Tourism **HR** Canada · **RH** Tourisme Canada

VISUAL IDENTITY GUIDELINES

TourismHR.ca

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INTRODUCTION

TOURISM HR CANADA IS A PAN-CANADIAN ORGANIZATION WITH A MANDATE AIMED AT BUILDING A WORLD-LEADING TOURISM WORKFORCE.

The Tourism HR Canada brand conveys contemporary sophistication and energy. The communications materials are clean and not busy or confusing. To maintain a consistent and recognizable brand, communications materials will use consistent type, imagery, photography, and colours. This identity guidelines document contains the essential information to manage the visual identity and help to reinforce Tourism HR Canada's brand values and unique look and feel in a consistent and strategic manner.

LOGO

The key element of a visual identity is the logo. Central to Tourism HR Canada's logo is a stylized sun or constellation made up of a series of concentric circles, with a predominant centre or target. The image connotes several ideas:

· **Target:** to emphasize that HR is core to the organization's mandate and to the tourism sector

· **Concentric circles:** to illustrate the ripple effect of investing in HR

· **Sun:** to evoke warmth, energy, growth, clarity, and insight

· **Constellation:** to represent a network of stakeholders working together

Because it represents Tourism HR Canada's identity to the world, the logo must appear on all formal and informal communications pertaining to Tourism HR Canada. The bilingual logo must be used at all times in order to help promote unity across both English and French speaking communities.

To avoid potential confusion with other organizations, the full name — Tourism HR Canada — should only be used, it should not be referred to by its acronym.

Tourism HR Canada Logo

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

SAFE SPACE REQUIREMENT

The safe space is the minimum amount of area that surrounds all elements of the Tourism HR Canada logo. The logo should be separated from any other graphic elements or text by the width of the letters "HR" as shown here. This safe space must be applied to all occurrences, proportionate to the size of the logo used.
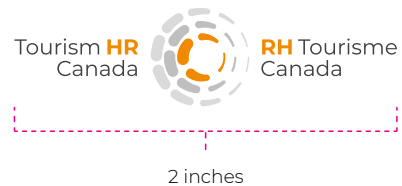
MINIMUM SIZE

The Tourism HR logo should never be reproduced smaller than the minimum size shown here — 2 inches wide. 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 in order to discuss the options available.

Safe space requirement

Minimum size

2 inches

Full colour

ACCEPTABLE LOGO USAGE

Whenever possible, the Tourism HR Canada logo is to be used in full colour format. In cases where this is not possible, single colour variations are available — black or white (reverse).

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

White (reverse)

Black

USE OF THE SYMBOL

The concentric 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 as subtle tints of grey when used on a white or dark background.
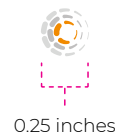
The logo should be separated from any other graphic elements or text by the width of the letters "HR" as shown here.

The symbol should never be reproduced smaller than the minimum size shown here — 0.25 inches wide.

Tourism HR Canada Symbol

Minimum size

0.25 inches
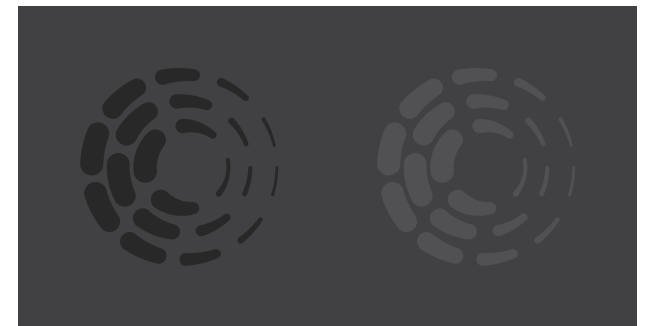
Safe Space

INCORRECT LOGO USAGE

The Tourism HR Canada logo is a unique entity. All elements in the logo design are fixed and should not be altered in any way. The examples shown here demonstrate unacceptable uses or modifications of the logo.

For all logo variations, please use digital files supplied by Tourism HR Canada. Do not attempt to recreate or design other versions of the logo.

