex values using the Coolors web application.

PMS Colour	Red-Blind	Green-Blind	Blue-Blind	Blue-Cone	Mono-chrome
173 C	58%	52%	91%	86%	72%
152 C	65%	62%	76%	87%	71%
144 C	71%	68%	69%	87%	71%
1375 C	72%	69%	66%	87%	71%
432 C	92%	90%	92%	96%	93%
320 C	60%	56%	95%	90%	74%
7474 C	68%	65%	94%	92%	78%
7527 C	98%	98%	91%	96%	93%

TYPOGRAPHY

The consistency of fonts improves marketing effectiveness, builds customer familiarity and strengthens the Tourism HR Canada identity.

Fonts and Spacing

Our main typeface is Open Sans. The second font is Montserrat. Each comes in several styles and is available for download at fonts.google.com.

Accessibility: Use regular to extra bold weights. Use 12pt as the base size. The line height is 1.5 times/paragraph spacing and 2 times greater than the font size. Use relative heading scale. Use at most 3 or 4 words for uppercase. Use colour contrast rules.

You can use Helvetica for Microsoft Word documents or PowerPoint presentations instead of Open Sans if it is unavailable.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ	Regular
abcdefghijklmnopqrstuvwxyz	SemiBold
0123456789	**Bold**
	ExtraBold

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ	Regular
abcdefghijklmnopqrstuvwxyz	Medium
0123456789	SemiBold
	Bold
	ExtraBold

Light Mode

Use Pantone 7474 C for paragraph links with an underline. If using a button link, make the button solid orange with black text. Invert the text when hovering and provide focus with a dark background. Add an offset dark outline on the focus box.

Button

Hover

Focus

SHORT TAG

Main Heading L1

Scale Heading Sizes and Weight in Montserrat

Dark Mode

Use Pantone 7527 C for paragraph links with an underline. If using a button link, make the button solid orange with white text. Invert text when hovering and provide focus with a light background. Add an offset light outline on the focus box.

Button

Hover

Focus

SHORT TAG

Main Heading L1

Scale Heading Sizes and Weight in Montserrat

IMAGERY

Photography is an extremely valuable part of Tourism HR Canada's identity. Images can evoke strong emotions and powerful ideas, creating a sense of oneness with the subject matter. Use high-quality images, and give careful consideration to the topic.

Photographs should show work, partnerships, and clients in compelling, effective, and dynamic ways. A great approach is to include people in jobs impacted by our work. This way, Tourism HR Canada authentically presents the achievements of the people it serves.

The following rules apply when using images:

- Choose photographs that represent people in real life.

- Ensure the pose is natural and casual with genuine, friendly, and relaxed expressions.

- The casting should be diverse. Include people representing more than one of these groups for the photo shoot.

  - race, culture and ethnicity
  - sexual orientation, gender identity and expression
  - varying socio-economic status and occupations
  - varying ages
  - varying disabilities
  - varying body sizes and shapes

- Avoid common or ableist casting that uses AI subjects or falsely represents people. Do not use inspirational or pity-based themed photography. Do not use offensive language when writing alt texts.

- Make sure the location at least seems Canadian.

- Avoid signage where possible, but if you must have signs, include English and French.

- Avoid other companies' corporate branding, including logos.

- Make sure the images meet the guidelines of the National Occupational Standard. For example, do not show flair bartending or health and safety violations.

Note: Photography should never be sourced directly from a web search (i.e. Google). Only licensed images from stock photography websites, or custom-shot photos should be used.

Alt Text and Image Descriptions

Always provide alt text from the source, or write one if it was not provided. Keep alternative text around 150 characters in length.

Image descriptions (IDs) provide more context and should be added to captions on social media when possible.

Alt text is in the HTML <img> tag and only visible to assistive tech. Image descriptions are visible to everyone, and can be provided in a post or image caption.

Do not rely on auto-generated alt text without manual review. More information is found in the accessibility resources section.

ACCESSIBILITY RESOURCES

Accessibrand™ has provided the accessible updates to this visual identity guide. In order to keep Tourism HR Canada's visual identity accessible, please be sure to use the suggestions provided, as well as the external links below:

- TGPi Accessibility Testing Tools including the Colour Contrast Analyzer desktop application and ARC Toolkit browser extension.

- Coblindor Colour Blindness Simulator for testing across colour blindness.

- W3C Web Content Accessibility Guidelines 2.2 for the most up-to-date accessibility practices including colour contrast, typography, and functions.

- Articles from WebAIM (Web Accessibility in Mind) for both web content and document accessibility suggestions.

- Government of Canada's Standard on Web Accessibility.

- Free resource and education hub Accessible Social by Alexa Heinrich that shares best practices for accessible and inclusive social media content.

- Image descriptions and alt text from accessible content tips by Jessica Oddi.

- Community-driven effort for digital accessibility with the A11Y Project.

Tourism HR Canada

RH Tourisme Canada

For more information, contact the Marketing Department:

- Telephone 613 231 6949

- Email info@TourismHR.ca

TourismHR.ca