

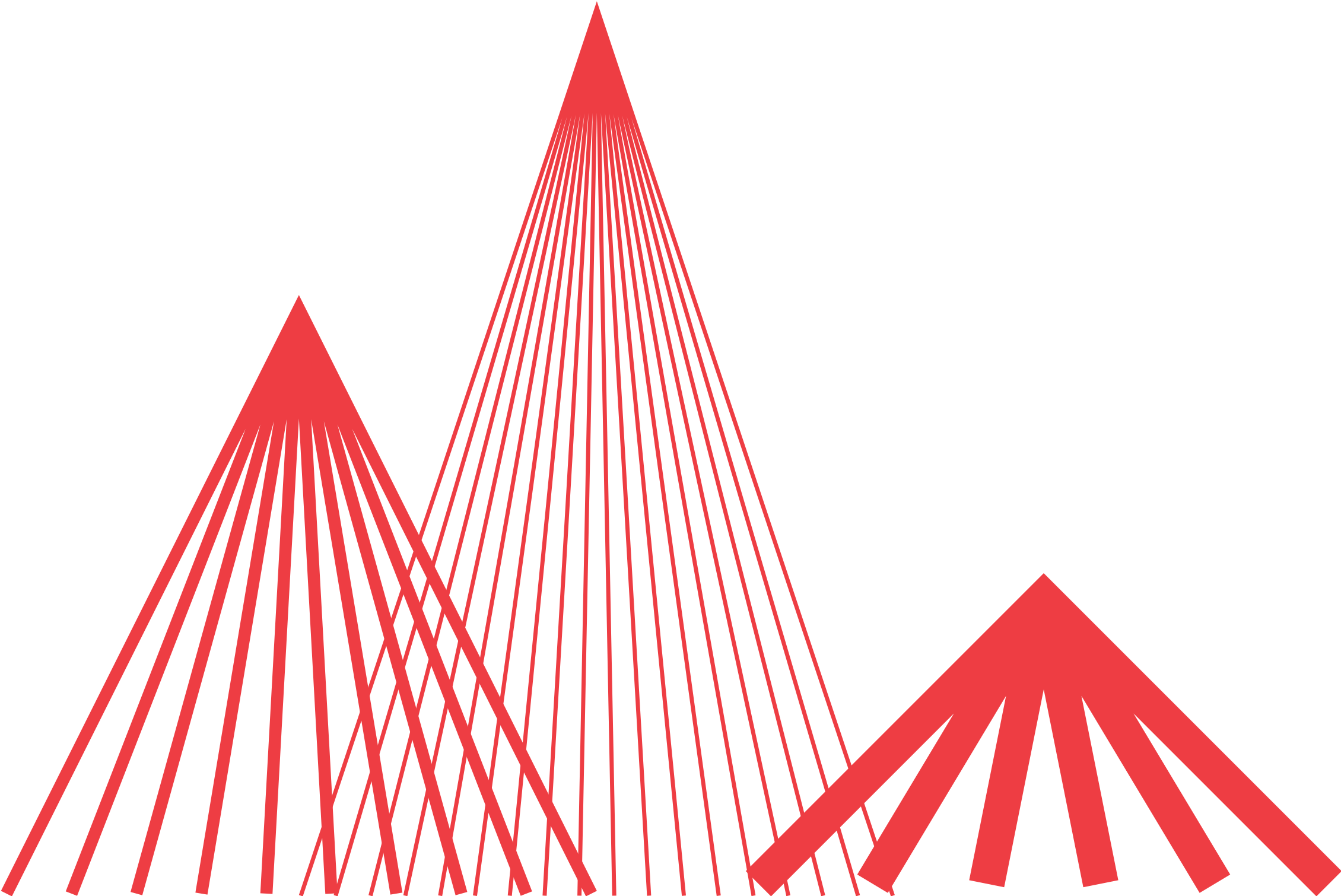
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1.0 SLOGAN AND LOGO

- 1) All entities presenting literary or non-literary projects and/or activities in support of Canada's Guest of Honour presence in the year leading up to and at the Frankfurt Book Fair in 2020/2021 may use the visual identity. However, before doing so, Canadian Heritage reserves the right to review the communication product and/or merchandise prior to approving the use of the visual identity.
- 2) All event-related projects that are funded by Canadian Heritage must display the visual identity.
- 3) When the visual identity is referenced in text, the mention "Canada's Guest of Honour presence at the Frankfurt Book Fair in 2020/2021" must be used.

At its most fundamental, a brand is the merging of meaning and visual form. The brand's visual identity, once established, should make use of a graphic language that is easy to interpret and can be applied seamlessly to all brand elements. This is what we set out to create for Canada's identity at the Frankfurt Book Fair in 2020/2021.

A spotlight, an open book, and three letter As from the word CANADA emerged as the main visual elements. Similar in shape and structure, the letters embody the event and create a palette of flexible landscapes. The following pages include an exploration of our visual identity.



These graphic elements, known as the “triangles,” become the Symbol when combined in this specific way. This is how they appear in all variations of the logo.

Singular Plurality

The slogan captures Canada's culture of diversity, in which each of us is unique but connected as a whole through our similarities, our differences and our shared values.

This is the quality of our country and its stories that we aim to feature.