Do not alter the logo's shape or type placement

Do not stretch, skew or rotate

Do not alter the colours

Do not add a drop shadow

Do not outline any element of the logo

Do not use the full colour version on dark or busy backgrounds

Do not use the white reverse version on light backgrounds

Do not crop out the organization's English or French name

PROGRAM LOGOS

Tourism HR Canada offers 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. These sub-brand logos may used independently or in conjunction with the Tourism HR Canada logo.

For each of these sub-brand logos, use the same rules and guidelines as those outlined for the Tourism HR Canada logo.

To request the creation of a specific sub-brand logo, please contact the Tourism HR Canada marketing team.

Many Tourism HR Canada initiatives are funded by the Government of Canada (or another level of government), and as such require a funding statement, as set out by the department providing the funding. For the most current guidelines, please contact the Tourism HR Canada marketing team.

Canadian Academy of Travel & Tourism

Discover Tourism

Emerit

Propel*

Launching **Careers** in Tourism
POWERED BY TOURISM HR CANADA

Lançant des carrières dans le tourisme
ACTIVÉ PAR RH TOURISME CANADA

*Please use the version of this logo without
the tagline if sized smaller than 1.75
inches for optimal legibility.

Ready-to-Work

READY-TO-WORK®

EMPLOIS CLÉ EN MAIN^MD

SMART

Premium Program

Tourism HR Insider

Insights to
help build a
competitive
workforce

Tourism
HR
Insider

Workforce Management Engine

Workforce
Management
Engine
POWERED BY EMERIT

Moteur de
gestion de
main d'oeuvre
ACTIVÉ PAR EMERIT

COLOURS

The Tourism HR Canada brand colours are an important aspect of all marketing and communication materials. The colour palette is fresh and vibrant and can be used in an array of tints.

Pantone (PMS) colours and CMYK values are provided for colour printing applications. For web and digital applications please use RGB or HTML values.

Solid

PMS 144	PMS 432	PMS 320
CMYK: 0, 51, 100, 0	**CMYK:** 65, 43, 26, 78	**CMYK:** 96, 0, 31, 2
RGB: 237, 139, 0	**RGB:** 51, 63, 72	**RGB:** 0, 156, 166
HTML: ED8B00	**HTML:** 333F48	**HTML:** 008C95

Tints

80% TINT	80% TINT	80% TINT
60% TINT	60% TINT	60% TINT
40% TINT	40% TINT	40% TINT
20% TINT	20% TINT	20% TINT

TYPOGRAPHY

Consistency in the use of typography enhances marketing effectiveness, builds customer familiarity, and strengthens the Tourism HR Canada visual identity.

The main font used for all marketing and communication materials is Open Sans. The secondary font is Montserrat. Each font family comes in several styles and is available for download at **fonts.google.com**.

In the case of Microsoft Word documents or PowerPoint presentations, Helvetica may be used in place of Open Sans if it is unavailable.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Light
Open Sans Regular
Open Sans SemiBold
Open Sans Bold
Open Sans ExtraBold

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Light
Montserrat Regular
Montserrat Medium
Montserrat SemiBold
Montserrat Bold
Montserrat ExtraBold
Montserrat Black

IMAGERY

Photography is an extremely valuable component of the Tourism HR Canada identity. As images can evoke strong emotion, powerful ideas, and create a sense of oneness with the subject matter, it's important to use high quality images with careful consideration of the topic discussed. Photographs should present work, partnerships, and clients compellingly, effectively, and dynamically. One of the best ways to do this is to show people in the lines of work impacted by the business. This way, Tourism HR Canada authentically presents the achievements of whom it serves.

When utilizing images, the following rules should apply:

- Whenever possible choose photography that is representative of people in real-life scenarios
- Pose is always natural and casual
- Expressions are genuine, friendly, and relaxed
- Casting is diverse and takes intersectionality into consideration (representation from people of different races and ethnicities, gender identity and expression, socio-economic status and occupation, age, disability status, sexual orientation, cultures, body size and shape)
- Ensure the location is plausibly in Canada
- Avoid signage where possible, or ensure it is visible in English and French
- Avoid corporate branding, logos, etc.
- Verify the images meet what's set out in the National Occupational Standard for the occupation (e.g., no flair bartending, no 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.

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

For more information, please contact the Marketing Department.

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