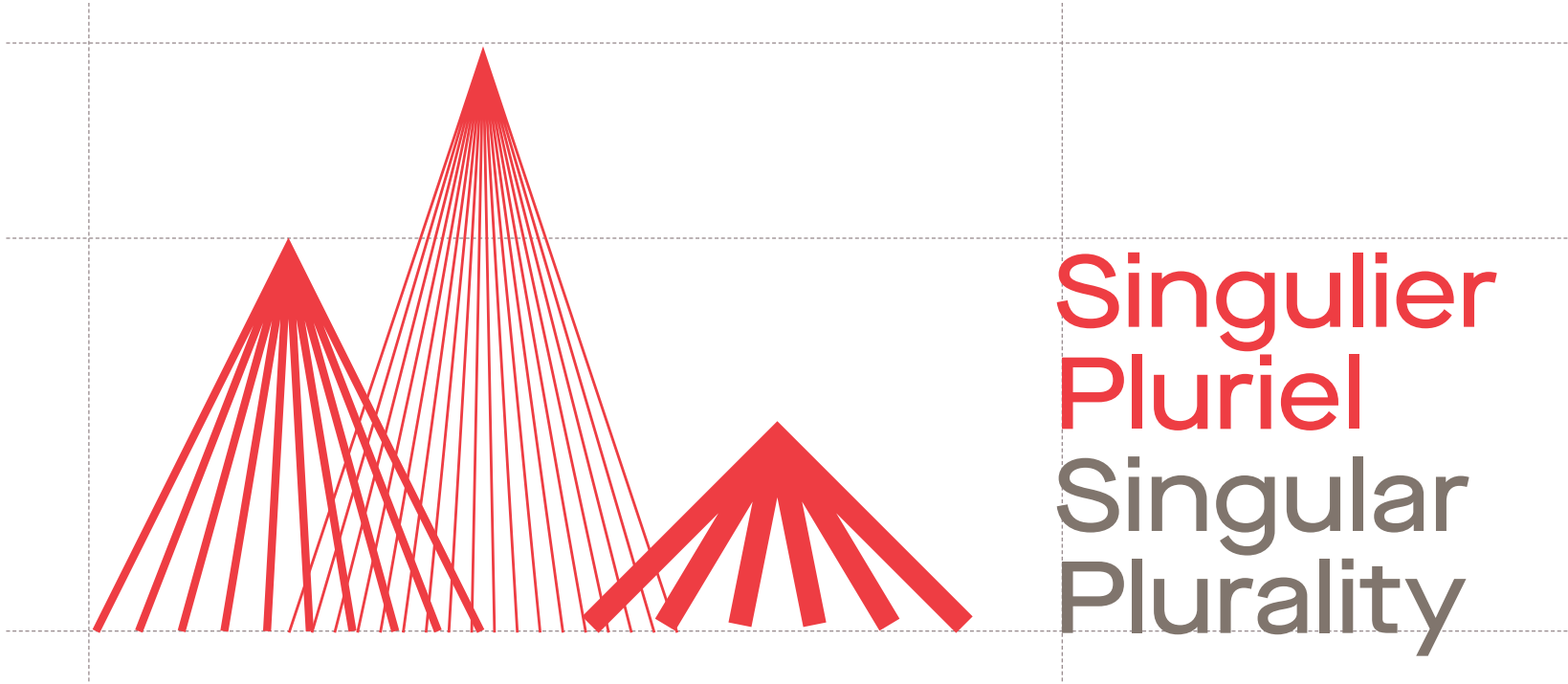
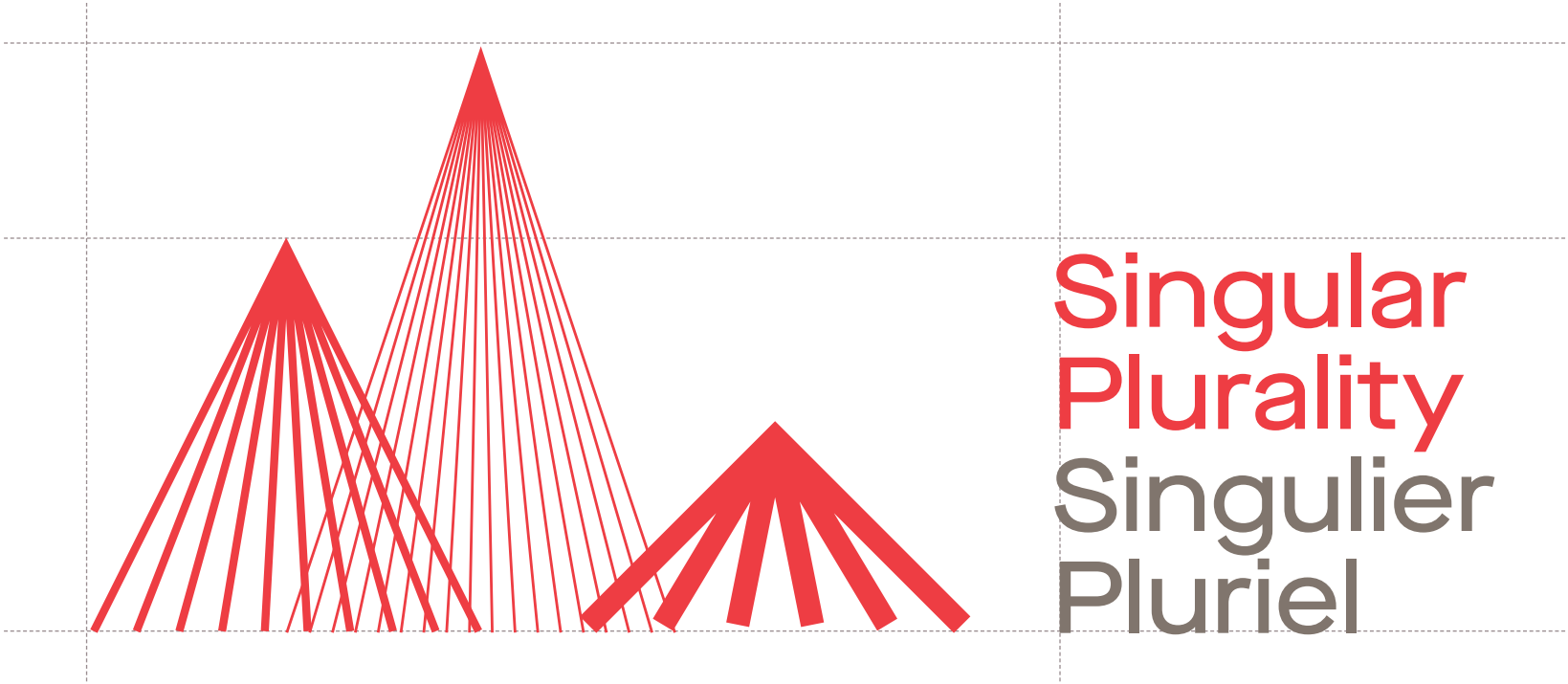
Official basic logo
(bilingual, English
first and French
first versions)

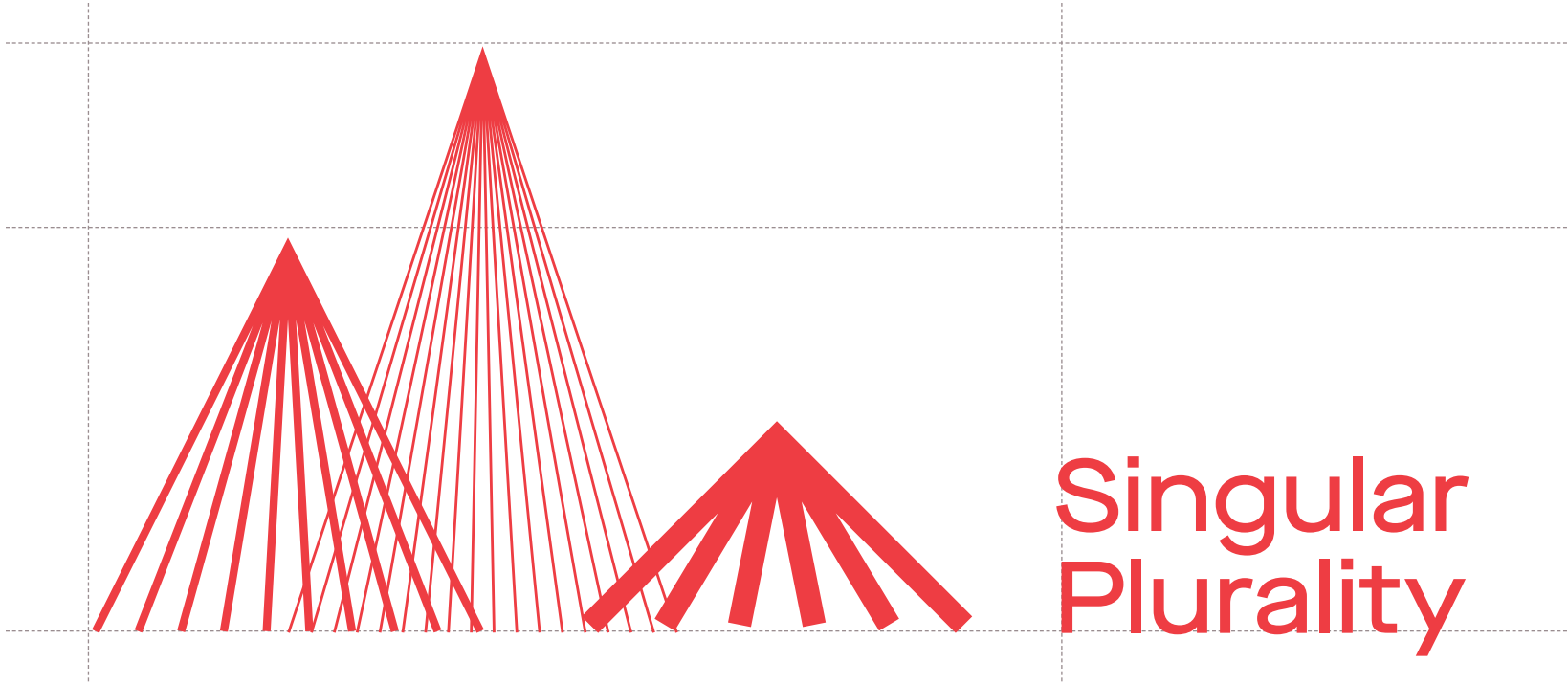
Slogan and logo

SINGULAR
PLURALITY

Canada
Guest of Honour
Frankfurt
Book Fair
2020/2021

Visual
identity
guidelines





A unilingual French logo also exists and is presented in the French version of the guide.

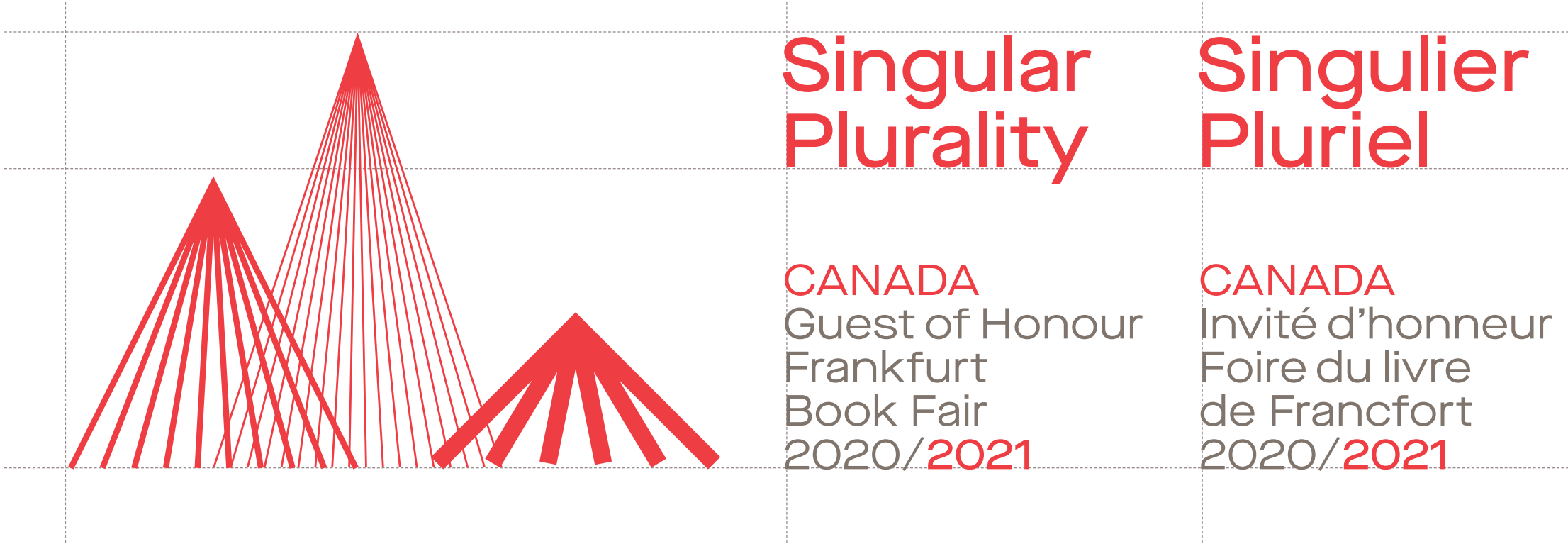
Official
typographic
logo (bilingual,
English first)

Slogan and logo

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Official
typographic
logo (bilingual,
French first)

Slogan and logo

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	<p>Singulier Pluriel</p> <p>CANADA Invité d’honneur Foire du livre de Francfort 2020/2021</p>	<p>Singular Plurality</p> <p>CANADA Guest of Honour Frankfurt Book Fair 2020/2021</p>
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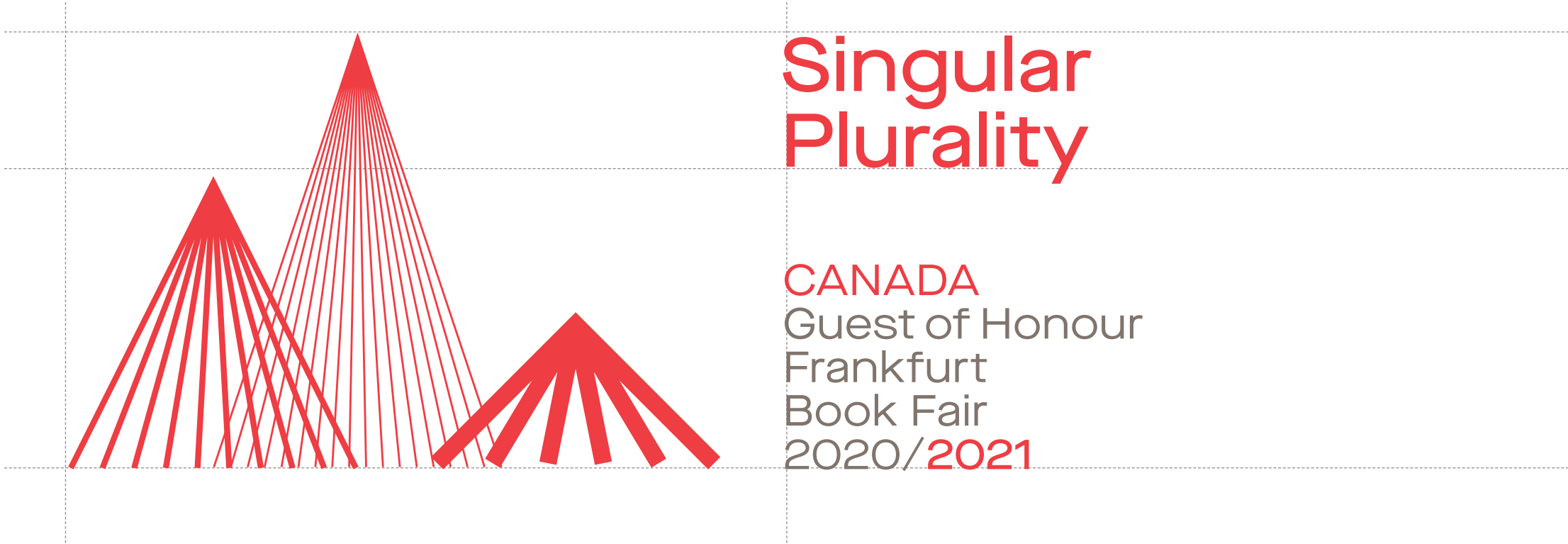
Official
typographic
logo (English
only)

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Overview of official logo variations

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OFFICIAL BASIC LOGO VERSIONS



BILINGUAL ENGLISH/FRENCH



BILINGUAL FRENCH/ENGLISH



ENGLISH



FRENCH

OFFICIAL TYPOGRAPHIC LOGO VERSIONS



BILINGUAL ENGLISH/FRENCH



BILINGUAL ENGLISH/GERMAN



BILINGUAL FRENCH/ENGLISH



BILINGUAL FRENCH/GERMAN



ENGLISH



FRENCH

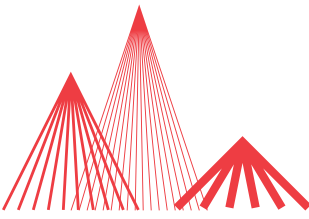


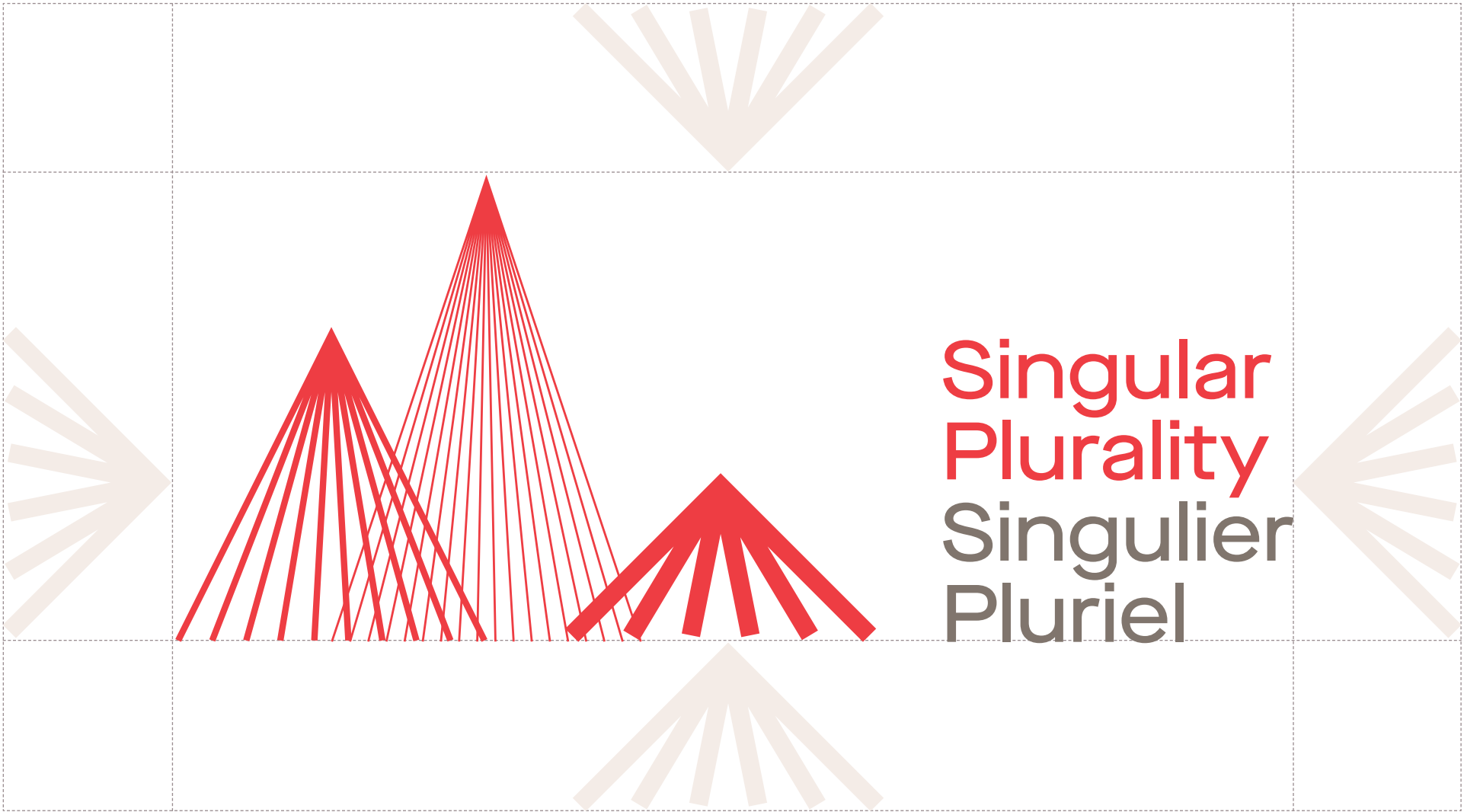
TRILINGUAL ENGLISH/FRENCH/GERMAN



TRILINGUAL FRENCH/ ENGLISH/GERMAN

OFFICIAL SYMBOL





It's important to give the logo breathing space. The height of the smallest triangle is used as a reference point for defining a safe zone that should remain clear of any visual elements.

Minimum sizes

Slogan and logo

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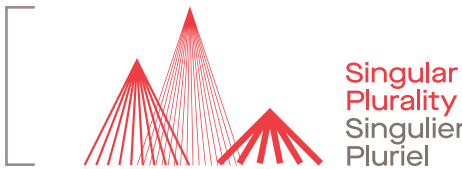
Visual
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guidelines

OFFICIAL
BASIC LOGO

OFFICIAL
TYPOGRAPHIC LOGO

Print
0.5 in.

Screen
60 px



Print
0.7 in.

Screen
100 px



To ensure the logos’ legibility, please respect these minimum sizes. Note that the minimums are different for the basic and typographic logos.

For special print techniques, always verify with the provider to confirm that the logos can be properly printed at these sizes.

Incorrect use of the logo

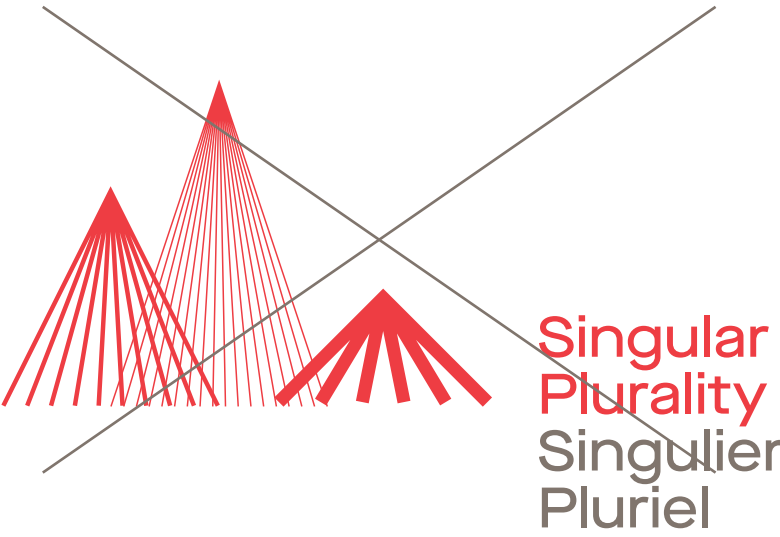
Slogan and logo

SINGULAR
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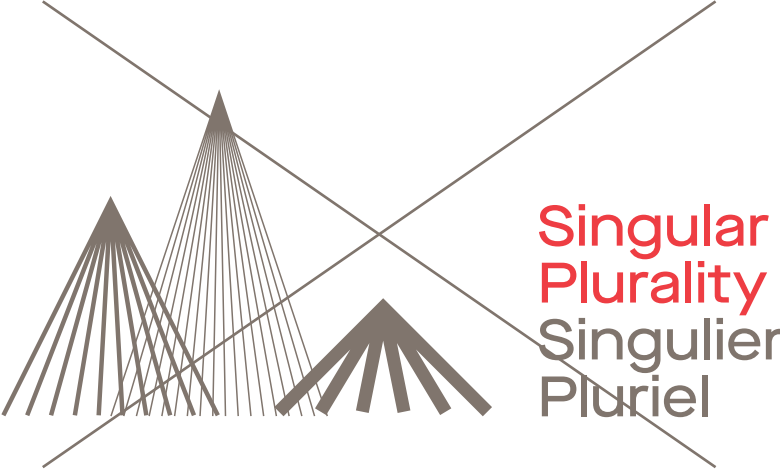
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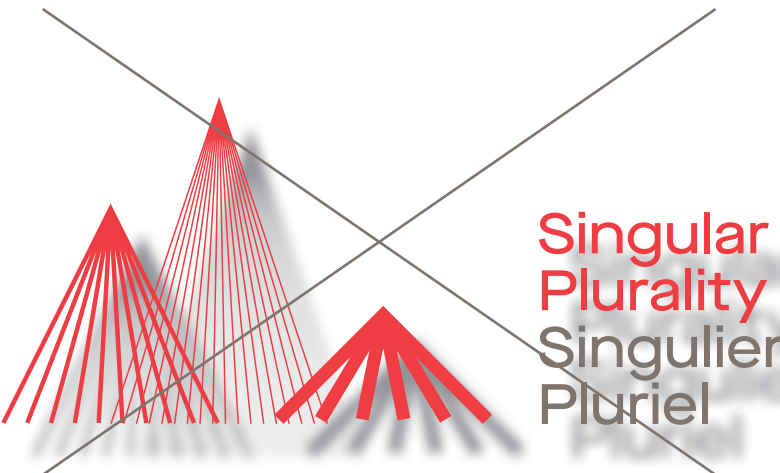
a)



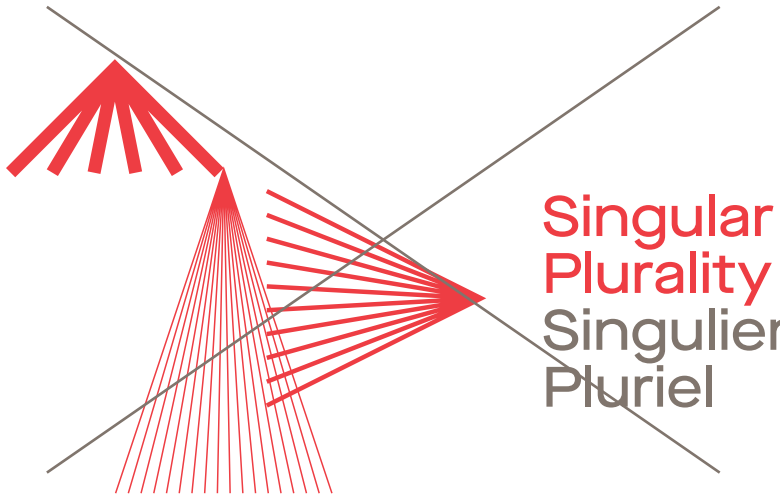
b)



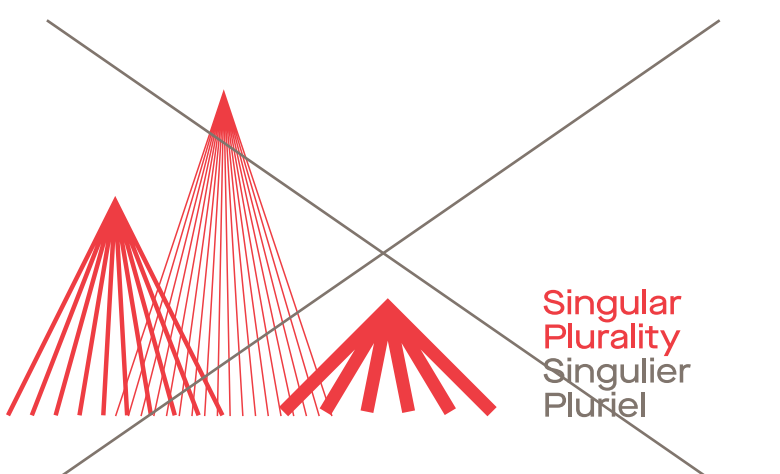
c)



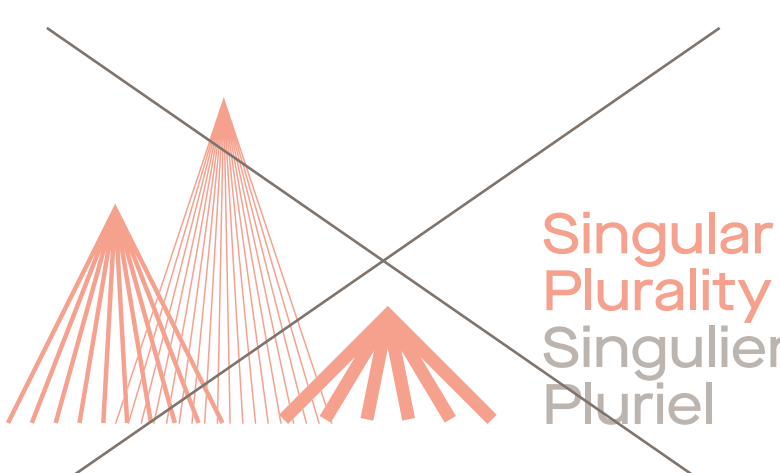
d)



e)



f)



a) Do not change the layout of the logo.

b) Do not modify the colour of the logo.

c) Do not apply special effects to the logo.

d) Do not change or move the logo's triangles.

e) Do not change the size of the typeface.

f) Do not change the opacity of the logo.

The above rules apply to both the basic and the typographic logo.

Red is the predominant colour for Canada’s presence as Guest of Honour at the Frankfurt Book Fair in 2020/2021. It should be used for the main graphic elements.

Warm Grey is the secondary colour and is used for informative text. Do not use this colour as a background. It should be used mainly to ensure legibility and compliance with Web Content Accessibility Guidelines (WCAG–AA).

Beige is a complementary colour and should be used only for decorative visuals—never for the logo, informative text or user interface components on the web.

White is for backgrounds, reversed main graphic elements and reversed logos on coloured backgrounds.

Black is to be used only for special prints that cannot have any colours or when the logo must be used at a very small scale. Use sparingly.

<div>Red</div> <div>Pantone 032</div> <div><div>C0</div><div>M90</div><div>Y75</div><div>K0</div></div> <div><div>R232</div><div>G17</div><div>B45</div></div> <div><div>#E8112D</div></div>	<div>Warm Grey</div> <div>Pantone Warm Grey 8</div> <div><div>C0</div><div>M10</div><div>Y15</div><div>K60</div></div> <div><div>R127</div><div>G116</div><div>B108</div></div> <div><div>#7F746C</div></div>	<div>Beige</div> <div>Pantone 8003 C</div> <div><div>C20</div><div>M35</div><div>Y40</div><div>K8</div></div> <div><div>R197</div><div>G163</div><div>B141</div></div> <div><div>#C5A38D</div></div>	<div>White</div> <div><div>C0</div><div>M0</div><div>Y0</div><div>K0</div></div> <div><div>R255</div><div>G255</div><div>B255</div></div> <div><div>#FFFFFF</div></div>
			<div>Black</div> <div><div>C0</div><div>M0</div><div>Y0</div><div>K100</div></div> <div><div>R0</div><div>G0</div><div>B0</div></div> <div><div>#000000</div></div>

Logo colour variations

Here are the different colour versions of the logo and the background colours that are permitted.

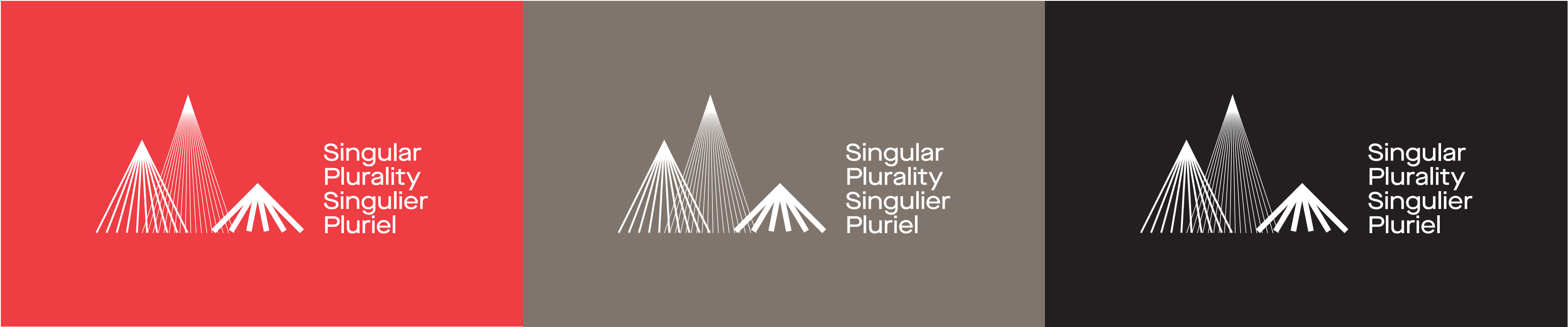
Slogan and logo

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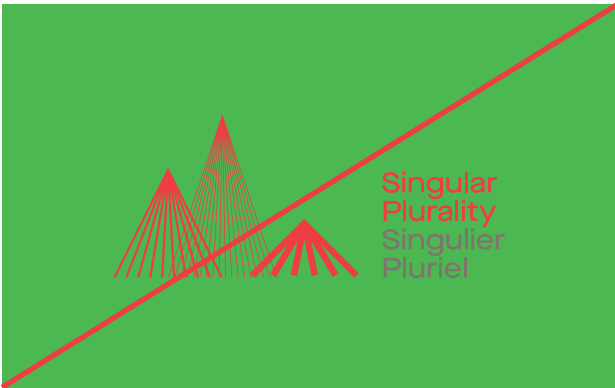
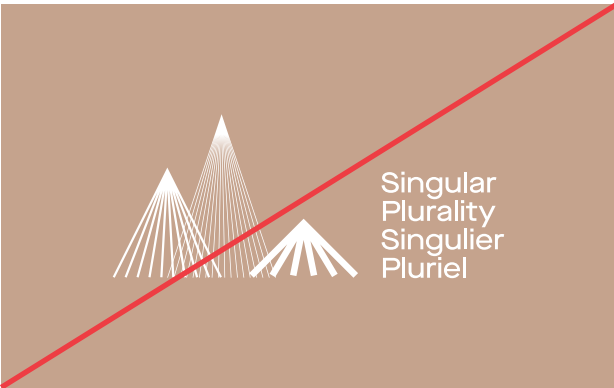
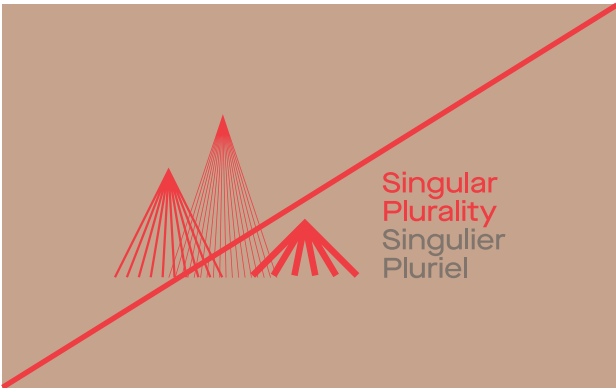
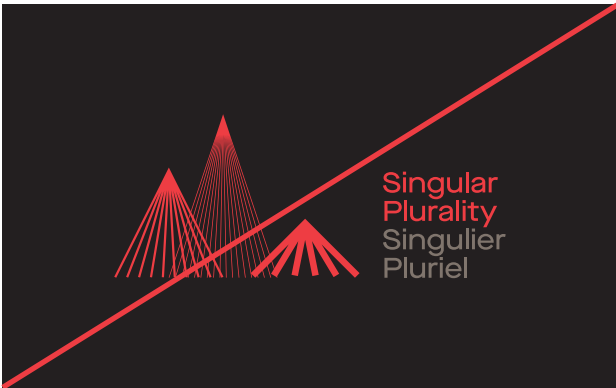
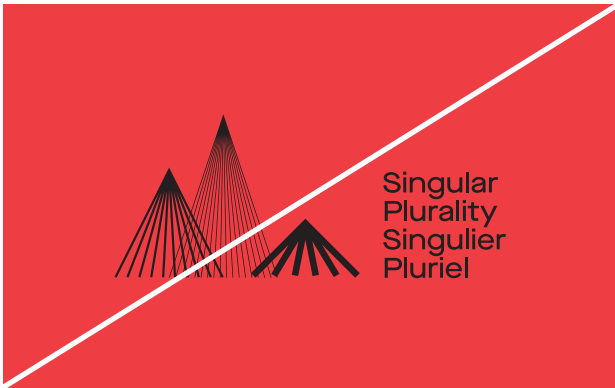
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In exceptional circumstances, in print only and when a very small font size is used, the Warm Grey text can be changed to black. This exception to the rule should be used sparingly. If a print process requires the use of black, give preference to the all-black version of the logo.

Do not use a reversed logo on a Beige background since this would not be WCAG-AA compliant. Do not use the coloured logo on a coloured background.

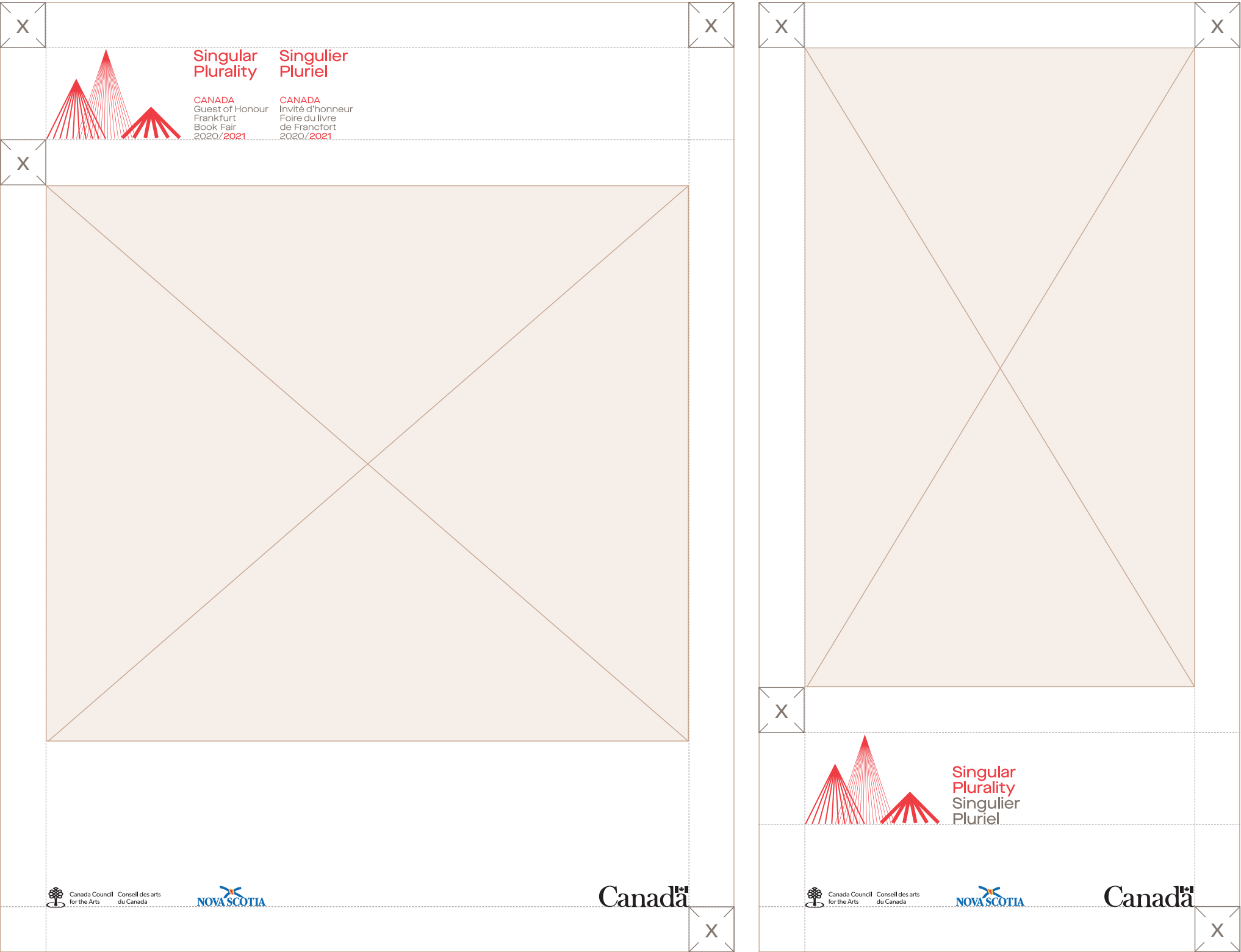
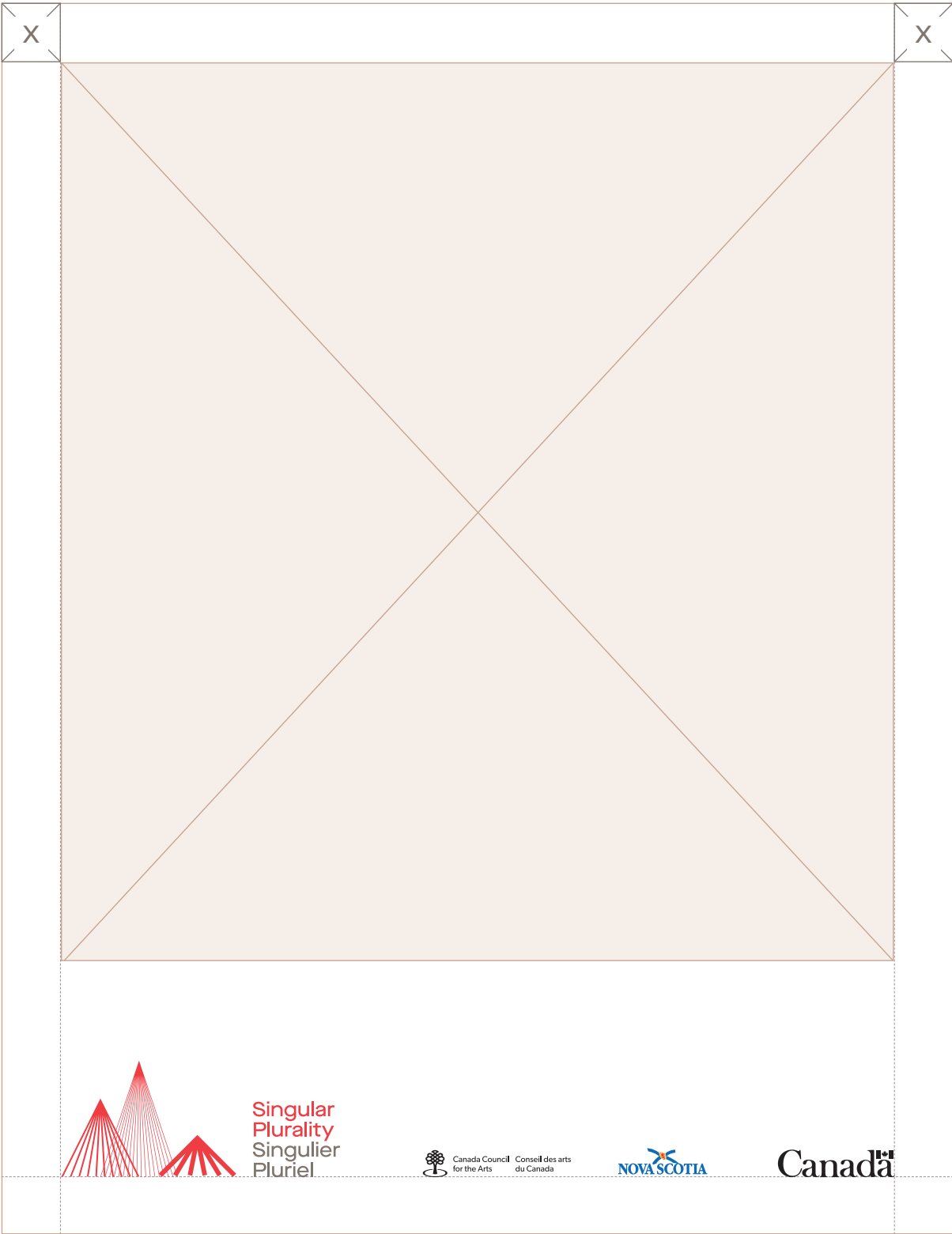


2.0 LAYOUT

HORIZONTAL
ALIGNMENT

VERTICAL
ALIGNMENT

This is how the layout should appear when a partner’s logo is used. In the horizontal alignment, the partner logos are placed between our official logo and the Wordmark using the same baseline. However, in the vertical alignment, to maintain alignment with our official logo, the partner logos are aligned on the left and the Wordmark is aligned on the right.



The official basic and typographic logos are interchangeable in these examples. The beige boxes represent the content of the layout.

3.0 TYPOGRAPHY

Maison Neue Extended
abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
! ? @ % & : ; () # /

CANADA
Territories
PLURALITÄT
Authors
Frankfurter

Object Sans
abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
! ? @ % & : ; () # /

Éditeurs
Buchmesse
International
Guest
Publishers

Maison Neue
Extended Book

X

TITLE ALWAYS IN CAPS
OPENING OF THE FRANKFURT
PAVILION WITH FEDERAL
PRESIDENT FRANK-WALTER

Object Sans
Regular

2X or
more

1/2X

Body text always in lowercase. In conversation
with Croatian author Ivana Sajko, the recipient of
this year’s International Literature Award – Haus
der Kulturen der Welt, and Belgian writer Stefan
Hertmans. None int. Laci^{ent}. Obita volenti ium
hicae dolorporrum reperiandit idendae vositat
reiusa ium eum es eos reniminte dolore elecum
estius etur, alicte niate

Titles are set in Maison Neue
Extended Book. The leading should
be the same size as the body height.
Spacing should be set at 0.

Body text is set in Object Sans
Regular. To establish the size of
the leading, divide the body height
by 0.85. Spacing should be set at 0.

The minimum space between the
title and body text is twice the height
of the title body height.



For a playful and visually striking application (such as on merchandising), the brand’s triangles can be used to replace the letter A.

To do so, place a medium-height triangle where the letter A should appear using the same height as the other letters. Then use the same width for all other triangles. The tall triangle should only be used if it doesn’t touch another letter.

4.0 VISUAL ASSETS

Triangles

Visual assets

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The main graphic elements of the brand, the triangles, exist in three different heights and weights:

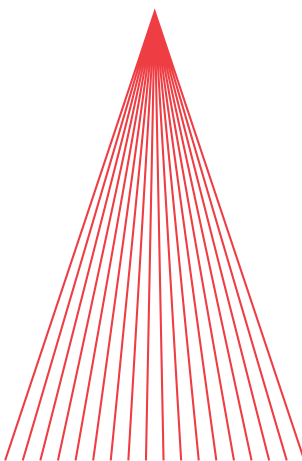
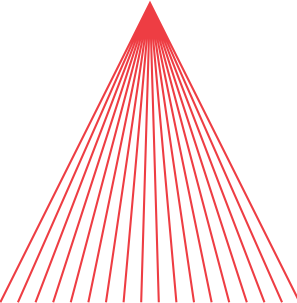
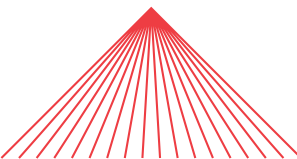
Short, medium, tall
Light, regular, bold

When used in graphic applications other than the logo, the triangles should be mixed in height to create rhythm and mixed in weight to create perspective.

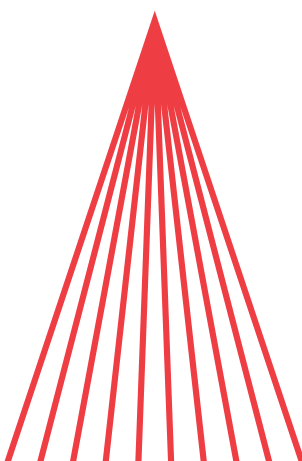
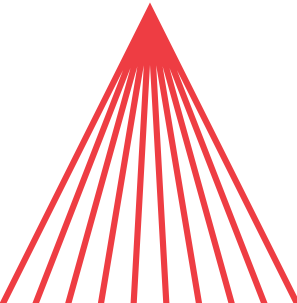
For optimal representation, avoid the following:

- mixing two or more triangles of the same height;
- mixing two or more triangles of the same weight;
- mixing two or more triangles of the same height but of different weights;
- mixing two or more triangles of the same weight but of different heights.

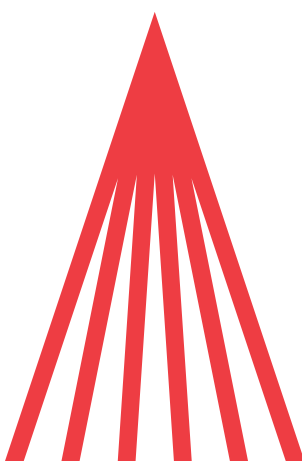
LIGHT



REGULAR



BOLD



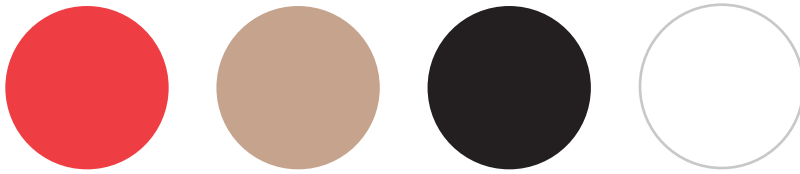
SHORT

MEDIUM

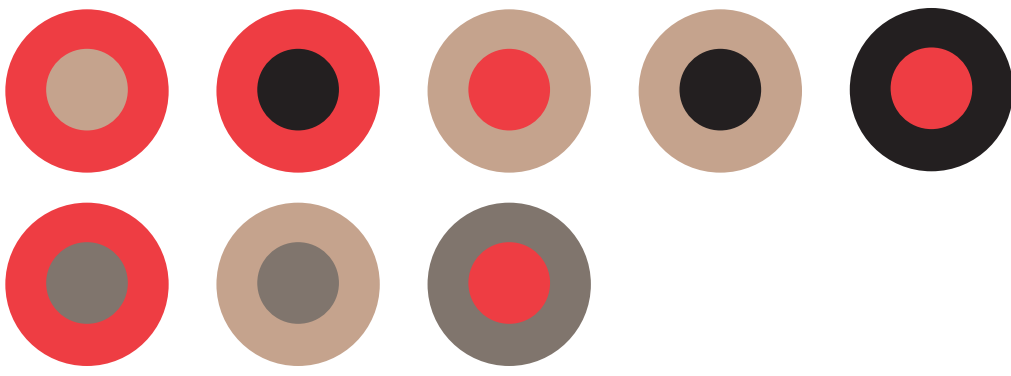
TALL

Colours

When used in a graphic application other than the logo, the triangles can appear in the brand's official colours. However, the use of Warm Grey for visual assets is not a preferred use, even though it is not strictly forbidden.



Here are some colour and background combinations to avoid:



Triangle composition

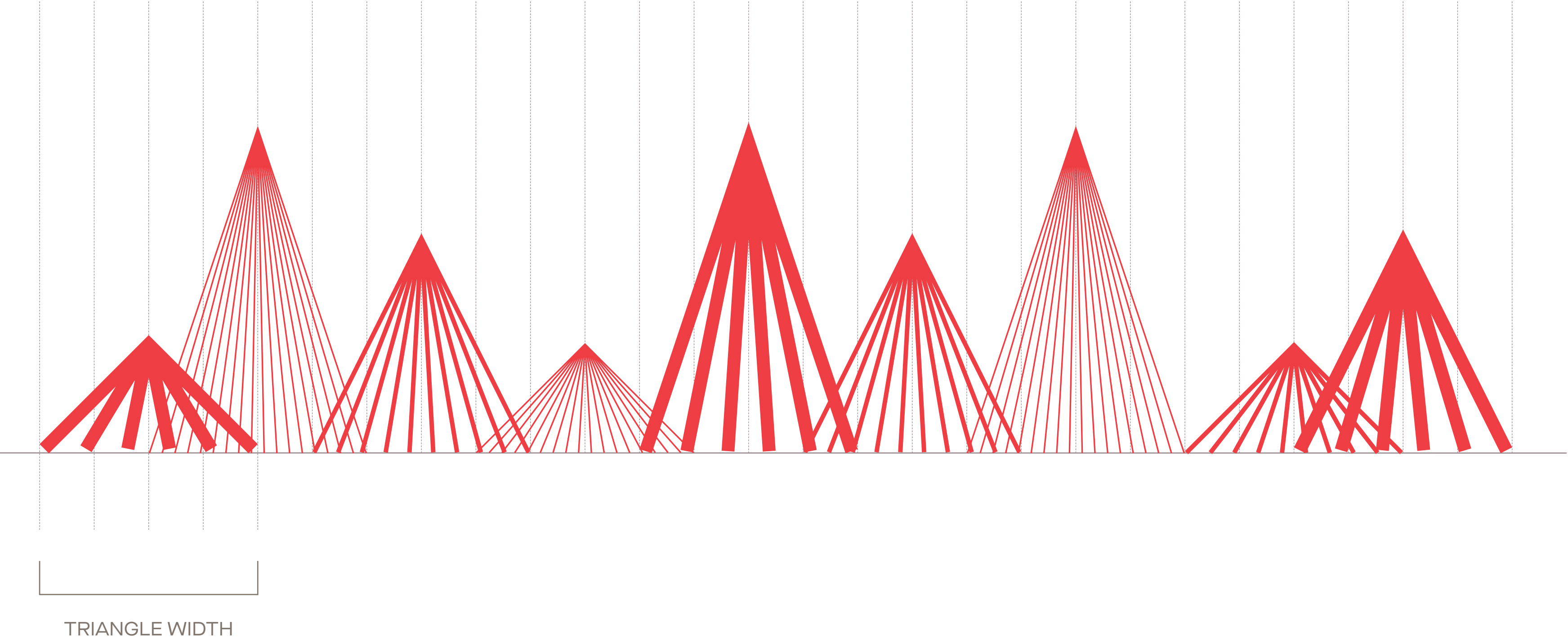
Visual assets

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To design this alignment of triangles, use a grid where each triangle's width takes up four columns. Align all triangles with the bottom line. Each triangle should touch the next one or overlap for the width of one or two columns.

5.0 MERCHANDISING

Merchandising examples

Merchandising

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Always ensure the visual identity is legible, given the printing material. For example, serigraphy on fabric cannot have fine text or fine lines at a small scale. Always verify with the provider whether a design can be properly printed, and don't hesitate to adapt the visual to ensure it can be correctly printed and will be legible. A good rule of thumb is: The simpler, the better.

Also, since logos cannot have both main languages in prominence, there are two ways to make their use compliant: 1) If the object has two visible sides (i.e., opposite sides of a mug), one language can be printed on one side and the other language on the other; 2) if the object does not have two sides, then we recommend printing two batches of the object, one for each language (i.e., one batch of French T-shirts and another batch of English T-shirts).



Mugs



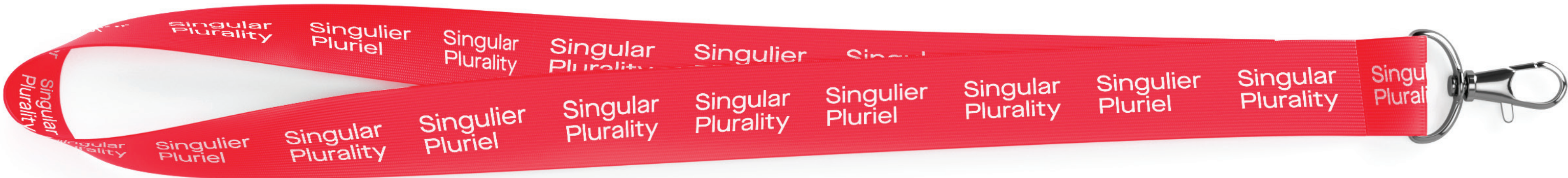
T-shirt
Front and back



T-shirt alternative
Front of French version



T-shirt alternative
Front of English version



Lanyard
Fully bilingual

6.0 CONTACT

Any questions?

Contact us if you have questions about how to apply the visual identity.

Brand manager:
Victor Baptista
pch.ivfrancfort-frankfurtvi.pch@canada.ca
819-360-3878

All entities presenting literary or non-literary projects and/or activities in support of Canada's Guest of Honour presence at Frankfurt 2020/2021 may use the brand. However, before doing so, PCH reserves the right to review the communication product and/or merchandise prior to approving the use of the brand.